



# INDIA

## CAMPAIGN

Girl Rising's Empowering Next Generation to Advance Girls' Education (ENGAGE) will target parents, community members, and local influencers in India through a mass media campaign, grassroots mobilization, and top-level advocacy efforts, with the goal of enabling community-led action to tackle the barriers that hold girls back, and ultimately raise the value of the girl in Indian society.



## COUNTRY MANAGER

Nidhi Dubey

## GEOGRAPHIC REACH

National Media Campaign with targeted community engagement in Bihar and Rajasthan

## ALLIANCE PARTNERS

- USAID, Kathleen Hunt and Karen Frederickson
- Intel Corporation, Suzanne Fallender, Director of Global Girls and Women's Initiatives
- Vulcan Productions, Hilary Sparrow, Senior Supervising Producer

## EXPECTED OUTCOMES

- Increase in public dialogue about the value of girls' education and barriers
- Increased engagement toward improving girls' education locally and nationally
- Creation of open source, localized content and tools for use in NGO programming
- Mobilize men, women, and school-aged youth through grassroots community initiatives

## NUMBER OF SCREENINGS AND EVENTS

- 370+ screenings reaching an estimated 20,000 girls for International Day of the Girl 2013
- 2 Intel sponsored policy workshops, focused on gender and education

## TELEVISION PREMIERE AND LAUNCH

August 29, 2015 on STAR

## NGO AND MEDIA PARTNERS

### SAVE THE CHILDREN

Girl Rising is working with Save the Children in India. Save the Children has been helping children in India for over 60 years. The ENGAGE India project draws on Save the Children's experience with education programs for disadvantaged children in India and will use the Girl Rising film and media tools to create a dialogue among community stakeholders, with the goal of increasing awareness and acceptance of education of girls in target communities in Bihar and Rajasthan. The program will reach an estimated 6,000 children (3,000 girls and 3,000 boys), aged 6-18, as well as 80 teachers and 8,000 parents, in 40 villages located in the two states of Bihar and Rajasthan.

### STAR PLUS

Star Plus is India's leading Hindi general entertainment television channel and Girl Rising ENGAGE's broadcast partner.

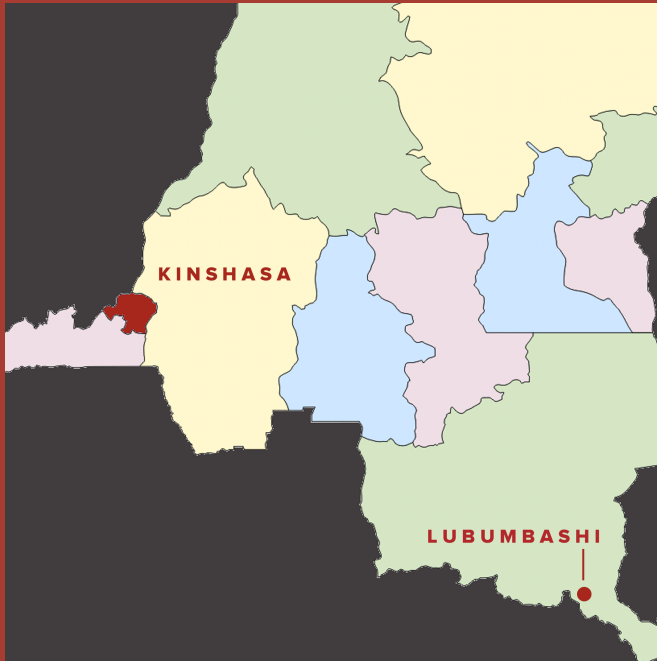


# DEMOCRATIC REPUBLIC OF CONGO



## CAMPAIGN

Girl Rising's Empowering Next Generation to Advance Girls' Education (ENGAGE) will target government leaders, teachers, students, and community members in the DRC through a mass media campaign, grassroots mobilization, and NGO advocacy efforts, with the goal of enabling community-led action to tackle the barriers that hold girls back and increase girls' access to safe, quality education.



## NGO AND MEDIA PARTNERS

### FAMILY HEALTH INTERNATIONAL 360

FHI360 is a non-profit human development organization dedicated to improving lives in lasting ways by advancing integrated, locally driven solutions. In the DRC, GR ENGAGE is partnering with FHI's EAGLE program to equip adolescent girls with the educational, life and leadership skills to become change agents in their communities. The program will engage girls, boys, teachers, parents, and community leaders in activities aimed to build awareness around the value of girls' education and the negative impact of gender norms that contribute to gender-based violence in school and communities.

## COUNTRY MANAGER

TBD

## GEOGRAPHIC REACH

Kinshasa, Lubumbashi and surrounding communities

## ALLIANCE PARTNERS

- USAID, Kathleen Hunt and Karen Frederickson
- Intel Corporation, Suzanne Fallender, Director of Global Girls and Women's Initiatives
- Vulcan Productions, Hilary Sparrow, Senior Supervising Producer

## EXPECTED OUTCOMES

- Increase in public dialogue about the value of girls' education and barriers
- Increased community engagement toward improving opportunities for girls to attend school
- Creation of open source, localized content and tools for use in NGO programming and advocacy work
- Integration of Girl Rising tools and content into teacher training modules.

**NUMBER OF SCREENINGS  
AND EVENTS: 11**

**TOTAL AUDIENCE: 620**



# NIGERIA

## CAMPAIGN

Girl Rising's Empowering Next Generation to Advance Girls' Education (ENGAGE) will target community leaders and family decision makers in Northern Nigeria through grassroots mobilization with the goal of enabling community-led action to tackle the barriers that hold girls back and increase girls' access to safe, quality education.



## EXPECTED OUTCOMES

- Build awareness and engage communities using original content featuring the stories of real girls in Northern Nigeria
- Enable community-led action to tackling barriers that hold girls back in Northern Nigeria
- Create open-source tools for organizations, schools and community groups to use storytelling to shift attitudes and perceptions related to girls.
- Share the Girl Rising materials with CSO organizations working to influence and drive policy changes to improve girl's opportunities for education.

## COUNTRY MANAGER

Awwal Nasir

## GEOGRAPHIC REACH

Northern Nigeria (Specifically, Kano State)

## ALLIANCE PARTNERS

- USAID, Kathleen Hunt and Karen Frederickson
- Intel Corporation, Suzanne Fallender, Director of Global Girls and Women's Initiatives
- Vulcan Productions, Hilary Sparrow, Senior Supervising Producer

## NGO AND MEDIA PARTNERS

### EQUAL ACCESS INTERNATIONAL

Equal Access International is a dynamic communications organization that aims to create positive social change for underserved populations in the developing world by delivering critically needed information and education. EA combines the power and broad reach of innovative media and behavior change communications with direct community mobilization activities. Girl Rising is partnering with Equal Access to create original content featuring the stories of real girls in Northern Nigeria.

### COMMUNITY OUTREACH & TRAINING

ENGAGE is working to integrate the Girl Rising materials into existing community outreach and training program(s) in Northern Nigeria. Through innovative digital education tools, we are working to empower communities with transformative educational opportunities. Schools become centers of learning for the whole community and a catalyst to address issues including girls' education, safety and empowerment.