



Bachpan Manao Badhte Jao Tyohar from Nov 14th – 20th, 2023

Celebrate Children's week from 14th – 20th November with Bachpan Manao Badhte Jao

What can you do? You can:

In any stakeholder engagement event you are planning add **any or all** of the following layers:

- Emphasize the importance of any of the [BMBJ opportunity areas](#)
- Add fun & light hearted elements like games, music, dance, colour, decoration etc. – to help bring a sense of joy to the occasion
- Incorporate & leverage available public goods like – the 'Bachpan Manao Badhte Jao' phrase, the [film](#), the [logo](#), the [creatives](#), the [website](#), the IVRS (1800 570 0808), the



[Storyweaver Early Years](#) catalogue of stories and any other public goods you find on the BMBJ website or otherwise

- Keep the theme of ‘celebration’ in mind to help empower the caring adults in the field and infuse them with a sense of confidence!
- Tag Bachpan Manao Badhte Jao ([@bachpanmanao](#)) on all of your posts and stories so we can repost/share them to the network.

Here are some ideas that were/are going to be implemented that beautifully brought alive the Bachpan Manao mission:

1. **Adhyayan, Storyweaver, EkStep,** and the **Panchayat Raj Commissionerate** of Karnataka have launched a [month-long campaign](#) (in November) to celebrate childhood through the joy of reading, the wonder of storytelling, and the magic of books.
2. **Gram Vaani** has launched a [BMBJ campaign on their Mobile Vaani](#) platform that gives insights on early childhood and development in an engaging conversational style. Callers can not only listen to episodes but also interact by sharing their opinions and asking questions over the call. Call **9266657999** to interact.
3. **Tech Mahindra Foundation** is launching BMBJ to their entire staff and those of their partner organisations. Volunteers from Tech Mahindra Foundation and Tech Mahindra Limited will be invited to promote a week of activities, and games among the children, teachers, and adult caregivers that the foundation works with.
4. **Sesame Workshop India,** in conjunction with BMBJ, is gearing up for their online "Khel Khel Mein" campaign, designed to engage their network in exploring the significance of play, different play styles, enhancing parental participation, emphasizing fathers' involvement in children's play, and creating safe, stress-free environments.
5. **Planet Read** is launching '**The First Songs**' project with the aim of collecting, documenting, and disseminating lullabies in various Indic languages with the intention of leveraging them for Foundational Literacy
6. **Key Education Foundation (KEF)** organized "[Bachpan Manao Tyohar,](#)" a festive celebration at 50 model Anganwadis in Madhya Pradesh's Chhatarpur district to



promote early childhood education. The event involved engaging the community, parents, and Anganwadi Workers in interactive learning activities, fostering a sense of acknowledgment and satisfaction among the workers. The BMBJ banner, and film were shown and the success of the event garnered interest from the District Magistrate to expand the model to other districts in Madhya Pradesh.

7. **DharmaLife** integrated Bachpan Manao Badhte Jao into their [Lighting up Young Minds](#) campaign, hosting engaging events for 120,000 children in various states. The events included creative activities, reading sessions with caregivers, and BMBJ film screenings, sparking meaningful conversations about early childhood education.

We hope these ideas and examples can spur your imagination to turn this societal mission into a nationwide movement. Thank you and all the best!

