10 TARVATA PELLIKADU... 11 VA TARAGATI
(Stop marriages after class 10.. promote joining in class 11)
Special campaign to aware on problems by Child Marriages and Career Counselling

**Background:** Recent report (2015) of Unicef reveals that India occupied position 11 with 47% child marriages in the country. Prevalence of child marriages is very high in the state of Andhra Pradesh (6.34%) among girls. Krishna district (8.8%) tops in the state. In view of the seriousness APSSA State Project Director (SPD) initiated this campaign to stop child marriages.

**Issue/Challenge:** Andhra Pradesh Sarva Shiksha Abhiyan observed a key challenge that Due to poverty and disturbed families children after completion of class 10 in KGBVs could not afford for class 11 and they are forced to obey for marriage. In this regard, the parents/guardians should be made aware on problems due to child marriages and importance of educating the children for better quality of life.

**Theme for campaign:** State Project Office felt that children understand and can show more impact than elders to stop child marriages. This initiative transformed as a Special campaign organized throughout the state to aware on problems by Child Marriages and Career Counselling. The theme for the campaign is 10 TARVATA PELLIKADU... 11 TARAGATI (Stop marriages after class 10 and promote joining in class 11). Initially a state level meeting was held on 26.03.2017 with all the special officers of 352 KGBVs and the poster was released by the State Project Officer. A plan of action was designed to take the theme in the society to promote education and stop child marriages.
**Convergence as the key:** The support has been taken from various departments. All the District Project Officers of SSA, District Education Officers, Sectoral Officers, government line departments in the state viz., Police Department, Women and Child Welfare, Legal and Health department etc. Local NGOs and subject experts were involved to explain the legal, health, academic, welfare issues.

**Campaign strategy:** District in-charges from state office organized the campaigns which include meeting with parent/guardians of about 12 thousand class 10 students in all KGBVs on 30 March 2017 on the occasion of closing of final exams and organized pledge to continue education and join class 11. Career counselling was also given by concerned authorities. Legal issues were explained by police and law departments and health issues by health department. Phone number of nearby police station issued to all the students. SSA felt that awareness among girl children will be useful as they can actively convey and even oppose if the family members wish to conduct their marriages.

During the campaign, famous psychiatrist Smt. Radhika Reddy conducted counselling to the students and explained the negative consequences of child marriages to the parents. She told that child marriage effectively ends a girl’s childhood, curtails her education, minimizes her economic opportunities, increases her risk of domestic violence, and puts her at risk for early, frequent, and very high-risk pregnancies.
Impact: Even though the programme was held for only one week, good awareness in the state was observed as 3 child marriages were stopped that are planned in Krishna, Prakasam and Ananthapur districts. The family members were also given counselling for not to conduct marriages up to the age of 18 years. Some girl children were also visited and reported to the nearby police stations that their family members wish for their marriage.

This also led to community awareness not to conduct child marriages. The Govt. of Andhra Pradesh also wishes to introduce class 11 and 12 in some KGBVs of all the districts in the state to avoid child marriages and support girl child education. This practice will be continued in the next year also.

One of the illustrations for the impact is given hereunder:

Brief information of this press clip: A class 5 student aged 11 years who lost her father is in the guardianship of her uncle. Her uncle and mother wished to conduct her marriage. That small girl reached Police Station in Mydukuru in Kadapa district and explained her problem with CI Venkateswarlu and DSP Sreenivasulu. Police counselled her mother and family members.