

AbMeriBaari

Ab Meri Baari aims to be a nation-wide movement to build awareness on adolescent priorities – education, nutrition, health, sexual and reproductive health, skilling, safety and agency – empowering adolescents with the power to exercise choice.



Why Adolescents?

#1 **51%** **27%**

India ranks #1 in adolescent pregnancies globally

51% girls between 15-19 have not completed secondary education

27% women between 20-24 were married before the age of 18 years

AB MERI BAARI OUTCOMES

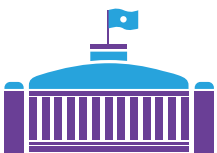
20
MILLION

Reach and inspire 20 million adolescents in a period of three years through the Ab Meri Baari campaign

300 CHAMPIONS

300 adolescent champions skilled to highlight and raise awareness on a range of issues– health, education, nutrition, sexual and reproductive health at a gram panchayat, block and district level

KEY FEATURES



GOVERNMENT SUPPORT

Engage with the government from the beginning as an equal partner to ensure implementation and support for adolescent focused policies and schemes



MEDIA CAMPAIGN

We will use a mix-media approach to mobilise the adolescent group, both nationally and regionally in Jharkhand and Rajasthan



ADOLESCENT VOICES

A group of teenage girls will exercise their leveraging power and champion the demand for adolescent-focused development from the political leadership

STATE LEVEL

KISHORE-KISHORI SAMOOH

Girl champions will create task forces comprising of adolescent boys and girls; a peer-led safe space to facilitate diverse range of activities and discussions to drive awareness and raise demand for adolescent-focused policies and programs

OPEN MIC EVENTS

Girl champions will organise and conduct open mic events to promote values of openness, equity, privacy, and diversity amongst adolescents and encourage them to demand their rights, raise awareness on a range of issues- health, education, nutrition, sexual and reproductive health

DISTRICT-LEVEL MEETINGS

GRAM PANCHAYAT BLOCK OFFICE

Recognising the powerful role of the girl champions, they will lead and participate in some of the official meetings

SOCIAL AUDITING

2 STATES
9 DISTRICTS
300 GIRL CHAMPIONS

They will conduct a survey to assess the service delivery and infrastructure mechanisms of adolescent focused government schemes and policies

NATIONAL LEVEL

GIRL CHAMPIONS FROM JHARKHAND AND RAJASTHAN WILL ENGAGE WITH THE GOVERNMENT STAKEHOLDERS TO ENGAGE AND INFLUENCE ADOLESCENT-FOCUSED SCHEMES AND POLICIES AT STATE AND CENTRE

WITH THE OBJECTIVE OF GARNERING ATTENTION AT A NATIONAL LEVEL, A BUS TOUR WILL SERVE AS A MEDIUM TO CAPTURE AND AMPLIFY ADOLESCENT VOICES AND DEMANDS AT A VILLAGE LEVEL AND TRAVEL ACROSS CITIES AND STATES



You can now learn, take a survey or share your stories about services, schemes, infrastructure and policies about adolescents.

DIAL TOLL FREE NUMBER : 9266766111

To know more visit the website - www.abmeribaari.in