Room to Read

Har Kadam Beti Ke Sang

Campaign Newsletter

October 11 - October 20, 2023

Dear Reader,

I am happy to share the success of our Girls' Education Program campaign, #HarKadamBetiKeSang 2023 themed "**Me and My Digital World**" launched on October 11, 2023. This year, our strong dedication to ensuring the safety and advancement of adolescent girls in the digital world has brought about impressive outcomes.

Implemented across 8 states (Andhra Pradesh, Chhattisgarh, Delhi, Maharashtra, Madhya Pradesh, Rajasthan, Telangana, and Uttarakhand), **we rallied 89,889 children, 4,673 teachers, and 19,529 community members to promote the cause.** Our Girls' Education Program (GEP) participants took a leading role, showing their dedication to leading the campaign and having important discussions on the usage of digital space, opportunities, and safety concerns with their adolescent peers.

Some initiatives such as BolBehen committees, donor participant supported cyber safety orientations, and GEP participant led interactive quizzes and games played a crucial role in disseminating awareness about the importance of girls in the digital world.

Turning learning spaces into empowerment hubs and emphasis on dialogues around the safety and access of digital spaces brought our campaign to life. Throughout this campaign, we were privileged to witness inspiring stories of participants who, during the challenging Covid-19 and subsequent lockdown period, ventured into the digital space, starting their own businesses, acquiring new skills, and showcasing their talents online.

My heartfelt goal remains to see every girl stepping into the online sphere with confidence and safety. I emphasize the pivotal roles that professionals and parents play in shaping a nurturing digital ambiance. Your continued support fuels our passion for creating a world where every girl can thrive in the digital realm.
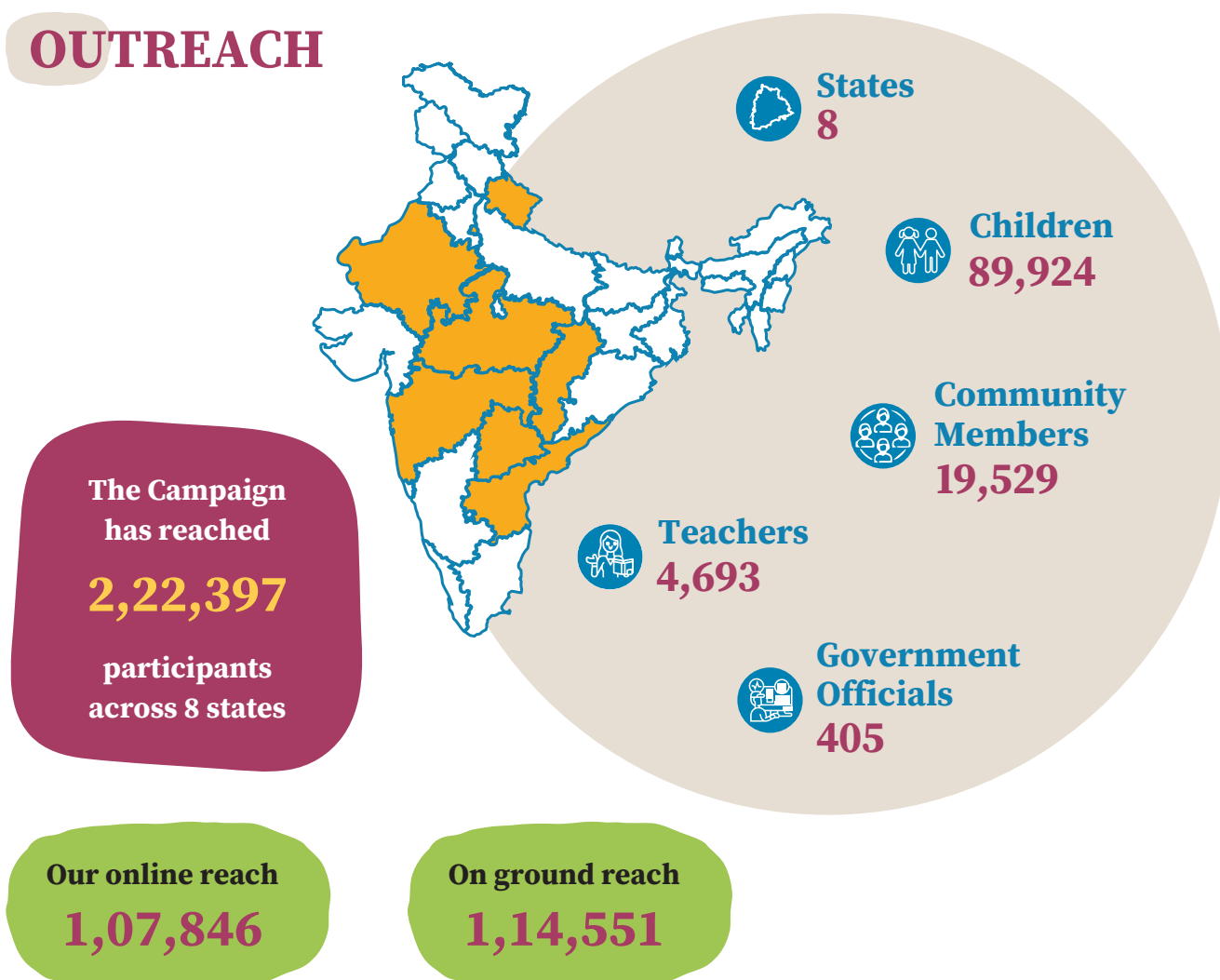
Happy Reading!

Poornima Garg
Country Director

OUTREACH

States
8

Children
89,924

Community Members
19,529

Teachers
4,693

Government Officials
405

The Campaign has reached

2,22,397

participants across 8 states

Our online reach
1,07,846

On ground reach
1,14,551

OBJECTIVE AND AUDIENCE

The campaign's primary objective was to provide opportunities/platforms to adolescent girls to empower themselves to navigate the digital universe. Beyond girls, it targeted school staff, management committees, and stakeholders, emphasizing digital rights and fostering a safe online environment.

OVERVIEW

In 2023, the Girls' Education Program marked the fourth consecutive year of the annual **#HarKadamBetiKeSang** campaign, centered around the theme "**Me and My Digital World**" with the hashtag **#DigitalRahBaneSugam**.

This Campaign highlighted the transformative power of technology for adolescent girls, accentuating their agency to engage with the digital world in an informed, active, and personalized manner.

KEY AREAS OF FOCUS

Awareness on Digital Presence

Cyber Safety

Digital Rights

Digital Information and Agency in Information Society

KEY INITIATIVES

BolBehen Committee Formation

A special committee was formed within each school, to drive the campaign forward and spearhead awareness on school safety and digital empowerment. Guided by teachers and social mobilizers, the BolBehen committee members, primarily girls, took the lead in organizing and facilitating various initiatives like Digital Dialogues, Digital Profiling Tool, and Kishori Mela.

Digital Dialogues

These discussions engaged fellow students, teachers, and parents, providing a platform to showcase the leadership abilities of the girls, which had been cultivated over time through life skills inputs.

Who were part of the 'Bol Behen' Committee?

Selected Girls' education participants, a school teacher, and a dedicated Room to Read on-field support person.

The committee members conducted a school safety survey using the **Digital Profiling Tool**, to understand the usage and access of digital devices among adolescents and teachers. This tool helped collect data on digital device availability, usage, online applications, learning experiences, awareness, safety and established an adolescent-centric peer-sharing group within the school community.

BolBehen Committee Members

Kishori Mela

On the October 11, International Girl Child Day, Kishori Mela was hosted by members of the Bol Behen committee across the eight states *(Andhra Pradesh, Chhattisgarh, Delhi, Maharashtra, Madhya Pradesh, Rajasthan, Telangana, and Uttarakhand).* This day long mela offered a dynamic platform for adolescent girls to enhance and gain knowledge about digital world as spaces of empowerment and about cybersafety. Across different states, special games and activities were designed for engaging adolescent girls in this discussion. Some key initiatives were:

- Poetry recitation
- Using google voice search and online payment methods
- Adults Vs Adolescents Icon Quiz - tested familiarity of students with the social media icons
- A unique discussion on "Display Picture" stories
- Workshops conducted by cyber security cells, and child protection units covering reporting, blocking, and filtering content, personalizing privacy settings, using private Internet connections, and reporting inappropriate content or harassment.

STATE-WISE INITIATIVES

Special initiatives in different states focused on understanding the safety and security ecosystem for adolescent girls, raising awareness about digital rights, cyber safety, and positive discipline.

Andhra Pradesh

In Andhra Pradesh, **School-level Activities** on cyber security engaged both teachers and students. Competitions, including quizzes and drawing, heightened awareness, with police officers visiting schools to share insights on cyber safety. These initiatives aimed to create a proactive approach to online security.

Chhattisgarh

Chhattisgarh took a unique approach with **digital surveys, digital dialogues**, and role plays conducted by the BolBehan Committee. These initiatives identified red flag behaviors and emphasized the importance of privacy settings. Smart classrooms were transformed into cyber safety theaters, providing an immersive learning experience for students.

Delhi

In Delhi, a **Digital Profiling tool** gathered insights into digital device usage. Kishori Mela in Delhi featured a series of engaging activities, including cyber safety orientation sessions, quiz competitions, and workshops, all designed to cultivate digital safety awareness. Innovative rules proposed by students further enriched the discourse on digital safety.

Madhya Pradesh

The campaign in Madhya Pradesh was launched with jingle **#DigitalPathParNikleHum** playing across six schools in Bhopal, spreading awareness of a safer digital world for adolescent girls. Police sessions, a Snakes and Ladders game themed on cyber safety, and movie screenings enhanced awareness and digital safety skills. These activities aimed to equip students with practical knowledge on navigating the digital space cautiously.

Maharashtra
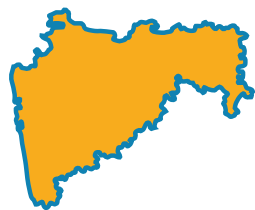
Maharashtra conducted poster and video competitions, street plays, and resource person sessions by experts from ICICI Foundation. **Collaborations with cyber cells** added depth to the campaign, providing critical insights into cyber-crime and prevention.

Rajasthan

The BolBehen Committee in Rajasthan spearheaded **digital dialogues**, shedding light on red flag issues and digital rights. Their active engagement extended to Kishori Utsav, an event celebrated by the education department in Jodhpur on International Day of the Girl Child. Here, the committee showcased the program's achievements, underlining the importance of digital safety in the context of a broader celebration.

Telangana

In Telangana, safety surveys, media workshops, and a 2K run emphasized cyber safety. An **Auto campaign** was launched where Autos were equipped with overhead speakers to broadcast jingle #DigitalPathParNikleHum and messages, spreading awareness and emphasizing the importance of girls' education in surrounding communities.

Uttarakhand

Uttarakhand engaged in diverse activities, featuring jingles that promote a safer digital space for adolescent girls, cyber safety quizzes, and focus group discussions. Alumnae **Cyber Safety Meet-Up and Nukkad Natak** activities strengthened communities on online security. These initiatives aimed to educate diverse groups on the advantages of different digital media platforms and essential safety measures.

OUR SMILING STARS

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