

Support Material design for

Child protection during the season of migration



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For
UNICEF



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1. Executive Summary

As part of the project exhibition organized by Design For Children in Mumbai on 7th Dec 2019, Cropmarx Design would like to present its project paper with the following details:

Project Name

Support Material design for Child protection during the season of migration

Vision

Support children from seasonal migrant families to continue their education, receive services of health and nutrition and remain safe in their villages during the season of migration.

Key Objectives

The Village Child Protection Committee (VCPC), groups the children and allots Balmitras - responsibility of ensuring that these children (in absence of their parents)

- Attend school regularly
- Remain healthy
- Stay safe and protected

The materials that include posters, handouts, fact sheets and storyboards are used by the members of the VCPC, Anganwadi Workers and School Management Committees (SMCs) to create awareness amongst parents.

Proposed Category of Project (as provided on website)

Interactive environments for children with focus on 'Play + Learn'

Social networks for children

Project Implemented/Funded by

Team UNICEF, Mumbai

Project Abstract Prepared by

Anagha Inamdar, Cropmarx Design, Pune

References and Acknowledgements for Project

- Govt. of Maharashtra
- Sarva Shiksha Abhiyaan
- UNICEF
- Swaraj
- Sacred

Presentation Format

MS Powerpoint

2. Project Background

The project focuses on children from seasonal migrant families. Jalna district is drought prone and has high rates of seasonal migration. In many villages of Jalna, one in three families migrate for more than six months annually to work in sugar cane harvesting, usually from October/ November to April/ May.

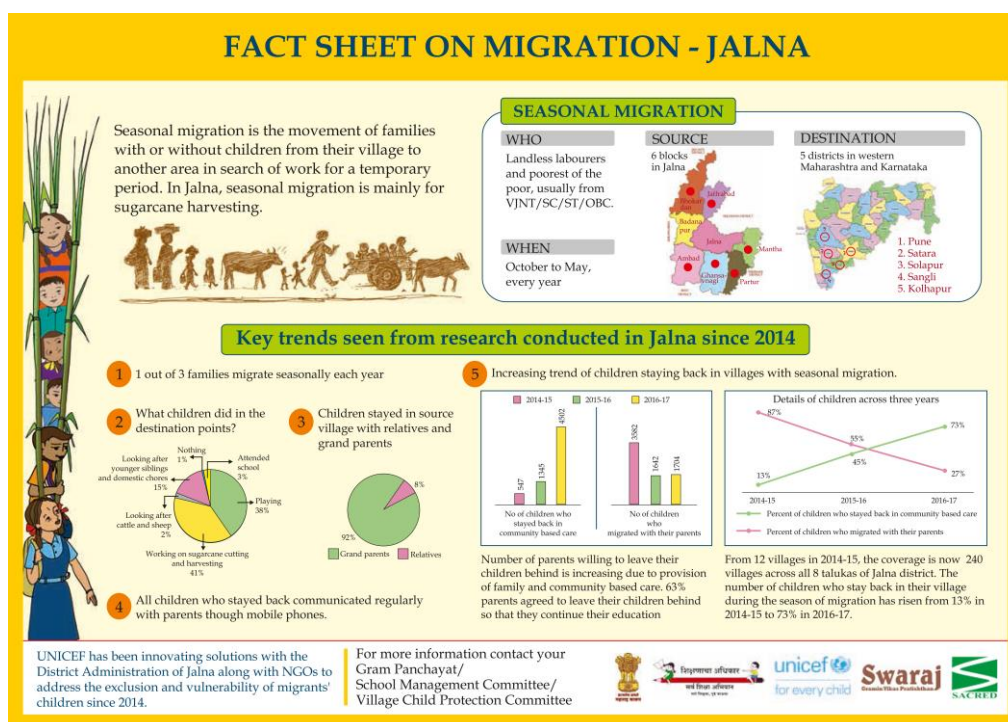
Many of the seasonal migrant families belong to socially or economically marginalized groups (including Denotified Tribes, Nomadic Tribes, SC and ST). Children from seasonal migrant families are particularly vulnerable. Whether they migrate with their parents or chose to stay back in their source villages to continue their education either living alone or in families under increased strain, both groups of children are vulnerable to child labour, deteriorating mental health, sporadic school attendance, school dropout, and child marriage.

The family and community-based care model provides kinship care arrangements for children who chose to stay back during the season of migration and links them to services of health, nutrition, education and child protection through trained youth volunteers (Balmitras). The Balmitras conduct after-school study classes and recreation programmes for the children and also providing psycho-social support to grandparents/kin who care for the children in the absence of the parents.

Additional Information

Unicef has been working in Jalna since 2014. The Government of Maharashtra departments as well as the district administration have been very supportive and are in the process of scaling up this intervention across the entire district of Jalna.

As part of the scale up work and ensuring the safety and protection for children who want to stay back in their villages during the season of migration, set of materials that comprised posters, factsheets, story boards and manuals for Anganwadi workers, SMC members and VCPC members.



UNICEF has been innovating solutions with the District Administration of Jalna along with NGOs to address the exclusion and vulnerability of migrants' children since 2014.

For more information contact your Gram Panchayat/ School Management Committee/ Village Child Protection Committee







3. Design and Delivery Model




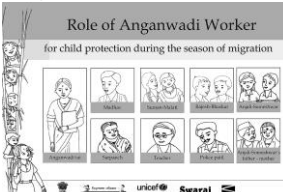



Design Approach

- A. Identifying Program Stakeholders
 - a. School Management Committee
 - b. Anganwadi Tai
 - c. Bal Mitra
 - d. Subjects (Children aged 6 to 14 years)
- B. Understanding Flow of Information and Methodology at various levels
- C. Formulating methods, techniques for effective communication and learning
- D. Identifying the right media and mode for presentations
- E. Developing material
- F. Testing model with various stakeholders
- G. Improvements through feedback and ground zero inputs
- H. Implementation of program
- I. Measuring Impact of this program on the subjects.

Delivery Model

- Communication Modes (different for each stake holder group)
 - Story boarding
 - Posters
 - Manuals
- Communication Media
 - **Print** – 2d charts, prints, books, feedback reports
 - **Digital** – Powerpoint Presentations

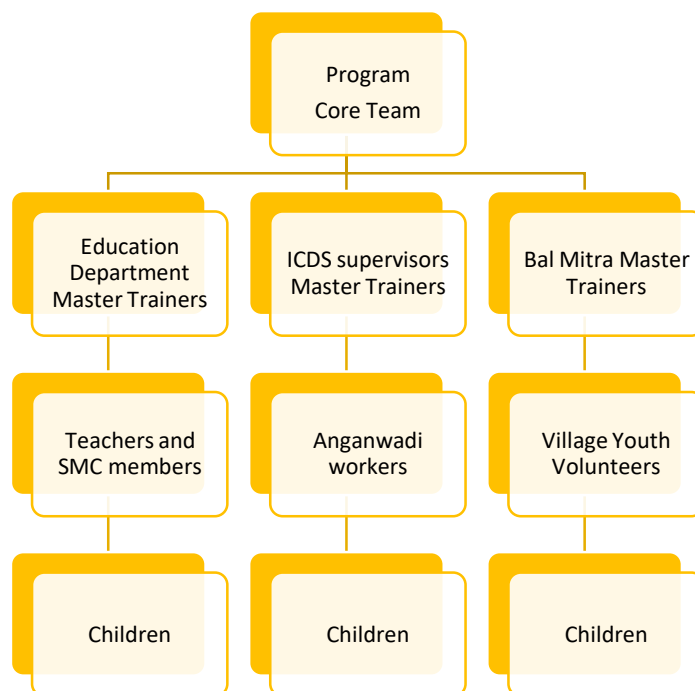
Sample Deliverable

Storyboard	Training Manual	Display Posters
<p>School Management Committee</p> 	<p>School Management Committee</p> 	<ul style="list-style-type: none"> • Roles of stakeholders • Fact sheet • Child rights and activities related • Appeal poster 
<p>Anganwadi Tai</p> <p>Role of Anganwadi Worker for child protection during the season of migration</p> 	<p>Anganwadi Tai</p> 	
<p>Bal Mitra</p> 	<p>Bal Mitra</p> 	

Design Challenges and Solutions

1. Adapting to communication approach at various stake holder levels
2. Local Environment Creation – language, characters, styling and overall feel
3. Scripting/Screenplay – for effective Information flow, transactions, interventions
4. Sizing Of Deliverables – for better user experience and handling, ease of handover and mobility
5. Timing

Three level Project Hierarchy



- When designing for school management committee, Anganwadi Tai or Balmitra, it was imperative to understand that entire communication had to reach the children involved. Hence entire design approach was planned accordingly.
- Given the numerous constraints like difficult geographical location of schools, inadequate infrastructure and funds to develop the program – we developed material that would be:
 - a. Easily available
 - b. Easy to handle, carry and store
 - c. Highly Reusable
 - d. Optimized for costs (e.g. black-white media used instead of colored one)
- Child Psychology was also an important aspect of material design. Children relate to their surroundings, clothes, food, language the best. Hence, those aspects were used when implementing design ideas and material development. At times, even the original scripts, characters, dialog were tweaked to make the interventions with children relatable and real.

Project Rollout

- UNICEF launched this program in Bhokardan and Partur talukas of Jalna which has now been scaled up across all 8 blocks of Jalna
- Training of trainers (TOTs) were organized covering 70 ICDS supervisors, 127 teachers and 40 of district and block level officers of education department on their role to ensure the protection of children of seasonal migrants and the implementation of the family and community-based care model.
- Every village maintains village migration registration (VMR) that registers details of all migrant families and maintains records of all children who are migrating with their parents and those staying back in the village with a view to enabling them to access services of education, health, nutrition and protection at both source and destination points.
- SMC and VCPCs ensure attendance of children in schools and participation in an after-school study and recreation class.
- ASHAs and Anganwadi Workers provide care and monitor the health and nutrition of children who stay through fortnightly check-ups and quarterly health camps.

4. Project Impact on Children

Case study

Through consistent efforts, some of the children attending study circles on regular basis have turned Balmitra for this cause. This was one of the biggest successes of this project.

We will present a case study of Sachin.



Impact Statistics

- Number of children who stayed back in 2018-2019: 9774
- Number of village covered 958 villages in Jalna
- Number of blocks covered: 8 blocks (100% coverage)
- Number of Balmitras trained and working with children: 955
- Number of anganwadi workers trained: 1753
- Number of gram Sevaks trained: 500
- Number of Sarpanchs trained: 958

== End of Abstract ==