



Ideas for Collabactors

Do you want to be a Collabactor of the Bachpan Manao, Badhte Jao (BMBJ) mission? Do any of your upcoming activities connect with the key opportunity areas of BMBJ, making it a space where the messages of BMBJ can be amplified? Do you want to connect with other Collabactors to share your insights, learnings, research, tools, programmatic experiences in the spirit of BMBJ?

Here are some ideas to ponder on that have been collated through a number of conversations with various Collabactors:

1. PROMOTE & ADD TO THE BMBJ ASSETS:

- a. Show and share the BMBJ assets with your staff, beneficiaries, and partners.
 - i. Film - [YouTube Link](#)
 - ii. Website - www.bachpanmanao.org
 - iii. IVRS - 1800 570 0808
- b. Print & share BMBJ stickers, buntings and bookmarks ([Click here to access](#)).
- c. Create your own versions of the Film. There is a need for wider representation and diversity. Your context matters! Create an open challenge and tag others!
- d. Add the BMBJ logo when you would like to amplify the key message of BMBJ

2. AMPLIFY THE BMBJ MESSAGE THROUGH PUBLIC & INTERNAL ACTIVITIES:

If you are organising or participating in an activity (eg. Events, Workshops, Seminars, Webinars, Masterclasses, Hackathons, Challenges, Campaigns, Panel Discussions) where the core message of the BMBJ mission (i.e. celebrating childhood and recognising the abundance) can be amplified or if any of the the 4 Opportunity Areas below find correlation:

- i. Early Childhood is a window of opportunity



- ii. Holistic Development can be a lifelong advantage
- iii. Abundance of learning opportunities
- iv. Play is the way

Then it would be amazing if you could:

- a. Use the BMBJ Logo & other creative assets
- b. Invite other Collabactors to partner or participate
- c. Share your stories and Tag the Bachpan Manao social media handles

3. **GENERATE PUBLIC GOODS THAT OTHER COLLABACTORS COULD LEVERAGE THROUGH INSIGHTS, RESEARCH & ARTICLES:**

- a. Share your insights & research in areas connected with the BMBJ mission.
- b. Publish articles, op-eds, blogs carrying messages of the BMBJ mission
- c. Create & disseminate videos, audio messages, and other content that carry the messages of BMBJ
- d. Speak at forums, webinars, conferences and other public gatherings.
- e. Make your public goods discoverable to other Collabactors on the BachpanManao.org website. [Submit your entry!](#)
- f. Connect your stories with the Bachpan Manao social media channels. Tag Bachpan Manao and use the #BachpanManaoBadhteJao!

4. **BMBJ PROGRAMS & PROJECTS:**

Run programs or projects that relate to the areas of the BMBJ mission. Spread the message far and wide through your interventions. Eg. If your program, among other things, educates mothers about the importance of play in a child's learning and encourages mothers to play, then it can be a BMBJ program! If you run a challenge to gather photos that depict responsive caregiving moments from parents, then it can be a BMBJ project!

It would be amazing if you can use the BMBJ Logo & other creative assets while running these programs & projects!

5. **CONNECT WITH THE BMBJ COLLABACTORS:**

- a. Identify Collabactors that you'd like to partner within the BMBJ network to share resources, knowledge, and tools
- b. Bring in others who wish to be Collabactors!



6. **CAMPAIGNS, PUBLIC MESSAGING & CONTENT TO BOLSTER THE BMBJ MISSION:**

Create and run your own campaigns that relate to any of the BMBJ opportunity areas!

- a. On your social media channels
- b. Through PR campaigns
- c. Through programs & activities at schools & anganwadis
- d. Share the stories of transformation of caring adults and Tag the Bachpan Manao social media channels and use the #BachpaManaoBadhteJao hashtag.
- e. Create your own website/microsite that highlights your work and connects with BMBJ opportunity areas
- f. Create & disseminate content related to the BMBJ opportunity areas. You can always make this discoverable on the BachpanManao.org website. [Submit your entry!](#) .

7. **SPREAD THE MESSAGE OR START THE CONVERSATION WITHIN YOUR CIRCLES OF INFLUENCE:**

- a. Play and caregiving (or trust building which is a component of caregiving) can be utilised in your workspaces to boost employee engagement, morale, and productivity. Create an activity around it, discuss their importance, and also discuss its relevance to childhood too.
- b. Share the BMBJ assets, eg. the Film with your friends and family!

8. **WIDEN THE REACH OF THE BMBJ MISSION, MAKE IT ACCESSIBLE:**

- a. Help translate the BMBJ assets into multiple languages so that it becomes accessible to all.
- b. Take the message of BMBJ across geographies and regions through your own interventions.

9. **SUPPORT / SPONSOR / FUND OTHER COLLABACTION:**

The BMBJ mission is a societal mission and its dissemination needs the support & amplification! Find Collabactors that you can support! Connect the dots! Contribute, connect and celebrate!

[Get involved](#)

