

HAR KADAM BETI KE SANG: SCHOOL SE SASHAKT BANE HUM

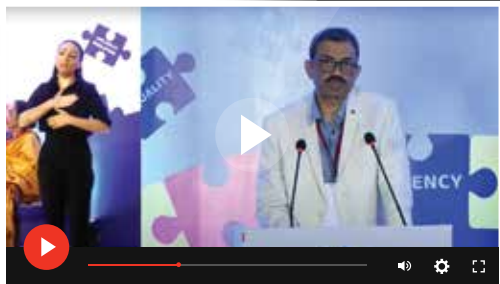
Annual Flagship Nationwide Campaign on Girls Education



NOVEMBER 7 – 21, 2022

#HarKadamBetiKeSang #SchoolSeSashaktBaneHum #SafeSchools #SafeSpaces

TIMELINE



1. 7TH NOVEMBER:

NATIONAL SEMINAR ON
LIFE SKILLS EDUCATION:
EDUCATION AND
EMPOWERMENT



2. 14TH NOVEMBER:

KISHORI MELA ACROSS
9 STATES



4. 19TH NOVEMBER:

SAFETY MAPPING TOOL
VIDEO



3. 18TH NOVEMBER:

TWEET-A-THON



5. 21ST NOVEMBER:

SOCIAL MEDIA LIVE WITH
SAKTIBRATA SEN
(PROGRAMS DIRECTOR,
ROOM TO READ INDIA)

FROM THE COUNTRY DIRECTOR'S DESK

Sourav Banerjee

Country Director, Room to Read India



2022 has been a progressive year for our Girls Education Program. However, our one initiative summed the progressive direction of our work in the field of literacy and gender equality. Over the past three years the increasing support nationwide for our annual flagship Girls Education Program campaign-#HarKadamBetiKeSang continues to grow multi-fold. This year we focused on understanding and measuring the safety and security of adolescent girls in our schools. With this thought, this year's #HarKadamBetiKeSang campaign is themed on- School Se Sashakt Bane Hum.

Beginning on 7th November with a national seminar on Life Skills Education: Education and Empowerment, the campaign converted into a singular voice of a nationwide movement to understand and empower the school environment for young girls. Room to Read India brought together multiple stakeholders, to explore and address the safety, security, and related challenges for girls, in continuing their education.

To make our thoughts into reality, we have devised a safety mapping tool derived from the Government of India's Safety and Security Guidelines published by the Department of School Education. The interesting part of the campaign lies in the fact this survey was led by our empowered Girls Education Program Participants directly with the idea- 'for the girls, by the girls'.

The campaign #HarKadamBetiKeSang: School Se Sashakt Bane Hum 2022, thus, voiced one of the important components of National Education Policy 2022 which talks about understanding the current status and the scope of improvement for the safety and security of young adolescent girls in the school across the nation.

Through our campaigning endeavors this year, we proudly present that we reached **2 Lakh+ people**, from adolescent girls to parents, caregivers, teachers, and govt. officials through various offline activities, across nine different states in India - Andhra Pradesh, Chhattisgarh, Delhi, Madhya Pradesh, Maharashtra, Rajasthan, Telangana, Uttarakhand, and Uttar Pradesh. Additionally, we gathered **1.85 Lakh impressions online worldwide**. We are confident that with our girls leading the campaign from the forefront, the change toward a conducive environment for each girl student is not a far-fetched dream and possibly could be a beginning of a new revolution to say #HarKadamBetiKeSang: School Se Sashakt bane Hum.

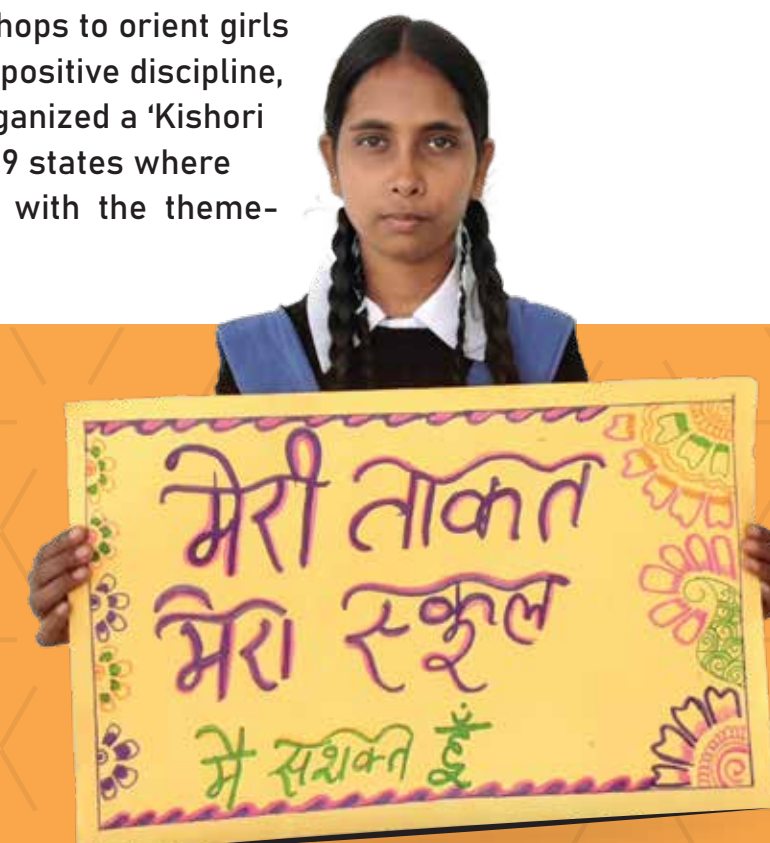
OVERVIEW: CAMPAIGN

#HarKadamBetiKeSang: School Se Sashakt Bane Hum, an annual flagship campaign that reiterates the belief that education can bring a fundamental change in realizing rights and aspirations in girls' life and ecosystem.

The campaign's core idea relied on the **Whole School Approach(WSA)**. The involvement and participation of all stakeholders are key to WSA. Following the WSA approach, Room to Read India utilized the Safety Mapping Tool to not just work for the children but also work with them and listen to their needs and demands in order to make our responses as user-centric and beneficial as possible. In short, to raise awareness about the importance of a multisectoral approach to strengthening schools as empowering spaces and the representation of girls in the same as Girls' Education Leaders, Room to Read launched the 2022 campaign-#HarKadamBetiKeSang: School Se Sashakt Bane Hum.

Focusing on school as an institution of drivers of change toward closing the gender-related inequalities that exist in society, Room to Read India worked to strengthen the school as an empowering space for young girls where they feel heard, enabled, and supported by their peers. Room to Read India started the campaign by conducting a safety mapping exercise led by girls in 9 Indian states to understand safety and enabling mechanisms input by the school authorities.

This was followed by several on-ground workshops to orient girls as well as community stakeholders on POCSO, positive discipline, and related issues. Room to Read India also organized a 'Kishori Mela' in all the intervention schools across the 9 states where activities are planned for girls and teachers with the theme- #meraschool #merijagah



OBJECTIVES & AUDIENCE

The campaign focused on bringing out the ground realities for the safety and security of adolescent girls in schools. Through this, the campaign objective was aimed at ‘Strengthening Schools as Empowering Spaces’. To accomplish the objective, two methods were undertaken-

- A) Raise Awareness: Community & government officials were reached out through awareness events on understanding girls’ concerns regarding education and sharing best practices on creating empowering spaces for young girls to voice their concerns
- B) Mobilize People: Building girls’ agency by creating opportunities for them to represent their voices on strengthening schools as empowering spaces for young girls and building their leadership

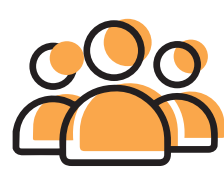
The campaign worked in different capacities with each stakeholder. For adolescent girls, the campaign focused on building their capacities and agency to represent their needs. For School staff, School Management Committee members, and other members, the campaign focused on raising awareness of the current laws and policies related to child rights and education and their implementation guidelines. The campaign also focused on establishing the importance of creating spaces where girls can lead and represent themselves especially in creating guidelines or policies at schools.



OUTREACH: OFFLINE AND ONLINE



THE CAMPAIGN REACHED OUT TO:



2,19,707
people offline



10,842
Teachers



1,79,038
Adolescent girls



9,255
Family and
Community
Stakeholders



443
Government
Officials

Room to Read India received overwhelming participation for the campaign and successfully received 1,85,008 impressions online across all social media handles.

Impressions
1,85,008
51.4%

Engagements
25,192
118.4%

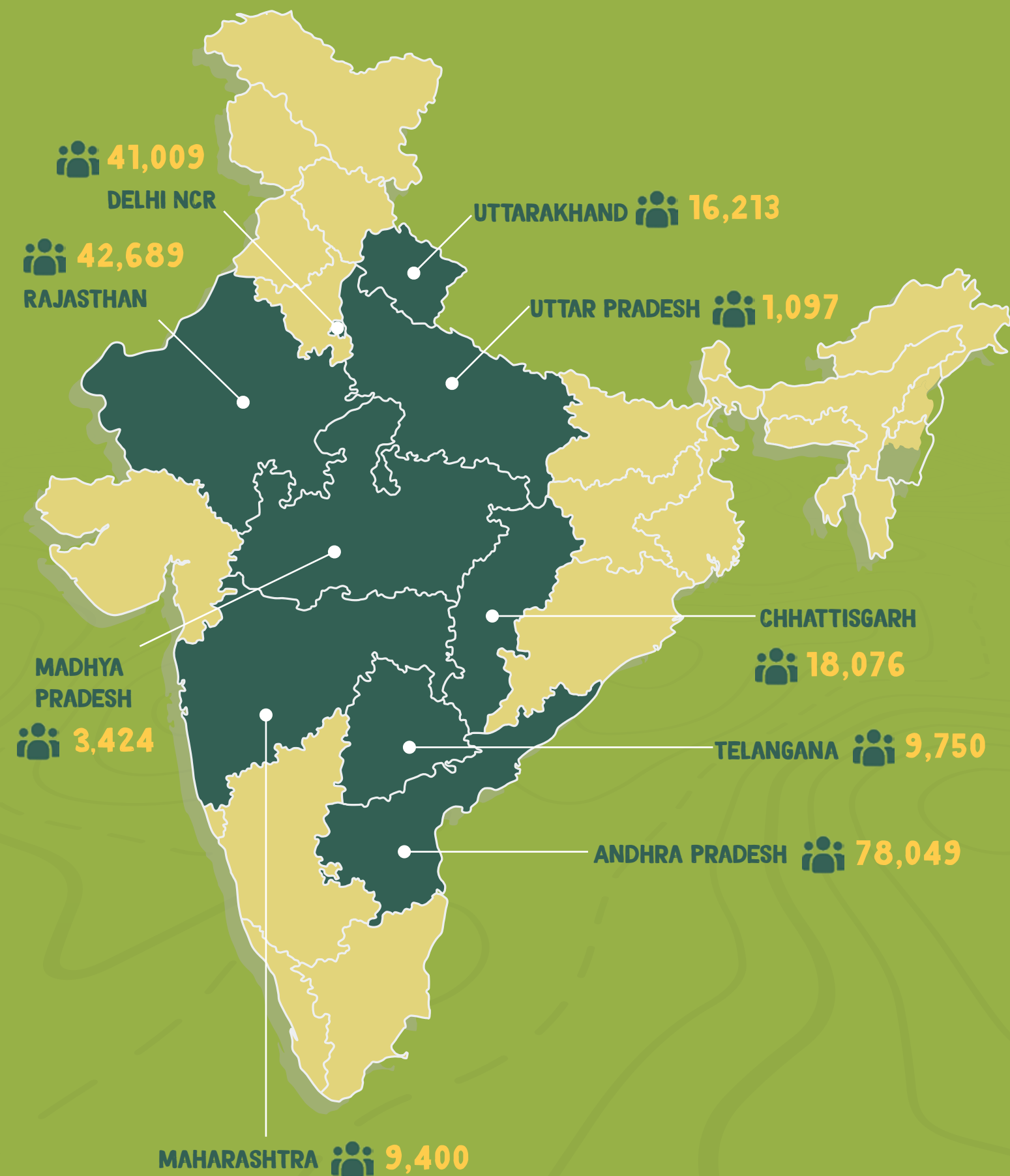
Post link clicks
10,315
164.8%

Engagement rate
13.60%
46.5%

Audience growth
1,007
27.4%



THE CAMPAIGN DIRECTLY REACHED OUT ACROSS ANDHRA PRADESH, CHHATTISGARH, DELHI, MADHYA PRADESH, MAHARASHTRA, RAJASTHAN, TELANGANA, UTTARAKHAND, AND UTTAR PRADESH.



HIGHLIGHTS: KEY INITIATIVES

1. NATIONAL SEMINAR ON LIFE SKILLS EDUCATION: EMPOWERMENT AND EDUCATION

On 7th November 2022, Room to Read India hosted a National Seminar to discuss safety and security of adolescent girls in schools and the importance of Life Skills in 21st century education. in strengthening the agency and voice of adolescent girls.

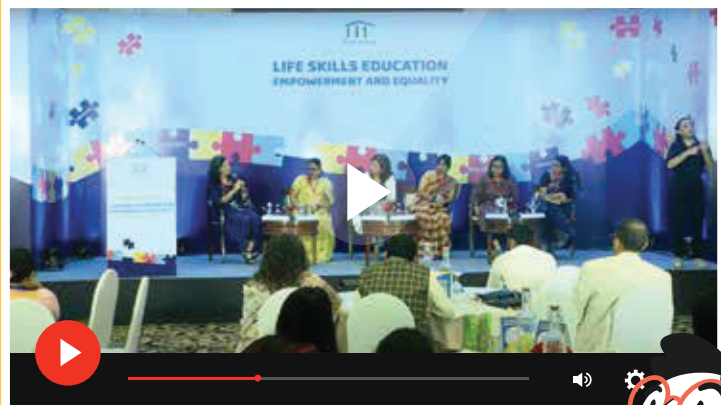
The seminar brought together domain experts and relevant stakeholders for a dialogue on pressing issues concerning adolescent girls. Room to Read India has been a consistent advocate for the impact of Life Skills in building agency and aspiration. In the context of India, where youth is still struggling with aspects of structural inequalities whether on issues of caste, class, religion, disability, gender, or sexuality, it is important to envision the role Life Skills can play in enhancing equality and social justice as well as individual empowerment.

A number of government officials, eminent guests from multiple Indian states, and like-minded organization attending the National Seminar Through two panel sessions, domain experts and thought leaders led insightful discussions throughout the day:

- Panel 1 : Framing Life Skills Education for Equality
- Panel 2 : Strengthening and Supporting Life Skills Educators

A key segment of the seminar included a candid conversation between Room to Read India leadership and GEP Alumni girls, following the launch of the 3rd annual flagship Girls Education Program campaign #HarKadamBeiKeSi. This year's theme was 'Strengthening Schools as Empowering Spaces' (School Se Sashakt Bane Hum).

The national seminar was live streamed from 11 AM onwards on Room to Read India's official YouTube Channel. You can catch the discussion here:



1,278



2. TWEET-A-THON ON STRENGTHENING SCHOOLS AS EMPOWERING SPACES FOR YOUNG GIRLS

Tweet-a-thon was organized on November 18, 4 pm – 5 pm with a focus on 'Strengthening schools as empowering spaces for the young girl'. Using the #SchoolSeSashaktBaneHum, we were looking to engage people on the theme and involve them through relevant discussions over Twitter. A total of 6 tweets were posted within an hour which garnered participation from like-minded organizations like TeenBook & Love Matters, Room to Read India, staff, Teachers, GEP Alumni, and Twitteratis.

Some notable milestones during the Tweetathon include:

Room to Read India Twitter Channel reached 2000 subscribers during the Tweetathon

A total of 218 Retweets with a whopping 21,700% improvement rate

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1700 engagements by Twitterati with a 2,051.9% improvement rate

Impressions

8,120
↑ 686.4%

Engagements

1,700
↑ 2,051.4%

Likes

540
↑ 1,155.8%

Engagement rate

20.9%
↑ 192%

Replies

256
↑ 25,500%



3. KISHORI MELA

Kishori Mela was a special daylong event hosted on Children's Day, November 14, under the #HarKadamBetiKeSang campaign: School Se Sashakt Bane Hum 2022. During the mela, girls participated in various games/activities, set up stalls and engaged in dialogue and reflections on girls' leadership in school spaces.

Kishori Mela provided a platform for adolescent girls to voice their concerns in a multi-stakeholder process, in which school administrators, parents, and officials got the opportunity to listen to girls and commit to creating safer and enabling spaces for girls to help them complete their education and make informed life decisions.

The following activities were organized across 9 states (Andhra Pradesh, Chhattisgarh, Delhi, Madhya Pradesh, Maharashtra, Rajasthan, Telangana, Uttarakhand, and Uttar Pradesh) to make the thought shape into reality:

- 01 Main Sashakt Hun Kyunki: An Interactive wall was set up where girls wrote about "what empowers them and support them in fulfilling their dreams". The wall was showcased to various stakeholders for their understand and information.
- 02 Nukkad Natak was performed in various areas on the theme of girls' empowerment
- 03 Poster/poetry/story creation by girls on envisioning gender-equal school: Mera School Meri Jagah
- 04 Stall set up with specially developed games like "Khel Khel Mein" especially 'Bittu Kya Karegi' and 'School Chale Hum'– parents and girls played games and reflected on challenges to girls education and dropout.
- 05 Satrangi corner – Girls read and enacted the comic book characters from Satrangi series –especially the ones on safety– with the invited stakeholders.
- 06 School Safety Pledge Poster signed by the Headmaster along with teachers and students

75,573



4. SOCIAL MEDIA LIVE: CULMINATION OF #HARKADAMBETIKESANG: SCHOOL SE SASHAKT BANE HUM

The culmination of the national campaign was hosted with a social media live on Facebook and Instagram with Program Director, Room to Read India, Saktibrata Sen. The live was co-hosted by Anupama Bhardwaj, Officer, Girls Education Program.

The LIVE shared reflections on the campaign and the experience of Room to Read India in the domain of girls' education and gender equality. The discussion revolved around: making schools enabling spaces for young girls, safety mapping tool usage and analysis based on Government of India Guidelines, Girls Education Program Scholars taking lead in the Safety Mapping activity, Kishori Mela hosted in each school across the 9 intervention states, approaches to combining empowerment and safety together, campaign advocacy through vernacular means and methods, the role of teachers and headmasters to support young girls, girls representing their causes among other important matters.



Engagements

213

Reach

835



Reach

115

Reactions

227

5. CAMPAIGN TARGETED INITIATIVES

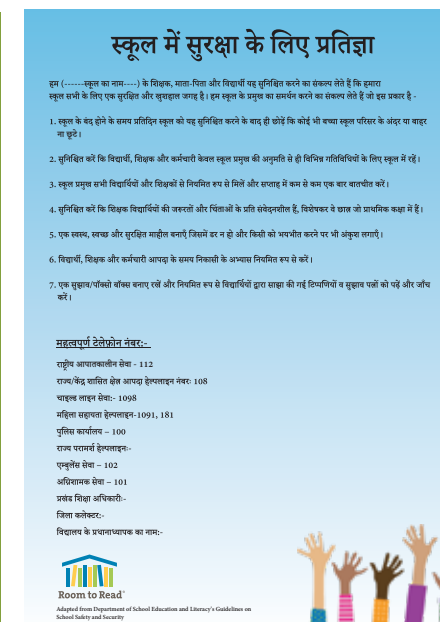
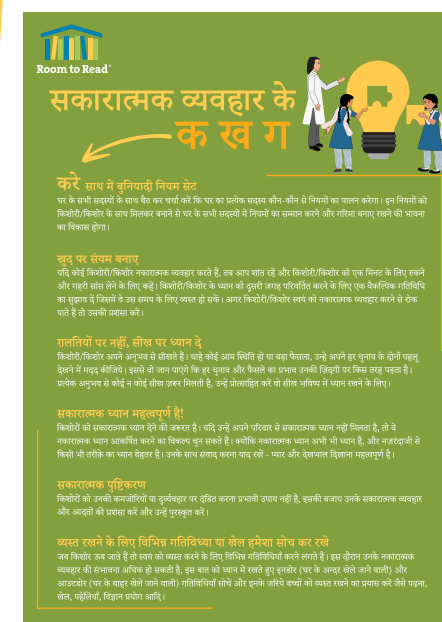
While focusing on understanding the safety and security ecosystem for adolescent girls, Room to Read India envisioned a series of campaign initiatives to strengthen the agency & aspiration of young girls. Several targeted products were designed for the #HarKadamBetiKeSang: School Se Sashakt Bane Hum campaign. The most prominent among them were the following:

Affirmations Cards:

The cards highlight different aspects of safety and empowerment in school spaces for young girls. It talks about physical, socio-emotional and cyber security. The cards used affirming language- 'I am able to', 'I can' or 'I will' etc for girls to reiterate and develop self-assurance. The cards also encourage girls to find out about different safety provisions in their school and reach out to a trusted adult if required. These cards were distributed to all girls as stickers to be put up in classrooms or as booklets.

Posters:

Positive Discipline: To combat the drop-out issues for the girls, Room to Read India identified safety, especially from domestic violence, and developed a poster on tips for how to positively deal with adolescent behavior. The poster was utilized by teachers, parents, and other community stakeholders. The poster consisted of 7 pointers on how to positively engage with adolescents and mentor them.



Safety Pledge: The pledge was adapted from the Department of School Education & Literacy's Safety and Security guidelines 2021. It was designed to be put up in schools and consists of several pointers on the safety rules to be followed by everyone in the school, as well as a list of emergency numbers that can be accessed by the students.



6. CAMPAIGN DIGITAL ACTIVATIONS

Room to Read India utilized every opportunity to reach to a wider audience through social media handles across Facebook, Twitter, Instagram, LinkedIn, and YouTube. Every digital activation was intensively planned to ensure audience engagement and timely information dissemination. The following were important digital milestones:



November 6, 2022: National Seminar Announcement by Nini Mehrotra (Associate Director, Girl Education Program, Room to Read India)



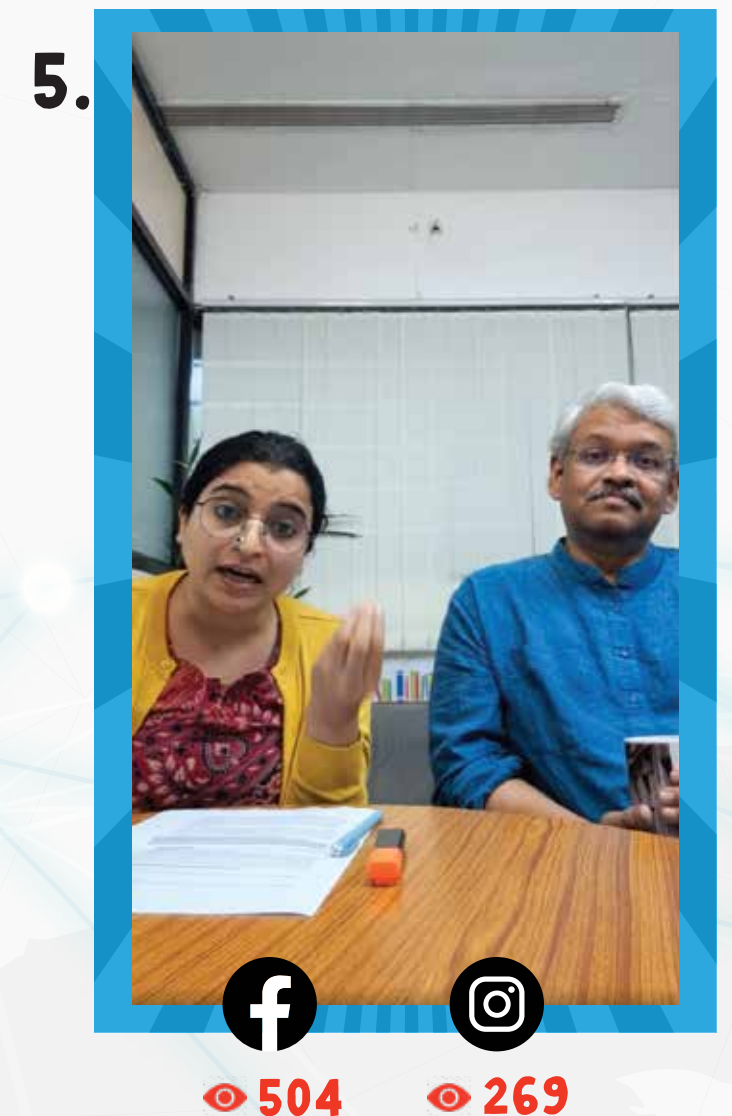
November 7, 2022: Campaign Launch by Sourav Banerjee (Country Director, Room to Read India)



November 18, 2022: Tweetathon on Strengthening Schools as Empowering Spaces for Young Girls



November 19, 2022: Safety Mapping Tool Video by Gatisheel Dass (Officer- Communications, Room to Read India) and Pallavi Agrawal (Programme Officer, Girls Education Program, Room to Read India)



November 21, 2022: Social Media Live with Saktibrata Sen (Programs Director, Room to Read India)

STATE-WIDE REACH & UNIQUE INITIATIVES

ANDHRA PRADESH



Unique Initiative - State level webinar on Strengthening schools as Empowering spaces for young girls

Children Reached	Community members engaged	Teachers engaged	Govt. officials supporting	
72,933	10	5,101	5	

CHHATTISGARH



Unique Initiative - Workshop on POCSO by Judicial Magistrate & Police Departments

Children Reached	Community members engaged	Teachers engaged	Govt. officials supporting	
15,594	828	938	96	

DELHI



Unique Initiative - Talk show with multiple stakeholders & Safety Drill District Child Protection Unit

Children Reached	Community members engaged	Teachers engaged	Govt. officials supporting	Online Participants
33,941	1,118	1,009	101	3,844

MADHYA PRADESH



Unique Initiative - Broadcast of Radio episode with RJ Anadi - GEP Scholar from Bhopal

Children Reached	Community members engaged	Teachers engaged	Govt. officials supporting	
1,870	1,420	106	4	

MAHARASHTRA



Unique Initiative - Safety march to spread awareness of safety in the community and schools

Children Reached	Community members engaged	Teachers engaged	Govt. officials supporting	
4,936	1,174	450	29	

RAJASTHAN



Unique Initiative - Session on POCSO act by DLSA and Letter to my batchmate about My Safe Space Dream

Children Reached	Community members engaged	Teachers engaged	Govt. officials supporting	
31,882	3,540	2,422	121	

TELANGANA



Unique Initiative - School safety awareness rallies

Children Reached	Community members engaged	Teachers engaged	Govt. officials supporting	
7,877	903	176	51	



UTTARAKHAND



Unique Initiative - Life Skill Seminar campaign culmination event and Safety awareness camps in collaboration with National Service Scheme and Uttarakhand Police

Children Reached	Community members engaged	Teachers engaged	Govt. officials supporting	
8,985	262	566	37	

UTTAR PRADESH



Unique Initiative - Session on Positive Discipline (Learning Adda)

Children Reached	Teachers engaged	Govt. officials supporting
1,020	74	3





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