



GOOD SHEPHERD  
INTERNATIONAL  
FOUNDATION  
NEPAL



OPPORTUNITY VILLAGE NEPAL  
शुभ अवसर ग्राम नेपाल



## **Report on week-long campaign**

# **International Day of Girl Child (IDGC) 2020**

**THEME: “My Voice, Our Equal Future”**

### **1. Background:**

Unlike previous years, Asia Pacific region of Good Shepherd International Foundation celebrated International Day of the Girl Child 2020 in a grand way than ever before. In the context where COVID 19 led to the restrictions in gathering of the people in most of the countries GSIF has been working, the program was conducted virtually with participation of overwhelming number of participants.

In order to make sure the information and messages related to the girl child and the day itself reaches to larger number of stakeholders, program participants and general public, Asia Pacific office of GSIF planned for 9 weeks long campaign to be conducted through its units operating in different countries of the Asia-Pacific. Accordingly, a week-long campaign was successfully organized in Nepal as well from 8<sup>th</sup> to 14<sup>th</sup> November, 2020 organizing various activities and programs making use of zoom as well social media for mass awareness.

### **2. Introduction**

Every year the different countries across the world celebrate the International day of Girl child. To mark this day, the GSIF family along with the Opportunity Village Nepal celebrated by conducting various campaigning activities/ a weeklong program through social media and virtual meetings from 8<sup>th</sup> November 2020 to 14<sup>th</sup> November 2020. The objective of celebrating IDGC was to recognize girls’ rights and the unique challenges girls face around the world and also to ensure the rights of girls and to address the challenges they face.

Every year the International Day of Girl Child has a theme. The theme for this year is “My Voice, Our Equal Future” reimagine a better world where every girl is ensured a better, fairer and more equal world where they live a dignified life.

### **3. Objectives**

- To observe the International Day of Girl Child
- To raise awareness about the challenges faced by girls and to create healthy and safe environment for every girl child

- To empower the girls and to help them to get their rights
- To organize various program to make weeklong campaign successful

#### 4. Planned activities:

Date	Activity
<b>Campaigning Activities following IDG celebration – Nepal</b>	
<b>Date: 8th November – 14th November 2020</b>	
8th November 2020	Posting of Placards with relevant messages on girl child through organization's and staff's social media profiles
9th November 2020	Showing Videos prepared for the IDGC celebration program to all of the staff and beneficiaries at safe/children homes. Sharing of joyful memories/ experiences of childhood by children, youth and staff
10th November 2020	Oratory Program Story-telling Quiz program
11th November 2020	Awareness program (Virtual) on Online Sexual Exploitation of Children and Safety Measures to school children
12th November 2020	Recitation of Poem on issues relating to girls Painting and Drawing Program (of children, youth and Staff)
13th November 2020	Awareness through Facebook (Posting information on personal Facebook wall)
14th November 2020	Interview / Broadcast of Jingle or PSA in radio or television.

#### 5. Methodology

- Virtual sessions using Zoom
- Participatory
- Visual presentation
- Video showing
- Art/ Drawing
- Story sharing
- Poem
- TV and Radio Broadcasting
- Interview

#### 6. Activities in Details:

To observe the IDGC week-long campaign in Nepal, the various activities have been conducted through an online platform to promote the rights of the girl child such as Posting of Placards with relevant messages on girl child through organization's and staff's social media profiles, Quiz competition, storytelling, online safety awareness sessions, Recitation of Poem on issues relating

to girls, Broadcast of Jingle or PSA in radio, Interview in television, painting and drawing competition etc from 8th – 14th November, 2020.

#### **4.1 Posting of Placards with Relevant Messages on Girl Child through Organization's and Staff's Social Media Profiles.**

The first day of campaign i.e. 8<sup>th</sup> November, 2020 ensured posting of relevant messages in placards through personal as well as organizational social sites (facebook and twitter) by all the team members of OVN and Good Shepherd International Foundation Nepal. The messages in the placards included the key information under section L of the strategies and plan of action of Beijing Declaration and Platform for Action. Following messages were displayed by the placards posted by the staff and program participants;



- a. Eliminate all forms of discrimination against the girl child
- b. Eliminate negative cultural attitudes and practices against the girl child.
- c. Promote and protect the rights of the girl child and increase awareness of her needs and potential.
- d. Eliminate discrimination against girls in education, skills development and training.
- e. Eliminate discrimination against girls in health and nutrition.
- f. Eliminate the economic exploitation of child labour and protect young girls at work.
- g. Eradicate violence against the girl child.
- h. Promote the girl child's awareness of and participation in social, economic and political life.
- i. Strengthen the role of the family in improving the status of the girl child.



#### **4.2 Showing Video prepared for IDG celebration program to all of the staff and beneficiaries at safe/children homes. Sharing of joyful memories/ experiences of childhood by children, youth and staff**

On 9<sup>th</sup> November 2020, OVN organized a video show program that had the participation of staff and program participants from children home in Kaski, safe homes in Kaski, Kathmandu as well as Rupandehi districts and the staff in different project offices. The video produced by GSIF Asia Pacific team, incorporating the voices of children from different countries where Good Shepherd Sisters have operated missions, was shown during the program. The main purpose of the program was to raise awareness and raise the voices of Girl child.

The program participants expressed their happiness to have their voices/videos being played with program participants of other countries. It encouraged others to speak up on the issue on the days which was expressed during the sharing session conducted right after the video-show. This was accompanied by the sharing of moments of joys and pleasures from childhood by some of the participants. It is therefore the program provided a platform where the program participants and some of the staff had opportunities to reflect and cherish the memories from their childhood.



#### 4.3 Oratory-program, Storytelling and quiz

On the third day Children Home Pokhara team organized virtual oratory sessions such as Quiz competition and storytelling for project beneficiaries. The campaign aimed to promote the rights of the girl child, empower them to speak and share their story. The storytelling was based on the following 3 questions. If nothing stops you what will you be or say in the world? How will you use your voice to make the world better? What is your message to encourage other girls across the world? The participants shared their story saying some want to become nurse and others teacher and some shared that they will motivate other children and enlighten them to study well. "I will use my voice to fight against child abuse" stated by Anju Sharma. "I want to be like the Sun to brighten myself with education and brighten the lives of others quoted by Kritima". There were 13 children, 5 youth and 13 staff participated in the virtual session. It was organized on 10th November 2020.

Followed by Quiz competition organized for the children at Child Protection home. The questions focused on the rights of the children and the procedure of Child safeguarding policy. Children participated actively. It was informative at the end of the session there was a better understanding of child safeguarding policy and about the rights of the children. On the spot storytelling, the entertaining session was conducted which was very motivating for all. The session was concluded with a motivational speech by Pradip sir who encouraged the participants to have positive attitudes to achieve their aim in life. ***“Practice makes the person perfect and without practice and challenges there will be no gain. Be courageous enough to face challenges to reach the desired destination.”***

#### 4.4 Virtual awareness Session about online sexual exploitation and safety measures to school children

OVN organized a virtual awareness session about online sexual exploitation and safety measures to school children on 11<sup>th</sup> November 2020 with the presence of school children, program participants of OVN and the team members. The main objective of the session was to



deliver crucial information in relation to the contemporary issues of online sexual exploitation and safety measures to school children and shared updated law & policies in Nepal's context.

The session initiated along with background information on IDGC and the importance of the day as well as its celebration. The presentation to the participants on the subject was delivered by Mrs. Laxmi Gautam who

presented about online sexual exploitation as an emerging threat upon protection of children. More particularly, the presentation was successful in addressing the curiosity of children on how the children could be sexually exploited. Nevertheless, safety measures to be adopted for prevention and the primary service providers to be contacted/ consulted in case of being abused or being at risk situations added more value in the presentation.

The info graphics on online safety developed by Good Shepherd International Foundation Asia Pacific as well as the posters developed by CWIN with support from GSIF Nepal were used as reference materials for better clarity. The interaction session that followed the presentation was equally interactive and informative. The teacher representing St. Xavier's School thanked the organizers for the most needed information on the sensitive issue. This was accompanied by the remarks by Mr. Pradip Sagar Tiwari (program manager at OVN), Mr. Govinda Bhattarai (program manager at GSIF Nepal) and Sr. Anthonia RGS (project coordinator at OVN) who thanked the participants, presenters and facilitators of the programs with few highlights on IDGC as well as the need to prevent online sexual exploitation of children. Mr. Bikash Bhatta extended a vote of thanks for the participants and concluded the program.

#### 4.5 Recitation of Poem

On the occasion of the International Day of the Girl Child, the CP home team organized virtual sessions such as Recitation of Poem on issues relating to girls Painting and Drawing Program for children, youth and Staff on the 5<sup>th</sup> day of campaign. The campaign aimed to promote the rights of the girl child, empower them to speak and share their poems and drawings. There were 20 children from CP home, 3 youth AHT safe Home, 4 youth from safe Home KTM, Bhairahawa 5 staff including beneficiaries and 11 staff participated in the virtual session. It was organized on 12th November 2020.

The Child protection In-charge started the session with the song by CP home children, then welcomed the participants. The children at Child Protection home shared their drawings and poems almost all the children came forward and shared. Children who participated actively also gained confidence to share. The beneficiaries from different projects shared their drawings and poems. Mr. Govinda from GSIF also shared a poem regarding the girl child. All the team members from different projects actively participated. The session was very motivating and

encouraging for all. The session was concluded with a motivational speech by Mr. Pradip Program Manager of OVN who encouraged the participants to have a dream in life and work hard to aim in life. Girls are precious gifts. Practice makes the person perfect without practice and challenges there will be no gain.

#### 4.6 Awareness through Facebook

On the 6<sup>th</sup> day of campaign, the informative awareness raising articles were posted by the team in their respective facebook pages. It was carried out to create awareness on girl child issues.

#### 4.7 Interview as well as board cast of jingle was carried out.



On 7th November 2020 Sr. Taskila the country director of GSIF and Sr. Cecilia Durga Shrestha the Director of Opportunity Village Nepal has shared their insight on recognizing girls' rights and the unique challenges girls face in the country and drawn the attention on the need to address the challenges girls face and to promote girls' empowerment and the fulfillment of their human rights which was broadcasted as the interview session though National Television: FEWA HD

Television and Pokhara Television. The session was followed by some specific questions like How the organization working for the children, What are the measures taken by the organization to protect children and youth at risk of human trafficking and sexual exploitation, what are the activities conducted to mark the weekly campaign on IDGC, how does society look at the youth working in the entertainment sector were asked by the interviewer.

Sisters highlighted the organization's work to promote and protect the rights of children through holistic intervention like shelter, food and nutrition, clothing, psychosocial counseling, education, awareness session and other capacity building initiatives through Child Protection Home. She said how the organization has ensured the four pillars of child rights: rights to survival, rights to protection, rights to development and rights to participation through child focused programme.



Similarly, Sister Taskila and Sister Cecilia shared their passion of working for the rights of survivors/youth at risk of sexual exploitation and human trafficking so that women and girls currently engaged exploited in the entertainment sector and at risk of human trafficking socially empowered and economically independent. Sisters also shared that society's perception towards youth working in entertainment is not respected, they looked down, and youth go through insults at times based on the nature of their work. At the end of the interview, they stressed that

stakeholders should have strong coordination, collaboration and cooperation to stop violence where youth enjoy dignity and safety and a secured environment at the workplace. The interviews were broadcasted on FEWA and POKHARA television on 14th and 15th November 2020. The message reached out to approximately 2000 people.

On the same day i.e. 14<sup>th</sup> November 2020, the Opportunity Village Nepal Branch office Rupandehi successfully conducted an awareness program through a radio Jingle on FM in Rupandehi district for girl's empowerment against violence. The program was broadcasted 10 times a day by Rupandehi FM. The day was successfully observed with awareness programs to prevent heinous crimes such as child marriage, violence against girls and women, sexual exploitation and trafficking and also to empower girls which will bring together adolescent girls to empower them to be the change agents for ending various forms of violence against girls. The Broadcasting of PSA jingle included interactive sessions to enable adolescents to build the skills to tackle various forms of violence against girls. The powerful message was aired through radio jingle, "***when girls are empowered to be leaders and decision-makers, it is beneficial for all***". They grow up to become empowered girls & women with increased earning potential as well as serve as active citizens and change agents in their communities.

Finally, the one week of campaigning activity of IDGC was successfully conducted by organizing various virtual sessions, quiz competition, story sharing, posting placards and awareness raising information on face-book, broadcasting jingle on radio and an interview on various televisions were carried out to make the IDGC week - long campaign a successful one.

***"When girls are educated, their countries become stronger and more prosperous." -Michelle Obama***

Thank You