



GOVERNMENT OF PAKISTAN
MINISTRY OF HUMAN RIGHTS

NATIONAL STRATEGY

ON MALE INVOLVEMENT TO ADDRESS

GENDER-BASED VIOLENCE

IN PAKISTAN

2026-2030

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DISCLAIMER

The National Strategy on Male Involvement to address Gender Based Violence (20252030) has been developed through a consultative and evidence-informed process led by the Ministry of Human Rights in collaboration with UNFPA and Rozan. The Strategy provides a comprehensive national framework to guide government institutions, development partners, civil society organizations, communities, and other stakeholders in systematically integrating male involvement and engagement across all levels of GBV and child marriage prevention and response initiatives.

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Message from Federal Minister for Human Rights

Gender-based violence continues to be a critical human rights and social development challenge in Pakistan as in other parts of the world. It undermines the safety, dignity, and well-being of individuals and communities, and hinders the realization of a just and equitable society. While women and girls are disproportionately affected, the engagement of men and boys as partners in prevention and positive change is essential.

The **National Male Involvement Strategy to Address Gender-Based Violence**, developed by the Ministry of Human Rights in collaboration with UNFPA and Rozan, represents a significant step toward engaging men constructively in promoting gender equality and preventing violence. This strategy provides a practical framework to challenge harmful gender norms, promote positive masculinity, and foster responsible behaviour at the family, community, and institutional levels. The Strategy is developed in a broader framework of the Constitution of Pakistan, Prime Minister's Women Empowerment Package, National Gender Policy Framework, 2022 and International Commitments including Beijing Declaration and Platform for Action, CEDAW, and OIC Action Plan on Advancement of Women, adhering to the principle of inclusivity, fundamental rights and principles of Policy as laid down in the Constitution of Pakistan.

The development of this strategy is the result of extensive consultations with provincial governments, civil society, experts, and stakeholders across the country. It reflects evidence-based approaches and culturally sensitive interventions aimed at achieving tangible impact.



Senator Azam Nazeer Tarar
Federal Minister for Human Rights

I commend the team from Ministry of Human Rights, UNFPA and Rozan for their dedication and contribution in preparing this draft. The Ministry of Human Rights remains fully committed to supporting the implementation of this strategy in collaboration with all relevant stakeholders. Active male engagement is crucial for building safe, equitable, and inclusive communities where every individual can live free from violence and discrimination.

I encourage all stakeholders to use this engagement strategy and support its implementation for the benefit of our society and future generations.

Message from UNFPA

Gender-based violence (GBV) including child marriage remain among the most pervasive human rights violations and the most pressing barriers to achieving gender equality worldwide. Globally, one in three women has experienced physical or sexual violence, whether by an intimate partner or someone else, which underscore the urgent need for sustained and collective action to prevent, respond to, and ultimately end GBV.

In Pakistan, gender-based violence (GBV) remains a widespread and deeply entrenched issue, sustained by harmful social and cultural norms. National data reflects both the high prevalence of GBV and the alarming normalization of violence against women, signaling an urgent need for a coordinated policy response. To effectively address GBV, Pakistan must prioritize comprehensive legal reforms, institutional strengthening, and community-level interventions aimed at transforming attitudes, ensuring survivor protection, and promoting gender equality.

Child marriage continues to rob girls of their childhood, health, education and other opportunities. The same survey shows that 18% of women aged 20–24 was married before 18th birthday, compared to only 4.7% of men, clearly revealing the gendered nature of this harmful practice. Like many other societies, discourse and practices around GBV and child marriage in Pakistan are shaped by largely discriminatory socio-cultural narratives and gender norms. Addressing these complex issues requires a comprehensive and transformative approach, one that places those (women and girls) most at risk at the center, while engaging men and boys as allies and change agents. As fathers, brothers, partners, community influencers, leaders and policymakers, men and boys have a crucial role in challenging discriminatory norms and creating a culture rooted in respect, equality and mutual accountability.

UNFPA, in line with its global mandate, remains committed to support the Government of Pakistan and national partners to end GBV and harmful practices, including child marriage. The development of the National Strategy on Male Engagement to



Dr. Luay Shabaneh *Country Representative, UNFPA Pakistan*

address GBV and child marriage, led by the Ministry of Human Rights (MoHR) undertaken by Rozan with UNFPA's technical support, marks a significant milestone in this journey. This strategy aims to systematically engage men and boys, harnessing their agency and leadership to transform social norms that perpetuate violence and inequality.

This initiative does not shift focus away from women and girls, it broadens the circle of allies, reinforces shared responsibility and promotes collective actions for sustained change. The strategy provides a clear roadmap to promote positive masculinities, challenge harmful norms, strengthen trauma-informed systems and build inclusive, gender-equitable approach to address GBV and child marriage.

I extend my sincere appreciation to the Ministry of Human Rights, their leadership and Rozan for partnership in this critical effort, and to the Embassy of the Netherlands for their generous support, without which this milestone would not have been possible.

Together, these efforts will help create an environment where every woman and girl can live free from violence, discrimination and fear.

Foreword

It is a privilege to present **National Strategy on Male Involvement to Address Gender-Based Violence in Pakistan (2026-2030)**, a landmark initiative by the Ministry of Human Rights that marks a paradigm shift in our national efforts toward gender equality and social justice. Islamic Republic of Pakistan is a democracy with population of 241.49 million comprising 124.32 million males, 117.15 million females and 0.02 million transgender persons (census, 2023). The population exhibits a relatively balanced gender distribution, with males making up 51.48% of the country, while females and transgender persons account for 48.51% and 0.01% respectively. Despite this near-equal demographic balance, existing socio-cultural barriers contribute to occurrences of gender-based violence, disproportionately impacting women and transgender communities across the country.

In response, state policies are increasingly focused on protecting women and transgender individuals from violence; while men have traditionally been viewed as the perpetrators, a new approach aims to involve them as active partners and change agents to help counter this issue. This approach aligns directly with the **National Gender Policy Framework 2022**, which formally prioritizes the engagement of men and boys to combat gender-based violence.

This Strategy is founded on the principle of No Harm, the epitome of an egalitarian society that observes the equality, shared roles and equal respect without gender discrimination and violence. Pakistan's constitutional promise of an egalitarian society can only be achieved when men and boys actively step forward to eradicate gender-based



Dr. Abdul Khalique Shaikh
Secretary
Ministry of Human Rights

violence. Honoring the vision of our founding fathers, this National Strategy positions males not as spectators or perpetrators, but as vital architects of a safer and more equitable nation.

The Strategy is envisioned to engage men and boys as agent of change and champions in preventing GBV, dismantling unequal power structures, ensuring safety, dignity, and justice for all. Addressing the GBV warrants not only legal and institutional frameworks but also a fundamental transformation in the attitudes, behaviours, and social norms that perpetuate violence.

Developed through an extensive consultative process — drawing upon the expertise of provincial governments, civil society organizations, academia, community leaders, youth representatives, and international development partners — this Strategy is firmly grounded in evidence-based

approaches and culturally informed interventions. It is anchored in the Constitution of Pakistan, the National Gender Policy Framework 2022, and Pakistan's international commitments including the Beijing Declaration and Platform for Action, CEDAW, SDGs, and the OIC Action Plan on the Advancement of Women.

The Strategy sets out a comprehensive framework for challenging harmful gender norms, promoting positive masculinities, strengthening institutional capacity, and mobilising communities for collective action. It provides a clear roadmap for government agencies, development partners, civil society, the private sector, media, and communities to work together in building a society free from violence and discrimination.

Crucially, the deliverables outlined under this strategy are not a mere wishlist of aspirations; rather, they are firmly rooted in robust empirical evidence detailing the prevalence and diverse forms of gender-based violence across the country. By utilizing data-driven insights, this framework charts practical, do-able actions designed to target Pakistan's significant youth bulge, recognizing young people as the cornerstone of sustainable social reform. By positively engaging youth at all levels, the strategy aims to harness their potential as active partners who can meaningfully contribute to mitigating violence and fostering a culture of mutual respect.

To translate these strategic objectives into lasting change, the Ministry has established a rigorous implementation and monitoring mechanism. This framework is specifically designed to ensure fruitful, result-oriented execution by embedding clear accountability structures and tracking mechanisms across all relevant sectors. Through system-

atic oversight and continuous evaluation, we aim to secure measurable, positive impacts that safeguard vulnerable communities and guarantee that every initiative yields tangible progress toward a violence-free society.

I express my deepest gratitude to **Ms Saliha Ramay, UNFPA Pakistan, Mr. Babar Bashir, Rozan**, and members of the Technical Advisory Group for their support and unwavering commitment. I would also like to place on record my sincere appreciation for **Dr. Muhammad Arif, Director, Ministry of Human Rights** and his team, whose tireless efforts were instrumental in bringing this Strategy to fruition. My appreciation also extends to the **Provincial Governments Civil Society Organizations**, all experts, and stakeholders whose insights have enriched this document.

The **Ministry of Human Rights** is fully committed to leading the implementation of this Strategy in partnership with all relevant stakeholders. I am confident that through collective resolve, sustained engagement, and shared accountability, we can build safe, equitable, and inclusive communities where every individual can live a life of dignity, free from violence. I commend this Strategy to all partners and urge its adoption and implementation at every level for the benefit of our society and future generations.

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Executive Summary

Gender-based violence (GBV) remains deeply entrenched in Pakistan, reinforced by deep-rooted discriminatory gender and social norms, systemic inequalities, and imbalanced power dynamics. GBV remains alarmingly prevalent. According to the Pakistan Demographic and Health Survey (PDHS) 2017-18, 28% of ever-married women aged 15–49 have experienced physical violence since age 15, and 34% have faced physical, emotional, or sexual violence by their husbands. Disturbingly, 56% of women who reported experiencing violence never sought help nor told anyone, highlighting silence and normalization around GBV. One in three ever-married women reports experiencing violence, and transgender individuals face even higher risks. While women-led advocacy and empowerment efforts have made significant strides, the role of men and boys in addressing GBV and other harmful practices has often been overlooked. The National Male Involvement Strategy to Address Gender-Based Violence in Pakistan seeks to change this narrative by positioning men and boys as allies and agents of change. In the continuation of Pakistan's commitment to global frameworks like the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW), the Sustainable Development Goals (SDGs), and the Beijing Platform for Action. This strategy aims to foster gender equality, prevent and respond to GBV, and transform gender discriminatory societal attitudes through their meaningful engagement, with a clear, structured plan.

The strategy was developed through a consultative and evidence-informed process. It began with a detailed review of global best practices, including examples from countries like Nepal, Uganda, and Sierra Leone. To ensure local relevance, five provincial consultations were held, bringing together community voices, civil society organizations,

government representatives, youth leaders, and gender experts. A Technical Advisory Group (TAG) was formed to provide expert guidance. These steps helped shape a strategy that is both practical and sensitive to the diverse cultural and regional contexts across Pakistan.

At its core, the strategy provides a national framework to guide programs, institutions, and stakeholders in integrating male involvement across all levels of GBV prevention and response. It identifies five priority areas, each directly aligned with the broader GBV challenges in the country:

- i. Transform harmful gender norms by promoting positive masculinities and encouraging men and boys to support gender equality.
- ii. Institutionalize male involvement through reforms in laws, policies, and accountability systems.
- iii. Strengthen male service providers in key sectors such as health, education, law enforcement, and social work, with training on trauma-informed, survivor-centered practices.
- iv. Mobilize men in communities, enabling grassroots engagement and collective action to prevent GBV.
- v. Establish media and technology as sustainable platforms to influence public attitudes, raise awareness, and promote respectful, gender-sensitive messaging through male influencers.

These priority areas are guided by five key principles:

- **Gender and power dynamics:**
Recognizing and addressing the unequal structures that allow GBV to persist.
- **Inclusion and intersectionality:**
Ensuring all groups—especially marginalized women, girls, transgender

persons, displaced communities, and people with disabilities—are part of the solution.

- **Accountability:**

Holding institutions and individuals responsible for sustaining meaningful change.

- **Trauma sensitivity:**

Responding to the emotional and psychological impacts of violence.

- **Community engagement:**

Designing solutions that reflect local realities and encourage community ownership.

To turn this vision into action, the strategy introduces a clear rollout plan:

- A phased implementation model with short, medium, and long-term impact.
- Provincial adaptation plans to reflect different local needs and capacities.
- A robust Monitoring, Evaluation, Accountability, and Learning (MEAL) system to track progress on the execution of the MI-Strategy/Plan, learn from experience, and adapt accordingly.
- Engagement with women- and youth-led organizations to ensure that interventions are inclusive and community-driven.
- Anchoring the strategy within the Ministry of Human Rights (MoHR), ensuring statutory status and alignment with national gender equality policies.

Recognizing challenges such as sensitivities to the issue, resistance to change, resource constraints, and limited adoptable models the strategy integrates culturally sensitive communication campaigns, transparent collaborations between governments, civil society and community groups for scalable programs. The strategy is housed within MoHR so that it has a statutory status and is well adopted and integrated at all policies and framework developed by the Ministry and government of Pakistan for gender equality at large. Sustainability will be pursued through policy integration, local ownership, and strategic partnerships with civil society organizations, government agencies, and international donors. National Male Involvement Strategy is a significant step towards combating Gender-Based Violence (GBV) by engaging men in prevention and by strengthening collaboration across institutions in response efforts. This shift recognizes that while women and girls are disproportionately affected by GBV, men and boys can also be victims, and their active participation is crucial for achieving lasting change. By focusing on men as part of the solution while firmly centering the voices and leadership of women and marginalized groups—this strategy presents a practical and inclusive way forward. It aims to create a safer, more equitable society, where everyone, regardless of gender, can live free from violence and discrimination.

Acronyms and Abbreviations

CEJ: Centre for Excellence in Journalism
CEDAW: Convention on the Elimination of All Forms of Discrimination Against Women
CSO: Civil Society Organization
CBO: Community Based Organization
BFA: Beijing Platform for Action
DRF: Digital Rights Foundation
DV: Domestic Violence
EVAW: Ending Violence Against Women
FBO: Faith-Based Organization
FGD: Focus Group Discussion
FP: Family Planning
GBV: Gender-Based Violence
GRB: Gender-Responsive Budgeting
HEC: Higher Education Commission
HRMIS: Human Rights Information Management System
ICPD: International Conference on Population and Development
IMAGES: International Men and Gender Equality Survey
IDP: Internally Displaced Person
INGO: International Non-Governmental Organization
LHW: Lady Health Worker
MMfD: Media Matters for Democracy
MoFEPT: Ministry of Federal Education and Professional Training
M&E: Monitoring and Evaluation
MEAL: Monitoring, Evaluation, Accountability, and Learning
MoHR: Ministry of Human Rights
NWJDR: Network of Women Journalists for Digital Rights
NCC: National Curriculum Council
NCSW: National Commission on the Status of Women
NWJDR: Network of Women Journalists for Digital Rights
NGO: Non-Governmental Organization
PDHS: Pakistan Demographic and Health Survey
PPC: Pakistan Penal Code
PGMIS: Punjab Gender Management Information System
RH: Reproductive Health
RHR: Reproductive Health and Rights
SDGs: Sustainable Development Goals
SRHR: Sexual and Reproductive Health and Rights
TAG: Technical Advisory Group
TFGVB: Technology Facilitated Gender Based Violence
UN: United Nations
UNFPA: United Nations Population Fund
UNICEF: United Nations International Children's Emergency Fund
WAF: Women's Action Forum
WRO: Women's Rights Organization

Glossary

To ensure clarity and consistency, the following definitions outline key terms used throughout the strategy:

Accountability: The obligation of individuals, institutions, and governments to take responsibility for their actions, ensure transparency, and address failures, especially in promoting gender equality and preventing GBV.

Behavioural Change: A shift in attitudes, beliefs, and actions, often driven by awareness, education, and supportive environments, to promote equitable gender norms and prevent GBV.

Community Engagement: Collaborative efforts to involve community members in decision-making and actions aimed at addressing GBV and promoting gender equity.

Disaster: A crisis situation (natural or man-made) that increases GBV risks; male involvement is critical in prevention, protection, and promoting non-violence during disaster response. Conflicts

Gender and Power: A framework for analysing how societal structures and relationships distribute power unequally across genders, shaping access to resources, decision-making, and opportunities.

Gender-Based Violence (GBV): Any harmful act directed against individuals or groups based on their gender. This includes physical, sexual, psychological, and economic harm, often rooted in unequal power dynamics and societal norms.

Gender Equality: The state in which individuals of all genders have equal access to rights, responsibilities, and opportunities in all areas of life, free from discrimination or bias.

Gender Justice: A transformative process of addressing inequalities and power imbalances to ensure fair treatment, resource distribution, and protection for individuals of all genders.

Gender Norms: Societal expectations and standards that dictate appropriate roles, behaviours, and attributes for individuals based on their gender.

Harmful Practice: Traditional, cultural, or social practices that negatively affect the physical, emotional, or psychological well-being of individuals, often perpetuating inequality and discrimination. Examples include child marriage, female genital mutilation, and honor-based violence.

Institutionalization: The process of embedding gender equality and GBV prevention measures into the structures, policies, and practices of organizations and systems to ensure sustainability.

Intersectionality: A framework that examines how various social identities (e.g., gender, sex, race, class, ethnicity, and disabilities intersect to create overlapping systems of discrimination or privilege.

Male Involvement: Active participation of men and boys in promoting gender equality, preventing GBV, and challenging harmful masculinities, recognizing their role as allies and agents of change.

Monitoring, Evaluation, Accountability, and Learning (MEAL): A systematic process of tracking progress, measuring outcomes, ensuring accountability, and applying lessons learned to improve interventions and sustain impact.

Patriarchy: A social system characterized by male dominance, where power and privilege are concentrated in men's hands, often leading to systemic gender inequalities.

Parenthood: Shared caregiving roles by men and women, where male involvement promotes nurturing, responsibility, and the prevention of GBV through positive role modelling.

Positive Masculinities: Constructive expressions of masculinity that reject harmful stereotypes and promote behaviours aligned with gender equity, respect, and nonviolence.

Pro-Feminist Approach: The framework that supports feminist principles of gender equality, dismantling patriarchy in addressing power imbalances while centering the experiences of women and gender diverse people and invites men and boys to the work as allies and responsible actors rather than saviours.

Reflexivity: The ability of men to reflect on their attitudes, behaviours, and power in relation to gender and violence, enabling them to challenge harmful norms and become allies in ending GBV.

Social Norm Approach: Strategies that address and transform entrenched social norms and behaviours that perpetuate gender inequality and GBV.

Stakeholders: Individuals, groups, or institutions with a vested interest in the strategy's outcomes, including government bodies, civil society organizations, media, academia, and local communities.

Sustainability: The ability to maintain and scale initiatives over time, ensuring long-term impact and alignment with evolving societal needs.

Survivor-Centered Approach: An approach that prioritizes the rights, needs, and agency of GBV survivors, ensuring that their voices are central to all interventions.

Technology-Facilitated GBV (TFGBV): Technology-facilitated gender-based violence, (TFGBV), is an act of violence perpetrated by one or more individuals that is committed, assisted, aggravated and amplified in part or fully by the use of information and communication technologies or digital media against a person on the basis of gender

Trauma-Informed Approach: A framework for understanding and addressing the impact of trauma on individuals and communities, ensuring sensitivity and support in all interventions.

INTRODUCTION



1. Introduction

The Constitution of Pakistan guarantees fundamental rights to all citizens, including equality before the law (Article 25) and the right to life and dignity (Articles 9 and 14). These provisions obligate the State to protect individuals—especially women and girls—from discrimination, violence, and exclusion.

Women make up 48.4% of Pakistan's population, and their full participation is essential for national development. As a UN member state, Pakistan has committed to the 2030 Agenda for Sustainable Development, including Goal (SGD) 5, which aims to achieve gender equality and empower all women and girls. This includes ending violence, improving access to healthcare, recognizing unpaid care work, and ensuring equal participation in economic and public life.

Pakistan is also a signatory to CEDAW, the Beijing Platform for Action, and other international conventions. The state recognizes and is dedicated to eliminating all forms of violence against women and girls. While some progress has been made, Pakistan's persistent low ranking on global gender development indices has spurred national leaders to prioritize gender equality.

The involvement of men and boys in combating gender-based violence (GBV) has gained increasing global recognition as a crucial element of gender equality efforts. While early feminist movements primarily focused on women's rights, by the 1970s, there was growing acknowledgment of the need to engage men in challenging harmful gender norms and addressing GBV. By questioning dominant ideas of masculinity, entitlement, and power, these movements have shown that patriarchy negatively impacts women, girls and transgender significantly, it also conditions men and boys with the idea of entitlement, power and dominance. This has

inspired the emergence of spectrum of male engagement initiatives that seek to shift attitudes, transform behaviours, and challenge the norms that place men in positions of superiority. This shift was formalized at the 1994 International Conference on Population and Development (ICPD) in Cairo, which underscored men's shared responsibility in reproductive health, family planning, and equitable partnerships. Subsequent global frameworks, including the Beijing Platform for Action (1995), the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW), and the Sustainable Development Goals (SDGs) (2015), further emphasized the role of men as allies in dismantling gender inequalities, hierarchies and advancing gender justice.

As a signatory to these international commitments, there has been recognition of the importance of male involvement in promoting gender equality in Pakistan. However, men and boys have largely remained on the periphery of GBV prevention efforts, which have traditionally been framed as a women's issue. While women and girls are disproportionately affected by GBV, men and boys are often portrayed primarily as perpetrators, leaving them either as bystanders or excluded from initiatives as potential agents of change.

This strategy represents a paradigm shift, positioning men and boys as essential partners in transforming harmful norms and driving collective action toward a just and equitable society. By engaging men and boys as allies in prevention efforts, the strategy challenges traditional narratives, fosters mutual accountability, and promotes gender-equitable behaviours that contribute to sustainable social change.

BACKGROUND



2. Background

2.1. Historical Evolution of Male Involvement in Pakistan

The evolution of male involvement in Pakistan is closely tied to the groundwork laid by the Government of Pakistan in advancing gender equality and preventing gender-based violence (GBV).

Pakistan has made significant commitments to global gender equality frameworks, ratifying key agreements such as the Universal Declaration of Human Rights, the Beijing Platform for Action, and the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW). These commitments reflect the country's alignment with international efforts to eliminate gender-based discrimination and promote equity.

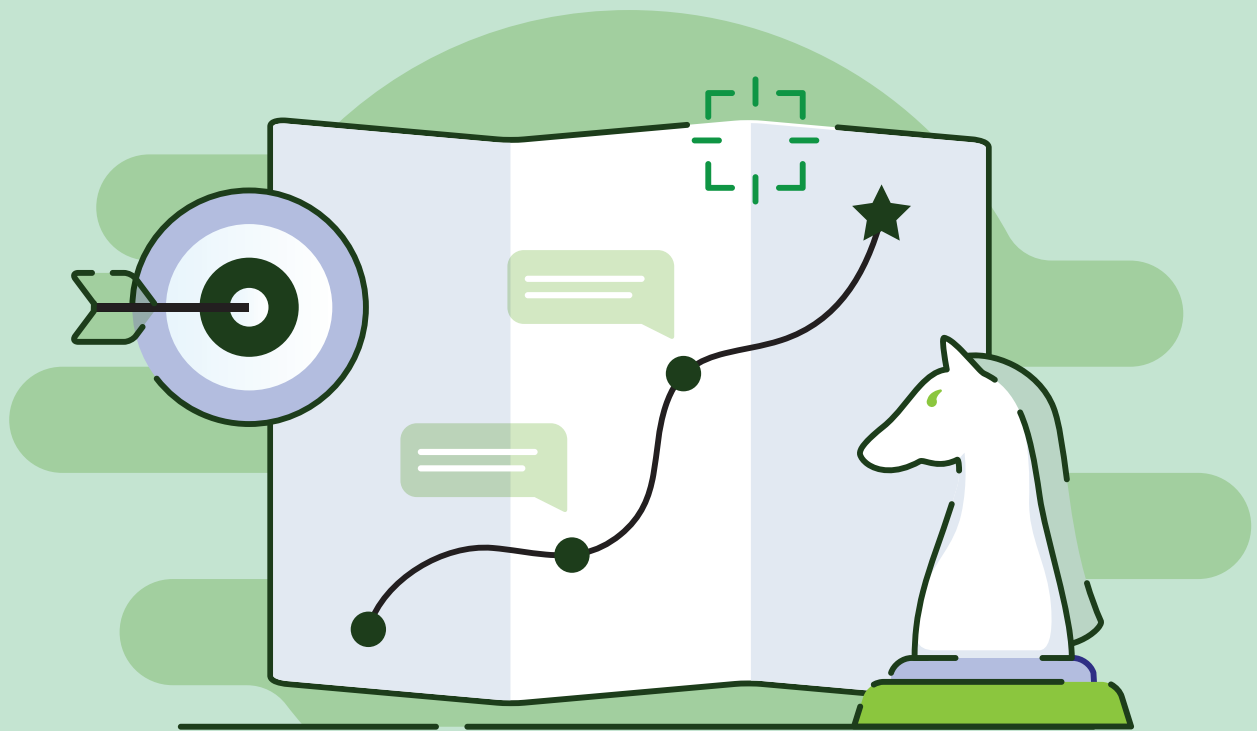
The National Commission on the Status of Women (NCSW) was established in 2000 by executive order and granted statutory status under the NCSW Act, 2012, to advance gender equality, review policies and laws, and address discrimination against women. Since then, Pakistan has introduced landmark legal frameworks to protect women's rights and prevent and respond to GBV including the domestic violence and sexual violence. Notable laws include the Protection Against Harassment of Women at the Workplace Act (2010, amended in 2022), the Prevention of Anti-Women Practices Act (2011), and the Domestic Violence (Prevention and Protection) Act, 2026 (applicable to the Islamabad Capital Territory), Criminal Law (Amendment) (Offenses in the Name or Pretext of Honour) Act, 2016, Acid Control and Acid Crime Prevention Act, 2011, Protection of Women (Criminal Laws Amendment) Act, 2006, Prevention of Electronic Crimes Act (PECA), 2016, Islamabad Capital Territory Child Marriage Restraint Act 2025, Anti Rape (Investigation & Trial) Act, 2021. At the

provincial level, domestic violence legislation has also been enacted. Sindh passed the Sindh Domestic Violence (Prevention and Protection) Act in 2013, followed by the Balochistan Domestic Violence (Prevention and Protection) Act in 2014. Punjab introduced the Protection of Women Against Violence Act in 2016, establishing integrated centers for survivors, and Khyber Pakhtunkhwa enacted its Domestic Violence Against Women (Prevention and Protection) Act in 2021. These measures have played a crucial role in creating a safer and more equitable society.

International collaborations, particularly with UNFPA, have been instrumental in integrating male involvement into GBV prevention. One of the most significant milestones in this regard was the International Men and Gender Equality Survey (IMAGES), conducted by the Ministry of Human rights in collaboration with Population Council and Rozan, highlighting the influence of entrenched patriarchal norms on attitudes and behaviours with Over 75% of married men and women agree that a woman should tolerate violence to keep the family together, reflecting a societal tendency to justify domestic violence under the guise of family preservation. Qualitative studies reveal that traditional notions of masculinity, emphasizing dominance and control, contribute to the perpetuation of GBV. Men often associate their masculine identity with authority over women, leading to behaviours that uphold gender hierarchies and justify violence. This document provided data-driven insights into men's attitudes, behaviours, and roles, necessitating the development of targeted policies and programs on male involvement to promote gender equality.

The government has also implemented Gender-Responsive Budgeting, ensuring that financial planning aligns with gender equality goals. Most recently, the National Gender Policy Framework was launched to address systemic barriers and institutionalize gender equality as a national priority.

DEVELOPMENT PROCESS OF THE STRATEGY



3. Development Process of the Strategy

The National Male Involvement Strategy was developed through a participatory and evidence-driven approach, ensuring alignment with national priorities and international commitments of Pakistan.

A meta-synthesis of global and regional evidence on male involvement was conducted, drawing from successful male engagement models worldwide. This review provided critical insights into best practices, challenges, and lessons learned, shaping the strategy's framework and direction.

To ensure local relevance, five provincial consultations in four provinces were held across Pakistan's four provinces, engaging government stakeholders, civil society, academics, and community representatives. These consultations helped identify region-specific challenges, refine strategic priorities, and foster multi-stakeholder consensus.

This strategy is developed under the leadership of MoHR with the technical support of UNFPA and Rozan. A Technical Advisory Group (TAG) composed of experts from CSOs, feminist activists, academicians with representation from all four provinces was established to provide expert oversight and guidance on the process and structure of the strategy. To ensure its effectiveness and sustainability, the strategy has been substantiated in a validation workshop with key stakeholders engaged during development of the strategy.

3.1. Key Limitations

Despite the comprehensive and inclusive process, several limitations were observed:

- **Limited Research and Data on Masculinities in Pakistan**

There remains a significant gap in structured research and documentation on how masculinities are constructed, practiced, and

transformed in Pakistan. This limited the availability of strong local evidence to inform tailored interventions.

- **Scattered and Undocumented Practices**

While there have been numerous initiatives engaging men and boys, many evolved independently and lacked formal documentation, making it difficult to assess, adapt, or scale them systematically.

- **Few Regional or Global Models with National-Level Strategy Relevance**

Although global and regional models provided useful reference points, only a limited number offered frameworks directly adaptable to Pakistan's complex socio-political and cultural landscape. Most were either too program-specific or contextually distant from national strategy-level application.

- **Selective Integration of Stakeholder Recommendations**

The consultation process generated extensive recommendations. However, not all could be integrated. Only those inputs that were relevant, practical, and aligned with the scale and ambition of this national strategy were adopted. This selective inclusion was necessary to maintain focus and coherence.

- **Contextual Sensitivities and Conceptual Complexity**

Engaging men and boys, and working on the notions of masculinities, is a delicate and sensitive effort. Not all ideas or frameworks resonate equally across diverse stakeholders or regions. The strategy had to take a carefully balanced position—one that is both progressive and grounded, ensuring that commitments, accountability, and direction remained in line with Pakistan's constitutional, social, and cultural realities.

STRATEGY STRUCTURE



4. Strategy Structure

The National Male Involvement Strategy provides a comprehensive and actionable roadmap for fostering male engagement in GBV prevention and response. Considering Pakistan's current status within the shifting landscape of international politics and priorities, the strategy is structured as follows;

1. Context Analysis – This provides a context on the prevalence, root causes, and societal impact of GBV in Pakistan, using the existing evidence.

- a) thorough analysis of the evolving regional agenda set forth by international communities.
- b) A periodical assessment and analysis to maintain alignment with changing regional and international priorities and agendas and commitments.

2. Evidence-Based Framework – Integrates global approaches and insights and local consultations to ensure cultural relevance and effectiveness.

- a) Integrate pilot testing with learning feedback loops;
- b) Reinforce political sustainability mechanisms and

3. Implementation Plan – Outlines five key priority areas, structured into key activities, specific actions, and lead stakeholders responsible for execution.

- a) Rejecting savior narratives and promotes reflexive masculinity, accountability, and allyship are the key principles to safeguarded in implementation to avoid regression to tokenistic male involvement.

4. Monitoring, Evaluation, Accountability, and Learning (MEAL) Framework –

Establishes clear indicators for tracking progress, impact, and sustainability.

- a) Strategic alignment with NAP- Data and Evidence Use in Programming- Real-Time Monitoring Tools

5. Risk Mitigation and Sustainability Plan –

Identifies potential barriers and outlines long-term strategies for scalability and institutionalization.

- a) Clarity on provincial devolution mechanisms and risk assessment regarding backlash, political co-optation, or implementation delay

CONTEXT ANALYSIS AND RESPONSE



5. Context Analysis and Response

5.1. Prevalence

Gender-based violence (GBV) remains widespread in Pakistan, affecting women and girls including those with disabilities, transgender, socioeconomic groups, and cultural backgrounds. According to the Pakistan Demographic and Health Survey (PDHS) 2017-18, nearly one in three ever-married women aged 15-49 has experienced spousal violence. Sindh reports the highest prevalence (40%), followed by Punjab (32%), KP (28%), and Baluchistan (23%) (Demographic and Health Surveys Program, 2017-2018).

Women from lower socioeconomic groups, with disabilities and from ethnic and religious minorities face unique GBV risks, such as forced conversions (Human Rights Commission of Pakistan, 2020). Transgender individuals in marginalized groups experience compounded discrimination (Digital Rights Foundation, 2021). Transgender persons face even higher rates of violence, with 90% transgender reporting physical or sexual abuse, often from family members (Digital Rights Foundation, 2021). In KP alone, 479 cases were recorded in 2018 (TransAction Group) recent attacks, such as the 2024 killing of two transgender women in Mardan, highlight ongoing threats (Associated Press, 2024).

Informal workers, displaced persons, and those with disabilities also face heightened GBV risks due to inadequate protections and support services (UNFPA Pakistan, 2024). The strategy also underlines that external factors such as disasters, climate, conflict, technology and the changing demographic landscape of Pakistan counts as added

Table: Prevalence of Gender-Based Violence Among Ever-Married Women Aged 15-49 by Province

Province	Physical Violence (%)	Sexual Violence (%)	Spousal Physical, Sexual, or Emotional Violence (%)
Punjab	28	5	32
Sindh	33	7	40
Khyber Pakhtunkhwa (KP)	25	4	28
FATA	55	10	64
Baluchistan	20	3	23

Source: Pakistan Demographic and Health Survey 2017-18 (Demographic and Health Surveys Program, 2019).

complexities and potentially widen the spectrum of vulnerabilities for women and marginalized groups exposing them to further exclusion and violence.

The IMAGES Pakistan 2017 study conducted jointly by MoHR, Population Council of Pakistan and Rozan revealed deeply entrenched patriarchal norms among men, with alarming levels of acceptance and justification of gender-based violence. Over 75% of men believe women should tolerate violence to preserve the family, and more than half think women sometimes deserve to be beaten. Economic stress, low education, and rigid gender roles exacerbate these attitudes, while men exposed to violence in childhood are more likely to perpetuate it. These findings highlight the urgent need for gender-transformative interventions, particularly those engaging men in redefining masculinity and promoting equitable relationships.

5.2. Root Causes

Gender-based violence (GBV) in Pakistan is rooted in socio-cultural, economic, and structural factors, impacting women and marginalized gender identities, particularly transgender persons. Patriarchal norms perpetuate male dominance, limiting autonomy (of other genders) and normalizing violence (Khan, Akhtar, & Ali, 2022). Patriarchal norms and structures that rationalize inequality remain the core of the root causes. It is important to develop a glossary of tools that illustrate how GBV is normalized, sustained, and perpetuated. Some of these include:

Treating GBV as a Private Family Matter

Generally, violence within the home, especially against women and girls, is often perceived as a private issue, not a matter for legal or public intervention. Family honor (izzat) and social stigma deter victims and their families from reporting abuse, especially in cases of domestic violence, marital rape, or child sexual abuse. According to the Pakistan Demographic and Health Survey (PDHS) 2017-18, 42% of women and 40% of men believe that a husband is justified in beating his wife under certain circumstances, reflecting internalized normalization and silence around abuse.

- **Attitudes towards wife beating: 42% of women and 40% of men agree that wife beating is justified in at least one of six specified situations.**

Justifying Violence Through Cultural and Religious Mis-Interpretations

Misinterpretation of religious teachings and cultural traditions is frequently used to justify control over women's bodies, mobility, and choices. Concepts such as qawam (male guardianship) are often misused to assert male superiority, leading to the acceptance of disciplinary violence. Many local customs—such as watta satta, swarra

marriages and honor killings, are culturally rooted but wrongly framed as religiously sanctioned, creating a dangerous narrative that justifies violence. These narratives often discourage questioning male authority and fuel the normalization of GBV.

Blaming Survivors for the Violence

Survivors of GBV, especially women and transgender persons, are often blamed for the violence they face. The common perception that victims provoke violence by their dress, behaviour, or presence in public spaces shifts responsibility away from perpetrators. In high-profile rape cases (e.g., the 2020 Lahore motorway rape), public officials and media outlets made victim-blaming statements, reinforcing harmful social attitudes and discouraging reporting. This contributes to low conviction rates and secondary trauma for survivors.

Romanticizing or Trivializing Abuse in Media and Popular Culture

Pakistani dramas, films, and social media often portray aggressive male behaviour as a symbol of love or masculinity. Tropes that equate dominance with desirability, or that forgive abusive behaviour in the name of passion or tradition, are widespread. Such portrayals desensitize audiences, especially young men, to the realities of abuse, framing violence as part of normal romantic or marital relationships. This trivialization creates a cultural environment where GBV is minimized or even valorized.

Impunity for Perpetrators Due to Weak Law Enforcement and Social Pressure

GBV perpetrators frequently evade justice due to flaws in the criminal justice system—ranging from police inaction and lack of forensic support to pressure on survivors to "compromise" for the sake of family honor. According to Human Rights Watch and other local watchdogs, conviction

rates in GBV cases remain extremely low. Survivors often withdraw cases due to threats, lack of protection, or lengthy and hostile legal processes. In tribal and feudal areas, jirgas (informal courts) often override state law, perpetuating impunity.

Lack of Sexual and Reproductive Health Education

Most educational institutions in Pakistan do not provide comprehensive life skills-based education, leaving young people unaware of issues like consent, bodily autonomy, and reproductive rights. This ignorance sustains myths, reinforces gender stereotypes, and normalizes coercion within relationships. For boys, this gap reinforces entitlement over women's bodies; for girls and transgender individuals, it limits their ability to recognize or report abuse.

Socialization of Women and Transgender Persons to Tolerate or Adjust to Abuse

From a young age, girls are taught to be obedient, quiet, and sacrificial, while boys are socialized into entitlement and control. Transgender persons face exclusion and violence both at home and in public, often framed as divine punishment or shame. Cultural values around endurance and family honor pressure women and transgender persons to remain silent, adjust, or forgive violence. Marriage is often positioned as a woman's ultimate destiny, further discouraging them from leaving abusive relationships.

Addressing these root causes requires promoting equality, challenging harmful practices, enforcing laws, and improving access to education, healthcare, and economic opportunities. Community engagement and awareness campaigns are essential to creating a safe and inclusive society for all.

5.3. Impacts of GBV

Gender-based violence (GBV) in Pakistan has far-reaching effects on individuals, families, and communities, severely impacting the overall wellbeing of the communities. These consequences highlight the systemic nature of GBV and its role in hindering national development.

GBV severely impacts physical and reproductive health, including causing injuries, chronic pain, and complications such as unintended pregnancies and sexually transmitted infections. Pregnant women subjected to violence face risks like preterm labor and low birth weight (World Health Organization [WHO], 2012). Survivors also suffer significant mental health challenges, including depression, anxiety, and PTSD, exacerbated by stigma and victim-blaming. Transgender face compounded discrimination, further heightening their mental health vulnerabilities (Digital Rights Foundation, 2021). With a high rate of GBV, the strategy underscores that there is limited data to understand and analyse the patterns of violence propagators and thus emphasis on shared societal responsibility rather than positioning men as sole actors or saviors.

GBV disrupts education, particularly for girls, through harassment, school dropouts, and early marriages, limiting opportunities for growth and attainment of their rights. These effects are most pronounced in rural areas like Sindh and Balochistan (Siddiqui & Hussain, 2021). Economically, GBV restricts mobility and access to employment, particularly in the informal sector, perpetuating poverty and dependence (Social Development Policy Institute [SDPI], 2018). The intergenerational impact of GBV normalizes violence, affecting children's psychological development and increasing the likelihood of perpetuating abusive behaviours (Khan, Akhtar, & Ali, 2022). At the societal level, GBV undermines

economic productivity and erodes social cohesion, impeding collective progress and development (WHO, 2012). Gender-Based Violence in Pakistan carries a high economic cost, with global estimates by the World Bank and ILO suggesting losses of 1.2% to 3.7% of GDP—equating to \$4.5 to \$13.9 billion annually. These costs arise from healthcare, legal services, lost productivity, and reduced labour force participation, while also hindering social development and progress on key SDG

Safety concerns confine survivors to their homes, restricting their participation in public life. Displaced populations, including women and transgender persons in conflict-affected regions and those affected by natural disasters, face heightened risks of exploitation and violence, further exacerbated by inadequate protective mechanisms (Global Protection Cluster, 2022). Child marriage, driven by economic pressures and disasters, perpetuates cycles of abuse and deprivation for young girls (Le Monde, 2024).

This increasing usage of cyberspace is posing enhanced risks particularly for women and young girls across the world. According to a Pew Research Centre study, while 26pc of women aged 18–24-year, experience cyberstalking, only 7pc of men in the same age range do so. An increased phenomenon of man sphere, misogyny and anti-feminist expressions manifest that offline violence against women and girls and Technology Facilitated GBV are not isolable categories of analysis and action. Digital Rights Foundation, 2023 Report revealed that mobile broadband penetration in Pakistan is at 53.6 percent, and “violence against women continues to extend into the online sphere, reflecting the prevailing patriarchal and misogynistic norms.

5.4. Evidence-Based Framework to address GBV

Pakistan's legal framework to combat gender-based violence (GBV) is extensive and categorized into four main areas: foundational laws, laws against harmful cultural practices, protections for women in domestic and public spheres, and laws addressing trafficking and exploitation. These national efforts are further strengthened by Pakistan's commitments to international human rights frameworks, which emphasize the elimination of GBV and the promotion of gender equality.

5.4.1 National Laws & Policies

Substantive laws, such as the Pakistan Penal Code (PPC), address a broad spectrum of gender-based violence (GBV)-related offenses, including sexual violence, honor crimes, and trafficking. Significant legislative reforms have been enacted to strengthen protections for survivors and enhance accountability mechanisms. These include the Criminal Law (Amendment) (Offense of Rape) Act, 2016 and the Criminal Law (Amendment) (Offenses in the Name or Pretext of Honour) Act, 2016, which addressed gaps in legal redress and closed loopholes that previously enabled impunity.

Building on these reforms, the Anti-Rape (Investigation and Trial) Act, 2021 and the Criminal Law (Amendment) Act, 2021 introduced robust procedural and institutional safeguards. These include the establishment of special gender-based violence courts, anti-rape crisis cells, the use of modern forensic techniques, witness protection mechanisms, and the mandatory appointment of female medico-legal officers and police officers for survivor support. The legislation also prohibits the disclosure of survivors' identities, mandates expedited trials, and introduces strict penalties for procedural negligence or mishandling of rape cases (UN Women, 2022).

Laws addressing harmful cultural practices include the Child Marriage Restraint Act, 1929 and, the Prevention of Anti-Women Practices Act, 2011, which target discriminatory norms such as child marriage, forced marriage, and denial of inheritance. These laws aim to dismantle traditions that perpetuate systemic inequalities (UN Women, 2020).

Protection for women in domestic and public spheres are provided through legislation such as the Protection Against Harassment of Women at the Workplace Act, 2010, amended in 2022 which ensures safe work environments, and provincial laws like the Sindh Domestic Violence (Prevention and Protection) Act, 2013 and the Punjab Protection of Women Against Violence Act, 2016, amended in 2021 which address domestic violence, economic exploitation, and psychological abuse. Likewise, The Baluchistan Domestic Violence (Protection and Prevention) ACT 2014, and The Khyber Pakhtunkhwa Domestic Violence (Prevention and Protection) ACT 2021 has also been effective to protect women and girls in their domestic spheres. The Transgender Persons (Protection of Rights) Act, 2018 extends these protections to transgender individuals, ensuring their safety in both private and public domains (UN Women, 2020). Provincial governments have also taken steps to institutionalize gender equality through dedicated policies including Punjab Women Empowerment Package (updated 2019), Sindh Gender Equality Policy, 2017, Khyber Pakhtunkhwa Gender Equality Policy, 2022, Balochistan Gender Equality and Women Empowerment Policy, 2021

Laws related to trafficking and exploitation, such as the Prevention and Control of Human Trafficking Ordinance, 2002 and the Protection of Women (Criminal Laws Amendment) Act, 2006, criminalize trafficking, forced labor, and exploitation, with provisions for the rehabilitation and protection of survivors (UNODC, 2022).

In addition to specific legislation, national policies have played a critical role in shaping gender equality and GBV prevention strategies. The National Policy for Development and Empowerment of Women (2002) provides a framework to eliminate inequalities and ensure women's equal access to resources and opportunities. This policy emphasizes removing structural barriers and enhancing women's participation in socio-economic development. The National Gender Policy Framework (2022) complements these efforts by mainstreaming gender perspectives across all national policies and programs with a focus on men and boys' involvement. It focuses on creating an enabling environment for gender equality and addressing systemic barriers to empowerment (Ministry of Planning, Development & Special Initiatives, n.d.).

5.4.2 International Commitments

At the international level, Pakistan has ratified several key frameworks. The Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW) and the Beijing Declaration and Platform for Action reinforce Pakistan's commitment to achieving gender equality and addressing GBV. As part of the Sustainable Development Goals (SDGs), particularly SDG 5, Pakistan is dedicated to eliminating violence and harmful practices against women and girls. Other frameworks, such as the International Covenant on Civil and Political Rights (ICCPR) and the International Covenant on Economic, Social, and Cultural Rights (ICESCR), further obligate Pakistan to protect civil, political, and economic rights for all individuals (UN Women, 2020).

This comprehensive legal and policy framework provides a strong foundation for addressing GBV. Integrating these laws, policies and commitments into a national strategy for male involvement can

strengthen enforcement, shift societal norms, and promote accountability, ultimately contributing to a more equitable and safe society for all. For a detailed view of these laws and international commitments, see ANNEXURE 1.

5.4.3 Regional Commitments

Pakistan is a member of several regional forums including SAARC, SCO and CAREC. As an active member of such forums Pakistan has adopted CAREC Gender Strategy and participates in SCO Women forum and SAARC Gender Policy Advocacy Group (GPAG) to advocate and keep gender equality high on the policy agenda of the SCO and SAARC Countries. Moreover, Pakistan being a member of OIC and Women Development Organisation (WDO) has adopted 2025 OIC program of Action, containing key area of gender Equality and Women Empowerment.

5.4.4 Women's Movement and Civil Society Organizations

The women's movement and civil society organizations (CSOs) in Pakistan have played distinct but complementary roles in addressing gender-based violence (GBV), driving critical legal, social, and community-based interventions. The women's movement emerged in the 1980s in response to the Hudood Ordinances, which restricted women's rights and catalysed feminist activism. The establishment of the Women's Action Forum (WAF) in 1981 provided a platform for advocacy, protests, and awareness campaigns that united women across diverse backgrounds. WAF highlighted injustices nationally and internationally, fostering debates that laid the foundation for reforms. However, the movement faced challenges, including limited tolerance for dissent, societal resistance, and urban-centric leadership, which restricted its reach to rural and marginalized groups (Shaheed, 2009; Khan, 2018).

CSOs adopted grassroots, service-oriented approach, focusing on direct support for survivors and community engagement. They established shelters, legal aid centres, and counselling services, ensuring critical support for those affected by GBV. CSOs also contributed to the enactment of progressive legislation, such as the Protection Against Harassment of Women at the Workplace Act, 2010, and the Acid Control and Acid Crime Prevention Act, 2011. Their awareness campaigns challenged harmful norms, promoting gender equality at the community level (Robina& Sultana, 2020; de Búrca, 2021).

Despite these achievements, CSOs faced resource constraints, political resistance, and fragmented coordination. Limited technical competencies among community workers posed additional challenges, as effective engagement requires skills in culturally sensitive inquiry, trust-building, and navigating complex social dynamics. Inconsistent training and capacity-building opportunities further limited the impact of interventions (Robina& Sultana, 2020).

Together, the women's movement and CSOs have significantly shaped GBV prevention and response in Pakistan. While the women's movement advanced advocacy and legal reforms, CSOs provided practical, community-level support. Their combined efforts underscore the need for a coordinated national strategy that addresses resource gaps, expands outreach, and builds technical capacities to foster a more inclusive and equitable response to GBV.

5.5. Male Involvement as an Approach to Address GBV

Over the past two decades, efforts to engage men and boys in addressing GBV in Pakistan have gained momentum, recognizing their vital role in challenging patriarchal norms and promoting gender equality. The

Government of Pakistan, in collaboration with the United Nations Population Fund (UNFPA), has taken significant steps to institutionalize male involvement in GBV prevention and reproductive health. Initiatives such as the Male/Husband Schools in Punjab provide education on reproductive health and GBV while creating safe spaces for men to critically reflect on harmful gender norms. These schools encourage men to actively advocate for gender equality and challenge societal norms. Additionally, the recently developed Male Involvement Strategy for Family Planning, supported by UNFPA, emphasizes the intersection of reproductive health and GBV prevention, urging men to participate in community-based initiatives and become agents of change.

Despite significant progress, challenges such as resource constraints, cultural resistance, and fragmented efforts continue to hinder sustained male engagement in GBV prevention. Addressing these barriers requires strengthened coordination among stakeholders, increased investment in programs, and cultural adaptation of interventions. The Male Involvement Strategy for Family Planning provides a framework to address these challenges and foster sustained male engagement, contributing to a more equitable and violence-free society.

EVIDENCE BASED FRAMEWORK



6. Evidence Based Framework

6.1. Global Evidence and Strategies

Engaging men and boys in the prevention of gender-based violence (GBV) is increasingly recognized as a transformative approach to fostering societal equity and reducing violence. Male involvement strategies emphasize challenging harmful gender norms, promoting gender equality, and addressing the structural and personal factors that perpetuate GBV. UNFPA own male engagement strategy and implementation approach in humanitarian context has generated evidences in terms of support for uptake of GBV and SRH services among women and girls. There are few communities reporting reduction child marriage rates. These strategies are informed by global frameworks, regional initiatives, and evidence-based insights that can guide the development of a comprehensive and culturally relevant national strategy for Pakistan.

Several global, regional, and national male involvement strategies exemplify effective approaches to advancing gender equality and preventing GBV. Nepal's National Male Engagement Strategy (2017) leverages a socioecological model with phased implementation and multi-sectoral coordination, emphasizing local adaptation and institutionalization. Similarly, Sierra Leone's Strategy (2020) focuses on community mobilization and stakeholder partnerships to promote cultural transformation, highlighting the importance of sustained institutional commitment.

Albania's National Plan for the Involvement of Men and Boys (2014–2019) prioritizes gender equality and GBV prevention through collaborative partnerships between government institutions, civil society, and international organizations. Its approach combines capacity building, public awareness campaigns, and policy advocacy to promote men's active roles in challenging gender norms and fostering societal change (UNDP, UN Women, & UNFPA, 2014). UN Women also launched a campaign, He for She. WHO's RESPECT framework is designed to prevent violence against women. Similarly insights from primary and secondary violence prevention strategies were taken into consideration during review of good practices.

Pakistan's Male Involvement Strategy for Family Planning (2024) integrates gender-transformative approaches within sexual and reproductive health (SRH) services, emphasizing policy advocacy and cultural sensitivity to overcome socio-cultural barriers. Meanwhile, Uganda's Strategy (2018) adopts a holistic framework, combining gender equality and SRH goals with robust monitoring and evaluation systems.

Regionally, the African Regional Strategy (2019) provides a socioecological framework and strategic pillars for gender equality and GBV prevention, balancing regional coherence with the need for national adaptation. These strategies collectively underscore the importance of contextual relevance, multi-sectoral collaboration, and clear implementation pathways for sustainable impact. Global research highlights three primary approaches to male involvement in GBV prevention:

1. **Pro-Feminist Approach:** This strategy focuses on holding men accountable for their roles in perpetuating inequality and positions them as allies in supporting women's empowerment. It emphasizes personal responsibility and active engagement in dismantling patriarchal norms (Carlson et al., 2015; Flood, 2015; Promundo, 2019).
2. **Social Norms Approach:** This approach seeks to transform discriminatory societal expectations around masculinity, fostering community-driven behaviour change by reshaping harmful norms (Flood, 2015; MenCare, 2020).
3. **Trauma-Informed Approach:** Emerging as a vital addition, this approach addresses the psychological roots of violence, recognizing how past trauma, adverse childhood experiences, and societal conditioning influence behaviours. It complements the pro-feminist and social norms approaches by promoting healing and resilience (Fallot&Bebout, 2012; Myrtilinen, 2024).

Effective strategies emphasize multi-level and context-specific interventions that address individual behaviours, relational dynamics, community engagement, and

institutional structures. Tailoring these interventions to Pakistan's cultural and social diversity enhances their relevance and impact, particularly for marginalized groups (UNFPA, 2019; UNICEF & WHO, 2016).

6.1.1 Impact and Transformation

The evidence demonstrates the transformative potential of male involvement initiatives across multiple levels:

- **Challenging Harmful Gender Norms:** Programs like Promundo's H and M frameworks encourage men to critically reflect on harmful masculinities, fostering community-wide reductions in GBV (Promundo, 2019; Prevention Collaborative, 2019).
- **Promoting Gender Equality:** Initiatives like MenCare demonstrate how engaging men in caregiving roles challenges entrenched gender norms, promoting shared responsibilities and equitable behaviours (MenCare, 2020).
- **Driving Policy and Community Accountability:** Frameworks such as RESPECT highlight the role of male engagement in strengthening community accountability and influencing policy reforms (UNFPA, 2019).
- **Breaking Cycles of Violence:** Trauma-informed interventions highlight how addressing intergenerational cycles of violence can lead to healthier, non-violent behaviours. These align with calls for **accountability and long-term commitment**, emphasizing peer support and self-reflection (Fallot&Bebout, 2012; Myrtilinen, 2024).

6.1.2 Case Studies and Successful Initiatives

Global and regional initiatives provide valuable insights:

- **Participatory Dialogues:** Programs like Stepping Stones in South Africa engage men in conversations about gender, relationships, and violence through participatory, locally relevant approaches (Stepping Stones, 2018).
- **Integrated Frameworks:** Promundo's H and M programs combine education and community mobilization, fostering critical reflections on masculinity and power dynamics (Promundo, 2019).
- **Culturally Tailored Campaigns:** South Asia's Bell Bajao! campaign demonstrates the importance of **intersectionality and inclusivity**, addressing systemic inequalities while engaging diverse communities in violence prevention efforts (Prevention Collaborative, 2019).

6.1.3 Lessons Learned from Global and Regional Frameworks

From the review of global and regional framework, strategies, programs and interventions, several critical lessons emerge:

- Promoting Men as Allies, Not Saviors:** A crucial lesson is the importance of framing male involvement as collaborative rather than paternalistic. Programs must position men as partners in the fight against GBV, emphasizing the need for humility, respect, and shared responsibility, rather than reinforcing power dynamics through savior narratives (Flood, 2015; Promundo, 2019; UNFPA Pakistan, 2023).
- Multi-Level and Context-Specific Strategies:** Programs must address individual, relational, community, and institutional factors to ensure comprehensive engagement. Tailoring these interventions to specific cultural contexts enhances their acceptance and effectiveness, particularly in diverse or marginalized communities (Flood, 2015; WHO, 2016; UNFPA, 2019).
- Intersectionality & Inclusivity:** Recognizing the interplay of class, ethnicity, geography, and other identities ensures that interventions resonate with diverse groups, particularly those that are marginalized or underrepresented. This fosters equity and inclusivity in male involvement initiatives (Prevention Collaborative, 2019; UNICEF & WHO, 2016).
- Accountability & Long-Term Commitment:** Sustainable change requires critical self-reflection, guided by the lived experiences of women, as well as peer networks and institutional support. These mechanisms ensure that male involvement remains aligned with gender equality objectives and avoids reinforcing existing inequities (MenCare, 2020; Fallot&Bebout, 2012; UNFPA Pakistan, 2023).
- Community-Centered Approaches:** Grounding programs in the lived realities of communities ensures relevance and ownership. Engaging local partners, grassroots organizations, and diverse stakeholders, fosters community accountability and enables interventions to be culturally sensitive and inclusive (Prevention Collaborative, 2019; UNFPA Pakistan, 2023).

vi. Integrated and Holistic Approaches:

Combining pro-feminist, social norms, and trauma-informed perspectives creates a comprehensive framework for addressing structural and personal barriers to gender equality. This integration ensures that programs tackle both individual behaviours and systemic inequities (Carlson et al., 2015; Myrntinen, 2024).

vii. Collaborative and Multi-Sectoral Efforts:

Engaging education, health, media, and legal systems creates enabling environments for long-term societal transformation. Multi-sectoral collaboration amplifies the reach and impact of male involvement initiatives (UNFPA, 2019; UNICEF & WHO, 2016).

viii. The Importance of Measuring and Communicating Impact:

Effective initiatives incorporate robust monitoring and evaluation mechanisms. Demonstrating measurable outcomes not only validates the program's effectiveness but also builds momentum for scaling and replication. Transparent communication about successes and challenges fosters trust among stakeholders and beneficiaries (WHO, 2016; MenCare, 2020; UNFPA Pakistan, 2023)

boys in preventing and responding to gender-based violence (GBV), and in advancing gender justice. It entails more than participation—it calls for sustained commitment to behavioural and structural transformation. This includes challenging and unlearning harmful gender norms, advocating for equity, supporting women's leadership and agency, and promoting positive masculinities. Rooted in principles of human rights, solidarity, and shared power, male involvement affirms the centrality of women-led efforts and works to transform patriarchal systems in culturally relevant and locally grounded ways.

6.2.2 The Framework

Building on this definition, the same process of stakeholder engagement and global literature review informed the development of the Male Involvement Framework for Gender-Based Violence Prevention. This framework translates the conceptual understanding of male involvement into a structured, multi-dimensional approach that actively engages men and boys as allies in fostering gender equality and GBV prevention. At its core lies a commitment to transforming harmful masculinities and building positive, equitable relationships. The strategy adopts male involvement pathways that are;

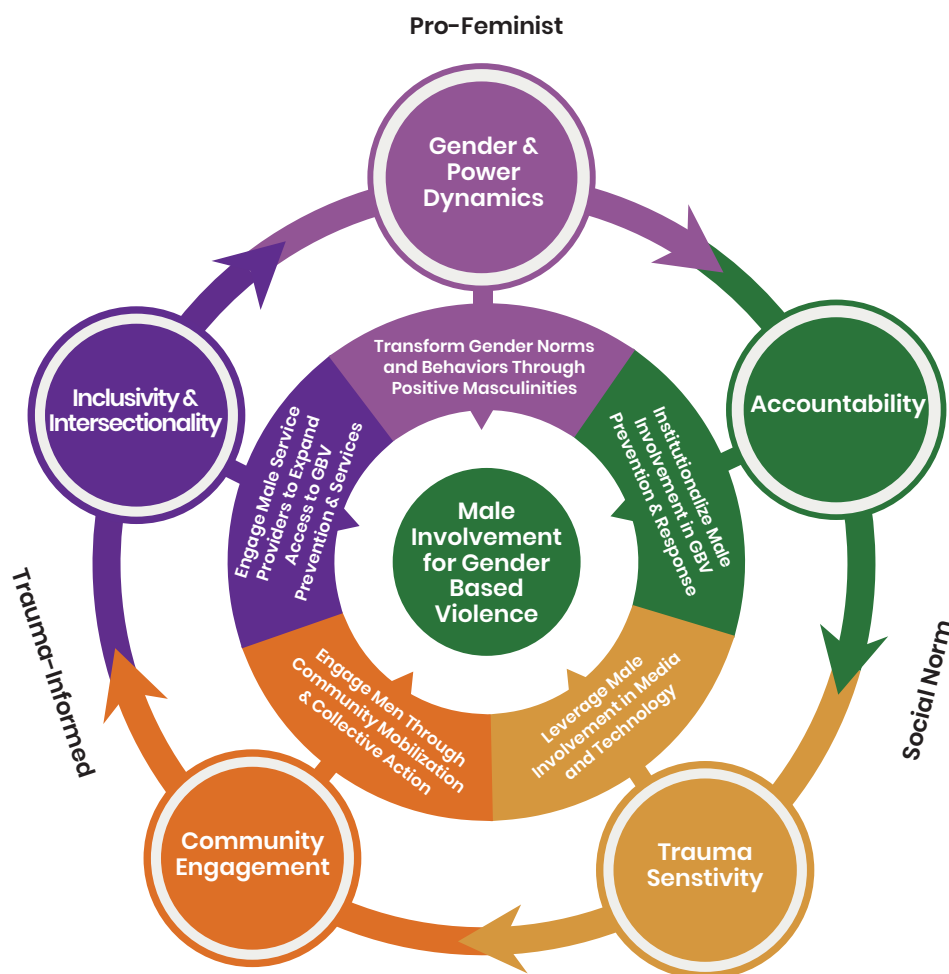
- Align male involvement with Pakistan's constitutional guarantees and regional cultural values to ensure resonance, ownership and legitimacy.
- Position male involvement as a localized and decolonial expression of justice that addressing the distinct expressions of masculinity in rural, tribal, and feudal settings, where patriarchal structures are deeply embedded.
- Use contextually accessible and relevant language to frame gender equality and male engagement in a way that resonates with community values
- Develop province-specific and even

6.2. Male Involvement Framework**6.2.1 Definition of Male Involvement for GBV**

During the consultative workshop and TAG meeting, the term 'male involvement' sparked significant discussion among stakeholders. Drawing on both stakeholders' input and a review of global literature on male involvement, the following definition was developed.

Male involvement is the conscious, active, and accountable engagement of men and

- district-specific implementation plans, accounting for local governance structures, cultural norms, and social attitudes.
- Address child marriage and sexual and reproductive health as central dimensions of GBV prevention, positioning men and boys as allies in challenging harmful practices and supporting women and girls' rights to health, choice, and dignity.
- Create mechanisms at the local level to anticipate and manage backlash, including peer learning forums, support groups, and dialogue with traditional leaders.
- Ensure that male engagement efforts complement and do not overshadow or co-opt the leadership of women-led and feminist organizations already working in the field.
- Understand the political economy of resistance and engage faith leaders and cultural institutions as allies in promoting positive masculinities. It includes non-traditional actors such as bar councils, local governments, youth commissions, and media professionals to build comprehensive, culturally resonant coalitions.



The diagram provides a holistic visualization of the Male Involvement Framework for Gender-Based Violence (GBV) prevention, showcasing the interconnected elements essential for creating impactful and sustainable interventions.

Core Focus: Male Involvement for GBV Prevention

At the center of the framework lies the foundational objective: engaging men and boys as allies in preventing and responding to GBV. This core represents the commitment to fostering male accountability, challenging harmful norms, and building positive masculinities.

6.2.3 Three Key levels of Implementation

A. Community

At the core of the framework is the community, emphasizing active and meaningful involvement, leadership, and local context. This community-centered approach ensures interventions are shaped by local needs and realities, allowing communities to design, lead, and sustain GBV prevention efforts. Provincial consultative workshops confirmed the importance of grounding interventions in lived experiences, addressing vulnerabilities among diverse groups, such as women and girls, persons with disabilities, refugees, displaced persons, and minorities. The framework spans Pakistan's four provinces—Baluchistan, Khyber Pakhtunkhwa, Punjab, Sindh and the federal capital—acknowledging unique cultural and social contexts.

This level represents the foundation for strategy implementation, rooted in lived realities, social norms, and grassroots networks. It emphasizes the leadership and participation of local actors, particularly women, youth, elders, cultural and religious leaders, and community institutions in shaping, guiding, and pursuing GBV prevention efforts. Drawing on discussions around feudal, tribal, and rural masculinities, this layer includes:

- Engagement of informal actors (e.g., bar councils, jirgas, panchayats, and community committees)
- Community-based resistance mitigation strategies
- Cultural and faith-based dialogue platforms
- Localization of interventions based on provincial, ethnic, linguistic, and migratory contexts
- Inclusion of marginalized groups (e.g., trans persons, refugees, temporarily displaced persons with disabilities, religious minorities)

B. Programs and Interventions

Programs and interventions form the backbone of the strategy, fostering sustainable change by challenging harmful gender norms, promoting positive masculinities, and supporting equitable behaviours. These initiatives are context-specific, engaging men and boys directly while fostering social networks for sustained behaviour change. Guided by principles like gender dynamics, trauma sensitivity, intersectionality and accountability, interventions draw on global and regional evidence, using pro-feminist, social norms, and trauma-informed approaches. They operate across individual, interpersonal, and community levels to address GBV's root causes effectively.

This level encompasses the technical and pedagogical backbone of the strategy—intervention models, behaviour change methodologies, and learning systems. Drawing from global best practices and local innovations, this level includes:

- Context-specific, gender-transformative programming using pro-feminist, trauma-informed, and social norms approaches
- Tailored interventions for different demographics and life stages (e.g., adolescents, fathers, men in conflict settings)
- Integration of survivor-centered and perpetrator-focused programming
- Peer-led models, mentorship structures, and support group ecosystems
- Use of digital tools for awareness, monitoring, and case management

C. Institutions and Organizations

Government ministries, departments and institutions together with UN agencies, development partners, CBOs, CSOs, NGOs, INGOs, academia, and media, are crucial for systemic change and embedding GBV prevention in broader social frameworks. Institutional accountability and capacity-building, as highlighted in the consultative process and TAG meetings, support community-based efforts through policies, resources, and advocacy. Institutions also leverage media and technology to promote gender-transformative messaging, fostering public discourse to shift harmful norms and amplify community-led initiatives.

Together, these components—Community, Programs and Interventions, and Institutions—integrate insights from consultations, TAG meetings and inputs, stakeholders mapping, and best practices to offer a viable, contextually relevant approach to engaging men and boys in GBV prevention, driving meaningful change rooted in local context.

In this way, this level comprises the ecosystem of formal actors responsible for policy formulation, resource allocation, institutional accountability, and cross-sectoral coordination. It incorporates recommendations to expand the ecosystem and strengthen governance, including:

- Clear roles for national, provincial, and district governments within devolution frameworks
- Alignment with national action plans, constitutional rights, and gender equality strategies
- Partnerships with CSOs, women-led organizations, UN agencies, and international donors
- Media engagement through ethical guidelines, storytelling, and counter-narratives
- Engagement with digital platforms, tech entrepreneurs, and regulatory agencies like FIA

D. Knowledge, Evidence, and Learning

This cross-cutting level ensures that implementation is guided by **continuous learning, data, and critical reflection and participatory action**. It reflects the MEAL framework and prioritizes:

- Real-time monitoring and data systems (including Image Surveys and digital dashboards)
- Evidence-informed adaptations based on pilot phases
- Reflexive spaces for dialogue and knowledge exchange across sectors
- Capacity-building plans with contextual training modules for all implementers
- Integration of qualitative insights (e.g., survivor testimonies, social norms diagnostics)

IMPLEMENTATION PLAN



7. Implementation Plan

The Implementation Plan outlines five key priority areas, each supported by aligned key activities and specific actions to ensure a cohesive and actionable approach. These interventions and actions are guided by the five key principles of the Male Involvement Framework—inclusion and intersectionality, gender and power dynamics, accountability, community engagement, and trauma sensitivity—ensuring that all efforts are inclusive, equitable, and survivor-centered. They are further structured around the three areas of implementation: community engagement, targeted programs and interventions, and institutional strengthening, to ensure comprehensive and multi-level impact. These priority areas, key activities, and specific actions are anchored in stakeholders' discussions during consultative workshops and informed by a global review of evidence, ensuring they are grounded in context and collective insights. The plan also incorporates clearly defined outcomes—immediate, intermediate, and long-term—along with detailed pathways to change, providing a structured roadmap for achieving the strategy's objectives. The Strategy Implementation Framework offers a comprehensive overview of how these elements will be translated into action, ensuring clarity, coordination, and impact at every stage of implementation. Both Consultation Workshops and TAG meeting suggested following considerations for the effective rolling out of the implementation Plan.

- Advocate for phased implementation with short-, medium-, and long-term goals;
- Ensure women-led and youth-led organizations and platforms are central to governance and delivery; propose budget allocations across the five priority areas;
- Establish a technical working group on male engagement and GBV;
- Develop tailored provincial implementation plans; bringing districts under the radar of GBV prevention efforts.
- Expand digital solutions to navigate and respond to incidences of harassment and violence;
- Enhance risk assessment frameworks with contingency plans; integrate pilot testing with learning feedback loops; and reinforce political sustainability mechanisms.

7.1 Priority Area 1: Transform Gender Norms and Behaviours through Positive Masculinities

Transforming deeply entrenched gender norms and behaviours is critical to fostering equitable societies, including dismantling discriminatory structures, promoting gender equality in familial, community, and institutional settings, and reinforcing values of shared responsibility and inclusivity. This priority area focuses on challenging harmful norms and promoting positive masculinities by engaging men and boys as allies and partners in advancing gender equality and preventing gender-based violence (GBV). The consultation, TAG meetings and Validation Workshop affirm to develop collaborative engagement models; providing operational guidance for cross-gender community implementation and ensure strategy supports local transformation movements. Reaching out to diverse community actors including, youth community influencers, sports persons, artists, religious scholars, cultural leaders and government, the strategy adapts methods and actions that challenge social norms and practices perpetuating and normalizing GBV. Activities under this priority area leverage community-driven campaigns, peer education, religious advocacy, and culturally relevant content to inspire behavioural shifts

and create supportive environments for gender justice. Following action plan consolidates and expands on the work and lessons learnt through different initiative taken in Pakistan on male involvement:

#	Key Activities	Specific Actions	Lead Stakeholders
1	Develop and launch localized community-driven campaigns that foster self-reflection on harmful norms and promote positive masculinities.	1. Collaborate with local partners and grassroots organizations for campaign delivery. 2. Conduct alignment meetings with local government institutions, district health and education offices to highlight the role of men and boys in promoting gender equality. 3. Develop and distribute campaign materials (posters, videos) featuring male role models advocating for gender equality. 4. Use TV, radio, and social media to disseminate messages encouraging men and boys to challenge harmful norms and adopt positive masculinities. 5. Mobilize union councils and male influencers (e.g., community elders, local leaders) to co-lead awareness sessions.	MoHR, Local and rural development, social welfare department, women development department, Authorities, CSOs, CBOs, Male Influencers, Community partners
2	Peer education programs involving youth and community leaders rooted in critical thinking and self-reflection.	1. Establish peer education groups, ensuring significant representation of boys and male youth leaders. 2. Sensitize and train men, boys, elderly men, fathers and male youth leaders on positive masculinities to serve as advocates for gender equality, issues of SRH, Child Marriage. 3. Develop toolkits and materials that incorporate critical thinking and self-reflection to engage men and boys in discussions on equitable behaviours and shared responsibilities. 4. Facilitate peer-led workshops where male youth lead discussions on breaking stereotypes and fostering healthy relationships.	Provincial and District Youth Affairs Departments, youth parliament, Sports boards, CSOs, Youth Networks, Religious and Traditional Leaders, Teachers, Schools, Colleges

#	Key Activities	Specific Actions	Lead Stakeholders
3	Engage religious scholars to critically examine religious perspectives on gender roles and advocate for gender justice.	1. Engage provincial religious boards to identify male scholars open to promoting gender justice, SRHR, and GBV prevention, emphasizing their role in addressing harmful norms and advocating for equitable practices. 2. Develop training modules that encourage critical thinking on religious perspectives and highlight teachings that advocate men's role in fostering equitable norms and preventing GBV. 3. Conduct sessions for male religious scholars focusing on academic approaches to studying religion. 4. Facilitate post-training dialogues, follow-up where male scholars advocate for positive masculinities and gender equality.	Religious Affairs Ministry, Minority Affairs (Bishops and fathers) Provincial Religious Boards, Madrasah Boards, Islamic Research Institutions, Faith-Based Organizations
4	Develop culturally relevant, community-centered and introspective content to challenge harmful norms.	1. Identify and engage male artists and storytellers from local communities to co-create content that resonates with men and boys. 2. Develop scripts and performances highlighting male role models who have championed SRHR and gender equality. 3. Organize village and town theatre performances featuring narratives that challenge harmful male stereotypes and promote shared responsibilities. 4. Conduct workshops and storytelling sessions targeting families, men, and boys to address harmful norms benefits of gender-equitable practices. 5. Use storytelling and theatre to foster personal reflection and behavioural shifts.	Youth and culture department Local Artists, Storytellers, Media Organizations, CSOs, Theatrical and Cultural Groups, Community Elders
5	Integrate male involvement in GBV prevention and response within disaster preparedness and response frameworks.	1. Review and revise national and provincial disaster preparedness plans 2. Develop and roll out MI-sensitive training modules for disaster responders 3. Establish and strengthen GBV-safe spaces and referral pathways in disaster shelters 4. Include male engagement indicators in DRM monitoring frameworks	Ministry of climate change, NDMA, Local government departments (e.g., Disaster Management, Agriculture, Rural Development) Civil society organizations, academic and research institutions, Media and religious leaders

7.1.1 Activities and Specific Actions

7.1.1.1 Community-Driven Campaigns

Localized campaigns are essential in addressing harmful norms and promoting positive masculinities. In collaboration with local partners and grassroots organizations, these campaigns encourage communities to reflect on existing norms and their impact. Materials like posters, videos, and digital content will feature male role models advocating gender equality. Television, radio, and social media will amplify these messages, while union councils and male influencers will co-lead sessions with frontline workers, fostering dialogue and self-awareness. These efforts aim to normalize equitable behaviours and inspire collective action against GBV.

7.1.1.2 Peer Education Programs

Peer education programs centered on self-awareness will empower male youth leaders to challenge harmful norms and their impact on men and boys. Groups of boys and male youth leaders will facilitate discussions on equitable behaviours and shared responsibilities. Self-reflective training sessions will equip them with the knowledge and tools to advocate for gender equality and foster healthy relationships. Workshops led by these peer educators will confront stereotypes and inspire participants to rethink harmful norms.

7.1.1.3 Religious Scholars as Advocates for Gender Justice

Religious scholars hold significant influence in shaping societal attitudes. This activity engages provincial religious boards to identify male scholars open to promoting gender justice. A tailored curriculum will integrate academic approaches with traditional theology, enabling scholars to critically examine religious perspectives on gender roles. Training will prepare them to

advocate for SRHR and prevent GBV. Post-training, they will lead sermons and dialogues, inspiring communities to reflect on harmful norms, challenge belief systems, embrace positive masculinities, and support gender equality.

7.1.1.4 Culturally Relevant Content

Transforming deeply entrenched gender norms and behaviours is critical to fostering equitable societies. A critical dimension of transforming gender norms involves countering dominant narratives of power and control with narratives rooted in compassion, allyship, solidarity, and shared humanity. Art—through its many forms—offers a powerful, culturally resonant medium to spark emotional connection, reflection, and collective transformation. Utilizing artistic expressions can dismantle hegemonic masculinities while building empathy, solidarity, and positive male identities. Developing culturally grounded, community-centred content is essential for meaningful engagement. Local male artists and storytellers will co-create scripts and performances that highlight male role models championing SRHR and gender equality. Village and town theatre performances, alongside storytelling workshops, will serve as platforms to challenge harmful stereotypes and promote shared responsibilities. By promoting art that celebrates gender justice, compassion, and resilience, and embedding these creative strategies within community engagement efforts, the strategy can ignite widespread cultural change that is community-owned, emotionally resonant, and sustainable.

7.1.1.5 Engaging men in strengthening women's climate resilience

Building women's resilience to climate change in Pakistan requires engaging men as allies not only as beneficiaries but as active participants in promoting gender

²<https://www.germanwatch.org/en/19777>

equality within households and communities. Pakistan ranks among the top 10 countries most affected by climate change (Global Climate Risk Index 2021, German watch), and its impacts floods, droughts, heatwaves disproportionately affect women due to existing structural inequalities.

In rural areas, especially in provinces like Sindh, Balochistan, and South Punjab, women often lack access to land ownership, early warning systems, financial services, and mobility, which limits their ability to adapt (UN Women, 2022; LEAD Pakistan, 2020). Meanwhile, traditional gender norms place men in decision-making roles over resource allocation, migration, and agricultural

practices, while women's roles in caregiving, water collection, and food security make them especially vulnerable.

7.2 Priority Area 2: Institutionalize Male Involvement in GBV Prevention and Response by Strengthening Policies, Capacity, and Accountability

Strengthening institutional frameworks is crucial to ensuring sustainable progress toward gender equality and GBV prevention. This priority area emphasizes the reform of policies, capacity building of institutional actors, and the establishment of accountability mechanisms to create a supportive and responsive environment for gender-sensitive practices.

#	Key Activities	Specific Actions	Lead Stakeholders
1	Analyse and reform policies to ensure gender sensitivity, inclusivity, and the integration of male involvement in addressing GBV	1. Conduct workshops with policymakers, civil society, and male representatives to identify policy gaps on gender sensitivity and male involvement in GBV prevention. 2. Review and revise policies including National Gender Policy framework, ministry of planning and development, National Climate change policy 2021, Women's Empowerment policy KP 2017, Gender Equality and Women's Empowerment policy Sindh 2019, Government of Baluchistan Gender equality and women's empowerment policy 2022-2024, and Punjab women's development policy 2018. to emphasize shared responsibilities of men and boys in GBV prevention. 3. Apply male engagement lens by critical reviewing private sectors protocols and procedures to address GBV in public/market work plans. 4. Ensure the accessibility of GBV support structures and services for all, including marginalized and vulnerable groups, to promote inclusive participation and protection. 5. Disseminate policies with messaging highlighting men and boys as allies in fostering gender-sensitive environments.	MoHR, Ministry of Law and Justice, National and Provincial Women's Commissions, UNFPA, GBV Policy Advocacy Groups, Climate Change policy, Anti Narcotics Policy, Education Policy, Health Policy, Labour Policy, National Policy on prevention of violence Extremism 2024

<https://giwps.georgetown.edu/index-story/consistently-low-rates-of-womens-inclusion-across-pakistans-provinces/>

#	Key Activities	Specific Actions	Lead Stakeholders
2	Train institutional leaders and frontline staff of the Women Protection Cells, Dar-ul-Amans, Gender Protection Units, Legal Aid and Support Units, helplines, and NGO-operated GBV centers in trauma-informed, survivor-centered approaches that foster empathy, active listening, and understanding of diverse worldviews.	1. Develop training modules that emphasize empathy and active listening, enabling leaders and frontline workers to understand women's lived experiences, practical needs, and strategic interests. 2. Organize provincial divisional or district level ToT sessions that challenge saviourism and encourage reflective practices, helping male participants build genuine partnerships through empathetic engagement. 3. Conduct capacity-building workshops with male law enforcement, judiciary, and religious leaders to critically examine gender roles and cultural beliefs, fostering equitable and empathetic approaches to GBV prevention. 4. Provide post-training mentorship programs focused on reinforcing empathy, cultural humility, and the practical application of survivor-centered responses. 5. Facilitate joint dialogue sessions with male and female participants to practice active listening, share diverse perspectives, and co-create equitable solutions to address GBV.	Ministry of Health, Law Enforcement Agencies, Judiciary, CSOs, Police Training Academies, Medical Associations
3	Establish accountability mechanisms like MEAL systems across government institutions	1. Design (Monitoring, Evaluation, Accountability and Learning) MEAL frameworks that monitor institutional engagement with men and boys in GBV prevention and response. 2. Adapt and Pilot inclusive grievance redress mechanisms to foster accountability and address workplace issues effectively 3. Train government institutions on how to utilize MEAL tools to improve GBV prevention outcomes. 4. Implement feedback systems to continuously refine and adapt strategies.	MoHR, Provincial and District Government, CSOs, Independent Auditors, Monitoring and Evaluation (M&E) Experts
4	Integrate Critical Men and Masculinities Studies into academic curricula to deepen understanding of gender and GBV prevention.	1. Collaborate with the Ministry of Federal Education and Professional Training (MoFEPT), Higher Education Commission, National Curriculum Council (NCC), Pakistan Education Statistics, Examination Boards, Provincial Education Departments, Pakistan Madrasah Education Board, Wafaq-ul-Madaris, and other madrasah boards to integrate modules on men and masculinities into national curricula.	Higher Education Commission (HEC), National Curriculum Council (NCC), Universities, Research Institutions, Education Ministries, Madrasah Education Boards, NCSW, NCRC, NCHR

#	Key Activities	Specific Actions	Lead Stakeholders
		2. Introduce Critical Men and Masculinities Studies at undergraduate and graduate levels to raise awareness of gender dynamics and their link to GBV prevention. 3. Promote academic research on masculinities and GBV prevention to develop evidence-based strategies. 4. Conduct master training for educators in critical gender and masculinity studies to ensure effective teaching practices. 5. Monitor the adoption of curricula and its impact on students, focusing on shifts in boys' attitudes toward gender equality.	
5	Advocate for gender-sensitive reforms in PEMRA's media oversight to prevent violence against women and girls in online and media spaces	1. Conduct policy dialogue with PEMRA on TFGBV and harmful masculinities in media content. 2. Review PEMRA's codes of conduct to integrate a gender and male involvement perspective. 3. Advocate for the inclusion of mandatory training on gender and GBV for media personnel. 4. Promote the broadcast of male-led public service messages countering TFGBV and harmful gender norms.	PEMRA, Ministry of Information Technology, Telecommunication, MoHR, Cybercrime Wing of FIA, Digital rights organizations, Academia, tech companies, and male youth groups
6	Examine the role of Artificial Intelligence and gamification in reinforcing social norms that perpetuate GBV	1. Partner with tech experts, civil society, and academic institutions to conduct research on AI's impact on GBV-related norms. 2. Develop ethical guidelines for AI tools that include gender justice and male engagement lenses. 3. Advocate for inclusion of male voices in ethical AI policy development, especially those promoting positive masculinities	PEMRA, Ministry of Information Technology, Telecommunication, MoHR, Cybercrime Wing of FIA, Digital rights organizations, Academia, tech companies, and male youth groups

7.2.1 Activities and Specific Actions

7.2.1.1 Reforming Policies

The consultative workshops across provinces emphasized the importance of reviewing policies through the lens of male involvement. These workshops with policymakers, civil society, and male representatives will identify and address gaps in existing policies. Revisions will focus on promoting shared responsibilities

of men and boys in SRHR and GBV prevention. The strategy will prioritize securing endorsements from provincial and federal authorities and ensure the widespread dissemination of revised policies, showcasing the active role of men and boys in fostering gender-sensitive environments.

7.2.1.2 Training Institutional Leaders

Training institutional leaders and frontline staff in trauma-informed and survivor-centred approaches will foster empathy, active listening, and understanding of diverse worldviews, particularly those of women and girls. Training modules and ToT sessions will equip male leaders to critically examine gender roles. Mentorship programs rooted in self-reflection will strengthen empathy, while joint dialogues will bring male and female leaders together to create shared perspectives and equitable solutions to address GBV.

7.2.1.3 Establishing Accountability Mechanisms

MEAL frameworks will monitor institutional engagement with men and boys in GBV prevention and response. Grievance redress systems will enable workplace accountability. Training sessions for government institutions in using MEAL tools and feedback systems will be crucial for continuous strategy improvement.

7.2.1.4 Integrating Masculinities Studies into Academic Curricula

The initiative focuses on integrating critical men and masculinities studies into academic curricula to deepen understanding of gender dynamics and GBV prevention. It involves collaboration with education boards to include modules on men and masculinities, introducing these studies at undergraduate and graduate levels, and promoting academic research to develop evidence-based strategies. Master training for educators will ensure effective teaching, while monitoring the curriculum's adoption will assess its impact on shifting boys' attitudes toward gender equality.

7.2.2 Gender sensitization and role of PEMRA in reducing GBV

This initiative aims to engage PEMRA in gender sensitization efforts, recognizing the media's influential role in shaping public attitudes. Media and online platforms often reinforce gender stereotypes and normalize violence, making it essential for the national media regulator to intervene. As a key authority, PEMRA can play a pivotal role in promoting content that challenges harmful masculinities and advances gender-equitable narratives. Partnering with PEMRA to assess and strengthen existing regulatory frameworks will help ensure that technology-facilitated gender-based violence (TFGBV) is effectively addressed through policy reforms and the promotion of male-positive, non-violent messaging.

7.3 Priority Area 3: Engage Male Service Providers Across Key Sectors to Expand Access to GBV Prevention and Survivor-Centered Services

This area focuses on actively engaging men as allies, advocates, and key stakeholders in expanding access to GBV prevention and response services. By integrating the lens of male involvement, male frontline workers and GBV service providers are sensitized to adopt supportive and empathetic roles. They are encouraged to address the practical needs and strategic interests of women, children, and other gender groups, including underserved women and girls, and men and boys, with sensitivity and care while delivering services.

#	Key Activities	Specific Actions	Lead Stakeholders
1	Sensitize male service providers within Government and NGOs	1. Conduct workshops with male service providers, staff of the Women Protection Cells, Dar-ul-Amans, Gender Protection Units, Legal Aid and Support Units, helplines, and NGO-operated GBV centers to emphasize the importance on survivor centered approaches. 2. Conduct awareness sessions to dismantle the stigma and shame associated with men taking on care-focused roles. 3. Recognize and reward men who demonstrate excellence in GBV-related care roles	MoHR, Provincial Social Welfare Departments, NGOs, Health Professionals, Legal Aid Groups
2	Assess and Expand Gender Sensitization Initiatives Targeting Male Service Providers Across Key Sectors	1. Conduct a review of existing training programs for male service providers. 2. Develop or revise gender-responsive training curricula that include masculinities, power, and GBV prevention. 3. Institutionalize these modules through training institutions (e.g. Police Academies, Health Departments, Civil Services). 4. Monitor and evaluate the impact of gender sensitization programs.	MoHR, Provincial Social Welfare Departments, NGOs, Health Professionals, Legal Aid Groups, National and provincial government departments (Health, Urban Planning, Transport, Education, Police)
3	Analyse the patterns of Male Perpetrators and devise applicable tools to prevent GBV	1. Conduct and facilitate forward-looking research projects to critically examine patterns of male perpetrators, to derived tools and strategies for effective preventions 2. Create spaces and promoting models to encourage men to seek support on their mental health issues. 3. Develop tailored rehabilitation programs for male perpetrators focused on accountability, behaviour change, and emotional regulation. 4. Train facilitators and service providers to apply trauma-informed approaches when engaging with perpetrators, addressing underlying trauma and adverse experiences. 5. Facilitate restorative justice practices that promote accountability and repair of harm while centering survivors' needs and consent.	Ministry of Law and Justice, Planning commission framework on mental health, Rehabilitation Centers, Mental Health Institutions, Prison Services, Social Workers, Academia

#	Key Activities	Specific Actions	Lead Stakeholders
		- Equip perpetrators with skills to build healthy relationships and adopt non-violent behaviours. - Create linkages with mental health professionals to address deeper psychological issues.	
4	Involve men as allies in GBV Support Mechanisms	- Actively engage men in sharing responsibility for supporting survivors and addressing GBV-related cases. - Engage men in creating public spaces safe and conducive for women mobility and visibility. - Equip men to act as allies, advocates, and caretakers in supporting survivors. - Ensure men are included in dialogue, decision-making, and service provision without perpetuating male dominance or overshadowing women's voices.	CSOs, Women's Rights Organizations, Survivor-Led Networks, Men's Advocacy Groups
5	Create and strengthen Peer Support Networks	- Support Groups for Male Service Providers, activists and people with awareness and sensitivity. - Develop safe spaces for open dialogue where male providers can openly share personal challenges, vulnerabilities, and misconceptions in a non-judgmental and supportive environment. - Conduct workshops within support groups on managing stress, emotional resilience, and empathy to improve their ability to support survivors effectively. - Pair less experienced male providers with mentors within the group to enhance their skills and confidence in handling GBV cases. - Encourage groups to document their discussions and share successful strategies and insights to improve GBV-related care. - Introduce tools to collect feedback from group members to continuously refine the structure and focus of the support groups.	Medical and Social Work Institutions, NGOs, Gender-Sensitive Training Institutions, Peer Support Networks

#	Key Activities	Specific Actions	Lead Stakeholders
6	Integrate male engagement into the appraisal system and policy frameworks of GBV service providers	1. Update organizational policies of GBV service providers to prioritize male engagement, with clear targets and key performance indicators (KPIs) tied to institutional and individual responsibilities. 2. Embed male involvement in staff appraisal systems, evaluating efforts to engage men and boys in GBV prevention, survivor support, and promoting gender equity. 3. Conduct training sessions to orient staff on revised policies and build their capacity to engage men effectively, ensuring alignment with institutional goals. 4. Develop tools to monitor male engagement initiatives and introduce incentive systems to recognize and reward staff for exceptional efforts. 5. Periodically review and adapt policies and appraisal systems to maintain their relevance and effectiveness in promoting male engagement in GBV prevention and response.	Government Ministries, HR Departments in Service Institutions, Professional Associations, GBV Task Forces

7.3.1 Activities and Specific Actions

7.3.1.1 Sensitizing Male Service Providers within Government and NGOs

Efforts to sensitize male service providers focus on shifting traditional gender norms by promoting care-focused roles among men in Women Protection Cells, Dar-ul-Amans, Gender Protection Units, Legal Aid and Support Units, helplines, and NGO-operated GBV centers. Workshops and awareness sessions will challenge stigma and shame surrounding men's involvement in care-focused roles. Recognizing and rewarding exemplary male service providers will create role models and encourage others to engage in GBV-related care with empathy and commitment. Existing gender sensitization efforts with male service providers (e.g. health workers, police, educators) are limited in scale and depth. These trainings must be institutionalized, expanded, and monitored to ensure that service providers become proactive allies in preventing GBV and responding to the needs of women and girls.

7.3.1.2 Rehabilitation and Trauma-Informed Care for Male Perpetrators

Rehabilitation of male perpetrators through tailored programs that emphasize on accountability, behaviour change and emotional well being. Trauma-informed approaches will address underlying adverse experiences, while restorative justice practices will focus on accountability and repairing harm with survivor-centered consent. Perpetrators will be equipped with skills to build healthy, non-violent relationships, supported by linkages with mental health professionals to address deeper psychological issues.

7.3.1.3 Involving Men as Allies in GBV Support Mechanisms

This action emphasizes the active participation

of men in supporting survivors and addressing GBV cases. Men will be equipped to serve as allies, advocates, and caretakers, ensuring they contribute meaningfully without overshadowing women's voices. By involving men in dialogue, decision-making, and service delivery, the initiative seeks to foster collaborative support mechanisms that reinforce gender equity while addressing the root causes and impacts of GBV.

7.3.1.4 Creating Support Groups for Male Providers

Support groups for male service providers will offer safe spaces for open dialogue, allowing participants to share challenges, vulnerabilities, and misconceptions in a non-judgmental environment. Workshops on stress management, emotional resilience, and empathy will enhance their ability to support survivors. A mentorship system will pair experienced providers with newcomers, building skills and confidence in handling GBV cases. Groups will also document discussions, share successful strategies, and collect member feedback to refine and improve their impact over time.

7.3.1.5 Integrating Male Engagement into Appraisal Systems and Policy Frameworks

Organizational policies will be updated to prioritize male engagement, with clear targets and KPIs embedded in institutional frameworks and staff appraisal systems. This includes evaluating efforts to involve men and boys in GBV prevention and survivor support. Training sessions will orient staff on revised policies and build capacity for male engagement, while tools will monitor progress and incentive systems will recognize exceptional efforts. Policies and appraisals will be periodically reviewed and adapted to ensure their continued relevance and effectiveness in promoting gender equity.

7.4 Priority Area 4: Engage Men through Community Mobilization and Collective Action for GBV Prevention and Response

Community mobilization is essential for sustaining GBV prevention and response

efforts. This approach emphasizes grassroots participation and collective action to create a culture of accountability and shared responsibility, with men actively contributing to transformative change.

#	Key Activities	Specific Actions	Lead Stakeholders
1	Conduct participatory workshops for community leaders, men, and women to co-develop GBV prevention strategies	1. Engage male community leaders, fathers, elderly males, and youth to actively participate in co-designing GBV prevention strategies. 2. Use participatory methods to identify enablers and barriers to men's and boys' engagement in GBV prevention. 3. Facilitate workshops where men and boys identify their roles as allies and advocates for change.	CBOs, Traditional Leaders, CSOs, Religious Leaders, Community Elders, Youth Networks
2	Support grassroots coalitions, including women's groups and youth networks, to build trust in GBV prevention	1. Establish coalitions with balanced representation of men, women, and youth. 2. Train male coalition members on advocacy techniques and positive masculinities. 3. Provide coalitions with tools and resources to implement localized GBV prevention initiatives.	Women's Rights Groups, CSOs, Local Advocacy Groups, Youth Networks
3	Mobilize communities and collective action for GBV prevention.	1. Empower fathers, elderly men, adolescent and youth groups to lead community performances and campaigns promoting gender equality and embracing positive masculinities 2. Collaborate with grassroots organizations to organize events fostering community ownership of GBV prevention efforts. 3. Engage male youth groups in designing and delivering peer-targeted campaigns. 4. Leverage cultural events as platforms for boys to reflect on their role in challenging harmful norms. 5. Ensure campaigns are inclusive when developing posters, videos, and IEC materials. Include sign language to make materials accessible for persons with disabilities.	Provincial and Local Governments, CBOs, Male Champions, Traditional and Religious Leaders

#	Key Activities	Specific Actions	Lead Stakeholders
4	Build the Capacity of Community-Based Organizations (CBOs) to Integrate Male Involvement into GBV Prevention Programs	1. Train CBOs to Integrate Male Involvement in GBV Prevention and Response. 2. Develop practical toolkits to engage men and boys in GBV prevention at the grassroots level. 3. Support male CBO staff and frontline workers in championing gender-equitable practices within their communities.	NGOs, UN Agencies, Training Institutions, CBOs, Development Partners

7.4.1 Activities and Specific Actions

7.4.1.1 Participatory Workshops for Community Leaders

Workshops will actively involve male community leaders in co-designing GBV prevention strategies. Participatory methods will identify enablers and barriers to men's engagement, fostering ownership of their roles as allies and advocates for change.

7.4.1.2 Supporting Grassroots Coalitions

Balanced representation of men, women, and youth in grassroots coalitions will be ensured. Male coalition members will receive training in advocacy techniques and positive masculinities, equipping them to lead localized GBV prevention initiatives.

7.4.1.3 Mobilizing Communities for Collective Action

Youth groups will lead community campaigns and performances promoting gender equality and positive masculinities. Partnerships with grassroots organizations will facilitate events fostering community ownership of GBV prevention, and cultural platforms will be leveraged for boys to reflect on their roles in challenging harmful norms.

7.4.1.4 Build the Capacity of Community-Based Organizations (CBOs)

This action focuses on training community-based organizations (CBOs) to integrate male involvement into GBV prevention and response efforts. Practical toolkits will be developed to engage men and boys at the grassroots level, while male CBO staff and frontline workers will be supported to become champions of gender-equitable practices within their communities.

7.5 Priority Area 5: Leverage Male Involvement in Media and Technology to Drive Advocacy, Behaviour Change, and Awareness on GBV

Leveraging media and technology enables widespread advocacy and awareness, amplifying messages to promote positive masculinities and gender equality. This priority area emphasizes innovative use of digital platforms and collaboration with media professionals.

#	Key Activities	Specific Actions	Lead Stakeholders
1	Launch mass media campaigns promoting positive masculinities	1. Develop online campaigns featuring male role models and influencers to reach a wider audience. 2. Collaborate with male influencers and celebrities to amplify campaign messages. 3. Develop content that highlights men's shared responsibilities in caregiving and GBV prevention. 4. Utilize digital platforms (social media, apps) to amplify localized campaign messages	Ministry of Information, TV & Radio Networks, Social Media Platforms, Influencers, CSOs, NCSW
2	Integrate male involvement in digital platforms for GBV response and prevention	1. Engage men and boys in the protection, tackling, and reporting of TF GVB. 2. Use National Gender Data Portal (UN Women) to include male involvement indicators and a section showcasing success stories of male allies in promoting gender equality and challenging harmful norms. 3. Use Punjab Gender Management Information System (PGMIS) to embed province-specific data on male participation in GBV response efforts and incorporate training outcomes for male leaders and institutional actors. 4. Leverage Pakistan Demographic and Health Survey (PDHS) to introduce questions on male attitudes toward GBV prevention and track men's participation in training, community dialogues, and advocacy campaigns. 5. Enhance the Victim Support Services Directory (MoHR) by adding a "Male Allies and Advocates" category to list organizations and individuals focused on GBV prevention and provide male-friendly support services such as counselling and training. 6. Expand the Human Rights Information Management System (HRMIS) by integrating male involvement metrics like referrals to GBV services and male-led interventions, and develop dashboards to monitor the impact of male engagement in reducing GBV prevalence. 7. Introduce real-time data collection mechanisms; align performance indicators with national targets.	MoHR, UN Women, Provincial IT Departments, Digital Rights Organizations

#	Key Activities	Specific Actions	Lead Stakeholders
		8. Utilize the Human Rights Information Resource Portal (MoHR) to provide educational resources, such as guides, toolkits, and video tutorials on male involvement in GBV prevention, and establish a "Men as Allies" subsection to showcase key research, stories, and programs promoting positive masculinities.	
3	Train journalists to promote positive masculinities and amplify voices of male role models	1. Train Journalists through NCSW Media Fellowship: expand the fellowship to include modules on men and masculinities in GBV prevention, equipping journalists to produce impactful media content, such as documentaries and articles, that highlight male champions and promote positive masculinities. 2. Leverage DRF's digital expertise: collaborate with the Cyber Harassment Helpline to train journalists on reporting online harassment cases where men have supported survivors or intervened. Utilize the Network of Women Journalists for Digital Rights (NWJDR) to promote stories of male allies fostering digital safety and gender equality. 3. Develop training modules with CEJ: partner with CEJ to design specialized storytelling workshops and training modules that focus on male involvement in GBV prevention. Facilitate panel discussions featuring male role models and survivors to provide journalists with first-hand perspectives. 4. Launch media literacy campaigns with MMfD: design campaigns addressing toxic masculinity and amplifying positive masculinities in journalism. Conduct data-driven reporting workshops to highlight the impact of male involvement and organize awareness campaigns across social and traditional media. 5. Coordinate cross-platform campaigns: launch a unified "Men as Allies" campaign, integrating efforts by NCSW, DRF, CEJ, and	Journalist Training Institutes, Media Houses, Press Clubs, Digital Rights Foundations

#	Key Activities	Specific Actions	Lead Stakeholders
		MMfD. Use shared branding to amplify stories of male champions across digital platforms, storytelling initiatives, and mainstream media. 6. Establish a unified mentorship program: create a mentorship program in collaboration with CEJ, DRF, and MMfD to pair experienced journalists with newcomers, refining their ability to produce gender-sensitive content focused on male involvement in GBV prevention.	
4	Collaborate with digital influencers to amplify awareness campaigns targeting youth and hard-to-reach groups.	1. Partner with male and female influencers to co-create content targeting youth. 2. Encourage male influencers to use their platforms to advocate for positive masculinities. 3. Collaborate with community-based creators to reach marginalised and vulnerable groups with tailored messages. 4. Co-creating special drives to address technology facilitated GBV (TFGBV)	Social Media Influencers, Tech Companies, Digital Advocacy Networks

7.5.1 Activities and Specific Actions

7.5.1.1 Mass Media Campaigns

Online campaigns featuring male role models and influencers will highlight men's shared responsibilities in caregiving and GBV prevention. Collaborations with male influencers and celebrities will amplify campaign messages, while digital platforms will ensure localized content reaches diverse audiences.

7.5.1.2 Integrating male involvement in digital platforms

Incorporate male involvement indicators and success stories into key national and provincial platforms, including gender data systems and surveys. Enhance digital tools to track male participation in GBV prevention and provide educational resources, support services, and dashboards to monitor their impact. Promote positive masculinities through dedicated sections and resources across platforms to amplify men's roles as allies in gender equality.

7.5.1.3 Training Journalists

Equip journalists with skills to highlight men's roles in GBV prevention through specialized training, storytelling workshops, and media literacy campaigns. Amplify the voices of male role models and allies across digital and traditional platforms, fostering narratives of positive masculinities and gender equality. Establish mentorship programs to support journalists in creating impactful, gender-sensitive content.

7.1.5.4 Collaborating with Digital Influencers

Partnerships with male and female influencers will co-create content targeting youth and marginalized groups. Male influencers will advocate for positive masculinities, and community-based creators will tailor messages to reach vulnerable populations effectively.

7.6 Rolling Out Plan for the Strategy on Male Involvement to Address GBV

The successful implementation of the national strategy requires a multi-layered, inclusive, and sustained approach, ensuring ownership at all levels of governance and integration across sectors. The following four-phase rollout plan is designed to build momentum, institutionalize change, and deliver measurable impact.

7.6.1 Phase 1: Political Endorsement and Institutional Anchoring:

Secure formal commitment, align national and provincial mandates, and mobilize dedicated resources.

- **Formal Notification:**

Issue official endorsement of the strategy by the Ministry of Human Rights (MoHR), with co-signatures from relevant ministries (Health, Education, Social Welfare, Climate Change, etc.).

- **Resource Mobilization:**

Allocate dedicated budget lines within federal and provincial annual development plans for strategy implementation.

- **Intergovernmental Mechanism:**

Establish a high-level Inter-Provincial Coordination Committee (IPCC) to oversee implementation, policy alignment, and cross-provincial learning.

- **Champion Engagement:**

Identify and on-board key champions (parliamentarians, religious leaders, male allies) to publicly support the strategy.

7.6.2 Phase 2: Capacity Development and Strategic Dissemination

Build institutional and community capacity to implement the strategy through transformative training and inclusive outreach.

- **National Training of Trainers (ToT):**

Develop a cadre of expert trainers on male involvement and GBV prevention drawn from federal institutions, CSOs, and academia.

- **Provincial Rollout Sessions:**

Conduct province-wide dissemination and orientation sessions tailored for district-level actors, including local government, law enforcement, and social workers.

- **Development of Tools:**

Produce simplified, culturally relevant training manuals, digital learning modules, and communication materials in local languages.

- **Media Engagement:**

Launch a national awareness campaign leveraging public and digital platforms to shift narratives on masculinities and GBV.

7.6.3 Phase 3: Localization and Sectoral Integration

Embed the strategy into local governance, service delivery systems, and community-level programming.

- **Provincial and District Action Planning:**

Facilitate the co-creation of localized action plans by provincial departments and district administrations aligned with the national strategy.

- **Departmental Integration:**

Provide technical assistance to key departments (e.g., Health, Education, Disaster Management, Police) to integrate male involvement approaches into service delivery protocols and program frameworks.

- **Partnership Frameworks:**

Foster public-private and civil society partnerships to support implementation, especially in hard-to-reach and vulnerable communities.

7.6.4 Phase 4: Accountability, Learning, and Scale-Up:

- **Monitoring and Evaluation Framework:**

Develop a robust M\&E system with disaggregated indicators to track progress, behavioural shifts, and institutional performance.

- **Annual Implementation Reviews:**

Convene federal and provincial review forums to assess progress, troubleshoot challenges, and showcase innovations.

- **Knowledge Sharing and Adaptation:**

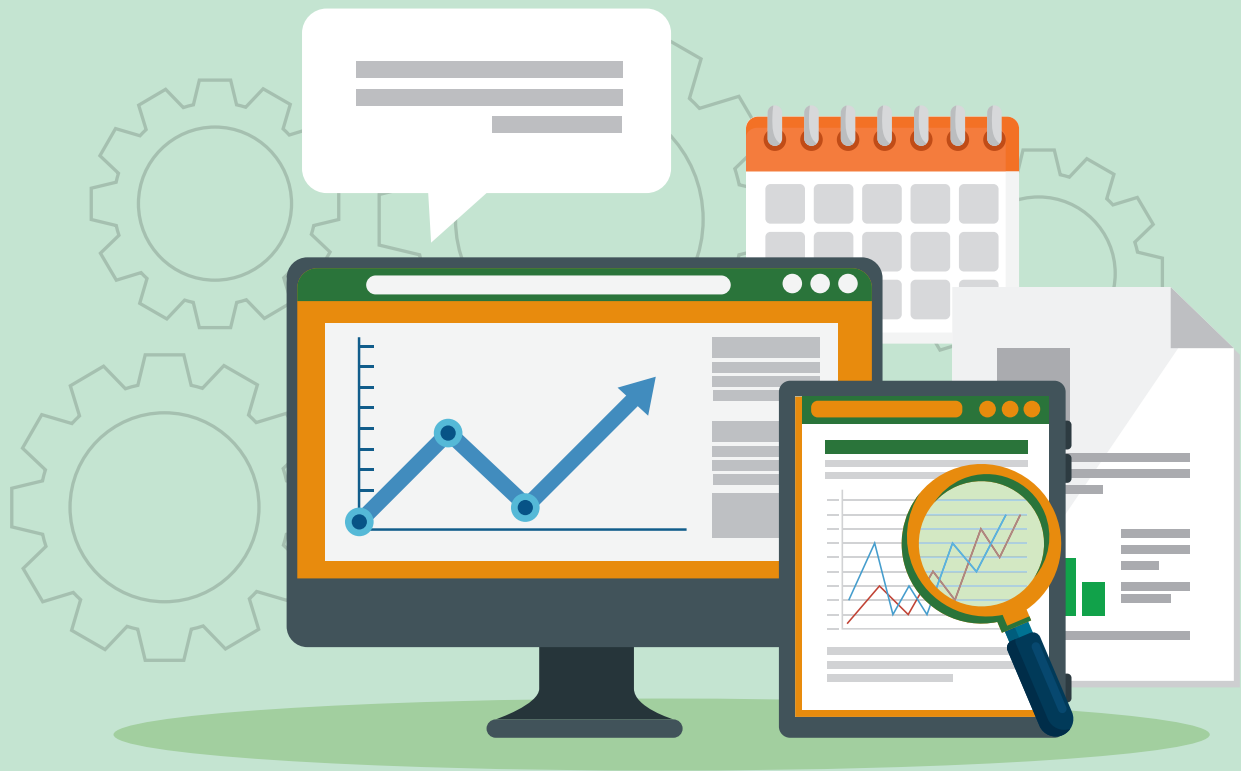
Document and disseminate success stories, policy briefs, and research findings to inform iterative improvements and influence regional practices.

- **Pathways to Scale:**

Identify high-impact models and interventions for scale-up through national programs and donor-supported platforms.

This rolling out plan positions male involvement not as an add-on but as a transformative strategy to disrupt gender norms, institutionalize accountability, and reduce GBV across systems. It calls for political will, strategic partnerships, and long-term investment to achieve sustained change.

MONITORING, EVALUATION, ACCOUNTABILITY AND LEARNING FRAMEWORK



8. Monitoring, Evaluation, Accountability and Learning Framework

The strategy will be housed in the Ministry of Human right MoHR and the MEAL will be implemented under the supervision of the ministry in closed coordination and collaboration of the national and provincial commissions on the status of women. The Monitoring, Evaluation, Accountability, and Learning (MEAL) Framework for the National Male Involvement Strategy provides a structured approach to tracking progress, assessing impact, and ensuring accountability in the implementation of the strategy. This framework establishes clear indicators, data sources, and reporting mechanisms to measure changes at multiple levels—immediate, intermediate, and long-term outcomes—spanning behavioural shifts, institutional transformation, and systemic change. By integrating both quantitative and qualitative measures, the MEAL framework ensures that the strategy moves beyond numerical targets to capture deep-rooted shifts in gender norms, male engagement, and GBV prevention efforts.

The MEAL framework is designed to achieve four key objectives: (1) monitoring and performance tracking, (2) evaluation for impact measurement, (3) accountability and stakeholder engagement, and (4) learning and adaptive management. Through a robust indicator system, it systematically tracks progress across the five priority areas of the strategy, ensuring timely reporting and evidence-based decision-making at national, provincial, district, and community levels. The framework establishes a

structured evaluation system to measure short-, medium-, and long-term outcomes, assessing the effectiveness, sustainability, and institutionalization of male involvement in GBV prevention, policy integration, and service provision.

Designed to enable adaptive learning, the framework ensures that insights from implementation drive continuous improvements and inform resource allocation, program refinement, and policy adjustments. It fosters multi-stakeholder engagement, with responsibilities assigned across government institutions, civil society organizations, media, academia, and local communities. Through participatory monitoring approaches, cross-sector collaboration, and feedback loops, the MEAL system enhances stakeholder accountability, ensuring that male involvement in GBV prevention is institutionalized, sustained, and responsive to evolving social and cultural contexts.

Ultimately, this MEAL framework serves as a tool for impact measurement and learning, reinforcing the strategy's commitment to fostering positive masculinities, promoting gender-equitable behaviours, and driving systemic change in addressing GBV. It strengthens real-time feedback mechanisms to ensure lessons learned translate into actionable improvements, allowing the strategy to remain flexible, data-driven, and responsive to emerging challenges and opportunities.

8.1 Roles and Responsibilities for MEAL Implementation

Clearly defined roles and responsibilities ensure smooth implementation and accountability at every level, from policy oversight to grassroots action. Each stakeholder contributes to the strategy's success based on their unique position and expertise.

Level	Lead Institutions	Responsibilities	Reporting Frequency
National Level	Ministry of Human Rights (MoHR), UNFPA, Relevant Government Ministries, national and provincial commissions on the status of women.(Education, Health, Social Welfare	1. Provide strategic oversight for MEAL implementation and alignment with national policies. 2. Develop national indicators and reporting templates for standardization. 3. Consolidate annual reports on male involvement, policy integration, and systemic change. 4. Ensure resource mobilization to support MEAL implementation at all levels.	Annual
Provincial Level	Provincial directorates of MoHR, Social Welfare, and Women's Development	1. Adapt and disseminate MEAL tools for province-specific implementation. 2. Oversee quarterly and annual reporting from district-level MEAL teams. 3. Facilitate capacity-building for district and community-level stakeholders on data collection and reporting. 4. Coordinate provincial MEAL committees to ensure consistency in data collection. 5. Develop case studies and best practice documentation for scaling successful initiatives.	Quarterly & Annual
District Level	District Human Rights and Social Welfare Offices, Local Administration, GBV Response Mechanisms	1. Collect routine data on immediate and intermediate outcomes at the programmatic level. 2. Submit monthly reports on male engagement activities and community mobilization efforts. 3. Monitor the quality of GBV service provision, including trauma-informed and survivor-centered approaches. 4. Coordinate with CBOs and frontline workers to ensure timely reporting of interventions. 5. Facilitate quarterly learning workshops to assess challenges and emerging trends.	Monthly & Quarterly

Level	Lead Institutions	Responsibilities	Reporting Frequency
Community Level	National NGOs, Community-Based Organizations (CBOs), Religious and Traditional Leaders, Youth Networks, Media and Digital Influencers	1. Real-time data collection on community attitudes, shifts in gender norms, and male engagement in GBV prevention. 2. Facilitate participatory feedback mechanisms (focus groups, storytelling, digital media tracking). 3. Train community leaders and men's groups to track and report on male involvement at the local level. 4. Establish community monitoring groups to document social change and identify intervention gaps. 5. Host quarterly community dialogues for reflection and learning.	Real-time & Quarterly
Civil Society & Development Partners	National and International NGOs, UN Agencies, Research Institutions	1. Conduct independent monitoring and evaluation to assess the strategy's overall impact. 2. Publish annual assessments and learning reports to document best practices. 3. Strengthen data analysis and reporting capacity at national, provincial, and district levels. 4. Develop and support digital tools for improved data collection and tracking. 5. Facilitate multi-stakeholder learning platforms for policy and programmatic adaptation.	Annual
Media and Digital Influencers	Media Organizations, Online Advocacy Groups, Digital Influencers, Journalists	1. Track media narratives and public discourse on male involvement and gender equality. 2. Conduct social media sentiment analysis to monitor changes in attitudes toward positive masculinities. 3. Amplify success stories through digital and traditional media platforms. 4. Engage in policy advocacy and public awareness campaigns on GBV prevention.	Biannual & Annual

MONITORING AND INDICATOR FRAMEWORK



8.2 Monitoring and Indicator Framework

8.2.1 Priority Area 1: Transform Gender Norms and Behaviours Through Positive Masculinities

Immediate Outcome	Quantitative Indicators	Qualitative Indicators	Data Source	Reporting Frequency
Campaigns are launched	Number of campaigns conducted	Community members' reflections on campaign messages and how they relate to daily life	Campaign reports, media tracking, post-campaign FGDs	Quarterly
	% of target audience reached by campaigns	Instances of community debates or discussions triggered by campaign content	Observation logs, participatory learning reviews	Biannual
Peer education programs are implemented	Number of peer-led sessions conducted	Experiences of peer educators on how discussions with peers challenge norms	Peer educator reports, session logs, peer interviews	Quarterly
	% of youth trained who report increased knowledge of positive masculinities	Changes in how youth describe masculinity before and after sessions	Pre- and post-session storytelling exercises, FGDs	Quarterly
Religious scholars are trained	Number of religious scholars, traditional community elders trained	How trained scholars, and traditional leaders integrate gender justice themes into religious teachings and community dispute resolution mechanism	Sermon transcripts, audience feedback surveys Evidence of Pro-women practices (stories and case studies)	Biannual
	% of trained scholars delivering at least one sermon on gender justice	Community members' perceptions of how religious discourse around gender is changing	FGDs with congregation members, informal interviews	Annual
Disaster preparedness and response mechanisms are gender-responsive and integrate male involvement to prevent and respond to GBV.	#of disaster preparedness plans (national/provincial) revised to include male involvement in GBV response.	Extent to which GBV and male engagement components are integrated in the revised plans	Plans and content analysis	Biannual

Immediate Outcome	Quantitative Indicators	Qualitative Indicators	Data Source	Reporting Frequency
MI-sensitive training modules for disaster responders Delivered	# of MI-sensitive training modules developed approved and conducted.	Improvement in knowledge, attitudes, and practices of responders post-	Pre and post training assessment tools, disaggregated by gender and region	Annual
Culturally relevant content is developed	Number of community-centered cultural materials produced	How men and boys relate to and interpret messages from locally produced theater, poetry, or storytelling	Audience reflections after cultural events, feedback surveys	Quarterly
	% of community members reporting that cultural content helped them reflect on gender norms	Community-led adaptations of cultural content (e.g., local storytelling incorporating gender-positive themes)	Observation reports, community-led initiatives	Biannual
Awareness of harmful norms and positive masculinities is increased	% increase in awareness levels among men and boys	Stories from men who changed their beliefs and behaviours after exposure to gender-positive messaging	Pre- and post-campaign surveys, FGDs, case studies	Biannual
	% of men and boys reporting intent to challenge harmful norms	Shifts in how masculinity is discussed in public and private conversations	Social media discourse analysis, ethnographic field notes	Annual
Communities, youth, and religious scholars actively engage and participate	% increase in community participation in gender discussions	Experiences of men and boys stepping up as role models for gender equality	Community event logs, role model case studies	Annual
	Number of dialogues held with community stakeholders	Stories of intergenerational conversations about gender norms (e.g., fathers discussing masculinity with sons)	Family storytelling sessions, participatory FGDs	Annual

8.2.2 Priority Area 2: Institutionalize Male Involvement in GBV Prevention and Response by Strengthening Policies, Capacity, and Accountability

Immediate Outcome	Quantitative Indicators	Qualitative Indicators	Data Source	Reporting Frequency
Awareness of gender sensitivity, inclusivity, and male involvement is increased	% of institutional staff demonstrating increased understanding of gender-sensitive practices	Institutional leaders' perceptions on integrating gender sensitivity into policies	Pre- and post-training surveys, KIs with senior officials	Biannual
	Number of institutions conducting awareness sessions on gender sensitivity	Changes in how staff discuss and apply gender-sensitive practices	Staff interviews, experience-sharing sessions	Annual
Key policies are analysed, and gaps are identified	Number of policies reviewed and analyzed for gender inclusivity	Stakeholder perspectives on policy effectiveness and challenges	Policy review reports, stakeholder consultations	Annual
	% of policy gaps addressed through institutional action plans	Institutional barriers and enablers for implementing gender-sensitive policies	Policy dialogue minutes, expert interviews	Annual
Institutional leaders and frontline staff are sensitized	% of trained leaders and staff reporting increased confidence in addressing gender and GBV issues	Personal reflections of staff on changes in their approach to service delivery	Pre- and post-training assessments, supervisor evaluation reports	Biannual
	Number of training sessions conducted	Stories of leadership transformation among institutional decision-makers	Case studies, leadership reflection logs	Annual
Private sector workplace policies and procedures are reviewed and improved to incorporate male engagement approaches in addressing GBV.	# of private sector entities that have reviewed and updated workplace protocols to include male engagement strategies for GBV prevention.	Level of awareness and commitment among private sector managers and staff regarding male engagement in GBV prevention at the workplace.	Policy review reports, corporate social responsibility (CSR) disclosures. Key Informant Interviews (KIs), focus group discussions	Biannual

Immediate Outcome	Quantitative Indicators	Qualitative Indicators	Data Source	Reporting Frequency
Gender-sensitive reforms are advocated and initiated within PEMRA's media oversight framework to address TFGBV and promote positive male engagement in media spaces.	Number of gender-sensitive recommendations adopted or under review by PEMRA, including training mandates and content regulation on TFGBV.	Perception of media regulators and professionals on the role of male engagement in countering TFGBV and promoting gender-equitable narratives.	Policy documents, revised codes of conduct, advocacy reports, FGDs, KII	Biannual
MEAL systems are established across government institutions	Number of institutions implementing MEAL frameworks	Perceived usefulness and effectiveness of MEAL mechanisms in improving gender sensitivity	Institutional reflection workshops, documentation review	Annual
	% of institutions regularly tracking and reporting gender-sensitive outcomes	Staff experiences in using MEAL tools for accountability and learning	Feedback reports from monitoring teams	Annual
Critical Men and Masculinities Studies are introduced into national curricula	Number of universities incorporating gender and masculinity studies into their curricula	Faculty and student perspectives on the relevance and impact of gender studies courses	University focus groups, course evaluation feedback	Annual
	% of students demonstrating increased understanding of gender, masculinity, and GBV prevention	Changes in academic discourse around gender and masculinity within universities	Classroom observation reports, faculty interviews	Annual

8.2.3 Priority Area 3: Engage Male Service Providers Across Key Sectors to Expand Access to GBV Prevention and Survivor-Centered Services

Immediate Outcome	Quantitative Indicators	Qualitative Indicators	Data Source	Reporting Frequency
Male service providers acknowledge and understand the significance of male involvement, trauma-informed care, survivor-centered approaches, and empathy building	% of male service providers trained in trauma-informed and survivor-centered care	Service providers' reflections on personal biases and changes in approach	Pre- and post-training assessments, KIs with male service providers	Biannual
	% of trained service providers demonstrating empathy and active listening in practice	Experiences of male providers in integrating trauma-informed approaches into their work	Supervisor evaluation reports, role-play debriefs	Annual
Male perpetrators are rehabilitated	Number of male perpetrators completing rehabilitation programs	Experiences of rehabilitated individuals on their behavioural transformation	Case studies, in-depth interviews with program participants	Annual
	% of rehabilitated men who do not reoffend within 12 months	Challenges faced in rehabilitation and community reintegration	Post-rehabilitation follow-up reports, peer mentoring logs	Annual
Support groups for male providers are established and functional	Number of support groups established and actively meeting	Perceptions of male providers on the effectiveness of support groups in enhancing their work	Support group session reports, participant interviews	Quarterly
	% of male service providers participating in peer support initiatives	Stories of shared learning and personal growth in handling GBV cases	Reflection journals, peer group discussions	Biannual
Male involvement is formally recognized and integrated into annual appraisal systems and policy frameworks	% of institutions integrating male involvement into their GBV policies and appraisal systems	Staff perspectives on how policy changes affect their professional responsibilities	HR policy documents, institutional performance reviews	Annual

Immediate Outcome	Quantitative Indicators	Qualitative Indicators	Data Source	Reporting Frequency
	Number of performance reviews that assess male engagement in GBV prevention	Institutional leaders' views on the effectiveness of integrating male involvement into appraisals	Kills with HR personnel and decision-makers	Annual
Male providers actively engage and participate in support groups	% of trained male providers who regularly participate in support groups	Personal stories of how support groups influence their professional and personal perspectives	Support group attendance logs, feedback surveys	Quarterly
	Number of case discussions and experience-sharing sessions conducted in support groups	Reflection on emotional and professional benefits of peer engagement	Peer support network reports, testimonials	Biannual
Gender sensitization for male service providers is reviewed, improved, and institutionalized across key sectors.	# of institutions adopting revised gender-responsive training modules.	Improved attitudes of male service providers on gender and GBV.	Pre/post assessments, focus group discussions.	Annual
Evidence-based tools and support models are developed by analysing patterns of male perpetrators to inform GBV prevention efforts.	Number of research studies and tools developed focusing on male perpetration and prevention strategies.	Level of engagement of men in support spaces addressing mental health and violence prevention.	Research publications, toolkits, project reports.	Biannual

8.2.4 Priority Area 4: Engage Men Through Community Mobilization and Collective Action for GBV Prevention and Response

Immediate Outcome	Quantitative Indicators	Qualitative Indicators	Data Source	Reporting Frequency
Participatory workshops are conducted	Number of workshops conducted	Community members' reflections on how workshops changed their perceptions of male involvement in GBV prevention	Workshop reports, participant interviews, post-workshop surveys	Quarterly
	% of attendees who demonstrate knowledge improvement in male engagement strategies	Challenges and resistance faced during discussions on male involvement	FGD reports, session debriefs	Biannual
New collaborations are fostered, building trust among grassroots organizations	Number of new partnerships formed between community-based organizations (CBOs) and other stakeholders	Stories of successful collaboration and trust-building efforts among CBOs and community leaders	Partnership agreements, stakeholder meeting reports	Annual
	% of grassroots organizations actively engaging men and boys in GBV prevention activities	Perspectives of CBOs on challenges and lessons learned in engaging men and boys	Interviews with CBO leaders, case studies	Annual
Communities are mobilized	% increase in community-led GBV prevention initiatives	Community-led success stories demonstrating collective action in GBV prevention	Event logs, community storytelling sessions, media reports	Biannual
	Number of community mobilization activities conducted (e.g., awareness marches, local dialogues)	Experiences of men and boys in taking leadership roles in mobilization efforts	FGD reports, participatory video reflections	Quarterly
CBO capacities in male involvement are strengthened	Number of CBO staff trained in male engagement strategies	Perspectives of CBO staff on challenges in integrating male involvement into GBV programming	Pre- and post-training assessments, interviews with CBO representatives	Biannual

Immediate Outcome	Quantitative Indicators	Qualitative Indicators	Data Source	Reporting Frequency
	% of trained CBOs implementing male involvement in their GBV programs	Lessons learned from training sessions and best practices shared by trained CBOs	Reflection workshops, peer learning sessions	Annual
Men and boys from diverse backgrounds actively engage and participate in mobilization efforts	% of men and boys attending and participating in mobilization events	Stories of personal transformation from men and boys who took part in community engagement activities	Personal testimonies, case studies, community leader interviews	Annual
	Number of youth-led initiatives that promote gender-equitable behaviours	Perspectives of young men and their families on shifting gender norms	Youth dialogue sessions, intergenerational discussion reports	Biannual
Men, boys, and grassroots organizations recognize and understand the importance of male involvement in GBV prevention and response	% of men and boys expressing increased willingness to take action in GBV prevention	Stories of families and communities supporting men's role in gender equality and GBV response	Social media discussions, ethnographic field observations	Annual
	Number of grassroots-led GBV prevention campaigns that include men and boys	Changes in how men discuss GBV and masculinity in public forums	Community dialogue reports, key informant interviews (KIIs)	Annual

8.2.5 Priority Area 5: Leverage Male Involvement in Media and Technology to Drive Advocacy, Behaviour Change, and Awareness on GBV

Immediate Outcome	Quantitative Indicators	Qualitative Indicators	Data Source	Reporting Frequency
Media campaigns are launched and promoted	Number of media campaigns launched and their reach (TV, radio, digital)	Community members' reflections on the relevance and impact of campaign messages	Media tracking reports, post-campaign FGDs, audience surveys	Quarterly
	% of audience reporting exposure to campaign content	Perceptions of gender and masculinity in media discussions	Social media sentiment analysis, community feedback	Biannual
Public awareness of positive masculinities and gender-equitable behaviours is increased	% increase in engagement with media content (likes, shares, comments, participation in discussions)	Stories of individuals influenced by media campaigns who took action	Social media analytics, influencer engagement reports, interviews	Quarterly
	% of surveyed individuals who report increased understanding of positive masculinities	Changes in how men and women describe gender roles in media forums	FGD reports, public discourse analysis	Biannual
Journalists are trained in male involvement	Number of journalists trained in gender-sensitive reporting	Journalists' perspectives on challenges in promoting gender-equitable narratives	Post-training interviews, content analysis of published articles	Biannual
	% of trained journalists producing gender-sensitive content	Shifts in how media reports frame male involvement in GBV prevention	Media monitoring reports, qualitative review of news content	Annual
Digital influencers actively participate in social media campaigns	Number of influencers engaged in awareness campaigns	Influencers' reflections on challenges and successes in shaping public discourse	KIs with influencers, engagement feedback from audiences	Quarterly

Immediate Outcome	Quantitative Indicators	Qualitative Indicators	Data Source	Reporting Frequency
	% of influencers creating content promoting gender-equitable behaviours	Testimonials from young men and women on how influencer content impacted their views	Social media interaction logs, user-generated content analysis	Biannual
Collaborations between media agencies and digital influencers are established and actively fostered	Number of partnerships between media outlets and digital influencers	Media professionals' reflections on collaborative efforts and impact	Stakeholder meeting minutes, media collaboration reports	Annual
	% of co-created content featuring gender-sensitive narratives	Lessons learned from cross-platform advocacy efforts	Interviews with media producers, advocacy campaign evaluations	Annual

8.3 Intermediate Outcomes

8.3.1 Priority Area 1: Transform Gender Norms and Behaviours Through Positive Masculinities

Immediate Outcome	Quantitative Indicators	Qualitative Indicators	Data Source	Reporting Frequency
Communities actively engage in campaigns and initiatives to challenge harmful norms	% increase in community-led GBV prevention initiatives	Community reflections on shifts in conversations about gender roles and masculinities	Community storytelling sessions, participatory FGDs	Biannual
	Number of community forums and dialogues held on positive masculinities	Experiences of community members who challenged harmful norms in their families or workplaces	Case studies, role model testimonies	Annual
	% of community members reporting willingness to speak out against harmful gender norms	Observations of public discourse shifts (e.g., acceptance of shared caregiving roles)	Ethnographic field notes, social media discourse analysis	Annual
Youth leaders, community members, and institutional stakeholders are empowered to question existing gender norms and begin adopting positive masculinities	% of youth leaders and institutional stakeholders trained on gender norms and masculinities	Stories of personal transformation from youth leaders who adopted gender-equitable behaviours	Youth-led storytelling workshops, self-reflection logs	Annual
	% of trained youth and institutional leaders engaging in gender advocacy activities	Testimonials from youth and stakeholders on how training influenced their beliefs and behaviours	KIs with trained individuals, peer learning sessions	Biannual
	% of youth leaders and stakeholders reporting increased confidence in challenging gender stereotypes	Youth reflections on challenges faced in promoting gender-equitable norms	Diaries, digital storytelling sessions	Annual

Immediate Outcome	Quantitative Indicators	Qualitative Indicators	Data Source	Reporting Frequency
The importance of shared responsibilities and equitable decision-making in families, communities, and workplaces is increasingly recognized and established	% of households reporting shifts toward shared caregiving and decision-making	Personal narratives of families implementing shared responsibilities at home	Family discussion groups, participatory video documentation	Annual
	Number of workplaces and institutions integrating gender-equitable policies	Workplace reflections on organizational shifts in gender roles	HR policy review reports, KIs with employees	Annual
	% of men and boys engaging in discussions on shared responsibilities in family and community life	Stories from men who adopted gender-equitable practices in daily life	Community diaries, personal testimony collection	Biannual

8.3.2 Priority Area 2: Institutionalize Male Involvement in GBV Prevention and Response by Strengthening Policies, Capacity, and Accountability

Immediate Outcome	Quantitative Indicators	Qualitative Indicators	Data Source	Reporting Frequency
Policymakers and institutional leaders demonstrate early signs of gender sensitivity and inclusivity, beginning to recognize and adopt male involvement as a lens of analysis	% of policymakers and institutional leaders trained in gender sensitivity and male involvement	Institutional leaders' reflections on challenges and shifts in their understanding of gender and male involvement	KIs with policymakers, leadership feedback reports	Annual
	Number of policy documents revised to include male involvement as an analytical lens	Changes in how policymakers publicly discuss male involvement in gender-sensitive policies	Policy dialogue transcripts, media statements	Biannual
	% of institutions incorporating gender-sensitive language and commitments in strategic documents	Case studies of institutional transformations in gender-sensitive policy making	Institutional policy review reports, case studies	Annual
MEAL systems are recognized and adopted as accountability frameworks	Number of institutions implementing gender-responsive MEAL frameworks	Institutional perceptions of the effectiveness of MEAL systems in tracking male involvement	MEAL review workshops, internal feedback reports	Annual
	% of institutions regularly reporting on gender and male involvement indicators	Institutional staff reflections on challenges and successes in using MEAL frameworks	FGD reports with MEAL focal persons, documentation review	Biannual
	Number of government and civil society organizations integrating male involvement in M&E reports	Stories from MEAL teams on how gender-sensitive accountability frameworks are influencing programming	Testimonies from M&E staff, best practices documentation	Annual

Immediate Outcome	Quantitative Indicators	Qualitative Indicators	Data Source	Reporting Frequency
Courses on Critical Men and Masculinities Studies are developed and taught in the gender studies departments of public and private universities	Number of universities introducing Critical Men and Masculinities Studies in their curricula	Faculty and student perspectives on the relevance and impact of masculinities studies	FGDs with students, faculty interviews	Annual
	% increase in student enrollment in gender and masculinity studies courses	Student narratives on how courses changed their perceptions of gender norms and masculinities	Student reflection journals, academic coursework review	Annual
	% increase in awareness levels among men and boys	Stories from men who changed their beliefs and behaviours after exposure to gender-positive messaging	Pre- and post-campaign surveys, FGDs, case studies	Biannual
	Number of research papers and academic discussions generated from masculinities studies	Perceptions of faculty on institutional support for masculinities research	Academic conference proceedings, peer-reviewed journal analysis	Annual

8.3.3 Priority Area 3: Engage Male Service Providers Across Key Sectors to Expand Access to GBV Prevention and Survivor-Centered Services

Immediate Outcome	Quantitative Indicators	Qualitative Indicators	Data Source	Reporting Frequency
Male service providers demonstrate increased awareness and commitment to integrating male involvement into GBV prevention and response	% of trained male service providers reporting increased confidence in applying male involvement approaches	Service providers' reflections on how their approach to GBV prevention has evolved	Post-training interviews, self-reflection journals	Biannual
	Number of male service providers applying survivor-centered approaches in their work	Stories of male providers who actively integrate gender-equitable practices into service delivery	Case studies, supervisor feedback reports	Annual
	% of institutions implementing male involvement training as part of staff capacity building	Challenges and lessons learned in shifting traditional mindsets within service provision	KIs with institutional leaders and staff	Annual
Rehabilitation programs for perpetrators are piloted, while functional support groups foster peer learning, resilience, and professional growth	Number of rehabilitation programs for male perpetrators established	Perspectives of rehabilitated individuals on behavioural transformation and reintegration challenges	In-depth interviews with program participants, rehabilitation center reports	Annual
	% of rehabilitated men who do not reoffend within 12 months	Testimonies from rehabilitated perpetrators on the factors that contributed to positive behaviour change	Case studies, peer mentoring logs	Annual
	Number of active peer support groups for male service providers	Male service providers' experiences of emotional resilience and skill-building in support groups	Reflection journals, peer group discussions	Biannual

Immediate Outcome	Quantitative Indicators	Qualitative Indicators	Data Source	Reporting Frequency
Institutions formalize male involvement within appraisals and policies, enabling providers to share experiences, develop skills, and collaborate effectively to address GBV challenges	% of institutions that revise HR policies to integrate male involvement in GBV response	Perspectives of HR managers and service providers on the impact of policy changes	HR policy review reports, KIs with HR personnel	Annual
	Number of institutions integrating male involvement metrics into performance appraisals	Stories of professional growth and collaboration resulting from institutional changes	Employee interviews, institutional performance review reports	Annual
	% of service providers engaging in collaborative forums to discuss male involvement and GBV response	Service providers' reflections on knowledge-sharing and skill development opportunities	Roundtable discussions, peer-learning workshops	Biannual

8.3.4 Priority Area 4: Engage Men Through Community Mobilization and Collective Action for GBV Prevention and Response

Immediate Outcome	Quantitative Indicators	Qualitative Indicators	Data Source	Reporting Frequency
Community members and leaders are equipped with tools to collaboratively address GBV	% of community leaders trained on GBV prevention and male involvement	Community leaders' reflections on their role in preventing GBV and engaging men	Kills with community leaders, post-training reflections	Biannual
	Number of community workshops and awareness sessions conducted	Stories of how community leaders have applied training in real-life situations	Case studies, observation reports	Annual
	% of trained leaders actively participating in local GBV prevention efforts	Challenges and barriers in implementing community-led GBV prevention initiatives	FGDs with trained leaders and community members	Annual
The male involvement lens is integrated into CBO programs, and success stories of communities, men, and boys taking collective action to prevent GBV are beginning to emerge	Number of CBOs that integrate male involvement into their GBV prevention programs	CBO staff perspectives on the effectiveness of male involvement strategies	Kills with CBO representatives, program reports	Annual
	% of CBOs documenting and sharing success stories related to male engagement	Personal testimonies from men and boys who initiated or participated in GBV prevention efforts	Community storytelling sessions, participatory FGDs	Biannual
	Number of new initiatives and collaborations between CBOs to engage men in GBV prevention	Lessons learned from implementing male involvement approaches within community structures	CBO experience-sharing workshops, peer learning reports	Annual

Immediate Outcome	Quantitative Indicators	Qualitative Indicators	Data Source	Reporting Frequency
Men and boys demonstrate a strong commitment to advancing the male involvement agenda	% of men and boys actively participating in GBV prevention initiatives	Stories of personal transformation from men and boys who changed their behaviours and attitudes	Case studies, self-reflection logs	Annual
	Number of male-led advocacy campaigns, dialogues, or mentorship programs established	Community perspectives on the evolving role of men in gender equality and GBV prevention	Social media sentiment analysis, ethnographic field notes	Annual
	% of men and boys reporting that they feel empowered to challenge harmful gender norms	Shifts in intergenerational conversations about gender roles (e.g., fathers and sons discussing masculinity)	Family discussion group reports, participatory video documentation	Biannual

8.3.5 Priority Area 5: Leverage Male Involvement in Media and Technology to Drive Advocacy, Behaviour Change, and Awareness on GBV

Immediate Outcome	Quantitative Indicators	Qualitative Indicators	Data Source	Reporting Frequency
Public understanding and acceptance of male involvement in GBV prevention increases	% increase in public engagement with male involvement content (e.g., shares, comments, discussions)	Community members' reflections on how media content has influenced their perception of male involvement	Social media analytics, audience engagement surveys, media monitoring reports	Biannual
	Number of media campaigns or awareness initiatives focusing on male involvement in GBV	Stories of individuals whose behaviours or beliefs changed due to media exposure	Case studies, storytelling sessions, qualitative audience feedback	Annual
	% of surveyed individuals who report increased understanding of men's role in GBV prevention	Shifts in public discourse on masculinity and gender norms in media and community spaces	FGDs, discourse analysis of mainstream media and digital forums	Annual
Journalists create and publish gender-sensitive content showcasing male role models, while digital influencers advocate for positive masculinities on social media	Number of journalists trained in gender-sensitive reporting	Journalists' reflections on the challenges and successes of producing gender-equitable content	Post-training interviews, published article reviews	Biannual
	% of trained journalists producing GBV-sensitive stories featuring male role models	Changes in the portrayal of men in media narratives on gender and GBV	Media content analysis, newsroom policy review	Annual
	Number of digital influencers actively posting or engaging in gender-equality discussions	Influencers' perspectives on their role in shifting narratives about masculinity	KIs with influencers, community feedback on social media discourse	Biannual

Immediate Outcome	Quantitative Indicators	Qualitative Indicators	Data Source	Reporting Frequency
Partnerships between media agencies and digital influencers sustain and amplify advocacy efforts	Number of formal partnerships or collaborations between media houses and digital influencers	Media professionals' reflections on the effectiveness of collaborations in amplifying advocacy efforts	Stakeholder interviews, media collaboration reports	Annual
	% increase in co-created content featuring positive masculinities and gender-equitable themes	Lessons learned from successful (and unsuccessful) media partnerships in advancing GBV prevention	Partnership review meetings, advocacy impact assessments	Annual
	Number of cross-platform advocacy campaigns sustained beyond initial media funding	Changes in how media agencies and influencers sustain conversations on GBV prevention without external incentives	Longitudinal content tracking, media follow-up evaluations	Biannual

8.4 Long-Term Outcomes (Behaviours and Norms)

Long-Term Outcome (Behaviours & Norms)	Quantitative Indicators	Qualitative Indicators	Data Source	Reporting Frequency
Communities reject harmful gender norms and embrace equitable practices	% decrease in reported cases of gender discrimination and GBV within communities	Stories from community members who have challenged and changed harmful gender norms	Community FGDs, storytelling sessions, ethnographic fieldwork	Annual
	% of households where shared responsibilities (e.g., caregiving, financial decision-making) are adopted	Personal narratives of families shifting toward more equitable household roles	Case studies, intergenerational storytelling exercises	Biannual
	Number of local policies and community agreements enforcing gender-equitable norms	Experiences of local leaders in promoting and enforcing gender-equitable norms	Policy review reports, KIs with community leaders	Annual
Youth leaders, community members, and institutional stakeholders advocate for positive masculinities	Number of youth-led and institutional advocacy initiatives for gender-equitable behaviours	Reflections of youth leaders on their role in shifting norms and attitudes within communities	Self-reflection logs, leadership development reports	Biannual
	% of community members reporting that youth leaders and institutions are championing gender-equitable behaviours	Success stories from youth, community members, and institutions advocating for positive masculinities	Digital storytelling projects, participatory theater performances	Annual
	Number of formal commitments (e.g., school policies, community pledges, workplace guidelines) integrating positive masculinities	Institutional reflections on embedding gender-equitable practices in policies and programs	Policy review discussions, institutional case studies	Annual

Long-Term Outcome (Behaviours & Norms)	Quantitative Indicators	Qualitative Indicators	Data Source	Reporting Frequency
Positive masculinities are embedded into cultural and social practices	% increase in public expressions of gender-equitable behaviour (e.g., inclusive language in media, representation in local traditions)	Community reflections on how gender norms have changed in cultural traditions and social interactions	Media discourse analysis, observational reports	Biannual
	Number of cultural events, artistic expressions, or media productions promoting positive masculinities	Testimonies from artists, storytellers, and cultural influences on the role of media in shifting gender norms	KIs with cultural figures, audience feedback from artistic events	Annual
	% of men and boys actively modeling positive masculinities in leadership roles, parenting, and relationships	Stories of men and boys who have become role models for equitable masculinities	Personal testimonies, community recognition events	Annual
Families, workplaces, and communities normalize shared responsibilities and equitable decision-making, fostering healthy relationships	% increase in households practicing shared caregiving, financial decision-making, and domestic labor	Stories of families shifting toward more equitable distribution of responsibilities	Family storytelling sessions, FGDs, case studies	Annual
	Number of workplaces adopting gender-equitable HR policies (e.g., equal pay, parental leave, gender-balanced leadership)	Perspectives of employees on shifts in workplace gender dynamics and leadership roles	Employee surveys, workplace policy review reports, KIs with HR teams	Annual
	% of communities where decision-making forums (e.g., local councils, school boards) actively involve women and marginalized groups	Testimonies from community members on changes in inclusive decision-making	Community dialogues, participatory observation reports	Biannual

Long-Term Outcome (Behaviours & Norms)	Quantitative Indicators	Qualitative Indicators	Data Source	Reporting Frequency
	% of men and boys actively participating in household decision-making and caregiving	Stories of men who embraced shared caregiving and equitable leadership in families and communities	Personal testimonies, intergenerational reflection exercises	Annual
	Number of public initiatives, media campaigns, or local policies reinforcing shared responsibilities in families and workplaces	Reflections from policymakers and media professionals on their role in promoting shared responsibilities	Policy roundtable discussions, media content analysis	Biannual
	% increase in dispute resolution cases where gender-equitable decision-making is promoted (e.g., family mediation, workplace conflict resolution)	Case studies of conflict resolution approaches that integrate gender-equitable principles	Legal and community mediation reports, qualitative interviews	Annual
Service providers consistently demonstrate empathy, active listening, and survivor-centered approaches, setting a standard for trauma-informed care in GBV response	% of GBV service providers trained in trauma-informed, survivor-centered approaches	Service providers' reflections on how training influenced their ability to support survivors	Pre- and post-training interviews, reflection journals	Biannual
	% of service providers who report increased confidence in handling survivor cases with empathy	Survivors' experiences of receiving trauma-informed services	Survivor feedback surveys, case studies, FGDs	Annual
	Number of service providers receiving continuous professional development on trauma-informed care	Stories of institutional shifts toward a survivor-centered service model	Institutional policy review, KIs with service managers	Annual

Long-Term Outcome (Behaviours & Norms)	Quantitative Indicators	Qualitative Indicators	Data Source	Reporting Frequency
	% of GBV response institutions integrating survivor-centered guidelines into standard operating procedures	Perspectives of frontline workers on challenges and enablers in sustaining trauma-informed practices	Case studies, qualitative staff evaluations	Biannual
	% of documented cases where active listening and survivor-centered approaches were used effectively	Examples of service providers transforming their approach to survivor care based on mentorship and learning	Testimonies from peer-support groups, experience-sharing forums	Annual
	% of service users expressing satisfaction with the quality of trauma-informed care received	Changes in how service providers discuss and implement survivor-centered care	Community FGDs, anonymous feedback collection	Annual
Public discourse reflects reduced stereotypes and increased acceptance of male involvement in GBV prevention, amplified by gender-sensitive content from journalists and digital influencers	% increase in media content promoting male involvement in GBV prevention	Stories of individuals whose attitudes towards male involvement in GBV prevention changed due to media exposure	Social media discourse analysis, audience reflection reports	Biannual
	% reduction in gender stereotypes in mainstream media coverage on GBV issues	Journalists' and digital influencers' reflections on their role in shaping public discourse on masculinities	KIs with media professionals, digital content creator interviews	Annual
	Number of media outlets incorporating gender-sensitive reporting guidelines	Changes in how GBV-related issues and male involvement are framed in news reporting and digital discussions	Media content analysis, newsroom editorial review reports	Annual

Long-Term Outcome (Behaviours & Norms)	Quantitative Indicators	Qualitative Indicators	Data Source	Reporting Frequency
	% of surveyed individuals who express increased acceptance of men as allies in GBV prevention	Perceptions of digital audiences on how male involvement is portrayed in media and social campaigns	Social media sentiment tracking, online engagement studies	Biannual
	Number of collaborations between journalists, media houses, and digital influencers on male involvement advocacy	Influencers' and journalists' reflections on their experiences advocating for positive masculinities	Collaborative advocacy campaign review, storytelling interviews	Annual
	% increase in positive masculinities portrayed in media campaigns and storytelling content	Case studies of successful media narratives that shifted public perceptions	Content impact assessment, participatory storytelling analysis	Annual

8.5 Long-Term Outcomes (Social and Systems)

Long-Term Outcome (Social & Systems)	Quantitative Indicators	Qualitative Indicators	Data Source	Reporting Frequency
A measurable decline in GBV prevalence across sectors and communities, driven by collective community action, empowered leadership, and sustained male allyship	% reduction in reported GBV cases across target communities	Survivors' and community members' reflections on perceived safety and reduction in GBV incidents	GBV case reporting systems, survivor testimonies, safety perception surveys	Annual
	% decrease in calls to GBV helplines and crisis centers	Stories of male allies and community leaders who intervened in GBV prevention	GBV helpline data, FGD reports with male advocates and community leaders	Annual
	Number of male-led community initiatives addressing GBV prevention and response	Testimonies from local leaders and men engaged in long-term allyship for gender equality	Case studies, KIs with community leaders	Biannual
	% of community members reporting increased trust in GBV response services	Perspectives of frontline responders and local organizations on changing community attitudes towards GBV support	Institutional reports from GBV service providers, FGD with service users	Annual
	% increase in community-led GBV reporting mechanisms (e.g., safe spaces, neighborhood watch programs)	Community reflections on how local interventions have contributed to systemic GBV reduction	Community action review meetings, participatory storytelling sessions	Annual
	Number of local and national policies enacted or strengthened based on community advocacy	Policymakers' perspectives on the role of male involvement in legislative change for GBV prevention	Policy review documents, interviews with policymakers	Biannual

Long-Term Outcome (Social & Systems)	Quantitative Indicators	Qualitative Indicators	Data Source	Reporting Frequency
Male involvement is institutionalized and embedded across organizational programs, policies, and legal frameworks	Number of organizations and government agencies integrating male involvement strategies into their policies	Perspectives of institutional leaders on the long-term sustainability of male involvement initiatives	Policy analysis reports, KIs with decision-makers	Annual
	% of national and provincial policies incorporating male involvement in GBV prevention frameworks	Reflections from gender advocates on the effectiveness of policy implementation	Policy dialogue sessions, stakeholder interviews	Annual
	Number of organizations with allocated budgets for male involvement initiatives	Lessons learned from organizations that have successfully embedded male involvement in operations	Budget review reports, case studies	Annual
Male involvement is integrated into national curricula as a foundational and mandatory course for graduate and undergraduate students	Number of universities adopting Critical Men and Masculinities Studies as mandatory coursework	Faculty and student perspectives on the relevance and impact of gender studies courses	Course evaluation reports, FGDs with students and faculty	Annual
	% of students demonstrating increased understanding of gender and masculinities in assessments	Changes in student discourse and classroom interactions regarding gender roles	Classroom observations, academic thesis reviews	Annual
	Number of research studies and academic publications focused on masculinities and GBV prevention	Faculty reflections on institutional challenges and successes in sustaining gender studies	Peer-reviewed journal analysis, KIs with university administrators	Biannual

Long-Term Outcome (Social & Systems)	Quantitative Indicators	Qualitative Indicators	Data Source	Reporting Frequency
Male involvement is incorporated into GBV service provision	% of GBV service providers trained on engaging men in survivor-centered care	Service providers' reflections on how male involvement has impacted survivor support	Post-training interviews, experience-sharing sessions	Biannual
	Number of GBV response organizations integrating male involvement frameworks into standard operating procedures	Survivors' perceptions of how male service providers contribute to trauma-informed care	Survivor feedback surveys, qualitative service assessments	Annual
	% of GBV response services developing tailored programs for engaging men as allies in prevention	Case studies of service providers leading male engagement efforts in GBV response	Institutional program evaluations, service provider testimonies	Annual
Positive masculinities become a new social construct that society values and appraises as the standard for men and boys	% increase in public endorsement of positive masculinities in community and workplace settings	Community reflections on how masculinity is perceived and celebrated	FGDs with men, boys, and community leaders, social norms observation studies	Annual
	Number of public campaigns, policies, and programs reinforcing positive masculinities	Stories of men and boys who have redefined masculinity in their personal and professional lives	Case studies, personal testimonies, digital storytelling	Annual
	% of men and boys engaging in mentorship programs that promote gender-equitable behaviours	Intergenerational narratives of how fathers, teachers, and community leaders model positive masculinity	Reflection exercises, participatory video documentation	Biannual
	Number of workplaces, schools, and media platforms incorporating positive masculinity frameworks	Perspectives from educators, employers, and media professionals on changes in societal expectations for men	KIs with stakeholders in education, workplaces, and media	Annual

Long-Term Outcome (Social & Systems)	Quantitative Indicators	Qualitative Indicators	Data Source	Reporting Frequency
	% increase in public discourse (news, social media, cultural platforms) discussing and reinforcing positive masculinity norms	Shifts in the way masculinity is portrayed in literature, film, and popular culture	Media discourse analysis, content review reports	Annual
	Number of legislative or policy reforms that explicitly promote positive masculinities	Policymakers' reflections on how the legal system supports gender-equitable masculinities	Policy review sessions, parliamentary discussions	Biannual

8.6 Accountability and Reporting Mechanisms

The Accountability and Reporting Mechanism ensures a structured, transparent, and multi-level reporting process for tracking male involvement in GBV prevention. Reports are generated at national, provincial, district, and community levels, with external evaluations conducted by civil society and research institutions. The Ministry of Human Rights (MoHR) leads annual national-level reports, consolidating MEAL data on policy integration, GBV prevalence, and systemic changes. Provincial and district reports provide quarterly and monthly updates on programmatic progress, community engagement, and intervention gaps. Community-level reporting captures real-time behavioural shifts, while independent evaluations assess overall impact and learning biannually and annually. This system ensures evidence-based decision-making, timely policy adjustments, and sustained accountability across all stakeholders.

Level	Reporting Mechanism	Lead Institution	Frequency
National-Level Reports	Consolidated MEAL reports tracking systemic changes in male involvement, GBV prevalence, and policy integration	Ministry of Human Rights (MoHR)	Annually
Provincial Reports	Trend analysis and key learnings from provincial-level interventions	Provincial Departments of Human Rights, Social Welfare, and Women's Development	Quarterly
District Reports	Programmatic updates on service provision, community engagement, and intervention gaps	District Human Rights and Social Welfare Offices	Monthly
Community Reports	Real-time documentation of behaviour and norm shifts in local populations	CBOs, Community Leaders, Religious and Youth Networks	Quarterly & Real-time
External Evaluations	Independent assessments of impact, challenges, and best practices	Civil Society Organizations, Research Institutions	Biannual & Annual

8.6.1 Evaluation System

The Evaluation System is designed to assess the effectiveness, sustainability, and impact of the National Male Involvement Strategy to Address GBV. It incorporates formative, process, and impact evaluations to track progress, identify challenges, and ensure that male involvement leads to measurable behavioural, social, and systemic change.

8.6.2 Evaluation Phases and Purpose

Evaluation Phase	Purpose	Key Questions	Tools & Methods	Timing
Formative Evaluation	Establishes baseline conditions, validates intervention design, and ensures alignment with national priorities.	1. What are the existing attitudes, policies, and programs related to male involvement in GBV prevention 2. What are the key enablers and barriers to male engagement in GBV prevention and response?	Surveys, FGDs, Key Informant Interviews (KIIs), policy analysis, baseline assessments	Before implementation
Process Evaluation	Tracks implementation progress to assess if activities are being executed as planned and make real-time adjustments.	1. Are male engagement programs and interventions reaching the intended audience? 2. Are community members, service providers, and policymakers applying male involvement strategies effectively?	Routine monitoring reports, field visits, case studies, tracking male participation, learning workshops	Midway (6–18 months after rollout)
Outcome Evaluation	Measures intermediate and long-term behavioural, social, and institutional changes.	1. To what extent have male engagement programs influenced GBV prevention efforts? 2. Are communities, workplaces, and service providers sustaining male involvement strategies?	Pre- and post-intervention assessments, qualitative behaviour change narratives, M&E reports	Annually (Mid- and Post-Implementation)

Evaluation Phase	Purpose	Key Questions	Tools & Methods	Timing
Impact Evaluation	Determines the long-term effectiveness, sustainability, and scale-up potential of the strategy.	- Has the strategy contributed to a measurable reduction in GBV and shifts in gender norms? - Have male allyship efforts been institutionalized in national policies, curricula, and service provision?	National survey data, longitudinal studies, comparative analysis, case study documentation	End of strategy cycle (every 3–5 years)

8.6.3 Key Evaluation Methods and Data Collection Tools

Evaluation Method	Purpose	Data Sources
Pre- and Post- Intervention Surveys	Measures changes in attitudes, knowledge, and behaviours related to male involvement.	Community members, youth leaders, service providers, policymakers.
Key Informant Interviews (KIIs)	Captures expert perspectives on policy effectiveness, program implementation, and sustainability.	Government officials, program managers, CBO leaders, media professionals.
Focus Group Discussions (FGDs)	Provides deep insights into community perceptions of gender norms and GBV prevention efforts.	Community groups, survivors, male allies, religious and traditional leaders.
Case Studies & Success Stories	Highlights transformational change, best practices, and lessons learned.	Documented experiences of service providers, male advocates, and community-led initiatives.
Social Media & Public Discourse Analysis	Tracks public sentiment and digital conversations on male involvement and gender equality.	Media platforms, influencer advocacy, engagement trends.
Longitudinal GBV Data Analysis	Assesses changes in GBV prevalence and service uptake over time.	National crime data, helpline records, legal case outcomes.

8.6.4 Evaluation System Responsibilities

Stakeholder	Role in Evaluation System
Ministry of Human Rights (MoHR)	Leads national-level impact evaluations and policy-level assessments.
Provincial Departments	Conduct mid-term and process evaluations for regional implementation.
District Monitoring Teams	Track monthly and quarterly outcomes, ensuring real-time adjustments.
Civil Society Organizations (CSOs)	Facilitate qualitative research, community assessments, and case study documentation.
Research Institutions & UN Partners	Support longitudinal data analysis and outcome tracking at national and global levels.

8.7 Adaptive Learning and Continuous Improvement Mechanism

The Adaptive Learning Mechanism is designed to ensure that insights from monitoring, evaluation, and learning are continuously integrated into decision-making processes, allowing for improvements in the National Strategy. This system ensures that feedback flows effectively across all levels—from community implementation to national policymaking—and that adjustments are made based on real-time challenges, lessons learned, and emerging trends.

Feedback Mechanism	Purpose	Data Source	Responsible Stakeholder	Frequency
Community Consultations & FGDs	Gather real-time insights on community engagement, shifting gender norms, and male involvement effectiveness.	Community discussions, storytelling sessions	CBOs, Local Leaders, CSOs	Quarterly
Post-Intervention Surveys & Feedback Forms	Measure participant satisfaction, identify barriers, and track knowledge retention.	Training, workshop, and campaign participants	District & Provincial MEAL Teams, CSOs	After each intervention
Service Provider Reflection Sessions	Capture lessons learned in engaging male allies and implementing survivor-centered approaches.	GBV service providers, healthcare workers, counsellors	District GBV Teams, CSOs, MEAL Coordinators	Biannual
Digital Platforms & Real-Time Data Dashboards	Track public discourse, engagement trends, and emerging gender narratives.	Social media analytics, digital engagement metrics	Media Partners, MoHR, CSOs	Ongoing
Stakeholder Learning Workshops	Cross-sector learning on policy implementation challenges and successes.	Government agencies, CSOs, service providers, donors	MoHR, Provincial Departments, UN Partners	Annual
Mid-Term Review Forums	Review effectiveness of interventions, assess gaps, and recommend strategy adjustments.	MEAL reports, evaluation findings	MoHR, Provincial Task Forces, Research Institutions	Midway (Every 2 Years)

Feedback Mechanism	Purpose	Data Source	Responsible Stakeholder	Frequency
Community Scorecards & Participatory Monitoring	Community-driven accountability on GBV prevention efforts and institutional responses.	Community members, service users	CBOs, District Officials, Civil Society Networks	Annual
National-Level Policy Briefs	Translate evaluation findings into recommendations for government and donors.	Longitudinal GBV trends, MEAL synthesis reports	MoHR, Parliament, Development Partners	Annual

RISK ASSESSMENT & MITIGATION PLAN



9. Risk Assessment and Mitigation Plan

To ensure the successful implementation of the National Strategy for Male Involvement in Addressing Gender-Based Violence (GBV) in Pakistan, a comprehensive Risk Assessment and Mitigation Plan has been developed. This plan identifies key challenges that could hinder progress and outlines actionable strategies to address them. Drawing from consultative workshops, stakeholder feedback, and contextual analysis, the plan emphasizes proactive management of risks to foster resilience, adaptability, and long-term impact.

9.1 Risk Identification

The strategy's implementation is susceptible to several risks, categorized as follows:

9.1.1 Programmatic Risks

Resistance to change is a significant concern, as deeply entrenched gender norms and societal perceptions of masculinity may lead to push back from communities and institutions. Furthermore, male involvement efforts could be misinterpreted as undermining women-led initiatives or shifting focus away from women's empowerment. Diverging priorities among stakeholders could also impede coordinated action and create friction during implementation. Additionally, during the consultative workshops, many stakeholders expressed skepticism about the relevance and practical application of the strategy. A recurring concern was that this initiative might be perceived as just another strategy development exercise, ultimately destined to

sit on the shelf without meaningful implementation. This perception risks eroding stakeholder trust and engagement from the outset.

9.1.2 Operational Risks

Limited funding, insufficient technical capacity, and logistical hurdles could restrict the strategy's scope and delay its progress. Capacity constraints among implementing partners may further exacerbate these challenges, making it difficult to achieve intended outcomes within the stipulated timelines.

9.1.3 Stakeholder Risks

Pushback from religious and cultural leaders due to conservative interpretations of gender roles could hinder community acceptance. Skepticism from feminist groups regarding tokenism or sidelining of women-led efforts may undermine trust. Additionally, maintaining the sustained engagement of diverse stakeholders over the long term could prove challenging without appropriate incentives or clear benefits.

9.1.4 Reputational Risks

Public or media misrepresentation of the strategy's objectives could harm its credibility. Civil society organizations might also criticize the strategy if they perceive a lack of inclusivity, transparency, or genuine commitment to addressing GBV.

9.2 External Risks

Political instability, socio-economic barriers such as poverty and illiteracy, and unforeseen crises like natural disasters could divert resources and attention from the strategy's implementation.

9.3 Mitigation Strategies

9.3.1 Programmatic Risks

To address resistance to change, culturally relevant awareness campaigns will challenge harmful gender norms and promote positive masculinities. Community and religious leaders will be engaged as advocates to build trust and acceptance. Clear communication of the pro-feminist principles of male involvement and balanced representation in leadership will counter misinterpretations. Regular multi-stakeholder forums and shared accountability frameworks will align stakeholder priorities and encourage collaboration.

9.3.2 Operational Risks

Resource constraints will be mitigated through a resource mobilization strategy targeting donors and prioritizing scalable, cost-effective interventions. Capacity-building initiatives, including training and mentorship programs, will equip implementing partners and frontline workers with the necessary skills. Adaptive management practices, such as flexible timelines and contingency planning, will address delays and logistical challenges.

9.3.3 Stakeholder Risks

Progressive religious' leaders will contextualize male involvement within cultural and religious values to reduce pushback. Transparent engagement with feminist groups will build trust and highlight

how male involvement complements women-led efforts. Incentive systems and feedback mechanisms will sustain stakeholder participation and foster long-term commitment.

9.3.4 Reputational Risks

A communication strategy will ensure accurate messaging about the strategy's goals, while media professionals will receive training on gender-sensitive reporting to prevent misrepresentation. Regular consultations with civil society groups and participatory evaluations will promote transparency and address concerns.

9.4 External Risks

Alignment with national policies and cross-party support will safeguard the strategy against political instability. Socio-economic barriers will be addressed through empowerment programs like skills training and income generation. Contingency plans and partnerships with humanitarian organizations will ensure continuity during natural disasters or crises.

9.5 Sustainability and Scalability

Sustainability and scalability are integral to ensuring the long-term impact and broader reach of male involvement initiatives in Pakistan. The National Male Involvement Strategy outlines key approaches to institutionalize these efforts, build local capacity, and scale successful interventions, thereby fostering systemic and social change.

9.5.1 Institutionalizing Male Involvement Initiatives

To embed male involvement within the national framework, the strategy prioritizes policy integration. Male involvement objectives must be incorporated into existing national and provincial policies addressing gender equality, sexual and reproductive health and rights (SRHR), and gender-based violence (GBV). A dedicated budget line within government frameworks will further cement long-term commitment to these initiatives.

Partnerships are pivotal. Establishing collaborative mechanisms among government agencies, civil society organizations (CSOs), academic institutions, and international partners ensures a unified and multi-sectoral approach. Forums, task forces, and steering committees will facilitate this alignment.

Regulatory mechanisms form the backbone of institutional accountability. Guidelines and standards will be developed to monitor interventions, supported by robust reporting and evaluation systems. Cultural adaptation, another cornerstone, will ensure that these strategies resonate with diverse communities. Engaging religious and community leaders as champions will aid in overcoming resistance and aligning initiatives with local norms.

Continuous advocacy will drive awareness and buy-in. Through targeted campaigns and success stories, the strategy seeks to build trust among policymakers, influencers, and the general public.

9.6 Building Local Capacity for Ownership & Long-Term Impact

Local ownership is essential for sustainability. Community-based organizations and leaders will be trained to spearhead and sustain male involvement initiatives. Participatory methodologies will ensure that interventions reflect local realities and gain community buy-in.

Capacity-building efforts will focus on equipping frontline workers, educators, and community influencers with the skills necessary to implement and evaluate these programs effectively. Special attention will be given to engaging youth through mentorship programs and leadership development initiatives, cultivating the next generation of advocates for gender equality.

Equitable resource allocation will ensure that grassroots organizations have the support they need. Local resource hubs will provide technical and financial backing, empowering communities to take charge of initiatives. Knowledge sharing will be fostered through the development of toolkits, manuals, and platforms that disseminate lessons learned and best practices. A Community of Practice (CoP) will be established, bringing together practitioners, researchers, and policymakers for dialogue, collaboration, and innovation.

9.7 Scaling Successful Interventions

Scaling interventions requires evidence-based approaches. Pilot programs will be implemented across diverse settings to identify scalable models. Robust data will be leveraged to advocate for expansion and showcase impact.

Flexible models that adapt to varying socio-cultural and economic contexts will be central to the strategy. Modular programs will allow gradual implementation, ensuring alignment with local needs and capacities.

Partnerships will play a critical role in scaling efforts. Collaborations with private sector actors will mobilize additional resources, while international agencies will facilitate cross-border knowledge transfer. Technology will be a powerful enabler, with digital tools enhancing outreach, engagement, and impact measurement. E-learning modules and apps will further support training and community interactions.

To guide replication, the strategy will provide comprehensive frameworks and guidelines. Documented case studies and success stories will inspire and inform other regions, while sustainability planning will ensure continuity. Exit strategies will be integrated into program designs, focusing on institutional strengthening to maintain momentum without external funding.

By implementing these strategies, the National Male Involvement Strategy seeks to foster lasting change and lay the groundwork for scaling impactful initiatives across Pakistan. Through institutionalization, capacity building, and strategic scaling, this strategy will empower communities, transform societal norms, and create a sustainable framework for addressing gender-based violence and promoting gender equality.

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Annexures

Pakistan's Commitments to International Human Rights Frameworks:

- 1. The Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW):**
 - a. Ratified in 1996, CEDAW obligates Pakistan to eliminate discrimination against women in all forms and ensure gender equality across legal, social, and political spheres.
- 2. The Beijing Declaration and Platform for Action (1995):**
 - a. As a participant in this landmark global framework, Pakistan committed to addressing critical areas affecting women's rights, including GBV, access to justice, and economic empowerment.
- 3. The Sustainable Development Goals (SDGs):**
 - a. SDG 5 explicitly focuses on achieving gender equality and empowering women and girls, including the elimination of all forms of violence and harmful practices such as early marriage and female genital mutilation.
- 4. The International Covenant on Civil and Political Rights (ICCPR) and The International Covenant on Economic, Social, and Cultural Rights (ICESCR):**
 - a. Pakistan ratified the ICESCR in 2008 and the ICCPR in 2010. Together, these covenants obligate Pakistan to protect civil, political, economic, social and cultural rights, which include safeguarding women and girls from violence.
- 5. The Universal Declaration of Human Rights (UDHR):**
 - a. As a UN member state, Pakistan adheres to the principles of the UDHR, which includes commitments to equality, dignity, and freedom from violence for all individuals.
- 6. The UN Convention on the Rights of the Child (CRC):**
 - a. Ratified in 1990, this convention obligates Pakistan to protect children, including girls, from all forms of abuse, exploitation, and violence.

Comprehensive List of Laws Addressing Gender-Based Violence in Pakistan:

Foundational and General Laws

1. Pakistan Penal Code, 1860

The foundational criminal law in Pakistan, it addresses various forms of violence, including sexual offenses, assault, kidnapping, trafficking, and homicide. Amendments over the years have further strengthened protections against GBV.

2. Criminal Law (Amendment) Act, 2004

This act introduced provisions targeting crimes such as honor killings and domestic violence. It also enhanced penalties for offenses involving cruelty against women.

3. Criminal Law Amendment Act, 2010

This amendment strengthened the legal framework to address harassment and violence against women, including clearer definitions and stricter penalties for related crimes.

4. Criminal Law (Second Amendment) Act, 2011

This act specifically addresses acid crimes, prescribing stringent penalties and criminalizing the misuse of corrosive substances to prevent acid attacks, aligning closely with the **Acid Control and Acid Crime Prevention Act, 2011**.

5. Criminal Law (Amendment) (Offense of Rape) Act, 2016

Strengthened penalties for rape and provided protection for victims during legal proceedings, with a focus on scientific evidence collection.

6. The Criminal Law (Amendment) (Offenses in the Name or Pretext of Honour) Act, 2016

Closed legal loopholes to ensure stricter accountability for perpetrators of honor-based violence, including honor killings.

Family and Cultural Practices

7. Islamabad Capital Territory Child Marriage Restraint Bill 2025:

The bill defines a child as anyone under 18 years of age of either sex and states that no Nikah (Islamic marriage) registrar (officiant) is allowed to solemnize a marriage if either of the individuals is under 18. Registrars are also required to check and confirm the age of both parties using their Computerized National Identity Cards (CNIC), issued by National Database and Registration Authority (NADRA).

8. Child Marriage Restraint Act, 1929

Criminalizes child marriage and prescribes punishments for those arranging or conducting marriages involving minors. Despite being an early reform, enforcement remains a challenge in some areas.

9. Muslim Family Law Ordinance, 1961

This ordinance regulates marriage, divorce, and inheritance among Muslims. It emphasizes women's rights, particularly in marriage and family matters, to prevent forced or inequitable marriages.

10. Dowry and Bridal Gifts (Restriction) Act, 1976

Aims to prevent the financial exploitation of brides and their families by limiting the demand and exchange of dowry. However, cultural pressures often undermine its enforcement.

11. The Prevention of Anti-Women Practices Act, 2011

Criminalizes harmful cultural practices such as forced marriages, denial of inheritance, and other violations of women's rights.

Specific Protections and Safeguards

12. The Protection Against Harassment of Women at the Workplace Act, 2010

Provides a framework for addressing and redressing workplace harassment, ensuring safe and equitable work environments for women.

13. The Acid Control and Acid Crime Prevention Act, 2011

Criminalizes acid attacks and regulates the sale and distribution of corrosive substances.

14. The Sindh Domestic Violence (Prevention and Protection) Act, 2013

Criminalizes domestic violence and provides mechanisms for survivor support, such as shelters and legal aid, specific to Sindh province.

15. The Punjab Protection of Women Against Violence Act, 2016

A comprehensive act addressing domestic violence, psychological abuse, and economic exploitation, focusing on women's protection and support.

16. The Transgender Persons (Protection of Rights) Act, 2018

Protects transgender persons from discrimination and violence, promoting social inclusion and legal safeguards.

Trafficking and Exploitation

17. Prevention and Control of Human Trafficking Ordinance, 2002

Criminalizes human trafficking, including forced labor and sexual exploitation, with provisions to protect and rehabilitate survivors.

18. The Protection of Women (Criminal Laws Amendment) Act, 2006

Provides protections for women against abduction, forced marriages, and wrongful confinement. It also redefines zina offenses to prevent misuse under Hudood Ordinances.

Strategy Implementation Framework Annexure

#	Priority Area	Key activities	Immediate Outcomes	Intermediate Outcomes	Long-Term Outcomes	
					Behaviour & Norms	Social and System
1	Transform Gender Norms and Behaviours Through Positive Masculinities	1. Launch localized, community-driven campaigns to challenge harmful norms and promote positive masculinities. 2. Implement peer education programs involving youth and community leaders to foster critical thinking and self-reflection. 3. Train religious scholars to advocate for gender justice and address harmful gender norms. 4. Develop culturally relevant, introspective content that challenges harmful norms and fosters gender equity.	1. Campaigns are launched. 2. Peer education programs are implemented. 3. Religious scholars are trained. 4. Culturally relevant content is developed. 5. Awareness of harmful norms and positive masculinities is increased. 6. Communities, youth, and religious scholars actively engage and participate.	Communities actively engage in campaigns and initiatives to challenge harmful norms. Youth leaders, community members, and institutional stakeholders are empowered to question existing gender norms and begin adopting positive masculinities. The importance of shared responsibilities and equitable decision-making in families, communities, and workplaces is increasingly recognized and established.	Communities reject harmful gender norms and embrace equitable practices, with youth leaders, community members, and institutional stakeholders advocating for positive masculinities, embedding positive masculinities into cultural and social practices.	A measurable decline in GBV prevalence across sectors and communities, driven by collective community action, empowered leadership, and sustained male ally ship.
2	Institutionalize Male Involvement in GBV Prevention and Response by Strengthening Policies, Capacity, and Accountability	1. Reform policies to enhance gender sensitivity, inclusivity, and integrate male involvement in addressing GBV. 2. Sensitize institutional leaders and frontline staff on positive masculinity and male involvement in public and private sector organizations. 3. Establish accountability mechanisms, including MEAL systems, across government institutions. 4. Incorporate Critical Men and Masculinities Studies into national curricula to deepen understanding of gender and GBV prevention.	1. Awareness of gender sensitivity, inclusivity, and male involvement is increased. 2. Key policies are analyzed, and gaps are identified. 3. Institutional leaders and frontline staff are sensitised. 4. MEAL systems are established across government institutions. 5. Critical Men and Masculinities Studies are introduced into academic curricula.	Policymakers and institutional leaders demonstrate early signs of gender sensitivity and inclusivity, beginning to recognize and adopt male involvement as a lens of analysis. MEAL systems are recognized and adopted as accountability frameworks. Courses on Critical Men and Masculinities Studies are developed and taught in the gender studies departments of public and private universities.	Families, workplaces, and communities normalize shared responsibilities and equitable decision-making, fostering healthy relationships.	Male involvement is institutionalized and embedded across organizational programs, policies, and legal frameworks, particularly in gender and pro-women policies and laws; integrated into national curricula as a foundational and mandatory course for graduate and undergraduate students; and incorporated into GBV service provision.
3	Engage Male Service Providers Across Key Sectors to Expand Access to GBV Prevention and Survivor-Centered Services	1. Train male service providers in government and NGOs on male involvement, trauma-informed care, and survivor-centered approaches, using empathy building and active listening as a framework. 2. Rehabilitation and Trauma-Informed Care for Male Perpetrators	1. Male service providers acknowledge and understand the significance of male involvement, trauma-informed care, survivor-centered approach, and empathy building and active listening in GBV response and prevention.	Male service providers demonstrate increased awareness and commitment to integrating male involvement into GBV prevention and response. Rehabilitation programs for perpetrators are piloted, while functional support groups foster peer learning, resilience, and professional	Service providers consistently demonstrate empathy, active listening, and survivor-centered approaches, setting a standard for trauma-informed care in GBV response.	Positive masculinities become a new social construct that society values and appraises as the standard for men and boys.

Strategy Implementation Framework Annexure

#	Priority Area	Key activities	Immediate Outcomes	Intermediate Outcomes	Long-Term Outcomes	
					Behaviour & Norms	Social and System
		3. Involve men as allies in GBV Support Mechanisms 4. Create Support Groups for Male Providers 5. Integrate male engagement into the appraisal system and policy frameworks of GBV service providers	2. Male perpetrators are rehabilitated and receive care. 3. Support groups for male providers are established and functional. 4. Male involvement is formally recognized and integrated into annual appraisal systems and policy frameworks. 5. Male providers actively engage and participate in support groups.	growth. Institutions formalize male involvement within appraisals and policies, enabling providers to share experiences, develop skills, and collaborate effectively to address GBV challenges.	Public discourse reflects reduced stereotypes and increased acceptance of male involvement in GBV prevention, amplified by gender-sensitive content from journalists and digital influencers.	
4	Engage Men Through Community Mobilization and Collective Action for GBV Prevention and Response	1. Conduct participatory workshops with community leaders, men, and women to co-create GBV prevention strategies. 2. Support grassroots coalitions, including women's groups and youth networks, to foster trust in GBV prevention efforts. 3. Mobilize communities for collective action to prevent GBV. 4. Strengthen the capacity of Community-Based Organizations (CBOs) to integrate male involvement into GBV prevention programs.	1. Participatory workshops are conducted. 2. New collaborations are fostered, building trust among grassroots organizations. 3. Communities are mobilized. 4. CBO capacities in male involvement are strengthened. 5. Men and boys from diverse backgrounds, reflecting intersectionality, actively engage and participate in mobilization efforts. 6. Men, boys, and grassroots organizations recognize and understand the importance of male involvement in GBV prevention and response.	Community members and leaders are equipped with tools to collaboratively address GBV. The male involvement lens is integrated into CBO programs, and success stories of communities, men, and boys taking collective action to prevent GBV are beginning to emerge. Men and boys demonstrate a strong commitment to advancing the male involvement agenda.		
5	Leverage Male Involvement in Media and Technology to Drive Advocacy, Behaviour Change, and Awareness on GBV	1. Launch mass media campaigns to promote positive masculinities. 2. Integrate male involvement into digital platforms for GBV response and prevention. 3. Train journalists to highlight positive masculinities and amplify male role models. 4. Collaborate with digital influencers to enhance awareness campaigns targeting youth and marginalized groups.	1. Media campaigns are launched and promoted. 2. Public awareness of positive masculinities and gender-equitable behaviours is increased. 3. Journalists are trained in male involvement. 4. Digital influencers actively participate in social media campaigns. 5. Collaborations between media agencies and digital influencers are established and actively fostered.	Public understanding and acceptance of male involvement in GBV prevention increases. Journalists create and publish gender-sensitive content showcasing male role models, while digital influencers advocate for positive masculinities on social media. Partnerships between media agencies and digital influencers sustain and amplify advocacy efforts.		



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United Nations Population Fund

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2.2 Global, Regional and Local Evidence

Civil society organizations have played a pioneering role in engaging men and boys in GBV prevention efforts. Rozan's Humqadam program (early 2000s) was one of the first initiatives to actively involve men through community dialogues, workshops, and media campaigns. In 2007, the formation of MenEngage Pakistan, as part of the global MenEngage Alliance, marked a significant step toward institutionalizing male engagement in addressing gender inequalities. Organizations such as Aurat Foundation, Blue Veins, the College of Youth Activism and Development (CYAAD), Shirkat Gah and Khwendo Kor further expanded male involvement through community awareness and child protection initiatives. The emergence of the South Asian Network to Address Masculinities (SANAM) and the subsequent Regional Fellowships on Understanding South Asian Masculinities in 2010, supported by Partners for Prevention under the One UN Program, played a pivotal role in creating a critical mass of researchers, activists, academics, and civil society leaders focused on masculinities. These fellowships launched a wave of regional research and action, enabling the development of theoretical and practical tools to address masculinities across South Asia. Pakistan played an instrumental role in inspiring these regional processes, articulating key questions for research, advocacy, and programming around the deeply rooted cultural, sub-cultural, and structural dimensions of masculinities.

These regional platforms inspired national-level processes and motivated academia, civil society organizations, and social movements to critically examine the root causes of GBV. They encouraged the development of tools, strategies, and

frameworks centered on male engagement. One significant result has been the expansion of gender studies in public universities across South Asia, including Pakistan, where the study of masculinities and male engagement is now part of academic knowledge production.

Building on this foundation, the national strategy draws key lessons and best practices that have demonstrated the transformative impact of engaging men and boys in GBV prevention. The experiences reviewed highlight several recurring dimensions of effective male involvement, Interventions that operate simultaneously at the individual, community, and institutional levels; Approaches that prioritize women's leadership while ensuring men's participation is accountable and non-dominating;

Community-based models that challenge harmful social norms and foster alternative, positive masculinities;

Policy and service delivery reforms that embed male engagement across health, education, and justice systems; and youth-centered initiatives that integrate life skills, peer education, sexual and reproductive health and school-based programming to reshape attitudes from an early age.

Together, these lessons affirm that men and boys, when constructively engaged, can become allies in preventing GBV, promoting gender justice, and supporting equitable relationships within families and communities.

These initiatives reflect a diverse and evolving field of practice at the national, regional and the international level. Successful programmatic interventions such as Promundo's Program H and M, South Asia's Bell Bajao! campaign, and participatory

approaches like Stepping Stones have further demonstrated how education, policy advocacy, and community engagement contribute to sustainable gender norm transformation.

The evolution of male involvement in Pakistan reflects a shift from isolated efforts to a more structured, strategic approach. The growing awareness, commitment, and institutionalization of male engagement highlights the transformative potential of men and boys in fostering a more gender-equitable society. Sustained investment, collaboration, and policy integration will be critical in ensuring the long-term impact of these efforts. The national strategy builds upon this momentum, recognizing male involvement as a critical and complementary component not only in GBV prevention and response but in the support of women's leadership in the ongoing struggle for gender justice.

The national strategy emphasizes on the following key elements for male involvement to address and respond to the protracted challenge of Gender Based Violence across the country.

- Positioning men as collaborative partners, not saviours.
- Designing culturally sensitive, multi-level, and inclusive interventions.
- Navigating the expression and experiences of masculinities intersection with evolving vulnerabilities caused by climate change, conflict and technology.
- Ensuring accountability, sustained commitment, and robust monitoring for long-term impact.
- Building knowledge system and cross sector alliances between academia, civil society, government, private sector and media.

By integrating these insights, the strategy positions male involvement as a core pillar of GBV prevention efforts in Pakistan, ensuring a holistic and contextually relevant approach to fostering a just, equitable, and inclusive society.