

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 Uthan 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