



THE NORMS-LETTER | VOL 2, ISSUE 1 | JAN-MARCH 2024

WE ARE NOW

Social Norms and Agency Learning Collaborative



A LETTER OF OUR RENEWED COMMITMENT
TO THE COMMUNITY



In this newsletter you will also find:

Latest projects, workshops, free resources, and more. Keep Reading!

‘Measurement of Norms’ IN REVIEW

January to March, our team reached out to experienced members in the field of social norms. The resources created by these collaborative efforts are now live on our website!

WEBINAR



The case for social norms measurement: Approaches and Ways Forward

TECHNICAL PIECE



BY SANCHEETA GHOSH (PHD)
Sharpening measurement of gender norms: Safeguards to improve research validity

CRITICAL CONVERSATION



WITH KRITTIKA GORUR
Exploring the Strength of Social Gender Norms (SSGN) Measure

BLOG



BY DR SHAMBHAVI SHARMA
The Chicken-and-Egg Dilemma: Social Norms and Social Structures



CAPACITY BUILDING WORKSHOP (PCI INDIA × SAMBODHI)

In-person capacity building sessions on 'Understanding social norms' and 'Measuring of social norms' in Lady Irwin College, New Delhi as a part of EvalFest 2024 on 19th and 20th February.

READ MORE



LEARN HOW TO DO IT YOURSELF

What are Social Norms? How are They Measured?

A comprehensive document that clarifies the fundamentals of social norms

Social Norms Measurement: Catching up With Programs and Moving the Field Forward

This paper by Costenbader and colleagues (2019) takes stock of proxies, measures and theoretical frameworks of social norms that have been incorporated in the field.

Getting Practical Integrating Social Norms into Social and Behavior Change Programs

A useful resource to put theory into practice and understand norms as they play out in our societies



EVIDENCE TO INSIGHTS

Social Norms & Legal Frameworks for Land Inheritance

Contributor: Chandni Tyagi (PhD)

Despite constitutional guarantees of equal rights in India, inheritance laws often discriminate against women, particularly in regard to landed property. The Hindu Succession Act (HSA) was amended in 2005 to remove gender discriminatory provisions, granting daughters equal entitlements to agricultural land. However, implementation remains problematic due to ambiguities in the law and social norms favoring male inheritance. Despite favorable policies, women's resource claims continue to be limited, **highlighting the gap between legal frameworks and social norms.**

In this paper, the author focuses on gendered patterns in resource allocation, focusing on land, and explores how the feminization of agriculture impacts production, accumulation of resources, and political agency. The author examines these issues through empirical data from Varanasi district in Uttar Pradesh and Dumka district in Jharkhand, highlighting the importance of recognizing women's contributions to household food security and decision-making processes. The discussion highlights the gendered nature of resource endowments, particularly land ownership, and the socio-cultural constraints women face in claiming their rights. Women's reliance on their labor power for livelihoods is emphasized, but their access to markets, technology, and credit is limited without land titles.

Challenges such as lack of land titles and social norms constrain women's agency and access to resources even today. **Gender norms that undervalue their contribution and limit decision-making powers also frown on women claiming their rightful inheritance.** Overall, the study underscores the complex interplay of social norms, gender norms, social relations, and access to resources in shaping women's roles and influence in agricultural households.

The full paper, by Nitya Rao, is available for reading at

<https://pdfs.semanticscholar.org/e8b2/f502feb1a246f3a80124d6827cbe738567c2.pdf>



Curious about where social norms and agency sit within the broader socio-ecological framework?

Wondering why its important to connect these dots?

Stay tuned!

We want to hear from you!

- Did you find the resources useful?
- What would you like us to cover next?
- How do you want to engage with the collaborative?

Write to us -



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Stay connected!



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