

Bachpan Manao Badhte Jao (Celebrate Childhood, Keep Growing)

A mission to celebrate the growth and learning opportunities for every child through joy, care and responsibility.

Bachpan Manao website: www.bachpanmanao.org

The main website that collates all resources on Playground, builds a wall of wonder where anyone can contribute content and acknowledges the collaborators part of the *Bachpan Manao Badhte Jao* ecosystem

Bachpan Manao film: <https://www.youtube.com/watch?v=DFWvoiU97Oo>

A language-free film showcasing joy, curiosity and wonder in the early years. It has a folksy song as background music.

Bachpan Manao Song:

<https://open.spotify.com/track/2HHUW7NN1wJ5juTSyW8f73?si=3d6b8e65b78640c4>

A catchy song that celebrates abundance in childhood.

Ideas for Collaboration

- [1. Layering Bachpan Manao onto existing events or programs](#)
- [2. Leveraging Bachpan Manao Film, song and other assets to start conversations in communities](#)
- [3. Host a masterclass](#)
- [4. Contribute to the bi-weekly newsletter](#)
- [5. Contribute resources to the website to build a repository of early childhood resources](#)
- [6. Co-create a social media campaign with Bachpan Manao Badhte Jao](#)
- [7. Contribute stories to the Bachpan Manao 100 Stories of Change](#)
- [8. Build a micro-project with Bachpan Manao Badhte Jao](#)
- [9. Create a microsite in partnership with Bachpan Manao Badhte Jao](#)

1. Layering Bachpan Manao onto existing events or programs

Incorporate 'Bachpan Manao Badhte Jao' phrase, logo and the theme of 'celebration' and/or 'celebrating childhood' and/or 'celebrating caregiver' into



any ongoing event or activity.

Examples

Adhyayan Foundation Panchayat Raj Commissionerate of Karnataka, Adhyayan Foundation and **StoryWeaver** come together to create a month-long campaign to celebrate childhood using the magic of storybooks.



Key Education Foundation assisted and organised 'Bachpan Manao' Tyohar at 50 Adarsh Anganwadis on Sep 26th, 2023 and 100 Anganwadis on Oct 3rd, 2023 in District of Chhatarpur, MP, to celebrate Anganwadis as learning centres.



Tech Mahindra Foundation have partnered with BMBJ and launched the #CelebrateBachpan: a campaign to raise awareness on child safety.



2. Leveraging Bachpan Manao Film, song and other assets to start conversations in communities

The Bachpan Manao film can be used to start discussions with teachers, parents, Anganwadi workers, children, caregivers and communities on curiosity and joy of learning among other themes.

The Bachpan Manao song can be used to get children to make hook steps to, dance to and played in the communities/events to initiate conversations on childhood.



Examples

Saajha shared the Bachpan Manao film with all their parent groups through the WhatsApp chat bot program **Reading Saajhedari** Club and got them to discuss how children learn.



Shaishav screened the Bachpan Manao film at their *Balsena* leadership camps to open up discussions on what 'Seekhne ki Azaadi' would children would like - what they really wanted in a learning space. A space where everyone:

- ❖ "Learn by Smiling"
- ❖ "Play and learn"
- ❖ "No punishments and beating" "Teacher should not get angry"
- ❖ "Teachers are friends to children"



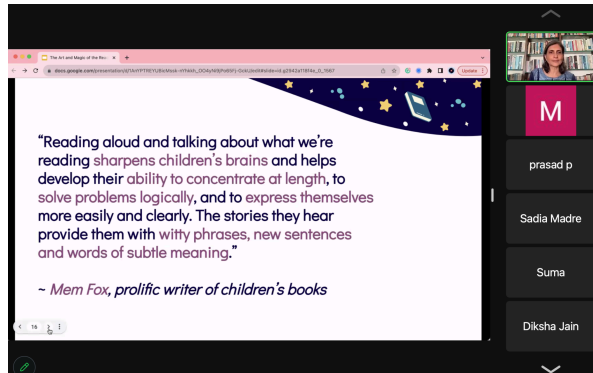
3. Host a masterclass

Offer to take a one hour online masterclass (or offline workshop) for the Bachpan Manao ecosystem (with 90+ collabactors) to share insights or provide key takeaways in an area of expertise you'd like to offer. It's free and open to all!



Examples

Adhyayan Foundation held a one hour masterclass on 'The Art and Magic of Read Alouds' for the ecosystem which was attended by over 70 people.




4. Contribute to the bi-weekly newsletter

Write an article for the newsletter – write a 150–200 word article for the Bachpan Manao newsletter highlighting insights you have found in any of your projects


Curate the newsletter around a theme and highlight insights/best practices/stories/spotlights

which children look back not with fear and insecurity but with pride and a sense of **celebration**:

- **Honoring Children's Agency** | Simply checking in with children to understand their feelings and whether they're prepared to take an assessment goes a long way. It gives them a chance to not engage in a process that may be unpleasant for them and return when they feel their best.
- **Overtly Communicating Intent** | Openly sharing the purpose of assessments and our intent behind knowing their learning levels helps children detach from the fear of punitive action and confidently engage in the process.
- **Celebrating on the Go** | Making growth visible to children at different stages of the assessments (especially on beginner learning levels) instantly motivates them. Everyone at SEF shows up as a cheerleader during assessments to make sure our children keep trying and doing their best!



The feelings check-in



Beginning assessments with customary hi-fives and games



5. Contribute resources to the website to build a repository of early childhood resources

Contribute research/insights/work around early childhood for the Bachpan Manao Badhte Jao website.

6. Co-create a social media campaign with Bachpan Manao Badhte Jao

Disseminate ideas/insights/highlights from your program and/or work related to early years through collab postings on social media with Bachpan Manao Badhte Jao.

Sesame Workshop India has launched the [Khel Khel Mein](#) campaign to promote awareness of play and the role of parents in enabling this. They plan to have a social media campaign alongwith panel discussions around play in the early years.



The Better India initiated the **#ImaginationBoxChallenge** to celebrate the boundless creativity and imagination of children. By asking parents to share photos of their children playing with empty cardboard boxes, they aim to celebrate childhood and Bachpan Manao.



7. Contribute stories to the Bachpan Manao 100 Stories of Change

The Bachpan Manao 100 stories of change led by [FactorDaily](#) – a collection of real-life stories from the ground that can spotlight the everyday champions of early childhood education, celebrating their contributions and experiences and insights and amplify the work you see happening on the ground. If you'd like to highlight any stories of transformation from your org, do get in touch with maitreyi@ekstep.org

8. Build a micro-project with Bachpan Manao Badhte Jao

Brainstorm with the Bachpan Manao team and co-create a micro project that intersects with Bachpan Manao Badhte Jao opportunity areas around early years.

Examples

Gramvaani has launched a 6 month *Bachpan Manao* campaign on their Mobile Vaani platform that gives insights on early childhood and development in an engaging conversational style! Caregivers can not only listen to episodes, they can interact as well by sharing their opinions and asking questions by giving a missed call to **9266657999**.



Billion Readers (BIRD) has launched a unique First Songs Project in collaboration with Bachpan Manao, an attempt to collect those almost forgotten Indic language lullabies, that are rooted in nostalgia for all of us.





9. Create a microsite in partnership with Bachpan Manao Badhte Jao

Create a microsite or a space on your website in collaboration with Bachpan Manao Badhte Jao that displays information/public goods/stories that are useful for the ecosystem to use and engage with.

Examples

Dost education created '[Baatein Sneh aur Khel](#)', a microsite on responsible caregiving showcasing families engaged in the different developmental domains containing photographs as public goods for use by the ecosystem.

