

# 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

## 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

## 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

- ⦿ 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