





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

### Situation

Strong cultural differences in **Jhabua and Bhopal districts** 

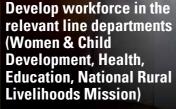
JHABUA a tribal district, has low awareness on legal implications of child marriage

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

# **Key interventions**



Customise tools and communication packages for tribal and urban contexts



**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



# **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

## Way forward

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