

COMMUNICATION STRATEGY ON KANYASHREE PRAKALPA

Revised in April 2017



Prevention of Early Marriage in West Bengal



সম্পদে সর্বদা
Department of Women
and Child Development
and Social Welfare
Government of West Bengal


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Foreword

The issue of early marriage, a social custom rooted in the patriarchal foundations of society, has been central to the discourse on the rights of the girl child in West Bengal for a decade and more. Since 2007, the Government of West Bengal, specifically the Department of Child Development, Women Development & Social Welfare (DCDWD&SW), together with district administrations, have implemented several state-wide and targeted interventions to address this issue.

UNICEF has been a technical partner of the State Government in its efforts to promote children's right to survival, development, protection and participation through support for policy advocacy, programme planning and implementation, as well as evidence-based research. One good example of this collaboration is the "Kanyashree Prakalpa", an ambitious flagship initiative to improve the status of girls through prevention of early marriage and retention in education.

Kanyashree now leads the State's gender empowerment agenda and is positioned as a platform to break down traditional taboos relating to early marriage and education, and bring adolescent girls within the ambit of the government's health, education and other development services.

What has been particularly commendable is the Department's cognizance of the fact that communication is key to social change, and its readiness to adopt and implement an innovative public advocacy and social & behaviour change strategy to support and sustain the Scheme's objectives.

The revised Communication Strategy, prepared jointly by the Department and UNICEF, with technical inputs from Focus Insights (technical support agency), builds on the 2013 Kanyashree Prakalpa communication strategy, leverages the Scheme's positive branding and lays down a roadmap for future action.

UNICEF values its partnership with the Government of West Bengal, and is committed to strengthen this collaboration for the well-being, development and empowerment of children and adolescents in the State.

Jeroo Master

Chief, Field Office a.i

UNICEF Field Office for West Bengal