

Plan India Impact Awards 2022

Category Specific Guide

Special Award - Last-Mile Champion for Girls

Last Mile Champion for Girls is a dedicated social worker who has done exemplary work to promote girls' rights, thereby bridging the gender gap in society and bringing lasting change in the lives of women, especially young girls.

Roles and Responsibilities:

They are key stakeholders in the development sector and take up multiple roles as changemakers in the field by engaging themselves closely with communities to promote girls' rights. These changemakers play a very important role in sensitising communities of the harm done by discrimination towards girls. They also mobilize communities to address the different needs of girls and young women, thereby facilitating the bridging of the gender gap to ensure holistic development of girls.

Indicators

Impact: How did the Last Mile Champions demonstrate the exemplary work effectively, thereby facilitating lasting change in the lives of girls, especially young girls, from **01st January 2021 to 31st December 2021**, including the COVID-19 period?

Key Indicators

- No. of awareness meetings/trainings conducted for bringing lasting change in the life of the girls.
- Are you a representative of any of the popular committees e.g. VCPC (Village Child Protection Committee), Village Health Committees, Sanitation and Nutrition Committees, School Management Committees, DRR committees, local Panchayats, SHG, Children & Adolescent and Youth Clubs, Youth Advisory panel?
- What were the efforts undertaken at your end to discuss issues related to girls in these committees, especially in Gram Panchayat?
- How did you engage and motivate girls during the lockdown and pandemic period in the communities?
- During the pandemic, did you encounter any child abuse/exploitation, especially amongst girls? If yes, then how did you address the same?
- How many persons were mobilised by you to become the member of the community groups pertaining to children, adolescent girls group, SHGs, etc
- How many children, particularly girls, were prevented from Child Marriage, Child Labour, Child Trafficking including the COVID-19 period?
- How many young women, especially migrant families during COVID-19 were linked to economic opportunities?
- What were the key challenges faced by you while executing a girls centric program in various communities during the pandemic? What were the efforts put by you to address the same?

Innovation: What are the innovative technique(s) used by the Last Mile Champions to inspire, motivate & engage children, especially girls, communities, & other stakeholders.

Key Indicator

- What innovative actions were taken by Last Mile Champion to mobilise children, girls, young women, adults, community institutions and panchayat in programs (of NGOs & Government)?
- What innovative /best practices were introduced in the program?
- What were the innovative steps/ ways introduced by the Last Mile Champion that helped the team ensure smooth COVID-19 humanitarian responses?
- How did the Last Mile Champions use digital mediums and social media in his/her daily work during COVID-19 response work?

Story of Success

- What is the out-of-the-box initiative/idea (service or product), and how effective has it delivered the impact?
- How has the stakeholders' involvement in achieving a better outcome and strategies been undertaken?
- COVID-19 Alignment: denotes the project sustainability in the pandemic. Evaluating the alignment/re-alignment of the work/initiative to overcome the challenges faced due to lockdown/pandemic.
- Sustainability and Exit Strategy: means and measures are taken to ensure the outcomes' sustainability after the intervention's completion and how well the exit strategy is planned (if applicable).

Mandatory evidence: Please attach evidence to support your story. Evidence can be newspaper clippings, photos, video clippings that can be verified independently, letters of appreciation, or any award received for the achievement mentioned.

Note:

- **This guidance indicator sheet is for reference purposes only. The nominator must justify the exemplary performance of the nominee beyond their regular role, demonstrating an excellent course of action under each parameter. Please use quantifiable numbers or percentages in the Impact section.**