“Udaan”, a school-based, at scale Adolescent Education Programme in Jharkhand, India

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Udaan
Adolescent Education Program
2006 till date

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

Strategy: Mainstream the teacher delivered curriculum into regular school sessions.

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

Reached more than 3 million adolescent till date.

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

- Ownership, Leadership, integration into annual plan and budget; necessary administrative support
- Technical Assistance, Building Evidence for scale, and advocacy
- Implementation, transaction and monitoring
- Resources and long term investment in the program

Government Departments

Centre for Catalyzing Change (C3)

District level Education Officers
Principals and teachers and
DAAN Mitras

The David and Lucile Packard Foundation
Strategy for Sustainability and Scale

- **High Level Support from the Government-** Program launch by the Chief Minister
- **Advocacy at State level with senior bureaucrats:** presentation of evidence about need and effectiveness
- **Establishment of an AE CELL in Education Department**
- **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**
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)