



# GIRL RISING INDIA

## ENGAGE PROGRAM

### *Powerful Storytelling for Inspired Community Action*

Girl Rising (GR), through multilayered campaigns, uses the power of storytelling to change the way girls are valued across the globe. With USAID funding and partnership with Save The Children, GR implemented ENGAGE, a unique campaign that influenced behavior and mindset shift through a confluence of mass media, community interventions, and stakeholder engagement. In one year of the intervention, the campaign increased public discourse on access to education, implemented an on-the-ground intervention, and forged critical partnerships to raise the importance of girls' education.

#### **Intervention Design**

For the value of girls' education to ascend in India, change must unfold in a multitude of areas. ENGAGE leveraged its powerful storytelling tools to bring focus on girls' education through mass media, community interventions, and influencer-stakeholder engagement.

#### **Mass Media and Public Awareness**

- *Woh Padhegi, Woh Udegi* - the Indian version of the Girl Rising film, brought together Bollywood stars such as Priyanka Chopra, Alia Bhatt, Kareena Kapoor Khan, Parineeti Chopra, Madhuri Dixit, Freida Pinto, Nandita Das, Farhan Akhtar, and Amitabh Bachchan to lend their voices to the stories of the film.
- 6.1 million households reached through the television broadcast of the local Hindi Version of the GR film *Woh Padhegi, Woh Udegi* on India's No 1 entertainment channel, Star Television.
- #IAmGirlRising trends No. 1 on Twitter India on launch day.

#### **Community Interventions**

- 653 children enrolled in schools through enrollment mobilization drives in the states of Rajasthan and Bihar.
- 255 teachers in Bihar and Rajasthan attended gender-sensitization workshops to explore new ideas about gender and its role in social interactions and stereotypes.
- 100 adolescent groups met monthly to discuss issues about girls' education, child labor, child marriage, the benefits of girls' education and the role they can play in bringing about gender equality.
- Nearly 12,000 families reached in Bihar and Rajasthan through door-to-door visits - building awareness on the many benefits of girls' education.



*The community members will learn from the videos.... If the community sees this, they won't send the girls out as maids, but rather send them to schools.*

**- Head teacher, male**

### **Influencer Stakeholder Engagement**

- 653 screenings of the GR film held across communities, corporations, and NGOs reaching out to 55,158 individuals and inspiring solution-centric discussions on equitable access to education.
- GR Media tools disseminated through the Ministry of Women and Child Development's Beti Bachao, Beti Padhao (BBBP) programs in 161 high priority districts to address issues of girl child survival and education.
- GR produced two Public Service Announcements centered on access to education. These were disseminated by the Ministry of Women and Children across cinema halls, television networks, and radio stations.

### **Impact Assessment**

The ENGAGE/Save the Children program has provided a wide range of outreach activities and educational opportunities to over 3000 girls and 3000 boys, between the age of 6 and 18, 80 teachers and 8000 parents in 40 villages of the two districts in Bihar and Rajasthan. The impact evaluation of the ENGAGE India program was designed as a quasi-experimental study, clustered by villages, and consisted of three phases: a baseline survey, a midline qualitative phase, and an endline survey.

### **Key Findings**

- Parent aspirations for wanting their daughters to receive more than 12 years of education significantly increased from 31% to 50%.
- Parents reported significant increases in discussing girls' education with members of the family, and parents reported significant increases in discussing girls' education with friends, neighbors, or other community members.
- Percentage of children who felt empowered to make decisions affecting their lives increased from 58% to 80%.
- Percentage of children who reported having a say in decisions regarding what they will do after completing their education increased from 67% to 89%.
- Percentage of girls who reported having a say in decisions regarding when to get married increased from 35% to 70%.
- Percentage of girls who reported having conversations with family members about girls empowerment increased 9% to 22%.
- Percentage of girls who felt comfortable reaching out into the community for resources to gain further information about girls empowerment increased from 0% to 16%.

