



CENTRE FOR  
SOCIAL AND BEHAVIOUR  
CHANGE COMMUNICATION

# 2023-24

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# Annual REPORT

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🌐 [www.centreforsbcc.org](http://www.centreforsbcc.org)



Dear Well-Wishers,

I am happy to present a report of our activities during the fiscal year 2023-24.

Our center's commitment to social and behavior change communications remains unwavering, and it has been a year filled with outstanding accomplishments.

Thank you for your unwavering support in our journey, and we invite you to explore the pages of this Annual Report to learn more about the remarkable work we've accomplished this year.

Sincerely,

Nishit Kumar,  
Managing Director SBC<sup>3</sup>

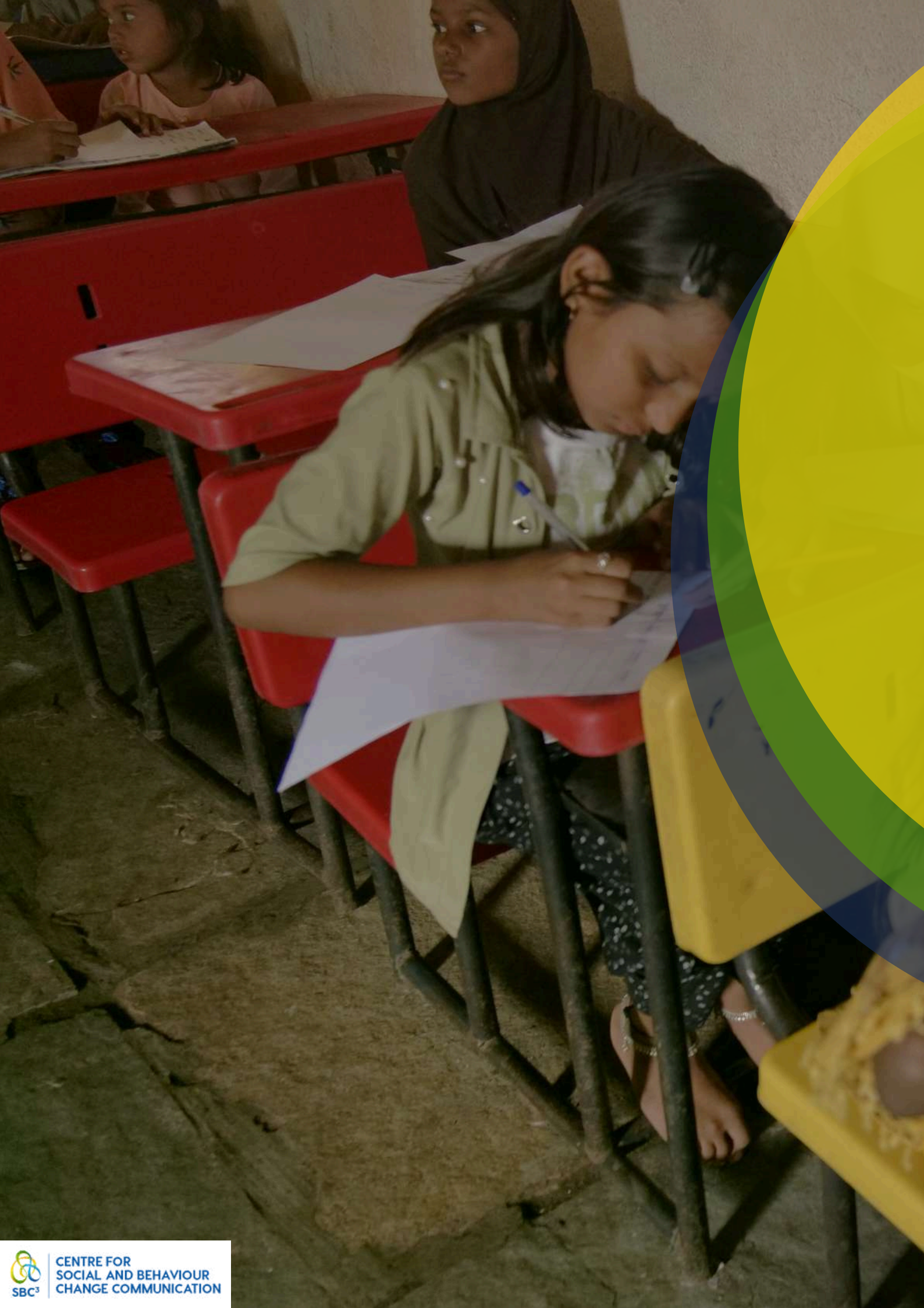
# Our Vision



## The Purpose of SBC3

We aspire to unleash the productive and creative energies of India's youth and help them become significant contributors to our Nation's progress by :

- **Empowering** them to be mentally healthy, emotionally strong and become a vibrant community of youth
- **Reducing their vulnerabilities** to abuse.
- **Catalysing and facilitating** transformational behaviour in relation to health, people, community, and environment.
- Providing them with a **platform** to seek information and knowledge on subjects that are important to them during their adolescence and teenage.





# PROJECTS

# सक्षम SAKSHAM



unicef 

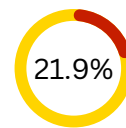
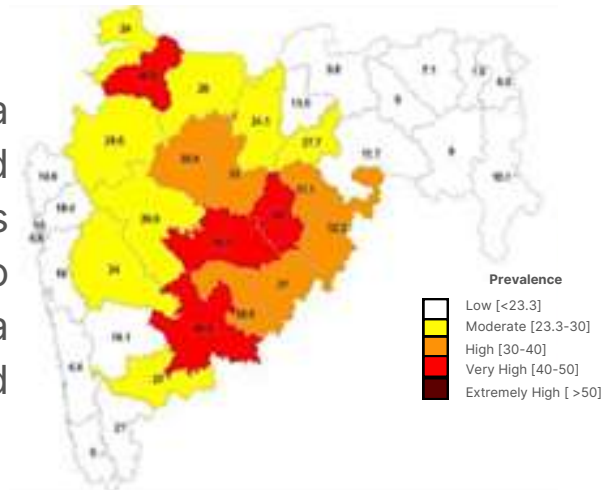
for every child



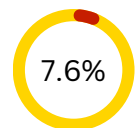
## Child Marriage- Situation in Maharashtra:

National Family Health Survey (NFHS) Data over the last 20 years, shows that the trend of child marriage in Maharashtra has declined from 47.7% in 1998 (NFHS 2) to 21.9% in 2019 (NFHS 5). Comparative data from NFHS-4 and NFHS-5, shows that child marriage has reduced in 23 of 36 districts.

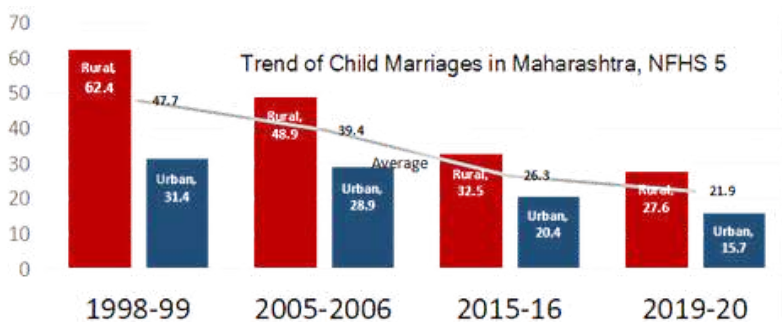
Despite this, 18 districts of Maharashtra have a child marriage prevalence ranging from 24% to 48%, which is higher than the state average.



Child Marriage Maharashtra



Teenage Pregnancy Maharashtra



Comparative data from NFHS-4 and 5 indicates that the prevalence of child marriage increased in 11 districts and has remained unchanged in one district (Sangli).

A majority of these districts are in Marathwada which is climate stressed due to water scarcity and frequent droughts. These districts also see high seasonal migration due to lack of economic opportunities and Koyta[ term used for sugarcane harvesters that are paid an advance to work as a couple.] system which drives the demand for young couples.

Data from these districts and experience of implementing the Ending Child Marriage (ECM) program in 12 high prevalence districts have brought out the intersectionality between mega trends such as climate stress, distress migration, cultural practices and inherent gender biases, to child marriage.



The tribal customs recognise unions between adolescent girls and young boys. In a PIL filed in the Mumbai High Court, it was noted that tribal districts of Maharashtra, e.g. Dhule, also report high prevalence of infant mortality and child malnutrition, the primary reason for which was teenage pregnancies. In addition, many of these districts are underserved in terms of educational and economic opportunities, thus acting as drivers for child marriage.

Lack of economic options, social pressures and the school closures during COVID-19 pandemic saw an increase in the reported numbers of child marriages. Data shared by the CP functionaries and CHILDLINE, the numbers increased from 187 in 2018-19 to 821 in 2021-22. In 2023, 1020 marriages were prevented, of which, 862 marriages were reported and prevented from the 12 GPECM program districts.

## **Interventions since 2018:**

Since 2018, as part of the Programme for Ending Child Marriage, UNICEF has partnered with SBC3 and the Department of Women and Child Development (DWCD), to develop evidence-based strategies to end child marriage with a focus on social and behaviour change.

A SBCC Strategy, for Maharashtra was informed by secondary research, qualitative data collection along with stakeholder's opinion mapping through consultations. Partnerships were established with the district administrations of the 12 high child marriage prevalence districts - Aurangabad, Jalna, Nanded, Hingoli, Osmanabad, Beed, Parbhani, Dhule, Sholapur, Latur, Nashik and Jalgaon-to prioritize the issue of child marriage and evolve a coordinated strategy to address it.





## **Key Achievements 2020- April 2023:**

Face to face interventions began post COVID lockdowns in 2020. The program achieved the following results till May, 2023:

### **Integrating ECM in District administration operations:**

District Task Forces (DTF) were set up in all 12 districts as convergence mechanisms to bring key departments together. 22 District Task Force meetings were held across 12 districts. This resulted in forging convergence of 5 departments (DWCD (Mission Vatsalya and Mission Poshan 2.0), Education, Health, Police and Rural Development and Panchayati Raj) to lead ECM strategy. The DTF meets enabled the departments to see the linkages between child marriages and nutrition, stunting, LBW deliveries, teenage pregnancies. DTFs recognised the need for mission mode action and regular monitoring.



### **District Action Plans (DAPS):**

Investments in strengthening the DTFs resulted in preparation of District Action Plans (DAPs) by each of the five departments. The DAP strategy was called SAKSHUM[1]. In 7 districts DAPs were finalized and rolled out. Of these, 2 districts (Parbhani and Dhule), have processes in place for systematic data collection and regular review of the DAP implementation.



### **Capacity development:**

A cadre of 6765 Master Trainers was created through 72 TOT workshops.

- These Master trainers cascaded the training to 39,396 frontline functionaries.
- The trained frontline functionaries reached out to 52,929 citizen stakeholders.
- Over 250 Police officers across 8 districts were covered by workshops on sensitive handling of cases of child marriages and activating systems for prevention and response to the decentralised Gram Panchayat level.





**Empowering Adolescents:** A unique activity-based, school program was developed and implemented in collaboration with the Education Department, in 1508 ZP schools across 12 districts.

·326 female volunteers were trained using gender transformative messages and activities, and certified.

·2,00,760 students of 6th to 10th standards across 12 districts covered under the program resulted in generating discussions on the issue of child marriage and existing gender discriminatory practices.



**Sensitising parents:** Trained volunteers engaged with parents of the students covered by the school program.

·82,528 parents were engaged in participatory activities and sensitised to positive parenting practices in bringing up girls and boys as equals.



**Community engagement informed by SBCC strategy:**

·Training of 251 youth enabled roll out of the Sakshum Yuva Shakti program in 36 villages reaching 30,507 villagers including stakeholders such as PRI members, SHG group, marriage facilitators etc. through games, street plays, human chain and pledges.

·SBCC materials designed for the districts enabled districts to scale up awareness and sensitization under the Beti Bachao Beti Padhao and other flagships.

·24 Community radio stations were engaged and trained to produce and broadcast a total of 195 Radio plays on 5 subjects. They also conducted 108 community engagement programs. These programs reached out to nearly 5 million rural population across the State.



## Key Achievements 2023:



### Integrating ECM in District Administration operations:



**DTFs and DAP:** 14 DTF meetings were held, 10 districts signed costed DAPs and rolled out activities. DTF meets on ECM have become critical agendas for DCs and CEOs of ZPs. Advocacy with the minister has resulted in a commitment to strengthen girls 'access to services at the district level.



**Department Leaders for ECM:** 713 ECM champions representing the 5 key departments were notified by the 12 districts. Their capacity building has resulted in accelerating the implementation of DAPs under the leadership of these ECM champions.



**DAP - MIS:** A MIS system for the District Action Plan is being developed by DWCDs Cell for Data and Information Management with technical support from UNICEF and piloted in 7 districts. Completion of this in the next phase will enable a robust monitoring system for DAP implementation.



### Gender transformative interventions in schools with adolescent boys and girls and their parents:

Advocacy has led to finalise the list of (90) department nominated functionaries, from 3 districts, to undergo training for delivering the school program. This methodology will be piloted to ascertain feasibility. An additional activity focused on gender was adapted for the parenting program. The new activity was piloted with parents in 4 ZP schools in Hingoli district and added to the parenting program.

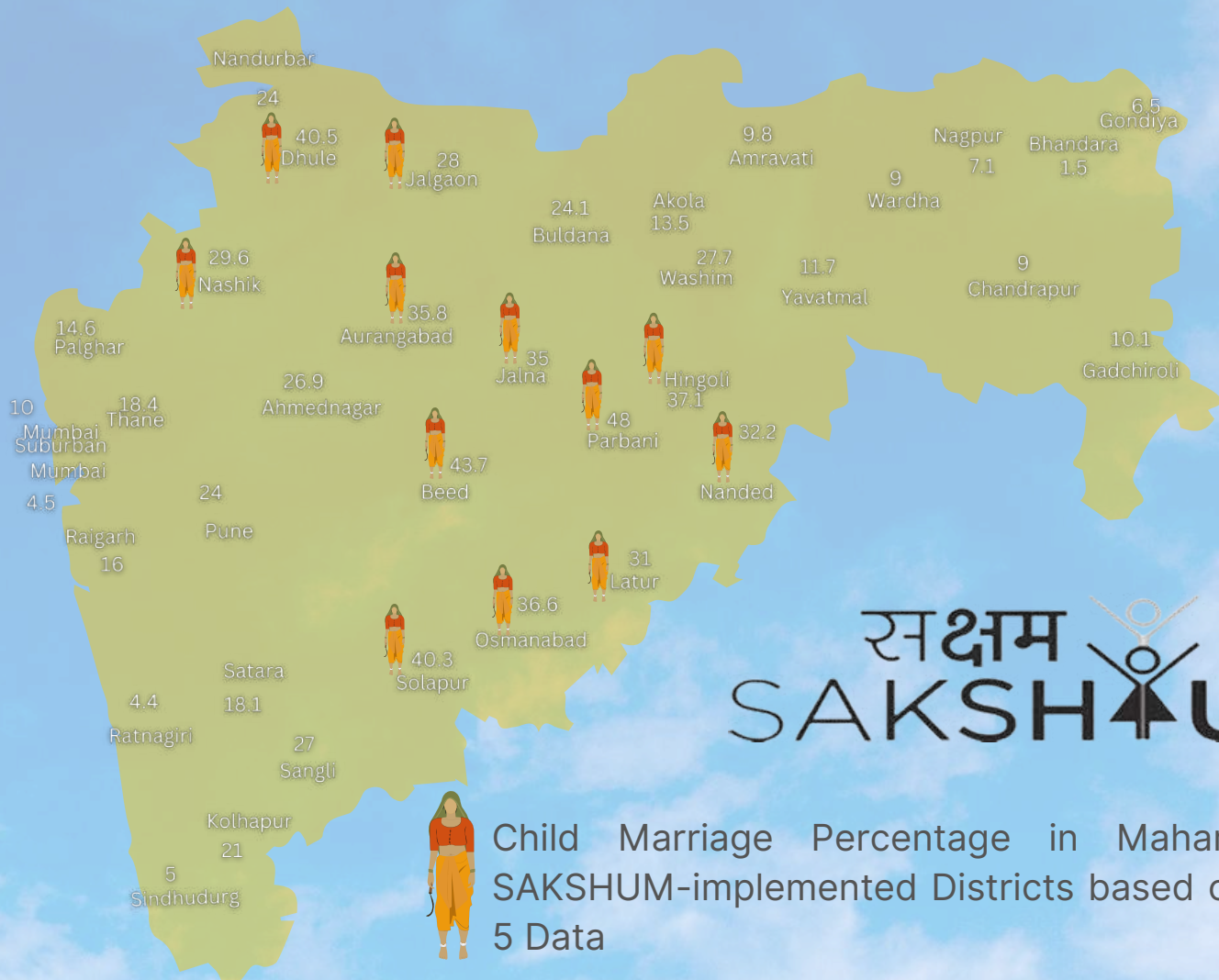


## **Acceleration of ECM action to reach vulnerable girls:**

The districts of Parbhani and Dhule were provided technical support to identify vulnerable girls including child brides.

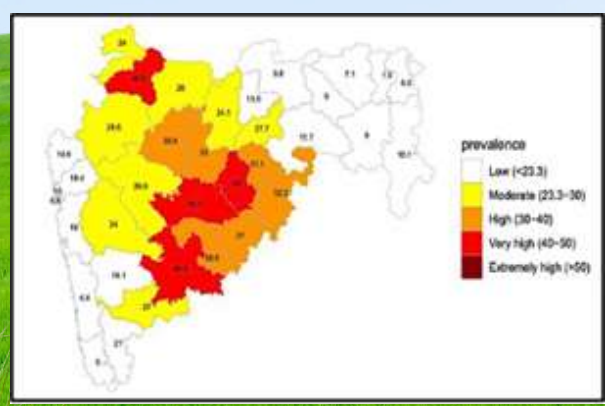
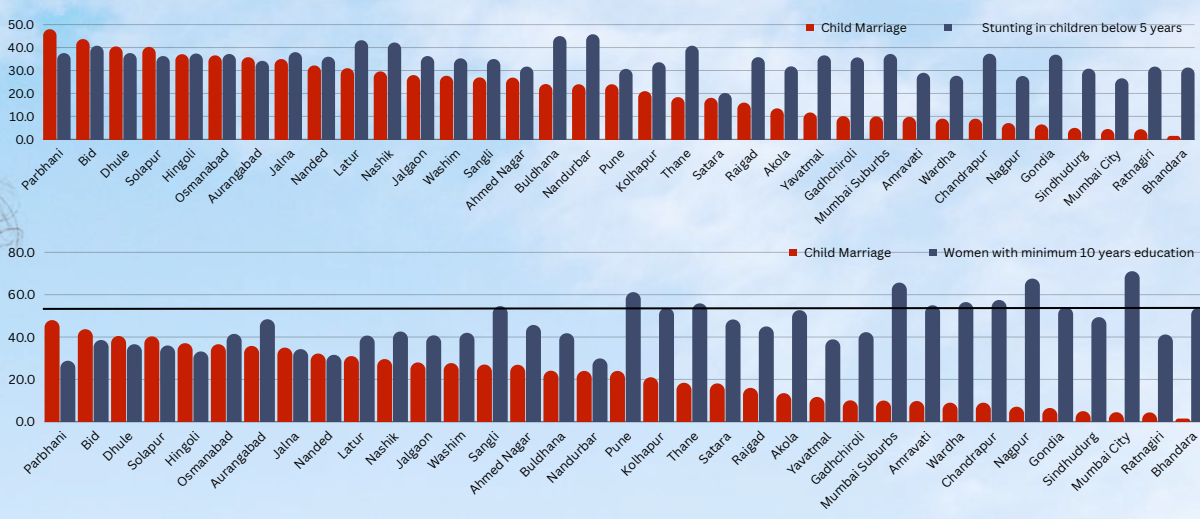
- In Parbhani 4882 girls were identified and of these 1800 were linked to social protection schemes.
- A technology enabled system tracks 214982 girls under 18 years and facilitates their linkage to health, nutrition, education and protection services.
- In Dhule 3000 girls who had dropped out of school were identified and 1000 were supported to complete their Std 10 examinations.
- Massive community awareness and weekly pledge taking activities in schools have contributed to building an environment for preventing child marriage across the 12 districts.

These interventions have made Ending Child Marriage one of the most critical goals for all District Collectors. The initiatives in the 12 districts have snowballed with the State taking initiatives such as developing differential strategies for ECM for other districts, investments to strengthen data informed decision making for ECM and initiating the State Resource Centre for ECM and adolescent empowerment.



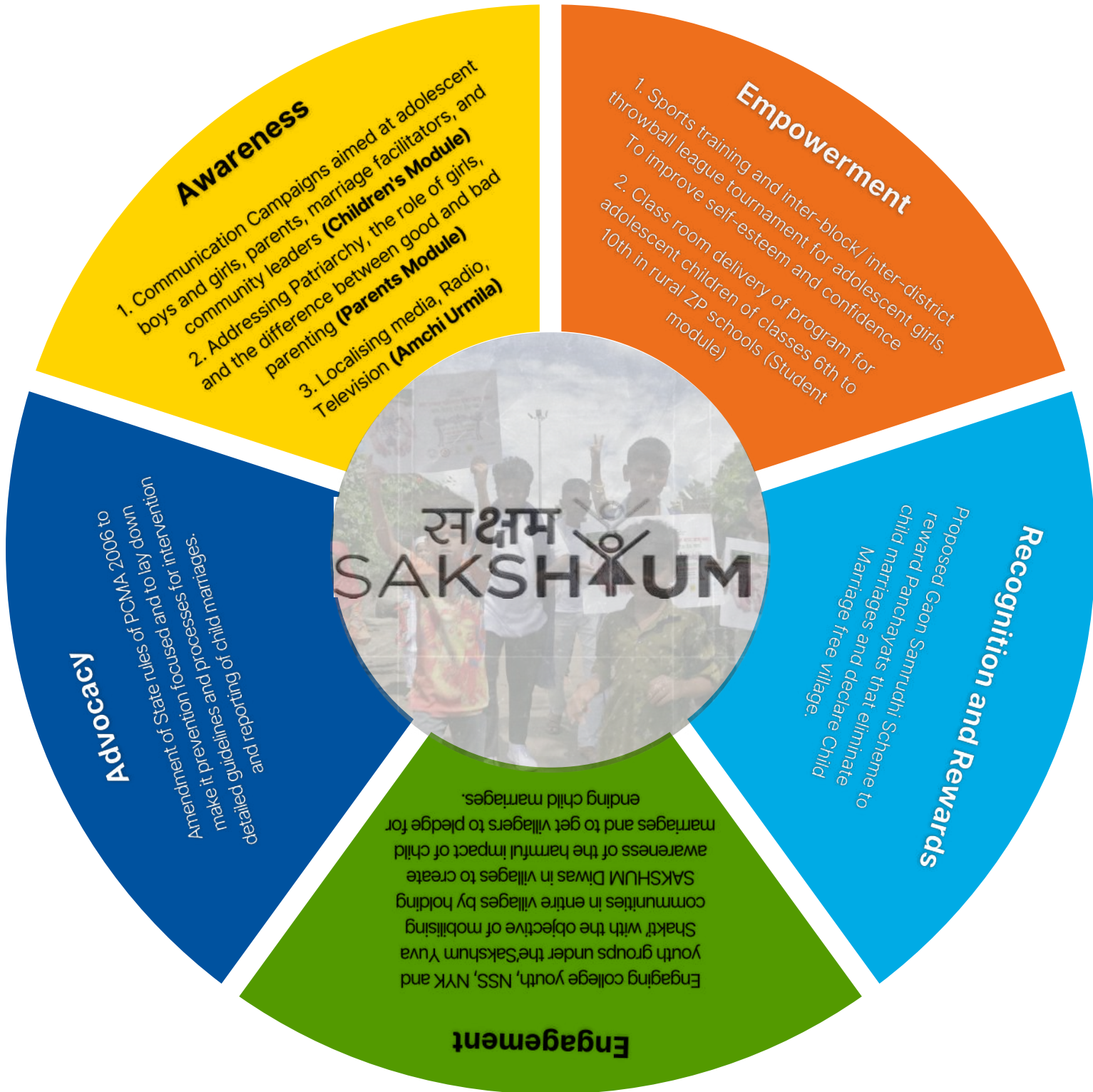
# सक्षम SAKSHUM

Child Marriage Percentage in Maharashtra's SAKSHUM-implemented Districts based on NFHS 5 Data





# Framework to End Child Marriage in Maharashtra





## Multi-departmental District Action Plan Scheme

District Action Plans (DAP) have been developed in each of the 12 districts as an output of the District Task Force (DTF) set up in each district to end Child Marriages.

DTF is a convergence mechanism that brings together all 5 critical departments of WCD, Education, Health, ICDS and Panchayat along with other stakeholders such as Police, local civil society organisations, college NSS coordinators among others.



The DTF in each district finalises the DAP which is a clear cut action plan for each of the five operational departments involved and lay out the goals and timelines for the department along with identifying the key persons responsible. The DAP then becomes the primary plan for each of the departments and is integrated into the departments routine work. The DAP also defines the indicators for which data for an Management Information System (MIS) needs to be reported. The MIS has been developed on Google Form as an Digital MIS (DMIS).

The DTFs have implemented District Action Plans, engaging key departments such as DWCD (ICDS and ICPS), Health, Education, and Panchayat, with the leadership of the respective district collectors. This has been the critical 4th phase of the project where the interventions were done with all the stakeholders. State government, District Administration, frontline functionaries, Youth, Parents and children in the district were targeted through different interventions as part of the SBCC Strategy.

# District Action Plan & Key Responsibility Areas:

Engaging the State to amend the  
State Rules for the Prohibition of  
Child Marriage Act (PCMA) 2006.

## Empowering Adolescents

### Engaging the District administration

Integrating ECM program  
into the plans of 5 key  
departments: WCD,  
Education, Health, ICDS and  
Panchayat.

### Building the Capacity of District administration teams

Empower all levels of staff to  
grasp the impact of child  
marriages and equip them with  
the tools to communicate this  
effectively within their  
communities.





## District Action Plan & Key Responsibility Areas:

**State Rules for PCMA 2006:** Based on the recommendations, the State had set up a committee for reviewing and amending the State Rules for PCMA 2006. Representatives of UNICEF and SBC3 were appointed to the Committee and were actively involved in making a comprehensive recommendation covering roles of stakeholders, processes and protocols.



Within a few months of the recommendation of the Committee, the State notified the amended State rules for PCMA 2006. This has the impact of detailing out the roles of all critical stakeholders and laying out the processes to be followed. Thus, the legal framework for both prevention and interventions have been set up in 2022.

### State rules-



[https://drive.google.com/file/d/1z7lYCV5OD2VE6xyMxl-X2W2zsyUHCGZM/view?usp=drive\\_link](https://drive.google.com/file/d/1z7lYCV5OD2VE6xyMxl-X2W2zsyUHCGZM/view?usp=drive_link)



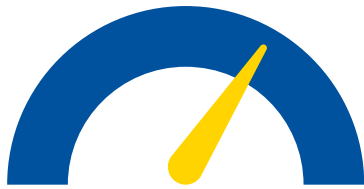
# District Action Plan & Key Responsibility Areas:

## Engaging the District Administration

Engaging District Administrations involved collaboration with the District Collector (DC) and Chief Executive Officer of the Zilla Parishad (CEO ZP), managing key district functions Advocacy and guidance were employed in our approach.

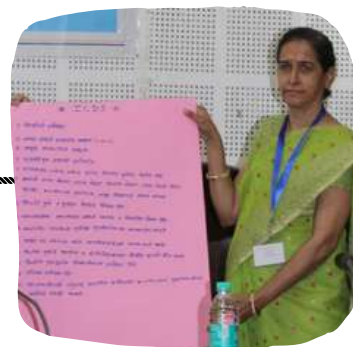


Collaboration led to the completion of 33 DTFs and finalization of 8 out of 12 DAPs, set to be included in the district budgets for 2023-24.



## Capacity Building of District teams:

Our efforts to build the capacity of district teams continued this year, following a multi-pronged approach. After successfully training 5,732 certified master trainers, 24,274 cascaded individuals, and 52,929 individuals who conducted awareness programs last year, we focused on training 649 individuals this year. These individuals were trained in implementing the District Action Plan, which was tailored to the specific needs of each department to create a skilled and diverse workforce. We named this new workforce "Ending Child Marriage (ECM) Champions," and all 649 individuals were certified to maintain proficiency in this implementation.





## Empowering adolescents, engaging youth and sensitising parents:

This year, our primary focus was on strengthening our student and parent programs, aiming to equip individuals with the necessary tools to educate both students and their teachers. To achieve this, we designed a new game to engage parents in a comprehensive learning experience. Initially created by SNTD media and extension students, the module underwent significant revisions based on feedback from previous years' performance evaluations. The game is intended to highlight the differences in gender roles created by societal norms and offers a fresh perspective to parents, encouraging behavioral change from the grassroots level. To test the effectiveness of the game, our team conducted a piloting session at Hingoli, where we played the game with three different schools, gaining invaluable firsthand insights into its efficacy.

Subsequently, our team introduced the game to **94** teachers across Dhule, Beed, and Parbhani during a two-day training session. The training involved sensitizing the teachers to the issues at hand and empowering them with the necessary skills to ask uncomfortable questions, thus fostering a conducive environment for change.



## Information Education Communication (IEC) and Films:

The endeavor involved collaborating with Collateral, a creative unit, to craft IEC materials—Posters, Outdoor hoardings, and Wall paintings—across all 12 districts. Upon their completion, these artworks were handed over for district-specific modifications and subsequent production. Concurrently, Can Communication, our audio-video partner, conducted live filming at significant events, capturing moments from DTF meets, TOT sessions, SYS SAKSHUM Diwas, School programs, and Police Training. This footage was slated for transformation into four films, each serving a distinct purpose.

The first film, a concise 45-second piece, aimed to introduce and connect the SBCC plan with previous SAKSHUM initiatives, offering an overview of the comprehensive plan. Following this, Films 2 and 3, spanning 3-4 minutes and 2-3 minutes, respectively, focused on specific program highlights: District Administrations' capacity building and initiatives empowering adolescents and sensitizing parents. These films utilized on-location visuals and were designed as documentary-style video documentation. Both English and Marathi versions of the films were planned, emphasizing broader accessibility and outreach.

Their purpose was to vividly illustrate the seamless integration of effective ECM strategies into district plans and community initiatives, enhancing understanding and advocacy surrounding child marriage issues.



Scan to watch the films

## Sakshum Yuva Shakti :

*Sakshum Yuva Shakti* (SYS) is the title of the program developed to engage college youth and youth groups including National Service Scheme (NSS) and *Nehru Yuva Kendra* (NYK) groups. The key objective was to engage the energies of youth to reach out to rural communities and conduct day long activities under the banner '*Sakshum Diwas*' -a day filled with organizing a human chain, formation of an adolescent girls club called *Sakshum Sakhi*, performing a play (specially scripted), wall painting, taking a pledge, managing a throwball tournament with girls and spreading the message of No to Child Marriages. These programs in select villages in each of the districts were immensely popular- with media covering the activities. **36** villages covered.

For the third year running we worked closely with 24 Community Radio Stations (CRS) across the State; conducting workshops with them on GBV, Child Marriages, Gender equality, Patriarchy, sexual abuse. Getting them to generate scripts using the cast of characters from the *Amchi Urmila* series of plays done in the previous two years. Each CRS produced 5 plays, and two community engagement programs each. Reaching out to more than **2.5 million** rural citizens multiple times throughout the year.



# The Difference

Our collective efforts have resulted in the successful rescue of **862** girls from child marriage. Additionally, we have identified **7,882** at-risk girls through our monitoring and tracking systems. Our awareness and prevention programs reached 943,518 girls and 965,824 boys through activities like oath-taking, school sessions, and SBCC activities facilitated by AWW. Furthermore, 3,176 girls and 3,301 boys participated in SYS activities, and we reached over **1,909,342 adolescents** in the past year.

Apart from our work with adolescents, we also reached out to adults through our SYS activities, with 10,973 women and 8,349 men participating. Our awareness programs had an even greater impact, with 2,010,692 women and 2,632,711 men participating, making a total of **4,643,394 adult** participants. We will be breaking down these numbers in the following sections.





सक्षम  
SAKSHAM

# DISTRICT ACHIEVEMENTS



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# सक्षम SAKSHAM

## Beed

The District Action plan has been effectively implemented in Beed throughout the year. This district has the highest rate of child marriages in Maharashtra. SBC<sup>3</sup> with the help of UNICEF, WCD and other NGO partners was able to rescue **243** girls from child marriages in beed. We interacted with **548804** adolescents this year through awareness activities and prevention programs. These included the every day oath taking in schools, School sessions and other SBCC activities designed to sensitize the youth in order to bring forward the detrimental consequences of child marriages. A total of **3312316** adults were sensitized through our outreach programs.

Some other initiatives like a rally against child marriage in Beed drew participation from over **3,800** students, culminating in the formation of "ECM" at the stadium. The police department also conducted a school outreach program to educate children about the laws that impact them. To instill the gravity of the issue, schools in the district have begun urging students to take a pledge against child marriage during their Monday assemblies. This pledge is a powerful statement of the student's commitment to ending this practice.



Scan to watch the film


In order to raise awareness about child marriage, a short film was produced under the guidance of the Honorable District Collector, featuring local Z.P. teachers from Beed and students from Balbhim College in various roles. The police department also provided safety and support by participating in the film.

The recent introduction of Throwball as a sport for adolescent girls in Beed is a significant step towards progress. To begin with, a total of 125 schools were provided with a Throwball kit. On 21st December, a district-level training session was held for sports teachers from these schools, covering essential technical skills, point scoring, ground marking and other rules. The teachers will now pass on this knowledge to the girls.





## Parbhani



Parbhani District initiated a comprehensive plan to end child marriages. The District Action Plan, emblem, and slogan were unveiled, instructions for implementation given, and Google links set up for reporting. Monthly meetings of Village Child Protection Committees ensured active implementation. This initiative successfully prevented 172 child marriages, predominantly at the gram panchayat level.

We interacted with 26550 adolescents this year through awareness activities and prevention programs. These included the every day oath taking in schools, School sessions and other SBCC activities designed to sensitize the youth in order to bring forward the detrimental consequences of child marriages. A total of 16405 adults were sensitized through our outreach programs.

A 'Child Marriage Free Campaign' with slogans and emblems on office letters amplified awareness. Notably, a government program on August 27, attended by dignitaries, featured the 'Saksham' film screening, reaching over **100,000** citizens.



The district has taken a bold step in creating a comprehensive initiative aimed at providing a safe and secure environment for at-risk adolescent girls, known as Red Flag Girls. The initiative identified **4,882** girls from high-risk categories and connected them with various government welfare programs to provide necessary assistance. The classification process was based on multiple criteria, including school attendance, family financial status, migration history, orphans, and families with several daughters. This allowed the identification of girls who may have been previously viewed as a burden on society and provided them with essential aid.

The initiative also led to the development of the "Track the Girl Child" app by the National Informatics Centre (NIC) under the guidance of the esteemed District Collector, Anchal Goyal. Launched to monitor the progress of girls born from 2005 onwards, the NIC continues to assist in managing the app. This initiative allowed for 1,800 girls to pursue their education using various schemes.



## Dhule

Throughout the year, SBC<sup>3</sup> has successfully implemented the District Action Plan in Dhule. With the assistance of UNICEF, WCD, and other NGO partners, we were able to rescue **57** girls from child marriages in Beed. To raise awareness and prevent such cases from happening, we interacted with **26,550** adolescents through various activities, including school sessions and other SBCC initiatives. These programs were designed to sensitize young people to the harmful consequences of child marriages, such as the daily oath-taking in schools. In addition, we reached out to a total of **133,893** adults through our outreach programs.



Similar to Parbhani, the district of Dhule has launched a comprehensive initiative to promote a safe and secure environment for at-risk adolescent girls. Called the Red Flag Girls, this program has identified and assisted 3,000 girls from high-risk categories by linking them with various government welfare programs.

The classification process was based on several criteria, including school attendance, family financial status, migration history, orphans, and families with multiple daughters. This innovative approach has helped identify girls who were previously seen as a burden on society, providing them with essential aid and support. Additionally, the initiative has led to the development of the "Track the Girl Child" app, which allows the administration to monitor and assist these girls. Thanks to the program, 1,000 girls were able to continue their education with the help of various schemes.



## Chh. Sambhajinagar

Our efforts have led to the successful rescue of 35 girls from child marriages in Aurangabad. Raising awareness of this issue is crucial, and we were able to engage with 124,036 adolescents through school sessions and SBCC initiatives. These programs were created to sensitize young people to the harmful consequences of child marriages by implementing daily oath-taking in schools. We also reached out to 64,571 adults through our outreach programs. We remain committed to ending this harmful practice and continuing to promote awareness of this issue.

Several steps are being taken to End child marriage and promote adolescent health in schools. These include compiling a list of absent students, pledging to end child marriage during school prayer time, organizing meetings for adolescent girls, educating students on proper diet, hygiene, and the effects of child marriage, and conducting guest lectures. Monthly reports with photos, videos, and documentaries of activities are submitted to the office.



## Jalna

The District Action plan has been successfully carried out in Jalna over the course of the year. With the help of UNICEF, WCD, and other NGO partners, SBC<sup>3</sup> was able to rescue **53** girls from child marriages in Jalna. In addition, we interacted with **82571** adolescents through various awareness activities and prevention programs, including everyday oath-taking in schools, school sessions, and other SBCC activities designed to educate the youth about the harmful effects of child marriages. Our outreach programs also sensitized a total of **123667** adults.



In order to increase youth engagement in our city, we created a District Action Plan designed to raise awareness and gather support. We strategically placed IEC posters in areas where the most people congregated, such as 100% IECs at panchayats and on MRTC buses that traveled throughout the village area. These efforts effectively reached our target audience and increased engagement.



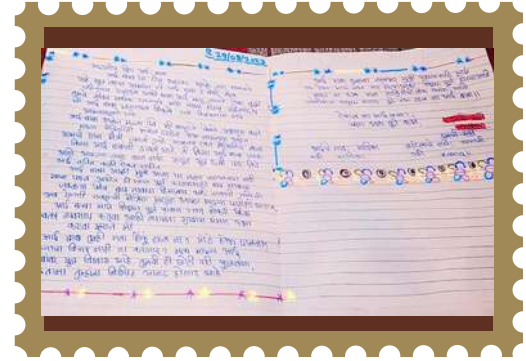
In addition to traditional means of engagement, we were also able to train **1893** girls on self-defense techniques to promote independence and safety. Furthermore, we organized rallies to generate awareness and ensure maximum outreach. These efforts were part of a larger initiative aimed at empowering girls and women in our community. We believe that providing them with the necessary tools and knowledge will help them become more confident and resilient in the face of adversity.



## Nanded

Over the course of one year, SBC<sup>3</sup>, along with UNICEF, WCD, and other NGO partners, has successfully executed the District Action Plan in Nanded. Nanded ranks 9th in terms of Child Marriages in Maharashtra according to NFHS 5. As a result, **43** girls were rescued from child marriages in the region. A total of **292,317** adolescents were reached through various awareness activities and prevention programs, including everyday oath-taking in schools, school sessions, and other SBCC activities designed to educate the youth about the harmful effects of child marriages. Furthermore, our outreach programs sensitized **273,003** adults.

To fight against child marriage in Nanded, several programs were conducted, including sessions with the Village Child Protection Committee members. Additionally, an emotional letter activity was organized in **3,680** schools for students in grades **5-10**. A total of **245,000** students participated, writing emotional letters to their parents advocating for their right to continue their education and prevent child marriages.



## Jalgaon

Working together, SBC<sup>3</sup> and UNICEF, WCD, and other NGOs – have achieved outstanding results executing the District Action Plan in Jalgaon. The region saw **36** girls rescued from child marriages and **221614** adolescents were reached via awareness and prevention programs. These included everyday oath-taking in schools, school sessions, and other SBCC activities designed to educate the youth about the harmful effects of child marriages. Moreover, our outreach programs sensitized **296378** adults to the issue, making it a well-rounded success.



Two meetings were held with the District Youth Coordinator of Nehru Yuva Kendra Jalgaon to discuss pressing issues and develop strategies. Additionally, an online meeting was organized by the coordinator to bring together the youth group and Nehru Yuva Swayamsevaks, with the District Youth Coordinator participating. The primary objective of this meeting was to coordinate efforts for the successful implementation of SAKSHUM Diwas. After careful planning, plans were executed in 15 villages. Remarkably, the event was celebrated in eight villages before the due date of 15th December.



## Hingoli



SBC<sup>3</sup>, in partnership with UNICEF, WCD, and other NGO allies, has completed the District Action Plan in Hingoli over the course of a year. The project has successfully prevented 29 girls from entering into child marriages in the area through different awareness activities and prevention programs. Approximately 18,582 adolescents were reached through everyday oath-taking in schools, school sessions, and other SBCC activities, designed to educate young people on the harmful consequences of child marriages. Additionally, our outreach programs have raised awareness among 42,132 adults.



## Dharashiv

The District Action Plan in Osmanabad aimed to prevent child marriages in the area through a range of awareness activities and prevention programs. The outcome has been a resounding success, with **31** girls being saved from child marriages. SBC<sup>3</sup>'s everyday oath-taking 🐝 schools, school sessions, and other SBCC activities reached approximately **49,547** adolescents, educating them on the harmful consequences of early marriages. In addition, our outreach programs have raised awareness among **53,124** adults.

The Department of Women and Child Development organized training sessions for Village Child Protection Committees (VCPCs) across 8 blocks in a district, with a total of 4,400 participants. The sessions aimed to empower VCPCs in addressing the issue of child marriage and its implications, covering topics like the Prevention of Child Marriage Act and the role of VCPCs in fostering protective environments. The initiative seeks to create a network of informed advocates capable of driving grassroots-level change and catalyzing a broad and enduring wave of awareness and action against child marriage. The Department's effort demonstrates their commitment to safeguarding children's rights through education and collaboration.



## Latur

**82** girls have been prevented from becoming victims of child marriages in the district of Latur. Through a series of awareness activities and prevention programs, this accomplishment was made possible. Approximately **47,185** adolescents participated in everyday oath-taking in schools, school sessions, and other SBCC activities, aimed at educating young people on the detrimental consequences of child marriages. Furthermore, our outreach programs have raised awareness among **29,215** adults, emphasizing the significance of preventing child marriages and promoting the safety and well-being of children in the community.

During the DTF meeting on October 20, 2023, District Collector Varsha Ghuge expressed strong support for preventing child marriages. The Detailed Action Plan (DAP) has been approved, and innovative activities are set to be implemented monthly. The Education department has initiated a Child Marriage Prevention Oath-taking program in schools, and the Nehru Yuva Kendra (NYK), NGOs, and social work colleges will conduct the Saksham Yuva Shakti (SYS) program starting on December 20. These collective efforts demonstrate a comprehensive approach to preventing child marriages in the district.




## Solapur

The awareness and prevention programs enabled the team to save **56** young girls from becoming victims of child marriages in Solapur District. Approximately **61,419** adolescents participated in everyday oath-taking activities, school sessions, and other SBCC events, where they learned about the harmful effects of child marriages. Our outreach programs also raised awareness among **54,771** adults, emphasizing the importance of preventing child marriages and promoting the safety and well-being of children within the community.

The DTF meeting took place on October 25, 2023. We have requested the agenda (tipani) for the second DTF meeting and are awaiting confirmation of the date. Additionally, the District Action Plan has been approved from the department and will receive the collector's approval after the DTF meeting with department heads.



## Nashik



The awareness and prevention programs enabled the team to save **25** girls from becoming victims of child marriages in Solapur District. Approximately **285509** adolescents participated in everyday oath-taking activities, school sessions, and other SBCC events, where they learned about the harmful effects of child marriages. Our outreach programs also raised awareness among **243928** adults, emphasizing the importance of preventing child marriages and promoting the safety and well-being of children within the community.

The District Action Plan, led by Chief Executive Officer Hon. Miss Ashima Mittal has received official approval under her signature. The Chief Executive Officer has issued instructions to subordinate staff members, directing them to diligently implement the approved plan.

On December 6, 2023, Sakshum Diwas activities were joyously celebrated in Nashik, specifically in Mulher Taluka, Baglan District. The event focused on creating awareness about child marriage and included engaging activities such as Prabhat Feri, gender games, a human chain, poster drawing, and a speech competition. The event garnered participation from a total of 2800 individuals.



*Scan for More Info*



*Scan for ECM 2023 figures*



*Scan for District Activities 2023*



*Scan for Newspaper Coverage*



# SUCCESS STORIES



## The Triumph of the Underdog



*Dusane, the Gramsevak of Ajnale, revealed that his life was once in danger, which prevented him from intervening in child marriages. However, his outlook changed after participating in SBC<sup>3</sup>'s Training program for teachers, which gave him the courage and support to take action. He successfully prevented six child marriages in a single day.*



Following the intervention, Mrs. Meena, a resident of the village, expressed her views on the subject: "I don't like these customs and now I don't have tied hands". This comment demonstrates that people are beginning to realize that certain outdated traditions are incorrect and that they can now speak out against them.

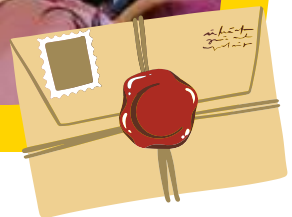


## A Mother's Vow to End Child Marriage



"Emotional Letter Writing" Activity Conducted in 3772 Nanded Schools  
As a part of their DAP during the week of "Raksha Bandhan", 3630 schools in the Nanded district conducted an emotional letter writing activity to emphasize the significance of protection and care. This activity aimed to evoke emotions from parents and raise their awareness about the legal age of marriage, while also encouraging them to prioritize their children's education.

After reading her daughter's heartfelt letter, Mrs. Bhong made a promise to herself. *"I won't let my daughter face the same fate as me,"* she declared. Sonakshi, standing next to her mother, remembered her own struggles. *"I didn't know the right age to get married. I was in tears while writing that letter. Now I know that I can call 1098 to stop any child marriage,"* she said, proud and relieved.



## SBC3's School Program Training Empowers Teachers



*A simple gender role reversal exercise in Mr. Phukte's class led to a valuable realization. He had the girls lift and fix a heavy board, which made him reconsider his approach. "I didn't give it much thought earlier, but after attending the SBC3 School Program training, I learned a lot," he said. Thanks to this newfound wisdom, Mr. Phukte can now empower his students with equal treatment.*

*Meanwhile Surekha from his class said, "Lifting this board with the help of my girlfriends makes me proud". and Roopa quoted, "I can do anything I want".*

This anecdote might seem insignificant, but it has made a difference in these girls' lives. While the boys were astounded by the display of girl power, this class is going places.







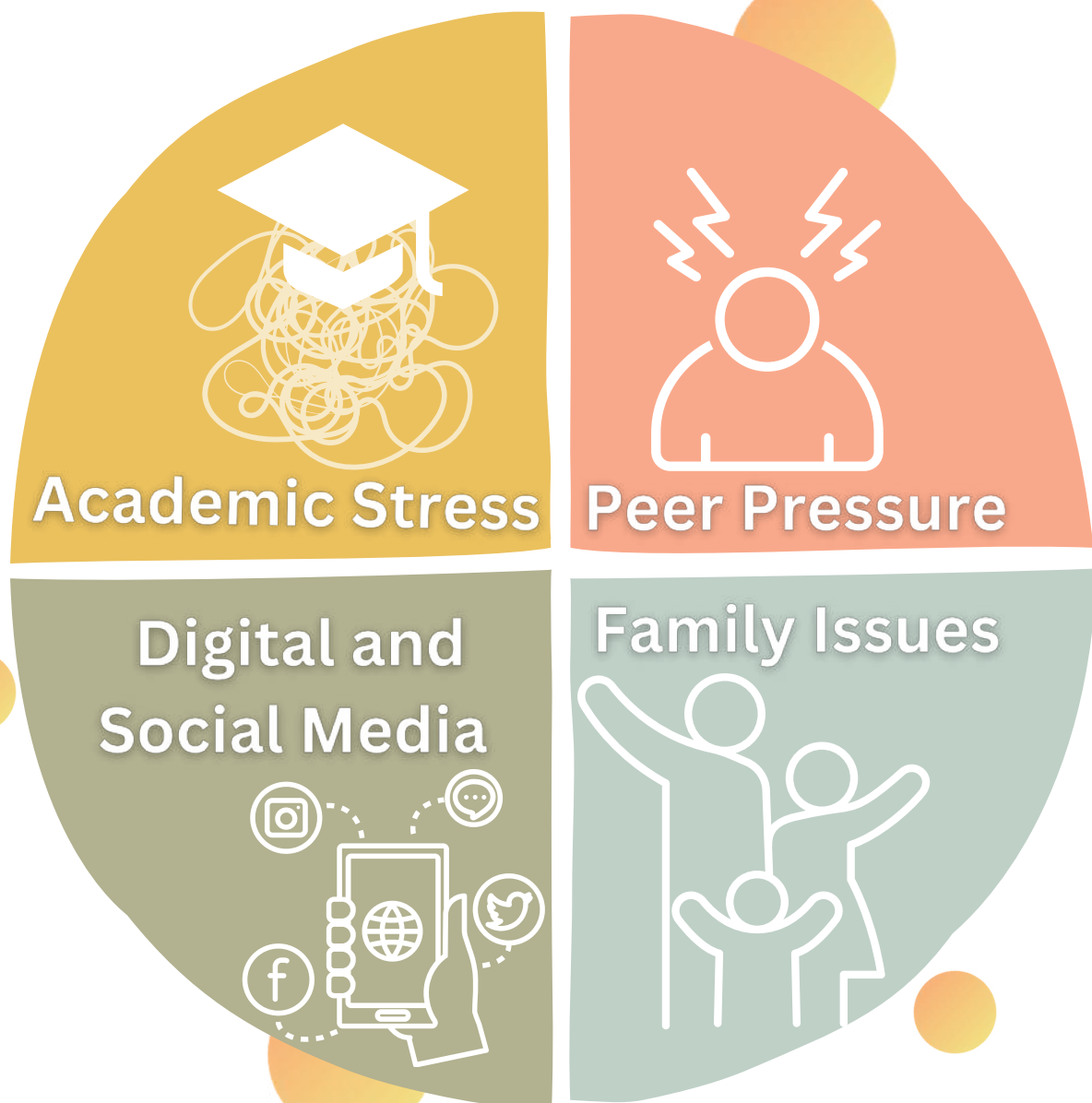
# ENERGETIX

MAXIMIZE YOUR POTENTIAL



**ENERGETIX**  
MAXIMIZE YOUR POTENTIAL

Today, 1.2 billion adolescents stand at the crossroads between childhood and adulthood. Out of which, around 243 million of them live in India. Adolescence is a turbulent time in an individual's life, as these are the formative years wherein an adolescent goes through a physical, mental, and emotional transformation. They also go through academic pressure, body image issues, friendships, relationship issues, and family conflicts, which can lead to stress, anxiety and depression, and in some cases suicide.



ENERGETIX is an interactive School-based program designed by collaborating with psychologists, doctors, behaviour scientists, and mind-body-energy therapists. This program addresses teenage issues through an holistic approach. It is digitally designed for a better user experience and aims to sensitize adolescents with the problems faced by them regularly.

This programme aims to empower the youth by teaching them ways to become emotionally intelligent and mentally stronger. It instils an ability to cope with stress, alleviate anxiety and prevent depression.

Our extensive research, presented at the National Communication Association's 107th Annual Convention in Seattle from 18th to 21st November 2021 by Erin Crow, an independent researcher and PhD graduate from Chapman University, California, contributed significantly to the field. The Program content has been thoughtfully crafted to ensure maximum engagement among adolescents.



Notably, on 10th October 2022, in honor of Mental Health Day, an online session website was launched, further extending the program's reach and accessibility to benefit a wider audience. offer a seamless and user-friendly experience for students.

The platform ensures easy login access and intuitive navigation, allowing users to engage effortlessly with its features. To promote accurate learning outcomes, it includes a robust system that maps student pre-test and post-test results to avoid errors in progress tracking. The website also offers interactive elements like quizzes to keep students engaged and reinforce their learning. Additionally, it features a rich array of mental health resources, including podcasts, blogs, and articles, to support students' well-being and provide valuable insights. This comprehensive approach makes the platform an effective tool for both learning and personal development.



The first quarter (**January to March**) of the year marked a significant phase in the ENERGETIX program, focusing on the development and testing of various modules. The ENERGETIX cloud-hosted model offers a dynamic and interactive online learning experience, featuring five comprehensive modules tailored to enhance students' mental health and personal development. Key activities included the beta testing of all modules and the finalization of voiceovers. The integration of modules aimed to create a seamless experience for participants. A successful pilot program was conducted at Vakola Public High School, involving 42 students. This hands-on experience provided valuable insights into real-life application and participant response, confirming the program's success. The completion of all modules in Marathi and English, supported by Kotak Securities funding, laid the foundation for scaling up the program.



The subsequent months (**March to July**) witnessed a pivotal shift towards digitization and accessibility. The primary objective was the development of a dedicated ENERGETIX user-friendly website, enhancing access for adolescents. Extensive efforts were dedicated to rework and improve the website, culminating in a successful launch on June 16th, 2023. To ensure a seamless launch, schools were shortlisted, invitations extended, and a launch event hosted at Public English High School Vakola. Esteemed guests, including Nanda Sir (Chairman of Club Mahindra), Mr. Sandeep Gupta, and Miss Parama from Kotak, attended the event alongside the School's Principal, Mr. Arun Dubey.





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The launch event featured a well-organized stage setup with banners and a high-quality sound system. A comprehensive presentation highlighted the benefits of ENERGETIX and its digital version. Refreshments were provided for the invited guests. The event concluded with impactful testimonials from individuals who had benefited from ENERGETIX, emphasizing the positive impact of the program.



In the latter half of the year **(July to December)** 2023, the ENERGETIX program continued its impactful journey with a strong focus on program implementation and awareness initiatives.

The ENERGETIX Implementation Program reached a substantial milestone, engaging a total of 2,490 students across six different schools. The dedicated efforts translated into 104 sessions, providing participants with valuable tools for enhancing their mental well-being. This widespread engagement reflects the program's effectiveness in addressing the diverse needs of the student population.





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## Awareness Programs

In alignment with our commitment to mental health advocacy, awareness programs were conducted during the World Mental Health Week at three prominent institutions: VIT College, Dr. S. Radhakeishnan International School, and Anjuman - I - Islam Allana English High School. These sessions aimed to foster a better understanding of mental health issues and promote a supportive environment within the school community.



## Key Metrics for Awareness Programs

3  
Schools

4  
Sessions

401  
Students  
Engaged

These awareness programs played a crucial role in promoting mental health literacy and reducing the stigma associated with seeking support. By actively participating in World Mental Health Week, we contributed to a broader conversation surrounding mental well-being.



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