

# Communications Kit- Guide

## 1. IEC Posters

### **Purpose**

**Raise Awareness:** IEC posters aim to educate and inform the community about the harmful effects of child marriages and the importance of taking action.

**Behaviour Change:** They seek to influence attitudes and behaviours toward ending child marriages and promoting gender equality.

### **Distribution & Usage**

**Location:** Display posters in high-traffic areas where they are likely to be seen by the target audience, such as schools, community centres, health clinics, gram panchayats, and marketplaces.

**Visibility:** Ensure that posters are placed at eye level and in well-lit areas to maximize visibility. IECs are available in 4 sizes-

- (Width) 2:1 (Height)
- (Width) 3:1 (height)
- (Width) 1:2 (Height)
- (Width) 1:1 (height)

**Frequency:** Rotate posters regularly to maintain interest and prevent them from becoming stale.

**Monitoring:** Regularly monitor the condition of posters and replace any that are damaged or defaced.

**Printing Method Selection:** Common options include digital printing for short runs or large-format inkjet printing for larger quantities or sizes.

**Proofing:** Before printing the full run of posters, it's important to produce a proof. This allows for checking color accuracy, image quality, and any potential errors in the design. Adjustments can be made based on the proof before proceeding to full production.

**Printing:** Once the proof is approved, the printing process begins. For digital printing, the file is sent directly to the printer, which applies the ink onto the paper. For large-format printing, the design may be divided into smaller sections to fit the printer's maximum width, which are then assembled to create the final poster.

**Finishing:** After printing, posters may undergo additional finishing processes such as trimming to size, laminating for protection, or mounting onto backing boards for display.

**Quality Control:** Throughout the printing process, quality control measures are taken to ensure that each poster meets the desired standards for color accuracy, image clarity, and overall print quality.

**Material:** When it comes to printing posters, various materials can be used depending on factors such as budget, desired quality, intended use, and environmental considerations. Vinyl posters are printed on a durable vinyl material that is weather-resistant and suitable for outdoor use. They can withstand exposure to rain, wind, and sunlight, making them ideal for outdoor advertising campaigns or long-term displays. Use Acrylic gum for best results

**NOTE-** If the district administration wishes to collaborate and add their logos, they can download a high-resolution file of their logo and upload it for inclusion in the vinyl poster.

## 2. Documentaries

SBC<sup>3</sup> documentaries serve as vital tools for raising awareness among officials and stakeholders about the efforts to end child marriages.

### **Purpose**

**Raise Awareness:** SBC<sup>3</sup> documentaries aim to educate officials and stakeholders about the harmful impact of child marriages and the initiatives undertaken to combat them.

**Inform Decision-making:** These documentaries provide insights into the strategies and interventions employed by SBC<sup>3</sup> to address the issue of child marriages, helping officials make informed decisions and take appropriate actions.

### **Distribution & Usage**

Venue:

- Showcase documentaries during district task force meetings, where officials and key stakeholders gather to discuss and address issues related to child marriages.
- Additionally, consider screening documentaries at relevant conferences, workshops, and training sessions attended by officials and community leaders.

### **Technology & Connectivity:**

- Choose appropriate platforms or apps for screening the documentaries during meetings. Options include:
  - Video conferencing platforms like Zoom, Microsoft Team, or Google Meet for virtual meetings.
  - Media players or projectors for in-person meetings.
  - Ensure reliable internet connectivity if opting for YouTube or offline access to the documentaries to avoid interruptions during screening.

### **Coordination:**

- Coordinate with meeting organizers to schedule the screening of documentaries at the beginning or as part of the agenda. You may have to use Speakers and a Projector for display, please ensure both are functional before the commencement of the event.
- Introduce the documentaries, provide context, and facilitate discussions afterward.
- Each of the four documentaries has a duration of approx. 5 mins

# 3. Radio Plays

The radio plays serve as impactful tools for raising awareness and promoting dialogue on the issue of child marriages.

## Purpose

Raise Awareness: Amchi Urmila radio plays aim to educate and inform listeners about the harmful effects of child marriages and the importance of taking action. These plays have Compelling narratives featuring a relatable character “**Urmila**” navigating the challenges of child marriages and advocating for change.

Behaviour Change: The 35 radio plays seek to influence attitudes and behaviours toward ending child marriages and promoting different issues that encapsulate the cause by engaging listeners in compelling narratives.

## Distribution & Usage

Broadcasting:

- local radio stations to broadcast radio plays during prime-time slots, ensuring maximum reach and listenership.
- community radio stations or platforms to broadcast radio plays in local dialects or languages to resonate with the target audience.

## Community Listening Sessions:

Organize community listening sessions where community members can gather to listen to radio plays together and discuss key themes and messages afterward. Please check if the speakers are functioning properly.

**NOTE: Please ensure to give due credit to the below-stated Community Radio Station for their contribution in producing the radio play.**

## [Links for the Radio Plays written and produced by the Community Radio Stations](#)

Sr No	CRS Name	Link
1	Cotton City	<a href="https://drive.google.com/file/d/1D14R_7Uz7lGqp_jKBPZ4W9FIZzBP-0AX/view?usp=drive_link">https://drive.google.com/file/d/1D14R_7Uz7lGqp_jKBPZ4W9FIZzBP-0AX/view?usp=drive_link</a>
2	Green Radio	<a href="https://drive.google.com/file/d/1--0zzZ2S4g6JgYqWliD5XVK7ElgQHVnj/view?usp=drive_link">https://drive.google.com/file/d/1--0zzZ2S4g6JgYqWliD5XVK7ElgQHVnj/view?usp=drive_link</a>
3	KVK Pravara	<a href="https://drive.google.com/file/d/180nVAX0AXx9Zr8N714xVvQ4jih_rxxHR/view?usp=drive_link">https://drive.google.com/file/d/180nVAX0AXx9Zr8N714xVvQ4jih_rxxHR/view?usp=drive_link</a>
4	Manbhavan	<a href="https://drive.google.com/file/d/1gFIK3yLDaTX-PmPypBGUZj5EagipMJUm/view?usp=drive_link">https://drive.google.com/file/d/1gFIK3yLDaTX-PmPypBGUZj5EagipMJUm/view?usp=drive_link</a>
5	Mannadeshi	<a href="https://drive.google.com/file/d/1vBINxzls961QTGfuEe14Hkst7fJB-2f_/view?usp=drive_link">https://drive.google.com/file/d/1vBINxzls961QTGfuEe14Hkst7fJB-2f_/view?usp=drive_link</a>
6	Mgiri	<a href="https://drive.google.com/file/d/1O4hd8Wco9B86mmXrxJC5Kd0f63CvcgqC/view?usp=drive_link">https://drive.google.com/file/d/1O4hd8Wco9B86mmXrxJC5Kd0f63CvcgqC/view?usp=drive_link</a>
7	MGM Radio	<a href="https://drive.google.com/file/d/19biP196gXbLZRnhX0NCJNrpM0cY6lke3/view?usp=drive_link">https://drive.google.com/file/d/19biP196gXbLZRnhX0NCJNrpM0cY6lke3/view?usp=drive_link</a>
8	Parbhani Radio	<a href="https://drive.google.com/file/d/1wGzUDht1OvWC6S7VJSHAUPodbn_sa5We/view?usp=drive_link">https://drive.google.com/file/d/1wGzUDht1OvWC6S7VJSHAUPodbn_sa5We/view?usp=drive_link</a>
9	Puneri Awaz	<a href="https://drive.google.com/file/d/1ruART_SNp1goVi7chkF1nPfRQ76MZpmW/view?usp=drive_link">https://drive.google.com/file/d/1ruART_SNp1goVi7chkF1nPfRQ76MZpmW/view?usp=drive_link</a>
10	Radio Bhumi	<a href="https://drive.google.com/file/d/191BOWsTOHeh1ANKVF2reXejOjRW42rm/view?usp=drive_link">https://drive.google.com/file/d/191BOWsTOHeh1ANKVF2reXejOjRW42rm/view?usp=drive_link</a>
11	Radio Nagar	<a href="https://drive.google.com/file/d/11YUEOzn4wq2dWoeTEbbMmZHaZWIRYsN2/view?usp=drive_link">https://drive.google.com/file/d/11YUEOzn4wq2dWoeTEbbMmZHaZWIRYsN2/view?usp=drive_link</a>
12	Radio Sugar	<a href="https://drive.google.com/file/d/1fnnPpx-oY1HzhySzgsh4wNENcPeC0Ugb/view?usp=drive_link">https://drive.google.com/file/d/1fnnPpx-oY1HzhySzgsh4wNENcPeC0Ugb/view?usp=drive_link</a>
13	Radio Terna	<a href="https://drive.google.com/file/d/1jfsYQU6jChC2GgP4mS0EFuFucT4iZrC/view?usp=drive_link">https://drive.google.com/file/d/1jfsYQU6jChC2GgP4mS0EFuFucT4iZrC/view?usp=drive_link</a>
14	Radio Vikas Bharti	<a href="https://drive.google.com/file/d/133p-FbfsK3vubUuCbS58mfFosvRfWWdX/view?usp=drive_link">https://drive.google.com/file/d/133p-FbfsK3vubUuCbS58mfFosvRfWWdX/view?usp=drive_link</a>

15	<b>Radio Vishwas</b>	<a href="https://drive.google.com/file/d/1X_kGjh2Fm2Q641yPlpVsg7bKjMyu4h22/view?usp=drive_link">https://drive.google.com/file/d/1X_kGjh2Fm2Q641yPlpVsg7bKjMyu4h22/view?usp=drive_link</a>
16	<b>Sadhana Radio</b>	<a href="https://drive.google.com/file/d/1HYmRFIp0qxo4-jWoyLdwEAY756wAp648/view?usp=drive_link">https://drive.google.com/file/d/1HYmRFIp0qxo4-jWoyLdwEAY756wAp648/view?usp=drive_link</a>
17	<b>Sharada Radio</b>	<a href="https://drive.google.com/file/d/1aavVpON6uG3MqWSS1-d8D8Y8BBgh65HJ/view?usp=drive_link">https://drive.google.com/file/d/1aavVpON6uG3MqWSS1-d8D8Y8BBgh65HJ/view?usp=drive_link</a>
18	<b>Smile FM</b>	<a href="https://drive.google.com/file/d/1ke5VwHTQfKAlfcAgFSpCfDuizXpDqkP3/view?usp=drive_link">https://drive.google.com/file/d/1ke5VwHTQfKAlfcAgFSpCfDuizXpDqkP3/view?usp=drive_link</a>
19	<b>Swaranat Radio</b>	<a href="https://drive.google.com/file/d/1UndWbq2sNhowrQJSb67RK_3eA3KhsANR/view?usp=drive_link">https://drive.google.com/file/d/1UndWbq2sNhowrQJSb67RK_3eA3KhsANR/view?usp=drive_link</a>
20	<b>Vasundhara Radio</b>	<a href="https://drive.google.com/file/d/1IBGrMGS02QZ6M1NvTu7pR9YNx2AKXaUe/view?usp=drive_link">https://drive.google.com/file/d/1IBGrMGS02QZ6M1NvTu7pR9YNx2AKXaUe/view?usp=drive_link</a>
21	<b>Vasundhara Radio- Dr Bhakti Mahajan</b>	<a href="https://drive.google.com/file/d/1m_CJLOsxi0916Khw9yvm8mleHDzFc_TJ/view?usp=drive_link">https://drive.google.com/file/d/1m_CJLOsxi0916Khw9yvm8mleHDzFc_TJ/view?usp=drive_link</a>
22	<b>Vatsagulam Radio</b>	<a href="https://drive.google.com/file/d/1hsAa1mbouY3SlurwmLm8KiBROVgKWUjQ/view?usp=drive_link">https://drive.google.com/file/d/1hsAa1mbouY3SlurwmLm8KiBROVgKWUjQ/view?usp=drive_link</a>
23	<b>Vidyavani Radio</b>	<a href="https://drive.google.com/file/d/1OW3S-dVfUhlu7H1tjSoWdoKjmlGrR-7a/view?usp=drive_link">https://drive.google.com/file/d/1OW3S-dVfUhlu7H1tjSoWdoKjmlGrR-7a/view?usp=drive_link</a>
24	<b>Wardha Radio</b>	<a href="https://drive.google.com/file/d/1SF5axve-CWuZY2g7ZCHwpEdjvM6adj3r/view?usp=drive_link">https://drive.google.com/file/d/1SF5axve-CWuZY2g7ZCHwpEdjvM6adj3r/view?usp=drive_link</a>
25	<b>Yeralavani Radio</b>	<a href="https://drive.google.com/file/d/1y6_Uxqwc0aL1HBXaLVDOVZe8fj-eK-KD/view?usp=drive_link">https://drive.google.com/file/d/1y6_Uxqwc0aL1HBXaLVDOVZe8fj-eK-KD/view?usp=drive_link</a>

Sr. No	Amchi Urmila CRS	Links
1	<b>Green Radio</b>	<a href="https://drive.google.com/file/d/1RtpyY1aDaxcpQ4Rvul8TZUtpsCAR5Fqt/view?usp=drive_link">https://drive.google.com/file/d/1RtpyY1aDaxcpQ4Rvul8TZUtpsCAR5Fqt/view?usp=drive_link</a>
2	<b>Puneri Awaz</b>	<a href="https://drive.google.com/file/d/132dazegLijltU2xP0XdiGEtbB9Z_feJw/view?usp=drive_link">https://drive.google.com/file/d/132dazegLijltU2xP0XdiGEtbB9Z_feJw/view?usp=drive_link</a>
3	<b>Radio Manbhavan</b>	<a href="https://drive.google.com/file/d/1TMnvorXADskonB3vdcP7eOdzB04Dns2/view?usp=drive_link">https://drive.google.com/file/d/1TMnvorXADskonB3vdcP7eOdzB04Dns2/view?usp=drive_link</a>

4	Radio Nagar	<a href="https://drive.google.com/file/d/1c4tVFu3jVCSIRXF-433BdX7Kwc7xTHf8/view?usp=drive_link">https://drive.google.com/file/d/1c4tVFu3jVCSIRXF-433BdX7Kwc7xTHf8/view?usp=drive_link</a>
5	Radio Sugar	<a href="https://drive.google.com/file/d/1dvomCh3Ki0f0GTZSZYS9saDC1mmLTnPy/view?usp=drive_link">https://drive.google.com/file/d/1dvomCh3Ki0f0GTZSZYS9saDC1mmLTnPy/view?usp=drive_link</a>
6	Radio Vikas	<a href="https://drive.google.com/file/d/1AdmckuRQ2ZDVYL59x0FYElqrm1ftPart/view?usp=drive_link">https://drive.google.com/file/d/1AdmckuRQ2ZDVYL59x0FYElqrm1ftPart/view?usp=drive_link</a>
7	Radio Vishwas	<a href="https://drive.google.com/file/d/1bDfYFhqX3cM9-NV8cSooc5dyBEtJVXLR/view?usp=drive_link">https://drive.google.com/file/d/1bDfYFhqX3cM9-NV8cSooc5dyBEtJVXLR/view?usp=drive_link</a>
8	Swarnant Radio	<a href="https://drive.google.com/file/d/1IWmtEh-JW0AotBFoSGMsD0GYsYXWGaLV/view?usp=drive_link">https://drive.google.com/file/d/1IWmtEh-JW0AotBFoSGMsD0GYsYXWGaLV/view?usp=drive_link</a>
9	Vidyavani Radio	<a href="https://drive.google.com/file/d/1dBom39BgbvFqVkm7a8m81LSq49IPGgGK/view?usp=drive_link">https://drive.google.com/file/d/1dBom39BgbvFqVkm7a8m81LSq49IPGgGK/view?usp=drive_link</a>
10	Yeralavani	<a href="https://drive.google.com/file/d/1IJu-Q7uHo-v0-xxhK_NELVlcPwOIH2S/view?usp=drive_link">https://drive.google.com/file/d/1IJu-Q7uHo-v0-xxhK_NELVlcPwOIH2S/view?usp=drive_link</a>

## 4. SAKSHUM T-shirts

SAKSHUM T-shirts serve as visible symbols of support for the mission to end child marriages.

### Purpose

**Raise Awareness:** SAKSHUM T-shirts aim to raise awareness about the issue of child marriages and promote solidarity with the mission to end this harmful practice.

**Community Engagement:** These T-shirts serve as conversation starters and help initiate discussions on the importance of safeguarding the rights and futures of young girls.

### Distribution & Usage

- Distribute SAKSHUM T-shirts at community events, workshops, and awareness campaigns organized by SAKSHUM or partner organizations.
- T-shirts to volunteers, advocates, and community leaders actively involved in advocating for ending child marriages.

### Visibility:

- Encourage individuals to wear SAKSHUM T-shirts during community gatherings, rallies, or public events, including SAKSHUM Diwas, to maximize visibility and reach.
- Display T-shirts prominently at information booths or exhibition stalls to attract attention and encourage inquiries from interested individuals.

When choosing the fabric type for T-shirts, consider factors such as comfort, durability, intended use, and personal preference.

#### **Types of fabrics preferred**

**100% Cotton:** Known for its softness, breathability, and comfort. It's a classic choice for T-shirts and works well for both casual and everyday wear.

**Combed Cotton:** Has been treated to remove short fibers and impurities, resulting in a smoother, stronger, and more luxurious fabric.

**Organic Cotton:** Grown without the use of synthetic pesticides or fertilizers, making it an environmentally friendly option.

#### **Logo Dimensions:**

## **5. SAKSHUM Badges**

SAKSHUM Badges serve as symbols of commitment and advocacy for ending child marriages.

#### **Purpose**

**Symbol of Commitment:** SAKSHUM Badges symbolize individuals' commitment to ending child marriages and promoting gender equality within their communities. Delegated Responsibilities shall be taken seriously by the holder of the badge.

**Conversation Starter:** These Badges help initiate conversations and raise awareness about the importance of protecting the rights of young girls and preventing child marriages.

#### **Distribution Channels:**

- Distribute SAKSHUM Badges at community meetings, training sessions, and awareness workshops organized by SAKSHUM or partner organizations.
- Provide Badges to key stakeholders, including government officials, educators, and community leaders, to encourage their active involvement in the mission.

#### **Visibility:**

- Encourage individuals to wear SAKSHUM Badges prominently on clothing or accessories during public events, meetings, or gatherings, including SAKSHUM Diwas, to increase visibility and spark conversations.

**NOTE:** Metal badges must feature both a pin attachment and a pocket facility to ensure versatile usage.



## 6. SAKSHUM Caps

SAKSHUM Caps serve as visible symbols of support and advocacy for ending child marriages. Caps not only provide protection from the sun but also symbolize the resilience and dedication in the ongoing effort to end child marriages.

### **Purpose**

Promote Visibility: SAKSHUM Caps help promote visibility and awareness about the mission to end child marriages by serving as wearable symbols of support.

### **Distribution Channels:**

- Distribute SAKSHUM Caps at community events, rallies, and awareness campaigns organized by SAKSHUM or partner organizations, including SAKSHUM Diwas celebrations.
- Provide Caps to volunteers, advocates, and community leaders actively involved in promoting the mission and objectives of SAKSHUM, especially during gatherings with adolescents.

### **Visibility:**

- Encourage individuals to wear SAKSHUM Caps during outdoor activities, community gatherings, or public events to maximize visibility and reach, including events targeting adolescents and youth.
- Display Caps prominently at information booths or exhibition stalls alongside other promotional materials to attract attention and encourage inquiries from interested individuals.

## 7. Banners

### **Purpose:**

Banners serve as visual tools to communicate important messages and raise awareness about specific issues or events. They are designed to attract attention and convey information effectively to a wide audience.

### **How to Use:**

- Strategic Placement: Identify high-traffic locations where banners will have maximum visibility and impact, such as event venues stages, main roads.
- Secure Installation: Ensure they are installed safely to prevent accidents or damage.

- **Regular Monitoring:** Periodically inspect banners to ensure they remain in good condition and are free from damage or vandalism.
- **Responsible Removal:** At the end of the Event, remove banners promptly and responsibly.

## 8. Skit

### **Purpose:**

The purpose of disseminating information through a skit script is to engage and educate the audience on a particular topic or message in an entertaining and memorable way. Skits can be used to raise awareness, promote behavior change at SAKSHUM Diwas events.

### **How to Use:**

- **Venue Selection:** Choose appropriate venues for presenting the skit script, considering factors such as audience accessibility, capacity, and relevance to the message being conveyed.
- **Schedule Planning:** Consider peak times when the audience is likely to be available and receptive to the message.
- **Engagement Activities:** Incorporate interactive elements into the skit performances to engage the audience actively. This could include Q&A sessions, audience participation, or post-show discussions to reinforce key messages and address questions.
- **Collaboration with Stakeholders:** Seek partnerships for venue hosting, promotion, and audience outreach.
- **Documentation and Reporting:** Keep detailed records of skit performances, audience feedback, and dissemination efforts for evaluation and reporting purposes. Document successes, challenges, and lessons learned to inform future dissemination strategies.

## 9. Logos

**Purpose:** The purpose of disseminating information using logos is to establish brand recognition, convey key messages, and promote awareness or engagement with a particular organization, campaign, or initiative.

### **How to Use:**

- **Consistent Branding:** Ensure that logos are used consistently across all communication materials, including print, digital, and multimedia platforms.
- **Appropriate Sizing:** Use logos in appropriate sizes to ensure visibility and clarity.
- **Logos are provided in accessible formats and resolutions suitable for various communication channels and platforms.**

# 10. Pledge

**Purpose:** The purpose of disseminating pledges is to engage individuals in actively participating in initiatives or campaigns and to publicly demonstrate their commitment to a cause.

**How to Use:**

- Personalization: Provide opportunities for individuals to personalize their pledges by allocating a place for wall pledges. Enhance the sense of ownership and commitment to the cause.
- Engagement Strategies: Implement engagement strategies to encourage participation and sustain interest in pledges over time. Pledges shall be taken every Monday morning in school with participants raising their right hand.

# 11. Guidelines for SAKSHUM Anthem Song to End Child Marriages

**Purpose:**

The purpose of disseminating the SAKSHUM anthem song is to raise awareness about the issue of child marriages, promote advocacy efforts, and inspire action towards ending this harmful practice. The anthem song serves as a powerful tool for conveying messages of empowerment, resilience, and solidarity.

**How to Use:**

- Public Performance: Arrange for public performances of the SAKSHUM anthem song at events, rallies, marches, or community gatherings focused on ending child marriages.
- Community Engagement: Organize sing-along sessions, Intra School Dance & Singing Competitions or community events centred around the SAKSHUM anthem song. Encourage participation from Students to foster a sense of solidarity and collective action.

# 12. Guidelines for Caller Tunes

**Purpose:**

Caller tunes serve as customized audio clips or music tracks that replace the standard ringing tone for incoming calls.

**How to Use:**

- Collaboration with Service Providers: Partner with mobile service providers or telecommunications companies to offer caller.
- Community Engagement: Engage community leaders, influencers, or celebrities to promote the use of caller tunes related to ending child marriages.