



Global Programme to Accelerate Action to End Child Marriage

Design Workshop for Phase II

18-23 February 2019
Jaipur, Rajasthan



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A Very Warm Welcome to All of You

The memory of being felicitated by the Chief Minister will always remain etched in Deepika's mind! Even in her remotest dreams this reticent 14-year-old from Bodhi Kala – a remote village in Nawada district of Bihar – wouldn't have thought that one day she would have the courage to inform the Child Marriage Prohibition Officer about her impending marriage. The Sandhya Chaupal (village open forum), organised as part of the Child Marriage and Dowry Campaign empowered her with information and courage to act against this social and harmful practice her family was forcing her due to abject poverty. With timely intervention the concerned government officer took immediate action, met Deepika's parents and succeeded in convincing them to postpone her marriage. Today, Deepika continues her studies and dreams big!

India constitutes more than one third of the global burden of child marriage. The positive trends in the decrease of child marriage in India demonstrate that change is possible in one generation. In 1970, three out of four women would get married before 18, now it's one out of four. However, progress should not hide the magnitude of a persistent problem: every year we have at least 1.5 million girls getting married in India. The positive trend of recent years may also mask regional disparities from a low 8 per cent to 43 per cent. Even within states where child marriage is low, you can always find pockets of high prevalence.

There are many champions like Deepika across the country, what they need is an enabling environment, family and community members who believe in her and make it possible for her to achieve her dreams and aspirations. We know that some of the key drivers of change are ***secondary education, sustained engagement with community, building the agency of adolescent girls and boys, incentivising change through a cash plus programmes and linkages to flexible and alternative learning, skilling and employment opportunities for a smooth workforce transition.***

We have gone through an innovation-learning-scaling-up process in India and we have shifted gears over the period, from small scale projects to scaling up our initiatives. With a robust monitoring, learning and knowledge management together with consultations with external stakeholders, the at-scale programming was developed for expansion, adaptation and replication.

It is critical to acknowledge that the pathway started with a district level model, given the dynamic nature of the programme, there are many pathways for scaling up a successful intervention at state level. The challenge is to find the pathway that is most effective in a given state and sectoral context.

This Design Workshop presents us with an invaluable opportunity to ideate through shared learning and strengthening initiatives to empower adolescent girls and boys across the globe. We take this opportunity to welcome you to the beautiful, vibrant and colourful city of Jaipur. Do get in touch with our team members in case you require any assistance or information during your stay.

We wish you a pleasant stay and look forward to a productive discussion during the workshop in the coming days.

Acronyms

BBBP	Beti Bachao Beti Padhao
CPD	Country Programme Document
CSO	Civil Society Organisation
FBO	Faith Based Organisation
PRI	Panchayat Raj Institution (system of local self-government in India)
RIPA	Rajasthan Institute of Public Administration
RKSK	Rashtriya Kishor Swasthya Karyakram (National Adolescent Health Programme)
SHG	Self Help Group

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Overview of Global Programme to Accelerate Action to End Child Marriage (GPECM)

Child marriage is a human rights violation on a vast scale and a major obstacle to sustainable development. Child marriage affects both girls and boys, however girls are disproportionately affected; levels of child marriage among boys are about one-fifth of the levels among girls. Around 21 per cent (or one in five) women aged 20-24 were married before age 18. Ending child marriage is essential to enable millions of adolescent girls the opportunity for a better life and to realize their full potential, while improving maternal and child health worldwide.

Globally, the social and political will to eliminate child marriage is stronger now than ever before. The Sustainable Development Goals include a dedicated target to eliminating child, early and forced marriage and other harmful practices. Further there have multiple resolutions on child, early and forced marriage in the UN General Assembly and the Human Rights Council.



In this context, **UNICEF and UNFPA launched the Global Programme to Accelerate Action to End Child Marriage** in 2016. The joint Programme has a 15-year strategy and in partnership with governments and civil society, is turning commitment into tangible action to transform the lives of girls by using five proven strategies to end child marriage:

- Building the skills and knowledge of girls at risk of child marriage
- Supporting households in demonstrating positive attitudes towards adolescent girls

- Strengthening the systems that deliver services to adolescent girls
- Ensuring laws and policies protect and promote adolescent girls' rights
- Generating and using robust data to inform programmes and policies relating to adolescent girls.

With well-established country presence, UNICEF and UNFPA bring strong partnerships and robust expertise to ensure prevention, protection and care services across sectors for girls at risk of and affected by child marriage. Since

its launch, the Programme has been engaging critical influencers and decision-makers, ranging from international and regional officials, to heads of state, civil society organisations, academia, private sector and girls and boys.

The Global Programme focuses on adolescent girls aged 10-19 at risk of marriage or already in union in 12 high-prevalence and/or high-burden countries: Bangladesh, Burkina Faso, Ethiopia, Ghana, India, Mozambique, Nepal, Niger, Sierra Leone, Uganda, Yemen and Zambia.



DISTRICT CHILDREN AND ADOLESCENT CELL (DCAC), SIVASAGAR, ASSAM

FIRST PROGRAMME FOR DEVELOPMENT AND PARTICIPATION OF ADOLESCENT GIRLS AND BOYS

ACCOUNTABILITY STRUCTURE OF DCAC

Deputy Commissioner, Sivasagar

District Level Empowered Body

District department heads, UNICEF representative and DCAC staff. Monitors progress and provides guidance on emerging issues and smooth implementation of services and schemes

Block Level Resource Group

Block Development Officer (BDO) and other officials, Gram Panchayat President, School Principals meet every month

Gram Panchayat Level Resource Group

Ward members, Teachers and Block Resource Centres/Cluster Resource Centre. Chaired by Gram Panchayat President and is a platform for convergence of service providers

School Level Resource Group

Includes three teachers and 10 peer leaders headed by the principal of the school

Key interventions for adolescent empowerment



Adolescents have platforms to express their opinions and are empowered to hold duty bearers accountable and build life skills



Adolescents raise awareness in their communities and are agents of change



Facilitate adolescents to be peer leaders to mobilize peers in schools and communities



Reduce child marriage and adolescent pregnancy



Reduce violence against and exploitation of adolescents

Activities

Formation of village level adolescent groups to discuss child rights, child protection, health, nutrition and sanitation

Child Protection Committees and Parents Groups ensure a protective environment for adolescents

Life skills sessions in schools for students from class 6 to 12 and out of school children

Adolescents trained as peer leaders, young reporters, photographers and in folklore, to act as change agents

Quarterly block wallpapers and newspapers published by adolescents

Engage with government service providers to implement and enforce laws, policies, schemes and programmes effectively

OUTPUTS

1,209 adolescent groups comprising of **18,500 adolescents** formed in **616 villages**

7,900 community members have joined Child Protection Committees in **432 villages**

222 parents' groups formed in five blocks

494 young reporters and 910 peer leaders trained on reporting skills and peer leadership

786 adolescents trained in folklore for community messaging in four blocks

52,800 adolescents reached through mid-media activities in four blocks

136 child marriages and 28 cases of child trafficking averted in the project area

18,795 (approx) parents reached through folklore performance

10,900 parents reached through Facts for Life video showcasing

COMMUNITY LED CHANGE: A UNIQUE INITIATIVE FROM ASSAM

BACKGROUND

Adolescents empowered as change agents in community to address multiple-deprivations



Child marriage



Early pregnancy



School drop-out among girls



Underweight girls



Lack of menstrual hygiene

OBJECTIVE

To create a model where adolescents use folklore for inter-generational dialogue and mitigate deprivations

METHODOLOGY

Discussion with experts and training-manual, music-CD, master/field-trainers developed

Organize local live-show-performances

Quality-assurance mechanism established using 'Mystery-Audience' & supervisory-tools

OUTPUTS



53,699 community members reached



Trained 786 adolescents and reached 39% of adolescents population



Exclusive medium for addressing adolescents' issues



Resurgence of fading forms of folk with availability of platforms in government flagship programmes

WAY FORWARD

Advocacy with government to integrate adolescent led folklore in state awareness drive

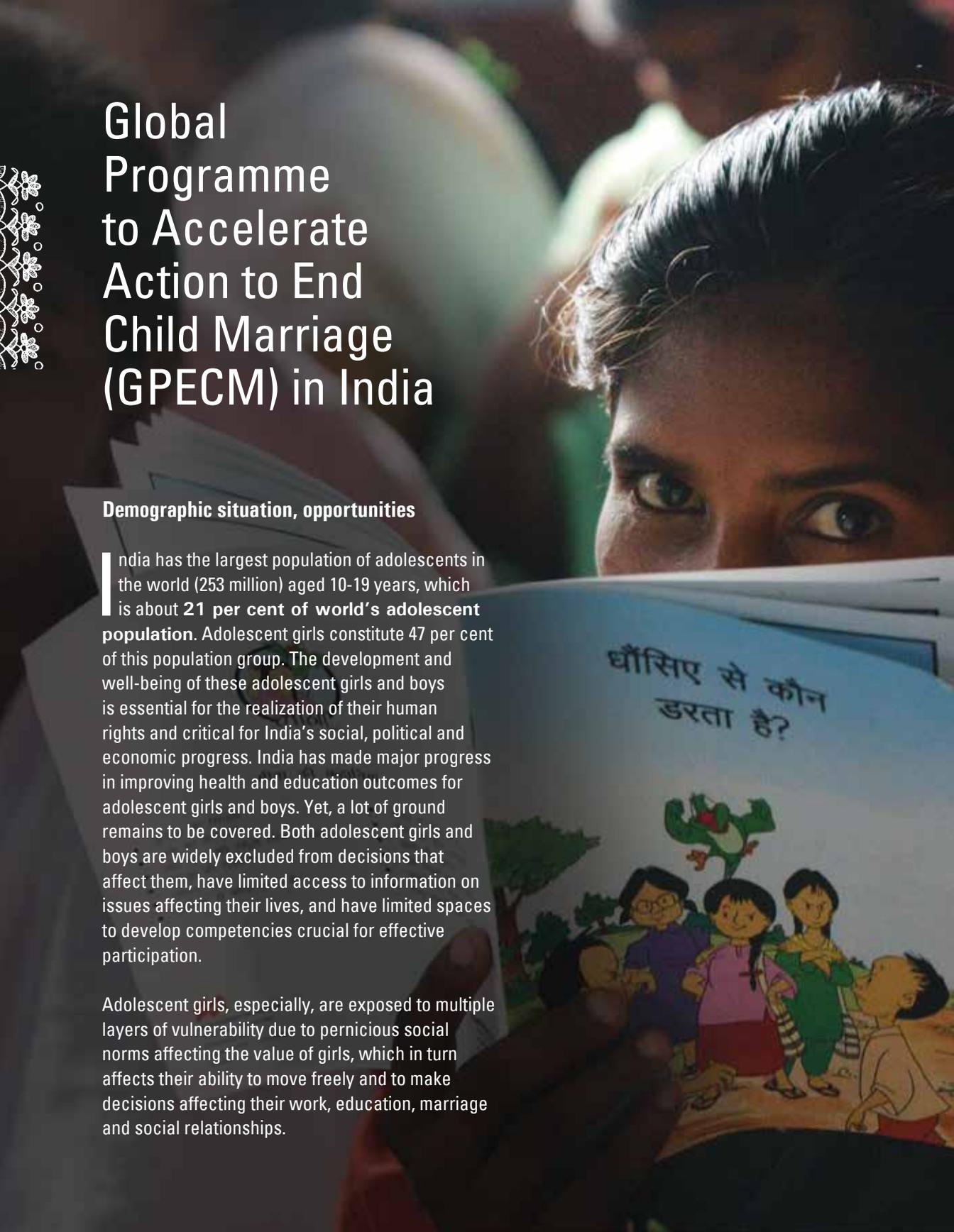


Global Programme to Accelerate Action to End Child Marriage (GPECM) in India

Demographic situation, opportunities

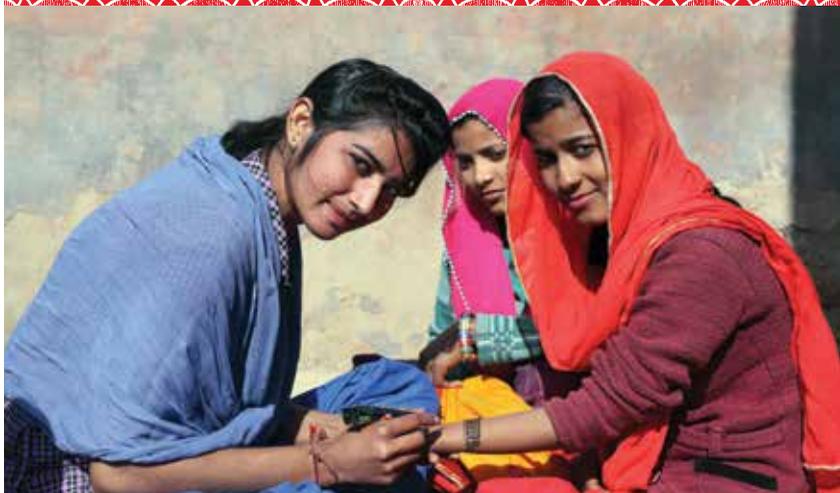
India has the largest population of adolescents in the world (253 million) aged 10-19 years, which is about **21 per cent of world's adolescent population**. Adolescent girls constitute 47 per cent of this population group. The development and well-being of these adolescent girls and boys is essential for the realization of their human rights and critical for India's social, political and economic progress. India has made major progress in improving health and education outcomes for adolescent girls and boys. Yet, a lot of ground remains to be covered. Both adolescent girls and boys are widely excluded from decisions that affect them, have limited access to information on issues affecting their lives, and have limited spaces to develop competencies crucial for effective participation.

Adolescent girls, especially, are exposed to multiple layers of vulnerability due to pernicious social norms affecting the value of girls, which in turn affects their ability to move freely and to make decisions affecting their work, education, marriage and social relationships.



घोंसिए से कौन
डरता है?

43 per cent of girls drop out before completing secondary education due to household responsibilities, marriage, child labour, limited relevance of education for employment and employability, distance to school and/or lack of sanitation facilities at school.



The prevalence of girls getting married before age 18 has declined from 47 per cent to 27 per cent between 2005-2006 and 2015-2016 but is still too high.³

Child marriage, a deeply rooted social norm, provides glaring evidence of widespread gender inequality and discrimination. Estimates suggest that each year, at least 1.5 million¹ girls under 18 get married in India, which

makes it home to the largest number of child brides in the world - alone accounting for a third of the global total.² The decline may be the result of multiple factors such as increased literacy of mothers, better access to education for

girls, poverty reduction and migration from rural areas to urban centres. While there is positive change, the prevalence continues to be high across districts within states.

¹ Estimations based on Census 2011

² Ending Child Marriage: Progress and Prospects, UNICEF, New York 2014

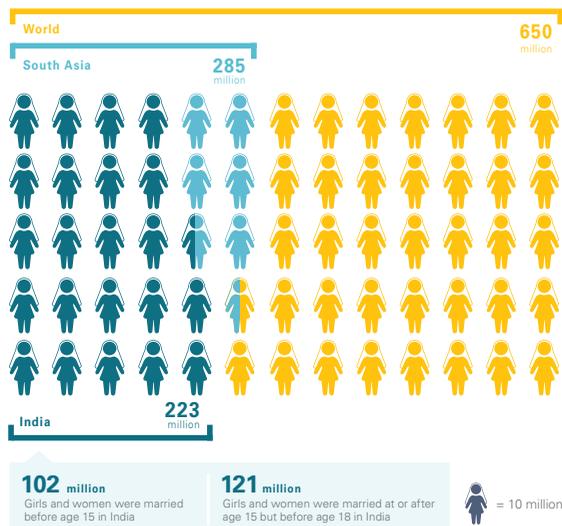
³ National Family Health Survey 4, 2015-16

Current state of child marriage among girls

Number of girls and women who were first married or in union before age 18, India, South Asia and the world

One in three of the world's child brides live in India. Of the country's 223 million child brides, 102 million were married before turning 15

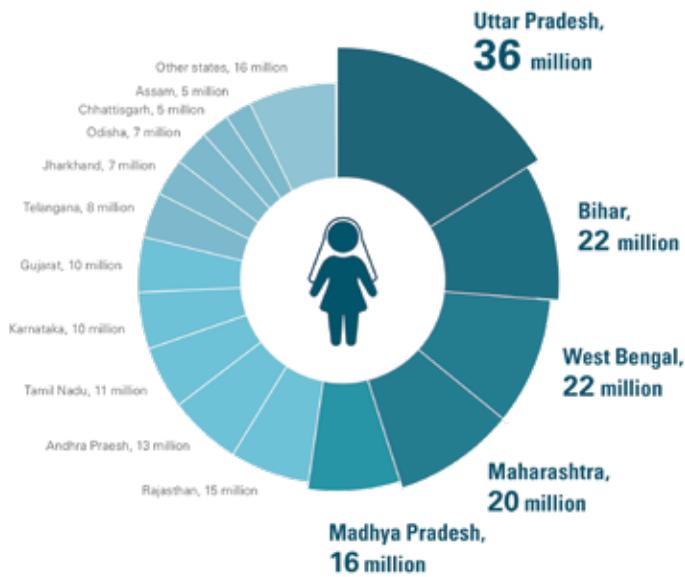
India is home to 223 million child brides



NOTE: Due to rounding, individual figures may not add up to total.

Number of girls and women who were first married before age 18, by state

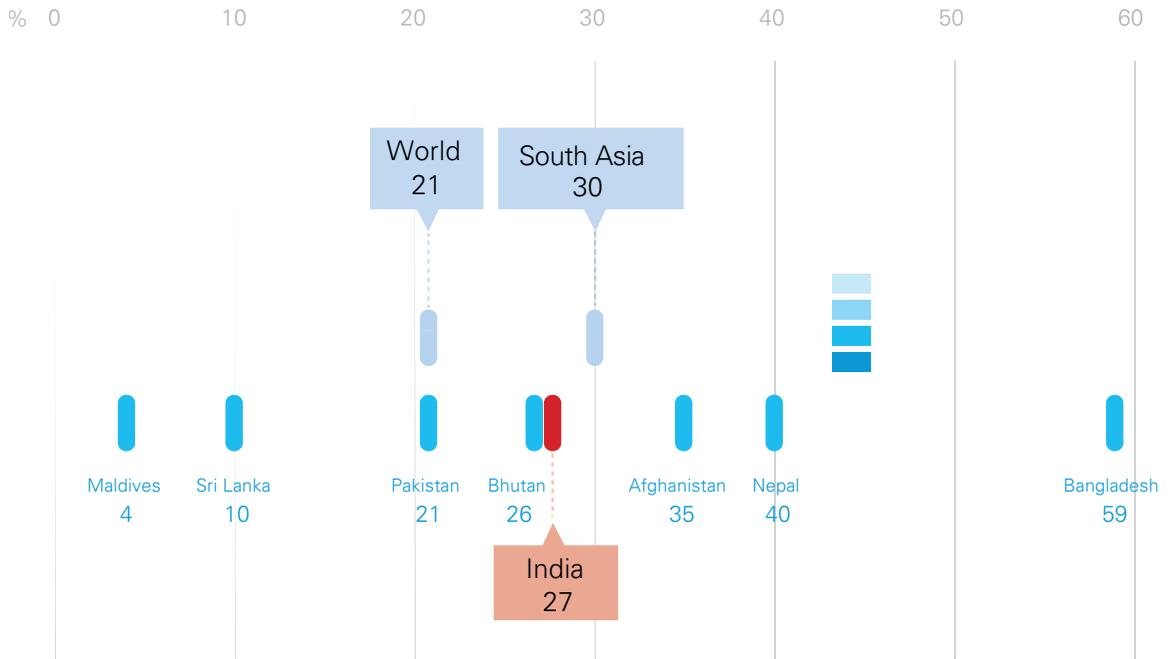
Over half of Indian child brides live in five states: Uttar Pradesh, Bihar, West Bengal, Maharashtra and Madhya Pradesh. Uttar Pradesh is home to the largest population of child brides, with 37 million



NOTE: Geographical boundaries follow the National Family Health Survey, 2015-2016. State populations are estimated using data from the Census of India 2011 and the United Nations Department of Economic and Social Affairs, Population Division, 2017.

Per centage of women age 20-24 years married before the age of 18 years

India ranks fourth among the eight South Asian countries in terms of child marriage prevalence

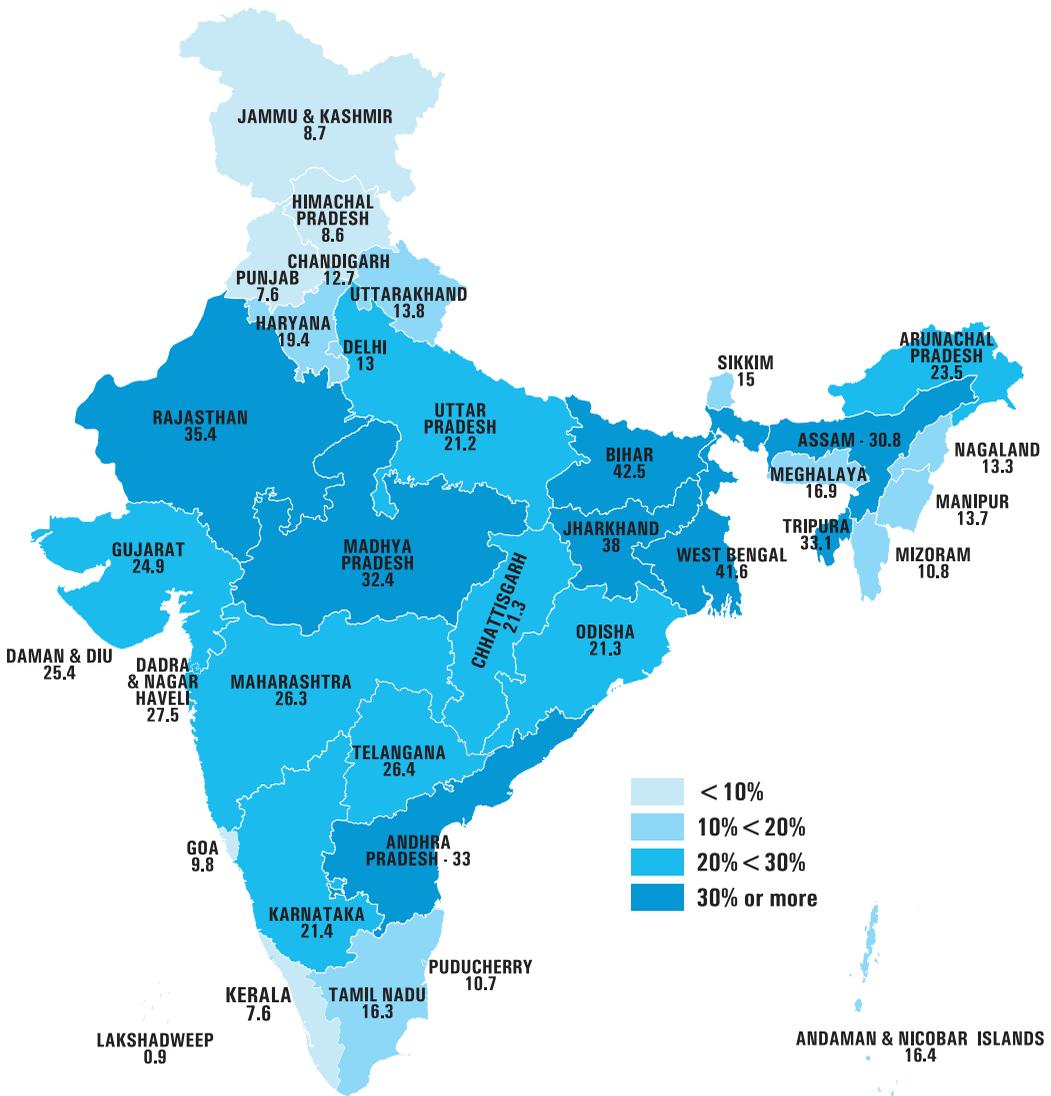


Key facts

Approximately one in four young women in India were married before their 18th birthday

The majority of young women who married in childhood gave birth as adolescents. Child brides go on to have larger families compared to women who marry later

India's progress is strong compared to other countries in South Asia. Nonetheless, if child marriage is to be eliminated by 2030, additional efforts will be required



Prevalence of child marriage is highest in Bihar at 42.5 per cent. Among districts, Shrawasti in Uttar Pradesh has the highest prevalence at 68.5 per cent

NOTE: This map does not reflect a position by UNICEF on the legal status of any country or territory or the delimitation of any frontiers. The dotted line represents approximately the Line of Control in Jammu and Kashmir agreed upon by India and Pakistan. The final status of Jammu and Kashmir has not yet been agreed upon by the parties.

DATA AND TRENDS



1 in 5 adolescents in the world live in India; **1 in 5** persons in India is an adolescent



1 in 2 adolescent girls **15-19** years is anaemic



Among women aged 20-24 years, **1 in 4** were **married** before the age of 18



8% of women age 15-19 have begun **childbearing**



DRIVERS OF CHILD MARRIAGE

- 1** Social & Gender norms - Safety & security
- 2** Inadequate implementation of laws and policies
- 3** Low agency of girls
- 4** Economic considerations - Poverty, dowry & wedding costs
- 5** Limited access to education, especially at secondary level

Source : National Family Health Survey, 16-2015, World Bank

Child marriage as a priority

Ending child marriage is not only about government action, but about collective action by various stakeholders in communities and society. It is a window opportunity for addressing gender inequity, intergenerational poverty and transition from childhood to adulthood. Thus, it is critical to address the needs of young people within a continuum of investments.

GPECM provides an effective entry point to address broader issues such as adolescents' aspirations, choices and opportunities in life, breaking the intergenerational cycle of poverty and ensuring the roles of adolescent girls and boys as agents of change.

Strategic Shift

UNICEF and UNFPA have demonstrated scaling up of adolescent empowerment programmes with government and partners to reach millions of adolescent girls and boys, specifically to end child marriage.

In the past five years, UNICEF and UNFPA India intensified efforts to address the needs of adolescent girls and boys in their transition from childhood to adulthood in the areas of health, nutrition, education, protection of rights and utilisation of social protection schemes. Adolescent

There has been a shift in interventions moving from small in scope and mainly sector-based to larger scale state and district models.

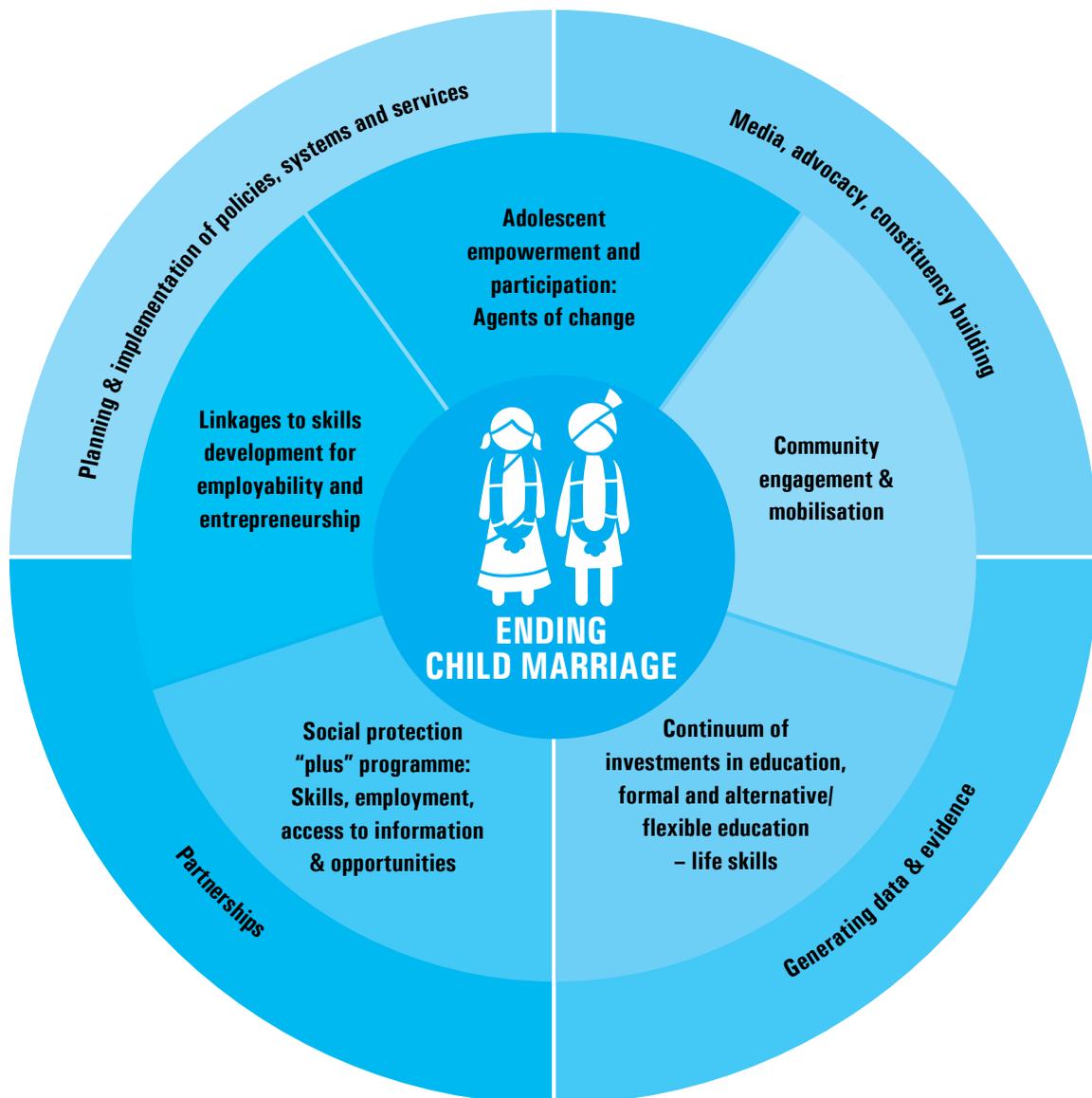
engagement and participation at all levels of governance including prevention of child marriage, in turn creating now ideal conditions for a large movement of adolescent girls and boys as positive agents of change. Thirteen states initiated a convergent approach and developed a

scalable model to end child marriage through adolescent empowerment. UNICEF and UNFPA have leveraged government schemes and civil society partnerships by building capacity to deliver quality programming at the state/district levels, resulting in impact at scale.

UNICEF and UNFPA aim to strengthen critical institutions, systems and partnerships in selected states and districts to deliver quality services and equal opportunities for adolescent girls and boys. Hence, both agencies have focused on geographies that have high (>50%) and medium (between 20%-50%) prevalence of child marriage.

UNICEF and UNFPA's work to combat child marriage and empower adolescent girls and boys in India centres on five key interventions. This is strongly linked with socio-economic empowerment, aspirations and informed choices of girls and boys through education, skills and linkages with employment opportunities.

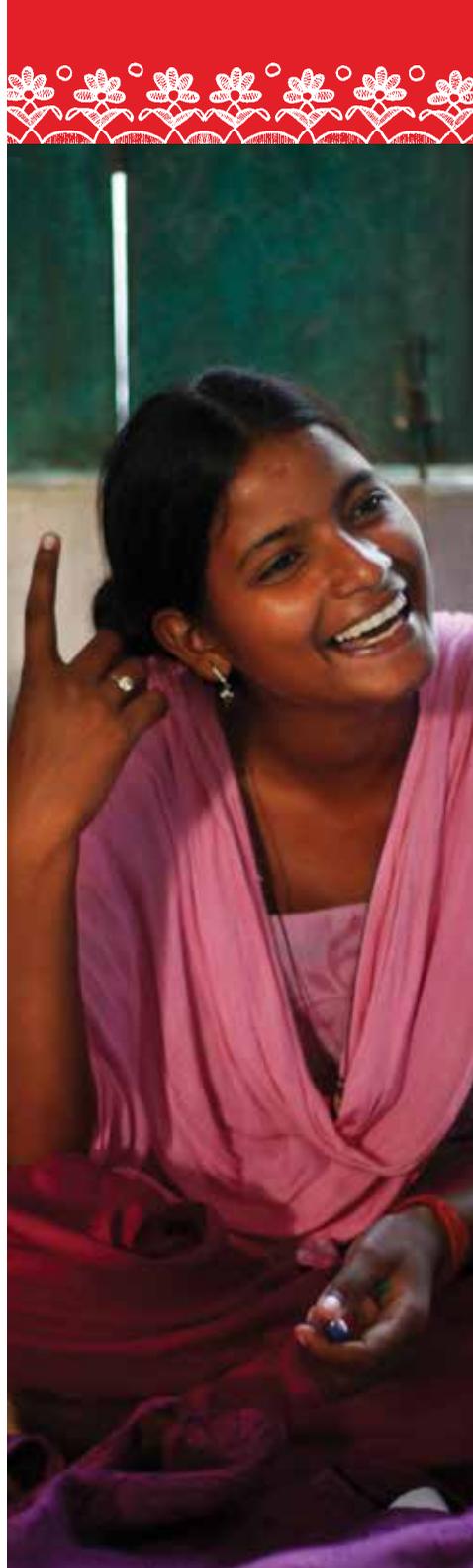
Strategies to accelerate change



- I. Adolescent girls and boys as agents of change** – Provide space, skills, voice & agency for participation, leadership, and intergenerational dialogue. The programme has till date reached 5 million adolescent girls and boys (UNICEF), 1.6 million girls and boys (UNFPA) through adolescent groups, participation and access to information and life skills training.
- II. Social mobilisation and community engagement** – Using multimedia tools to work with parents and community structures, discussions with positive role models and key influencers at community level to provide the eco-system. UNICEF has reached 1.9 million parents and community members through social and behavioral change communication to end child marriage and promote adolescent empowerment.
- III. Investments in education for children both in and out of school** – It is critical to look at education and skills as a continuum and

not just at secondary or tertiary levels. In school, UNFPA and UNICEF support life skills, enrolment, learning, transition, completion and career guidance. We are moving away from only looking at formal education to also recognising the importance of alternative education, especially for the most vulnerable groups. We are reaching total of 5.1 million adolescent girls and boys through in school and out of school interventions.

- IV. Access to social protection programmes and complementary services** – Access to cash transfers to support girl's education. Government is supporting many cash transfer programmes reaching millions of girls. Through evidence, we have advocated for plus components of life skills, parenting, communication and linkages to skills and employment. UNICEF has advocated with five state governments to design or redesign their cash transfer programmes and integrated plus components/



complementary services to reach more than 7.6 million adolescent girls.

V. Linkages with skills and employment opportunities –

Partnering with solution providers- such as CSOs (skills training), corporates (for employment opportunities) and Government (connecting with State Skills Missions)

Change in the lives of adolescents girls and boys will happen more effectively when an enabling environment is developed in their communities and the actions are taken to scale to accelerate results. This is possible through the following approaches:

- 1) **Advocacy, constituency building and partnerships** with key stakeholders such as media, parliamentarians, FBOs, UN agencies, NGOs & private sector.
- 2) **Partnerships** – To widen the discourse around child marriage, we are fostering partnerships with multiple stakeholders – such as CSOs,

academic institutions, corporates, UN agencies, and voluntary groups. Action needs to be taken at all levels from Prime Minister and Chief Ministers to the community structures. This is resulting in creating a movement against child marriage and bringing the child marriage discourse to mainstream.

- 3) **Implementation of systems and services** – i) capacity building, ii) planning iii) coordination iv) costing, resulting in effective delivery of services at district, block and village level.

- 4) **Generating evidence for programme effectiveness,** measuring progress and national/state advocacy. This will be done to learn from setbacks and present a strong case for approaches, results for improving lives of adolescent girls and boys.

Joint programming

UNICEF and UNFPA are working with an integrated





approach and in common geographies where possible. In the state of Madhya Pradesh, both agencies will be supporting the integration of life-skills in schools with UNICEF focusing on upper primary grades and UNFPA supporting in secondary schools, with advisory technical support from UN Women. In the states of Rajasthan and Bihar, UNICEF and UNFPA will be jointly supporting the roll-out of the state action plan, and the state-wide campaign on child marriage. The three agencies will also be collaborating for high level policy advocacy with the Ministry of Women and Child Development and the Ministry of Health and Family Welfare in the roll-out of national flagship schemes like Beti Bachao Beti Padhao (enhancing value of daughters) and RKSK (Adolescent Health Programme).

For adolescent and youth research and data analysis, UNICEF and UNFPA partnered with a focus on child marriage and other harmful practices. Ending child marriage is a priority in the Strategic Plans (2014-2017) of both UNICEF and UNFPA. UNFPA's strategic plan (2018-2021) has committed focus on elimination of harmful

practices as one of the three transformative result areas and included specific programme strategies and interventions to contribute to this outcome. UNICEF's Gender Action Plan (2014-2017) identifies ending child marriage as one of the four corporate targeted priorities. Ending child marriage is a flagship result and an office-wide priority for UNICEF India in the current CPD (2018-2022). UN Women's learnings from its gender transformative programming will inform the joint programming on Child Marriage.

Way forward

The programmatic approach and scale-up strategies have been developed in order to ensure that the empowerment of adolescents becomes a social policy issue. This will be ensured through the following results:

- **Enabling environment:** State Government, duty bearers and key influencers to become increasingly committed to improving the well-being of adolescent girls and boys.
- **Supply:** State Government and key stakeholders have the capacity and skills to promote and deliver quality services and prevention programme for adolescent girls and boys.
- **Demand:** Adolescent girls and boys, parents and community influencers and their associations/collectives (e.g. youth groups, parent teacher associations, school management committees etc.) question discriminatory norms and practices including those related to child and early marriage.





Engaging Caste Leaders

Challenging Norms to prevent Child Marriages in Banaskantha, Gujarat

Approach

- Mapped castes with high incidence of child marriage across 120 villages
- 19 castes categorized into three groups:
 1. Rigid and resistant
 2. Willing to change
 3. Change initiated
- Theatre of the oppressed technique used to engage 130 caste leaders and community members (Rabari, Thakor and Valmiki) to generate positive dialogue on child marriage prevention

Results

- Engagement with caste leaders is one of the key strategies to "Prevent child marriages and to change social norms"
- Resolutions being passed by two communities (Valmiki and Thakor) against child marriage
- Adivasi (Tribal) community incorporated clauses in their caste's rule book to prevent child marriage
- 11 caste leaders took oath to prevent child marriage and promote girls' education

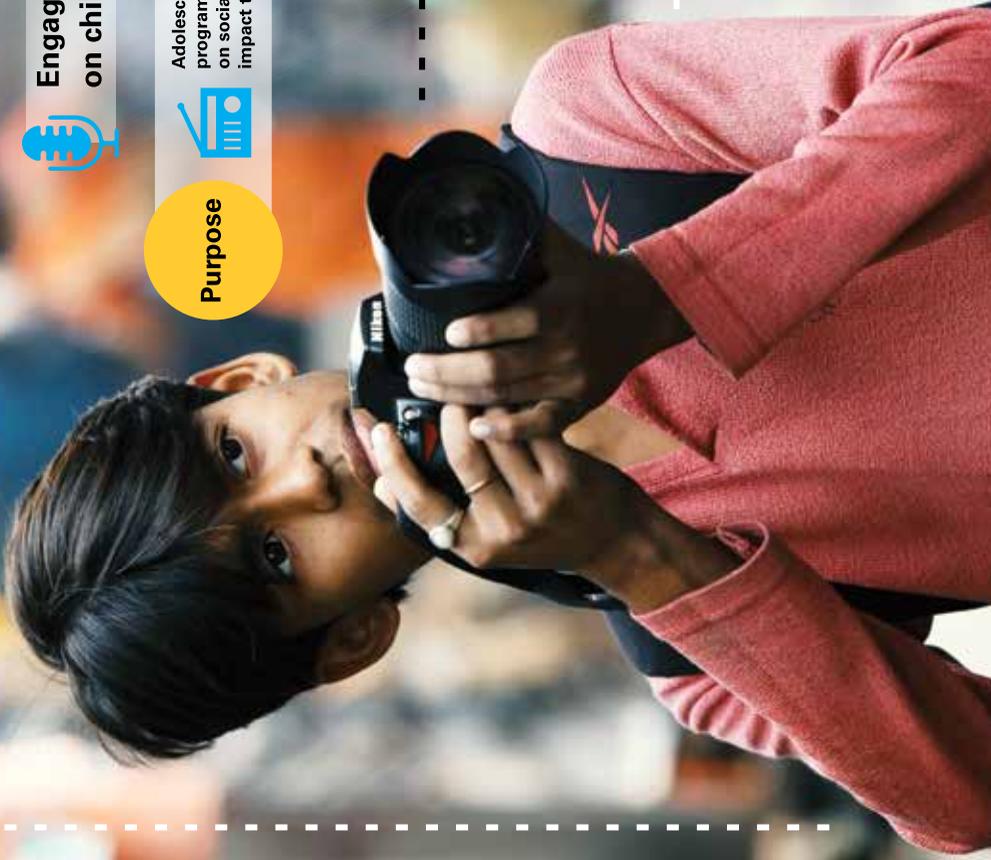
Way forward

- Five additional castes to pass resolution against the child marriage
- Linkages with the Government welfare boards of the marginalized castes for sustainability





JHARKHAND FORUM FOR ADOLESCENTS ON RADIO: CHILD REPORTERS PROGRAMME



Engaging adolescents as Child Reporters to, increase awareness on child rights and to mobilize their communities to action.



Adolescents' radio programme focuses on social issues that impact their lives:

Purpose



Child marriage and dowries



Child labour



Health & nutrition



Enrolment, attendance & retention



Sanitation

Output

122

adolescents from 15 schools interacted with elected representatives and block officials

1300

child reporters' from 36 schools in 6 blocks

12

community meetings held in 6 blocks

11

Adolescents mobilized community members to make child friendly panchayats



Partnership established with All India Radio (AIR) to set up a forum for children on AIR



Children's forum on radio:

A 30-minute monthly programme 'Bal Sabha' and 17 episodes of a weekly docu-drama 'Shamsheer ke Kisse' broadcasted across the state on AIR

Six learning visits to AIR organized for children

CHILD MARRIAGE FREE VILLAGE

RAJASTHAN

APPROACH

- Identification of bottleneck
- Mobilization activities, sharing best practices and re-organization
- Announcement of child marriage free village
- Monitoring and data collection / updating

WAY FORWARD

Strengthening secondary education system across the state

Promotion and demonstration of system for social changes in 3 districts

Strengthening community based protection system across the state

Rajasthan has the highest prevalence of child marriage across the rural areas with most number of incidences of girls from poorer families, scheduled castes and tribes, and girls with lower education marrying early.



Adolescent Tracking Systems

A step forward in reducing adolescent vulnerability

METHODOLOGY

- 1 Information on 15 key indicators of adolescents was collected in Visakhapatnam district
 - Girls and boys
 - 4 blocks (2 rural and 2 urban)

- 2 Data collection started in January 2016 and completed in June 2016

- 3 Data and information validated through
 - Home visits
 - Adolescent group meetings
 - Revisiting homes

- 4 Sensitive information on child marriages, adolescent pregnancies updated based on
 - Adolescent group meetings
 - Focussed group discussions with parents and community members

SOCIAL PARAMETERS USED FOR TRACKING

- Education status
- Class/grade dropped out in
- Marriage status – Details of adolescents married
- Pregnancy status – Details of adolescents pregnant
- Adolescents who are already mothers

FEATURES ON ONLINE TRACKING

- Updating records at block level for each adolescent
- Linking online data to Adolescent Resource Centre

CONTRIBUTION TO PREVENTION OF CHILD MARRIAGE

- Helped identify status and vulnerability of adolescents on key social parameters
- Developed child-centred intervention plans
- Monitoring each adolescent at village level
- Evidence based programming and advocacy



WAY FORWARD

- Expansion to blocks in Andhra Pradesh and Telangana
- Ensure re-enrolment of children into schools and alternative learning
- Ensure learning is integrated in the Governance at the district level through Adolescent Resource Centre and Centre for Development of Advanced Computing



UNICEF and UNFPA Approach to Ending Child Marriage in Rajasthan

Demography of Rajasthan

Indicators	Census 2011
Population ⁴ Total	68.6 million
Urban (%)	24.9
Male (%)	52
Female (%)	48
Scheduled Caste (%)	18
Scheduled Tribe (%)	13
Children 0-18 years (%)	46
Sex Ratio (females per 1000 males)	928
Sex Ratio (0-6 years, females per 1000 males)	888
Sex Ratio at Birth (females born per 1000 males born) ⁵	857



⁴ Rajasthan is home to 6 per cent of India's total population

⁵ Sample Registration System 2014-16

Pillar 1

Engagement with adolescent girls and boys in school Creating powerful alternatives; empowering adolescents.

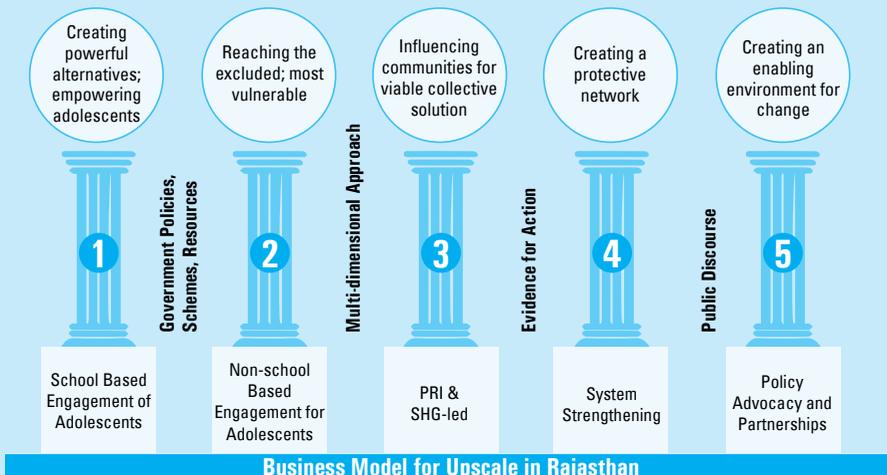
UNICEF and UNFPA is working with adolescent girls and boys in school-based groups – *Meena and Raju Manch* (group of adolescent girls and boys in government elementary schools), *Gargi Manch* (group of adolescent girls in government secondary schools) and with *Adhyapika Manch* (female teachers forum in government schools).

Pillar 2

Engagement with out of school adolescents Reaching the excluded and most vulnerable.

UNICEF and UNFPA is working with out of school adolescent girls and boys by strengthening government mechanisms and platforms such as Scheme for Adolescent Girls (which comprises of adolescent girl's groups in communities) *Beti Bachao Beti Padhao* (through gender champions) and exploring opportunities with Menstrual Hygiene Management (MHM) scheme of Department of Women Empowerment and *Kaushalya Sakhi* – working with women members of self-help groups under the State Rural Livelihood Mission.

Five Pillars of Programming



Pillar 3

Working with community leaders and influencers **Influencing communities for viable collective solutions.**

UNICEF and UNFPA is working with PRI members (local self-governance) and SHG members to strengthen Gram Panchayat Development Planning process and community led engagement to change social norms and practices that have a negative impact on the lives of girls and boys and work collectively to enhance the value of girls.

Pillar 4

System strengthening **To create a protective network.**

UNICEF and UNFPA is working with judiciary, police and Rajasthan Institute of Public Administration (RIPA) advocating for revision and simplification of state rules, Standard Operation Procedures for functionaries and ensuring that legal structure is more adolescent friendly as well as community responsive. UNICEF Rajasthan is also providing technical support to the Department of Women Empowerment for re-designing of *Rajshree* scheme (flagship scheme of Government of Rajasthan) to better address the needs of adolescent girls, particularly in the age group 13-18 years.

Pillar 5

Policy advocacy and partnerships **To create an enabling environment for change.**

UNICEF and UNFPA have worked effectively in creating an alliance of development partners popularly known as '*Sajha Abhiyan*' (Government of Rajasthan's flagship programme on child marriage free Rajasthan) to support government and other stakeholders in improving the value of girl child and prevention of child marriage.

EMPOWERING ADOLESCENT GIRLS THROUGH SKILL DEVELOPMENT AND FINANCIAL LITERACY

Kanyashree Swabalambi West Bengal



BACKGROUND

Adolescent girls

access to startup capital and have limited opportunities to gain education, knowledge and skills for economic advancement



Kanyashree Swabalambi

initiated to make girls financially independent and build life skills



Adolescent girls are provided with

vocational skills, skill development, communication and personality development training



APPROACHES



Linking girls with government schemes and facilitating **vocational and career training**



Led by **Purulia district administration**



Convergence with government departments viz. Panchayati Raj and Rural Development, Backward Classes Welfare and with the private sector



The district mobilized resources under the **State Rural Livelihoods Mission** (Anandadhara scheme) and **provided loans**

KEY ACTIVITIES



Specialized coaching organized for joint entrance aspirants



Girls trained on **tailoring, nursing and making organic colors**



District administration organized training on production of organic colors (branded as "Ban Palashi")



Products marketed through **Biswa Bangla, Ranchi Mall, Big Bazar, ISCON**

WAY FORWARD

- Provide girls and boys with access to **technical and vocational education**
- Capitalize on local knowledge, experience and community assets to generate **sustainable livelihoods**
- Create e-learning centres at each block with **skill development facilities**
- Leverage funds from **Jungle Mahal Action Plan**¹ which includes initiatives for education, skill development and vocational training
- Facilitate and link marginalized adolescent girls to relevant **vocational, entrepreneurial and life skills** opportunities, including occupations or skills from which they have been traditionally excluded

¹Schemes and programmes initiated by the state government for development of left wing extremist affected districts



Shattering the Force-Field

A trans-media approach to gender equality for adolescents.

Authors: Aika Malhotra, Communication for Development Specialist, Unicef, amalhotra@unicef.org
Priyanka Dutt, Country Director, BBC Media Action, priyanka.dutt@bbcmmediaaction.org

253 million adolescents, 20% of world's population confined by



Multiple media-platforms, entertainment-education approaches to challenge the force-field and engage adolescents

Whodunit TV serial, thrill & drama with relatable situations; model atypical responses. > 121 million viewers, 53% women and 47% men
ISARC data

Mosaic-format radio show, to share experiences, nudge listeners. > 5 million listeners.

Facebook - Amplify conversations on gender inequality based on the TV show. > 225 million views, 53% women and 47% men.
FB Analytics

Interpersonal communication toolkit that promotes life skills for media dark areas.
- graphic novels, activity book, omnibus 26 stories with discussion guide.

Mobile phone game, NUGGET, facilitates recognition of gender stereotyping.
1 game on Google Play Store for an entire week, >1600,000 downloads, played 1920,000 times. 70% players were boys, 22% girls
Google Play store Analytics

FULL ON NIKKI

Watch the episodes on : <https://www.youtube.com/channel/UCpGzEnIMSvHjQnWw-J2HQ>
Download the game : URL: <http://bit.ly/2EP7oaC>

Results

Young people exposed to the show were more likely to be able to express their opinion when others disagree

Exposed adolescents more likely to stand up for them selves

- If they faced unfair treatment
- If asked to do something unreasonable

Young men exposed to the show are more likely to believe in gender equitable norms

EFFORTS TO INSTITUTIONALIZE ADOLESCENT EMPOWERMENT IN VISAKHAPATNAM



LIFE SKILLS MODULES DEVELOPED FOR EMPOWERMENT OF ADOLESCENT GIRLS AND BOYS

- Teachers' module
- Module for adolescent girls
- Module for adolescent boys
- Booklet on ten themes for adolescents



INITIATIVES WITH THE DEPARTMENT OF SCHOOL EDUCATION

- Agreed to integrate adolescent rights, protection, health, nutrition and life skills issues
- State Council of Education, Research and Training (SCERT) has initiated the process of integration

INITIATIVES WITH DEPARTMENT OF WOMEN AND CHILD WELFARE

Women and Child Welfare Department, Government of Andhra Pradesh has initiated *Kishori Vikasam* (Adolescent Empowerment) programme in all districts

College students trained as adolescent peer leaders. They will visit government upper primary and high schools and orient adolescents on their rights, health, protection, nutrition and life skills

DWCD is developing a resource kit for peer leaders and has started the process of integrating the four modules into the resource kit

UNICEF will provide technical support for capacity building of master trainers of peer leaders at the state level

INITIATIVES WITH DEPARTMENT OF PANCHAYATI RAJ

Implementing the Child Friendly Panchayat programme

Build capacities of Child Protection Committees (CPCs)

Integrate the modules in the resource kit of CPCs and State Institute of Rural Development training

EMPOWERING ADOLESCENT GIRLS AND BOYS IN MADHYA PRADESH RASHTRIYA KISHOR SWASTHYA KARYAKRAM- ADOLESCENT HEALTH PROGRAMME

Peer educator model for adolescent outreach

CSO partnership for training, counselling & mentoring support

Mentoring chain established from block to village level

User friendly resource materials and jobs aids for peer educators

Non financial incentive mechanism for peer educators

Improved counseling services for adolescents

E- learning course for counselors

Integration of counseling services in schools

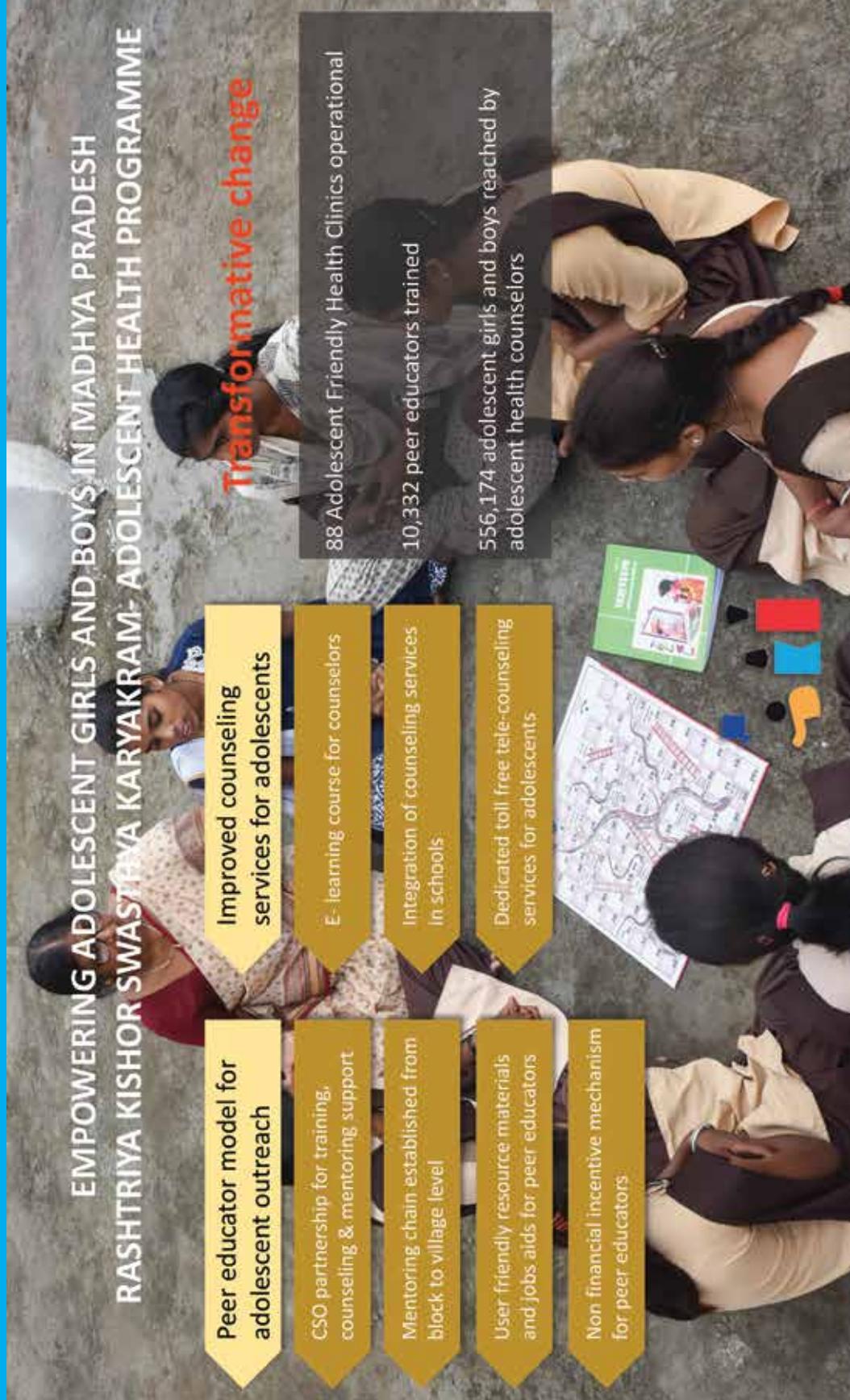
Dedicated toll free tele-counseling services for adolescents

Transformative change

88 Adolescent Friendly Health Clinics operational

10,332 peer educators trained

556,174 adolescent girls and boys reached by adolescent health counselors



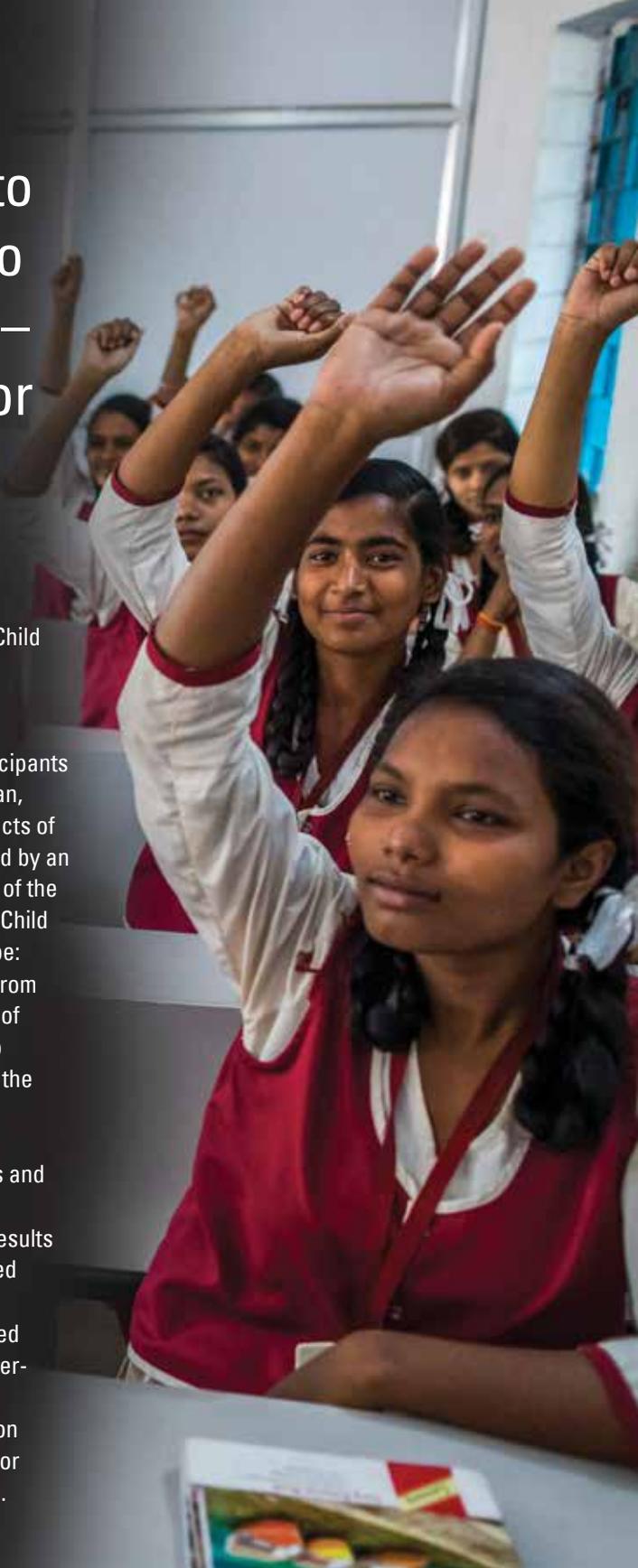


Global Programme to Accelerate Action to End Child Marriage – Design Workshop for Phase II

UNICEF, UNFPA and UN Women Headquarters are convening the Global Programme to Accelerate Action to End Child Marriage – Design Workshop for Phase II from 18-23 February 2019 in Jaipur, Rajasthan.

The workshop includes approximately 100 participants from UN and civil society delegates. In Rajasthan, participants will visit ECM implementation districts of Sawai Madhopur and Tonk. This will be followed by an intensive design workshop session for Phase II of the Global Programme to Accelerate Action to End Child Marriage. The objectives of the workshop will be:

- Learn from the site visits in Rajasthan and from other international experts about elements of gender-transformative programming and to encourage how to apply these learnings at the country and regional levels;
- Exchange views with other country teams, agencies, and experts about the successes and challenges of Phase I of the GPECM;
- Review the Global Theory of Change, the Results Framework, and generate inputs for required revisions for Phase II;
- Build capacity of the participants, in a limited way, on aspects of measurement and gender-transformative approaches; and
- Begin the process of building a shared vision between UNICEF, UNFPA and UN Women for Phase II, including in humanitarian settings.



Building an Enabling Environment in BIHAR

Campaign to End Child Marriage and Dowry



Overview

- Burden of child marriage stands at **10.7%**
- Highest prevalence of child marriage at **42.5%**
- Major bottlenecks in capitalising potential of young people

Key interventions

- High end advocacy with political & administrative leadership to prioritise ending child marriage
- Capacity enhancement through administrative structures
- Building awareness through various communication channels
- Addressing norms and practices through mid-media and community dialogue
- Engaging adolescents as agents of change

Challenges and opportunities

- Sustained human resources to ensure effective service delivery
- Limited monitoring and evaluation systems
- Increasing political commitment and resources
- 650,000 Women Self-Help Groups giving women financial muscle
- Comprehensive social and behaviour change communication and advocacy package

Transformative change

50 million people reached directly through the state-wide initiative

120,000 adolescents in **8,000** adolescent groups acting as agents of change in most marginalised communities

2,400 Vikas Mitras (frontline workers) oriented to mentor adolescent groups

972 registered cases of child marriage prevented by adolescent girls themselves

Leveraged **Mukhya Mantri Kanya Uthari Yojana** (universal conditional cash transfer for girls from 0-21 years) with **USD 321 million** to benefit **16 million girls**

1,400 journalists oriented on prevention of child marriage and dowry

Functionaries oriented to prevent child marriage and dowry including **101** Child Marriage Prohibition Officers, **38** Deputy Superintendents of Police, **38** District Welfare Officers, **250** women police personnel

Way forward

- By 2022, reduce prevalence of child marriage below the national average of **26.8%**
- By 2022, reduce atrocities related to dowry by at least **50%**
- Promote and sustain media advocacy, build opinion, create awareness and local champions from communities

Stimulate Change to Leverage Schemes and Empower Adolescents in GUJARAT

Situation

Sex ratio at 919 females per 1,000 males

Adolescents constitute 20% of the total population

21% in the age group of 15-19 years are engaged in paid labour

Key interventions

Review of 8 *Beti Bachao Beti Padhao* (BBBP) districts

Transition of adolescent girls from elementary to secondary schools

Established Children and Adolescent Resource Centres (CAARCs) in Jan Seva Kendras covering 2,163 villages of Banaskantha and Chota Udaipur districts

Transformative change

127,241 adolescent girls in Banaskantha and 31,900 girls in Chota Udaipur accessing social protection schemes

200 gram panchayats reached to promote gender equality and girl child empowerment

Detailed activation of Gram Panchayat Development Plans to strengthen planning and implementation of programmes for adolescents

Challenges

Human resource constraints

Coordination and convergence for implementation of Prevention of Child Marriage Act, 2006 ICPS, and adolescent empowerment programmes

Opportunities

Increased willingness of State to engage with Gender Resource Centres (GRCs) to strengthen resources for promoting adolescent flagship schemes

Increased political will and commitment to prevent child marriage

Way forward

Development of costed and resourced State Action Plan for prevention of child marriage

Advocacy to increase coverage of BBBP from 22 to 33 districts

Leading Change, Building Agency of Change Makers in JHARKHAND

Situation



Adolescents form **22%** of the population in the state

Adolescents feel challenged in accessing services and schemes, lack knowledge of their rights and duties, feel restricted in expressing themselves, and are unable to take decisions related to their lives

Organising adolescents by forming groups of adolescent girls and boys and child cabinets

Strengthening life skills of adolescent girls and boys

Emphasising peer education

Intergenerational dialogue with adolescents, communities and families across platforms

Key interventions

Transformative change

22,643 vulnerable adolescents reached through **1,600** adolescent groups

251 adolescents linked with skill development

1,896 adolescent members in Village Child Protection Committees and **2,268** in child cabinets

88,400 adolescents reached through mid-media interventions

45% peer educators have knowledge and skills on prevention of child marriage, adolescent development and empowerment

58,000 parents reached on harms of child marriage

Way forward

- Implementation of costed state plan of action to end child marriage
- Leverage integration of social protection scheme of *Mukhya Mantri Sukanya Yojana* with plus components for promoting education, prevention of child marriage and gender equality

Youth Volunteers Campaign to Advocate for Ending Child Marriage in MADHYA PRADESH

Situation

Strong cultural differences in Jhabua and Bhopal districts

JHABUA

a tribal district, has low awareness on legal implications of child marriage

BHOPAL

a mainstream city, has growing concerns on safety & security of girls and boys

Transformative change

- 1,700 volunteers oriented as mobilisers
- 175,000 adolescents, children and other community members reached
- 145 government resource persons have the skill and knowledge
- 20,000 people actively involved through public engagement

Opportunities

- Potential opportunity to engage NSS and NYKS in the state
- Increasing social responsibility on issues of safety and security of girls and boys

Key interventions

Customise tools and communication packages for tribal and urban contexts

Develop workforce in the relevant line departments (Women & Child Development, Health, Education, National Rural Livelihoods Mission)

Orient key stakeholders, community influencers and youth volunteers

Organise mid media initiatives (street plays, special days, multi-media vans)

Engage public dialogue through social media platforms

Advocate with and mobilise local media to highlight issues related to adolescent empowerment and development

Way forward

- Mobilise state commitment for costed and resourced action plan
- Strengthen key platforms for district implementation of state action plan
- Customise district and context specific advocacy and communication packages

Activating Community Planning Engage in the Process of Gram Panchayat Development Plans to Prioritise Child Protection Issues in Tonk, RAJASTHAN

Objectives

- Build systems and mechanisms to enable participatory gram panchayat planning on child protection priorities
- Strengthen capacities of gram panchayats to develop village level plans for children and vulnerable adolescents, aligned to the Sustainable Development Goals

Key interventions

- Mobilise key stakeholders to address adolescent protection and development issues
- Customise modules and implement cluster-wise training for Gram Panchayat Coordination Committee (GPCC) members
- Generate evidence through analysis of primary and secondary data on child marriage and related issues. Participatory appraisal to identify and prioritise actions
- Establish mentoring and handholding systems for GPCCs

Transformative change

- Increased action and participation in 230 gram panchayats with focus on women, children and vulnerable communities
- Improved demand-based convergence of resources and activities from different line departments focused on child protection issues

Way forward

- By 2020, scale up structured mechanism for performance ranking of Panchayati Raj Institutions
- Improve monitoring and measuring systems for effectiveness of community platforms
- Disseminate and train functionaries on adolescent engagement and empowerment packages

Improving Dignity, Equality, Aspiration to End Child Marriage and Promote Adolescent Empowerment in UTTAR PRADESH

Objectives



1 in 6 child marriages in India occur in Uttar Pradesh



16.7% female work participation



36.7% married women have experienced spousal violence

Key interventions

Formation of large-scale community platform – Mahila Evam Bal Adhikar Manch (MEBAM) groups comprising of women and children, linked to local governance across 7,000 gram panchayats to end child marriage, violence against children and promote adolescent empowerment

Established community accountability mechanisms to assess progress on women and child rights issues across 20 districts

Transformative change

25,000 adolescents and 452,601 community members engaged in social mobilisation to end child marriage, violence against children and promote adolescent empowerment

Leveraged USD 1.5 million of government resources to support mobilisation and capacity building of 55,000 community members

Increased commitment to scale up Ending Child Marriage Programmes from 7 to 19 districts

Inclusion of Ending Child Marriage and Empowerment of Adolescents in the State Mission for Women's Empowerment (SMWE) mandate

Opportunities

Political commitment and State willingness to scale up Ending Child Marriage Programme from 20 to 35 high prevalence districts

Increased demand for skills development and employment opportunities linked to adolescent aspirations and choices

Way forward

- By 2022, develop and implement State Action Plan across 20 districts with focus on gender equality and ending child marriage
- Coordination and convergence with government departments, industries and civil society organisations
- Strengthen knowledge and capacities of 16,000 local governance councils to improve social accountability
- Communication and mobilisation to enhance value of the girl child

Harnessing the Potential of Youth in WEST BENGAL

Background

Partnership with Nehru Yuva Kendra Sangathan (NYKS) to scale and accelerate Young People's Agenda (YPA)

Leveraging National Youth Volunteers to include child marriage in district workplans

Linkages to vocational training opportunities, career guidance and referral pathways for adolescents and young people

Key interventions

Mapping aspirations of adolescents and young people



Consolidate information on skilling opportunities at the state level



Linkages to training institutes

Key achievements

Aspirations of

1,317

adolescents/youth mapped

81

participants upgraded for skills training

422

participants selected for skill-based jobs

Challenges

- Paucity of training institutes linked to young people's aspirations
- Limited information and awareness on new skills

Way forward

- By 2022, ensure linkages of adolescents and youth to vocational, apprenticeship and employment opportunities
- Awareness generation and promotion of government/non-government schemes on skilling

Ending Child Marriage Programme

in West Bengal

The Vision

The Ending Child Marriage programme is designed to effect changes in aspirations and behaviours of adolescent boys and girls, with support from their families, community members, service providers and key influencers.

Integral Features

Multi-sectoral approach for:

- Reduction in child marriage and adolescent pregnancy
- Improving secondary education

Leveraging convergence with government

Identifying gaps and providing support to flagship schemes and programs

Three tier convergent review and monitoring systems

Dimensions



Reaching excluded and marginalized communities, tribes and minorities



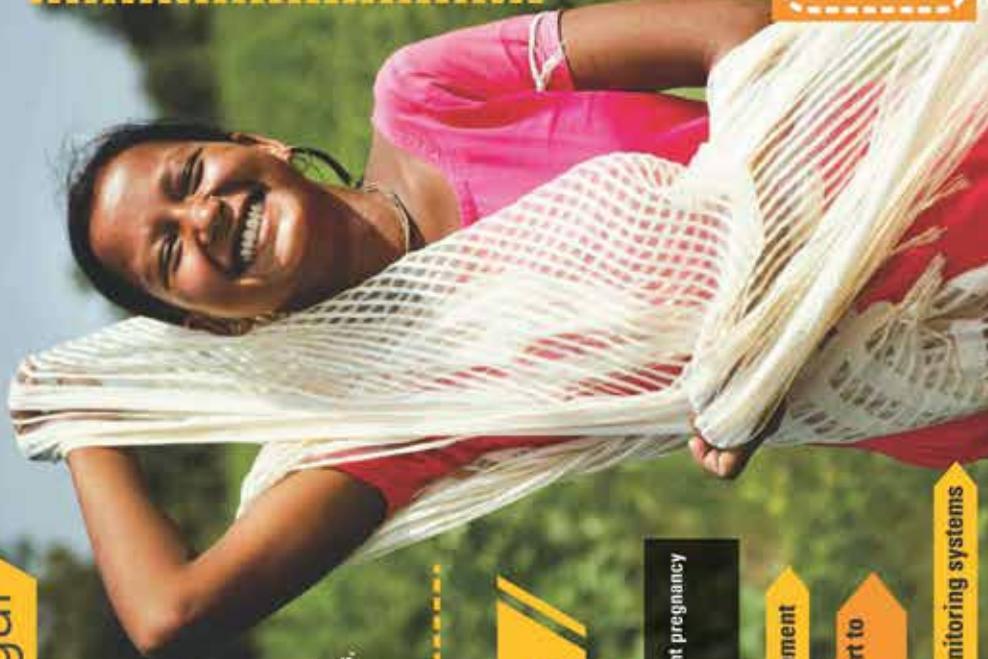
Under-served and remote areas prioritized for specific intervention



Program designing and implementation led by adolescents

Way forward

- Kanyashree Clubs and Meena Manch as forums for adolescent participation
- Ensuring sports as a tool for empowerment
- Enhancing social accountability



Addressing Child Marriage and Teenage Pregnancy through Life Skills Education in Odisha

40%

Odisha's population belongs to marginalised communities

1670

One of the largest network of residential schools for SC and ST communities in the country

600,000

Students are studying out of which nearly 60% are girls



4,000

Teachers trained on life skills education

2,000

Matrons sensitized on safety and security

1,500

Students trained as peer educators

300

ANMs trained on health screening



Trained teachers transact life skills sessions from 5th standard onwards



Students trained as Peer educator to provide age appropriate information & influence positive behaviours



Co-curricular activities to create awareness on rights of young people and reinforce messages



Promoting student friendly environment – Training of matrons, ANMs, Guidelines on safety and security, hotline phone in hostels



Health screening and counselling in convergence with the health sector



Community engagement through parent teacher association meeting

EMPOWERING ADOLESCENTS:

TO END CHILD MARRIAGE

BACKGROUND

- **Kanyashree Prakalpa:** A Conditional Cash Transfer scheme to prevent child marriages and school drop-outs
- **Supports adolescents** in developing their knowledge and life skills
- **Girls from classes VIII to XI** choose a President, Secretary and a Treasurer, forming a club of 25 members
- **Girls contribute** INR 5/- as per individual willingness to sustain meetings

TOOLS

Kanyashree Club Guidelines and Activity Calendars developed



Clubs strengthened through **events, activities and trainings**

CLUB ACTIVITIES



Awareness on multi-dimensional adolescent issues, rights & entitlements



Recreation and outreach activities



Creative writings to disseminate information



Re-enrolment of drop-out girls through Kanyashree scheme



Breaking the social taboos and generating dialogue on menstrual hygiene management



Parents informed about harms of child marriage

WAY FORWARD

- Adolescents are strengthened as agents of change, to avert child marriage
- Kanyashree Clubs pave the way for structural, social and behavioural change

Glossary

Adhyapika Manch	Female teacher's forum in government schools of Rajasthan
Gargi Manch	Group of adolescent girls in government secondary schools
Meena Manch	Group of adolescent girls in government elementary schools
Raju Manch	Group of adolescent boys in government elementary schools

Important Contacts

- **Chief Field Office, UNICEF Rajasthan and Area Security Coordinator:**
Isabelle Bardem
E-mail - ibardem@unicef.org
Mobile No. +91-9829054634
- **UNFPA State Representative and Deputy Area Security Coordinator**
Sunil Jacob
Email - jacob@unfpa.org
Mobile No. +91-9828455268
- **Operations Officer, UNICEF Rajasthan**
Tara Prasad Tripathy
Email - ttripathy@unicef.org
Mobile No. +91-9829020255
- **Admin and Finance Officer, UNFPA, Rajasthan**
Pankaj Saxena
Email - saxena@unfpa.org
Mobile No. +91-9829822900
- **Alternate Security Focal Point, UNICEF Rajasthan**
Yogendra Sharma
Email - ysharma@unicef.org
Mobile No. +91-9001793551
- **Admin and Finance Team, UNICEF Rajasthan**
Mathew Paniker
Email - mplamkoodathil@unicef.org
Mobile No. +91-9680089576
- **Security Officer for UNICEF India Country Office**
Dharambir Oberoi
Email - doberoi@unicef.org
Mobile No. +91-9971885858
- **Admin and Finance Team, Delhi**
Manish Thind
Email - mthind@unicef.org
Mobile No. +91-9810303575
- **Ambulance** - 108 (Toll free)
- **Police Station:** Jawahar Circle Police Station, (1km from the hotel)
Address: 354-356, Siddharth Nagar, Malviya Nagar, Sector-9, Jaipur, Rajasthan-302017, Tel: 0141-2546076

