



End Child Marriage in the Thar Desert.

A Proposal for advocacy and capacity building project in two districts of Rajasthan

URMUL TRUST

ABSTRACT

'Ending Child Marriage' is an ongoing endeavour to strengthen girl, the dignity of the girl child and her status in the Desert. The project seeks to motivate a sustained behaviour change towards girls in the community with special reference to stopping child marriage and continuing school education. Already operational in two of the largest districts of India, the project has already made long lasting impact.

EXPECTED RESULTS

The expected results are as follows: --

- More than 10,000 adolescent boys and girls and more than 30, 000 families to be reached through various programmes and activities of the project.
- Vulnerable families in 60 villages to be identified for drop outs or out of the school children
- 100 % of identified drop-out children re enrolled in school
- 100% of identified suitable girls to be linked with government scheme.
- 100% of identified suitable families in 60 villages to be linked with government scheme.
- At least 180 Panchyat Raj Institution members (Grassroots level governing body) (total of 60 villages) to be oriented on ills of child marriage and Integrated child protection scheme and their responsibilities
- 60 of the *Sarpanch, Ward Panch* to commit to having zero tolerance to child marriage and maintaining their villages as child marriage free
- 280 frontline workers (*Sathins*, Teachers, Anganwadi workers) to be oriented in the field area to enhance their capacity to deal with the challenges in the field.
- 378 of local committees (SMC, SDMC, Child Protection Committees) to be engaged in stopping child marriage
- 120 of spiritual and religious leaders to be reached and oriented
- Various other people, group of people engaged in child marriage like *Halwai, Nai, Pandit, photographer etc.* also to be approached in a direct communication or campaign mode. At least 300 Girls enrolled back into school in each districts
- All *SABLA Sakhi Sahelies* will be oriented on harms of child marriage and participating in peer support
- 100 % families reached with information of harms of child marriage through the different IEC
- 100 % of marriages of the year will get registered in the 30 villages.
- 70 % of these villages remain child marriage free

- Child marriage Communication and Advocacy document
- 100 % follow up in the villages of the first edition of the project.
- Substantive media coverage, ensuring environment building against harms and ill impact of child marriages

TOTAL ESTIMATED BUDGET- \$ 64500.00

A. ORGANISATION DETAILS

URMUL TRUST

Working in Thar Desert since 1986, URMUL Group of Organisations have been innovating models for inducing community driven socio-developmental changes by devising, managing and sustaining development programs in the harsh and inhospitable regions of rural Rajasthan.

Women's economic empowerment & skill development, capacity building and improving access to basic services, education, early child care & development, and child right Issues are few of the many concerns addressed. Food, fodder and water securities are major concerns areas, including drought and disaster mitigation. URMUL's work with people is guided by the spirit and trust placed in their capabilities to bring about the much-needed social change with their own efforts. Most of the work is focused on vulnerable and marginalised sections of the society - women and children. Following the integrated developmental approach, URMUL works on all the Millennium Development Goals, thematically working on health, education, livelihood, environment, mother-child care et al.

URMUL works across verticals ranging from Governments and INGOs to Panchayati Raj Institutions, Self Help Groups and other Civil Society Organizations. URMUL collaborates with over 300 gram Panchayat in over 700 villages in the Western Rajasthan directly. More than 30000 families have been partners of various programmes and have joined to form a network to carry forth the endeavours. URMUL acknowledges the strength of youth and their role in development of the society and therefore many interventions have been designed to carefully channelize their energy in a positive and constructive direction. URMUL has facilitated and collaborated with over 5000 youth groups in the entire region, building their capacity and driving them towards awareness and rights based development. To promote girl's education and provide an opportunity to adolescent girls, URMUL has designed and has been implementing, Girls' Education Residential camps for over 15 years.

Over 15000 girls have received primary education and as much as 60% of these have girls continued with mainstream education.

During the last three decades URMUL has developed a network of several committed voluntary agencies, consortiums and individuals in the region. The trust is also an executive member in several GO-NGO collaborations and National and State level Policy Planning Committees. The Government of India has identified URMUL Trust as mother NGO for implementing reproductive and child health projects in Western Rajasthan. It is also the member of the International Alliance against Child Marriage, 'Girls Not Brides'. It is also state representative of National Commission for Protection of Child Rights.

URMUL Trust and its commitment to eliminate Child Marriage

URMUL Trust understands that a strong and indigenous drive towards a comprehensive development can be initiated and innovated from within the communities alone. Until the community adopts and initiates a change from within, efforts cannot be superimposed and to initiate this effort, it is essential that all sections be empowered and opportune. This draws an immediate impetus to enable a voice for women in the Thar. This also, simultaneously, brings in the need to work with the powerful sections to dilute and decentralise the traditional power silos, i.e. patriarchy, male dominance and caste and class biases. Its efforts germinate in the belief that true empowerment is possible only when men give women the space to be themselves and exercise their rights to being equal human.

In 2011, URMUL Trust pledged its partnership to the Global alliance, Girls Not Brides (GNB), to eliminate child marriage. It was a part of the first global strategy development meeting by *The Elders* at Addis Ababa, Ethiopia and at its equivalent for the South Asia region held in Delhi in February 2012. The Elders team including Archbishop Desmond Tutu, Gro Harlem Brundtland, Mary Robinson, Ela Bhatt raised the issue with NGOs, International Development organisation, Planning Commission members and political leaders. UNICEF and UNFPA were also present in this meeting. Urmul has regularly been representing national and international fora.

Engaging with adolescent's issues, girl's child rights, women issues have been overarching principles of Urmul's overall activity for over two decades. It has engaged massively, both in service delivery- by organising education camps, running schools etc; and inspirational behavioural change by advocacy, capacity building of various stakeholders, use of media etc. Being a founding member of the Girls Not Bride campaign and network, the organisation has continuously been striving to align the child marriage issue as an overarching theme and concern in its different development programmes across the Urmul group of organisation and other development agencies in the western Rajasthan.

Over the twenty-five years, URMUL has been innovating several initiatives to support its mission. Beginning with interventions especially designed for promotion of girls'

education in Marushalas, Balika Shivirs (Girls residential education camps) and various vocational trainings, URMUL has been working to strengthen girls and their status in the society. It has been running the ICDS scheme in one block of Bikaner since 1991 to support and strengthen maternal-infant and adolescent health. It has been working with various women's self-help groups and adolescent girls' forums and groups in the villages to strengthen them through capacity building and community mobilisation.

Prior to the 2011, In 2005, URMUL initiated a programme "Dignity of the Girl Child" in the districts of Sri Ganganagar, Hanumangarh and Jaisalmer to eliminate female foeticide, infanticide, child marriage, and domestic violence and to restore and safeguard the dignity of the girl child. This programme continues to be carried out in the regions.

URMUL has strongly believed in the power of communication and its role in facilitating a positive change in the communities. Over the years, URMUL has developed an expertise at communications through its adept communications team. This team includes an in-house (autonomous) folk communications team, URMUL Gavaniyaar. The Gavaniyaar team through its puppetry, folk music and theatre has been playing a vital role in initiating attitudinal alteration. The team also includes a small crew of media professionals who use their mainstream media ideas and techniques to promote communications for various programmes. The team has been innovating and producing various IEC material – Films, Posters, Books, Newsletters, etcetera, for enhancing information dissemination.

B. SITUATION ANALYSIS

Context

*An estimated 10 million girls are married each year before they reach 18 years.¹
1 in 3 girl in the developing world is estimated to be married before the age of 18 years.²
Girls from poor families are nearly twice as likely to marry under 18 as girls from wealthier families.³*

Child marriage, defined as a formal marriage or informal union before age 18, is a reality for both boys and girls, although girls are disproportionately the most affected. About a third of women aged 20-24 years old in the developing world were married

1. DLHS 3 (2007-2008)

2. Population Council, 2004

3. UNICEF, The State of the World's Children, 2011

4. Child Marriage, UNICEF Information Sheet

5. International Centre for Research on Women, 2007

as children. It is a violation of child rights as it denies the child, whether a boy or a girl, the basic rights to health, nutrition, education, and freedom from violence, abuse and exploitation. It deprives the child of her/his childhood and limits freedom of choice. Child marriages undermine almost every Millennium Development Goal, and affect poverty, education, Health directly.

India has the highest absolute number of girl brides. Despite legalisation declaring 18 as the minimum legal age for marriage, the laws are not enforced and social, economic and cultural realities perpetuate the practice. 47% girls, according to the National Family Health Survey (NFHS), 2005-2006, marry before the age of 18, i.e. nearly half of all young women in the country. Marry me later, a report on child marriages by Dasra (2014) says, India accounts for 40 % of child marriages globally. This is highest in the world.

The Global Partnership to end child marriage, Girls Not Brides has pledged to eliminate Child Marriage. It has recognized child marriage as an obstacle in eradicating poverty, achieving universal primary education, promoting gender equality and improving maternal and child health. Child marriages are closely linked to early pregnancies and reproductive health implications, which further implicate into lowered potential of youth and perpetuate the vicious cycle of lowered potential in the society. It has been making efforts with governments of various countries, UN and civil society groups in its endeavour. Government of India, along with various civil society groups have pledged their support to this partnership.

The Government has issued several key policy statements and plans to eliminate child marriage, directly or indirectly. Various interventions by the state and civil society organisations have been devised to support the legislation to counter the impediment. There are various check mechanisms in place in counter child marriage, promote gender equality, empower women, promote maternal health and reduce mortality rates. However, the complexity of various factors and their interactions lead to occurrence and prevalence of child marriage. The strategies need to be redefined to address and eliminate the root cause of the problem and ensure child rights.

Understanding the Desert Context

As per DLHS 3 (2007-2008) married women age 20-24 who were married before age 18 (%)
Total: 57, .6, Rural 61.6, Urban 38.8

Only 23 % girls (between 15-17) attend higher education.

Only 26% women, who have money, can decide how to use it.

Only 4.5% women (aged between 15-19) participate in decision-making

Rajasthan has the second highest incidences of child marriages in the country. Child marriages are deeply associated with the traditional and cultural norms of the society, especially in the desert societies. These generational norms, overtime, have been

intermixed with the limited socio-economic factors, formulating them deeper into the functioning of the societies.

The desert, especially, has an anomalous spread of resources and opportunities. Amongst these scattered opportunities, the feudalism and biases in the society create a further misbalance. With this socio-economic sub-text in the background, a girl is seen as the weakest link in the chain adding little to economic or social value. This leads to a latent animosity towards girls manifesting itself into child marriage, violence, exploitation and abuse. The varied factors contributing are discussed here:

Patriarchy

The impediment is higher in intensity and incidences for girls. The deeply patriarchal and feudal society, does not allow girls a space to exercise freedom of choice, they are seen as a property whose lives may be decided upon and as an economic strain on the family. Girls are 'Paraya Dhan', a property belonging to the in-laws and so the need to invest in them is confined only to the socially prescribed purpose of marriage. The need to protect the chastity of the girl until then 'Marriage' becomes the sole responsibility of the parents.

Poverty

Poverty and lack of opportunities plays an important role in promoting child marriages. Marriage is seen as a solution to economic pressures on the family as 'one less mouth is to be fed'. Collective weddings are common in the desert, where all siblings and/or cousins are married off in one marriage ceremony. Also, in the event of an elderly family member's death, at the communal feast several girls are married off to save costs. This is done under the pretext of earning the blessings of the departed soul. Another common incidence is post-harvest period, weddings of children are held en masse on the auspicious day of *Akha Teej*.

Lack of Alternatives

There is still a perceived lack of alternatives to marriage for a girl child. The ultimate goal of her life is still held to be marriage and her 'reconciliation to her original home', i.e. of the in-laws. A family's decision to continue schooling (an immediate option) for a girl means a delayed marriage. Education, though has increased on the list of priorities of the parents, the lack of access to educational facilities, leaves the parents with no other choice but marriage for their daughters.

Additionally, the closed society and heavy restrictions on women, enables no opportunities for them beyond limited education. The girls are not allowed to go out of home and so not allowed to take up jobs. Though there has been a gradual change in this trend but the numbers are miniscule and the freedom to work is only perceived and not actually transferred.

Lack of exposure and awareness

The literacy and education levels in the desert are amongst the lowest in the country. The lack of education limits the understanding and access to information. With little awareness about the opportunities available for girls, marriage is the only perceived aim of a girl's life. Due to lack of awareness, the parents and the communities at large, fail to understand the social, health and economic implications of child marriages for them as well as the girls. Also, the lack of awareness on part of the girls, fails to enable them to voice their opinions and concerns.

The state government realises the impending precedence of the situation and to address this, it has put in place a number of policies and plans.

C. Need for intervention

Child marriage disproportionately affects the girl child. The Child marriage drastically alters the lives of the child – s/he is expected to perform and manifest learning and maturity of adults, carry out chores and become a responsible member of the family. In this situation, lives of young adolescents are placed in control of their in-laws and husbands, endangering not only their right to freewill but also their right over their own body and health.

While working With community URMUL TRUST identified the following bottleneck analysis of child marriage

1. Low level of law enforcement: Child marriage is a serious human rights violation affecting children's and women's rights to health, education, equality, and non-discrimination and to live free from violence and exploitation. These are rights enshrined in the Universal Declaration of Human Rights, the Convention on the Rights of the Child (CRC), the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW), as well as other international and regional human rights instruments. Constitution of India also implements "The Probation of child marriage act-2005". Child marriage is a way of life for people who practice it. Though there is a growing awareness that it is a crime, the sanctity of the social norm still exists in the minds of the people and perpetuates the practice. Many stake holders and duty bearers still didn't know about the detailed law.

2. No Scheme for preventing child marriage: There will be no scheme of government that prevent child marriage Just like *Mukhbeer Yojana* for PCPNDT ACT. A state level or central level scheme will help to prevent child marriage.

3. Low level of girl's education: Girls often are made to dropout of school to get married, i.e. the end of formal education. Some communities do not invest in girls' education at all. They believe girls need knowledge enough to carry out chores at home and therefore do not need to be schooled formally. This attitude is gradually

changing but marriage still remains priority for daughters. No or low education diminishes a woman's chance of making decisions, economic independence and health of her own and her family. In the first phase of project, project team learn that absence of secondary school in villages and nearby areas, absence of transport facility to secondary school and unclean toilets also a cause of dropout of girls from secondary education.

4. Poverty: Poverty and lack of opportunities plays an important role in promoting child marriages. Marriage is seen as a solution to economic pressures on the family as 'one less mouth is to be fed'. Collective weddings are common in the desert, where all siblings and/or cousins are married off in one marriage ceremony. Also, in the event of an elderly family member's death, at the communal feast several girls are married off to save costs. This is done under the pretext of earning the blessings of the departed soul. Another common incidence is post-harvest period, weddings of children are held en masse on the auspicious day of *Akha Teej*.

5. Unreached of Government scheme: Vulnerable and very needy people still away from empower by government scheme made for them. Hence they are still victim of poverty.

6. Gender discrimination: The impediment is higher in intensity and incidences for girls. The deeply patriarchal and feudal society, does not allow girls a space to exercise freedom of choice, they are seen as a property whose lives may be decided upon and as an economic strain on the family. Girls are '*Paraya Dhan*', a property belonging to the in-laws and so the need to invest in them is confined only to the socially prescribed purpose of marriage. The need to protect the chastity of the girl until then 'Marriage' becomes the sole responsibility of the parents.

7. Lack of information and awareness: Lack of awareness forces them to lead a life of fear and violence. Lack of awareness and knowledge on reproductive health i.e. childbirth complications are the leading cause of deaths for adolescent girls. Girls married young are pressured to have children before their bodies are fully developed. Infants born to young mothers are likely to suffer low birth weight and premature birth. These children are malnourished and in absence of proper fortification remain malnourished, restricting their development potential.

Synergies between state and community based efforts are essential to develop a comprehensive plan of action/ strategy for bringing a long-term attitudinal-behavioural change. An extensive plan of action is required to boost the existing state and district level interventions. To bring an end to child marriages, an endeavour to bridge the gaps between local and system is required. It is necessary to sensitize and develop capacity of the communities, PRI members as well as the last-mile implementation agencies.

D. What is “ending child marriage in the Thar Desert” Project.

Ending child marriage in the Thar Desert is a Girl not Bride, Thar extension of global campaign against child marriage. The project is an endeavour to strengthen girl, the dignity of the girl child and her status in the Desert. The project seeks to motivate a sustained behaviour change towards girls in the community with special reference to addressing child marriage. With an understanding that the only long-lasting change is the one that comes from within, the project looks to work at changing attitude of the society towards the girl, to enable them (the girls and their community) to understand alternatives available to a girl, and to diminish gender discrimination. It is aimed at developing a network of organisations in the region to support the interventions to reduce the vulnerability through social protection, access to education for girls and community mobilisation.

The Project Description:

Theory of Change for the project

If local leadership, and key community groups are mobilized, trained, educated, and sensitized about the ills of the social malpractices such as child marriage and communicate the messages about the same to their communities, then the constituents of the communities shall witness a marked improvement in the qualities of their lives.

Project Introduction:

Urmul has successfully implemented a project in which 60 villages of two districts- Jaisalmer and Bikaner. The project has successfully grounded and consolidated in the area. All the different stakeholders have been reached and are well looped in the project and the wider idea. The project in its first edition made significant impact amongst all the stakeholders at the village and district level. Through visits, media coverage and presentations at top levels, the policy level stakeholders have also been thoroughly briefed, updated and utilised in the project. Some of the key achievements of the programme have been:

- **34 village announce themselves child marriage free (19 more villages are ready to announce themselves child marriage free village)**
- **5000 individual awaked on consequences of child marriage through folk media**
- **1500 girls benefited from life skills training.**
- **41 Villages celebrate Akha Teej with child marriage free Akha Teej campaign.**
- **More than 100 PRI members oriented about their role on preventing child marriage.**

- The programme reached in 60 villages of the Thar Desert.

Project Area:

The project would be focused on two districts- Bikaner and Jaisalmer. In these districts, one block each would be selected as focussed block. The interventions will be carried out in these Blocks extensively, the villages would concentrate the thrust to a limited sphere to help demonstrate and model- the activities and thereafter assess their impact.

Project Duration: One year

The Project will span over a period of two year, in two districts of Bikaner and Jaisalmer in Rajasthan. The activities of the programme will be devised in continuation of the first edition, such that they will be organised and carried out at three levels, i.e. State-level, District level, and Village level to ensure a comprehensive outreach at all levels to positively impact and bring a sustained change. The Goal is to initiate **30 model villages** in each district with complete elimination of child marriages in these villages with an impact in the neighbouring villages and the district. In its second edition, this time the project would aim at approaching not only the villages but also the Panchayats.

Objectives

- To develop demonstrable and replicable models that would help in promoting behavioural change amongst communities and in particular- opinion leaders.
- To prevent child marriage and reduce its incidence in target areas.
- To influence social attitudes and perceptions around girls and their roles in society.
- To ensure girls have access to enhanced quality education opportunity and are given the possibility to complete education, even if they are married or in *Gauna*.

Summary of activities

To ascertain the objectives, the following action plan is proposed in the two districts of Bikaner and Jaisalmer, under following broad categories. These would be spread in village level, district level and state level activities.

- A. On-the-ground sensitization and activation
- B. Capacity building
- C. Advocacy at multiple level through events
- D. Regular meetings, follow-ups with different government and PRI agencies
- E. IEC development and media exposure
- F. Desert Resource Centre for child rights and child marriage

A. On-the-ground sensitization and activation

Type of activity – Awareness generation

Objective - To influence social attitudes and perceptions around girls and their roles in society

Process - Under these activities would primarily aim at environment building and getting the message across through a large gathering. At the frequency of each event for every village, we propose two major activities under this:

1. Village level road shows

Process- Urmul has its own communication and media team, which works on messaging using music, theatre and performances. Interactive Street Plays based on the issue and child rights are used to engage the audience and draw their involvement into subject. Through *Kala Jatha* - to create an environment in the village and draw involvement and attention of the people- we plan to reach out to the community at their village. These will be organised throughout the year at a frequency of at least one event per project village. We also plan to develop a small mobile exhibition on the ills of child marriage, and other adolescent issues. This mobile exhibition would be tagged along the kala jatha, and the IEC material could also be distributed through this mechanism itself. In this approach, the concerned schools, PRIs or other public places could be provided with some visual messaging like posters, banners.

2. Village level film screening evenings

The project would identify some key films- documentaries, short films etc, which could be used as a mass awareness tool. We would host film screenings at multiple locations- schools, community places and so on. We propose per show per village.

Outcomes: More than 20,000 adolescent boys and girls to be reached through various direct communication activities. Over 60, 000 families to be communicated the message of stop child marriage through BCC.

B. Capacity building and trainings

Type of activity - Training and sensitization

Objective - To prevent child marriage and reduce its incidence in target areas

2. To ensure girls have access to enhanced quality education opportunity and are given the possibility to complete education, even if they are married or in *gauna*.
3. To develop demonstrable and replicable models that would help in promoting behavioural change amongst communities and in particular- opinion leaders.

Process- It is essential to work on and strengthen the capacity of various frontline workers for improving access to education and other alternatives, for reducing Dropout Rates, enabling life-skills training and enhancing the overall school experience. Create community pressure groups for advocating against child marriage. Several trainings are proposed in the project. This is in continuation to the approach followed in previous edition and has shown remarkable success.

1. PRI members: Trainings to enable the PRI members to closely monitor the proper functioning of the school, and keep a vigilance that there are no child marriages in the village; to ensure all children in the village attend school and the parents are motivated to send their children to school. These yearly trainings would be organised at the block levels. This would be more important and will have to be more engaging this time, in view of coming panchayat elections in two months. All the new PRI representatives would have to be sensitized on the child rights, adolescents, RTE and child marriage.
2. SMC and SDMC capacity Building: Participate in Capacity-building and orientation trainings of the SMC organised by the state. These trainings would serve as a platform to ensure proper functioning and monitoring of Schools. To train them in the issues of child rights and orient them towards stopping school dropouts and child marriages.
3. Orientation of teachers and head teachers in these villages to keep a vigilance on low attendance which might be an indicator on child marriage and to have discussions on harms of child marriage with the children as well as SMC

4. Orientation of Panchayat level child protection committee to ensure their engagement in child protection and stopping child marriage
5. Commitment by *Sarpanch/Ward Panch* not to allow child marriages in their village and regular discussion of the same at the *Gram Sabha's* and the *Sthayee committees* of the Panchayat
6. Youth Cadre Formations: to create a cadre of whistle-blowers in the village, 2 girls and 2 boys will be selected in each of the 60 villages train the youth to observe, monitor and raise voice in the issues of child rights concern in the village. To sensitize them towards the need for stopping child marriage and lead them to initiate dialogue within the villages. The youth group would then organise their peer groups and disseminate information and motivate them to ensure No child married before the legal age and girls continue in schools These youth will include the SABLA girls
 - Youth Trainings: One refresher training will be organised in at gram Panchayat level each year to strengthen the knowledge base of the youth and motivate them.
 - Life skill education for youth: Life skills training for the formulated youth cadre at each focus block level. The trained youth would act as resource persons at their respective villages and train the youth To raise their voice against child marriage
7. Forum of religious priests and opinion leaders: a forum to enable an open discussion on child marriage to sensitize religious priests and opinion leaders. To motivate them to inspire and lead advocacy to rise the age of marriage and discourage child marriages. 3 trainings will be organised yearly at the 2 district headquarters
8. Strengthening reporting mechanisms – ensuring birth and marriage registrations at the village levels, raising awareness about child rights and the implementation of various acts and provisions at the district, block and villages levels.

Outcomes – At least 180 PRI members (total of 60 villages) to be oriented on ills of child marriage and ICPS and their responsibilities

2. 60 of the *Sarpanch, Ward Panch* to commit to having zero tolerance to child marriage and maintaining their villages as child marriage free.
3. 120 of spiritual and religious leaders to be reached and oriented (two people from every village of project area).
4. 100 % of marriages registration in the 30 project villages. Vulnerable families in 60 villages to be identified for dropouts or out-of-the-school children
5. 100% dropout girls identified in baseline survey to be re-enrolled in school.

6. 100% of girls identified in baseline survey to be got school bus pass.
7. 100% of girls identified during the baseline survey to be linkup with government scheme
8. 280 frontline workers (*Sathins*, Teachers, Anganwadi workers) to be oriented.
9. 100% *Sabla Sakhi Sahelies* to be oriented on child marriage.

C. Advocacy at multiple level through events

Type of activity – Advocacy and sensitization

Objective - To develop demonstrable and replicable models that would help in promoting behavioural change amongst communities and in particular- opinion leaders

Process - Through a series of events at village, Panchayat Samiti, district and state levels, the project aims at acknowledging the efforts of community in promoting the behaviour change, promoting the work under the project to a larger audience- thus widening replication. We propose following events

1. A state level meeting/ conference of the PRI representatives of the villages who committed their villages to be fully child marriage free would be organised at state level in Jaipur. The aim of the event would be to showcase the work, promote these PRI.
2. Several district level events are also proposed on the same lines, to engage the district government machinery on the child marriage and adolescent issues. This will engage representatives with the bureaucracy and government on the issues on adolescent child and child marriages.
3. Village and Panchayat Samiti level events to felicitate PRIs, which declare, total elimination of child marriages from their villages. In the previous edition, we have experienced great potential of these events as they bring in the commitment of the people and opinion leaders in public knowledge.

Outcomes – The nearby villages of project village to be also sensitize and start the process of making their village child marriage free.

2. 60 villages become child marriage free.

D. Regular meetings, follow-ups with different government and PRI agencies

Type of activity – Sharing and advocacy

Objective - To develop demonstrable and replicable models that would help in promoting behavioural change amongst communities and in particular- opinion leaders

2. To prevent child marriage and reduce its incidence in target areas.
3. To ensure girls have access to enhanced quality education opportunity and are given the possibility to complete education, even if they are married or in *gauna*.

Process - In addition to the on ground activities and capacity building, the project aims at participating in the existing processes including meetings, reviews etc. at different levels and act as a watch dog in the process. These presences also help in smoothening up processes, updating various stakeholders on development, data etc. The project team has, in previous edition, successfully managed to participate and impact numerous meeting, and important review and monitoring exercises by government. Like previous year, we plan to engage at following platforms, and working on numerous point actions.

- District level core group created in each district and agreement on creation of 30 villages as child marriage free ensuring support of each of the members of the core group.
- Regular planning and review meetings of the core group to ascertain progress address bottlenecks in implementation and further planning
- Panchayat Samiti: Quarterly participation in meetings of the Panchayat Samiti to sensitize and propagate the issues and rights of children. To establish the need to stop child marriage and motivate their commitment to stopping of child marriages.
- Health Department Meetings: Participation in meetings of the health department to strength monitoring and role of PHCs in child marriage, teenage pregnancies (married adolescents)
- Ensuring strict enforcement of Law: various interventions with the law enforcing agencies as well as with whistle-blowers will
- Core Group Meetings: Quarterly meetings of the core group will be organised at the district level. These meetings would be help to access and evaluate the functioning of all members and would enable a strategic plan for future course.

- Panchayat: Training and Orientation workshops at the gram Panchayat levels to strengthen the PRI members to monitor vulnerable families and drop out children and ensure strict enforcement and adherence to the law.
- Public Updates of Data - Regular updates of facts and figures will be share in all participating meetings and trainings of Health, Education and Panchayat. This will be done to ensure that data is available and can be conveniently accessed on respective websites, and through Rajiv Gandhi Kendra.
- Involving Sarpanch, frontline workers in certifying villages that have remained child marriage free
- Felicitation of villages that have been child marriage free.

Outcomes – All stake holders, duty bearers, children and families of 120 villages will be sensitizing on prevention of child marriage.

E. IEC development and media exposure

Type of activity – IEC

Objective- To prevent child marriage and reduce its incidence in target areas

2. To influence social attitudes and perceptions around girls and their roles in society.
3. To ensure girls have access to enhanced quality education opportunity and are given the possibility to complete education, even if they are married or in *gauna*.

Process -

- Communication for Sustained Behaviour Change: Use IEC/media to build to highlight the harms of child marriage and advantages of continuing education
- IEC Material: Various IEC Material for print– newsletter, posters, sticker, booklets, banners, exhibits, will be created to support the campaign to reach out a wider scale of audience with information on the child marriage prevention act as well as the harms of child marriage Media Capacity Building and Orientations: Orientations and sensitization trainings for the mainstream Media, primarily print, will be organised to orient and sensitize them towards the issue of Child marriage.

Newsletter - Lack of Information and knowledge about consequences of child marriage and law related to children is a big gap for effective implementation of the programme. This gap will be filled by providing them information continues in regular interval of time. A newsletter will

be published in duration of two month, which content good practice during the programme, achievement, and voice of the community. It will help to replicate the progress in one area to another area of the programme.

Posters – Two posters on stop child marriage will be published this year. One poster contains a case study of the previous project and second poster provide message of religious leader/ famous face of the area about consequences of child marriage and request to stop it.

Sticker – A sticker carrying message of “child marriage free home” distribute to every participant in the training and meeting conduction during this project. Participant will put this in their door themselves.

Booklets – Two booklets will be published, one booklet will showcase the initiative of PRI, Individual, girl or adolescent club for stopping child marriage /announcing child marriage free village. Second booklet contain government scheme, policy related to adolescent and brief about prevention of child marriage free act.

- Exposure Visit of the media (local and mainstream media to the field areas): 3 exposure visits will be organised for 5 media persons to the field areas so as to enable them to analyse and assess the situation in the region and in turn draw focus through articles and reports to the field realities.
- Features/Articles in Print Media: To collaborate with the Mainstream Media to carry out features / articles on the issues of Child Marriage and also highlight stories from the field.
- Media Collaborations: initiating collaborations with the media to carry out local storied concerning Child marriage, issues and rights of a child and to strengthen their roles as whistle-blowers in bring stories to the forefront and pressurising laws to be implemented effectively.
- Process documentation of the programme- As per the previous year achievement and this year expected outcomes this project is the perfect example of community led initiative for ending child marriage. This process include various new learning which Urmul believe to share with other's organisation so that child marriage will be going to end soon. Hence there is a need to develop a document on learning of the project. This document include initially data collecting process, challenges face during the programme, problem solving with testimonial from fields and case studies and recommendation for future.

Outcomes- 100 % families reached with information of harms of child marriage through the different IEC.

2. Substantive media coverage on the project and its intervention area.
3. Project documentation
4. Replication of project in other needy areas.

E. Desert Resource Centre for Protection of Child Rights and Child Marriage

Type of activity – Information, Support

Objective- To prevent child marriage and reduce its incidence in target areas

2. To ensure girls have access to enhanced quality education opportunity and are given the possibility to complete education, even if they are married or in *gauna*.

Process- The idea of setting up Desert Resource Centre for Protection of Child Rights and child marriage has emerged during the work URMUL Trust has done in the first year of project GNB The Thar Extension with UNICEF support. URMUL Trust is already operating the Childline 1098 in Bikaner district. This phone base helpline provided opportunity to children and villagers to complain about child marriages. This ICT support really becomes the strong base for getting information and immediate action.

There is a district level advisory committee under the chairpersonship of District Collector. All other district level officials, including SP, Joint Commissioner Labour, Child Protection Officer, Deputy Director, WCD are members in it.

URMUL plans to setup the resource center for providing help to all adolescent children on different child right related issues with the more focus on child marriages. Area specific and need base material development, documentation and liaisoning with district authorities would also be the major work of resource center.

This Resource Center will also serve as a link for better implementation of ICPS in entire Bikaner district.

Outcomes - 100% of girls identified during the baseline survey to be linkup with government scheme

2. 100% dropout girls identified in baseline survey to be re-enrolled in school.
3. 100% of girls identified in baseline survey to be got school bus pass.
4. 100% of families identified during the baseline survey to be linkup with government scheme.

EXPECTED RESULTS

The expected results are as follows: --

- More than 10,000 adolescent boys and girls and more than 30, 000 families to be reached through various programmes and activities of the project.
- Vulnerable families in 60 villages to be identified for drop outs or out of the school children
- 100 % of identified drop-out children re enrolled in school
- 100% of identified suitable girls to be linked with government scheme.
- 100% of identified suitable families in 60 villages to be linked with government scheme.
- At least 180 PRI members (total of 60 villages) to be oriented on ills of child marriage and ICPS and their responsibilities
- 60 of the *Sarpanch, Ward Panch* to commit to having zero tolerance to child marriage and maintaining their villages as child marriage free
- 280 frontline workers (*Sathins*, Teachers, Anganwadi workers) to be oriented in the field area to enhance their capacity to deal with the challenges in the field.
- 378 of local committees (SMC, SDMC, Child Protection Committees) to be engaged in stopping child marriage
- 120 of spiritual and religious leaders to be reached and oriented
- Various other people, group of people engaged in child marriage like *Halwai, Nai, Pandit, photographer etc.* also to be approached in a direct communication or campaign mode. At least 300 Girls enrolled back into school in each districts
- All *SABLA Sakhi Sahelies* will be oriented on harms of child marriage and participating in peer support
- 100 % families reached with information of harms of child marriage through the different IEC
- 100 % of marriages of the year will get registered in the 30 villages.
- 70 % of these villages remain child marriage free
- Child marriage Communication and Advocacy document

- 100 % follow up in the villages of the first edition of the project.
- Substantive media coverage, ensuring environment building against harms and ill impact of child marriages

Monitoring and Evaluation

MIS system would be developed in line with the UNICEF-Breakthrough led monitoring approach and system. Regular team monitoring, monthly meetings, meetings with stakeholders and a core group meeting at the district levels will help monitor and accurately evaluate the implementation of the project. Quarterly process documentation of the project

- Social mapping at the beginning of the project
- End of the project identifying villages that meet the criteria of the child marriage free village
- The NGO will submit quarterly reports, covering the various activities defined in the proposal including reports on training with participant list and their signatures, The NGO will submit accounts and expenditure statement with Utilisation certificate on completion in the accepted UNICEF format.
- A final Comprehensive Report of all activities of the programme and their impact will be generated at the end of the programme to assess and analyse the success of the programme.
- Photographic and textual documentation of the different trainings and activities related to mobilization.
- Feedback from the children, officials of, Teachers etc.
- Monitoring visits and field trip reports by other UNICEF teams.

UNICEF will undertake and complete the on-going monitoring and evaluation of the implementation of the Programme in accordance with jointly developed and agreed monitoring framework and format. The monitoring and evaluation plan set out in Project Implementation Plan (PIP).

In addition to these, regular financial audits will be conducted.

Sustainability of the project

Girls need to be able to achieve their aspirations. It is when girls can choose *whether* to marry as well as when and whom, that marriage-related decisions will reflect a true choice, a shift in decision-making power to girls and new social norms. Similarly, if married girls lead healthy, empowered lives, this will reflect our success in separating the harmful conditions associated with child marriage from the practice itself. The main objective of this project is to ensure girls have access to enhanced quality education opportunity. Through education they will achieve their aspirations and this will be possible because this project play a major role on positive change towards social attitudes and perceptions around girls and their roles in society.

2. This approach of implementing of project through Panchayat is itself a mode of sustainability of the project.

3. Youth groups will play a role of catalyst after the project.

Budget Description

	Key Strategic Action	Unit	Block/District	Cost/Unit	Total	Bikaner (Rs.)	Jaisalmer (Rs.)	Total (Rs.)
1	PROGRAM COST							
	A. Field Activities			113500	800000	400000	400000	800000
	A.1. Capacity Building							
	Participation in SMC/SDMC trainings and meetings	60	2	500	60000	30000	30000	60000
	Training of PRI members (including food and travel, resource material for participants)	30		1000	30000	15000	15000	30000
	Adolescent orientation and Life Skill Training in Villages	60	2	1000	120000	60000	60000	120000
	VLCPC / VHSC Trainings cost	30	2	500	30000	15000	15000	30000
	Follow up meetings in child marriage free village	120	2	500	120000	60000	60000	120000
	Forum of religious priests and opinion leaders at District Level	2	2	10000	40000	20000	20000	40000
	A.2. Strengthening reporting mechanisms				0			

District level Sharing conference with representatives from different child marriage free declared villages.	2	2	300 00	1200 00	6000 0	6000 0	1200 00
Yearly District level meetings with functionaries and officials Training	2	2	100 00	4000 0	2000 0	2000 0	4000 0
Exposure Visits, fellowship of the Media (Visit Cost = Rs 5000; this would include food, travel and any material required)(5PAX per district)	2	2	200 00	8000 0	4000 0	4000 0	8000 0
A.3. Ensuring strict enforcement of Law				0			
District /Block Level felicitation child marriage free village (Bikaner & Jaisalmer) including communication program, photo documentation, travel, food, venue, mike etc.	2	2	400 00	1600 00	8000 0	8000 0	1600 00
B. IEC Cost				3280 00	1640 00	1640 00	3280 00
Pamphlets/3 fold	5000	1	6	3000 0	1500 0	1500 0	3000 0
Newsletter	8000	1	20	1600 00	8000 0	8000 0	1600 00
Posters	3000	1	10	3000 0	1500 0	1500 0	3000 0
KalaJatha(Song, Puppet, theatre) Panchayat headquarter (Cost/Performance = 6000 inclusive artists fee, travel props) inclusive of mobile exhibitions, film screening and rallies (100 villages and 3 district level)	18		600 0	1080 00	5400 0	5400 0	1080 00
C. Development and coordination of resource center		200000		2000 00	1500 00	1500 00	2000 00
Center coordination activity, regular media watch,, updates to various stakeholders, thematic coordination and knowledge support between field teams, coordination between Childline, Project and other stakeholder.	1	200000		200 000	100 000	1000 00	2000 00
C. Personnel Cost			840 00	1608 000	8040 00	8040 00	1608 000
Project Director	1	12	280 00	3360 00	1680 00	1680 00	3360 00
District Coordinator	2	12	200 00	4800 00	2400 00	2400 00	4800 00

	Field Workers (2 at each district)	4	12	100 00	4800 00	2400 00	2400 00	4800 00
	Finance Manager	1	12	180 00	2160 00	1080 00	1080 00	2160 00
	Office Assistant	1	12	800 0	9600 0	4800 0	4800 0	9600 0
	D. Travel			100 00	2100 00	1050 00	1050 00	2100 00
	Project Director	1	12	500 0	6000 0	3000 0	3000 0	6000 0
	District Coordinator	2	12	300 0	7200 0	3600 0	3600 0	7200 0
	Field Workers (2 at each district)	4	12	150 0	7200 0	3600 0	3600 0	7200 0
	Finance Manager (Part time@ 40% of 25000 monthly salary)	1	12	500	6000	3000	3000	6000
	Sub Total Programme Cost				3146 000	1623 000	1623 000	3146 000
2	DIRECT PROGRAM SUPPORT COSTS (DPSC)							
	E. Admin Cost			440 00	5310 00	2655 00	2655 00	5310 00
	Offices at Jaisalmer, Bikaner,	12	1	150 00	1800 00	9000 0	9000 0	1800 00
	Communications,	12	2	500 0	1200 00	6000 0	6000 0	1200 00
	Stationary	12	2	500 0	1200 00	6000 0	6000 0	1200 00
	Office Expenses	12	2	400 0	9600 0	4800 0	4800 0	9600 0
	Audit fee	1	1	150 00	1500 0	7500	7500	1500 0
	Direct Program Support Cost				5310 00	2655 00	2655 00	5310 00
	Sub Total (PC +DPSC)				3677 000	1888 500	1888 500	3677 000
3	Indirect Programme Cost 5% (IPC)				1838 50			1838 50
	Grant Total				3860 850	1888 500	1888 500	3860 850

Total Budget in \$

**64508.
77193**

\$1=59.85