

COMMUNICATION STRATEGY ON KANYASHREE PRAKALPA



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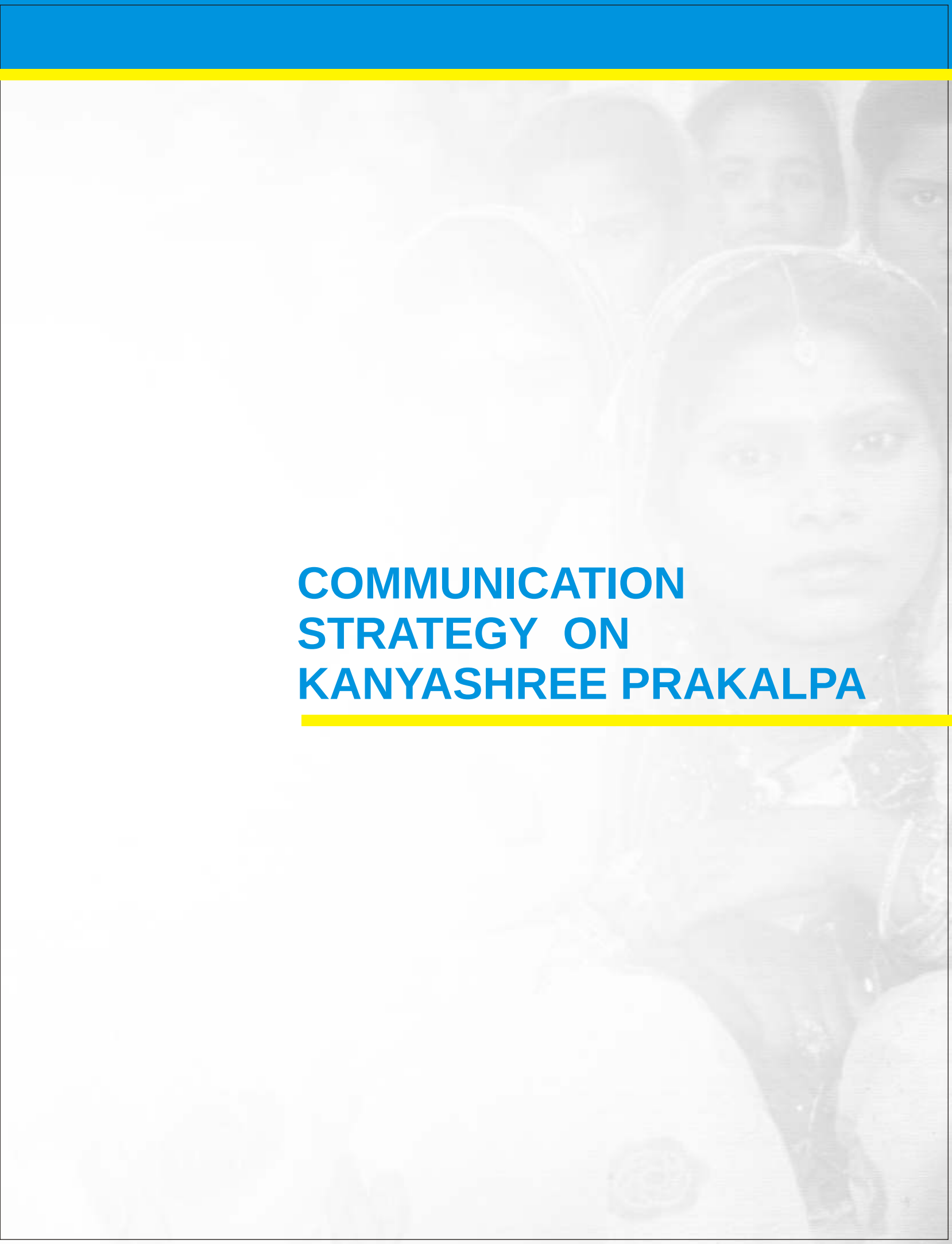
Prevention of Early Marriage in West Bengal

August 2013



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Abbreviations

ABAD	Apni Beti, Apna Dhan	SC/ST	Scheduled Caste and Scheduled Tribe
ANM	Auxiliary Nurse Mid	SHG	Self-Help Group
ARSH	Adolescent Reproductive and	SMC	School Management Committee
ASHA	Accredited Social Health Activist	SM	Short message service
AWW	Anganwadi Worker	SPMU	State Project Management Units
BSY	Balika Samridhi Yojana	TB	Tuberculosis
CBO	Community Based Organisations	TTI	Theory of Triadic Influence
CCT	Conditional Cash Transfer	TV	Television
CDPO	Child Development Protection Officer	UN	United Nations
CEDAW	Convention on the Elimination of	UNCRC	UN Convention on the Rights of the Child
CEO	Chief Executive Officer	UNICEF	United Nations Children's Fund
CM	Chief Minister	VIC	Village Information Centre
CMPO	Child Marriage Protection Officer	WHO	World Health Organization
CRC	Convention on Rights of the Child		
CS	Chief Secretary		
DCPS	District Child Protection Societies		
DICO	District Information & Cultural Affairs		
DLHS	District Level Household Survey		
DM	District Magistrate		
DoE	Department of Education		
DPMU	District Project Management Units		
DWCD	Department of Women and Child Development		
GP	Gram Panchayat		
HIV/AIDS	Human immunodeficiency		
ICDS	Integrated Child Development Scheme		
ICRW	International Centre for Research on Women		
IEC	Information, Education and Communication		
IPC	Inter-personal Communication		
IQ	Intelligence Quotient		
KP	Kanyashree Prakalpa		
MDGs	Millennium Development Goals		
MSC	Most Significant Change		
NFHS	National Family Health Survey		
NGO	Non-Government Organisation		
NYK	National Yuva Kendra		
PCMA	Prohibition of Child Marriage Act		
PMU	Project Management Units		
PRI	Panchayati Raj Institution		
RBD	Registration of Births and Deaths Act		
RTE	Rights of every child to Education		
SBCC	Social and Behaviour Change Communication		

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Foreword-1

A girl child in India, and in many other countries in Asia and Africa does not get her dues. Unfair discrimination and heartless neglect are her lot. We must ensure that a girl gets all opportunities to grow and develop into a worthy woman, and become an asset to the society.

There is the serious problem of early marriage in this part of the world. The "Prohibition of Child Marriage Act, 2006" is supposed to prevent marriage of girls before 18 years of age and of boys before 21. But the violation of the Act is widely prevalent in the rural areas especially in poverty stricken families. West Bengal is one of the 5 States in India where percentage of girls getting married before 18 exceeds 50%.

We have a mission to ensure healthy and normal growth of a girl child, her education upto atleast thesecondary level and marriage after attaining 18 years of age. With these objects in view, we have launched the Kanyashree Prakalpa, a landmark project initiated by the Government of West Bengal.

The Department of Women Development and Social Welfare, Government of West Bengal, requested UNICEF, to develop a comprehensive communication strategy for the launch and successful implementation of the Kanyashree Prakalpa.

We are happy and proud to work together and develop the COMMUNICATION STRATEGY ON KANYASHREE PRAKALPA - Prevention of Early Marriage in West Bengal. This is an integrated communication strategy based on research and has used standard communication approaches and methodologies. It will be implemented in two phases with the aim of making a penetration in the social norm and break them. The first phase will focus on mass media and outdoor driven campaigns to promote the Kanyashree Prakalpa. The second phase will use appropriate mix of mid media and channels, community mobilisation and interpersonal communication interventions to ensure the participation of the scheme's beneficiaries and their interaction and collaboration with the entire cross section of service providers at the state, district and community level. The strategy has set indicators to track the progress of inputs, outputs and impact at the level of general awareness, behavioural and social change vis-à-vis Kanyashree Prakalpa

We hope that the document will be useful tool in getting the maximum benefit out of the "Kanyashree" scheme.

Roshni Sen, IAS

Secretary
Department of Child Development &
Department of Women Development and Social Welfare

Foreword-2

Early marriage is a serious social concern worldwide and the available evidences reveal that it is much more serious in Asia and Africa. Early marriage rates in Asia are the second highest in the world, just behind West Africa and 50% of girls affected by child marriage live in Asia. In India, the prevalence of early marriage is as high as 47%. The countries where early marriage is highly prevalent, also have the highest maternal and child mortality and morbidity rates.

The Constitution of India and India's endorsement in various international conventions reveals its commitment to address the issue of early marriage.

Early marriage impinges on various rights of the child and has an inter-generational impact. Early marriage seriously implicates gender-based violence, hinders proper growth and development of the girl, and most importantly takes away the opportunity for the girl to gain education thereby restricting her ability to contribute financially to support the family, limited mobility and reduced decision making power. It also has implications on maternal and child health and nutrition and child survival, development, protection and participation. It perpetuates an unending vicious cycle of poverty and deprivation through generations.

The vicious cycle of violation of girls and boys' rights and their exploitation must come to an end. Early marriage is a traditional societal norm which has existed for centuries. Therefore, changing such practices requires some very bold and innovative decisions which should be implemented with strong political, social, economic and programmatic commitments.

Kanyashree Prakalpa, a conditional cash transfer scheme, is an important and timely step taken by the Government of West Bengal to prevent early marriage, and motivate girls under 18 years of age to continue their education and other gainful activities for their skill development, and realization of all rights of girls belonging to marginalised sections of the society. The Government of West Bengal is aware of the fact that there is no change without communication, and that its schemes need to be supported by well thought out communication strategies to achieve not only general awareness about important schemes like Kanyashree Prakalpa, but also to change behaviours and social norms so that all stakeholders know their role and responsibilities and act upon them in a sustainable manner.

UNICEF has developed this integrated communication strategy for the launch and successful implementation of the Kanyashree Prakalpa.

We do hope that the implementation of **COMMUNICATION STRATEGY ON KANYASHREE PRAKALPA** will contribute to generate adequate awareness and develop behaviour change and social norms to prevent early marriages in the state. We greatly value this partnership of UNICEF and the Government of West Bengal, which strives to address the issue of right and empowerment of adolescent girls in the state of West Bengal. With this commitment, we envisage this to be a flagship programme of the state.

M. Asadur Rahman

Chief, Field Office
UNICEF Field Office for West Bengal

Executive summary

Child marriage or early marriage is a social and cultural concern in many parts of the world with higher prevalence in Asia and Africa. According to a nation wide study, 47% of women (aged between 20-24 years) in India get married before they reached the age of 18 years. This situation is similar in West Bengal with 54.7% of women in the same age group get married before they reached the right age to get married i.e. 18 years.

Recognizing the alarming statistics of prevalence of early marriage in the state and the large cohort of adolescent girls in West Bengal, Government of West Bengal has planned to launch a scheme, Kanyashree Prakalpa, to reduce and later eliminate the practice of early marriage in the state. Under this scheme, girls in the age group of 13-18 years are encouraged to continue their education in schools or engage in vocational/sports training and in turn, they are rewarded with cash transfers, provided the conditions of eligibility are met.

The communication strategy lays the foundation by acknowledging the gravity of the situation w.r.t. to practice of early marriage in the state, its impact on various rights of the child, inter-generational impact of this and barrier to achieve various MDGs. It proposes 2 distinct components, Public Advocacy and Social and Behaviour Change Communication (SBCC) to address the issue of early marriage. Early marriage is recognized as a social norm and breaking a norm involves certain logical steps such as increased dialogue and these have been captured in various phases of communication.

The strategy lays down the communications goals and objectives. It further identifies the cohorts to be addressed, the districts to be focused, presents a detailed stakeholder analysis, and message and media mix for effective communication. It also engages a theoretical framework (Theory of Triadic Influence) to understand the practice of early marriage and elements to work with to bring about the change in this social norm.

Under SBCC, the strategy recommends to unfold the communication piece in 3 phases:

1. Phase I: Biyer ki Tada (hurry in getting daughters married off) is a teaser campaign that calls for dialogue within the family, between family, family to service providers and family to clan leaders.
2. Phase II: Back to Learn campaign focuses on reinstating or continue education, be it formal, non-formal, vocational or sports. The campaign will be initiated in the 8 focused districts
3. Phase III: Back to Learn campaign will be taken to the other 11 districts in West Bengal

All 4 components of SBCC, namely, mass media, advocacy, community mobilisation and inter-personal communication is addressed in the strategy.

The public advocacy component will start 2 weeks prior to the day of the launch of the scheme, i.e., Oct. 1, 2013 in Kolkata, West Bengal. It covers all details on the day of the event, mass media publicity before the event and press meets and interaction before and after the event. It also proposes a follow-up district level advocacy event following the state event.

The paper highlights the programmatic assumptions that have direct influence on the outcome of the communication strategy. It also recognises the challenges connected with the communication plan and suggests that these are addressed at each level of programmatic intervention.

The strategy further details out the monitoring and evaluation plan – its importance, methodologies, tools and indicators. It covers 3 result headings, i.e. Outcome, Output and Process. The indicators for results are supported with means of verification.

The strategy paper concludes with a roll-out strategy at the state, district. Block, GP, village and ward levels.

SECTION I Background

Child marriage or early marriage¹ is a social concern worldwide and more so in Asia and Africa. Child marriage rates in Asia are the second highest in the world, just behind West Africa. In terms of proportion, 50% of girls affected by child marriage reside in Asia. The top countries where early marriage is prevalent, it has been seen that maternal and child mortality and morbidity rates are also highest.

It infringes on right of the child to protection, development, education and participation, apart from violation of their other rights. Early marriage denies a child an opportunity to fully develop their potential as healthy and productive adults. The enormity of such marriages is well evident from country, state and district level statistics and these go un-recognized and underreported. The extent of early marriage is difficult to ascertain especially in rural areas where birth registration² and marriage registration are challenging. Hence, many child brides go unnoticed as parents report false ages. This practice of early marriage has an extremely weak link to awareness about early marriage in many areas. Parents despite being aware of the right age to marriage, marry off their daughters early due to multitude of reasons.

Despite national laws and international agreements / covenants / conventions in India, early marriage still remains a threat to human rights, health of the child and life of the child. The Constitution of India makes the state responsible for ensuring that needs of the child are met and human rights are protected, as under Article 14. In addition, Article 15(3) empowers the state to make special provisions for children. India's commitment to this goes further as it is a signatory to International Human Rights instruments. A few relevant ones include 'Universal Declaration of Human Rights', 'Convention on Consent to Marriage', 'Minimum Age for Marriage and Registration of Marriages', 'Convention on Rights of the Child (CRC)', and 'Convention on the Elimination of All Forms of Discrimination against Women (CEDAW)'. CEDAW includes the issue of consent and minimum marriageable age as 18 years. CRC does not specifically talk about child marriage but it provides various norms and protective measures³ that aid in creating an enabling environment to address child marriage.

Early marriage is often perceived from a rights' perspective. It is true that this act/norm violates the right of the girl/boy child however it has serious implication on gender based violence, education level, reduced economic contribution to the family and poverty level, maternal and child health and nutrition, child survival etc. At the overall level, this makes an inter-generational impact.

In India, 47 percent of women aged 20 to 24 were married before they were 18 years of age⁴. Between 1998-99 and 2005-06, the decline in the incidence of early marriage in India was approximately 10 per cent (55.6% to 45.6%) but the pace of change is desired to be much higher. However, in some states, the prevalence of early marriage still exceeds 50 per cent with the highest rates found in Bihar, Jharkhand, Rajasthan, Andhra Pradesh and West Bengal⁵. The practice is more prevalent in rural areas compared to urban areas, with rates of 56 and 29 per cent respectively (DLHS 3, 2007-08). If we look at the West Bengal data (DLHS 2 and 3), the mean age at marriage among boys and girls has not made any insignificant improvement in a 5-year period. It is worth noting that the percentage of girls marrying below the age of 18 years has reduced by 6 percentage points in this 5-year period and the impact is primarily due to the positive change in the rural area where there has been an 11.6 percentage point improvement. According to a study by Gupta et al. in 2008, incidence of early marriage is 77 percent among girls with no education, 62 percent among girls with primary education and 27 percent among girls with secondary education or higher.

“ 50% of girls affected by child marriage reside in Asia.”

Child brides are often forced into early sexual activities that lead to early child bearing. Since at that age, body is not fully developed to go through this, they run the risk of suffering from life threatening, prolonged and debilitating conditions because of this. Further, the phenomenon of girl child bride and their non-participation in education run parallel. This results in creating a mass that has low educational levels, which not only impacts her present but also affects the future of her children. This also implies that a girl child bride will also have low negotiation skills and enjoys limited power of decision making in the family. The age at which the adolescent girls should enjoy their personal development, a girl child bride is forced to rearing children and are not often mature to fulfil these responsibilities. This works as an impediment for the girl child to also engage in economic opportunities thereby perpetuating her dependency on the family of in-laws.

According to UNICEF statistics, married girls between 15-19 years are twice likely to die of pregnancy related complications as compared to married women between 20-24 years. Also, knowledge levels on danger signs of new born is lower in married girls between 15-19 years as compared to married women in 20-24 years. DLHS 3 (please refer to Table 1) further brings forth the negative impacts of child marriage as can be seen from birth outcomes. The experience of delivery complications is the highest in age group of 15-19 years. Also still births and spontaneous abortions are the highest in case of children born to mothers in the age group of 15-19 years as compared to those in 20-24 years.

As an immediate step, targeted incentives and provisioning of economic opportunities can help in postponing marriage at a legal age. These livelihood opportunities include skill building, formal and vocational training, creating micro-credit groups, creating appropriate market linkages, engagement in work etc. Expanding opportunities for girls and young women can help change social norms that view marriage as their only option, particularly in cultures such as in India. In the following sections we will explore various means of preventing child marriage after deep diving into the issues pertaining to the state of West Bengal.

Section II, the next section, will present an analysis of situation in West Bengal, understand policies from the perspective of prevention of early marriage, recognize a few programmes across India that deal with the issue of early marriage. It devotes a considerable space for Kanyashree Prakalpa, the statewide initiative in West Bengal on prevention of early marriage which will be launched in Oct. 1, 2013.

Section III, elaborates on India's commitment to Millennium Development Goals and the link to the achievement of these goals to prevent early marriage.

Section IV, details out the communication strategy which is based on previous sections. It has multiple sub-sections that highlight the approach, suggested theme, stakeholder analysis and the channel selection.

Section V, elaborates an overall plan of monitoring and evaluation, its importance and the framework.

Section VI, the last section, suggests a path to roll out the communication strategy from state to village/city/town level.

¹Marriage before the legal age at marriage (i.e. before 18 years for girls and 21 years for boys). The terms 'child marriage' and 'early marriage' will be used interchangeably in the document.

²In spite of more than 4 decades of implementation of RBD Act, birth registration is very low across the country. According to NFHS3, birth registration (for under 5 years) in West Bengal is 75.8% and that in rural areas is 73.2%. Although higher than the national average of 59.3% (41.1% in rural areas), there is a huge scope to improve.

³Non-discrimination (article 2), Best interest of the child (article 3), Right to life (article 6), right to be registered after birth (article 7), right of the child not to be separated from parents against his/her own will (article 9), right to express his/her views (article 12), right to health and to be protected from harmful practices (article 24), right to education, (articles 28 and 29), right to freedom from abuse and exploitation (articles 19, 34, 35, 36 and 39)

⁴National Family Health Survey (NFHS-3) 2005-2006

⁵Refer to Chart 1

SECTION II

Analysis – situation, policy & programme

This section addresses 4 titles, namely, situation analysis, policy analysis, programme analysis and Kanyashree Prakalpa, the programme specific to West Bengal. Situation analysis zooms on the facts and figures around early marriage and related issues in West Bengal. It further, presents an analysis by district and focuses on closer and more intensive action in these. In the next sub-section, Policy analysis highlights the existence of policy against child marriage in the pre-independence era and how it has evolved over time to address the current situation. The next sub-section, programme analysis presents the programmes in India on prevention of early marriage. The last sub-section is on Kanyashree Prakalpa which has excerpts from the programme.

2.1 Situation Analysis

Adolescent population (10-19 years as defined by WHO) constitute 21.42 percent in West Bengal, as per Census. Adolescent group is a large cohort and focused programme interventions are critical for them, as it will have impact not only at present but also in medium and long-term time span. The total adolescent population in the state is 19.55 million⁶ and adolescent girls are 9.52 million⁷. Of these, 5.21

5.21 million adolescent girls have been married before they reach the age of 18 years

million adolescent girls have been married before they reach the age of 18 years that is the population of metro cities such as Bangalore or Chennai. NFHS 3 further reveals

that 20% of under aged married girls (15-18) had begun child bearing and this percentage is much higher in rural areas (around 30%). During the time of survey, 70.6 percent of adolescent girls in the age group of 15-19 years had 1 child, 26.7 percent had 2 children and 2.8 per cent had 3 children. Early marriage and its consequences is a concern in West Bengal and the large adolescent cohort calls for an urgent need to act.

Various studies have established the linkage of state of literacy and the practice of early

marriage. Although the educational level of women in West Bengal is 62 percent (as per NFHS), however, there are districts with lower literacy rate such as Puruliya (43%), Maldah (48%), Murshidabad (54%) and Birbhum (56%). In the following sections, we will see the linkage between the educational level and prevalence of early marriage by district. DLHS 3 (2007-08) also reveals that 13.5% household heads are females implying that the men are the heads of family primarily. Further, average household size in rural areas is 4.8 and that in urban areas are 4.5 which show that household pattern in West Bengal has moved towards nuclear family which provides a direction on the stakeholder that is to be addressed⁸. With this in the background, we can focus on parents of adolescent girls rather diverting our attention by including grandparents also. This information can be used to assume that parents are the primary decision maker on the well being of girls.

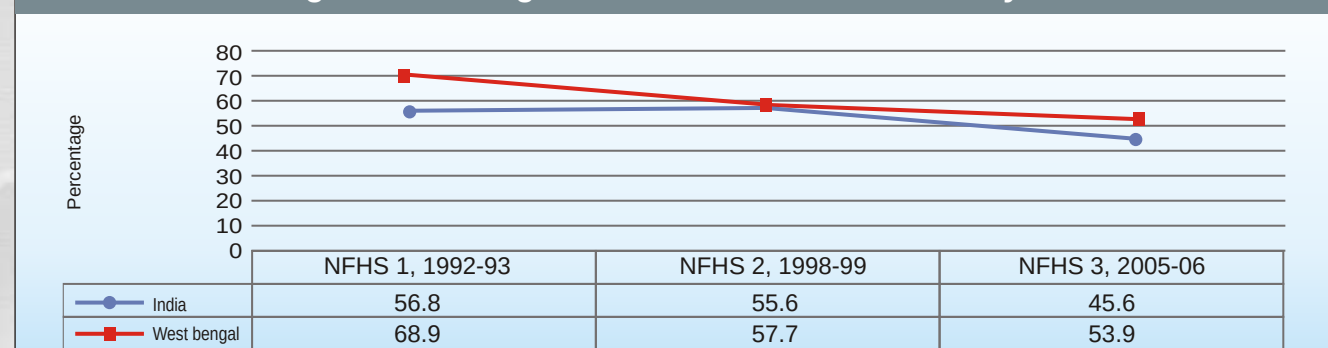
Percentage of girls getting married before they reach the age of 18 years has been declining over the year as evident from NFHS data. However the rate of decline in West Bengal in 2005-06 is much lower than the national rate of decline. In 1998-99, West Bengal had caught up with the national average but couldn't keep up the momentum henceforth. Also the DHLS 2 and 3 data show that change in the mean age at marriage for boys and girls in the 5-year period have not been significant.

⁶Total population of West Bengal as per Census 2011 is 91,276,115

⁷Sex ratio is 950 in West Bengal, Census 2011

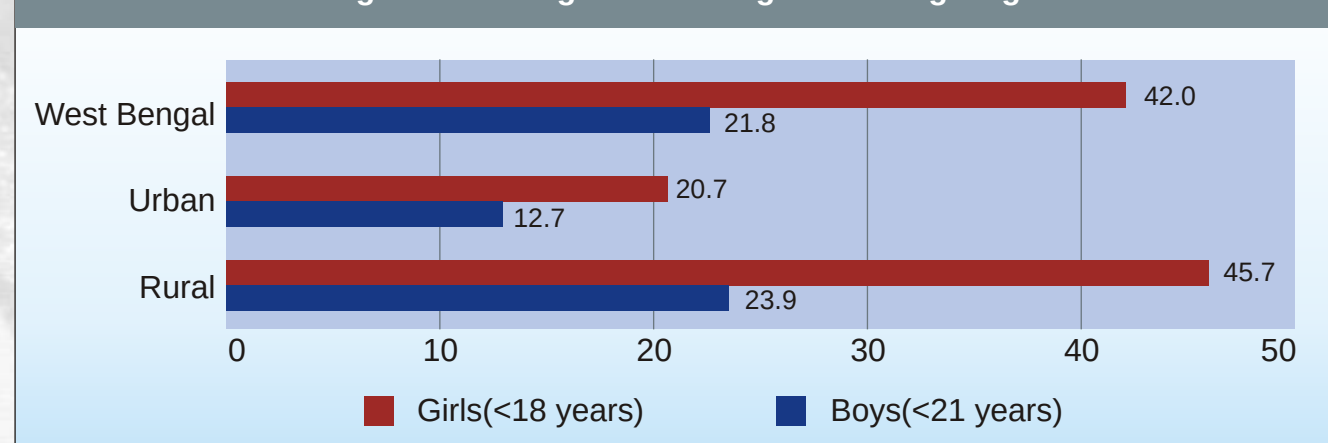
⁸At the family level, primarily parents of girls will be addressed

Fig. 1: Percentage of Women married before 18 years



The data on mean age at marriage in West Bengal for boys and girls are 24.6 years and 18.4 years respectively, however 21.8 percent of boys and 42.0 percent of girls were married before they reached the legal age at marriage (refer to Table 2). The disparity between percentage of boys and girls getting married before the legal age is apparent in urban and rural areas. Around 12.7 percent and 23.9 percent boys in urban and rural areas respectively get married before the age of 21 years; while 20.7 percent and 45.7 percent of girls in urban and rural areas respectively get married before the age of 18 years.

Fig.2: Percentages of Marriage below legal age



Further, there are districts that call for special attention:

1. Murshidabad: 61.6 percent and 30.6 percent of girls and boys respectively got married below their legal age. Around 68.2 percent of currently married women (20-24 years) were married before age of 18 years. Also, the mean age at marriage is 16.9 years for girls.
2. Birbhum: 57.2 percent and 30.8 percent of girls and boys respectively got married below their legal age. Around 63.6 percent of currently married women (20-24 years) were married before age of 18 years. Also, the mean age at marriage is 17.4 years for girls.
3. Maldah: 55.1 percent and 32.0 percent of girls and boys respectively got married below their legal age. Around 64.5 percent of currently married women (20-24 years) were married before age of 18 years. Also, the mean age at marriage is 17.3 years for girls.
4. Puruliya: 51.9 percent and 31.5 percent of girls and boys respectively got married below their legal age. Around 63.9 percent of currently married women (20-24 years) were married before age of 18 years. Also, the mean age at marriage among girls is 17.8 years for girls.

5. Dakshin Dinajpur: 48.7 percent and 24.7 percent of girls and boys respectively got married below their legal age. Around 59.1 percent of currently married women (20-24 years) were married before age of 18 years. The mean age at marriage among girls is just above the legal age (18.1 years).
6. Koch Bihar: 46.4 percent and 27.6 percent of girls and boys respectively got married below their legal age. Around 59.1 percent of currently married women (20-24 years) were married before age of 18 years. The mean age at marriage among girls is just above the legal age (18.1 years).

7. Bankura: 49.7 percent and 15.6 percent of girls and boys respectively got married below their legal age. Around 56.6 percent of currently married women (20-24 years) were married before age of 18 years. The mean age at marriage among girls is 17.9 years.
8. Nadia: 40.4 percent and 22.7 percent of girls and boys respectively got married below their legal age. Around 64.3 percent of currently married women (20-24 years) were married before age of 18 years. The mean age at marriage (18.6 years) among girls is above the legal age.

Table 3 below clearly brings forward the relationship of high prevalence of early marriage and literacy rate by districts. Various literatures also establish this relationship hence increasing the education level is an important attribute to arrest early marriage.

Although, the prevalence of early marriage is an issue in West Bengal, the correct knowledge about legal age for girls is as high as 83.3 percent among unmarried women aged 15-24 years. Ideal age of marriage was stated as more than 21 years by 82.6 percent in the same age group. This is also apparent from the study on social norms in Maldah.

Some of the underlying reasons⁹ for early marriage among both girls and boys are education levels and the importance assigned to it, poverty leading to economic decisions to marry off daughters early, perceived threat to their wards to marry them off, amongst others. Literacy rate of boys and girls in the age group of 15-19 years in West Bengal is 91.0 percent and 84.5 percent respectively¹⁰. As we go up the age group, the disparity in literacy rate among males and females widens. Reasons for girls dropping out of school are cost of education, importance assigned to education, lack of interest in studies and their need in household chores whereas lack of interest in studies is the main reason for boys to drop out of school followed by cost of education.

Evidence shows that adolescent girls who are married tend to have large spousal age gaps thereby impacting their ability to negotiate; immense pressure to become pregnant and have multiple pregnancies; suffer from high risk of maternal and infant mortality and morbidity; vulnerability to other sexually transmitted diseases; have limited education opportunities; have limited social mobility; lack of skill to be part of the labour market; limited access to modern media and tendency to comply to social norms to the next generation.

2.2 Policy Analysis

Early marriage is a known practice in many countries however its prevalence is high in India. According to UNICEF figures, 47 percent of girls in India are married before the age of 18 years and this is as high as 54.7¹¹ percent in West Bengal. The laws in India prohibit child marriage and legislation forbidding child marriage dates back to pre-independent India and was put in place in 1929. The Child Marriage Restraint Act of 1929 was also known as Sarda Act was

enacted on April 1, 1930 across the nation and was applicable to all Indian citizens. As per this law, male below 21 years and female below 18 years are not eligible to be married and marriage in these cases will be called 'child marriage'. In case a male between 18-21 years marries a girl below 18 years of age, he would be imprisoned up to 15 days and attract a fine of Rs. 1,000 or both whereas punishment of a male above 21 years would be imprisonment up to 3 months and attract a fine. A similar nature of fine was also

applicable to anyone who has been party to child marriage including parents or guardian of the child/children concerned.

This Act was further amended under The Prohibition of Child Marriage Act, 2006 that came into effect on Nov. 1, 2007. It addressed the shortcomings of the earlier Act. It was felt necessary to prohibit child marriage rather than restraining it. This has the provision for calling a marriage 'null and void' till 2 years after reaching adulthood if the marriage has happened before

“ In case a male between 18-21 years marries a girl below 18 years of age, he would be imprisoned up to 15 days and attract a fine of Rs. 1,000 or both whereas punishment of a male above 21 years would be imprisonment up to 3 months and attract a fine.

the right age at marriage (18 years and above for females and 21 years and above for males). If the marriage has happened between minors (girls and boys below age of 18 years), it can be deemed 'null and void' before they reach adulthood. In these cases, all assets and gifts must be returned. If the marriage is nullified, the girl has to be provided for shelter until she marries or becomes an adult. Child born to a child bride/groom will be considered 'legitimate'. The imprisonment is raised up to 2 years and a fine of up to Rs. 100,000. Also, Supreme Court has issued a directive according to which all

marriages should be registered which makes it easier to implement laws.

In order to ensure the implementation of PCMA 2006, 2 main Acts need to be put in place – (1) Registration of Births and Deaths Act (RBD), 1969 and (2) The Hindu Marriage Act, 1955¹² or the Special Marriage Act, 1954¹³. Under the RBD Act, all birth still or live should be registered with the Chief Registrar, similar authorities exist at the district level known as District Registrar or Registrar for local areas. It is the responsibility of the individual to register births however if the birth happens at an institution, it is the responsibility of the health personnel to ensure registration. The marriage registration Act is applicable to married male of 21 years and above and married female of 18 years and above.

National Plan of Action for Children of 2005 also includes goals on eradicating child marriage. However it falls much behind the goal as stated under adolescent section 'Eliminate child marriage by 2010'. It recognizes the importance of creating awareness with NGOs and community support. Several national level policies such as National Population Policy 2000, the National Youth Policy 2003 and the National Adolescent Reproductive and Sexual Health Strategy have advocated delaying the age at marriage and age of conceiving the first child. The recognition of importance to eliminate early marriage has to be equally matched with the speed and intensity to enforce laws and implement associated penalties and punishments. In 2010, only 111 cases were reported under the PCMA and only 11 were convicted (National Crime Records Bureau). This slack in action from the law enforcement bodies doesn't prevent community practice of early marriage as the perceived threat of conviction is very low despite the high awareness of the legal age at marriage.

2.3 Programme Analysis

A national consultation on prevention of early marriage was held in May 2012 to formulate a National Strategy on Prevention of Child Marriage primarily to implement PCMA 2006. It talks about enforcement of PCMA 2006 at the state level and monitoring progress; capacity building of enforcement personnel and concerned departments; raising awareness and advocacy; ensuring quality education and other vocational training etc. There are also state level initiatives and we will discuss those, which deal with early marriage as the core of the programme.

Apni Beti, Apna Dhan (ABAD), which translates to "Our Daughter, Our Wealth," is one of India's first Conditional Cash Transfer (CCT) Schemes that aimed at delaying child marriage in the state of Haryana in 1994. This scheme is applicable to, at the most 3rd child born to a mother - a sum of Rs. 500 was given within the first 15 days to cover post-delivery needs. Along with this, the government gives Rs. 2,500 to invest in a long-term savings bond in the daughter's name which matures to be Rs. 25,000 and given as cash after the girl's 18th birthday which she can receive if she is unmarried. This scheme is applicable for all SC/ST families and those living below the poverty line.

Dhan Laxmi Scheme (2009) is a conditional cash transfer scheme launched in March 2008 in which an insurance cover of Rs. 1 lakh is provided to the girl child at her birth and a cash package of Rs. 2 Lakhs preferably provided to the mother. This money reaches the hands of the mother or family provided birth registration, immunization and school enrolment is done and only when the girl attains the age of 18 years. This is launched in 11 educationally backward regions in 7 states

There are other financial assistance schemes in various states such as Ladli scheme (Jan. 2008) in Delhi, Ladli Laxmi Yojana in Madhya Pradesh, and Balika Samriddhi Yojana (BSY) in Gujarat

(Aug. 1997). All these revolve around education grants and a big maturity amount as the girl reaches the age of 18. These schemes address prevention of early marriage in an indirect manner. There are very few schemes like 'Kanyashree Prakalpa' that address prevention of early marriage in a direct manner.

Having recognized the importance of prevention of early marriage in West Bengal, the government (Dept. of Women and Child Development (henceforth to be referred as DWCD) has taken a step forward to launch a programme, 'Kanyashree Prakalpa' (KP), state-wide with focus on districts that call for intense action.

Kanyashree Prakalpa took its birth in March 2013 with the recognition that early marriage is an issue of concern in the state of West Bengal. This has become a high priority in the books of Policy maker and Programme Implementers as early marriage and its repercussions have a ripple effect on multiple issues thereby acting as a deterrent to achieve progress in infant and maternal mortality and morbidity status; and education status, among many others.

The programme implements main provisions of the Prohibition of Child Marriage Act (PCMA), 2006. This is an update of Child Marriage Restraint Act of 1929, recognizing the importance of 'Prohibition' rather than 'Restraint'. This act defines the age at marriage for girls at 18 years or above and that for boys as 21 years and above. Any person involved in the marriage of girls below 18 years and boys below 21 years, will be a culprit in the eyes of law and would need to serve pre-defined term of imprisonment and also pay penalty for engaging in such an act. It further encourages girls and boys married before the age of 18 and 21 years respectively to call their marriage null and void up to 2 years after reaching adulthood i.e. 21 years.

¹²Source: DLHS3, 2007-08

¹³Source: DLHS3, 2007-08

¹⁴DLHS3 data show 54.7% prevalence while NFHS 3 shows 53.9%

¹⁵Applicable for Hindus

¹⁶Applicable to all citizens of India

2.4 Kanyashree Prakalpa

Kanyashree Prakalpa is a scheme/project for girls that provides for conditional cash transfer (CCT) to prevent child marriage in the state of West Bengal. This will have an indirect but positive impact on improving the status of women and well being of the child. The objective is to delay the age at marriage to 18 years for girls and encourage them to continue their education till then or engage in gainful activities such as vocational/sports. The scheme will be panned out in the entire state of West Bengal. This scheme is expected to result in improved outcomes on health of adolescent girl, literacy

Kanyashree Prakalpa is a scheme/project for girls that provides for conditional cash transfer (CCT) to prevent child marriage in the state of West Bengal

level, and engagement in sustainable social and economic well-being. All girls in the age group of 13-18 years (not 18 year as on 1 Oct., 2013) with a family income of Rs. 120,000 or less will be the beneficiary under this scheme and will receive Rs. 500 annually. In addition, a one-time grant of Rs. 25,000 will be given to the girl when she reaches 18 years. In case of annual scholarship and one-time grant, the girl requires be unmarried and

enrolled in a school either mainstream, non-formal, vocational or sports institute. For the one-time grant, the girl child should turn 18 years on or after Oct. 1, 2013 and should be less than 19 years. Application to avail the benefits of the scheme has to be submitted with supporting documents on proof of age, marital status, educational engagement and family income, as authorised by the identified personnel. An income waiver is factored in provided that the girl is physically challenged and both parents are no longer alive.

The implementation of the scheme will be done through structures at the state, district and block level by establishment of Steering and Monitoring committees. These committees will play a role of monitor, advise, resolve bottlenecks and enhance implementation. Further, implementation will be done by Project Management Units (PMUs) - one unit at the state level (SPMU) and one each in every districts of West Bengal (DPMU). SPMU will be established under the Department of Women Development and Social Welfare and DPMU will be established under the office of District Magistrate.

The implementation of Kanyashree Prakalpa calls for inter-departmental convergence and coordination. These include Department of School Education; Department of Panchayat and Rural Development; Department of Health & Family Welfare; Department of Finance; Department of Information & Cultural Affairs; Department of Municipal Affairs among a few more.

SECTION III

Commitment to MDGs

Millennium Development Goals (MDGs)¹⁴ were developed from Millennium Declaration in Sept. 2000 that was signed by 189 countries including India. There are eight goals which form the MDGs. The goals were further broken down into 18 targets and 53 indicators. Although India recognizes all 53 indicators, it finds 35 indicators relevant to India which are included in the national five-year sectoral plans. These targets are relevant and to be achieved by 2015. On the achievement of MDGs, there is disparity across the country and India is not doing well on Goal 4 and 5.

Child marriage is a silent health and human rights issue. Among all the 8 MDGs, almost all touch upon the issue of child marriage indirectly. If we want to promote gender equality and empower women (MDG3); eradicate poverty and hunger (MDG1); achieve universal primary education (MDG2); reduce child mortality; improve maternal health (MDG5), we need to talk about prevention of child marriage. Maternal mortality and morbidity is a leading cause of death among girls in the age of 15-19 years. Impact of early marriage is inter-generational as it is a harmful practice that keeps families engulfed in poverty. Married children are usually isolated, taken out of school and denied interaction with peers. Subsequently, early marriage leads to early pregnancy leading to very high risks of maternal and child mortality, malnutrition, not been able to give the child the best start in life. Also, young married girls are more susceptible to sexually transmitted diseases than mature women.

All members states of UN including India have ratified¹⁵ the Universal Declaration of Human Rights (UN1948) which mentions the right to free and full consent to marry and consent cannot be 'free and full' unless one of the parties is not sufficiently matured to make an informed decision and choose a life partner. The recommended age to be fully matured is stated to be 18 years or more. Further, UN Convention on the Rights of the Child (UNCRC 1989) is a guiding instrument to implement all rights of children up to the age of 18 years. India has ratified UNCRC and has created framework and laws to support the same. The nodal Ministry to implement the Convention is Ministry of Women and Child Development. Since the subjects under the Articles of the Convention cuts across functions of multiple departments/Ministries, the Inter-Ministerial Committee with representatives from concerned sections oversee the implementation of the Convention.

India has also ratified 'Convention on the Elimination of All Forms of Discrimination against Women (CEDAW 1979)' in July 1993. It also includes the issue of consent and minimum marriageable age as 18 years. It also has an agenda of action for ending sex-based discrimination.

The reduction in prevalence of child marriage can help India achieve MDGs. While the timeframe of MDGs end in 2015, a high level panel has worked on post-2015 development agenda. It has recommended to recognise child marriage as a key indicator of girls' and women's empowerment. India has also incorporated various services aimed at children in the domain of health, nutrition and education in various Five Year Plans.

“young married girls are more susceptible to sexually transmitted diseases than mature women

¹⁴Goal 1: Eradicate Extreme Poverty and Hunger
Goal 2: Achieve Universal Primary Education
Goal 3: Promote Gender Equality and Empower Women
Goal 4: Reduce Child Mortality
Goal 5: Improve Maternal Health
Goal 6: Combat HIV/AIDS, Malaria and TB
Goal 7: Ensure Environmental Sustainability
Goal 8: Develop Global Partnership for Development
¹⁵India ratified in 1992

SECTION IV

Communication Strategy

4.1 Facts Related to Child Marriage

There are handful of studies that cover the issue of early marriage and its in-depth understanding in context of West Bengal. A study done in one of districts of West Bengal brings forth some interesting insights. This section also covers experiences of NGOs working on the issue of child marriage. In addition, quantitative data from NFHS and DLHS has been referred to.

Early marriage, usually done on attaining puberty is a common practice mainly in rural areas of in West Bengal primarily rural areas. Evidences show the practice is considerably high among girls of age between 12-16 years belonging to certain social groups. The community at large is aware of the right age at marriage also evident from the fact that men (fathers and community leaders) have denied the existence of child marriage whereas mothers and daughters spoke candidly about the issue on the other hand.

DLHS 3 data in West Bengal reveals that teenage pregnancy and motherhood is higher among SCs and STs. Overall teenage pregnancies (15-19 year old girls) is 25.3 percent whereas that in case of SCs is 29.3 percent and among STs is 30.5 percent. Further, NFHS 3 shows that the median age at marriage among SCs and STs is lower by almost 1 year than the national average¹⁶. Study by Ghosh et al. in 2007 also has shown that child marriage is more prevalent among Scheduled Castes (SCs), Scheduled Tribes (STs) and Muslims. At the macro level, socio-economic exclusion, poverty, literacy rates etc. along with strong social and community bonds based on kinship, social practices also contribute to this practice in these communities.

In a patriarchy society, boys are perceived as future 'income earners' while girls are viewed as 'liabilities' who are to be married off hence, the 'liability' shifts from parents to husband. In such a family, communication is one-way i.e. parents to child and the communication of father-daughter is further limited. Hence, if they are informed

about issues on prevention of early marriage, it doesn't get discussed at home. These are sometime discussed among peers who face similar situation at home. One of the manifestations of this lack of communication is girls eloping with their boyfriends to marry in fear of being married to someone much older to their age. It has also been seen that families with large number of girls tend to marry off their daughters early.

The view on what perpetuates early marriage differs when seen from the lens of parents and daughters¹⁷. According to elders 2 most important reasons for child marriage is 'poverty' and 'marriage is essential for girls' followed by 'fear of elopement'. Whereas girls feel that the reasons are 'lack of awareness about legal age at marriage', 'communication problem' and 'lack of schools within village'. It has been observed that those who perpetuate child marriage are also those who do not believe in educating their girl child beyond primary and extend reasons such as 'proximity to school', 'safety to school' and 'lack of interest to study' to support their act of getting their daughters marry off early. It is shocking to learn that early marriage is an important means of child trafficking whereby no dowry is taken from under-age daughters and sometimes, the groom's side pay for the ceremony.

Both the referred studies show that both girls and boys; and their parents are against early marriage and suggested to raise awareness about the law and implement it strictly; eradicate dowry system and promote girls' education. Community leaders suggested creating awareness about the negative consequences of early marriage and better implementation of the law. Prevention of early marriage is better than stopping it when it is taking place as it results in financial losses and affects the honour of the family¹⁸. Hence the coordination efforts by govt., non-govt. organisations, children organisations, and broader community action play an important role.

March Ahead.
Be Self Reliant.

4.2 Causes of Child Marriage

The study done by ICRW¹⁹ in Asia and a social norm study in one of the districts in West Bengal²⁰ reveals some important causes of early marriage. Early marriage happens due to various normative and systemic factors such as traditions practiced through generations, low educational levels of parents who do not

“Girls belonging to poorer families are more vulnerable to early marriage

recognize the importance of child education, importance assigned to economic reliance of women, marriage is considered as a 'to do' things and parents feel responsible to protect their chastity till that happens, fear of girls beginning sexual activity before marriage and the perceived safety factor at in-laws' place. Most importantly a women's (any girl who has attained puberty is put in this category) role is perceived as daughter-in law, wife and mother. All these imply that parents do not see a good reason to delay the marriage of their daughters.

Girls belonging to poorer families are more vulnerable to early marriage due to many reasons namely,

- girls in these families discontinue education due to either cost factor or accessibility to schools. Limited resources available means that the spent on education for a boy child is given priority. Girls sitting at home is more likely to get married off
- amount of dowry is less for younger girls and on the other hand bride price is more when the child is younger
- younger girls are married with an older sibling to avoid an extra cost of marriage

However, there are families that continue the education of their girl child despite being poor due to the aspiration that the girls and parents have for her. Aspirations are also function of the exposure to possibilities for women and dialogue within the family.

A relatively less understood factor globally is the self-initiated marriages by young girls and boys.

These marriages occur with or without parental consent. The study in West Bengal shows that these marriages are initiated by young girls due to the fear of getting married to someone much elder (often) to them and often is due to lack of dialogue within the family.

4.3 Behaviour Change and Social Norms – A Theoretical Construct

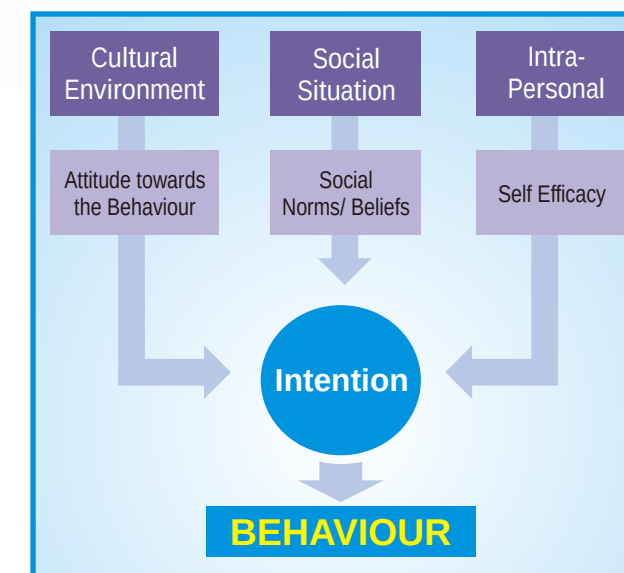
There are several theories on behaviour and norms on social construct and cognitive predicts of behaviour, some focus on social support and bonding while other focus on intra-personal processes. There are very few theories that cover the entire gamut. Triadic Influence theory is a recent theory and was developed for public health issues focusing on adolescents and this seems to be appropriate from the perspective of 'early marriage' also. Below the theory has been explained and subsequently, the child marriage and its prevention has been inter-twined with it.

Theory of Triadic Influence (TTI) addresses seven 'tiers of causes' of behaviour that range from very proximal to distal to ultimate, and three 'streams of influence' that flow through the seven tiers. The theory takes into account for both yearlong and new behaviours; associated experience with these behaviours and close looping with experiences and further actions. The theory addresses levels of causation and spheres of influence in two-dimensions. Some causes have closer/proximal effect on behaviour such as intention to act whereas motivation to comply with others expectation applicable in case of normative beliefs is distal; and neighbourhood poverty, low education levels represent the underlying causes of behaviour.

TTI also recognizes 3 streams of influence²¹:

1. Intra-PERSONAL Influences: perception of self, sense of self, self-determination that influence self-efficacy in respect to certain behaviour
2. Interpersonal SOCIAL Influences: social contexts within which norms are perceived, social expectations are firmed and influence specific behaviours. It also includes social bonding and social learning.

3. Cultural-ENVIRONMENTAL Influences: are multiple sociocultural macro-environmental factors that contribute to attitude towards specific behaviours. These include knowledge, values, expectancies and evaluation of outcomes.



Unlike other behavioural models, within the TTI, all 3 spheres of influence also have causal effects at multiple levels i.e. intrapersonal factors can be seen to be nested within social factors that, in turn, are nested within broader sociocultural environmental factors. In the above diagram, causal effect is not depicted for making it simple. Intra-personal causes are proximal, social causes are distal and cultural-environmental causes are ultimate or fundamental.

In context to early marriage, we will now look at each sphere of influence and the possible causal explanations within. TTI recognizes that merely providing information on the cultural-environmental level does not influence behaviour directly in stimulus-response mechanism and interventions that primarily aim at disseminating information on prevention of early marriage are unlikely to have the desired impact. Having said that, many cultural-environmental values can be transmitted by government, media, advertisers and other people with whom there is little personal contact and its effect on behaviour is dependent on how individuals evaluate the expected consequences of behaviour. TTI contends that attitudes towards

early marriage are shaped by (i) expectation regarding the act and social consequences; and (ii) evaluation of these consequences. Expectations are shaped by exposure to prevention of early marriage related information from the broad socio-cultural environment.

TTI assumes that conditions in an individual's immediate social surrounding contribute to behaviour. It also recognizes that it is not evenly distributed in a culture and there will be pockets where the act of early marriage will be more prevalent than others. Further, early marriage related social norms and personal beliefs (self-efficacy) shape the attitude towards early marriage, which lead to behaviour. Hence, it is important to address the next layer i.e. the inter-personal social influences that talks about social norms and it is widely recognized that social norms are based on social expectations. Hence, the interventions need to address the social expectations. According to TTI, interventions should not simply provide information about perils of early marriage while ignoring the social pressure that pushes individuals to behave in a certain manner. It suggests that interventions will have a higher chance of success if they (i) modify people's social network or the social support they obtain from others i.e. creating social bonds with those who have tendency towards positive attitude and display desired behaviour or weaken motivation with those that show compromising behaviour; (ii) change the behaviour of those ones who are motivated to comply; and (iii) change the perception that early marriage is normative and getting girls married after 18 years is not normative.

TTI also recognizes that two people under similar conditions might not act same. Although it has limited application in case of early marriage, which is at large, governed by social norms, but it has important merit. Out of big 5 sense of self, things that affect this difference of behaviour are (i) Behavioural control – motivation to achieve; (ii) Emotional control – emotional stability, ability to handle emotional stress; (iii) Extraversion/introversion – social activity, assertiveness; (iv) Sociability – need to be liked, conform, comply; and (v) Intellect or general intelligence – linked to educational level.

4.4 Unfolding the Communication strategy

This section will unfold the communication strategy step by step. In the beginning, the issue of early marriage and the theory selected is being established. This is followed by identifying the stakeholder who will be covered under this communication plan. Communication goal and objectives have been laid down along with the indicators. The communication plan will unfold in 2 phases, one is to trigger dialogue and the next one is to influence stakeholders to send adolescent girls to some form of school till she is 18 years. Both the phases of campaigns will have the same overall objective. A few communication challenges have been highlighted. In the following section, communication efforts taken earlier have been covered. A multi-media strategy with stakeholder and channel analysis has been presented. The section ends with the assumptions that are important to have a desired impact of the strategy.

4.4.1 Theory of Triadic Influence and Early Marriage

In this sub-section, we will look at prevention of early marriage within the context of TTI. Each influence will be detailed out to capture the outcome of secondary research:

1. Cultural-ENVIRONMENTAL Influences: the broad cultural-environment provides a world of information about early marriage and has an influence on the attitude towards behaviour by influencing knowledge and values that in turn affect the expectations from behaviour and evaluation of consequences. School teach about the perils of early marriage, bill boards warn about the legal age at marriage, local news reports about the early marriages stopped, mass media talking about the issue of early marriage, its detrimental effect and the new government scheme (Kanyashree Prakalpa); engagement of law enforcing bodies act to prevent early marriage; and the role of media in stimulating dialogues and establishing the normative belief that girls should not be married before 18 years of age.

2. Interpersonal SOCIAL Influences: this emanates from individual's more immediate social setting or microenvironment and consists of factors that affect behaviour by shaping perceived social behaviours to adopt or maintain a socially accepted behaviour. Based on the social bonding theory, it assumes that individual's behaviour can be shaped by altering the behaviour of other people to whom one is closely bonded. Marriage alliances happen within an alliance group or cohort that has certain beliefs. In case of families engaged in early marriage find immediate support in their cohort/community to do so. Similarly, adolescent girls and boys who marry on their own tend to talk to friends who are engaged in this and have positive attitude towards this. This recognizes that social bonding and social learning influence the perceived norms and motivation to comply to be socially acceptable leading to socially normative beliefs and thereby certain behaviour. Therefore, disseminating information on right age to marriage and consequences of early marriage will not have its desired effect if we ignore social pressures under the existing pro-early marriage social norm that lead to these compromising behaviours. It is critical to influence social networks and individuals that provide social support while in the process of social bonding. Thus, altering behaviours of those with whom one is motivated to comply i.e. peers, caste and similar alliance groups, community influencers etc. and change perception that marrying before the legal age at marriage (before 18 years for girls and 21 years for boys; and girls on reaching puberty) is not normative.

3. Intra-PERSONAL Influences: this deals with self-efficacy and includes factors such as constraint, persistence, emotional stability, emotional distress, social activity, social adaptability, assertiveness, conformity, compliance, friendliness and IQ. These in turn affect sense of self and general social competence leading to self-determination and finally demonstrate a behavioural pattern. Interventions such as continued education, engagement in vocational training, engagement in economically productive work can help in enhancing self-efficacy that enables an individual to challenge the normative behaviour.

4.4.2 Stakeholder Analysis

Primary: parents of girls esp. in the age group of 13-18 years; girls and boys in the age group of 13-18 years; school going adolescent girls; drop-out girls from school. Target families most at risk of marrying their daughters as children. These families might include the poorest, those with several daughters, or those with daughters who have already dropped out of school. It is also important to engage with male members of the family, as parents are more likely to listen to sons than to daughters. There are examples of programmes that have successfully helped men and boys challenge traditional gender roles and notions of manhood that support early marriage.

Secondary: School teachers, heads of schools, School Management Committees (SMCs) and mothers' groups; Community influencers such as Panchayat members, clan leaders, caste leaders and any other elder in the village; religious leaders such as Moullavi's; marriage conductors such as Qazis, purohits and priests; heads of Madrassa's; Health (ASHA, ARSH and Link workers) and ICDS (AWW) workers, youth groups/NYK members; SABLA members; SHG members, Mothers' groups; NGO members.

Tertiary: Legislative enforcers/Programme Implementers, Police, Education department, DCPS, Zilla Parishad, Health Dept., Dept. of Sports, Dept. of Youth Affairs, Dept. of Minority Affairs & Madrassa Education, DWCD, Media

4.4.3 Communication Goal and Objectives²²:

Overall goal of the communication strategy is to create a protective environment for children by generating positive disposition towards the legal age at marriage (18 years and above for girls and

21 years and above for boys) and the focus will be on girls as the prevalence is higher among them. Further, the scheme, Kanyashree Prakalpa also focuses on girls.

The communication objectives are:

- XX% of parents and YY% of community influencers are committed (intent or pledge) to delay the age at marriage of girls to at least 18 years by end of 2014
- XX% of families and YY% of adolescent girls have the correct knowledge about the elements of Kanyashree Prakalpa including how to how and where to avail it and want to avail the scheme by 2014

Traditionally, phases of communication strategy starts with creating awareness, creating positive disposition/attitude and then leading to the desired behaviour. However, the approach for delaying early marriage is based on the premise or fact from studies, that the level of awareness of the right age to marry is high and still early marriage is practiced as it is deemed as social norm and like with any norm, there is an expectation attached to it at various levels. The communication strategy will be addressed in 2 phases and it aims at making a penetration at the social norm and break it. Also, below are suggested indicators:

1. Teaser campaign to initiate dialogue within and among the identified stakeholders and build public opinion

The purpose of the teaser campaign is to initiate dialogue within family, family to family, family to community on the issue of early marriage. A proposed theme for this is 'Biyer ki tada' which can be used as a question form or as ridicule form. This campaign should lead to community pledges to stop early marriage. This should focus on 8 districts to start with, that require special attention.

¹⁶ Median age at marriage at the country level is 17.2 years and that among SCs and STs is 16.3 and 16.5 years respectively

¹⁷ Social norm study in West Bengal

¹⁸ If one tries to stop early marriage when organised means that the cost of arrangement has already been incurred. Also, it is an honour issue for both the families if the law is enforced when the process is about to commence

¹⁹ International Centre for Research on Women

²⁰ Study done by the University of Burdwan

²¹ Emerging Theories in Health Promotion Practice and Research, DiClemente et. al.

²² These are verifiable objectives and need to be quantified only after dialogue with UNICEF and Govt. to ensure that it is achievable, realistic and time bound

Primary Stakeholder

- Increased dialogue with girls and parents; within parents; parents to parents, families to influencers on marrying off daughters only when she is 18 years and engage her in education or other gainful activities for skill developments till she reaches 18 years age to availing benefits of Kanyashree Prakalpa
- Girls and boys between 13-18 years and their families understand the negative impact of early marriage
- Girls and boys between 13-18 years and their families know about Kanyashree Prakalpa

Secondary Stakeholder

- The education machinery i.e. school teachers, heads of schools, SMCs, mothers' groups understand their role in preventing early marriage and have correct knowledge about the negative consequences of early marriage; and encourage families to have dialogue
- Frontline workers such as AWW, ASHA, ANMs, Link Workers, NGO workers, SHG members understand their role in preventing early marriage and have correct knowledge about the negative consequences of early marriage; and encourage families to have dialogue
- Adolescent girls' groups, youth groups/clubs/NYK, Schoolmate groups and Community support groups are aware of their role in preventing early marriage and have correct knowledge about the negative consequences of early marriage; and encourage families to have dialogue
- Community influencers (Religious leaders, marriage conductors such as Qazis, purohits and priests; Panchayat members, Caste/Clan leaders) understand their role in preventing early marriage and have correct knowledge about the negative consequences of early marriage; and encourage families to have dialogue

Tertiary Stakeholder

- Media is briefed about the issue of early marriage and their role in preventing it; stories in vernaculars are published, talk shows and panel discussions on TV and radio channels are initiated
- Legislative enforcers (DMs, CMPO, District Child Protection Committee members, CEO Zilla Parishad), state level departments (DWCD, DOE, Health Dept., Dept. of Sports, Dept. of Youth Affairs, Dept. of Minority Affairs & Madrasa Education), Religious bodies/associations and Police are aware of the legal provision and their role in preventing it.

2. Campaign to reinstate the girls in schools (mainstream/vocational/non-formal) - this is 'Back to Learning' campaign and is suggested to be initiated in 8 focus districts as priority.

Education, be it in formal schools, non-formal schools, religious school and vocational training, is a critical intervention to prevent early marriage. When a girl child drops out of school and not gainfully employed, parents find them a financial burden and marrying the girl off is the consequent action. Hence, peg on education, skill building, and voluntary work – raise aspirations of family and also increases self-efficacy.

Primary Stakeholder

- Girls in the age group of 13-18 years have the desire to be educated in mainstream /vocational/non-formal school at least they are 18 year old
- Parents of adolescent girls intend to send their children to school (mainstream /vocational/non-formal) till they are 18 year old
- Girls and boys between 13-18 years and their families know about Kanyashree Prakalpa, its provisions/ terms and conditions and have the intention to avail it

Secondary Stakeholder

- The education machinery i.e. school teachers, heads of schools, SMCs, mothers' groups are trained in using communication materials to talk to adolescent girls and their parents about the negative impact of early marriage, the right age to get their daughters married, sending them to school at least till they reach marriageable age; and about Kanyashree Prakalpa

Education, be it in formal schools, non-formal schools, religious school and vocational training, is a critical intervention to prevent early marriage

- Frontline workers such as AWW, ASHA, ANMs, Link Workers, NGO workers, SHG members are trained in using communication materials to talk to adolescent girls and their parents about the negative impact of early marriage, the right age to get their daughters married, sending them to school at least till they reach marriageable age; and about Kanyashree Prakalpa
- Adolescent girls' groups, Youth groups / clubs/NYK members, Schoolmate groups and Community support groups are engaged in counselling their peers and parents delaying marriage to the age of 18 years for girls and 21 years for boys; sending them to school at least till they reach marriageable age; and about Kanyashree Prakalpa
- Gram Panchayats have taken pledges to prevent early marriage in their community

Tertiary Stakeholder

- Legislative enforcers (DMs, CMPO, District Child Protection Committee members, CEO Zilla Parishad), state level departments (DWCD, DOE, Health Dept., Dept. of Sports, Dept. of Youth Affairs, Dept. of Minority Affairs & Madrasa Education), Religious

bodies/associations and Police are willing to enforce prohibitions against early marriage and accelerate enforcement activities

- Media is briefed about the issue of early marriage and their role in preventing it; stories in vernaculars are published, talk shows and panel discussions on TV and radio channels are initiated

4.4.4 Communication Challenge

Child/early marriage is an issue that has existed in India for many centuries. Despite increased awareness about the legal age at marriage, penalties associated with it, communities /cohorts practice early marriage. As has been established earlier that the practice of early marriage is a norm in such communities. The biggest challenge is associated with the gestation time for changing a norm. While the changes being made at the normative beliefs, the communication piece on the Kanyashree Prakalpa will kick-start to ensure that it recruits beneficiaries and able to arrest early marriage through this.

The signals from the cultural/environmental level is very important for changes in social norms hence, programmatic effort to gear up register early marriage, enforce law and penalties and rehabilitate the child will send a positive signal and have an impact on societal and intra-personal levels.

At the operational level, there are challenges around monitoring families that practice early marriage. It is much easier to prevent an early marriage than ensuring that this won't recur when the dust settles down. Hence, the involvement of groups, NGOs who are part of the communities/cohorts in this effort is critical.

This campaign does not cover girls married early as they are beyond the purview of KP. However, there is a need to develop specific programmes for children married early. This group need to be made aware of value of completing secondary education. Also, it will be important to promote vocational and skills-based training for women is likely to have a positive impact for both unmarried and married women.

4.4.5 Present Efforts in Communication

In the state of West Bengal, an advocacy kit on prevention of early marriage has been developed with the core theme of 'Say No to Child Marriage'. A set of hoardings on the issue and the girl's desire to study further were developed and were used in Malda district. Also, a set of posters on the roles of Police, Teacher, Police and Panchayat members were developed. These posters are being relooked for content and the approach we propose in this document. Apart from these, NGOs working in the area of prevention of child marriage have developed their set of IEC materials and also scripts for theatre groups. We propose to standardize communication materials at the grassroots level to the extent it is feasible and allowing for local variations, as and when needed.

4.4.6 Multi-media strategy for Public Advocacy and SBCC

The communication strategy will have 2 important components namely, public advocacy and Social and Behaviour Change Communication (SBCC).

The **Public Advocacy** will commence with proposed launch event on Oct. 1st, 2013. This will entail a ceremony at the state and district level, highlighting the importance of preventing early marriage and its significance in the state of West Bengal. Subsequently, announcing /unfolding Kanyashree Prakalpa and elaborating the role of key stakeholders in this. Two critical elements for the launch event are:

1. Logo unit for Kanyashree Prakalpa
2. Press Conference – press kit for the state and district level
3. Newspaper inserts – about KP and Launch
4. A TV spot by UNICEF Celebrity Advocate for the Girl Child introducing the Kanyashree scheme
5. Felicitation of adolescent girls who have protested early marriage and continued their education
6. Electronic transfer of scholarship directly to the bank accounts of adolescent girls in the state

7. Cultural programme by Celebrities

8. SMS campaign

9. Volunteer badges with KP logo

10. Badges for adolescent girl with KP logo

The district level ceremony should follow the state level event and ideally be done a day after the state level launch so have the maximum impact.

Suggested activities are:

11. Mupis/Billboard/Hoarding/Banner – at the strategic places in Kolkata

12. Hoardings – at the district level

13. Bus stickers/panels on buses in selected routes – start on the launch date

14. Movie tickets – print the message on movie tickets

15. Slogan in postcard/bills

16. New stamp – First Day cover signed by CM

17. SMS campaign

18. Essay and Poem competition on Prevention of early marriage. Each school to recognize the top 3 winners with a nominal award. This can run for a month from the day of launch of KP.

19. Art completion in art colleges which can be used as posters. This can run for a month from the day of launch of KP.

20. Art exhibition on Prevention of early marriage. This can run for a month from the day of launch of KP

21. Captions before movies

If an aspirational woman figure in the public domain can be positioned as a role model, it will enhance the level of association, engagement and aspiration to act²³.

The **SBCC component** will have a multi-media approach and will be taken up in phases:

1. Mass media – will be engaged at both state and district level to create an enabling environment. This will influence the behaviour and values, reset expectations and help in establishing the normative belief that girls should not be married before the age of 18.

2. Advocacy – with policy and scheme in place, this will help in advocating for a better implementation mechanism.

3. Community Mobilization – will address the need for collective action against early marriage.

4. Inter-personal communication – will include adolescent girls, boys and their families to raise their knowledge about perils of child marriage, the legal age to marry, the importance of making their daughters self-reliant through education and engagement in vocational activities, their right to avail the benefits of Kanyashree Prakalpa.

The communication strategy is based on using a mix of different media for a particular stakeholder segment to deliver a particular message. The appropriate mix of the media will also be based on the reach of each medium. A media analysis for all the identified segments is not available. However, based on past experience, it is possible to outline the possible media for each stakeholder. More detailed information is available for families among whom channel reach studies are undertaken periodically.

1. **Adolescent girls and boys and their families:** mass media spots, IPC²⁴ (ICDS and health service providers; NGO frontline workers, Teachers, SHGs, Sabla Groups, Adolescent girls' groups, Youth groups), open book wall painting, folk media, theatre, engage them in schoolmate groups (proud to be school goers), rallies by school children, short film on girls who have protested early marriage and now engaged in formal education/non-formal education /vocational institutes or got married at the right age at marriage.

2. **Service Providers** (ICDS and health service providers; Teachers, SHGs): IPC materials, training and orientation, posters, mass media spots

3. **Local Groups** (SABLA, adolescent girls, adolescent boys, youth groups/NYK members, Schoolmate groups, Community Support groups): meetings, engage them in street theatres; mass media spots, short film on girls who have protested early marriage and now engaged in formal education/non-formal education/vocational institutes or got married at the right age at marriage.

4. **Community Influencers** (Panchayat members, Clan leaders, religious leaders including Moullavis; marriage conductors such as Qazis, purohits and priests; Teachers, Head of Madrassas, SMCs): advocacy kits including posters and pamphlets; group meetings and rallies; short film on girls who have protested early marriage and now engaged in formal education/non-formal education/vocational institutes or got married at the right age at marriage.

5. **Schools:** letter from the Education department as a directive to act for prevention of early marriage, capacity building, Mena manch in Malda, posters and pamphlets

4. **Legislative enforcers, police:** advocacy kits including posters and pamphlets

5. **Education Department:** official letter highlighting the role of teachers and the school system to implement KP and also prevent early marriage

6. **Media:** media briefings and kits; continuous interaction with media and more so at the district level

The SBCC component will bank on engagement of community level groups and some proposed are:

1. **Create Children's/Adolescent organizations** – leverage on SABLA wherever it exists. In other places, create these groups as it has been seen that children/adolescent reported increased knowledge and confidence as a result of participation in these forums; participation has also taught them about their rights and how to negotiate with adults in this regard.

2. **Form 'Community Support Groups/Village Information Centres (VICs)²⁵** – including teachers, doctors, youth, children, adolescent girls who provide information on child marriage in the village/community. They will also be encouraged to SMS DM or Police on hearing about this.

3. **Form 'Schoolmate group'** – proud to be school goers. They also report on any intention to drop out.

²³Film actress, Koel Mullick will be the face of the campaign as discussed with DWCD

²⁴Inter-personal communication

²⁵Over 1000 VICs established in Puruliya for facilitation of community dialogues to develop social norms around key behaviours. VIC in Puruliya in W Bengal, and in some districts of other states is a good model of SBCC, which are well documented. Similar local forums should be created for community dialogues to build social norms around prevention of early marriage and KP

4.4.7 Message-Media-Audience Mix

Below is a snapshot view of the stakeholders of Phase I and II of the campaign, the purpose of addressing the stakeholder, the messages addressing each phase and list of channels that could be engaged. It has also suggested a 'call for action' i.e. 'call the Child Helpline' or 'Call the dedicated KP helpline'. Also, all communication pieces will have the logo unit and the tagline. It is recommended that all communication materials mentioned below are pre-tested.

S.No.	Stakeholder Segment	Purpose	Message	Media/Material
	Adol. Girls and Boys & Families		In all materials, Child Helpline or Helpline to be set for KP will be mentioned as 'Call to Action', Logo unit and tagline	
	PHASE I			
1	Adolescent girls and boys of 13-18 years	Initiate dialogue among peers and with parents on delaying marriage to legal age.	1) There is no hurry to marry off daughters before they are 18 years old. 2) Negative consequences of early marriage. 3) Kanyashree Prakalpa and its benefits is to make girls self-reliant. 4) talk to your friends and parents about this.	TV spots, Radio spots, Posters, hoardings, Wall paintings - open books, folk music/theatre, IPC materials. Rallies by school children and community influencers; schoolmate groups. Meetings with adolescent role model from the community.
2	Parents of adolescent girls and boys of 13-18 years	1) Initiate dialogue with their children and have consensus on marrying girls only when they are 18 years. 2) Initiate dialogue with neighbours/community on delaying age at marriage to 18 years for girls.	1) There is no hurry to marry off daughters before they are 18 years old. 2) Negative consequences of early marriage. 3) Kanyashree Prakalpa and its benefits is to make girls self-reliant. 4) Talk to children about their aspiration to be self-reliant. 5) Talk to neighbours about the need to only get girls married after they are 18 year old.	TV spots, Radio spots, Posters, hoardings, Wall paintings - open books, folk music, theatre, IPC materials, Rallies by school children and community influencers.
3	Drop-out girls from schools and their parents	Initiate dialogue among peers and with school teachers on delaying marriage to legal age.	1) Till girls are 18 years, they should either go to school or learn something in vocational institute and not get married 2) Negative consequences of child marriage.	Peer meetings (meetings with adolescent role model from the community), schoolmate groups, IPC materials (used by Teachers), Rallies by school children and community influencers.
	PHASE II			
4	Adolescent girls and boys of 11-18 years		1) Girls below 18 years should be in school or vocational training class and not married. 2) Negative consequences of early marriage. 3) Kanyashree Prakalpa and its benefits is to make girls self-reliant.	TV spots, Radio spots, Posters, Hoardings, Wall paintings, folk music/theatre, IPC materials. Rallies by school children, schoolmate groups, short film on girls.

5	Parents of adolescent girls of 13-18 years		1) Girls below 18 years should be in school or vocational training class and not married. 2) Negative consequences of early marriage. 3) Kanyashree Prakalpa and its benefits is to make girls self-reliant.	TV spots, Radio spots, Posters, Hoardings, Wall paintings, folk music, theatre, IPC materials, Rallies by school children, short film on girls.
6	Drop-out girls from schools		1) Time to go back to school with girls of same age. 2) Kanyashree Prakalpa and its benefits is to make girls self-reliant.	Peer meetings (meetings with adolescent role model from the community), schoolmate groups, IPC materials (used by Teachers), Rallies by school children, short film on girls.
	Community Influencers			
	PHASE I			
7	Panchayat Members, Clan leaders, Religious leaders, marriage conductors, SMCs, Heads of Madrassas	Show their support to delay age at marriage to 18 years for girls.	1) They have a crucial role in helping the community/clans to delay the wedding of their daughter till they are 18 years. 2) Negative consequences of early marriage. 3) Encourage the community to avail Kanyashree Prakalpa and its benefits. 4) Encourage families to have a dialogue on this.	Posters, Pamphlets, Radio spots, Meetings, Trainings for PRI members on women and children focused issues and schemes including KP.
8	AWW, ANM, ASHA, Link workers	Create an urgency to talk to families/communities engaged in marrying girls early.	1) They have a crucial role in helping the community/clans to delay the wedding of their daughter till they are 18 years. 2) Negative consequences of early marriage. 3) Encourage the community to avail Kanyashree Prakalpa and its benefits. 4) Encourage families to have a dialogue on this.	Training and Orientation; IPC materials, posters, mass media spots, short film on girls, and select episodes of 'kyunki ..' on girls.
9	SABLA, Youth groups, Schoolmate groups, Adol. Groups, Community Support groups	Create an urgency to talk to families/communities engaged in marrying girls early.	1) Till girls are 18 years, they should either go to school or learn something in vocational institute and not get married 2) Negative consequences of early marriage. 3) Encourage families to have a dialogue on this.	Mena Manch, SABLA, short film on girls, and select episodes of 'kyunki Ki ..' on girls.
10	Teachers, Heads of Schools, SMC members and Mothers' groups	Create an urgency to talk to families/communities engaged in marrying girls early and families where girls drop out of school.	1) They have a crucial role in helping the community/clans to delay the wedding of their daughter till they are 18 years. 2) Negative consequences of early marriage. 3) Encourage the community to avail Kanyashree Prakalpa and its benefits. 4) Encourage families to have a dialogue on this.	Training and Orientation; IPC materials, posters, pamphlets, mass media spots.

11	SHGs, NGO workers	Create an urgency to undertake counseling	1) They have a crucial role in helping the community/clans to delay the wedding of their daughter till they are 18 years. 2) Negative consequences of early marriage. 3) Encourage the community to avail Kanyashree Prakalpa and its benefits. 4) Encourage families to have a dialogue on this.	Meetings and Orientation; IPC materials, posters, pamphlets, short film on girls. and select episodes of 'kyunki Ki ..' on girls.
	PHASE II			
12	Panchayat Members, Clan leaders, Religious leaders, Marriage conductors, SMCs, Heads of Madrassas		1) Girls below 18 years should be in school or vocational training class and not married. 2) Let us come together and take pledge against early marriage.	Posters, Radio spots, Meetings, Trainings for PRI members on women and children focused issues and schemes including KP.
13	AWW, ANM, ASHA, Link workers		1) Girls below 18 years should be in school or vocational training class and not married. 2) Negative consequences of early marriage. 3) Kanyashree Prakalpa and its benefits is to make girls self-reliant.	Training and Orientation; IPC materials, posters, mass media spots, short film on girls.
14	SABLA, Youth groups, Adol. Groups, Community Support groups		1) Girls below 18 years should be in school or vocational training class and not married. 2) Negative consequences of early marriage. 3) Kanyashree Prakalpa and its benefits is to make girls self-reliant.	Mena Manch, SABLA, short film on girls.
15	Teachers, Heads of Schools, SMC members and Mothers' groups		1) Girls below 18 years should be in school or vocational training class and not married. 2) Negative consequences of early marriage. 3) Kanyashree Prakalpa and its benefits is to make girls self-reliant.	Training and Orientation; IPC materials, posters, pamphlets, mass media spots.
16	SHGs, NGO workers		1) Girls below 18 years should be in school or vocational training class and not married. 2) Negative consequences of early marriage. 3) Kanyashree Prakalpa and its benefits is to make girls self-reliant.	Meetings and Orientation; IPC materials, posters, pamphlets, short film on girls.
	Facilitators			
	Phase I			
17	Programme Implementers	Create a enabling environment	Roles and responsibilities in preventing early marriage and implementing KP; legal provision to marry girls and boys.	Posters, flyers, leaflets/pamphlets.
18	Police	Position them as serious law enforcers	Roles and responsibilities in preventing early marriage and implementing KP; legal provision to marry girls and boys.	Posters, pamphlets, mass media spots.

19	Education Department/DCPS, Health Dept., Dept. of Sports, Dept. of Youth Affairs, Dept. of Minority Affairs & Madrassa Education, DWCD	Create a enabling environment	Roles and responsibilities in preventing early marriage and implementing KP; legal provision to marry girls and boys.	Letter/Directive
20	Media	Create a enabling environment	Roles and responsibilities in preventing early marriage and implementing KP; legal provision to marry girls and boys.	Media briefing session, media kits, continuous news feeding.
	Phase II			
21	Programme Implementers		1) Role and Responsibilities to ensure that girls go to school and vocational training at least till they are 18 years. 2) about KP.	Posters, flyers, leaflets/pamphlets.
22	Police		Role and Responsibilities to ensure that girls go to school and vocational training at least till they are 18 years. 2) about KP.	Posters, pamphlets, mass media spots.
23	Education Department/DCPS/ Health Dept., Dept. of Sports, Dept. of Youth Affairs, Dept. of Minority Affairs & Madrassa Education, DWCD		Role and Responsibilities to ensure that girls go to school and vocational training at least till they are 18 years. 2) about KP.	Letter/Directive
24	Media		Role and Responsibilities to ensure that girls go to school and vocational training at least till they are 18 years. 2) about KP.	Media briefing session, media kits, continuous news feeding.

Mass Media spots include TV and Radio spots. Some content is as below:

- Harms of early marriage, benefits and pride in marriage at appropriate age, Rights of every child to Education (RTE), right to be protected, right to develop to the fullest potential, about Kanyashree Prakalpa to address these. Legal age at marriage and penalties associated on violating the law.
- Roles and responsibilities of Panchayat, community leaders, teachers and Police to protect children and ensure that girls are not married before they reach the age of 18 years
- TV soaps – attempt to influence scripts of popular Bengali serials (embedded messaging) to communicate the right age at marriage
- TV serial on early marriage
- Use the 'Kyunki Jeena Isi ka Namm Hai' episodes in Hindi or dub it in Bengali

If a celebrity can be roped in for the mass media spots it will have a better impact

4.4.8 Assumptions on which Communication Plan rests

A successful communication plan is based on a strong programmatic intervention that has devised mechanism to create demand and ensure supply; or service availability/uptake. This strategy assumes the following:

1. Promote girls' access to quality secondary education: education is the biggest peg which can help in delaying the age at marriage and will have an inter-generational effect. Although KP ensures some financial support for secondary education, girls need safer and easier access to secondary education. Simultaneously, parents need to be motivated to support secondary education for girls.
2. Promote girls' access to non-formal education – many girls drop out of school to take care of siblings and household chores. Hence to get them back to mainstream schools will be difficult and in such cases non-formal education plays an important role. Accessibility to these centres for girls and their safety needs to be ensured.
3. Engagement in vocational training – poverty has been identified as an important contributor to child marriage hence, finding avenue of economic independence for girls is important. Vocational training centres that can leverage the existing skill sets of the community or an appropriate one should be accessible to girls. Further, helping them to market their goods under a programme (either govt. or non-govt.) should be undertaken so that the cycle from 'learning to earning' is complete.
4. Application form – is easily accessible to beneficiaries and free of cost at the identifies institutions in district / block / village / city / town levels
5. Ease of Process - eligibility criteria, conditionalities and the process is not a deterrent to avail the scheme. Also a hub for redressal is put in place to smoothen out the programme implementation.
6. Develop stronger coordination among stakeholders: Several players are putting in efforts to eliminate child marriage: government bodies, law enforcement officials, civil society organisations and community leaders. There are ample opportunities to sensitize and influence the key players on the issue of child marriage and its implications. Relevant training /orientation programmes and teaching modules have the issue covered. Further, it is important that there is convergence and coordination to create a collective voice that will change the norms around child marriage.
7. Strengthen law enforcement: strict implementation of the law is an impediment to an act. The concerned personnel should be sensitized and trained to handle the cases and also create network within the community that can help them to reach the place (where child marriage is happening) in time. Further, capacity building of law enforcement officers, community networks, judicial bodies and religious leaders is needed.
8. Support Engagement in various economic programmes: addressing poverty can help reduce the cases of child marriage. Poverty alleviation programmes are active and enhanced to provide opportunities to girls and women especially in areas of high prevalence.
9. Child Helpline or Helpline to be set for KP – this is operational and the system is in place to address the incoming traffic on this
10. Birth registration and Marriage registration – these systems need to put in place and concentrated effort is made to increase the numbers of registration every year.
11. Shelter for girls' who have escaped child marriage – those girls who have raised voice against child marriage and have escaped from that should be supported with shelter, education/vocational and health services.

SECTION V

Monitoring and Evaluation Plan

Monitoring and Evaluation are 2 important activities to close loop the communication activities. Through these means, we are able to understand the direction the strategy is taking and how well we are doing with the communication objective. Periodic monitoring keeps a watch on the progress of the strategy and provides for feedback for course-correction. Whereas the Evaluation helps understand what elements of the communication strategy has worked well and which hasn't which again serves as a feedback to re-gear the strategy. Monitoring can be done against progress in the set indicators which can be done by the implementers, stakeholders following certain methodologies and tools and techniques. Whereas evaluation includes assessment of the impact of interventions done by external experts.

Also, in this section a few indicators, both process and output, have been mentioned that can be used for both monitoring and evaluation. Based on the nature of indicator, the survey methodology, quantitative or qualitative, needs to be laid down.

On-going monitoring of activities and reporting can be done by service providers of ICDS, Health and Education; and NGO partners; and UNICEF personnel. Evaluation is best done with Baseline and Endline. In case, baseline has not been done, alternative is to undertake a control-experimental survey to understand the effectiveness of each element of the communication plan.

Monitoring

Monitoring activity is more frequent and less elaborate than evaluation. These are done best among the implementers of the programme. The existing structure of KP i.e. SPMU and DPMU along with District Information & Cultural Affairs (SDICO and DICO), will be engaged in monitoring activities. In addition, monthly or quarterly reports of ICDS, School and Health; NGO partners can be useful tools. Also, quarterly sharing workshops with various implementers and DM (at the district level) and DWCD (at the state level) to understand the progress made and lessons learnt can be organized. These forums can be leveraged also to share best practices, innovative ideas and strategise to replicate. A robust mechanism (both qualitative and quantitative) can be developed in consultation with SPMU, DPMU, SDICO, and DICO.

Evaluation: Baseline/Midline/Endline

Ideally, a baseline should be undertaken before the implementation of the communication strategy. This helps in understanding the present situation among the stakeholders against the identified indicators. Consequently, an endline is undertaken with similar indicators post a predetermined timeframe to see the change in awareness/knowledge, attitude and practice. Also, this helps in understanding the achievement of communication intervention and the components that made the difference. This primarily engages quantitative technique with provision of a few open-ended questions.

Most Significant Change (MSC)

This is participatory monitoring and evaluation tool that is engaged to determine the results of a programme as perceived to be significant with the stakeholders and values associated with changes perceived to be significant. This supports the indicator based quantitative method by providing qualitative insights into the changes. The process involves collection of Significant Change (SC) stories emanating from the field and systematic selection of the most significant of these stories by panels of designated stakeholders or staff. UNICEF has undertaken this study in the state of West Bengal for breastfeeding, hand washing, girl's education and HIV/AIDS.

Next page is the monitoring and evaluation framework:

²⁰Local government offices – gram panchayat, municipalities and borough offices, head office of KMC, Offices of Commissioner of Social Welfare and District Social Welfare Officer, All Institutions of Education and Training defined under Chapter 2 of this document, Sub-divisional Offices, Block Development Offices, Office of Block Medical Officer of Health /Primary Health Centres With ANMs/AWCs/ASHAs, Online in a downloadable format

MONITORING AND EVALUATION FRAMEWORK

Results	Indicators	Means of Verification
OUTCOME LEVEL		
Community has shown collective support to prevent early marriage	Gram Panchayats have taken pledges to prevent early marriage in their community	Monitoring reports. MSC
	Number of children who have opposed child marriage	Trend - evaluation stage
	Number of drop-out girls who have joined back school or vocational/sports institutes	Baseline, Midline and Endline. MSC
	Number of adolescent girls have enquired about KP scheme	Monitoring report. Baseline, Midline and Endline
Increase in dialogue on issue of early marriage prevention	Number of parents who discuss with their girls on their aspirations and delay marriage till they are 18 years	Baseline, Midline and Endline. Monitoring reports of groups/NGOs. MSC
	Number of families who are discussing among themselves on delaying marriage of their girls till they are 18 years	Baseline, Midline and Endline. Monitoring reports of groups/NGOs. MSC
	Number of families who have discussed with clan/community leaders\ on delaying marriage of their girls till they are 18 years	Baseline, Midline and Endline. Monitoring reports of groups/NGOs. MSC
OUTPUT LEVEL		
Increased level of knowledge and awareness on importance of delaying marriage to legal age	Girls and boys between 11-18 years and their families understand the negative impact of early marriage	Baseline, Midline and Endline
	Girls and boys between 11- 18 years and their families are aware of Kanyashree Prakalpa and its modus operandi(includes knowledge parameter)	Baseline, Midline and Endline
	Girls in the age group of 11-18 years have the desire to be educated in mainstream/vocational/non-formal school at least they are 18 year old	Baseline, Midline and Endline
	Parents of adolescent girls intend to send their children to school (mainstream/vocational/non-formal) till they are 18 year old	Baseline, Midline and Endline
	Frontline workers such as Teachers, AWW, ASHA, ANMs, Link Workers, NGO workers understand their role in preventing early marriage and have correct knowledge about the negative consequences of child marriage	Baseline, Midline and Endline
	Legislative enforcers (DMs, CMPO, District Child Protection Committee members, CEO Zilla Parishad), state level departments (DWCD, DOE, Health Dept., Dept. of Sports, Dept. of Youth Affairs, Dept. of Minority Affairs & Madrasa Education, DWCD), Religious bodies/associations and Police are aware of the legal provision and their role in preventing it	Baseline, Midline and Endline

Increased level of intention/positive disposition	Girls and boys between 13-18 years and their families who have the intention to avail Kanyashree Prakalpa in the next 1-2 year/s	Baseline, Midline and Endline. Monitoring reports of groups/NGOs. MSC
	Community Influencers who intend to undertake pledges to prevent early marriage	Baseline, Midline and Endline. Monitoring reports of groups/NGOs
Increased level of Knowledge about Kanyashree Prakalpa	Girls and boys between 13-18 years and their families have correct knowledge about Kanyashree Prakalpa	Baseline, Midline and Endline
Key players are aware of their role in preventing early marriage	Legislative enforcers (DMs, CMPO, District Child Protection Committee members, CEO Zilla Parishad), state level departments (DWCD, DOE, DCPS), Religious bodies/associations and Police are willing to enforce prohibitions against early marriage and accelerate enforcement activities	Baseline, Midline and Endline. Monitoring reports of groups/NGOs
	Adolescent girls' groups, youth groups, mothers' groups, Community Support groups are aware of their role in preventing early marriage and have correct knowledge about the negative consequences of child marriage	Baseline, Midline and Endline
	Community influencers (Teachers, religious leaders, Panchayat members, Caste leaders, SHGs, Youth groups, Adolescent groups) understand their role in preventing early marriage and have correct knowledge about the negative consequences of child marriage	Baseline, Midline and Endline
PROCESS LEVEL		
Inter-personal communication undertaken with girls and boys 11-18 year old and their parents	Frontline workers such as Teachers, AWW, ASHA, ANMs, Link Workers, NGO workers are using communication materials to talk to adolescent girls and their parents about the negative impact of early marriage, the right age to get their daughters married and about Kanyashree Prakalpa	Baseline, Midline and Endline
	Adolescent girls' groups, Youth groups, Mothers' groups, Community Support groups are engaged in counseling/discussion with their peers and parents delaying marriage to the age of 18 years for girls and 21 years for boys; and about Kanyashree Prakalpa	Baseline, Midline and Endline. Monitoring report.
Capacity building	Number of communication resource within SPMU, DPMU; and SDICO and DICO trained w.r.t. KP	Monitoring report.
	Number of Teachers, Heads of Schools, AWW, ASHA, ANMs, Link Workers, NGO workers trained w.r.t. KP	Monitoring report.
Materials distributed	SPMU and DPMU have estimated materials needed and drawn upon a distribution plan	Monitoring reports. Baseline, Midline and Endline
Media is briefed about the issue on prevention of early marriage	Media is briefed about the issue of early marriage and their role in preventing it	Media monitoring and analysis
	XXX column in the local and national dailies have articles on Early marriage and Kanyashree Prakalpa	Media monitoring and analysis

SECTION VI

Rolling out the Communication Strategy

Implementation Guideline

This section will cover implementation plan for both Public Advocacy and SBCC components. This will be presented for the rollout at the State, District, and Block and Village level.

6.1 State Level

The first milestone of the state level rollout is Oct. 2, 2013 when Kanyashree Prakalpa will be launched in Kolkata.

Launch Plan

1. Invitees will be CM, all senior leaders, Chief Secretary, Department Heads/Secy. of Department of Women & Child Development, Department of Education, Department of Child Protection, Department of Health & Family Welfare; Department of Panchayat and Rural Development; Department of Minority Affairs and Madrasa Education; Department of Mass Education; Department of Finance; Department of Municipal Affairs; Department of Backward Class Welfare; Department of Technical Education & Training; Department of Information and Cultural Affairs; representatives of NGOs working in the area of child protection, education, early childhood marriage and other adolescent rights issues; DMs of all districts; SPMU members; and UNICEF personnel.
2. Finalization of logo unit and preparation of media kit
3. Newspaper inserts – about KP and Launch
4. Venue selection
5. Security arrangement
6. Speech by CM and Chief Secretary
7. Launch of the scheme – identification of celebrity
8. Launch of the Logo, KP scheme and Communication Strategy
9. SMS campaign
10. Volunteer badges with KP logo
11. Badges for adolescent girls with KP logo
12. Role models – acknowledge 2-3 girls who have protested early marriage and continued their education. Experience sharing by them who have raised their voices against their early marriage. Acknowledging and awarding them.
13. Electronic transfer of scholarship directly to the bank accounts of adolescent girls in the state
14. Press conference (preferred to be done on the morning of Oct. 1, 2013 and the media can proceed to the venue by 12.30-1 p.m.). Media kit will be prepared for this.
15. Cultural programme by Celebrities

Inter-departmental Involvement

1. A joint CS and Secy. meetings of above mentioned departments in which Kanyashree Scheme and communication plan will be shared; role of each department to make it a successful programme will be highlighted
2. Letter from Chief Secretary to DoE to mobilise the school system at the grassroots level
3. Letter from Chief Secretary to DCPS about the programme and involvement of their functionaries at various levels.

Creating an Enabling Environment

1. State level consultation with practitioners and religious heads on prevalence of early marriage in West Bengal and the urgency to act on this. The launch of Kanyashree Prakalpa – details with implementation guideline.
2. Developing an advocacy tool for them.
3. Media visits to the field- meeting community where the prevalence of early marriage is high, meeting individuals who have raised their voice against it, meeting groups and NGOs who are working on this. It is suggested that there is a media tour on a bi-annual basis to keep the momentum going.

Publicity - Optional

1. New Stamp – First Day cover signed by CM
2. Mupis – at the strategic places in Kolkata
3. Bus stickers in selected routes – start on the launch date
4. Movie tickets – print the message on movie tickets
5. Slogan in postcard/bills
6. Essay and Poem competition on Prevention of early marriage. Each school to recognize the top 3 winners with a nominal award. This can run for a month from the day of launch of KP.
7. Art completion in art colleges which can be used as posters. This can run for a month from the day of launch of KP.
8. Art exhibition on Prevention of early marriage. This can run for a month from the day of launch of KP.
9. Canvas painting by young girls with help from known artists on the day and site of the launch event.
10. Posters in bus stops and Railway stations

6.2 District Level

The first milestone at the district level will be a launch of Kanyashree Prakalpa, a day after the launch at the state level.

Launch Plan

1. Invitees will be programme implementers of Department of Women & Child Development, Department of Education, Department of Child Protection, Department of Health & Family Welfare; Department of Panchayat and Rural Development; Department of Minority Affairs and Madrasa Education; Department of Mass Education; Department of Finance; Department of Municipal Affairs; Department of Backward Class Welfare; Department of Technical Education & Training; Department of Information and Cultural Affairs; representatives of NGOs working in the area of child protection, education, early

childhood marriage and other adolescent rights issues; local leaders; DPMU members; BDOs; SDOs and UNICEF personnel.

2. Newspaper inserts – about KP and Launch
3. Invite media – print and mass
4. Venue selection
5. Launch of the scheme – CMS note on 'call for action'
6. Speech by the DM
7. Launch of the Logo and KP Scheme
8. Volunteer badges with KP logo
9. Badges for adolescent girls with KP logo
10. Role models – acknowledge 2-3 girls who have protested early marriage and continued their education. Experience sharing by them who have raised their voices against their early marriage. Acknowledging and awarding them.

Creating an Enabling Environment

1. District level workshop with programme implementers²⁷ and religious/clan/panchayat heads on prevalence of early marriage in West Bengal and the urgency to act on this. The launch of Kanyashree Prakalpa – details with implementation guideline.
2. Developing an advocacy tool for them.
3. Media visits to the field- meeting community where the prevalence of early marriage is high, meeting individuals who have raised their voice against it, meeting groups and NGOs who are working on this. It is suggested that there is a media tour on a bi-annual basis to keep the momentum going.

Publicity

1. Hoardings – at the district level.
2. Wall paintings at select places at district level on prevention of early marriage and Kanyashree Prakalpa

Publicity - Optional

1. Essay and Poem competition on Prevention of early marriage. Each school to recognize the top 3 winners with a nominal award. This can run for a month from the day of launch of KP.
2. Canvas painting by young girls with help from known artists on the day and site of the launch event.
3. Posters in bus stops and Railway stations.

Modus Operandi

1. Engage a communication resource within SPMU and DPMU and also involve District Information & Cultural Affairs to manage and support communication activities – will monitor the printing, distribution of materials from block to village level. These resources will be trained on elements of communication plan and their roles and responsibilities will be defined. They will also be the central coordinating body for media so that there is continuous news feed to media to keep the issue alive.
2. Developing a training material for their capacity building.

6.3 Block/GP Level

The block level activities are primarily to create an enabling environment both at the block and village level.

Creating an Enabling Environment

1. Block level workshop with programme implementers²⁸ and religious/clan/panchayat heads on prevalence of early marriage in West Bengal and the urgency to act on this. The launch of Kanyashree Prakalpa – details with implementation guideline.
2. Developing an advocacy tool for them.
3. Media visits to the field- meeting community where the prevalence of early marriage is high, meeting individuals who have raised their voice against it, meeting groups and NGOs who are working on this. There should be a regular news

Publicity

1. Hoardings – at the block level
2. Wall paintings at select places at block level on prevention of early marriage and Kanyashree Prakalpa

Modus Operandi

1. Engage a communication resource within DPMU and also involve District Information & Cultural Affairs (DICO) to manage and support communication activities - will monitor the distribution of materials to the village level and its usage; also report on the other channels suggested in the plan. They will guide the ICDS, Health, SHGs, Youth groups, SABLA groups and NGOs in implementation of the plan. They will also be the central coordinating body for media so that there is continuous news feed to media to keep alive the issue. They will be reporting to the DPMU/SPMU with matrix reporting to BDO.
2. Developing a training material for their capacity building.

6.4 Village/Ward Level

This will have component of Advocacy (creating enabling environment)/cultural-environmental influence; community mobilisation/interpersonal social influence; IPC, mass and local media for inter-personal influence.

Advocacy

1. Meeting and consultation with Panchayat members, Clan/Religious leaders, SMCs, Police, School heads, Madrassas' heads (if any), CDPO, Supervisor, ANM, NGO representatives. Training and capacity building
2. Sensitisation workshop with PRI members on child and women focused issues including KP
3. Official letter from the Department of Education to all schools highlighting the role of teachers and the school system to implement KP and also prevent early marriage
4. Official letter from Board of Madrassas to Madrassas highlighting the role of teachers and the Madrassas system to implement KP
5. Media kit
6. Logo and tagline – to be pretested

Community Mobilisation

1. Create Children's/Adolescent organizations – leverage on SABLA wherever it exists.
2. Form 'Community Support Groups' - including teachers, doctors, youth, and children, adolescent girls who provide information on child marriage in the village/community. They will also be encouraged to SMS DM or Police on hearing about this.
3. Form 'Schoolmate group' – proud to be school goers. They also report on any intention to dropout. They will monitor the school dropouts and encourage them to join back. They will create the aspiration among peers to study
4. Community influencers take pledge to act against early marriage (IEC materials to incorporate this)
5. NGOs will be identified who have the capacity to work or already working on adolescent issues
6. Rallies by school children and schoolmate group members and this to be intensified during marriage season
7. Rallies by community influencers and this to be intensified during marriage season
8. PRI members or any clan/community influencer organizing community wedding but validating the age at marriage

Inter-personal Communication

1. The channels for IPC will be AWW, ASHA, ANM, Link worker, NGO personnel, SHGs, SABLA, and Youth Groups.
2. Training materials for their capacity building would need to be developed
3. IPC tools for them to communicate to be done
4. Training workshops for the capacity building of the channels to be done
5. Adolescent girls' meetings to encourage peer-peer interaction.
6. Training workshop for and regular meeting with adolescent girls to ensure continuity

School Level Activities

1. Teachers involve adolescent girls in talking to drop-out girls in the community
2. Work with Meena Manch in Malda to encourage peer-peer communication
3. Capacity building of teachers on their roles in preventing early marriage

Print Materials

1. Posters for AWC (role of AWW), Health Centres (role of ANM), Panchayat Ghars, Police, Schools (role of teachers), NGO (role of community mobilisers)
2. Pamphlets on role of community mobilisers; and another set on prevention of early marriage
3. Pamphlets for programme implementers on their roles and responsibilities

All print materials to be pre-tested.

Mass Media

TV and Radio spots to create an enabling environment and also reach out to the mass as reinforcement media. If a celebrity can be roped in for the mass media spots it will have a better impact. Some content is as below:

- Harms of child marriage, Rights of every child to Education (RTE), right to be protected, right to develop to the fullest potential, about Kanyashree Prakalpa to address these. Legal age at marriage and penalties associated on violating the law
- Roles and responsibilities of Panchayat, community leaders, teachers and Police to protect children and ensure that girls are not married before they reach the age of 18 years
- TV soaps – attempt to influence scripts of popular Bengali serials (embedded messaging) to communicate the right age at marriage
- Short film on adolescent girls who have raised their voices against early marriage

All mass media spots to be pre-tested.

Folk Media

Folk is a popular media in a culture rich Bengal. Jatra and other forms such as magic, puppet shows are popular folk media. Also, in some areas Baul, Chau dance, Gambhira are acceptable forms of folk media. They are strong vehicles for communication to the community. There are registered troupes with the government and they can be trained through workshop whereby the messages can be firmed and they can practice, an implementation plan with schedule can be worked out. The Communication resource within DPMU and DICO should report on their performance and help them to improve, monitor implementation and undertake exit interviews after the performance to provide feedback on the effectiveness of the message.

Outdoor activities

Wall paintings in a form of open book to be done on the walls in prominent place in a village, a route that all villagers pass by and also on the walls of households of the community where the prevalence of early marriage is high. The walls serve as pages of a book and the painting narrates a story with a message. 2 different messages can be – (1) negative consequences of early marriage and the need to act on it urgently and (2) voices that have been raised against early marriage and the call to join them

6.5 Timeline

- Launch: Oct. 1, 2013 at 1 p.m. in Kolkata
- Public Advocacy (state-district-block): Oct.-Nov., 2013. Media part continues
- SBCC Campaign 1: Nov. 2013 onwards. To be carried for max. of 2 months
- SBCC Campaign 2: Dec. 2013 onwards

²⁶Education department, DWCD, DoH&FW, Panchayat members, Super JJ homes

Table 1: OUTCOMES OF PREGNANCY IN WEST BENGAL

All pregnancies of currently married women of age 15 - 49 years

Age group	Live Birth	Still Birth	Induced Abortion	Spontaneous Abortion	Any delivery complication
15-19	90.1	2	1.9	6	76.9
20-24	92.6	1.1	2.6	3.7	74.7
25-29	90.2	1.9	3.9	4	71.7
30-34	86.9	2.7	6.4	4	68.2
35-39	87.5	2	5.4	5.2	66.4
40-44	93.8	3.1	0	3.1	
45-49	-	-	-	-	

Table 2: AGE AT MARRIAGE

Source: DLHS3, 2008-08

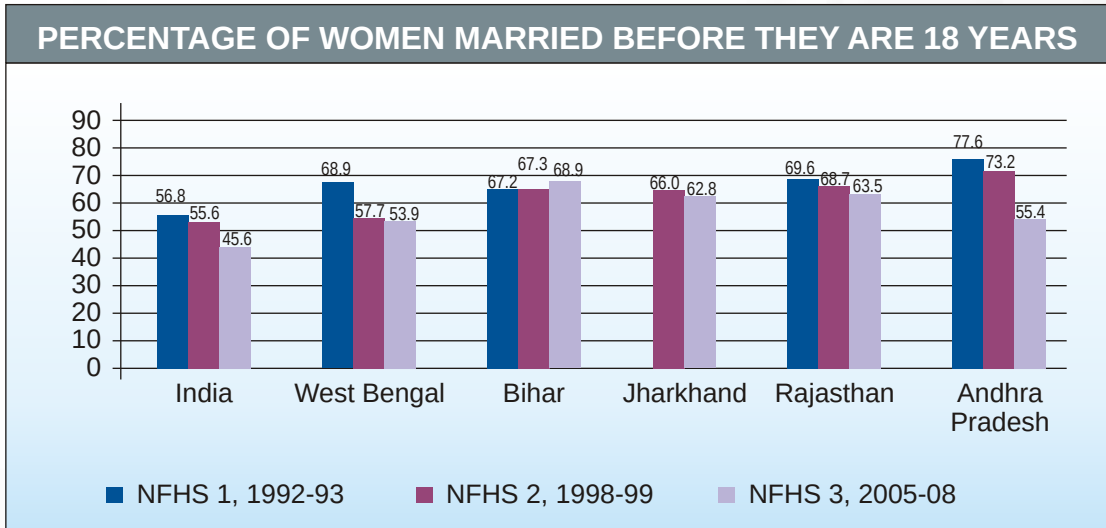
Place of residence/district	Mean age at marriage		Percentage of marriages below legal age at marriage		Currently married women aged 20-24 who were married before age 18
	Boys	Girls	Boys (<21 years)	Girls (<18 years)	
Darjiling	25	20.5	12.7	22.7	34
Jalpaiguri	24.9	20.3	19.5	17.1	44.8
Koch Bihar	23.9	18.1	27.6	46.4	60.8
Uttar Dinajpur	24.6	18.3	25	38.2	56.8
Dakshin Dinajpur	24.1	18.1	24.7	48.7	59.1
Maldah	23.4	17.3	32	55.1	64.5
Murshidabad	23.3	16.9	30.6	61.6	68.2
Birbhum	23.2	17.4	30.8	57.2	63.6
Barddhaman	24.3	18.8	16.9	38.9	54.6
Nadia	24.5	18.6	22.7	40.4	64.3
North Twentyfour Parganas	25.6	19.4	16.1	27.1	53.6
Hugli	26.5	19.4	14.0	26.7	40.0
Bankura	25.5	17.9	15.6	49.7	56.6
Puruliya	24.0	17.8	31.5	51.9	63.9
Pachim Medinipur	24.7	18.2	17.4	45.8	58.7
Haora	26.0	19.3	10.2	30.7	33.9
Kolkata	27.0	20.9	17.0	19.1	34.9
South Twentyfour Parganas	23.7	18.2	24.9	39.9	49.5
Purab Medinipur	24.9	18.4	14.2	38.9	48.9
Rural	24.1	18.0	23.9	45.7	57.9
Urban	26.8	21.0	12.7	20.7	36.2
West Bengal	24.6	18.4	21.8	42.0	54.7

TABLE 3: LITERACY RATE BY DISTRICT

Source: Census, 2011

Place of residence/district	Percentage literate 7+ (census 2011)		
	Male	Female	Total
Darjiling	77%	66%	71%
Jalpaiguri	70%	58%	65%
Koch Bihar	71%	60%	66%
Uttar Dinajpur	55%	44%	50%
Dakshin Dinajpur	70%	59%	65%
Maldah	56%	48%	52%
Murshidabad	60%	54%	57%
Birbhum	67%	56%	62%
Barddhaman	74%	62%	68%
Nadia	71%	64%	67%
North Twentyfour Parganas	79%	73%	76%
Hugli	79%	69%	74%
Bankura	71%	53%	62%
Puruliya	67%	43%	55%
Pachim Medinipur	78%	71%	74%
Haora	82%	78%	80%
Kolkata	73%	62%	68%
South Twentyfour Parganas	75%	62%	69%
Purab Medinipur	82%	72%	77%
Rural	69%	57%	63%
Urban	80%	73%	77%
West Bengal	72%	62%	67%

CHART 1



[illegible]

NOTES

