



■■■ FOREWORD

- Promote, strengthen and advance non-profit initiatives towards human development
- Promote corporate, donor and government partnerships with non-profits, and
- Promote individual giving and volunteering.

India's current size of economy stands at approximately USD 3 trillion with an ambitious goal of reaching a USD 5 trillion by 2024, with contributions from all key stakeholders- government through policy making and ecosystem constructs, private sector through capital deployment and employment generation and civil society organizations through deep outreach and last mile connectivity efforts. Thus, the process of development is one of collective efforts than any one single actor contributing to it for fruits of growth and prosperity to seep deeply into societal structures, benefiting all without leaving any one behind in distribution of economic dividends.

At the international levels, more particularly, at the multilateral platforms, India's role is getting increasingly defined with its commitment to Paris Climate Agreement and its ratification of the Sustainable Development Goals, a set of 17 intergovernmental aspiration goals with 169 targets, to be fulfilled by 2030 in alignment with its nationally determined goals of development and growth agenda. This potential achievement will mean unlocking of resources - financial and natural- accruing benefits of its dividends to a large number of masses both directly and indirectly, further spurring economic activities and contributing to economic growth and human development aspects.

In order to contribute to the agenda of well-being, economic growth and human development integration, Foundation for Development Initiative (FDI) was initiated as a non-profit initiative in 2003 as a consortium effort to contribute to the holistic development of people and communities.

Among others, FDI undertakes activities, initiatives and endeavors to:

- Promote, strengthen and advance non-profit initiatives towards human development
- Promote corporate, donor and government partnerships with non-profits, and
- Promote individual giving and volunteering.

In order to advance overall mandate of the organization, the fiscal year 2018-2019 has been a fruitful year as FDI was entrusted by leading UN and private sector organizations including UNICEF, a specialized UN agency dedicated to welfare and well being of children including health and literacy. Under the project, FDI undertook the following activities to spread awareness, collaborate with stakeholders including media and other non-profits and the state government through partnerships and innovative engagement processes. These activities included the following:

Pooran Chandra Pandey



INTRODUCTION:

E-CHARCHA PROJECT



A Unicef-FDI Initiatives

₹-Charcha is a platform that promotes Ethical Journalism. This platform brings together journalists, NGOs and academicians to deliberate on the role of the media in development through information sharing and data journalism.

Role of digital media as a communication medium, reaches the remotest population. Media plays an instrumental role in supporting and enriching the quality of discourse on nutrition, sanitation, education and protection. We believe that with the expertise and extensive reach of digital media amongst the masses, it can be a critical link in creating awareness and engaging audiences in remotest parts of the country.

PREAMBLE

Child marriage, defined as a formal marriage or informal union before the age of 18, is a reality for both boys and girls. Girls are the most affected due to child marriage. It is widespread and can lead to a lifetime of disadvantage and deprivation.

Evidence shows that girls who marry early often abandon formal education and become pregnant at an early age. Maternal deaths related to pregnancy and child birth are an important component of mortality for girls aged 15-19 worldwide, accounting for 70,000 deaths each year (UNICEF, state of the world's children, 2009).

Child marriage is still widespread in India, which is home to a third of the world's child brides. About half of Indian women were married before they turned 18. Child marriage is a violation of child rights, and has a negative impact on physical growth, health, mental and emotional development, and education opportunities.

It also affects society as a whole since child marriage reinforces a cycle of poverty and perpetuates gender discrimination, illiteracy and malnutrition as well as high infant and maternal mortality rates. Child marriage can also be seen across the country but it is far higher in rural than in urban areas. Girls from poorer families, scheduled castes and tribes with lower education levels are more likely to marry at a younger age. Although child marriage is declining, the rate of decline is slow. Broad, multi-faceted strategies are needed to target different aspects of the problem. This includes deep-rooted social norms and behaviours, perceived low value of girls, limited access to education, exposure to violence, restricted freedom of movement and economic vulnerability.

Objective:

We aim to establish a single point access (website/app) for reporting **child marriage, nutrition and child protection** by information sharing and awareness of the issue. The website/app will act as a platform to connect all the information in an easy, accessible and readily available manner to the media. The content of the website is packaged in a diverse manner to sensitize journalists on development issues and to generate awareness on new media. This effectively ensures a much wider reach of the information to journalists in remote areas. The website can be used as an effective medium to showcase issues on child marriage and child rights to sensitise the media and build their capacity by identifying and motivating well-meaning media institutions and media persons. UNICEF and FDI aim to strengthen developmental journalism in vernacular media by empowering primarily grassroots journalists of 6-7 districts of Rajasthan on the issues of (a) Child Marriage (b) Child protection and (c) Nutrition through digital media platforms and tools with a support mechanism of field activities.

The probable categories of journalists who would be included in the forthcoming project in near future would be as under:

(print editors, news editors, chief subs, district bureau headquarters' reporters, stringers from remote areas among others.)

This website/app will support to:

- Sensitize regarding child Marriage.
- Sensitize regarding Nutrition, and
- Sensitize regarding Child survival.

Foundation for Development Initiative has taken a lead in reaching out in engaging journalists from districts of Rajasthan to participate in the interaction session through new media tools.



Tribhuwan,
Editor, Dainik Bhaskar, Udaipur
Addressing Grassroots
Media Journalists

The objectives of the focused activity includes the following:

- To open the communication gateway to district-level journalists, by providing them a single-window platform through social media for participating in discussion sessions and contributing articles to the website.
- To provide district media with access to meaningful and authentic information and data in Hindi that can be used for news story writing to reach out to public.
- To provide writing space on the website for publishing articles by the journalists, as a means to motivate and encourage the media.
- To create linkage for interaction between district and national-level journalists on website to motivate and encourage them towards focusing on development journalism, thus to generate awareness.
- To develop a talent pool of engaged journalists in the state of Rajasthan, who can support towards keeping a continued focus and to contribute to the issue, and
- To strengthen the district media in Rajasthan through orientation sessions to equip them as trainers and devise a strategic plan for them to enact and engage other journalists in their states for any future interventions.

E-charcha Launch

FOLLOWING ACTIVITIES WERE PART OF PARTNERSHIP

Pre-testing the Self learning Media Module



Pankaj Pachauri, Senior Journalist
Briefing the grassroots
Journalists on E-Charcha website module

Suchorita Bardhan,
Communication specialist UNICEF
addressing the Grassroots Media Journalists





A group of journalists attending the programme, in Udaipur

The self-learning $\text{\$}$ -charcha module for media was pre-tested before twenty-five district media personnel which included an editor and station director of All India Radio in Udaipur. The facilitation was conducted by one of the senior-most and reputed national news editor focused on reporting for social development issues on print, radio or television while also being able to utilize the social media platform effectively. The training replete with several case studies critically reviewed through the lense of the skill of storytelling and

marrying it with the credibility of using data and comments as evidences. Hence the rational of knowing and continuously being updated with national and state findings or other established findings was impressed upon the district media representatives including sub-district and some non-accredited 'grassroots journalists,' popularly known as stringers. This also necessitated the creation of lucid content in vernacular which UNICEF committed to provide support as the next level of inputs. This will be made available on the digital platform, issues coinciding with priority areas of UNICEF such as addressing stunting and child marriage prevention from rights perspective. It is also expected that access to such information will enable the farthest and the remotely located stringers to access and use the information to co-relate, identify and find stories from the field. The participants were also guided through a session of developing static and movie images clicked on mobile phones to make short videos as an opportunity in exploring multi format reporting by using simple social media tools.

MEDIA REPORT



City Bhaskar



Patrika Plus

SOCIAL MEDIA CAMPAIGN

FDI-UNICEF has worked closely together to spread awareness and create large impact related to menstrual hygiene through this campaign at the selected districts of Rajasthan. Details about the campaign are mentioned briefly as under.

चुप्पी तोड़ो! खुल कर बात करो

Awareness starts right from the childhood.

Let's pledge spread awareness about the menstrual campaign

[#MenstrualHygiene.](#)
[MenstrualHygieneDay2019](#)
[.#MHday2019](#)



CONCLUSION

The first phase of the project has seen significant engagement with grassroots media journalists, social community, awareness and advocacy with stakeholders along-with widespread sensitization of the grassroots journalists doing the pilot phase across 6-7 districts of Rajasthan.

In the proposed second phase; through this initiative, the Foundation aims to go deeper with its communication strategies. It will also address information and knowledge gaps amongst the journalists in far-flung districts by connecting them to legal experts and frontrunners in the media. FDI will develop concrete mechanism of connecting district and national media on a common platform which will help them perpetuate the importance of development journalism amongst public at the grassroots level. The project will be taken across Rajasthan

to address the risks of child marriage and its elimination eventually. The project will not only serve as a catalyst to inculcate the sensitivity amongst journalists towards development journalism but will also incentivise such reportings through **awards, acclaim and recognition.**

ई-चर्चा offers tremendous opportunity to create wider awareness on Girl Child issues - early marriage, their protection and nutrition. Eventually ई-चर्चा will enhance understanding of grassroots journalists towards communication concepts based on priority key messaging including barriers and approaches, and on integrating key data figures on Child Protection. ई-चर्चा will thus establish a systematic and encourage participation of journalists for creating visibility around ending child marriage

through a recognised platform.

FDI shall also create space for children to speak out on the issues related to child marriage, protection and so on. News articles/stories will be published at the state and national level. The organisation will reach out to victims, journalists, public, gram panchayats, district administration & role models to expand the scope to two million people through the digital media campaign on Child Survival & Child Rights.

ई-Charcha has already shown its effectiveness during the past 8 months and created a momentum to serve as an effective platform to address the perils of child marriage.