

# तारुण्य ARUNDA

Package of communication and training tools for  
ADOLESCENT EMPOWERMENT AND ENDING CHILD MARRIAGE



## **Acknowledgement**

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Package of communication and training tools for  
ADOLESCENT EMPOWERMENT AND ENDING CHILD MARRIAGE

## IMPLEMENTATION GUIDELINES

ABRIDGED VERSION

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# Abbreviations

AAA	ASHA, AWW, ANM	MDWS	Ministry of Drinking Water and Sanitation
AHD	Adolescent Health Day	MLA	Member of Legislative Assembly
AMB	Anaemia Mukh Bharat	MP	Member of Parliament
ANM	Auxiliary Nurse Midwifery	MSDE	Ministry of Skill Development and Entrepreneurship
ARSH	Adolescent Reproductive and Sexual Health	MSK	Mahila Shakti Kendra
ASHA	Accredited Social Health Activist	MWCD	Ministry of Women and Child Development
AWW	Anganwadi Worker	MoYAS	Ministry of Youth Affairs and Sports
BBBP	Beti Bachao Beti Padhao Andolan	NGO	Non-Governmental Organisation
BSG	Bharat Scouts and Guide	NHM	National Health Mission
C4D	Communication for Development	NRLM	National Rural Livelihoods Mission
CBE	Community Based Events	NSS	National Service Scheme
CBO	Community Based Organisation	NYKS	Nehru Yuva Kendra Sangathan
CM	Chief Minister	PMKVY	Pradhan Mantri Kaushal Vikas Yojana
CMHO	Chief Medical Health Officer	PRI	Panchayati Raj Institution
CMPO	Child Marriage Prohibition Officer	DPO	District Programme Officer
CSO	Civil Society Organisations	PSA	Public Service Announcement
CSR	Corporate Social Responsibility	RGNIYD	Rajiv Gandhi National Institute for Youth Development
DAY	Deendayal Antodaya Yojana	RKSK	Rashtriya Kishor Swasthya Karyakram
DC	District Collector	RYSK	Rashtriya Yuva Sashaktikaran Karyakram
DEO	District Education Officer	SAG	Scheme for Adolescent Girls
DM	District Magistrate	SBCC	Social and Behaviour Change Communication
DRDA	District Rural Development Agency	SBM	Swachh Bharat Mission
FFL	Facts for Life	SEM	Socioecological Model
ICDS	Integrated Child Development Services	SHG	Self-help Group
ICPS	Integrated Child Protection Scheme	U-DISE	Unified-District Information System for Education
IEC	Information Education and Communication	VHSND	Village Health, Sanitation and Nutrition Day
LS	Lady Supervisor	WASH	Water Sanitation and Hygiene
MDM	Mid-Day Meal		
MHFW	Ministry of Health and Family Welfare		
MHRD	Ministry of Human Resource Development		



# Purpose and Organisation of the Guidelines

**Purpose of the guideline:** The guideline is to help the Communication for Development (C4D) Network and partners on the effective use and implementation of social and behaviour change communication (SBCC) packages aimed at “Adolescent Empowerment and Ending Child Marriage” at the state, district, community and individual levels.

The guideline provides insights into the Adolescent Empowerment and Ending Child Marriage SBCC package – *Tarunya* and its contents for implementation in the states with high prevalence of child marriage.

It is expected that this guideline will help users in implementation and scale up of adolescent empowerment and ending child marriage interventions - in at least 50 percent of the districts in each high prevalence state to catalyse a process of social change in sync with the UNICEF’s Country Programme 2018-2022. The effort will be to create a positive narrative around adolescent empowerment with focus on transformative change.

**Note for Users:** Bringing social and behaviour change is a slow and often challenging process. Practitioners, implementers and service providers working to end child marriage frequently face resistance of families and communities. Despite that they persevere with an undeterred spirit because they believe change is possible. It is because of their concerted efforts that child marriage rates in India are decreasing albeit slowly. The path ahead is also full of difficulties, but we must not give up. In fact, we all must struggle even harder to accelerate this change and make India child marriage free. The *Tarunya* package is a useful set of tools for users to speed up this change. We are confident that users will effectively use the package and add value to the remarkable work they are doing to combat child marriage and empower adolescents!







# Context & Urgency to Accelerate Change

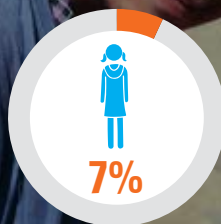
Adolescence has been aptly called an age of opportunity. This stage of life marks the multifaceted transformation of children into young adults. India is home to more than 253 million adolescents.<sup>1</sup> Health problems like HIV/AIDS, early pregnancy, unsafe sex, depression and injury pose a daily threat to adolescents' health, wellbeing, and life chances. Many of them face violence, harm and abuse. They further grapple with new and emerging challenges, including rising levels of obesity and mental health disorders and high unemployment.<sup>2</sup> Most adolescents in India

also face educational disadvantage. More than one third of them dropout of school and do not make successful transition from primary to secondary and tertiary levels.<sup>3</sup> They assume adult responsibilities to contribute to household income and are forced into early marriage.

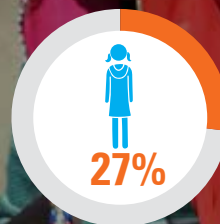
Adolescent girls in India are particularly vulnerable as they face multiple deprivations. The disadvantages begin even before they are born in the form of sex selection and continue with higher chances to die before five years (when compared with boys) and high prevalence

## Child marriage rates in India

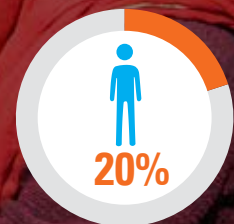
More than **1.5 million** girls marry before the age of 18 years



girls marry before the age of 15



girls marry before the age of 18



boys marry before the age of 21

NFHS-4, 2015-16

<sup>1</sup> Office of the Registrar General & Census Commissioner, India. (2011). Adolescent and youth population (India, States & Districts /UTs). Available at [http://www.censusindia.gov.in/2011census/population\\_enumeration.html](http://www.censusindia.gov.in/2011census/population_enumeration.html)

<sup>2</sup> <https://www.thelancet.com/pb-assets/Lancet/stories/our-future/index.html>

<sup>3</sup> Ministry of Human Resource Development. (2016). Educational statistics at a glance. New Delhi: Government of India. Available at [https://mhrd.gov.in/sites/upload\\_files/mhrd/files/statistics-new/ESG2016.pdf](https://mhrd.gov.in/sites/upload_files/mhrd/files/statistics-new/ESG2016.pdf)



of child marriage. While child marriage affects both boys and girls, the effects are far more in number and intensity for girls. The girls who marry early dropout of school and are most at risk of being caught up in the negative cycle of premature childbearing, maternal mortality and morbidity and child undernutrition. Child marriage takes away adolescents' life chances to access quality education, have a professional career and strive for personal development.

## Child marriage disempowers adolescents

Child marriage in India is driven by various factors such as gender inequality and the belief that girls are somehow inferior to boys. Prevailing social norms play a crucial role in perpetuating gender discrimination. In many Indian states, parents, families and communities strongly believe that early marriage is the best option for their children. For them benefits of child marriage outweigh the harmful consequences. Parents are often influenced by beliefs and practices of a majority in their community and conform to social norms.

### Common beliefs held by communities favouring child marriage

- Once girls attain puberty, they should be married off to maintain their chastity and protect family honour
- Poor families cannot afford girls' education
- Girls should not be educated as they are meant to do household chores, therefore, marriage is the only option for them
- Less dowry is demanded when girls and boys are married at a young age

These norms and beliefs along with customary traditions such as promising girls in marriage when they are born or practice of 'atta satta' – exchange of brides between two families through marriage contribute to child marriage. Thus, changing existing social norms, behaviours and practices at individual, familial and societal levels is critical to enable adolescents particularly girls to confront and navigate these challenges.



© NCCDC



## Change is possible and necessary

Evidence supports that behaviours that start in adolescence can determine health and wellbeing for a lifetime.<sup>4</sup> Therefore, investments in behaviour change during adolescence can accelerate the fight against poverty, inequity and gender discrimination. Integrated approaches to SBCC for adolescent empowerment through peer and intergenerational dialogue and community mobilisation have the potential to improve knowledge, attitudes, and behaviours related to child marriage prevention.

To accelerate countrywide change for adolescents, a key result area for UNICEF is ending child marriage. The focus is on key government priorities articulated in the national flagship programmes such as Beti Bachao, Beti Padhao, Mahila Shakti Kendras, Samagra Shiksha Abhiyan, Rashtriya Kishor Swasthya Karyakram and Scheme for Adolescent Girls (SAG). A gradual shift is being made from interventions that are small in scope and mainly sector-specific to large-scale district models of adolescent empowerment based on existing government programmes.

## Strategies to accelerate change

Five key strategies to accelerate change and improve lives of adolescents and their families. These strategies will work in a conducive social, policy and legal environment. For creation of this environment, adequate implementation of adolescent friendly policies, systems and services; media advocacy and constituency building; forging partnerships and generating data and evidence on adolescence have been identified as four overarching strategic areas. (See figure 1)



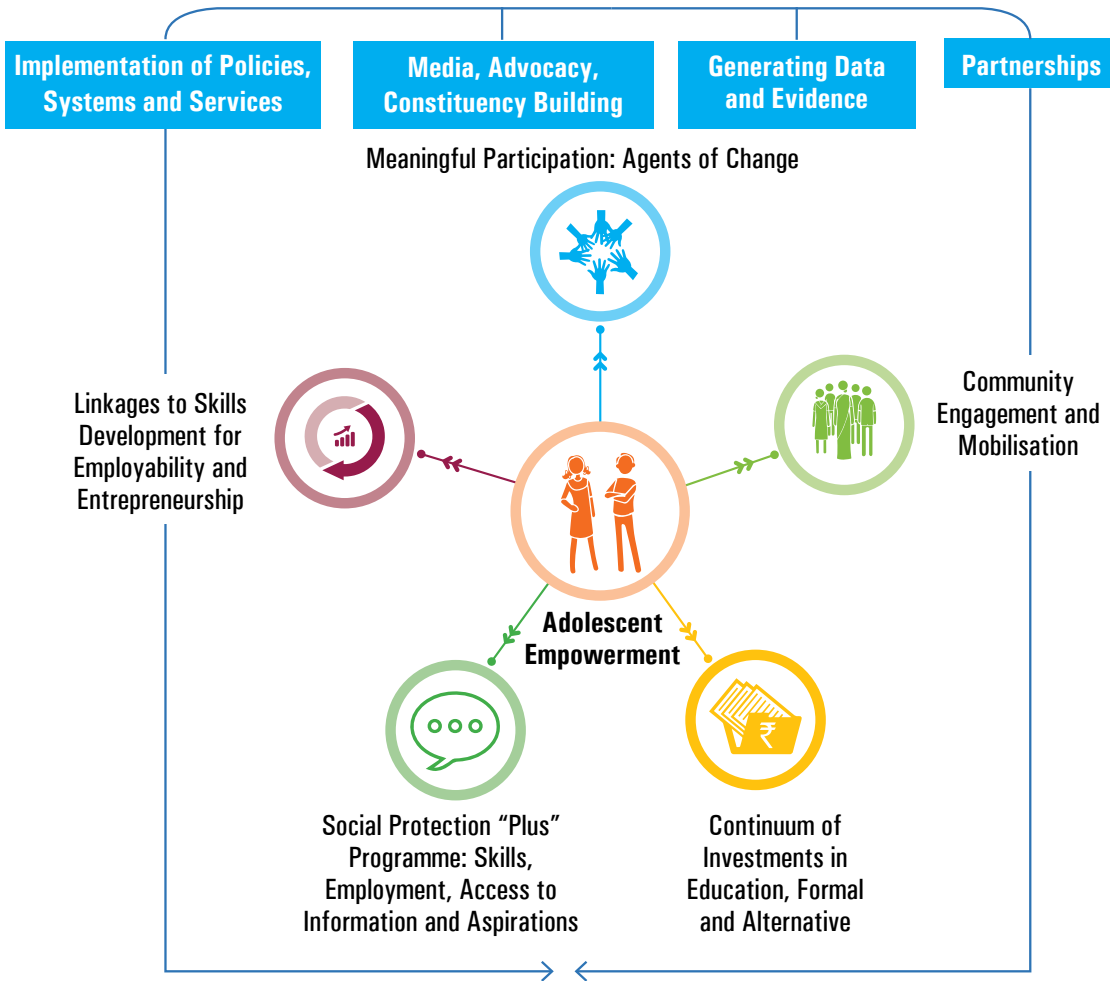
## Social and Behaviour Change Communication (SBCC) for ending child marriage and adolescent empowerment

SBCC remains a cross-cutting and integral element across the above-mentioned strategies to accelerate change. UNICEF has laid thrust on initiating and sustaining dialogue at peer, family and community levels as one of the foremost steps to bring change around norms and attitudes that perpetuate child marriage and result in violation of adolescent rights. There is a strong belief that until and unless constructive dialogue on issues around child marriage are not initiated at all levels, large-scale social change may not occur. Thus, dialogue remains the first step towards this change. It is for this reason, UNICEF has carefully designed and compiled – *Tarunya* package comprising a wide-range of materials facilitating peer, intergenerational and community dialogue on key adolescent empowerment themes.

<sup>4</sup> Sheehan P., Sweeny, K., Rasmussen, B., Wils, A., Friedman H., Mahon J., . . . Laski, L. (2017). Building the foundations for sustainable development: a case for global investment in the capabilities of adolescents. *Health Policy*, 390, 10104, 1792-1806. Available at: [https://owl.purdue.edu/owl/research\\_and\\_citation/apa\\_style/apa\\_formatting\\_and\\_style\\_guide/reference\\_list\\_author\\_authors.html](https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/reference_list_author_authors.html)

Figure: 1

# Strategies to accelerate change





# Working Together – Strengthening Efforts

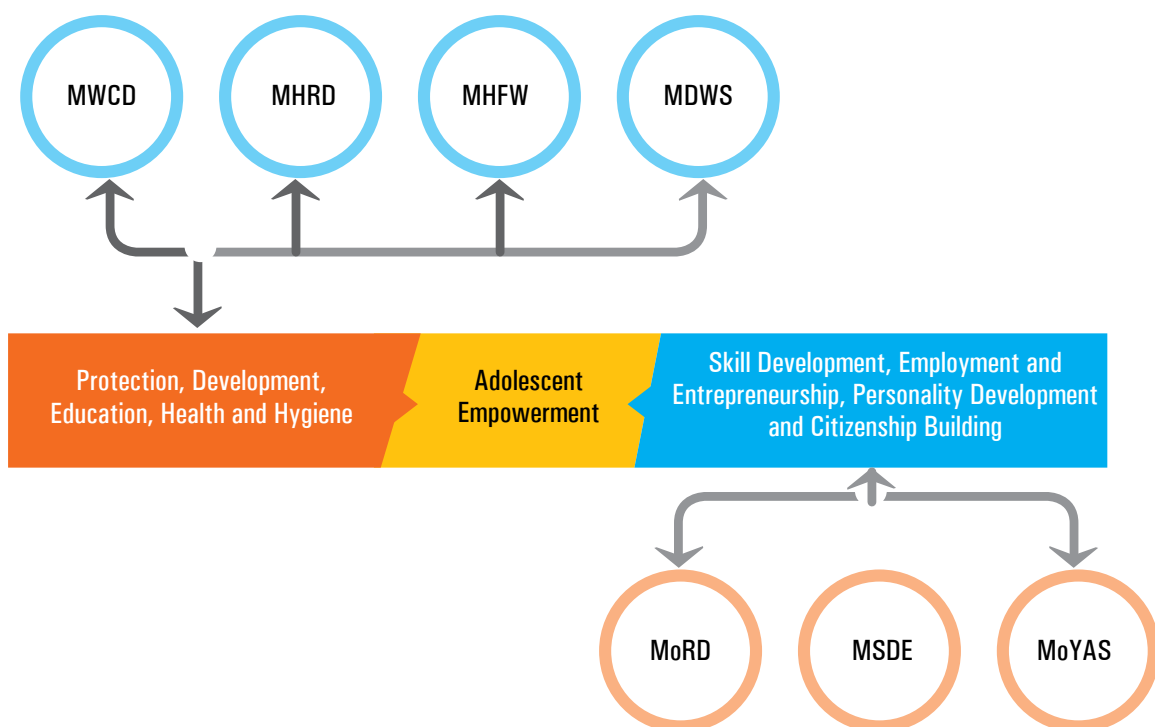
**A**dolescent empowerment is a multi-layered endeavour necessitating convergent actions across ministries and departments. Presently, various programmes and schemes are being implemented to promote adolescent education, health, skill development, employment and participation.

## Convergence at multiple levels

The Ministry of Women and Child Development (MWCD) is the focal point for technical assistance, coordination, convergence and monitoring efforts to end child marriage. The Ministry of Human Resource Development (MHRD), Ministry of Health and Family

Welfare (MHFW), Ministry of Drinking Water and Sanitation (MDWS) and Ministry of Skill Development and Entrepreneurship (MSDE) are core ministries which provide essential adolescent services such as education, health, hygiene and skill development, respectively. Ministry of Youth Affairs and Sports (MoYAS) works towards personality development and citizenship building of adolescents and Ministry of Rural Development (MoRD) plays a key role in providing jobs to youth under the National Rural Livelihoods Mission (NRLM). All these ministries will have to work together for all-round development of adolescents. (See figure 2)

Figure: 2





The table below depicts the key stakeholders and various programmatic and scheme platforms for convergence at national, state, district and below levels.

Table: 1








Ministry	Schemes	Core Thematic focus
<p><b>MWCD</b></p>  <p>नए समाज की ओर Towards a new dawn</p> <p><b>MHRD</b></p>  <p>समृद्धि और Government of India Ministry of Human Resource Development</p>	<p>Integrated Child Development Services (ICDS), Scheme for Adolescent Girls (SAG), Integrated Child Protection Scheme (ICPS), Beti Bachao Beti Padhao Andolan (BBBP), Mahila Shakti Kendra (MSK)</p> <p>Samgra Shiksha Abhiyan, Mid-Day Meal (MDM), Unified-District Information for Education (U-DISE), Vocationalisation of Secondary Education Scheme</p>	<p>Adolescent nutrition, protection, education, life-skill building and gender equality</p>
<p><b>MHFW</b></p>  <p>Ministry of Health &amp; Family Welfare Government of India</p> <p><b>MDWS</b></p>  <p>Ministry of Drinking Water and Sanitation, Govt. of India</p>	<p>Rashtriya Kishor Swasthya Karyakram (RKSK), Anaemia Mukta Bharat (AMB), National Health Mission (NHM)</p> <p>Swachh Bharat Mission (SBM) and Water and Sanitation and Hygiene (WASH)</p>	<p>Adolescent Reproductive and Sexual health (ARSH), hygiene and sanitation</p>
<p><b>MSDE</b></p>  <p>समृद्धि, समानता, स्वच्छता Ministry of Skill Development and Entrepreneurship</p> <p><b>MoYAS</b></p>  <p>Ministry of Youth affairs and Sports</p> <p><b>MoRD</b></p>  <p>समृद्धि Ministry of Rural Development</p>	<p>Pradhan Mantri Kaushal Vikas Yojana (PMKVY)</p> <p>Rashtriya Yuva Sashaktikaran Karyakram (RYSK), National Service Scheme (NSS), Nehru Yuva Kendra Sangathan (NYKS), Rajiv Gandhi National Institute for Youth Development (RGNIYD), Bharat Scouts and Guide (BSG)</p> <p>Deendayal Antodaya Yojana (DAY-NRLM) ensuring PRIs are sensitive to adolescent issues</p>	<p>Skill development, vocational training, employment and entrepreneurship, personality development and citizenship building,</p>

Figure: 3

## Partnerships for adolescent empowerment and ending child marriage

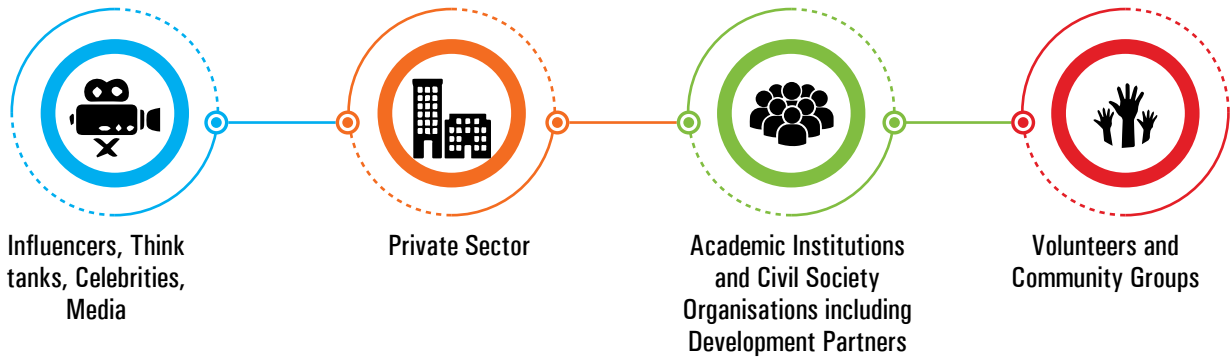


Figure: 4

## A continuum of action for adolescent empowerment and ending child marriage



# Key roles and stakeholders for social and behaviour change for adolescent empowerment and ending child marriage

## Key Actions



### Create urgency for adolescent empowerment and ending child marriage

- Promotion of adolescent rights, education and employment at national, state and district level forums
- Call to action to end child marriage at national, state and community level events
- Popularisation of National Youth Day and International Day of the Girl Child at national, state and district level
- Nominating influencers to initiate dialogue around ending child marriage and adolescent empowerment
- Leverage support of elected representatives and PRIs

## National Level

MWCD, MHRD, MHFW and other line ministries

## State Level

Department of Women and Child Development (DWCD), line departments and development partners

## District Level

District Magistrate (DM)/District Collector (DC), Child Marriage Prohibition Officers (CMPOs), District Programme Officer (DPO), ICDS; District Education Officer (DEO), Chief Medical Health Officer (CMHO), District Rural Development Agency (DRDA) and Civil Society Organisations (CSOs)

## Key Actions



### Consistent SBCC efforts for correct messaging on ending child marriage and protecting rights of adolescents

- Create and adapt consistent communication packages
- Train implementers, service providers and frontline functionaries on SBCC
- Uniform and user-friendly messaging to end child marriage and promote adolescent rights
- Reinforcing messages across platforms and regular follow-up

## National Level

MWCD, MHRD and MHFW

## State Level

DWCD, line departments and development partners

## District Level

DM/DC, CMPOs, DPO, ICDS; DEO, CMHO, DRDA and CSOs

## Key Actions



### Ensure various media platforms are effectively and consistently utilised

- Negotiate mandatory air time for advertisements /public messages on ending child marriage and adolescent empowerment in the public interest on radio and television
- High coverage of child marriage and adolescent issues in media including local media
- Objective and sensitive reporting

## National Level

MWCD, Line Ministries and Ministry of Information and Broadcasting

## State Level

DWCD, line departments and state media houses and journalistic bodies

## District Level

DM/DC, district administration, DIO and local media

## Key Actions



### Mobilise private and public sector

- Engage public and private sector by promoting adolescent empowerment through partnerships and Corporate Social Responsibility (CSR)-led project interventions at national and state levels
- Leverage opportunities for collaborating with CSOs to promote adolescent rights, providing the opportunities for education, life skill development and skill building

### National Level

MWCD and line ministries and corporates, national level CSOs and institutions

### State Level

DWCD and line departments, corporates having state specific presence, CSOs

### District Level

DM/DC and district administration and CSOs



Figure: 5

## Forums

Various forums at different levels that can be utilised to promote adolescent empowerment include

### Individual

Sessions and interactions driven by:



#### Influencers

Local leaders, faith leaders, socio-cultural leaders and panchayat leaders



#### Frontline workers

Swachhagrahi, LS, AWW, ANM, ASHA, teachers



### School

School Management Committee, Children's School Cabinet and Committees



### Community

Community Based Events (CBE), Village Child Protection Committee, Village Health Sanitation and Nutrition Day (VHSND), Adolescent Health Days (AHDs), NSS, NYKS, Scouts and Guides, cooperatives, community media such as *nukkad nataks*, folk art, drama, dance and story-telling





# Social and Behaviour Change Communication (SBCC)



The social and political will to end child marriage is greater than ever. It is essential to connect the goal of ending child marriage to adolescent empowerment and their access to rights such as education, health care, employability and freedom from violence and discrimination.

Various socioeconomic and cultural factors such as social norms sustain child marriage and these underlying factors must be addressed. At the same time, enabling families and communities to demonstrate positive attitudes; empowering adolescents to exercise their choices; and strengthening the service delivery systems are equally important. Thus, change is required at individual, family, community and systemic levels to combat child marriage and protect rights of adolescents.

Changing attitudes and practices and improving knowledge and skills require interactive SBCC approaches and a mix of communication channels to encourage and sustain positive

behaviours. SBCC can provide individuals and groups with relevant information and motivation to engage in participatory processes, to define their needs; demand their rights thereby bringing a large-scale change including change in social norms and structural inequities. Such large-scale changes are a must to end child marriage.

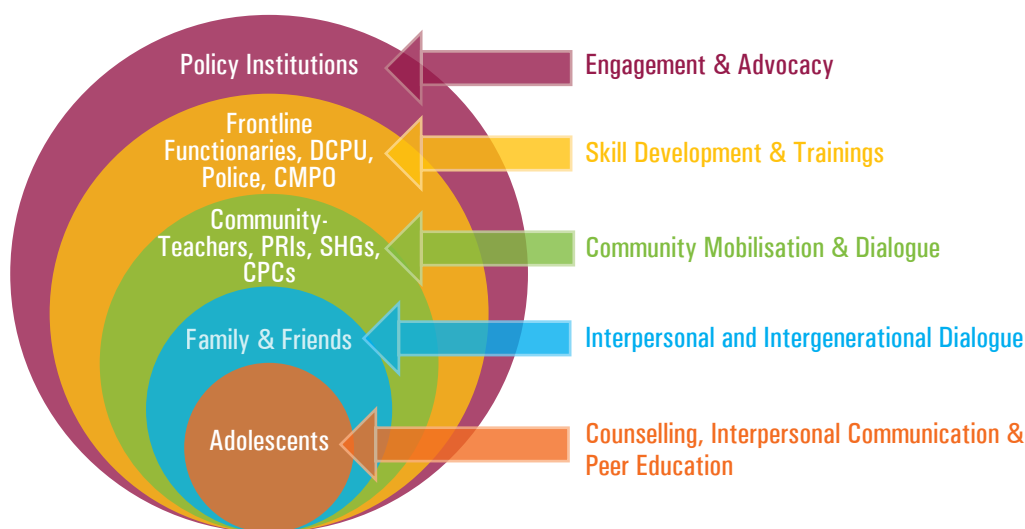
## The Socioecological Model to Social and Behaviour Change

UNICEF has adopted a socioecological model (SEM) to social and behaviour change. The SEM model factors in adolescents and the nested systems which influence him/her to produce positive change. Thus, social and behaviour change is aimed at adolescents at the **individual level**, families and friends at the **interpersonal/micro level**, communities at **meso level**, frontline functionaries and organisations at the **exo level** and policy and programme at the **macro level**. For each of these levels, customised social and behaviour change strategies are adopted given the role and engagement of the influencer. (See figure 6)



Figure: 6

## Adolescents and their Influencers



Based on SEM, SBCC in community entails three-tiered dialogue and engagement:

- Peer dialogues with adolescents
- Intergenerational dialogues with families
- Social mobilisation with community influencers

Further at policy and programme level, **advocacy and constituency building** is required.

The goal is to enable adolescents adopt these behaviours so they become capable to refuse child marriage and make choices of their own.

Figure: 7

## All Adolescents receive life skills education

### Health and Nutrition



#### Adolescent Pregnancy

##### To prevent adolescent pregnancy

- Have information about contraception methods and can prevent pregnancy
- Have a positive attitude about delaying first conception after marriage
- Married adolescent couples know the risks of early pregnancy
- Married couples receive health and family planning services



#### Adolescent Anaemia

##### To negotiate access to nutritious food and prevent anaemia

- Know about adequate diet diversity
- Know about weekly blue iron and folic acid supplementation, twice yearly deworming to prevent anaemia
- Married adolescents -pregnant and lactating mothers consume adequate diverse diet, micronutrients supplements (IFA, calcium, deworming), iodised salt
- Receive health and nutrition education

## Hygiene



### Menstrual Hygiene and Management

#### To manage menstruation

- Know the importance of maintaining hygiene during menstruation
- Can talk and discuss freely about menstruation
- All adolescent girls can negotiate for adoption of hygienic products and private spaces to manage their menstruation
- Know about safe disposal of menstrual absorbents in an environmentally friendly manner
- Recognise adverse myths and misconceptions pertaining to menstruation leading to gender discrimination, inequity and exclusion
- Realise restrictions on a girl's mobility and diet is unfair during menstruation
- Consult a certified health worker/ANM to help deal with mental and physical discomfort/pain during menstruation

## Education and Skill Development



### Access to Education and Skill Building

#### To negotiate continuation and completion of school

- Families know about benefits of girls' education, ensure regular attendance
- All adolescent girls complete quality school education
- Know education is important for self-reliance and financial empowerment
- Reduce harassment on the way to and in the school
- Know and express their life choices and aspirations
- Know the importance of skill building and have access to skilling programmes

## Protecting Rights



### Ending Child Marriage

#### To prevent child marriage

- Parents and caregivers protect girls and boys with access to equal needs, rights and entitlements
- All adolescents, their parents and community members, know about the harms of child marriage, particularly for girls
- Know about the legal age for marriage, provisions of the Child Marriage Act/ relevant acts/laws
- Know about the various social protection schemes (BBBP, MSK, RKSK, SAG etc.) which helps keep girls in school and encourage school to work options
- Know the harms of child marriage and their role in preventing the same
- Take active measures to prevent child marriages
- Recognise and prevent injuries/violence including gender-based violence

## Process of behaviour change

To promote **key adolescent behaviours** following behaviours need to be addressed at the level of primary, secondary and tertiary audiences during the above explained SBCC process.

### Tarunya package to Social and Behaviour change

Tarunya package comprises SBCC tools and

resources for strategic empowerment of adolescents. The package intends to help users, programme implementers and practitioners in implementing SBCC interventions in their areas of operation. It offers the users, a range of materials which are meant to initiate peer, intergenerational and community dialogues around key adolescent behaviours. (See figure 8 and 9)

Figure: 8

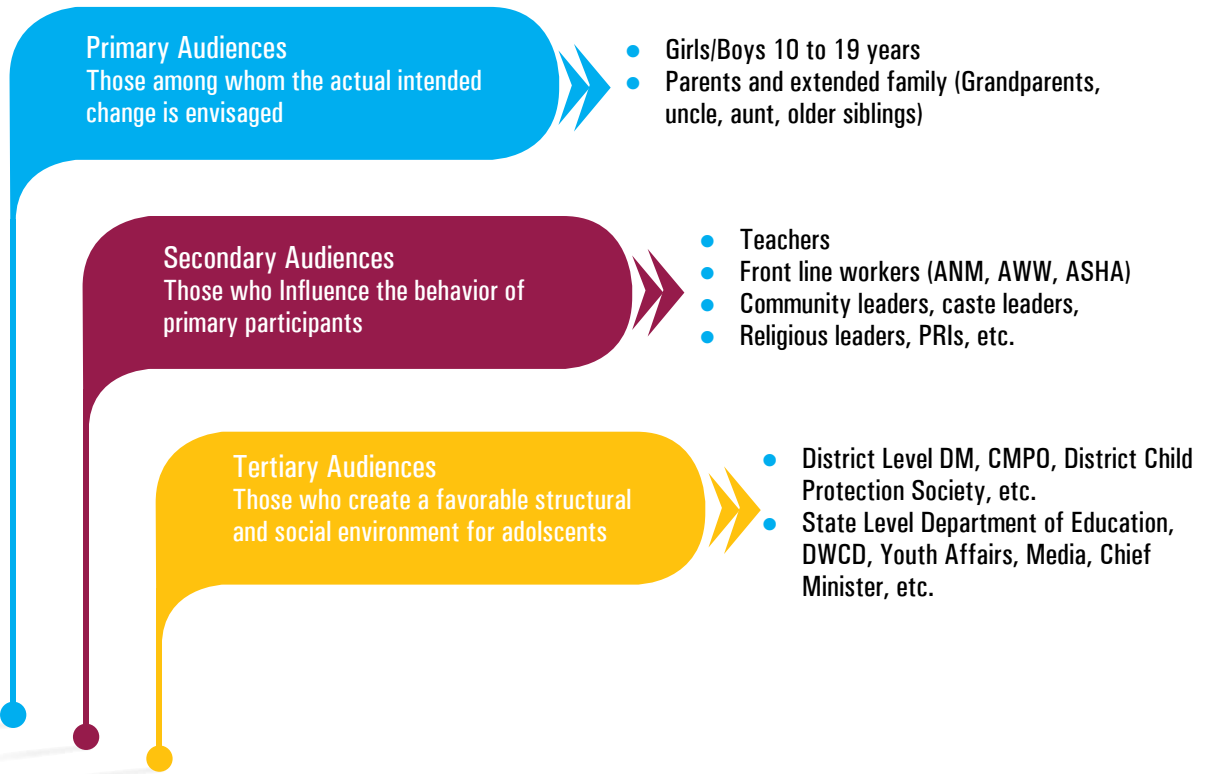


Figure: 9

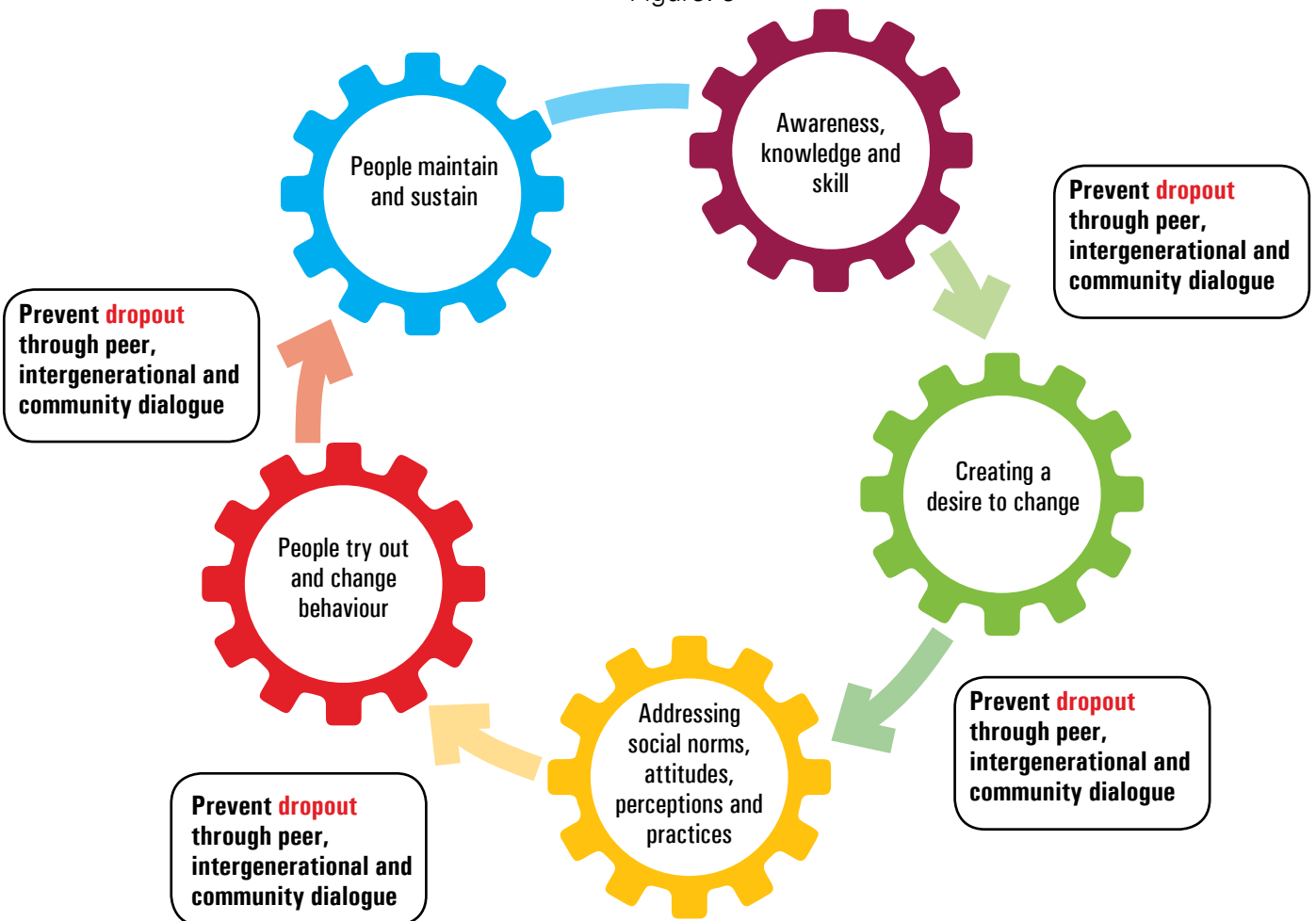
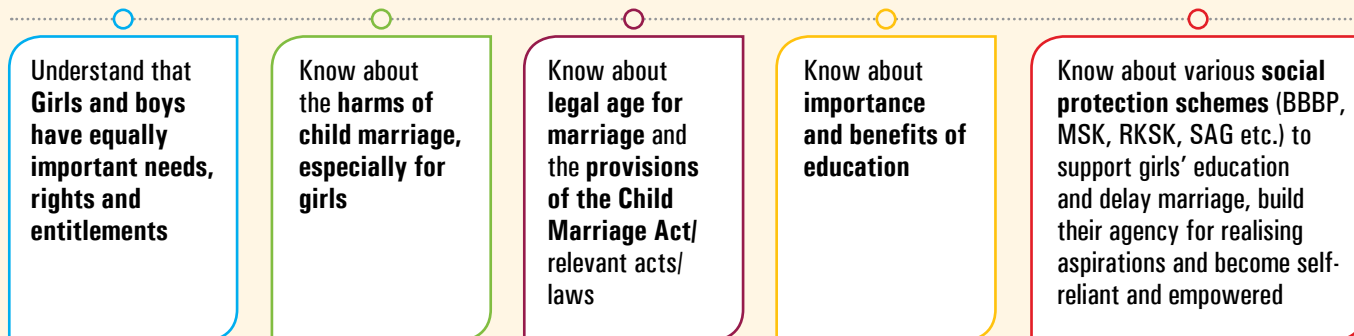


Figure: 10

## 1. Building public opinion and raising awareness and knowledge

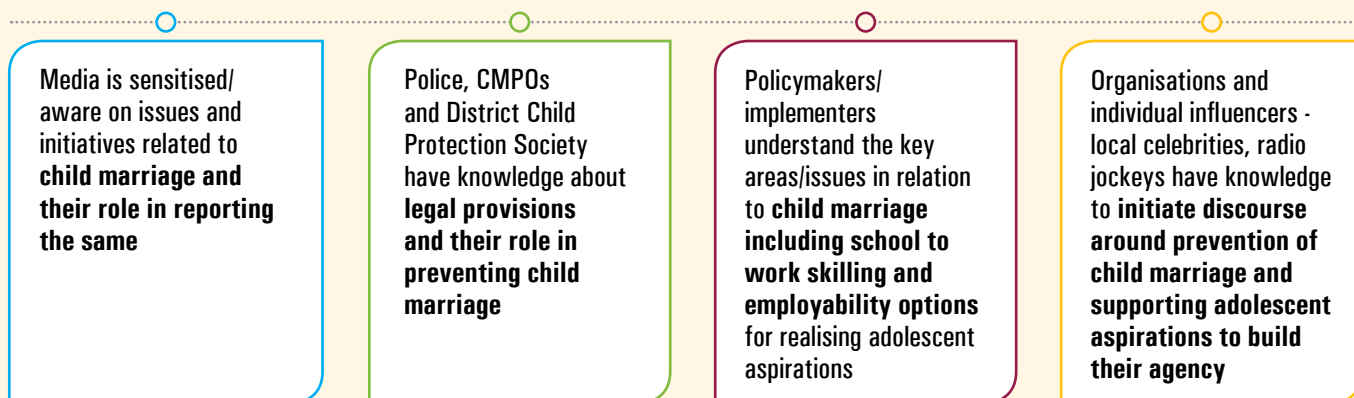
### Primary Audiences (Parents, Adolescent girls and boys and their extended family)



### Secondary Audiences



### Tertiary Audiences



(Contd. on page 16-17)



## 2. Addressing social norms, attitudes, perceptions and practices

### Primary Audiences

Positive attitudes towards the **rights and entitlements of girls**, especially adolescent girls

**Positive attitudes towards adolescent school education** and providing girls with **options to become self-reliant and financially empowered** and **delay child marriage**

Negative attitudes towards **child marriage**

Intention towards seeking information on accessing **government social protection schemes supporting adolescent education**, school to work skilling and employment

### Secondary Audiences

Frontline Workers such as AAAs and Child Protection Committees willing to take **proactive measure to prevent child marriage**

SHGs and Adolescent Girls Groups networked and empowered to **monitor and tackle child rights violations, child marriages** in particular

General Public/ Community influencers/ Caste leaders/ Religious leaders/PRI members willing to take active measures to **address child marriage and dowry related issues**

Teachers are willing to take proactive measures to **ensure enrolment and retention of adolescents in schools and child marriage prevention**

### Tertiary Audiences

Police, CMPOs and District Child Protection Society willing to prevent and **enforce prohibitions/ checks against child marriage and step-up enforcement activities**

Media understands the importance of the issue and shows **increasing interest in reporting around child marriage**

Policymakers/ implementers actively engage in discussion and public discourse to **review adolescent issues including child marriage**

Other influencers including celebrities, PRI members, youth leaders, etc. engage and willing to play a significant role in **questioning regressive norms despite facing initial resistance**

(Contd. from page 15)

### 3. Practice/maintenance of behaviours

#### Primary Audiences

Parents and extended family ensure that **girls and boys are provided with equal care and opportunities** to realise their fullest potential

Girls and boys pursue their **education and actively resist marriage** for themselves and their peers

Parents and extended family take active measures to **prevent early marriage, support adolescents (especially girls)** in going to school and seek alternate options for them

Parents increasingly **utilise social protection schemes** for adolescent education, skilling and employment

General public/ Community influencers/ Caste leaders/ Religious leaders/ PRIs take active measures to **prevent child marriage and dowry**

#### Secondary Audiences

Frontline Workers such as AAAs, Child Protection Committees take active measures to **prevent child marriage**

SHGs and Adolescent Girls Groups take active measures to **prevent child marriage**

Teachers take proactive measures to ensure that adolescents (especially girls) are **enrolled / retained in schools and build their agency for aspirations to become self-reliant and financially empowered**

#### Tertiary Audiences

Police, CMPOs and District Child Protection Society members proactively conduct **child marriage prevention activities**

Policy makers/implementers conduct need-based modification and stricter **implementation of child marriage laws**

Media increasingly promotes the cause of prevention/ elimination of child marriage by **highlighting the issue through dedicated programming and reporting**



(Contd. from page 16)

# Tarunya Package – A Powerful Tool for SBCC



## Facilitating outreach and engagement at multiple levels

Embracing the SEM model to SBCC, the package gives the know-how to users on how to initiate and sustain dialogues and engagement at multiple levels to bring social and behaviour change. It is not merely an assortment of materials on child marriage but a strategic tool for multi-channel communication for ushering lasting change in the lives of adolescents. The contents of the package focus on conducting SBCC with:

- **Adolescents at individual level through peer dialogue:** Peer dialogue is instrumental in directly engaging with adolescents to create awareness and to impart knowledge and skills. It can help in unearthing adolescents' felt and unmet needs, their concerns and problems and aspirations and dreams. The platforms for interaction with peers help adolescents in verbalising their problems openly; sharing ideas and cross-learning; and arriving at constructive solutions.
- **Families and relatives through intergenerational dialogue:** Interaction with families, relatives and significant others is essential in making them aware of rights and aspirations of adolescents. It aids in bringing an attitudinal change among them and creating a supportive family environment for adolescents. Bringing families on board ensures that adolescents rights to health, education and skill development are realised. They are not forced into early marriages and are able to build their agency and exercise

their choices. Informed and empowered families can go against detrimental social norms and resist societal pressure and choose what is right for their children.

- **Communities through social mobilisation:** Change in social norms and structural inequities can be brought about only when communities are ready to adopt positive change. Engagement with communities is necessary to help them realise how prevailing practices of child marriage and gender discrimination are robbing girls and boys of their childhood and harming them. Once they reject child marriage as a practice, it can bring about large scale social change. Their cooperation is critical in creating supportive systems and an enabling environment for adolescent empowerment.

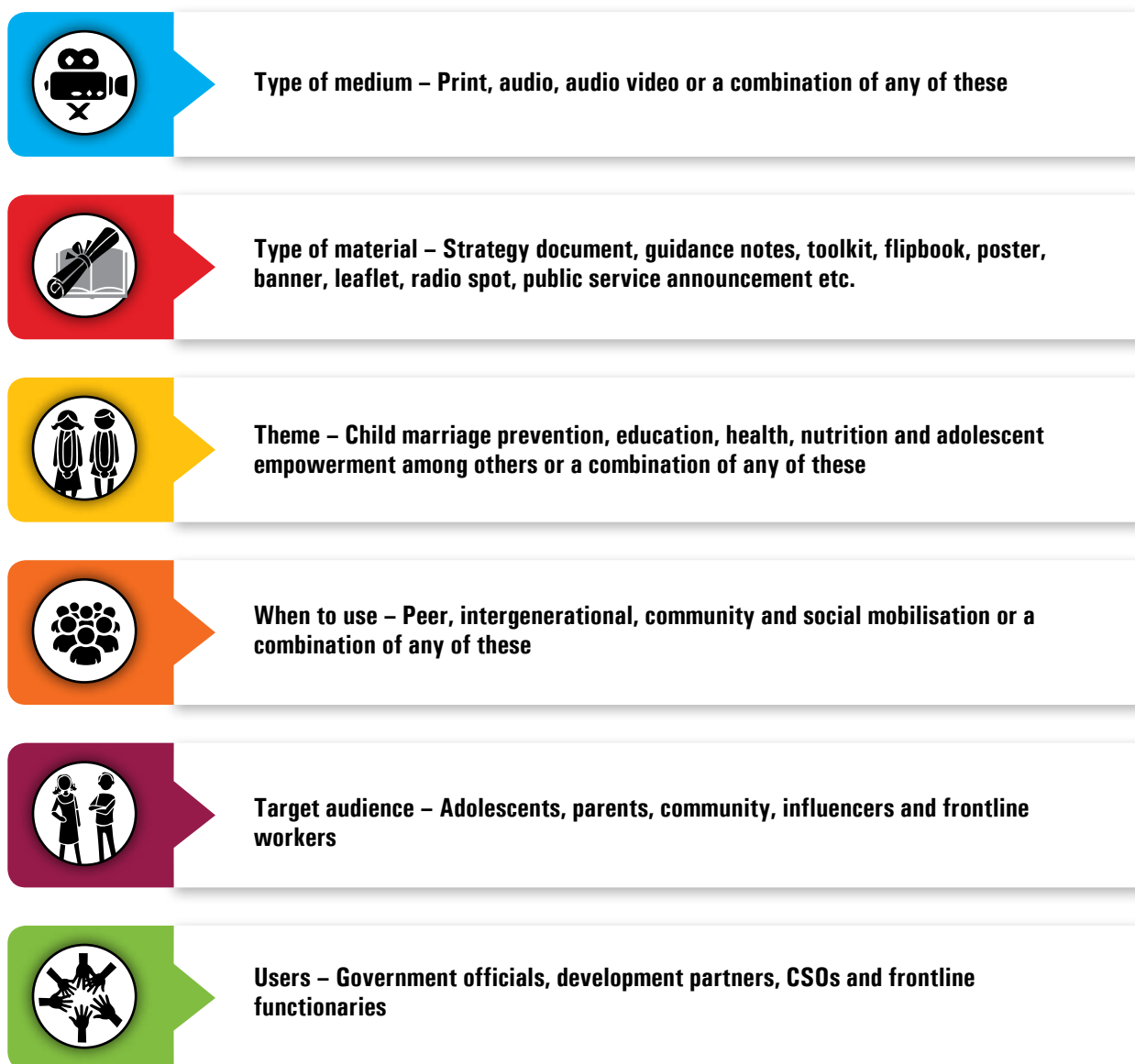
## Contents of the Package

The package contains a set of more than 50 materials including print, audio and audio-visual materials for individual, group and mass communication. The materials have been developed by the Government of India, organisations such as PHFI, ICRW, Breakthrough etc. working on adolescent issues, UNICEF and state governments. Both the national and state level materials can be adapted by the users to suit their specific needs.

For ease of understanding and use, the materials in the package have been categorised based on the following:

Figure: 11

## Materials produced at national and state level, can be adapted and used given the specific communication needs of target audience



## Note for users

The users should not look at the materials in the package in isolation but as a package to effectively use them with different audiences. Same material could be used in different ways with different audiences. Similarly, to effectively address an issue a combination of methods and

materials may be required. A number of toolkits in the package are meant for users to understand the concepts related to adolescents and explain how to work with them. These toolkits are for knowledge and capacity enhancement of the users and may not be used with any specific target audience. Users may refer to following do's and don'ts while using the package.

### DO'S

Plan well and adopt a strategic long-term perspective to SBCC

Understand strategies to accelerate change and align your SBCC interventions with them

Go through toolkits meant for you to strengthen conceptual clarity, knowledge and skills

Use the implementation guide to understand what, how, when, with whom and for what purpose the materials should be used

Adapt the materials as far as possible instead of creating new ones

Combine materials to make sessions effective and impactful

Ensure key messages are delivered again and again at all platforms through partnerships

Support the NGO/CSO partners for capacity building, mentoring and handholding

Be realistic in planning and implementing the SBCC interventions based on the available resources, do few things but well instead of spreading it too thin

### DON'TS

Plan short-term, one-off campaign activities

Take up interventions that do not align with strategies to accelerate change

Alter messages and content of the package, adaptation is fine

Use each material as a stand alone

Work in silos

Do not engage NGOs/CSOs for direct implementation unless they are directly supporting or linked with government's intervention





# Peer Dialogue

To facilitate peer dialogue with adolescents, *Tarunya* package offers several SBCC materials on relevant themes.

For example, when adolescents say that their parents feel education is a bigger priority for boys and this is a common view across their community, then for us as practitioners, equal access to education becomes an important theme for intergenerational and community engagement.

## Materials for peer dialogue

In the previous section, a detailed list of all the materials and tools available in *Tarunya* package along with their recommended use has been provided. Given the communication needs and the local context, the users can choose and adapt materials for peer dialogue. They may choose one or more or a combination of materials to effectively interact with adolescents.



Figure: 12

## Focal themes to address through peer dialogue

### Current views



Boys have more rights and entitlements as compared to girls.



Education is a bigger priority for boys because they have to earn income.



Girls are responsible for household chores



In the community, the only option available to a girl is to get married.



Families are poor and there is no money to send girls to school.



Child marriage is deemed to be "socially acceptable" - it has been taking place for centuries.



Parents know what is best for their adolescent girls and boys/Even if it is wrong and against one's will, it is difficult to go against one's parents.

### Themes to address

Girls and boys have the same rights and entitlements and girls need additional support to achieve their rights and fulfilments.

Education is equally important for girls and boys to encourage informed choice as both should have the ability to support themselves and their families.

Both Girls and boys are responsible for household chores.

Girls are as capable as boys to perform well in school and earn good incomes, if they are given the opportunity, and encouragement to pursue their aspirations and options in life.

Educating girls is an investment as it will ensure them a secure future. There are many schemes available for free education of girls.

There are many things that took place for centuries that no longer take place like SMS and mobile phones instead of letters and telegrams. People who marry Girls and boys before the legal age are committing not just a crime but also hindering the agency of adolescents to become self-reliant and empowerment. Child marriage has significant consequences on a girls' health as it can lead to risks during pregnancy and delivery and increased chances of failure at delivery. It leads to educational dropout, violence, confinement and isolation.

There might be things that even parents are unaware about. It is important to develop skills in order to be able to effectively negotiate, provide informed choice and options to adolescents.

As part of this section, details on use of select communication materials for peer dialogue have been presented. These include AmmaJi Kehti Hain Films (FFL), AdhaFULL Omnibus,

Meena Radio and Full on Nikki. These materials comprehensively deal with various adolescent issues including child marriage. They provide the users an opportunity to engage with adolescents in an interactive and participatory manner.



## Using *Tarunya* Package, an example

Context	Themes to be addressed	Primary audience	Size	Place	Materials to be used
<ul style="list-style-type: none"> <li>Making adolescents think about gender stereotypes and strong patriarchy</li> </ul>	<ul style="list-style-type: none"> <li>Gender socialisation and stereotyping patriarchy normative masculinity and the institution of marriage</li> </ul>	<ul style="list-style-type: none"> <li>Adolescent boys and girls</li> </ul>	<ul style="list-style-type: none"> <li>Small groups or large group up to 15-25 children</li> </ul>	<ul style="list-style-type: none"> <li>Preferably closed classroom, panchayat hall</li> </ul>	<ul style="list-style-type: none"> <li>Full On Nikki Radio Episodes (3-6)</li> </ul>

Context	Themes to be addressed	Primary audience	Size	Place	Materials to be used
<ul style="list-style-type: none"> <li>Child marriage</li> </ul>	<ul style="list-style-type: none"> <li>Ending child marriage</li> </ul>	<ul style="list-style-type: none"> <li>Adolescent boys and girls</li> </ul>	<ul style="list-style-type: none"> <li>Small groups or large group up to 15-25 children</li> </ul>	<ul style="list-style-type: none"> <li>Preferably closed classroom</li> </ul>	<ul style="list-style-type: none"> <li>AdhaFULL Omnibus Underage Marriage Episode</li> <li>Full On Nikki Radio Episode 2</li> </ul>





# Intergenerational Dialogue

**P**arents and extended families remain primary decision makers in adolescents' lives. They are responsible for ensuring a protective and enabling environment for adolescents. Yet most often adolescents' rights are violated when their families fail to provide care and protection to them. Inability of the families to reject child marriage due to their own beliefs and practices or societal conditions maintain the status quo. Lack of communication between parents and adolescents owing to generation gap also creates a culture of silence around child marriage, gender inequality and rights violation. To break this silence, intergenerational dialogue is critical. It is only when families accept positive change can they support adolescents to grow and thrive. Therefore, sensitisation and training of both

generations – the adolescents and parents and extended family is equally important.

In SBCC, intergenerational dialogue helps in,

- Recognition of the interdependence of adolescent and adult lives
- Factoring in difference in needs of younger and older adolescents and realising that different adults play supportive roles at different stages in adolescents' lives.
- Developing a common understanding and respect for each generation's unique experiences through open dialogue
- Equal stake to both generations as owners as well as participants of the process

Figure: 13

## Focal themes to address through intergenerational dialogue

### Current views



Boys have more rights and entitlements as compared to girls.



Education is a bigger priority for boys because they have to earn income.



Girls are meant to help families with household chores as this is what will help them in their future role as wives.

### Themes to address

Girls and boys have the same rights and entitlements and girls need additional support to achieve them.

Education is equally important for girls and boys as both should have the ability to be self-reliant, empowered and support themselves and their families.

Girls and boys should get equal time to study and play as boys as they are as capable as boys to perform well in school and earn good incomes, if they are given the opportunity.

## Current views



Girls will be married off soon, so it is not worth investing in their education.



If parents have limited resources, they would rather invest in boys' education as they will be getting a job outside the household.



Girls do not have a role in ensuring parents' security when they age.



Some parents believe education is valuable but feel that girls are unlikely to be able to utilise their education or find a job.



Child marriage is deemed to be "socially acceptable" - it has been taking place for centuries.



When girls reach puberty (when it is physically visible), it is best to marry them off as soon as possible to avoid any risks for the family honour.



If marriage is delayed for too long, girls might elope with boys throwing shame on the family.



Marrying girls early is sometimes a useful and necessary way of saving money if another ceremony (like a death in the family) is performed and this can be combined with the daughter's marriage.

## Themes to address

An educated girl is a healthier girl with better opportunities to support herself and her family.

Education is free for both girls and boys. Further, there are several schemes for girls from resource-constrained families to ensure and encourage their regular attendance in schools.

Parents are duty bearers towards ensuring that rights of both their girls and boys are fulfilled. Adolescent girls and boys cannot be seen solely as a means to ensure security in old age.

Around the world and in India, girls go to school and college and support themselves and their families with the jobs they then get. In addition, school has several developmental benefits such as being able to read, learn about government schemes, filling out application forms and participating in the gram panchayat.

Child Marriage has important consequences for a girl's health as it can lead to risks during pregnancy and delivery and also leads to increased chances of both infant and maternal mortality. Marriage leads to education dropout, confinement, increased risk of abuse, isolation and violence.

It is a myth that married women are at lesser risk of being sexually violated. The community should come together to ensure safety for all girls and women.

Better communication with adolescent girls and boys and creating a caring and loving environment at home can prevent adolescent girls and boys from taking dire steps such as elopement.

The low cost of child marriage is offset by the very high cost that the child must pay.

Getting girls and boys married before they are ready for marriage is a crime since it robs them of the opportunity to pursue their aspirations and options in life that could have made them self-reliant and empowered.



## Current views



The law is not enforced – sanctions are not applied and if a poor family has already paid the dowry, parents would mobilise village leaders or ask the law enforcement officers for help.

## Themes to address

Parents might be able to evade the law, but will not be able to evade moral responsibility for the harm that they have caused to their children.

## Materials for intergenerational dialogue

Several materials for peer dialogue such as Ammaji Kehti Hain Films (FFL), AdhaFull Omnibus and Full On Nikki can be used for intergenerational dialogue as well. In fact, it is advisable to use same materials for both peer and intergenerational dialogues to reinforce same messages among adolescents and parents. The effort should also be to have mixed group discussions where in both parents and

adolescents interact with each other. Some examples of using a combination of materials for intergenerational dialogue have been discussed in the later sections of this chapter. In the following section details on use of state-specific materials for intergenerational dialogue has been provided. These include Ending Child Marriage packages developed in the states of Bihar, Madhya Pradesh and Rajasthan and a flipbook developed by Government of Bihar.

## Using *Tarunya* Package

Context	Themes to be addressed	Primary audience	Size	Place	Materials to be used
<ul style="list-style-type: none"><li>Girl child dropout and child marriage</li></ul>	<ul style="list-style-type: none"><li>Importance of education and ending child marriage</li></ul>	<ul style="list-style-type: none"><li>Family members (parents and grandparents)</li></ul>	<ul style="list-style-type: none"><li>Small groups (4-5 people)</li></ul>	<ul style="list-style-type: none"><li>Open space with ventilation and shade.</li></ul>	<ul style="list-style-type: none"><li>Bina Dahej</li><li>Sahi Umar</li><li>Mei Shaadi,</li><li>Parivaar Mei</li><li>Rahe Khushaali</li><li>Flipbook</li><li>AmmaJi Kehti</li><li>hain Films (FFL)</li></ul>

# Community Mobilisation and Engagement



Community can turn behaviour change to 'social' change. Efforts to end child marriage and empower adolescents will create large scale ripples only when community endorses and supports them whole heartedly. Even though adolescents and their families may disapprove of child marriage, they will be able to reject it, only when the community supports them. The attitudinal and behavioural change around child marriage and adolescent rights will sustain when they transcend the normative boundaries. Once the existing norms around child marriage erode, the new progressive ones promoting adolescent empowerment can replace them. In the process of normative change, community becomes pivotal. Consequently, along with peer and intergenerational dialogue it is necessary to engage with community and the larger system influencing adolescents.

As the peer and inter-generational dialogues are initiated and gain strength, planning and executing SBCC activities for community mobilisation and engagement can get started. For this, it is important to select the "movers" and "leaders" who have a voice and commitment to take up the issues of adolescent empowerment within the community. To this end, they must be sensitised, and a series of activities should be planned with them for mobilising and engaging the entire community periodically and consistently.

Special days and months coinciding with festivities could be chosen for this purpose, e.g. Women Day-March 8<sup>th</sup>, Youth Day-23<sup>rd</sup> March, harvest festivals, World Health Day, and so on.



## Focal themes to address through community engagement

### Current views

### Themes to address



Marrying girls at a young age is the only option parents envision for the future of their girls.

Around the world and in India, girls go to school and college and support themselves and their families with the jobs they then get. Educating girls is an investment as it will ensure a more secure future for them. If they get a job, they will be able to contribute to the family's security.



Even if the girls are sent to school, there aren't any alternative livelihood options for girls.

In addition to skills for paid jobs, school has several developmental benefits such as being able to read, learn about government schemes, filling out application forms and participating in the gram panchayat. Educated mothers are essential for giving birth and raising healthy children.



Child marriage is deemed to be "socially acceptable" - it has been taking place for centuries.

Child Marriage has important consequences for a girls' health as it can lead to risks during pregnancy and delivery and leads to increased chances of failure at delivery. Marriage leads to education dropout, confinement, increased risk of abuse, isolation and violence.



Dowry is more expensive the older the girl is.

The low cost of child marriage is offset by the very high cost that the child must pay.



Community leaders act as protectors of families and like to second the villagers in their decisions.

The most powerful leaders do not follow the herd, they do the hard work of establishing new positive norms like Gandhi did with satyagraha and Ram Mohan Roy did with ending sati. Leaders play an important role in guiding families and communities in doing things that are good for them.



Leaders, especially if elected, do not want to stand against their villagers. Interfering with practices that are accepted by the entire community might make leaders unpopular.

True leaders do what is right. Sooner or later, when people realize the benefits of it, they will also follow suit.



Leaders are concerned about their village honour, which may be affected if the police or media break in.

Failing to protect the rights of the child to not get married is the real dishonour. The police are partners in this.

## Current views



Marriage is a personal / family matter. What role can community leaders play in this?

## Themes to address

Leaders have a role to play in making villagers understand the risks of child marriage and the importance of investing in girls' education.

Getting girls and boys married as a child is not just a crime but it robs them of the opportunity to be self-reliant and empowered. Leaders play an important role in contributing to the implementation of the law.

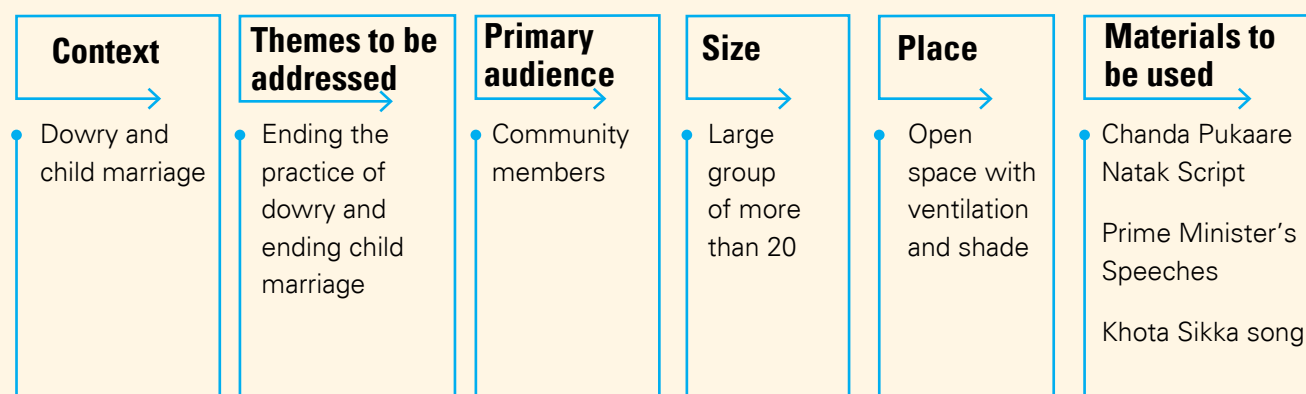
Leaders who are really concerned about the welfare of adolescent girls and boys of their village will actively prevent child marriage from happening in their villages.

## Materials for community mobilisation and engagement

While several peer dialogue and intergenerational dialogue materials can be used to engage with community, *Tarunya* package also offers a number of other tools for large groups and mass communication. Common messaging during

peer, intergenerational and community dialogues is extremely important. Therefore, during all community engagement efforts messages from interaction with parents and adolescents should be reinforced. This section elaborates upon some of the materials which can be used for community level dialogues.

## Using *Tarunya* Package





# Training on *Tarunya* Package



## Focal themes for capacity development

For implementers and service providers, namely, frontline functionaries including teachers, community leaders, religious leaders and district and state level officials and media the core areas for capacity development are as follows.

## About *Tarunya* training module

Effective use of *Tarunya* package necessitates capacity building and training of all key stakeholders involved in implementation of SBCC interventions. In all situations training must be provided on the package. While the onus of

organising training lies on national, state and district level authorities, the actual implementers and ground level workers should also proactively demand training.

## Things to remember

- Training module should be used/adapted for the training.
- Customise training approach, content and plan depending on training needs of the participants.
- Keep in mind budgetary considerations and timelines.





## Areas for capacity development

## Themes to address



Current barriers to end child marriage

- Existing beliefs and social norms such as marriage being only option for girls, despite educating girls they do not have livelihood options, security and safety of girls, marriage is a personal matter outsider should not interfere.
- Child marriage has been practiced for years and it is difficult to change such traditions, such marriages happen secretly and are difficult to stop.
- People have limited knowledge of the law and do not know how to report cases.
- Enforcement officers are faced with dilemmas of stopping marriages of indebted families.
- Child marriage makes an attractive/sensational story.



Current laws, mechanisms and support systems

- Awareness on laws such as Child Marriage Prohibition Act, Dowry Prohibition Act, Right to Education.
- Training on roles and responsibilities of various stakeholders.
- Information on schemes such as SAG, BBBP, RKSK and other adolescent schemes which have been launched to protect adolescent rights.



Being responsible and accountable

- Authorities, leaders and frontline functionaries can play a key role in changing harmful traditions and social norms through stricter implementation of laws.
- The onus of protecting adolescent rights from violation is on them.
- They should actively boycott and report instances of child marriages.
- They need to raise awareness on the risks of child marriage and provide information on welfare schemes for adolescents.
- They have the potential to empower adolescents and bring change in their lives.
- Media needs to report on child marriage in a sensitive and responsible manner keeping in mind the privacy and dignity of victims in mind.
- Media needs to show case role models and cases of positive deviance.

## Areas for capacity development



Movers and leaders for change

## Themes to address

- Being movers and leaders of change requires them to initiate and sustain multi-level SBCC interventions at peer, intergenerational and community levels.
- Working together is important to bring perceptible change and accelerate change.
- Media plays a crucial role in bringing about social change as it has a wide reach.

- Envision training as an ongoing effort and not just a one-off activity. Include feedback mechanisms refreshers and handholding support in the training plan.
- Include monitoring of training outcomes as an essential component in your plan.

- Create a cadre of master trainers and prepare them well.
- Aim at inter-departmental convergence by eliciting participation of relevant functionaries from Departments of Health and Family Welfare, Education, Skill Development, Rural Development and Youth Affairs.

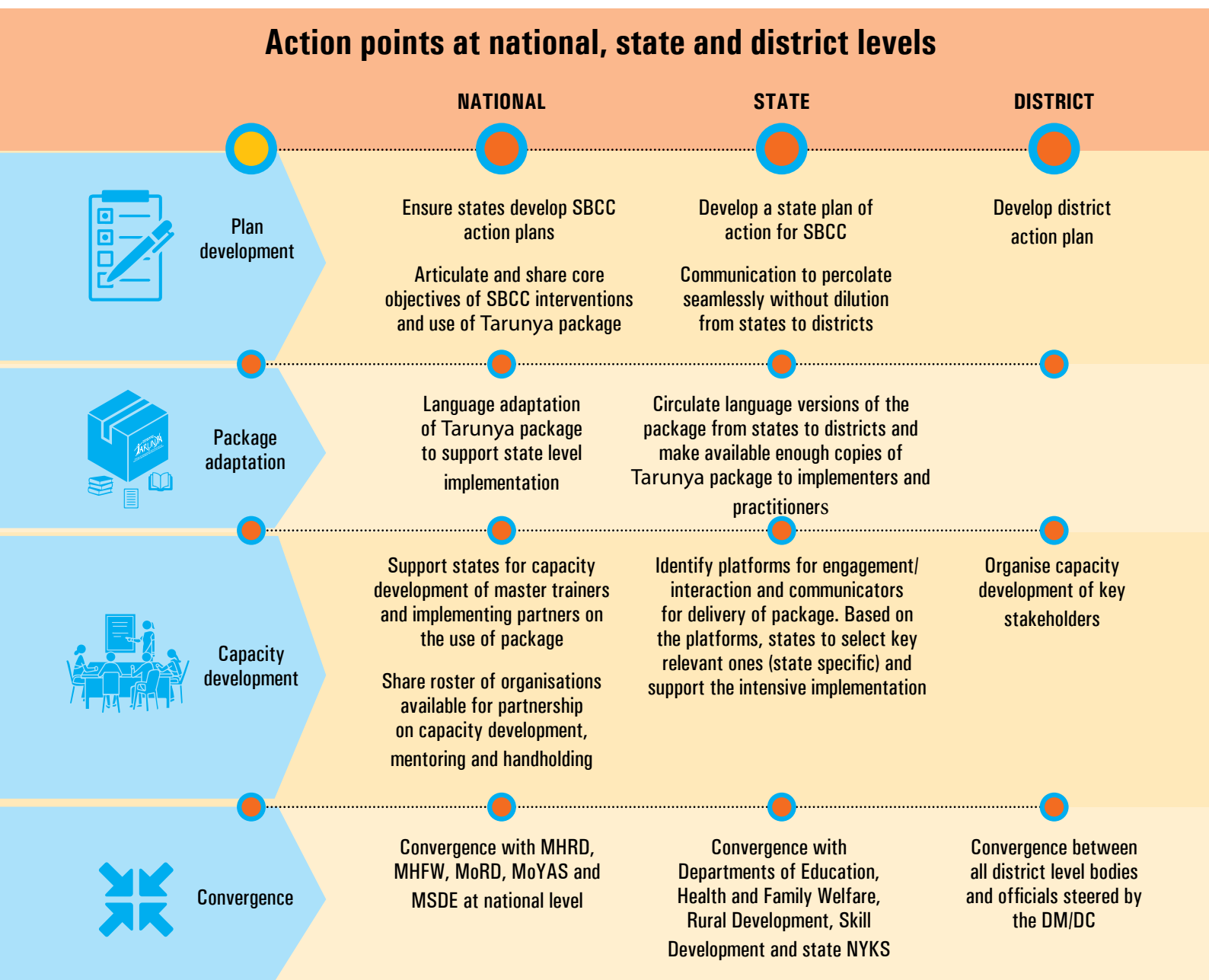
# Developing the Action Plan



Planning for implementation of SBCC interventions for adolescent empowerment is crucial at national, state and district levels.

Table: 2

## Action points at national, state and district levels





Monitor outcomes

## NATIONAL

Provide monitoring formats to track training and actual implementation  
Monitor use of Tarunya package by states

## STATE

Adapt and use monitoring formats to track training and actual implementation  
Monitor use of the package

## DISTRICT

Use monitoring formats to track training and actual implementation

## Developing an action plan: things to remember

- Before planning **analyse the existing situation** and establish a baseline
- Plan with a **long-term perspective** say a year at district level, five years at state level but keep time-bound targets
- **Seek participation** from all key stakeholders responsible for implementation while drafting the plan and integrate inter-departmental convergence
- Try to answer questions such as **what exactly you want to achieve; why; how; by when;** with whom; what the conditions and limitations are; what resources you would require
- Keep the plan **realistic with SMART objectives** (Objectives which are Specific, Measurable, Attainable, Relevant and Timely) – do not be over ambitious
- Based on objectives **work backwards to determine outcomes, outputs, inputs, activities** and resources and indicators to measure the outcomes (See example on the next page)
- Clearly explain the **roles and responsibilities** of all key stakeholders
- Once the plan is finalised **share it with all those who are responsible** and accountable for implementing the plan
- Once finalised **stick to the plan but don't be rigid**, keep room for flexibility
- **Monitor the progress** in terms on achievement of outputs and outcomes through measurable indicators
- Remember it is difficult to measure changes brought about by SBCC thus **envisage both qualitative and quantitative indicators**
- **Last but not the least believe that change is possible, and you can do it!**

# Tentative district planning for “ending child marriage” interventions including bi-weekly intergenerational dialogue sessions with adolescents and parents (For reference only)



## Objectives and timeline

There is 10 per cent reduction in child marriages in the district in next 1 year

## Activities

- Within group sessions facilitator provides practical information, emotional and psychological support to adolescents and parents
- Facilitator discusses the causes and consequences of child marriage and stressing the victims and at-risk children need to be protected
- Facilitator encourages dialogue between adolescents and parents so that they understand each other’s views, perceptions and expectations
- Facilitator share information about community resources, support schemes and services useful for children at risk



## Inputs

- Programme provides for eight part-time facilitators with experience of working on adolescent issues
- Programme provides for communication materials from *Tarunya* package, radio and projector

## Outputs

- Parents and adolescents attend bi-weekly intergenerational dialogue sessions on harms of child marriage and importance of education



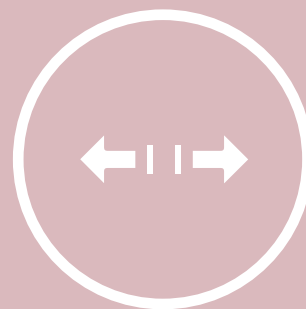
## Outcomes

- Most girls and boys are going to school and are not getting married before the age of 18
- They are able to say no to child marriage
- Parents understand the harms of child marriage and marry children once they complete education and cross the legal age of marriage



## Indicators for change

- % of adolescents who have received information on adolescent issues through *Tarunya* package
- % of parents who have received information on adolescent issues through *Tarunya* package
- % of adolescents who disapprove child marriage
- % of parents who disapprove child marriage



## Means of verification

- Knowledge and attitude surveys with parents
- Comparison between child marriage cases reported by police or other child protection agencies before and after the intervention



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# Monitoring Outcomes

**M**onitoring is checking progress against plans. It is often said that “What gets monitored gets done or gets done better”. It is the systematic process of collecting, analysing and using information to track a programme’s progress toward reaching its objectives and to guide management decisions.

## Monitoring in SBCC

Monitoring in SBCC is tricky because the process of changing behaviours and practices is slow and iterative. Therefore, having a monitoring framework ready right at the planning stage is

important. Monitoring mechanisms should be incorporated in each activity and intervention. The implementers must be clear about what will be monitored, how it will be monitored and who will monitor and how often. To ensure outcomes are met, monitoring of activities, their reach, quality, process and effectiveness of different components of SBCC interventions should be regularly done.

Monitoring activities, coverage, quality, processes and effectiveness are all important.

Figure: 16

## Sample indicators and methods for monitoring

### Some sample indicators for monitoring

#### Indicators

##### Adolescents

- % of adolescents who know their rights and entitlements, including right to education
- % increase in awareness about social protection schemes and their benefits
- % of adolescents who believe that it is harmful to get married before the legal age
- % of adolescents who have received information on adolescent issues through *Tarunya* package
- % of adolescents who disapprove violence against girls and boys
- % of adolescents who perceive that child marriage, violence and existing discrimination is decreasing in their community

#### Methods

Knowledge attitude and practices (KAP) surveys, interviews, self-report questionnaire, observations and focus group discussions (FGDs) or a combination of these

Review of secondary data such as registers, attendance records and MIS

## Indicators

## Methods

### Parents

- % of adolescents' parents who - with respect to violence, discrimination and child marriage—have expressed disapproval
- % of adolescents' parents who know about the harms of child marriage, discrimination and violence
- % of parents participating in activities (talks, discussions and counselling) to receive information on the protection of adolescents
- % of adolescents' parents who support adolescents to obtain information and access services for protection and well-being

KAP surveys,  
interviews, FGDs and  
observations

### Service providers

- % of adolescents who have knowledge on nutrition (balanced diet, dietary diversity)
- % of adolescents (10-19 years) who have received at least three nutrition and health services in the last twelve months (anaemia control, sexual and reproductive health)

Review of secondary  
data, records  
maintained by service  
providers, and MIS

## Indicators

### Village functionaries and adolescent groups

- % of adolescent peer educators who have prevented rights violation and abuses
- Number of adolescents who are members of groups (addressing issues of life skills, protection, nutrition, health etc.)
- % of adolescent members of groups who feel an increased sense of self-efficacy; become more confident; feel comfortable to speak without fear; who feel comfortable to take decisions
- % of adolescent members of groups who participated in specific life skills programmes
- % of adolescent members of groups who know how to stay healthy, well-nourished and how to protect themselves from HIV/AIDS
- % of parent members of groups participating in intergenerational dialogue with adolescent boys and girls
- % frontline workers trained who know how to refer cases to relevant services

## Methods

KAP surveys, interviews, observation, review of secondary data such as records maintained by village functionaries, membership records, attendance records and training records

## Things to remember

- Monitoring must be built into the plan at the beginning stage
- It will and should go on during the project life cycle
- Monitoring indicators should correspond to project outputs and outcomes
- Roles and responsibilities for monitoring should be clear
- Data analysis, discussion, and timely reporting for midcourse correction is important

Annexures: **Pre-post questions for monitoring change in attitudes after exposure to AdhaFULL IPC videos. These statement should be read and ranked on a five point scale i.e. Strongly disagree, Disagree, Neutral, Agree and Strongly agree.**

## Statements

### Story 1- wedding conspiracy

It's alright to drop school to get married

It's ok to get married before the age of 18 years

There is no need to continue studying because girls must marry and look after home

If the proposal is good, girls/boys should get married if they are underage

We should be able to approach and discuss with our parents even if they don't agree on continuing education

### Story 2 – A walk through the forest

It is ok to have different rules of behaviour for girls and boys – like using the phone, girls covering their heads and boys riding a motor cycle

It is OK for boys to harass girls when they see them alone

It's OK if a girl is harassed in public places – on way to school, on the road, at the bus stop, in the bus etc.

Girls should not speak about being harassed to anyone.

Girls invite harassment by the way she dresses, talks or behaves

### Story 3 – Teju Express

Girls should not take part in sports because their role is to cook and look after the house

What we eat needs to be tasty even if it is not healthy

It's ok if we don't eat three times a day

It's alright if girls and women eat after everyone in the family has eaten

Girls and boys have different food needs to stay healthy

### Story 4 – I just want to fly

Girls don't run around – ride bikes, play football, use mobile phones etc.

Girls should behave like girls

Girls and boys feel important to talk to parents and convince them to allow them to do what they want – like using mobile phones, riding a scooter, going to college for higher education etc.

Girls and boys should not have same opportunities

Parents want girls to get a good match while for boys they have no dreams/expectations



## Statements

### Story 5 – Dark deeds

If you are harassed she should not say anything to anyone

If you are molested it's her fault and she should be ashamed

Its ok to suffer in silence even when someone touches you or forces themselves on you

Boys suffer harassment but keep quiet since they are ashamed and it is not manly to talk about it

Would be able to talk to someone trustworthy about molestation or sexual harassment

### Story 6 – Show me the money

Boys must earn good money, do well in studies

Boys must compete and be popular

You must stand up against bullying or being pressurized

You must be aggressive and violent to look strong/masculine

You must hide pressure anxiety from family to avoid being criticized

### Story 7 – Child Bride

Girls less likely to be married if they do things that boys are meant to do

Its ok for boys to go out and have fun while girls should stay at home and work

Marriage is equal to freedom

Its ok to control and be violent with another person

Marriage can change a spoilt and irresponsible person for better

Parents need to bring up their daughters and sons as equals in all respects

### Story 8 – Exam Blues

Exams are important to make you study seriously

It's the end of the world, if you don't do well in exams

You can do badly in school but still excel in life

You feel pressured and judged for studies by school/teachers/families and others in the society

Parents create pressure for marks

## Statements

### Story 9 – Matter of Honour

All girls and boys have only romantic relationship

Girls and women are not considered an individual with their own choices and ambitions

All bothers should control their sisters

The notion of family honour is a big burden on girls and boys

Parents focused on disciplining girls become blind to what boys are up to

### Story 10 - Kidnaped

Periods are normal and happens to every girl

It's ok to pull children out of school and send them away for work

Boys have a role in normalizing periods for girls and women

Every child has a right to play, participate and get educated

Parents must talk to daughters about period to make them prepared and not terrified

It's ok to make children work if the family has nothing to eat

### Story 11 – Every household story

Wife beating is a way of proving oneself as “real men”

Women must endure violence for the sake of their children, marriage, home and family

Violence at home make you either hopeless or a bully

Violence is a way of showing power over other who are weak to defend themselves

If you see violence – speak up and stop it

If there is violence at home – suffer silently, don't talk to anyone and try to deal with it on your own

Financially independent makes you bold to stand against violence

### Story 12 – Dance and Dhisum

It's ok for you to break stereotyping of roles in society

Talking and influencing others to be less rigid of what you want to do in life is important

Family is a place where you are understood, cared and supported

Disagreements cannot be resolved with dialogue, respect and rejection

Parental expectation pressurizes and suffocates you to hide your true feelings

Talking helps to learn about each other and understand what makes you happy

## Statements

### Story 13 – Monkeying about

It's ok to see unfair things and not to speak against them

Missing school other than serious illness makes you unprepared for school studies

Complete schooling makes you better skilled for work

You can convince others about completion of schooling

Making children take up responsibility to earn early in life makes them lose out on education and feel unhappy

### Story 14 – If only I was a hero

Teasing is hurtful and cruel

It's ok if someone is not similar but is different from you

Accepting your weakness and focusing on your strength is important

Being friendly with someone who is being ill-treated will help them not feel rejected

Parents should talk to children about things they are good at, comfort them and to understand their pain

### Story 15 – Happily married

Young people should be allowed to make their own decisions

Decisions forced on you makes one resentful, angry and depressed

You can convince parents to not impose their decisions

It is realistic to continue study even after marriage

Given the chance you would do something different in life to fulfil your aspiration

### Story 16 – No means No

It's ok to force yourself on someone without consent in a relationship

Stalking is obsessive, unwanted attention and a criminal act

It's ok if someone says 'No' to a relationship

It's ok to make someone feel unsafe

Boys must understand importance of consent and difference between love, coercion and control

## Statements

### Story 17 – Home truths

It's ok to touch someone without consent

You should keep quiet if you have been sexually abused

Sexual abuse happens to only girls

Any behaviour which is not normal can be a sign of potential abuse

Counselling helps deal with traumatic experiences in life

### Story 18 – Is equal to

It's ok to discriminate someone on the basis on their caste

It is better to suffer discrimination silently than to fight against it

Acting as a collective is important for social change against discrimination

All human beings are equal irrespective of their gender, religion, caste or creed

Rewarding those who stand up for equality is not important

### Story 19- Mystery play

Children weak in studies should be humiliated

It's ok to feel like a loser if you are not good in studies

Children should be judged by the marks they get in school

Parents should support children to give them a chance to prove themselves

Nothing matters as much as what your parents think about you

### Story 20 – Beautiful me

Pay attention to what others have to say about you

Using cyber space to bully someone is alright

Colour of your skin does not define you

Ensuring safety in social media sites is not your responsibility

Criticizing children makes them lose balance and confidence making them vulnerable to cyber bullying

## Statements

### Story 21 – Bajrang in trouble

Girls are as capable as boys in the society

Irrespective of your gender you should be bold and resourceful in tackling obstacles

Girls are weak and cannot perform roles outside the house

Girls and boys in our society are brought up differently

Parents should encourage children beyond the gender boundaries

### Story 22 – My life my choice

Couple must decide what is best for them and not others in the family

It's ok to pursue your dreams even if your family does not agree

Girls do not have the right to be qualified and have a career goal

Children should not have freedom to choose

Parents should talk to their children about decisions they want to be consulted upon

### Story 23 – Who was she

Girls once married have no right over her own home

Women have no option even if she faces violence in her husband's home

It's ok to keep silent even if you witness violence or crime against women

Sex of the child is determined by father's sperm

People let daughters suffer domestic violence due to social pressure, stigma and blame

### Story 24 – Jewel in the crown

It's ok to lose to other boys in a game but shameful to lose to a girl

Boys are trained to dominate girls throughout their lives

Girls should be encouraged to become what they like

Parents must support girls to get educated and have a career before marriage

Mother have and equally important role in shaping their daughter's future



## Statements

### Story 25 – No crossing this line

It's ok to be drawn to every challenge even if it's a waste of your energy

Girls need to prove that they are as good as the boys

Boys constantly fight the pressure of being boys and to prove their masculinity to other boys

Men should set the boundaries for women

Every woman and girl deserves respect as an individual free of violence, abuse and exploitation

### Story 26 – All's well that ends well

It's ok to fight for equality, rights to live life in your terms

Boys seeking power will always find ways to limit girl's opportunity to grow and excel

People who act independently show maturity and are true to themselves

Some people accept new ideas while others act on those ideas of social change

Ideas acceptable to more people with less resistance are called new social norms



