



GIRL RISING INDIA

Powerful Storytelling that Inspires Community Action

Girl Rising uses the power of storytelling to inspire people, shift attitudes and change behavior. In India, Girl Rising's approach of leveraging behavior-change communication has made meaningful strides towards increasing agency of girls and women and inspiring community members to support the movement for gender equality.

Girl Rising Community Interventions in Rajasthan and Bihar

- **Reached 40 villages** in 2 districts in Rajasthan and Bihar
- **Nearly 12,000 families reached** through door-to-door visits, building awareness on the many benefits of girls' education
- **Over 650 children enrolled in schools** through enrollment mobilization efforts within a year of intervention
- **255 teachers** attended gender-sensitization workshops
- Conducted workshops with religious and community leaders to advocate for girls' education
- **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
- **266 sports events** held to build a feeling of togetherness, empowerment, and camaraderie between adolescent girls and boys
- **161 districts** disseminated Girl Rising media tools through the Ministry of Women and Child Development's Beti Bachao, Beti Padhao (BBBP) program

Community Intervention Impact

- 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
- Parents reported significant increases in discussing girls' education with friends neighbors, or other community members



The campaign brought many changes. It brought changes in my daughter. She is now determined to study and become something.

- Mother, Rajasthan, India

- Children who felt empowered to make decisions affecting their lives increased from 58% to 80%
- Children who reported having a say in decisions regarding what they will do after completing their education increased from 67% to 89%
- Girls who reported having a say in decisions regarding when to get married increased from 35% to 70%
- Girls who reported having conversations with family members about girls empowerment increased from 9% to 22%
- Girls who felt comfortable reaching out into the community for resources to gain further information about girls empowerment increased from 0% to 16%

Girl Rising Schools Campaign with the Bharti Foundation

- Interactive gender curriculum with 24 multimedia sessions centered around 6 Girl Rising film stories
- Addresses global and local gender disparities and stereotypes
- Equips 242 schools and 250 teachers with resources and gender-sensitization training
- In August 2017, Girl Rising India is reaching 45,000 adolescents across 5 states and 242 Bharti Foundation Sathya Bharti schools
- Partners also include Teach For India wherein 25 fellows will adopt the curriculum and reach 1250 students as part of a pilot
- Girl Rising plans to reach a total of 75,000 adolescents by the end of 2018

Girl Rising partnership with National Service Scheme

- Girl Rising partners with Ministry of Youth Affairs and Sports' National Service Scheme which operates with a singular focus on developing the personality of young students and empowering them.
- In its pilot phase, Girl Rising will conduct gender-sensitization workshops in states of Delhi, Haryana, Punjab, Madhya Pradesh and Rajasthan, with the following two-fold objective:
 - 01** Sensitize student volunteers and teacher coordinators on gender and associated issues
 - 02** Enable them to develop a 'plan of action' that helps integrate 'gender' as a component within their community interventions and focus on issues such as girls' education, gender discrimination, gender-based violence, prevention of early child marriage etc.

