

'Sajha Abhiyaan - Bal Vivah Mukht Rajasthan'

The Directorate of Women Empowerment, Government of Rajasthan, in partnership with UNFPA and UNICEF, organized a multi-stakeholder workshop to develop the State strategy and plan of action for prevention of child marriage in the state on 4 May 2016. During the deliberations, the Hon'ble State Minister for Women and Child Development, Ms. Anita Bhadel, stressed upon the need for joint action in a campaign mode to address child marriage in the state. Responding to this important suggestion, on 18 July 2016, the Directorate of Women Empowerment (DWE), in partnership with UNFPA and UNICEF, organized the campaign launch event at Jaipur.

'Sajha Abhiyaan - Bal Vivah Mukht Rajasthan', the campaign has been envisaged as a platform to connect and consolidate various projects, programmes and ideas of the government, civil society, individuals and media to take unified action against child marriage. The dignitaries on the dais were –

1. Smt. Anita Bhadel, Hon'ble State Minister, WCD
2. Smt. Suman Sharma, Chairperson, Rajasthan State Commission for Women
3. Shri. Kuldeep Ranka, Secretary, WCD
4. Mr. Jess Dutton, Acting High Commissioner for Canada to India
5. Mr. Diego Palacios, UNFPA Representative, India
6. Mr. Samuel Mawunganidze, UNICEF State Chief, Rajasthan
7. Smt. Richa Khoda, Commissioner, DWE

Launch of the Campaign Logo – In order to make the campaign unified all over Rajasthan a logo of the campaign was launched.



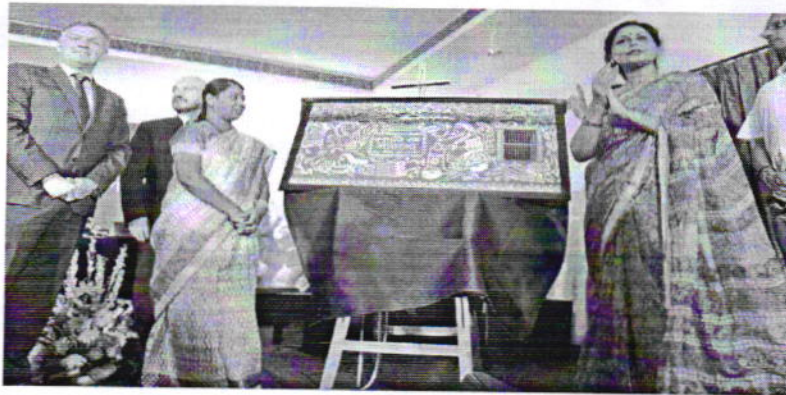
Signing of the resolution - The dignitaries on the dais signed a resolution endorsing their commitment towards working together to make Rajasthan child marriage free. The resolution was signed by all the dignitaries on the dais. The resolution, which was also printed on a huge board placed at the venue, was later signed by the participants at the launch. Aptly, the resolution was called Hamara Sankalp (Our resolution). Further this resolution will be disseminated and signed by government representatives, civil society and common people at the district, block and village level.

Humara Sankalp

“We, in unison, believe that ensuring the best interest of Rajasthan is our collective responsibility. Together, we envisage an equitable and a developed state, where all the adolescents in the State have equal opportunities in terms of health, education, protection and progress. To realize this dream, it is imperative to make Rajasthan ‘A Child Marriage Free State’.

The success of the child marriage prevention initiative depends upon the concerted efforts from each one of us. The need of the hour is to transform our individual efforts into a joint campaign. We, hereby resolve that neither will we perform child marriage nor let others observe this practice. Thus, we will be partners in the joint campaign and be a witness to Child Marriage Free Rajasthan. “

Advocating with painting and music - For centuries, the people of Rajasthan have been painting beautiful murals, using locally-available pigments, such as geroo, mittee, khadia, ramraj , neel, lamp black, etc. This is the ideal setting for rolling out a village-level mural campaign on the theme of Bal Vivah Mukt Rajasthan. This proposed campaign has been aptly named Sapno Ka Mandna (Mural of Dreams), a proto type of the same was launched on the day. This would be taken across to villages of Rajasthan.



Signature Song - A signature song was also launched. The refrain was “Ab bal vivah nahi hoga Rajasthan mey” (Now there will be no child marriages in Rajasthan). Shorter versions of the song have also been produced to be used as caller tunes on mobiles. The signature song is being uploaded on the website, which can be downloaded and used to create awareness on the Joint Campaign for Child Marriage Free Rajasthan.