



Reform for India's
Mental Health Advocacy

POLICY | PREVENTION | RESEARCH

PURUSH

Prevention and Understanding of Rape-prone
Unconscious Social Habits

PROJECT PURUSH

PREVENTING GENDER-BASED VIOLENCE
THROUGH EARLY INTERVENTION IN MEN

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PROJECT PURUSH OVERVIEW

+ EXECUTIVE SUMMARY

Project PURUSH is a multi-phase initiative led by RIHA to address gender-based violence (GBV) through early psychological intervention in men and boys. Grounded in research and driven by lived realities, PURUSH pioneers a preventive public mental health approach that identifies risk indicators among potential perpetrators enabling timely, evidence-based intervention before violence occurs. The project integrates clinical psychology, criminology, and policy design to develop sustainable solutions that can be scaled across educational and workplace ecosystems in India.

+ RATIONALE

Despite progressive laws and ongoing efforts to protect survivors, India continues to witness high rates of gender-based violence. Global and national evidence highlights a gap in preventive strategies targeting those at risk of perpetration. While numerous programs focus on empowering women and supporting survivors, fewer address the root psychological, social, and behavioral patterns in men that escalate into harm.

Project PURUSH directly responds to this gap by:

- Recognizing GBV as a preventable behavioral health outcome.
- Investigating upstream indicators in perpetrators of violence.
- Creating scalable educational modules based on psychological risk insights.

* FOUR-PHASE FRAMEWORK

Phase I – Research & Predictive Risk Mapping [Current Stage]

Objective: Identify early indicators (psychosocial, behavioral, attitudinal) among men with histories of GBV.

Methodology:

- Mixed-method research: in-depth interviews, focus groups, psychometric assessments.
- Data from incarcerated individuals, documented cases, and rehabilitation centers.
- Partnerships with clinical psychologists, criminologists, legal scholars, and survivor advocates.

Phase II – Curriculum & Toolkit Development

Objective: Translate research insights into actionable interventions for schools, colleges, and workplaces.

Deliverables:

- Modular toolkits on masculinity, emotional regulation, empathy, consent, and legal literacy.
- Training guides for educators, HR departments, and facilitators.
- Approach: Co-designed with educators, psychologists, and youth trainers; informed by lived experiences.

Phase III – Pilot Testing & Implementation

Objective: Implement the curriculum in diverse settings to test efficacy.

Sites: Chandigarh, rural Haryana, and peri-urban Punjab.

Evaluation: Pre-post behavioral surveys, qualitative feedback loops, early impact indicators.

Phase IV — Policy Proposal & Strategic Dissemination

Objective: Package findings and outcomes into a policy-ready proposal for scale-up.

Deliverables:

- Comprehensive white paper with pilot findings and cost-effectiveness data.
- Stakeholder pitch decks for CSR, government ministries, educational boards.
- Recommendations for national integration via NCERT, NEP 2020, POSH policies, and legal frameworks.

+ RIHA'S INSTITUTIONAL ROLE

Reform for India's Mental Health Advocacy (RIHA) serves as the lead convener, knowledge architect, and implementation strategist for Project PURUSH. Through a multidisciplinary lens, RIHA positions GBV prevention as a public mental health imperative drawing from psychology, law, education, and grassroots experiences.

RIHA's key contributions include:

- Treats gender-based violence as a public mental health issue.
- Creates scalable, replicable tools backed by research.
- Bridges the gap between clinical psychology, social justice, and public policy.

• POLICY ALIGNMENT & STRATEGIC VALUE

- National Priorities: National Mental Health Programme, NEP 2020, Nirbhaya Framework, POSH Act.
- International Commitments: UN SDGs 3 (Health), 4 (Education), 5 (Gender Equality), 16 (Peace & Justice).
- Implementation Usability: Designed for public institutions, CSR initiatives, and international agencies.

• COLLABORATION OPPORTUNITIES

We invite partnerships from academic institutions, government bodies, policy think tanks, law enforcement training academies, and private sector leaders. The project is currently in Phase I (Research), and we welcome collaborators who share our vision for preventive, dignity-based social reform.



**For detailed concept notes, partnership proposals,
or media enquiries, contact:**

 [**rihaorgindia@gmail.com**](mailto:rihaorgindia@gmail.com)

 **rihaorgindia**

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 **rihaorg.in**