

*"Udaan", a school-based, at scale Adolescent  
Education Programme in Jharkhand, India*



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# Udaan

Adolescent Education Program

2006 till date



Reached more than 3 million adolescent till date



Aim: Integrate within the state education system, a sustainable and holistic adolescent program, and create a cadre of healthy and empowered adolescents



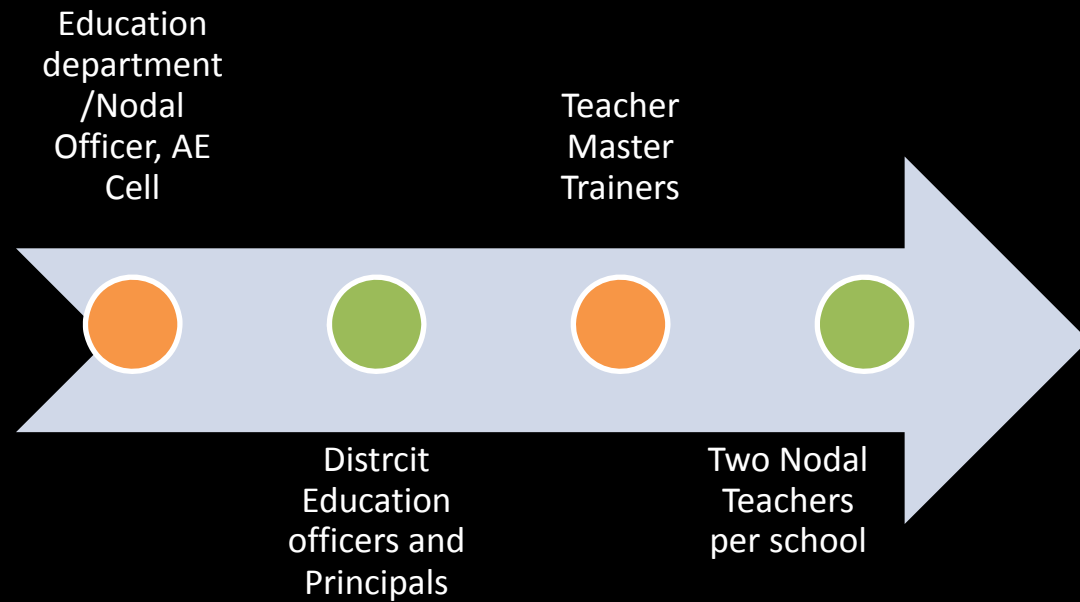
Scale: All 1485 government secondary schools across 24 districts of Jharkhand, 201 KGBV schools, classes 6, 7 and 8 in 300 schools

Strategy: Mainstream the teacher delivered curriculum into regular school sessions



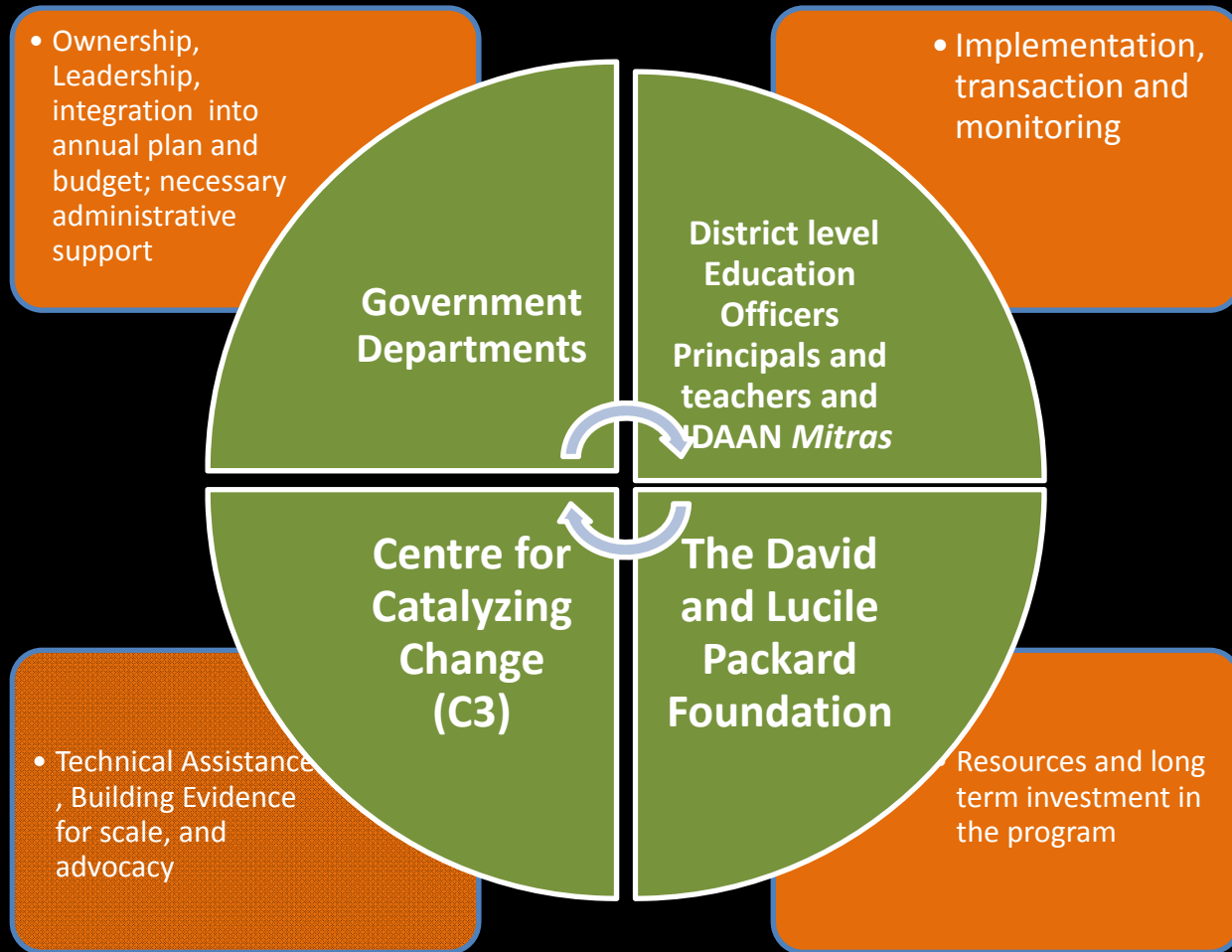
Technical Assistance provided by Center for Catalyzing Change with support from the Packard Foundation

# Program Delivery



- Implementation Calendar – June to Dec.
- Weekly sessions-Students of Classes 6,7,8 from academic year 2014 and classes 9 and 11 from 2006
- Formation of clubs in schools

# Major Players



# Strategy for Sustainability and Scale

Scale



Advocacy at State level with senior bureaucrats: presentation of evidence about need and effectiveness



High Level Support from the Government- Program launch by the Chief Minister

Advocacy for inclusion in annual plans and allocations of budgets for program costs by two government departments

Integrate *Udaan* in the annual academic calendar-as a subject to be taught in the class over the academic year

Establishment of an AE CELL in Education Department





# One among many challenges faced: Backlash in the Media

## Negative Coverage



## Positive Coverage



# Managing Backlash

Presentation of evidence highlighting the need for such a program to the media  
Highlighting program impact at state level events

Government Departments on regular basis posted clarifications and replies against backlash

Sharing all material like Training manuals with the media

Creating space in the media for stakeholders who supported Udaan  
And providing periodic updates on the program to the Media

Using the politically acceptable nomenclature ( AEP instead of CSE)

