

मे
कुछ भी
कर सकती हूँ

— *I, A Woman, Can Achieve Anything* —

The Problem



4.5 million girls have gone missing at birth as a consequence of gender based sex selection (UNICEF)

India's Child Sex Ratio is 914 for every 1000 boys (Census 2011)

Almost one in two Indian women aged 20 to 24 are married by age 18 (UNICEF)

Adolescent Pregnancy is a direct consequence of child marriage. Over 35% of nineteen year olds in India have begun child bearing.

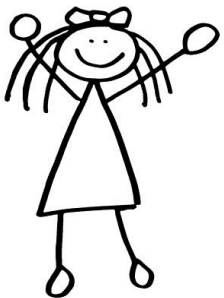


INDIA'S GIRLS ARE GOING MISSING

Adolescent pregnancies coupled with the highest prevalence of underweight adolescent girls leads to higher rates of maternal death

Transforming Social Norms

- Self Efficacy –Individual’s perception of one’s capability to deal effectively with a situation and perceived control over it is enhanced.
- Collective efficacy –The community feels empowered to organise and achieve collective goals (Bandura 1997).



Entertainment Education



- Entertainment education is the process of purposively designing and implementing a media message both to entertain and educate, in order to increase audience members' knowledge about an educational issue, create favourable attitudes and change overt behaviour (Singhal & Rogers 1999)

Building on Reality



Positive Deviance (PD) approach to social change:

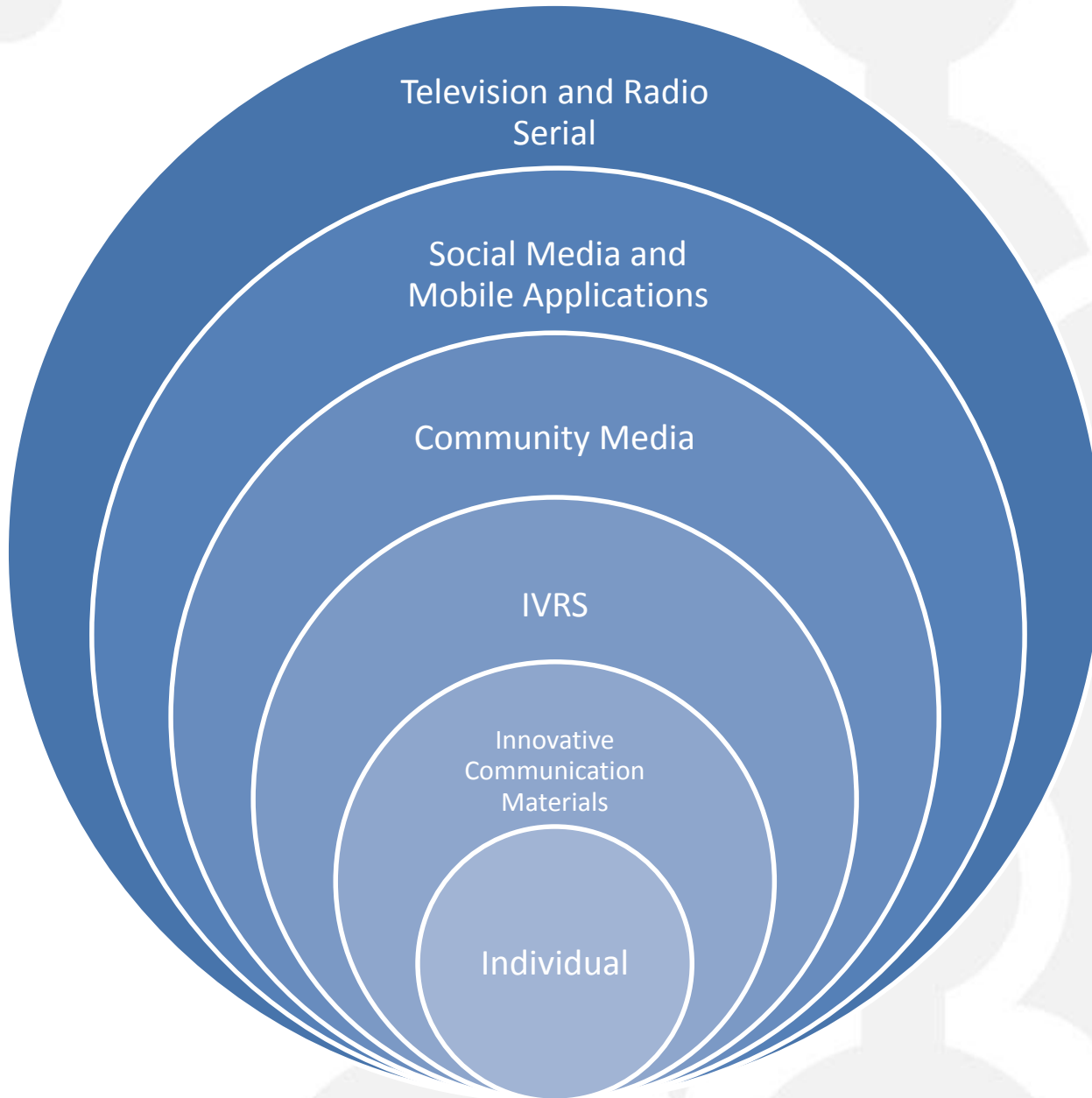
- Harnessing local solutions to local problems
- Identifies positive practices, behaviors within the community and aims to amplify it.
- International success stories like Soul City in South Africa and Simply Maria in Peru have used positive deviance approach

Main Kuch Bhi Kar Sakti Hoon

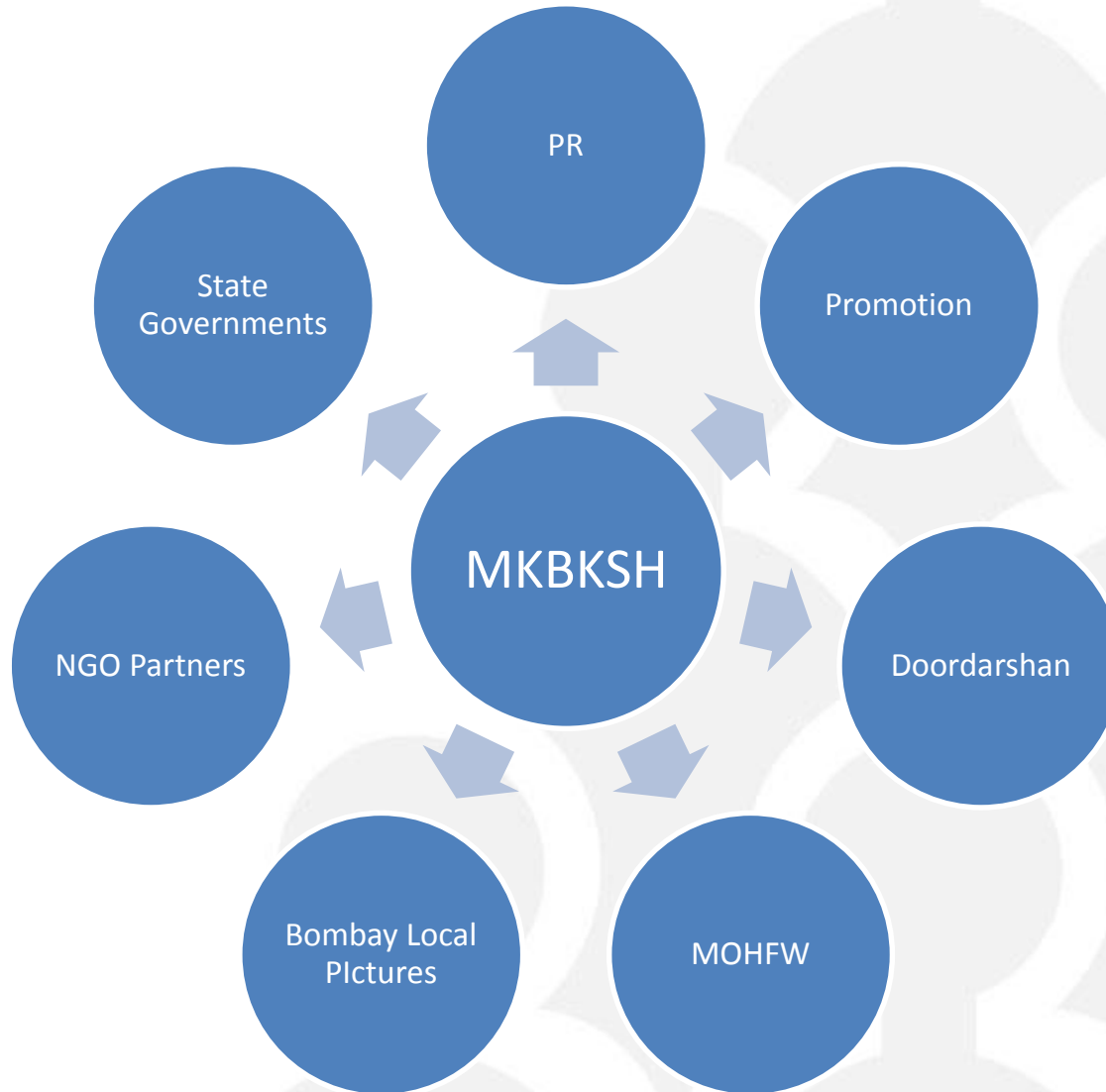


- Multimedia initiative which aims to enhance knowledge and change perceptions and attitudes on women's empowerment and the social determinants of maternal and reproductive and sexual health.
- Key issues in Episodes 1-52:
 - Delaying age at marriage
 - Spacing between births
 - Delaying first pregnancy
 - Quality of care
 - Sex selection
- Episodes 53-104 will focus on young people and showcasing innovative health interventions.

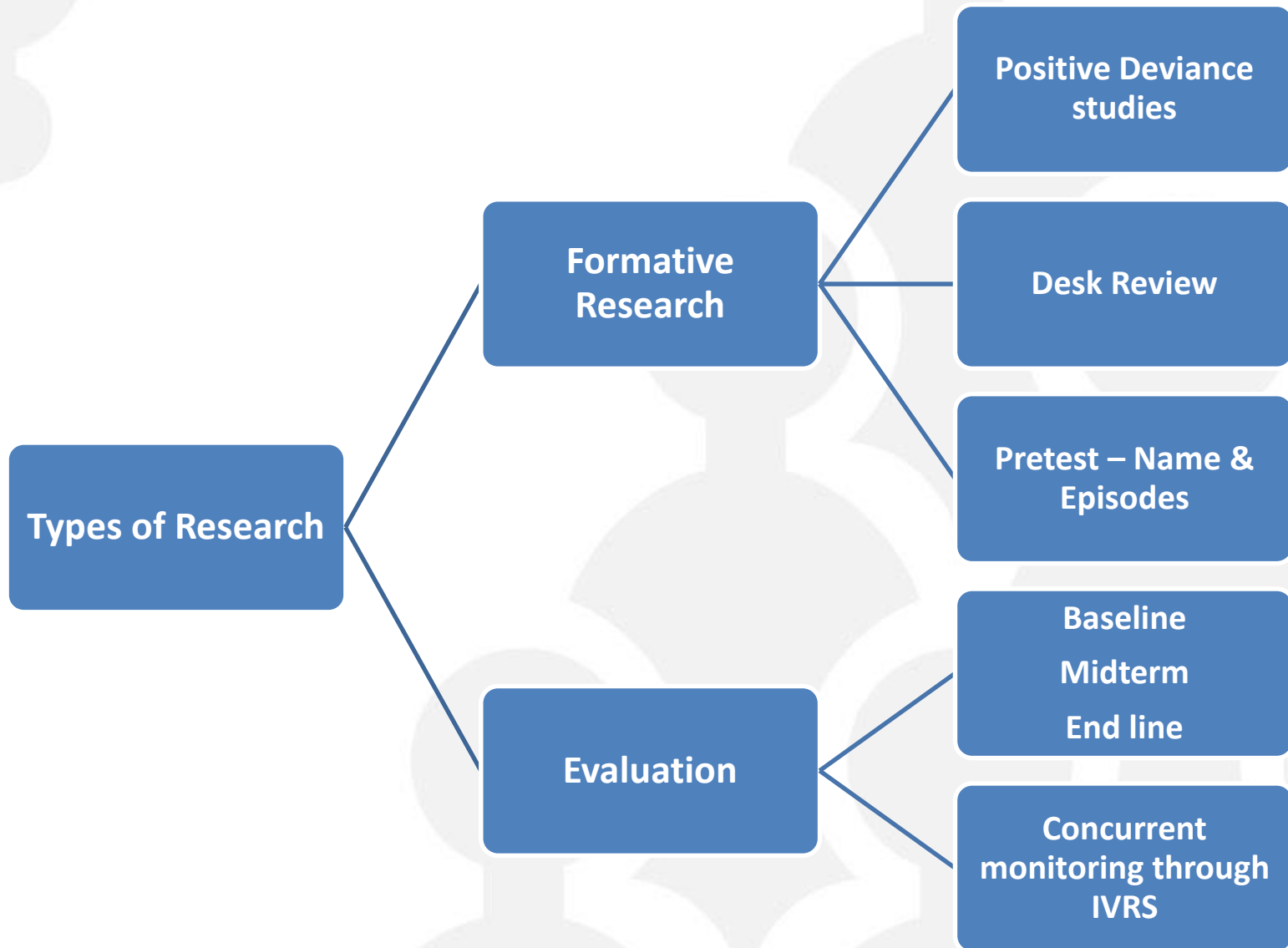
A 360 Degree Approach



Multiple Stakeholders



Research



IVRS



Main Kuch Bhi Kar Sakti Hoon shows us that child Marriage completely destroys the life of a girl. At the age where she should be playing with toys and not have the burden of a marriage, when her body is not developed either mentally or physically, when they don't know about what to eat and how to take care of themselves they are forced to become mothers. The babies they deliver die during child birth—sometimes the mothers also die during child birth- I strongly feel that girls and boys should be married at the right age.

- Gangadhar

- Built as an offline social media platform to reach viewers who have access only to mobile phones and not internet.
- The IVR number received 600,000 calls in the first season from 150,000 dedicated callers
- Viewers are able to call, listen to content and leave their feedback on the system

Outreach



- Rolled out in partnerships with government, NGOs and CBOs in 10 districts of Bihar and Madhya Pradesh
 - To **extend reach** of the serial - reach out to the **last mile**
 - To **engage and involve** the community with key issues from the serial
 - To **contextualize** messages at the community/individual level
 - **Reinforcement** to enhance impact of messages

Digital

- Young people are increasingly accessing and sharing information over mobile phones and applications.
- Phones provide a unique tool to reach young people directly and privately

Thank You