




Ministry of Women &
Child Development

Valuing the **Girl Child** and Enabling her **Education**

Communication
Guidelines for
Beti Bachao Beti Padhao





**“Achieving
gender equality
requires the engagement
of women and men,
girls and boys. It is
everyone’s
responsibility.”**

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List of Acronyms

ANMs	:	Auxiliary Nurse Midwife
ASHA	:	Accredited Social Health Activist
AWWs	:	Anganwadi Workers
BBBP	:	Beti Bachao Beti Padhao
BDO	:	Block Development Officer
BTF	:	Block Task Force
CSR	:	Child Sex Ratio
DAPs	:	District Action Plans
DoE	:	Department of Education
DoHFW	:	Department of Health and Family Welfare
DoWCD	:	Department of Women and Child Development
DTF	:	District Task Force
FLFs	:	Frontline Functionaries
FLW	:	Frontline Worker
GC	:	Group Communication
ICDS	:	Integrated Child Development Services
IEC	:	Information Education and Communication
MCP	:	Mother and Child Protection
MoHFW	:	Ministry of Health and Family Welfare
MoHRD	:	Ministry of Human Resource Development
MoWCD	:	Ministry of Women and Child Development
MSK	:	Mahila Shakti Kendra
NHM	:	National Health Mission
NNM	:	National Nutrition Mission
NTF	:	National Task Force
NIRD	:	National Institute of Rural Development
PC & PNDT Act	:	Pre-Conception and Pre-Natal Diagnostic Techniques Act, 1994
PMU	:	Project Management Unit
POCSO	:	The Protection of Children from Sexual Offences (POCSO) Act, 2012
PRI	:	Panchayati Raj Institution
SBCC	:	Social and Behaviour Change Communication
SDO	:	Sub Divisional Office
SDM	:	Sub Divisional Magistrate
SIRD	:	State Institute of Rural Development
SMCs	:	School Management Committees
SRCW	:	State Resource Centre for Women
STF	:	State Task Force
VHSND	:	Village Health Sanitation and Nutrition Day

Overview of the BBBP Scheme



1.1 Introduction

Beti Bachao Beti Padhao (BBBP) was launched in January 2015 by the Government of India to address the decline in the Child Sex Ratio (CSR). The scheme aims to generate awareness about CSR and the value of the girl child while also promoting and enabling her education. The central sector scheme takes cognisance of the significant decline in CSR between the age group 0-6 years, which stands at 918 according to Census 2011. This decline is a major indicator of women's disempowerment as it reflects both (a) pre-birth gender-biased sex selection and (b) post-birth discrimination against girls based on socio-cultural and religious biases, preference for sons which impacts their health, nutrition and educational needs.

BBBP follows a dual approach of incorporating on-ground implementation with a national-level campaign and media strategy. It strives to address the empowerment of girls in a holistic manner. Initially, the scheme was launched in 100 districts in 2014-15 covering both multi-sectoral intervention and media, advocacy and outreach. An additional 61 districts were added in 2015-16 as part of the second phase. In the third phase, a total of 405 districts were covered under multi-sectoral intervention and a national media, advocacy and outreach campaign was launched in all 640 districts (Census 2011) in the country.

Objectives of BBBP



To prevent gender-biased sex selection

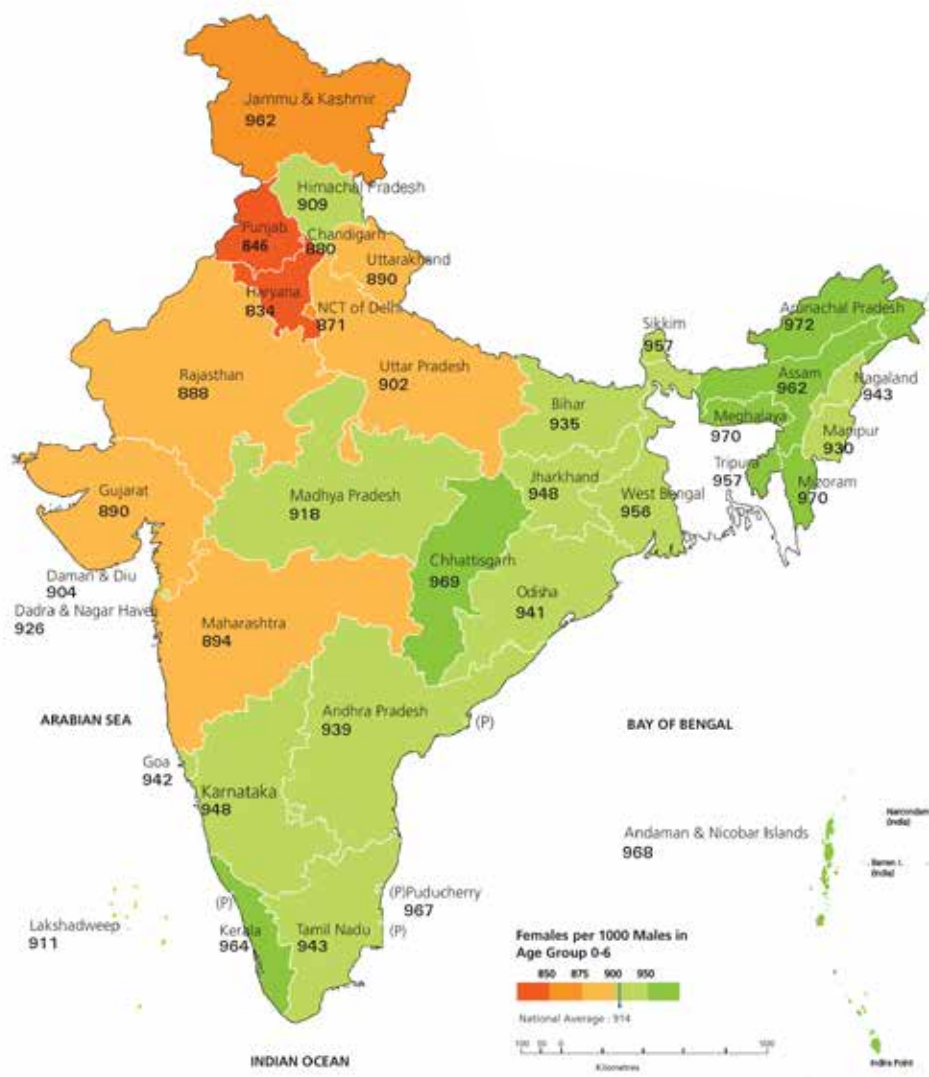


To ensure the survival and protection of the girl child



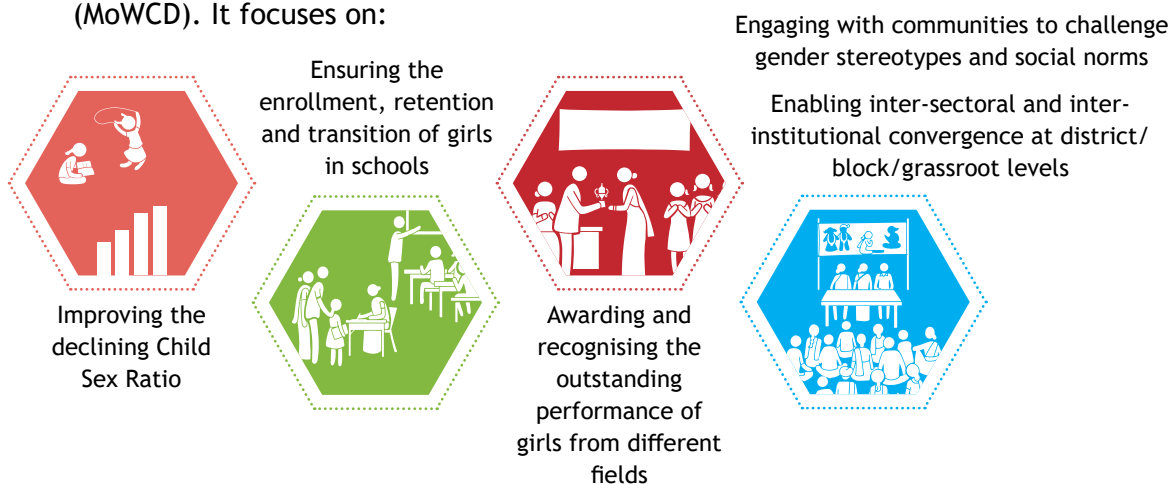
To ensure the education and participation of the girl child

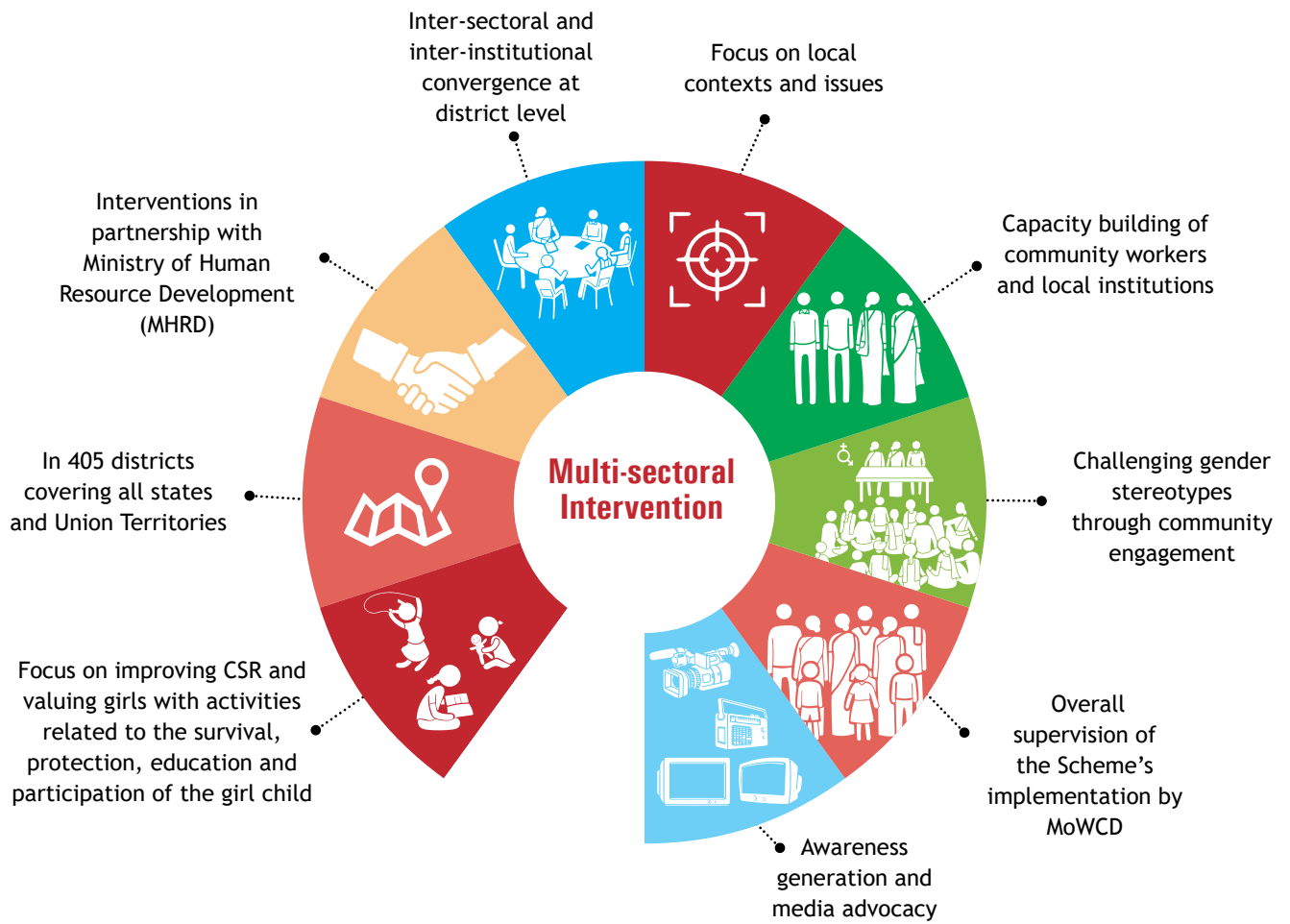
Child Sex Ratio in Age Group 0-6, 2011 (States/Union Territories)

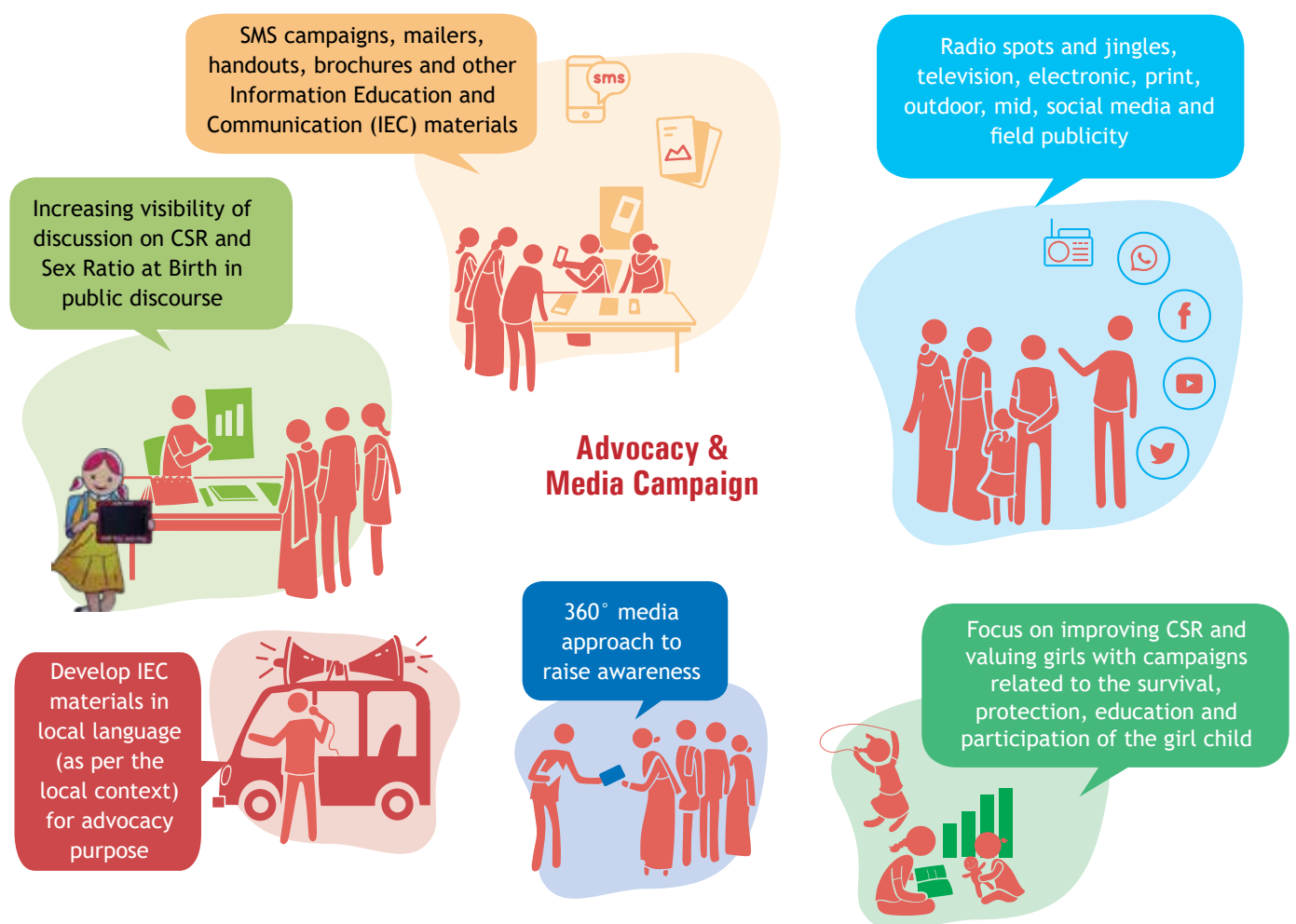


1.2 Key Approaches and Strategies for Implementation of BBBP

BBBP is implemented by the Ministry of Women and Child Development (MoWCD). It focuses on:







BBBP uses social and behavior change communication (SBCC) to 'nudge' people towards desirable behaviours.



1.3 Multi-sectoral Engagement

Central Level

Three ministries - MoWCD, Ministry of Health and Family Welfare (MOHFW and MHRD play a key role in the implementation of BBBP.

MoWCD

- Raising awareness on declining CSR
- Prevention of abuse, exploitation and violence against women and children
- Training of key stakeholders
- Advocacy and awareness generation for women's empowerment
- 360° media outreach campaign
- 'Celebration of the Girl Child'
- Reward and recognition for frontline workers (FLWs)
- Improve nutrition status of girls
- Equal care, immunization and development using Joint Integrated Child Development Services (ICDS), National Health Mission (NHM) and Mother and Child Protection (MCP) Card
- Promote protective environment for girl children through implementation of Protection of Children from Sexual Offences (POCSO) Act 2012
- Coordination with ICDS,, Pradhan Mantri Matritva Vandana Yojana, National Nutrition Mission (NNM), Mahila Shakti Kendra (MSK)

MoHRD

- Universal enrollment of girls
- Retention of girls in schools
- Decreased dropout rate
- Girl friendly schools
- Separate toilets for girls
- Increase enrollment of girls in secondary education
- Functional toilets for girls in every school
- Training of stakeholders, School Management Committees (SMCs), community leaders inter-convergence with Panchayati Raj Institutions (PRIs) to re-enroll dropout girls, registration of birth and promote education of girls

MoHFW

- Improvement in sex ratio at birth
- Enforcement of Pre-Conception and Pre-Natal Diagnostic Techniques Act, 1994 (PC & PNDT Act) including monitoring implementation of PC & PNDT Act and strengthening of PNDT Cells
- Early pregnancy registration
- Increased institutional deliveries
- Capacity building of stakeholders
- Registration of births
- Rewards for informers
- % of 1st trimester antenatal care (ANC) registration
- % of institutional deliveries
- Reduce gender differentials in under-5 mortality rates
- Training/orientation of stakeholders, PNDT Cell, Judiciary, District Legal Services Authority (DLSA), DAA, NIMC, SIMC members



State Level

At the state level too, the key departments for implementation are Department of Women and Child Development (DoWCD), Department of Health and Family Welfare (DoHFW) and Department of Education (DoE)

DoWCD

- Guidance to districts for implementation of strategy
- State Task Force meetings
- Convergence with other departments
- Capacity building of frontline functionaries
- Identification of local champions to create awareness

DoHFW

- Effective implementation of PC & PNDT Act
- Promotion of early pregnancy registration, institutional delivery and birth registration
- Capacity building of stakeholders

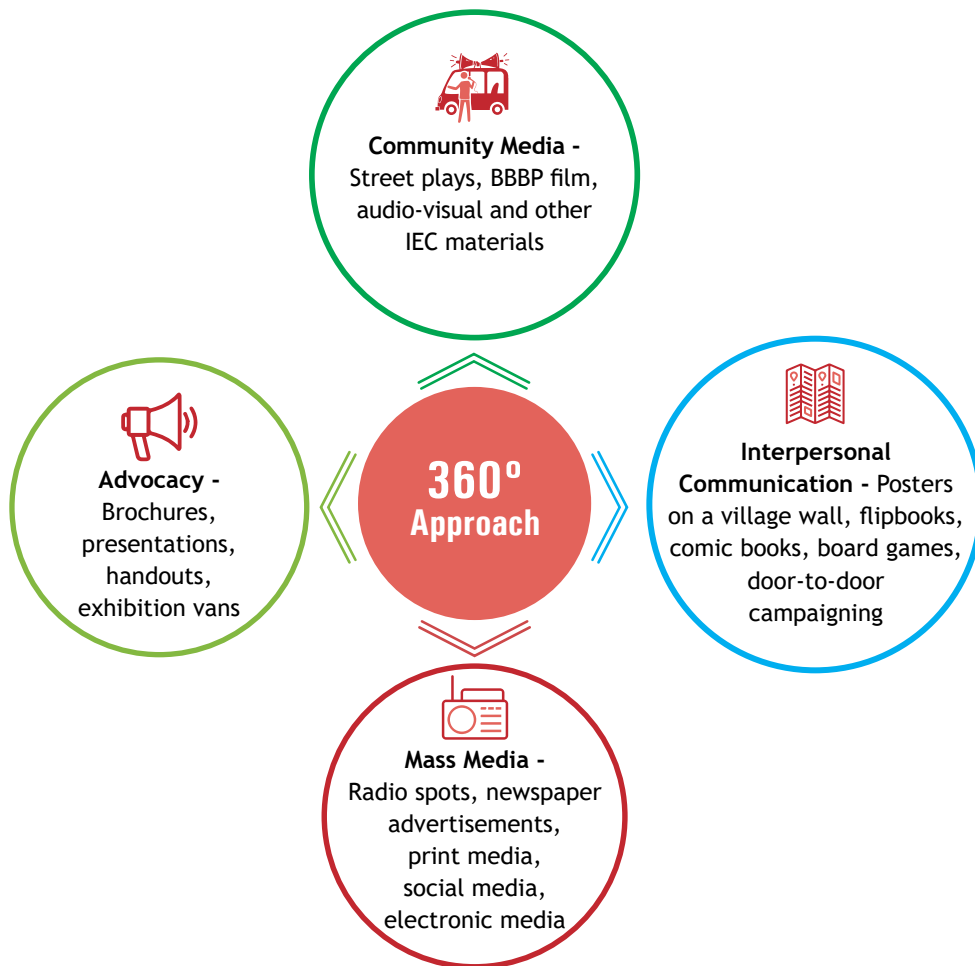
DoE

- Promotion of universal enrollment of girls
- Prevention of dropouts
- Girl child-friendly schools, including separate toilets and hostel facilities for girls
- Implementation of the Right to Education (RTE) Act.

1.4 Advocacy & Media Campaign

Advocacy: BBBP requires a strong advocacy campaign to convince leaders and stakeholders at all levels and sectors to participate and support the scheme. The campaign is used to elevate the public discourse around girls' empowerment to the regional and national levels using mainstream media such as print, mass, electronic and social media. Key to a successful advocacy programme is use as many different platforms to reach as many different people as possible. Otherwise known as a 360' approach.

360° Approach: A 360° approach uses multiple platforms to tell a single story or experience using multiple media. For the purpose of BBBP this approach is being used to weave a story around girls' empowerment across local, district, state and national levels using various media platforms. This will ensure a common narrative and connect all stakeholders to the programme.



1.5 Key Action Points

- Effective implementation of laws - specifically those relating to discrimination
- Health interventions:
 - ▶ Effective implementation of PC & PNDT Act
 - ▶ Early registration of pregnancy
 - ▶ Institutional deliveries
 - ▶ Birth registration
 - ▶ Healthcare and nutrition
 - ▶ Reward for Informers
- Enabling education:
 - ▶ Girl-friendly and safe schools
 - ▶ Proper sanitation and toilet facilities for girls
- Training and awareness for:
 - ▶ Government officials
 - ▶ Elected representatives
 - ▶ FLWs
 - ▶ Medical practitioners
 - ▶ Community leaders
 - ▶ Other key stakeholders
- Counselling for parents and elders
- Communication and media
 - ▶ National-level media campaigns to raise the level of public discourse

- ▶ Local-level wall paintings, boards, plays, exhibitions, rallies, competitions
- ▶ IEC materials such as brochures, pamphlets, games
- ▶ Social and online media presence
- Community mobilisation
 - ▶ Local village-level celebrations on the birth of a girl
 - ▶ Identification of local champions, positive deviants
 - ▶ Formation of community watch groups
 - ▶ Involving participatory forms - PRIs, Village Health Sanitation and Nutrition Committees (VHSNCs), Gram Sabhas, Mahila Sabhas and SMCs
 - ▶ Community boards to record births (Guddi-Gudda boards)
- Rewards and recognition
 - ▶ Publicising good performing districts, blocks, panchayats and villages
 - ▶ Local informers
 - ▶ Recognition to FLWs, local champions and mothers
 - ▶ Awards to outstanding-performing girls and women achievers in different fields (sports, arts, culture, science, technology, social work, research development and innovations etc.)



Operational Guidelines for Social and Behaviour Change Communication Strategy



2.1 Introduction

The SBCC component is an integral part of the BBBP Scheme. SBCC is a communication approach that helps foster a change in behaviour in individuals, families and communities. It is a process of taking individuals, families and communities through different communication channels to promote positive behaviours and support an environment of change. Both of the key approaches of the scheme, on-ground work in gender critical states and the national media and advocacy campaign, are dependent on a clear communication strategy. This chapter supports the BBBP Implementation Guidelines in strengthening the operationalisation of the programme communication strategy.

2.2 Why Operational Guidelines for Implementation of the BBBP SBCC Strategy

There are several simple reasons to develop Operational Guidelines for BBBP's SBCC strategy and its implementation:

- To embed gender equality in the agenda of all working and concerned ministries and departments, agencies, and institutions of the central and state government and district administrations



- Community mobilisation through existing structures and involving civil society organisations and other stakeholders
- Improving simple communication-related messaging through convergent efforts at multiple levels
- Ensuring that SBCC is complementary to existing efforts of FLWs and at all levels
- To disseminate theme-based specific messages through effective communication channels
- Streamlining communication-related processes to enhance impact and results

2.3 Key Target Audiences

Primary
Newly married couples, pregnant and lactating mothers, parents



Secondary
Youth, adolescents (boys and girls), in-laws, medical practitioners, private hospitals, nursing homes, diagnostic centres



Tertiary
Officials, PRIs, FLWs, self-help groups (SHGs)/collectives, religious leaders, voluntary organisations, media, medical associations, industry associations, general public



The **primary target group** consists of those individuals and groups of individuals who are expected to change their behaviour as a result of the intervention.

Secondary target groups are those which can influence the primary group to change their behaviour, and finally the tertiary group is responsible for creating a social environment conducive to behaviour change. Broadly, Inter Personal Communication (IPC) materials such as flipbooks, situation cards, handouts would directly target the primary target group. FLWs, teachers and community leaders can use the various IPC materials available to them to initiate discussions and raise awareness amongst the primary target audience. Community media, radio spots, brochures and newspaper advertising will be directed at the secondary group.

While youth, adolescents and in-laws can be reached with community media messaging such as street plays and videos the larger medical community will be reached through brochures, radio spots and broader mass media messaging. The BBBP brochures and handouts and presentations made by BBBP officials will be the primary method of reaching the **tertiary audience group**.

2.4 Key Themes and Messaging

BBBP aims to address the key themes of gender equity, law, health interventions, child rights and education. To help systemise planning and standardisation of messaging, Table 1 below indicates the four themes and their key messages for BBBP. States are expected to plan communication strategies and activities along these themes.

Table 1: Themes and key messages for BBBP

Participation/ Gender Equality	Survival	Education	Protection
Girls and boys are born equal	Sex determination and sex selection are illegal and punishable offences Ensure effective implementation of the PC & PNDT Act	Education is every child's right	Gender based discrimination and violence are illegal and punishable offences Child marriage is an offence, and punishable under the law. The legal age of marriage for girls is 18 and boys is 21

Participation/ Gender Equality	Survival	Education	Protection
Equal opportunities will allow girls to excel in the same manner as boys	Early registration of pregnancies and use of MCP cards is crucial to ensure antenatal care for the health of the mother and child	Girls' education should be safeguarded with special focus on their safety, sanitation and accessibility	Reduce the financial burden of marriage by encouraging simple weddings
Identify girls as role models/ local champions to encourage communities	Opt for institutional delivery to ensure good health of the mother and child	Educate and empower girls in the same way that you do your sons	Girls have equal rights to property
	100% birth registration	Promotion of retaining girls and re-enrolling those who have dropped out for school education	Your daughter is equally capable of taking care of you as your son
Declining CSR affects entire communities in the long run	Nutrition and healthcare is crucial for both newborn girls and boys	Separate toilets for girls in schools	Laws related to the girl child like POCSO, ending child marriage, sexual harassment, etc.

2.5 Platforms, Tools and Materials for Messaging

Various platforms can be utilised for an effective SBCC strategy for BBBP. Each platform requires specific communication tools and materials. Some tools and materials are specific to single platforms while others can be used across the programme. Table 2 lists down platforms (individual, collective as well as media) that would make effective carriers for BBBP messages.

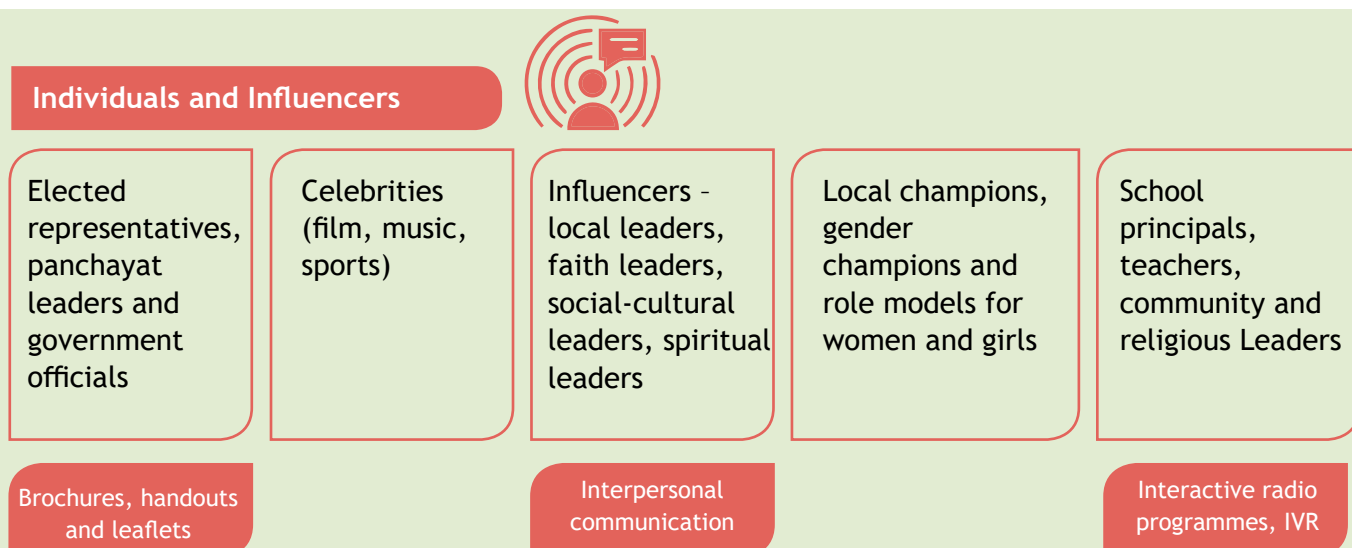
- **Advocacy** - Government officials and development professionals can use the BBBP brochures and publicity materials developed by MoWCD. These materials outline the aims and objectives of the BBBP programme and detail the roles of various ministries and departments. Brochures and leaflets can also be shared with elected representatives, celebrities, and media to give them a quick understanding of the programme.
- **IPC** - There is a vast array of IPC materials that can be used by FLWs, teachers, parents, community members and local influencers. Posters such as the BBBP posters and audio-visual/ advocacy material advocate for providing girls and boys with equal educational opportunities and can be placed in prominent areas of the community. Flipbooks and situation cards can be used by FLWs, parents and teachers to encourage conversations on issues such as child marriage, gender equality and social protection schemes.



Comic books, audio-visual/advocacy material should be placed in schools and classrooms so that young people can easily access these themselves. Board games can be used in youth groups, SHGs, and other community groups to increase awareness on these issues.

- **Community Media** - There are street plays and films that can be aired and performed in the community. Community members could come together to show the films at local events such as Health Melas, Health and Sanitation Days, local holidays and dedicated days such as International Women's Day etc. Teachers could use excerpts from the Prime Minister's (PMs) speech during school hours to initiate healthy discussion on these issues and raise awareness. Student groups could watch relevant episodes from available advocacy series. These episodes would provide information and raise awareness in an entertaining and captivating way.

Table 2: BBBP message carrier platforms





Community groups and events

Community-based events and initiatives such as VHSNC Day, Gram Sabha meetings, Naari ki Chaupal, Beti Janmahotsav, Mann ki Baat

Pledges

Community festivals such as Akshaya Tritya (prevention of child marriage), Raksha Bandhan (prevention of violence against girls and women), and other local festivals (Kuwa puja)

Posters

Social events such as samuhik vivah to promote social messages about simple weddings, dowry, delaying marriage, girls education etc.

Flipbooks, comic books

Dedicated days such as National Girl Child Day, International Women's Day, Children's Day to be celebrated at the community level and in schools and institutions

Games (including puzzles and memory games)

Media



Outdoor Media - wall paintings, hoardings, bus panels, LED scrolls

Folk songs

Mass Media - television, radio, mobile, print

Community Media - nukkad natak, folk songs, dance, drama, story-telling, puppet shows and community radio

Plays (nukkad natak)

Social Media - Twitter, Facebook, WhatsApp, YouTube

Local storytelling

Note: A complete list of materials available in the BBBP guideline package is provided in Annexure 1.

Implementing the SBCC Strategy



3.1 Structures for Implementation of Activities

This section aligns itself with the BBBP Implementation Guidelines to dovetail the BBBP SBCC Operational Guidelines and add SBCC-related specifics to facilitate their implementation. Table 3 shows the structures at the national, state and district level for the implementation, monitoring and supervision of BBBP.

Table 3: BBBP implementation structures at the national, state, district and block level

National Level	<p>National Task Force (NTF) for BBBP headed by the Secretary, Women & Child Development with representation from MoHFW, MoHRD, National Legal Services Authority, Department of Disability Affairs and Ministry of Information and Broadcasting.</p> <p>Gender experts and civil society representatives to assist The Task Force in reviewing the progress of intermediary targets and providing guidance and support for the effective implementation of the scheme.</p>	State Level	<p>State Task Force (STF) headed by the Chief Secretary to review the programme. Project Management Unit (PMU) for the state housed in the State Resource Centre for Women (SRCW).</p> <p>PMU responsible for technical support and facilitation of implementing BBBP at state and district level.</p> <p>STF and PMU together responsible for handholding support and supervision to districts</p>
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District Level	<p>Deputy Commissioner/District Magistrate heads the District Task Force (DTF), with nodal officers from each participating department.</p> <p>DTF uses BBBP guidelines and templates to develop District Action Plans (DAPs) through consultations. DTF also does monthly reviews of progress on the action plans and implementation of PC&PNDT Act in the district along with intermediary targets.</p>	Block Level <p>Block Task Force (BTF) headed by Sub Divisional Magistrate (SDM)/ Sub Divisional Officer (SDO)/Block Development Officer (BDO)</p> <p>Regular quarterly meetings of BTF to be ensured.</p> <p>Follow-up actions in a time-bound manner to be ensured.</p>
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3.2 Capacity Building Needs

Sensitisation, orientation, training and capacity building at the state, district and community level is focused on the following stakeholders (Table 4).

Table 4: Stakeholders whose capacities need to be built at the state, district and community level

 Sensitisation	 Orientation	 Training & Capacity Building
Members of Parliament <ul style="list-style-type: none"> Members of Legislative Assembly Elected Representatives Religious Leaders Community Leaders Teachers and Principals 	District Officials <ul style="list-style-type: none"> Zila Parishad Members Judiciary/District Legal Services Authority NGOs Doctors Block Officers Block Parishads Panchayat Pradhans Sarpanchs FLWs SHG Members SABLA Groups Panchayat Members VHSNC Members Youth Groups 	Anganwadi Workers (AWWs), Auxiliary Nurse Midwife (ANMs), Accredited Social Health Activist (ASHA) <ul style="list-style-type: none"> Requirements Special CSR training module for all functionaries of Government - especially AWW, ANM, ASHA Integration in the training of administrators, National Institute of Rural Developments (NIRDs), State Institute of Rural Developments (SIRDs), Medical, Police, Judiciary, Academic Curriculum in general

3.3 Activities Bound by Key Themes

The common thread of the key themes and messages of the programme bind the activities and responsibilities together. While local contextualisation is important, the common storyline and messaging must be replicated at all levels to achieve maximum efficacy.

Some examples of awareness generation activities that need to be carried out at the state, district and community levels are:

Community Events:

- ▶ Observing National Girl Child Day, International Women's Day and similar events and link them to BBBP
- ▶ Monthly days to celebrate the girl child and promote BBBP
- ▶ Pledges for safety, value, empowerment and education of girls
- ▶ Recognising local BBBP champions
- ▶ Encouraging reversal of boy/son-centric rituals and customs
- ▶ Promotion of equal property rights, simple wedding and ban on dowry

Communication Materials & Campaigns:

- ▶ Prominent display of BBBP posters, wall paintings, logos and slogans in public spaces
- ▶ Campaigns on issues that affect girls and women (such as prevention of child marriage and POCSO)
- ▶ Community mobilisation and outreach through Naari ki Chaupal, Mann ki Baat, Beti Janmahotsav and similar events
- ▶ Prominent display of gender disaggregated data of Sex Ratio at Birth on Gudda-Guddi Boards

Any other innovations that the states/districts deem essential as per their context.

3.4 Planning Activities at the District and Community Levels

The BBBP District Level Action Plan (as suggested in the BBBP Implementation Guidelines) give clear instructions on planning community mobilisation and outreach events in a staggered manner throughout the year. The DAPs need to have a detailed plan for all the community mobilisation and awareness generation activities as per a well-defined timeline and in keeping with the district-specific requirements and needs. The template has a section on Advocacy, Community Mobilisation and Awareness Generation. Districts can also plan innovations. Some examples of innovations have been listed in the Implementation Guidelines, which can be referred to and a booklet on various initiatives taken by districts has been shared with districts and is also available on the Ministry's website.

3.5 Documentation of SBCC Activities

The SBCC activities undertaken for BBBP need to be documented at the district, block and gram panchayat level through regular reports, process documentation, case studies, best practices, community mobilisation initiatives, innovations, MIS and photographic documentation on a yearly basis. These may be brought out and shared by DWCD of the concerned State/UT.



Annexure 1: List of materials available in BBBP guidelines package

Sl. No.	Organisation	Title	Year	Stakeholder/ Target Audience	Usage
Brochures					
1	MoWCD, Government of India (Gol)	BBBP Brochure The brochure takes the reader through the BBBP programme	2015	Government/ development professionals	Advocacy
2	MoWCD, Gol	BBBP Brochure Salient features of BBBP, its objectives and approach as well as role of ministries in BBBP	2019	Government/ development professionals	Advocacy
Posters					
3	MoWCD, Gol	BBBP Posters	2015	Parents/ community members	Advocacy/IEC/ Awareness
4	UNICEF	Kishor Kishori Ke Sapnon Ko Dein Udaan, Banane Dein Bachchon Ko Khud Ki Pehchaan (2 posters) Advocates for providing girls with equal opportunities to study as boys		Parents/ Frontline Functionaries (FLFs)/ community members	IPC/Group Communication (GC) in school/ GC with families
Handouts/Diary					
5	MoWCD, Gol	Are daughters welcome in your home? (Handout)	2015	FLFs/teachers	IPC/IEC
6	ICRW	GEMS Diary (ICRW) The diary is meant for young boys and girls and through various activities and information promotes the idea of gender equality	2009	Students/ teachers/FLFs	GC in school
Flipbooks					
7	Bihar Government	Flipbook on child marriage		FLFs/parents/ PRI members/ community leaders	IPC/GC

Sl. No.	Organisation	Title	Year	Stakeholder/ Target Audience	Usage
8	UNICEF	Hausla Aur Samman Dein, Bachchon Ke Sapnon Ko Udaan Dein (from Rajasthan AE & ECM toolkit) Advocates for providing girls with equal opportunities to study as boys	2016	FLFs/parents/ PRI members/ community leaders	IPC/GC in school/GC with families
9	UNICEF	Kalyankari Aur Samajik Suraksha Yojnaon Par Flipbook (from UP Child Labour Communication Campaign) Social protection schemes related to education	2012	FLFs/parents/ PRI members/ community leaders	IPC/GC in school/GC with families
Comic books					
10	Population Foundation of India	MKBKSH - Comic book on sex determination The comic book through a story shows how sex determination is a crime	2015	Students/ teachers	IPC/GC in school/GC with families/ WhatsApp
Situation cards					
11	Population Foundation of India	MKBKSH - Situation cards on sex determination The situation cards through a story show how sex determination is a crime	2015	FLFs/parents/ students/ teachers	IPC/GC in school/GC with families/ WhatsApp
12	UNICEF	Sarita Ke Sapne Hue Ab Apne Advocates for providing girls with equal opportunities to study as boys	2016	FLFs/parents/ students/ teachers	IPC/GC in school/GC with families
13	UNICEF	Stories 3, 4, 5 and 6 (from UP Child Labour Communication Campaign) Stories highlighting the importance of education for girls and preventing and stopping child labour	2012	FLFs/parents/ students/ teachers	IPC/GC in school/GC with families

Sl. No.	Organisation	Title	Year	Stakeholder/ Target Audience	Usage
Board game					
14	UNICEF	Samruddhi (from Rajasthan AE & ECM toolkit) For SHG members to play and understand about the importance of making choices that favour the education and empowerment of their daughters	2016	FLFs/SHG members/ adolescents	IPC/GC in school/GC with families
Street play script					
15	UNICEF	Hausla Aur Samman Dein, Ladkiyon Ke Sapnon Ko Dein Udaan (from Bihar MKUY campaign) Highlighting the importance of encouraging education of girls and ending child marriage	2017	Parents/ community members	Community awareness
Video films					
16	MoWCD, Gol	BBBP Equal Opportunity	2015	General public	GC/IPC
17	MoHRD, Gol	BBBP The video talks about how girls are seen as a burden and how this has now changed.	2016	FLFs/parents/ community members	Use with FLF/ IPC with community
18	PM's website	PM's speech On BBBP and importance of equality between boys and girls, with the mantra "Beta, beti ek samaan"	2015	Government/ FLFs/ community members	Advocacy/use by FLF
19	PM's speeches	The edited versions done by UNICEF/NCCDC The part specific to education of girls and value of girl child can be extracted from the edited short and long versions	2018	Government/ FLFs/ community members/ general public	Awareness through WhatsApp
20	MoWCD, Gol	Beti Bachao Beti Padhao - At a glance (2019) MoWCD, Gol's video showcases through images across states achievements under BBBP up to 2019	2019	State & district level functionaries/ FLFs/ community members	FLFs/state & district level functionaries to showcase achievements of BBBP

Sl. No.	Organisation	Title	Year	Stakeholder/ Target Audience	Usage
21	Ministry of Information and Broadcasting, Gol	Video on BBBP The video is a spoken poem about empowerment of girls in spoken poetry format	2015	Students/ teachers/FLFs/ community members	Discussion with families/ GC in school/ WhatsApp
22	UNICEF	Video on menstrual management - Value of the girl Parents/families to better understand the value of girls and their needs. Father's responsibility in creating an enabling environment and getting private space/toilet constructed for their daughters to manage their periods with dignity	2015	Students/ teachers/ families/FLFs	IPC/GC in school/ WhatsApp communication with family who have girl
23	UNICEF	Meena: Dividing the Mangoes This episode of the popular animation series, Meena, focuses on the inferior status of girl children in South Asia. In many families, girl children are routinely given less food than their male siblings. This affects their growth and development. This animation teaches that girls work as hard and are as laborious as boys, so girls and boys should be given equal sustenance.	2010	Students/ teachers/ families/FLFs	IPC/GC in school/ WhatsApp
24	UNICEF	Meena: Take Care of Girls This episode of the popular animation series, Meena, focuses on the inferior status of girl children in South Asia. It refutes the all too prevalent belief that girls do not need health care. Many girls die or are permanently incapacitated because their parents fail to seek proper health care for them. This video emphasises the importance of providing health care to both girls and boys	2010	Students/ teachers/ families/FLFs	Discussion with families/ GC in school/ WhatsApp

Sl. No.	Organisation	Title	Year	Stakeholder/ Target Audience	Usage
25	UNICEF	<p>Meena: It's Got to be a Boy</p> <p>This episode of the popular animation series, Meena, focuses on the importance of the girl child, and explores the abilities and potential of neglected girl children in South Asia. SAARC countries are working together to promote and ensure the dignity of the girl child, but (particularly in the rural areas of South Asia) girl children are still considered a disappointment at birth. Meena represents all the girl children of South Asia</p>	2010	Students/ teachers/ families/FLFs	Discussion with families/ GC in school/ WhatsApp
26	UNICEF	Girls Back to School video (From Safe City for Children, Bhopal - Short films)	2017	Students/ teachers/ families/FLFs	GC in school/GC with families
27	UNICEF	AmmaJi Kehti Hain films (FFL) - Video on value of girl	2017	FLFs/parents/ community members	GC session/ training
28	UNICEF	<p>Soch Badal Ke Dekho</p> <p>Set of four videos that show how women are as capable as men, that boys and girls could have similar likes and dislikes (all in Hindi). It is about changing one's mind against stereotypes.</p>	2019	Parents/ community members/FLFs	IEC/IPC/ WhatsApp
29	UNICEF	AdhaFull videos relevant to girls education and value of girl child	2017-19	Students/ teachers/ families/ parents/ community/ FLFs	IPC/GC in school/GC with families
30	Population Foundation of India	<p>MKBKSH - Sex Determination</p> <p>The episode revolves around a doctor in Pratappur who's performing illegal sex determination and how Munna, a character in the series ensures he is caught and brought to justice</p>	2019	FLFs/parents/ community members	IPC/GC in school/GC with families/ WhatsApp

Sl. No.	Organisation	Title	Year	Stakeholder/ Target Audience	Usage
31	Population Foundation of India	Women Empowerment in India This episode of MKBKSH (S3-E1) talks about Women Empowerment in India, including the issue of child marriage	2019	FLFs/parents/ community members/ adolescents	IPC/GC in school/GC with families/ WhatsApp
32	Population Foundation of India	MKBKSH-Gender Equality (S2 E100) In this episode Dr Sneha and Jain meet Vikram to understand his proposed intervention 'Humrahi'. Farhan Akhtar talks about the importance of gender equality	2015	FLFs/parents/ community members/ adolescents	IPC/GC in school/GC with families/ WhatsApp
33	UNICEF	Education, My Right Advocacy film on importance of adolescent girl education	2016	Adolescents/ parents/FLFs/ community members	IPC/GC in school/GC with families/ WhatsApp
34	Breakthrough	Mann ke Manjeeré Winner of the Screen Awards 2001 in India and nominated for MTV's 'Best Indipop Music Video', reached 26 million households via six satellite music television channels, effectively mainstreaming discussions about domestic violence issues throughout South Asia and reaching as far as Tajikistan, Indonesia and the United States	2001	Adolescents/ teachers/ general public	Training/ WhatsApp
Radio spots					
35	Ministry of Information and Broadcasting, Gol	Radio PSA on BBBP on saving the girl child	2016	Students/ teachers/FLFs/ community members	Community/ IPC/GC and distribution through WhatsApp
36	UNICEF	Meena Radio #156: Rishta Pakka Know that girls are entitled to equal treatment at home (getting time to play, good (quantity, quality) food, new clothes) as that of their brothers. Giving equal treatment to girls is a good investment because they are equally capable to support/ contribute to the family, economy and country	2015	Students/ teachers/ families/FLFs/ parents	GC and distribution through WhatsApp/ three animatics made from episode 156

Sl. No.	Organisation	Title	Year	Stakeholder/ Target Audience	Usage
37	UNICEF	Meena Radio Ep #54: Krishna Ki Kitaabein Believe that girls can build and display leadership skills	2015	Students/ teachers/ families/FLFs/ parents	GC in school/ WhatsApp
38	UNICEF	Meena Radio Ep #74: Jud Bani Kahani Believe that boys and girls have an equal right to go to school	2015	Students/ teachers/ families/FLFs/ parents	GC in school/ WhatsApp
39	UNICEF	Meena Radio Ep #82: Sarpanch ka Swagat Understand the problems with gender stereotyping	2015	Students/ teachers/ families/FLFs/ parents	GC in school/ WhatsApp
40	UNICEF	Meena Radio Ep #86: Rano Ka Bol Bala Believe that girls and boys are equally entitled to participate in school programmes and activities	2015	Students/ teachers/ families/FLFs/ parents	GC in school/ WhatsApp
41	UNICEF	Meena Radio Ep #113: Dabi Awaaz Know that girls should have and can advocate for teacher's equal attention in the classroom.	2015	Students/ teachers/ families/FLFs/ parents	IPC/GC in school/ WhatsApp
42	UNICEF	Relevant Radio PSAs - Meena ki Duniya		Students/ teachers/ families/FLFs/ parents	Discussion with families/ GC in school/ WhatsApp
43	UNICEF/BBC Media Action	Full On Nikki - Week 15 on School Dropout - Radio episode		Students/ teachers/ families/FLFs/ parents	GC session/ Training
Presentation					
44	UNICEF	Presentation on gender equality for leaders at the Kumbh	2019	Students/ teachers	Advocacy with faith leaders

