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NEWSLETTER

JAN - MARCH 2020



PLAN INDIA'S COVID-19 RESPONSE

Plan India has always been proactive in preparing for pandemic threats. Our state teams have been closely monitoring the situation in Plan India communities to ensure the people we work for are safe and prepared to respond. People are being made aware to keep personal hygiene and regular use of soaps and sanitisers as part of precautionary measures. Our field staff are also ensuring that people have the right information about Coronavirus so that they know when they are required to seek medical help.

UTTAR PRADESH TRAINS PARTNERS AND YOUTH MEMBERS ON COVID-19

In February, a 15-day awareness drive was organised in 202 villages of Plan India's program areas in Uttar Pradesh (UP) on the symptoms and preventive measures from Coronavirus that has become a threat to human life across the world.

Over 30,000 community members and more than 6500 school children were indirectly reached out to by the UP team through various activities of mass awareness on coronavirus and hand washing demonstration as a preventive strategy. The awareness activities included training to partner staff and youth members in order to enable them to implement the drives in their respective areas and orientation of frontline workers to identify the symptoms and take preventive measures.

The team also trained 35 key officials of Sashtira Seema Bal (SSB) who are posted on Saunauli border in district Maharajganj on the identification of symptoms of infectious person to prevent cross-broader transmission of Coronavirus. Additionally, the team re-printed the standard posters published by the Department of Health and Family Welfare, Government of India on preventive measures from Coronavirus. These were put up in strategic places like schools, Anganwadi Centres, sub-centre, Primary Health Centres and Community Health Centres and were used as a tool during sensitisation meetings and mass awareness campaigns.





MASS AWARENESS PROGRAMS ON COVID-19 IN BIHAR

Bihar team regularly followed up with our partners in Bihar to monitor the updates from Plan India's programme communities. The team initiated mass awareness activities on COVID-19 in our Child Centred Community Development Project areas in February and held community meetings to sensitise people about its symptoms and how to keep themselves safe. An eight-day awareness campaign was organised in five districts of the states including Muzaffarpur, Sitamarhi, Saran, Samastipur, Vaishali and Jamui.

Considering the severity of COVID-19, the team carried out mass awareness programs by setting up kiosks at interstate bus terminus and railway stations where pamphlets related to do's and don'ts on Coronavirus were distributed. The awareness campaign was also carried out at Integrated Child Development Services Centres and schools.



COVID-19 SENSITISATION CAMPAIGNS IN UTTARAKHAND

Uttarakhand team ran COVID-19 awareness campaign in February under which around 3000 people were sensitised about its transmission, common signs of infection, and precautionary measures that can be taken to avoid the spread of virus. The campaigns were held in 23 government colleges, Anganwadi Centres and Integrated Child Development Scheme meetings.



AWARDS '20

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#GGE CAMPAIGN BAGS KALEIDO AWARD



Best Campaign in Not-For-Profit

**International Day of the
Girl Child: Girls Get Equal
Campaign**

**Plan International (India
Chapter) & Edelman India
Pvt Ltd**

Plan India's Girls Get Equal (GGE) Campaign bagged Bronze at the 2nd Kaleido Award for the best campaign in Not-for-Profit category.

Kaleido Awards seeks to recognise the efforts, achievements and contributions of corporate communication and PR professionals and are run by Brand Equity, India's premier source of information, news and opinion on the marketing and advertising industries and a supplement of Economic Times, one of India's leading Business newspapers.

GGE campaign's nomination to the category summarised our efforts on this International Day of Girl which adopted a 360 degree approach to bring the spotlight on girls' rights. It was a multi-stakeholder campaign with more than 300 on-ground takeovers under which young girl changemakers took over 21 Diplomatic Missions, seven corporates, a radio station, a national statutory government body and 270 gram panchayats and block districts along with other state-level government bodies across the country.

The girls, with their counterparts, engaged in discussions on gender and power and reflected on the need for greater representation of girls and young women in the global development agenda. Together, they resolved to ensure this necessary change takes place, and led meetings, decisions and activities to this end.

The campaign became a digital hit through live reporting and innovative formats like Blue Room and a viral challenge #GirlsGetEqualChallenge and traditional media coverage of the event.



After the phenomenal success of the First Edition of the Children's Literary Festival (CLF) 2018, at Lucknow, Plan India organised the Second Edition of the Festival at Hyderabad from 29-31 January, 2020. Over 150 children from across 10 states came together to participate in the Festival to express their dreams, aspirations and ideas of gender equality.

The Festival, aimed at providing children with a platform for child-led advocacy, saw spectacular performances by young girls and boys selected from Plan India's programme states like Bihar, Delhi, Jharkhand, Maharashtra, Odisha, Rajasthan, Uttarakhand, Uttar Pradesh, Tamil Nadu and Telangana.

CLF is Plan India's initiative to encourage children to rediscover the joy of reading and reimagining gender in children's literature, including textbooks, stories and imagery. Fortifying the allegiance to advance children's rights and equality for girls, Plan India hosts CLF every year to improve reading habits among children leading to their increased social skills, literacy, health, and learning outcomes.

This year's CLF at Hyderabad enabled and engaged children to learn about gender equality and the significance of playing central role in ensuring that girls and boys are equally able to learn, lead, decide and thrive. There were pavilions from each state where children were encouraged to use creative media tools like story writing, drawing, painting, pottery etc. to create awareness around the issue. In doing so the children were able to improve their knowledge, attitude and practice towards gender equality, transformation and inclusion.

These young CLF participants were selected from over 100,000 children who participated in their state and regional level festivals held across Plan India's ten programme states. Delegates representing key stakeholder groups including development workers, storytellers, children's book publishers, teachers, educationalists and policy makers also participated in the event. The Festival also released writings of children from the First Edition of CLF held in Lucknow in 2018.



YOUNG GIRL CHANGEMAKERS REPRESENT PLAN INDIA AT 10TH WUF IN ABU DHABI

Plan India's young girl changemakers, Kirti and Sneha, were among the eight member youth delegation from India, Kenya, Zimbabwe and Uganda who represented our flagship programme, Safer Cities for Girls Project at 10th World Urban Forum held in Abu Dhabi from 9th-13th February 2020. They shared their experiences and learnings about youth-led social innovation and how these are promoting gender equality and inclusion in cities.

They participated in the week long forum and shared the best practices and learnings of the programme with the international audience.

Kirti was one of the panelists in the Women's Assembly and she spoke on the cultural activities that are used as a way to engage stakeholders for changing social norms under the Safer Cities programme. "We were a group of 60 people and we slept in the parks. Everyone thought we were crazy. But we were not. We felt safe. We felt free and independent. In 6 years, we learnt that there are more men in public spaces than women," said Kirti while addressing the Assembly.

In another session called 'Achieving Cities for All' organised by Swedish NGO called Global Utmaning and Plan India, Sneha shared her perspective on the importance of girls' participation in urban planning and how the Safer Cities programme achieved positive results through youth led action in its communities which included initiatives like safety audits and score cards.

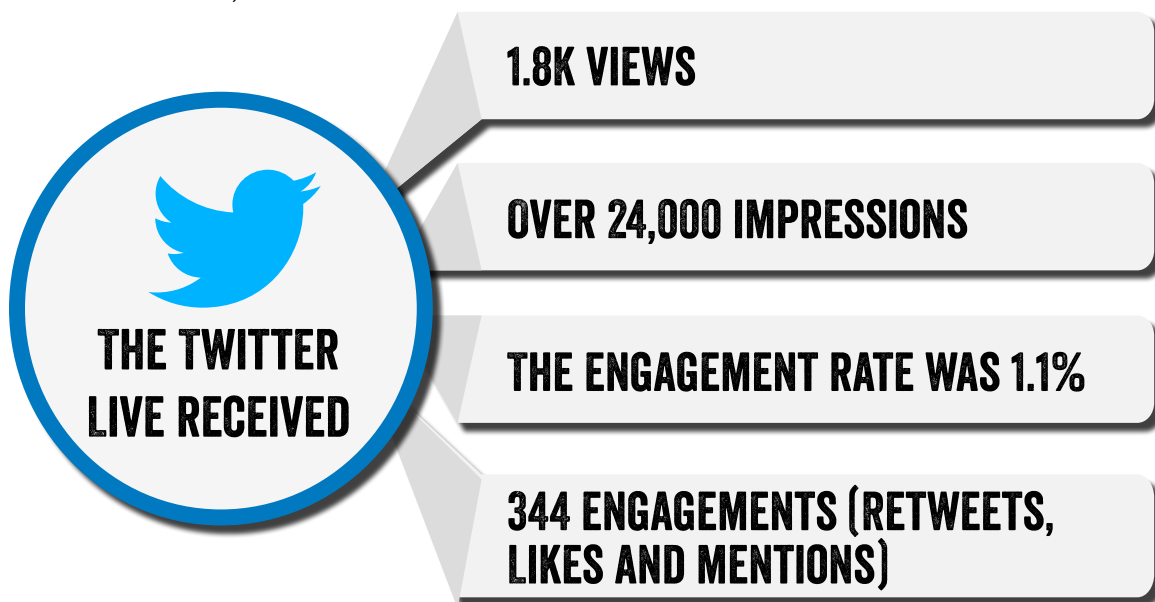
Plan India's Marketing and Communication Director Pinky Pradhan also addressed one of the sessions on the achievements of Safer Cities Project.




On this National Day of the Girl Child, Plan India's Marketing and Communications team mobilised celebrities and together with Twitter India hosted a panel discussion to celebrate the power of women who are smashing gender stereotypes to scale heights in their fields.

The discussion highlighted their triumph, stories of challenges, and their perspective on bringing more girls to the positions of power. The discussion was Live Streamed on Twitter India's channel which has a following of around 2 million.

The panel discussion saw Tahira Kashyap (writer and director), Kubbra Sait (actor) and Pernia Qureshi (fashion entrepreneur) sharing their experiences in a discussion on 'Rewrite 'her' story: Towards a gender equal world'. The panel discussion was also attended by Shagufta Kamran from Twitter India and Mohammed Asif, Executive Director, Plan India.



Video Link: https://twitter.com/plan_india/status/1220634356751851520?s=21

A portrait of Mr. Mohammed Asif, a man with dark hair and glasses, wearing a dark blue blazer over a blue V-neck sweater and a light blue striped shirt. He is smiling slightly and looking towards the camera. The background is a blurred office setting with a glass wall.

PLAN INDIA APPOINTS

MR MOHAMMED ASIF

*AS THE NEW
EXECUTIVE DIRECTOR*

Former Director Program Implementation, Mr. Mohammed Asif, was appointed as the new Executive Director of Plan India. Asif joined Plan India in 2006 and took on a national role as Director, Program Implementation in 2009.

Over the past decade, he has ensured the successful implementation of over 500 development projects across India, with an aggregate budget of USD 250 million in partnership with more than 100 grassroots NGOs. An expert on child protection and gender issues and how they play out in social, cultural, and economical context, Asif is a strong advocate of an unbiased approach towards bringing positive social change in the society and eradicating poverty. He leads the strategic planning and advocacy for the organization to strengthen its trustworthiness.

Among other successes, the Saksham project for youth economic empowerment has transformed the lives of some 80,000 young women and men. He has been an active member of several Plan International's Global Working Groups and is the Chair of the Plan International's National Office Program Directors. Prior to Plan India, Asif has served in several national and international development organisations. He was associated with Action Aid International India, where he worked on rights-based interventions and anti-poverty programs for community welfare.

With his extensive experience of over 20 years in the development and humanitarian sectors, Plan India is assured that the organisation will continue to advance the ambitious mandate of impacting the lives of 10 million girls so that they can realize their full potential to learn, lead, decide and thrive. Asif took over the role after Ms. Anuja Bansal who stepped down from the position of Executive Director on 16th December 2019.

JHARKHAND GOVT. TO OPEN DLCs IN 8 CHILDREN'S HOMES

Acknowledging the success of Digital Learning Centers (DLCs) started by Plan India in Bihar's ten Children's Homes and Observation Homes in 2019, the state government has decided to replicate the model in another eight homes of the state.

DLCs is helping children to gain quality education through internet based solutions and is a powerful tool in addressing the challenges posed by inequality, and unemployment. It supports children in continuing higher education through tutoring and career counselling, impart leadership skills and personality development to strengthen their self-esteem.

The Department of Social Welfare has also constituted Juvenile Justice Fund for opening these DLCs in eight new Children's Homes and Observation Homes and has nominated Plan India as the member of the Juvenile Justice Fund Approval Committee.

UTTARAKHAND IMPARTS TRAINING ON SOLID WASTE MANAGEMENT

Sessions on solid waste management under Swachh Bharat Swachh Vidyalaya Program were carried out in 92 schools of 24 model Panchayats which saw participation of more than 2000 people. These session focused on educating school children on segregation and safe disposal of solid and liquid waste at schools and homes through presentations, videos, games, discussion, etc.

The state team also organised a two-day orientation for the newly elected members of Village Child Protection Committee orienting them about their roles and responsibilities which includes creating conducive environment for the protection of children in their villages.

MEDIA UPDATE

We had 29 major coverages between Jan- Mar including both print and electronic

3-day Children Literary Festival kicks off in city

Kanpur: Over 100 children from various districts of India came to Kanpur to participate in the 3-day Children's Literary Festival, which commenced at the Children's Library, Kanpur. The festival was inaugurated by the District Collector, Kanpur. The festival will run for three days, from January 10 to 12, at the Children's Library, Kanpur. The festival is a platform for children to showcase their talent and creativity. The festival will feature various activities, including book launches, storytelling, and performances. The festival is a part of the Kanpur District's efforts to promote literacy and education among children.

Sensitising children about gender equality

Another day, another story. The Kanpur District's efforts to promote literacy and education among children are continuing. The district has launched a series of programs to sensitise children about gender equality. The programs are aimed at educating children about the importance of gender equality and the role of women in society. The programs are being implemented in schools and community centers. The district is committed to creating a safe and inclusive environment for all children, regardless of their gender.

Children's literary fest talks about gender stereotypes

Children's literary festival in Kanpur has a special theme this year - gender stereotypes. The festival is a platform for children to learn about the importance of gender equality and the role of women in society. The festival is a part of the Kanpur District's efforts to promote literacy and education among children. The festival will feature various activities, including book launches, storytelling, and performances. The festival is a part of the Kanpur District's efforts to promote literacy and education among children.

Hindustan Times

<https://www.hindustantimes.com/columns/gender-stereotypes-can-be-broken-here-is-how/story-uW4XuC89l2DtR3RaF8yvBP.html>

Women's Web

<https://www.womensweb.in/2020/03/alka-gujnal-ensures-dignity-for-sex-workers-in-pune-mar20wk1sr/>

The Hindu Business Line

<https://www.thehindubusinessline.com/companies/putting-csr-funds-to-good-use-during-and-after-covid-19-crisis/article31165739.ece>

The Hindu Business Line

<https://www.thehindubusinessline.com/news/how-should-india-inc-deploy-its-csr-funds-for-covid-relief/article31163707.ece>

One Radio

<https://youtu.be/mzDUyKLiPk4>

About Plan India

Plan India is a nationally registered not for profit organisation striving to advance children's rights and equality for girls, thus creating a lasting impact in the lives of vulnerable and excluded children and their communities.

Since 1979, Plan India and its partners have improved the lives of millions of children and young people by enabling them access to protection, quality education and healthcare services, a healthy environment, livelihood opportunities and participation in decisions which affect their lives.

Plan India is a member of the Plan International Federation, an independent development and humanitarian organisation that advances children's rights and equality for girls. Plan International is active in more than 70 countries.

Plan India

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