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ମହିଳା ଓ ଶିଶୁ ବିକାଶ ବିଭାଗ

Smt. Shubha Sarma, IAS

Commissioner-cum-Secretary to Govt,
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No 26768 Date 02-12-2023
WCD-WW-SCHM-0009-2022

To

All Collectors,

Sub: Roll Out of Advika Scheme – A path to Adolescent Empowerment

Madam/Sir,

In inviting a reference to the subject cited above, I am pleased to inform you that, the Department of Women and Child Development, Government of Odisha has rolled out a new scheme- ADVIKA: I am Unique with a focus on empowering adolescents, with the attempt to bridge the gender disparity between adolescent girls & boys.

2. Through this scheme, the Department aims at empowering them with essential life skills to make informed decisions and navigate the challenges of their formative years. It directly addresses critical issues such as reducing school dropouts and child marriages, which have profound, negative consequences for the lives of adolescent girls & boys along with promoting their skill development and economic independence.

3. The following elements are proposed under the scheme to address the distinct requirements of target groups:

- Adolescent Participation and Inclusion
- Skills For Adolescents including Life Skill Education, Physical Wellness ,Vocational Skilling And Livelihood Support & Exposure Visits And Awareness On Public Services
- Engagement With Communities, Outreach & IEC
- Convergence and Co-Ordination with Line Departments.

4. The scheme envisions formation of task force at various levels for optimum monitoring. Each District is required to ensure the formation of the task force. Composition of the District Task force, Block Task force, Panchayat Level Task Force may be referred in Annexure-III of the Guideline.



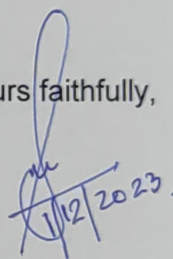
5. The District is requested to adhere to these guidelines and utilize the Advika platform as a crucial tool in addressing a spectrum of child protection issues, including but not limited to child marriage, child drop-out/out-of-school children, and child labour. Key emphasis should be placed on fostering strong inter-departmental collaboration to guarantee that vulnerable children receive the essential support needed to overcome their challenges.

6. Additionally, Districts are required to develop a comprehensive database of adolescents which will serve as a foundational resource, facilitating the targeted maximization of benefits under ADVIKA scheme. The same may be reviewed and completed immediately.

7. In case of any further clarification or suggestions, the same may be shared with the Department at wcdwwsec@gmail.com.

Enclosure: ADVIKA Guideline.

Yours faithfully,

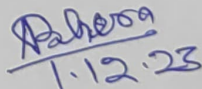


Commissioner-cum-Secretary

Memo. 26769

Date. 02-12-2023

Copy forwarded to all branch officers of this Department for information.

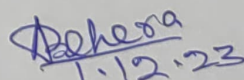


Under Secretary to Govt.

Memo - 26770

Date. 02-12-2023

Copy forwarded to all DSWOs/ POs for information and necessary action.



Under Secretary to Govt.

ADVIKA – A PATH TO **ADOLESCENT EMPOWERMENT**



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LIST OF ABBREVIATIONS

AWW	Anganwadi Worker
AWH	Anganwadi Helper
GP	Gram Panchayat
SAP	Strategy Action Plan
PCMA	Prohibition of Child Marriage Act
DTF	District Task Force
SAG	Scheme for Adolescent Girls
SDG	Sustainable Development Goal
RKSK	RastriyaKishorSwasthyaKaryakram
S&ME	School and Mass Education
W&CD	Women and Child Development,Odisha
PRI	Panchayati Raj Institution
GBV	Gender Based Violence
VAW	Violence Against Women
DV	Domestic Violence
HIV	Human Immuno-deficiency Virus
STI	Sexually Transmitted Infection
DTF	District Task Force
CP	Child Protection
IEC	Information, Education and Communication
RHE	Reproductive Health Education
LSE	Life Skill Education
FAQs	Frequently Asked Questions

MHM	Menstrual Hygiene Management
ORMAS	Odisha Rural Development and Marketing Society
DDU-GKY	DeenDayalUpadhyayaGrameenKaushalyaYojana
CSR	Corporate Social Responsibility
CSO	Civil Society Organization
CBO	Community Based Organization
NGO	Non Government Organization
CDPO	Child Development Project Officer
CMPO	Child Marriage Prohibition Officer
PMU	Project Management Unit
MIS	Management Information System
SBCC	Social and Behaviour Change Communication
SAG	Scheme for Adolescent Girls
VHND	Village Health Nutrition Day
PO	Protection Officer
DSWO	District Social Welfare Officer
DCPO	District Child Protection Officer
DC	District Consultant
WSHG	Women Self Help Group
GOI	Government of India
GOO	Government of Odisha
UNICEF	United Nations Children Fund
WIFS	Weekly iron folic acid supplementation

UNFPA	United Nations Population Fund
GPCPC	Gram Panchayat Child Protection Committee
VLCWPC	Village Level Child Welfare and Protection Committee
PR & DW	Panchayati Raj and Drinking Water
AV	Audio-Visual
MSPY	Mukhyamantri Sampoorana Pushti Yojana

Operational Definitions

1. **Sakhi:** Adolescent girls between 10-14 years of age recognized as peer leaders in an adolescent group
2. **Saheli:** Adolescent girls between 15-19 years of age recognized as peer leaders in an adolescent group
3. **Sakha:** Adolescent boys between 10-14 years of age recognized as peer leaders in an adolescent group
4. **Bandhu:** Adolescent boys between 15-19 years of age recognized as peer leaders in an adolescent group
5. **Adolescent club**—The club will consist of sakhi-sahelis&sakha-bandhus (separately) at the village level & will conduct meetings amongst themselves to develop their agency &create safe spaces for discussing their issues.
6. **Adolescent group**- Online groups will be formed including the sakhi-sahelis & sakha-bandhus at the block & district level for enhanced participation.
7. **Adolescent network** – Amalgamation of adolescent groups will form an adolescent network. These will be present at block, district and state level.
8. **Adolescent champions:** Adolescents who have performed exceptionally in the field of academics/ sports/ cultural activities/ prevention of child marriage/other protection issues etc.
9. **Protsahak:**Panchayats who have adopted changes and have performed exemplary work in line with objective of the scheme i.e. prevention of child marriage, development/protection of the girl child, promoting education, positive parenting, etc.
10. **Day for Children:**A day designated for children at every district where key stakeholders under the chairpersonship of district magistrate discuss issues surrounding children and interact with the community at large to plan & devise mechanisms for the protection & empowerment of their children.
11. **Advika Divas:**Training sessions to impart life-skill education every Saturday for adolescent girls &boys at all AWCs.
12. **Vulnerable adolescents:** includes children rescued from child marriage, labour, trafficking, children in need of care and protection (CNCP), children in conflict with law (CICL), children of child care institutions and other residential institutions, adolescents covered under ASHIRBAD scheme, orphaned and single parent adolescents.

1. Introduction

1.1. Odisha has been taking several progressive steps towards gender equality by empowering adolescents as key players in the State. The State Strategy Action Plan (2019-2024) to end child marriage emphasizes empowering adolescents through multi-sectoral approaches.

1.2. The State has prioritised actions on children in areas including survival; health and nutrition; education; livelihood; asset ownership; decision making and participation; safety, security and protection; with specific focus on girls and women with special needs. Towards this, various line departments have gender oriented their schemes and programmes.

1.3. With the tagline, 'a path to adolescent empowerment', the scheme focuses to create an enabling environment for the adolescents to realise their rights and make informed choices with equal opportunities to grow, acquire knowledge, skills and opportunities for their well-being, holistic development and an empowered future. Through meaningful and productive engagement of adolescents, they can develop skills and capacities that foster resilience in them.

1.4. The scheme builds and expands upon "ADVIKA- *I am unique*", the state-wide adolescent empowerment programme being implemented by the Department of Women and Child Development, Government of Odisha since 11th October, 2020. The focus of the state program was on adolescent girls which now extends to boys as well. The engagement with boys is specifically aimed at setting positive examples to break gender stereotypes and harmful social norms – socialising boys into the gender related issues from an early age, aims to have an effective impact on the process of a more equitable and inclusive society.

2. Goal & Objectives

2.1. Goal of the scheme is to create an enabling environment for the adolescent girls and boys to make informed choices with equal opportunities to grow, acquire knowledge, skills and opportunities for their development and empowerment.

2.2. Objectives

- Providing the tools and opportunities for adolescents to become confident, informed, and engaged individuals by equipping them with 21st century life skills.
- Empowering adolescents to take charge of their lives and make informed choices by providing adolescents with a platform for participation.
- Fostering gender equality and inclusivity among adolescents with a special focus on positive masculinity.
- Building the resource pool of adolescents as changemakers in their communities.
- Connecting vulnerable adolescents with a range of services/schemes and promote interventions through convergence activities, outreach and linkage.

3. Target group and coverage

3.1. All adolescents, girls and boys, aged between 10-19 years

3.2. In and out of school, both rural & urban

3.3. Focus on vulnerable adolescents

4. Components of the Scheme



A.ADVIKA DIVAS

A.1. Every Saturday will be designated as the 'Advika Divas' and the Advika sessions will be conducted in accordance with the Advika calendar.

A.2. The Advika sessions are being extended to cover KGVBS(Kasturba Gandhi Valika Bidyalya), schools and child care institutions.

A.3. The primary nodal functionaries responsible for carrying out the sessions on Advika Divas are AWWs in the AWCs, teachers in school(s) and representatives of the DCPU in CCIs.

B. RESOURCE PACKAGES

B.1.**Advika Calendar** (for AWW) An annual calendar describing specific month- wise themes, based on which, AWWs will hold weekly sessions with adolescents every Saturday. Each specific theme will be discussed followed by an age-appropriate audio-visual spot/comic/tool etc.

B.2. Kishor Kishori Barta (for adolescent girls& boys) A booklet with key messages on various areas of concern, like, adolescent health, nutrition, personal hygiene, and protection issues to engage effectively with adolescents through life skills education during the Advika sessions.

B.3.AWW Pocket Book: (for AWW) An illustrative book that guides AWWs on communicating with adolescents on issues including child marriage, trafficking, sexual abuse, child labour, etc. It also includes information on gender equality, nutrition, health, digital literacy, various support services and reporting mechanisms

B.4.Ama Manara Kichi Prasna (for adolescent girls only)A booklet of FAQs related to important themes and subjects concerning adolescent girls

B.5.ADVICA Mobile Application :The Advika Application will act as a supplementary learning platform to gain knowledge digitally. The app will be equipped with multimedia package (new and adapted) of videos, animated films, AV spots, comics, posters, videos with the W&CD mascot 'Tiki Mausii' & "KUNI" on various themes mentioned in the Advika calendar. These will be used along with other communication materials during the weekly sessions which may be modulated with time.

B.6.Development of adolescent centric and localized materials to be done which will be disseminated.

B.7. Training modules for AWWs to impart ADVIKA sessions will be developed.

C. ADOLESCENT PARTICIPATION AND INCLUSION

C.1. In every AWC, two adolescent girls (one 'Sakhi' between the ages 10-14 and the other 'Saheli' between the ages 15-19) and two adolescent boys (one 'Sakha' between the ages 10-14 and the other 'Bandhu' between the ages 15-19) will be selected as peer leaders. The age divide between sakhi-sahelis & sakha-bandhus is aimed at instilling an environment of learning & mentoring among the adolescents.

C.2. To be selected as peer-leaders, the adolescent must be actively attending ADVIKA sessions, excel in education/sports or act as mentors and role models for their peers, provide guidance on various issues addressed under ADVIKA , support in facilitating training sessions and work towards community mobilization for adolescent empowerment & protection.

C.3.The sahelis & bandhus identified shall assist the newly joined adolescents to grasp previously run sessions according to the calendar at the AWC. This shall instil an environment of peer-learning along with shaping young minds to achieve leadership skills.

C.4. For enhanced participation and leadership of adolescents, the selection of Sakhi-Sahelis and Sakha- Bandhus will be on rotation basis. The peer leaders namely Sakhi-Sahelis and Sakha-Bandhus will be elected for a maximum period of 3 months.

C.5. To create a safe space for open discussions, the sakhi-sahelis & sakha bandhus will create separate adolescent clubs at the village level where they can freely express their thoughts, concerns, and questions without fear of judgment or discrimination. These clubs can also serve as a platform to reflect on the training imparted during ADVIKA sessions as well as promote positive peer learning.

C.6. Bal Sabha committee to be created comprising of sahelis & bandhus who will serve as leaders and can be elected or selected based on merit. The sabhas can be facilitated by the respective ICDS supervisor & quaterly Bal sabhas is to be conducted with the participation of the

sahelis & bandhus and key stakeholders in their community. They will effectively participate in identifying child-friendly activities to be part of the Gram Panchayat Development Plan. The issues may also include protection of children and adolescents including elimination of child marriage, violence against children, child labour and other issues related to their protection & empowerment

C.7. For enhanced communication, a network of online adolescent's groups will be built through the scheme which will be instrumental in driving the scheme's objectives at block, district and State level.

C.8. Online groups of the peer leaders will be made on the:

- Block Level: The CDPOs, with assistance of support staff or supervisors, will identify adolescents for formation of online groups of peer leaders at block level and disseminate different adolescent friendly learning materials, IEC/audio-visual etc.
- District Level: The DSWOs, with assistance of support staff or CDPOs, will identify adolescents for formation of online groups of peer leaders at district level.

C.9. Efforts will be made on regular basis to ensure inclusion and participation of adolescent groups with a special focus on the socio-economically and geographically vulnerable adolescents.

C10. Participation of relevant stakeholders at the household level of the adolescents and their community must also be ensured in planning and implementation of the ADVIKA activities.

C.11. Peer leaders will be fundamental in driving participation of adolescents in the communities

C.12. 'Day for Children' platform at district and sub-district levels will be utilized for addressing adolescent's opinions.

C.13. Different activities to empower adolescents will be undertaken under Advika at state/ district/block level.

C.14. The district administration will take initiatives that contribute to development of adolescents like sports events, talent-hunt programs, cultural programs, self-defence training, awareness on cyber safety, etc. Further, the day for children platform will be leveraged to celebrate Advika day as a platform for meaningful interaction between adolescents and the district administration.

C.15. Advika activities can be further contextualised based on the local needs of the adolescent groups.

C.16. Adolescent champions: Under the scheme, adolescents who have performed exceptionally in academics/ sports/ cultural activities/ social work/ prevention of child marriage, other protection issues, etc. will be considered champions. These champions are to be felicitated to further encourage and motivate them.

D. SKILLS FOR ADOLESCENTS

D.1. Life Skills

- The sessions on life skills will be taken in line with the Advika calendar.
- The AWWs will organize the adolescent and conduct these sessions which will prepare the adolescents to be responsible and efficient adults.
- In the weekly Advika sessions, provision will be made for nutrition supplementation (IFA tablet) under WIFS in AWCs for out of school girls.

- The health check-ups and referral services will be done under SAGs through VHNDs & MSPY as applicable.

- Awareness among adolescents will be promoted about:

(i) Their basic rights to protection, participation, development and on the issues of child marriage, related harmful social practices, gender-based violence, other child protection issues such as child labour, child trafficking, child sexual abuse, etc.

(ii) Their entitlements, schemes and facilities available to them as well as their duties as responsible citizens of the society.

(iii) Various social protection schemes including education, vocational trainings, skills development opportunities for adolescents and support them in linkages

- Sensitization and participation of adolescent boys about their role in breaking the gender stereotypes and harmful social norms.
- The Advika Application will be used by adolescents, AWWs, teachers, DCPUs, CCI functionaries etc. for providing access to information on 21st century life skills including digital literacy, career guidance, employability, etc.
- Building leadership and technical capacity among adolescents to effectively engage in constructive dialogues with various stakeholders

D.2. Physical wellness

- The Districts will collaborate with line-departments & promote non-conventional/ conventional sports initiatives for adolescent girls and boys under ADVIKA by organizing training programs, sports competitions etc.
- The Districts will collaborate with line-departments & promote yoga among adolescents through ADVIKA sessions.
- The Districts will promote self-defence initiatives designed to empower adolescent girls through self-defence skills. This initiative should include training programs that teach techniques and strategies for personal safety.

D.3. Vocational skilling and livelihood support

- The districts will leverage resources from existing schemes, programs and various sources/corporate/industry funds for skill training and livelihood support of the adolescents.
- Referral & linkage of adolescents to Kishori mela, Skill Mela, Job Fairs, Career Mela, placement drives, etc.,
- For the interested and targeted adolescents aged 17 – 19 years, short term job oriented skill trainings through ORMAS/OLM, DDU-GKY, World Skill Centre and or other vocational/technical training through Govt ITIs/Diploma may be undertaken.
- The districts may also take initiatives for creation of rural hubs at the block level by collaborating with local educational institutions, community organizations, and government agencies to empower adolescent girls with skills, knowledge, and opportunities for personal and economic development.
- The curriculum would include orientation sessions introducing them to the world of

work, industry visits to provide real-world exposure to prepare them for the real experience. Moreover, these hubs would play a pivotal role in mainstreaming school dropouts back into education, offering academic credits, and creating pathways to apprenticeships and employment.

D.4.Exposure Visits and Awareness on Public Services

- One of the important components of the scheme is to ensure that the adolescents have knowledge about existing public/support services and confidence on accessing them.
- Arrangements will be made by districts for inter-district & inter-state exposure visits and awareness talks in collaboration with line departments, NGOs, Police, and Institutions like Bank/Postal/Health/Hospital Functionaries etc. The adolescents can either be taken for exposure visits to different places, or personnel from the institutions may address the adolescents at the AWC or at project/district/State level.
- The visits and awareness indicate, but is not limited to, opening bank accounts and post office accounts, making use of helpline services for reporting violence, accessing public services and attending to health emergencies, learning about the Panchayat system/committees and participation in planning process, being aware of various relevant schemes and programmes of the Government, etc.

E. ENGAGEMENT WITH COMMUNITIES, OUTREACH & IEC

E.1. Encouraging community engagement by utilizing existing potential platforms such as SHGs, GPCPCs and PRIs at grass root level and organizing interface with adolescents during Advika sessions.

E.2. Leveraging committees and structures such as GPCPC, GKS/Village Child Protection and Welfare Committee, Youth groups, WSHGs to raise awareness against gender inequality and all kind of violence against women and girls.

E.3. Inclusion of NGOs/CBOs in community outreach and activities

E.4. Involving parents/families to better understand the value of girls and their needs and education, sending adolescents to AWCs for life skill education.

E.5. Efforts will be made to organize interface between the above-mentioned collectives with adolescents during Saturday sessions on a monthly basis. This interface may work as a support structure that aims to provide organized platforms for the adolescents to share their issues of concern.

E.6. Districts may reach out to individuals/like-minded institutions/organizations excelling in the field of sports, education, entrepreneurship, etc. to serve as community champions for adolescents' empowerment

E.7. For media sensitization, social media will specifically be used as a tool to disseminate messages under Advika.

E.8. Awareness campaigns will be carried out periodically at the district, block & panchayat level to raise awareness on prevention of child marriage, adolescent nutrition, gender-based violence, education and other relevant topics in line of the scheme.

E.9 Districts will take initiatives to develop localized IEC materials to educate adolescents on

various topics in line of the scheme as well as to promote empowerment & protection of adolescents under ADVIKA.

E.10. *Protsahak Panchayats* :

- Panchayats that will promote adolescent empowerment, protection, education, participation, positive parenting and create safe and nurturing environments for children and adolescents, condemning all forms of violence against children, gender-based violence, child marriage etc. will be identified as Protsahak panchayats.
- These panchayats will contribute and promote maximum participation of the adolescent girls & boys in ADVIKA sessions and also ensure conducting of BAL SABHA & creation of adolescent friendly spaces.
- The identification of the protsahak panchayats will be done by the respective CDPOs based on the following criteria:
 - i. Active participation of both adolescent girls & boys in ADVIKA sessions
 - ii. Formation of adolescent clubs
 - iii. Awareness campaigns regarding gender stereotypes, gender-based violence, child marriage, positive parenting etc.
 - iv. Conducting of bal sabha
 - v. Increase in school attendance and reduced dropout rates among adolescents.
 - vi. Identification of safe spaces and safety measures implemented, such as improved street lighting etc.

The reporting format for Protsahak Panchayats is annexed. (Annexure I)

F. SOCIAL PROTECTION

F. 1. Provision of Nutrition Supplementation (IFA tablet) under WIFS in AWCs for out-of- school girls

F.2. The vulnerable adolescents will be tracked and their access to facilities will be given to maximise government benefits.

F.3. ADVIKA platform will be leveraged to ensure benefits under MSPY to adolescent girls in the age group of 15-19 years.

F.4. With support of community stakeholders, the AWW will identify, register and track all adolescent girls and boys aged 10-19 years. This will be done by way of registers, home visits, taking support of the PRIs, teachers, ASHA workers, WSHG members, etc.

F.5 In a situation where an adolescent is identified as vulnerable or is in need of immediate psycho-social support, the districts will leverage existing counsellors through sampark help desk, State Supportcenters, district child protection units, district mental health programs etc. to provide psycho-social support to adolescents.

F.6. Advika platform will be leveraged to facilitate linkage of adolescents and their families with relevant social protection schemes as applicable with the support of line departments as necessary.

F.7. Advika platform will be leveraged to strengthen vigilance against child marriage in the state through empowering the adolescent girls to be independent & aware of their rights. Efforts will be made to enroll adolescent girls rescued from child marriage under ADVIKA and necessary linkages will be facilitated as applicable.

G. TRAINING AND CAPACITY BUILDING

G.1. Sensitization of district, block and GP level officials to be done for implementation of the scheme.

G.2. Orientation of all relevant stakeholders on the scheme viz-a-viz their roles and responsibilities to be undertaken from time-to-time.

G.3. Capacity building of frontline workers- AWWs, CDPOs, supervisors, etc. on the resource package

G.4. Strengthening of existing platforms such as WSHGs, VLCWPC, GPCPC, PRIs, CSOs / volunteers, etc.

G.5. Government and non-government collaborations may be augmented for creating innovations for adolescents' development under the scheme.

G.6 Research and documentation will be undertaken on best practices/ innovations.

H. CONVERGENCE AND CO-ORDINATION

H.1. The State (W&CD Dept) in convergence with Departments of Health, Higher education, School & Mass Education, Skill development, Panchayati Raj and Drinking Water, Home, Labour and Employees State Insurance, SC & ST Development and Minorities and Backward Classes Welfare, Sports and Youth Services & Mission Shakti will ensure that the vulnerable adolescents and their families have been linked to various welfare and social protection schemes of the government and have access to government benefits and support services.

H.2. Inter-departmental collaborations will be promoted to allocate resources (financial and human) towards adolescent empowerment through the ADVIKA platform.

H.3. Provision shall be made for linking of the scheme component/s with relevant schemes/interventions of other Departments and also explore the possibility of leveraging their scheme and financial resources for the larger benefit of the young adolescents.

H.4 The task force at state, district, block and GP level will prepare a convergent action plan for adolescent empowerment

H.5. Participation & interaction of nodal officers from the line departments with the adolescents during ADVIKA sessions will be promoted to ensure their holistic growth.

H.6. Efforts will be made for increased collaboration between Government and Non-government organizations for effective implementation of the scheme.

H.7. The detailed information regarding role of the departments is annexed. (Annexure II)

5. MONITORING AND EVALUATION

5.1. Ending child marriage & promoting adolescent empowerment being the key objectives of the scheme, the existing committees at the state, district, block & panchayat level for ending child marriage and adolescent empowerment to function as the monitoring units for the scheme.

5.2 The committees to review implementation of Advika scheme at regular intervals with the line departments, committee members etc.

5.3 UNICEF/UNFPA technical teams shall support the State in overall implementation of the scheme.

5.4 State Task Force

5.4.1 The existing State PCMA Committee headed by the Secretary, W&CD Department to be the state taskforce for review & implementation of the scheme at State level. The composition of the taskforce has been annexed.

5.4.2 The nodal implementing officer at State is the Special secretary, W&CD Department

5.4.3. The annual action plan under Advika to be prepared to monitor progress of the scheme.

5.4.4. The taskforce to undertake bi-annual review of the Scheme and the action plan.

5.5 District Task Force

5.5.1. The overall implementation of the scheme at district level to be undertaken by the existing District Task Force (DTF) on adolescent empowerment and ending child marriage under the chairpersonship of the District Collector.

5.5.2. The nodal implementing officer for the scheme at district level is the DSWO.

5.5.3. Quarterly meetings of the DTF to be ensured to review progress of the scheme. The District Action Plan (DAP) developed at district level to include components to fulfil objectives of Advika.

5.6. Block Task Force (BTF)

5.6.1. The existing Block Task Force (BTF) for ending child marriage and adolescent empowerment to review the progress of the scheme.

5.6.2. The nodal implementing officer for the scheme at block level is the CDPO.

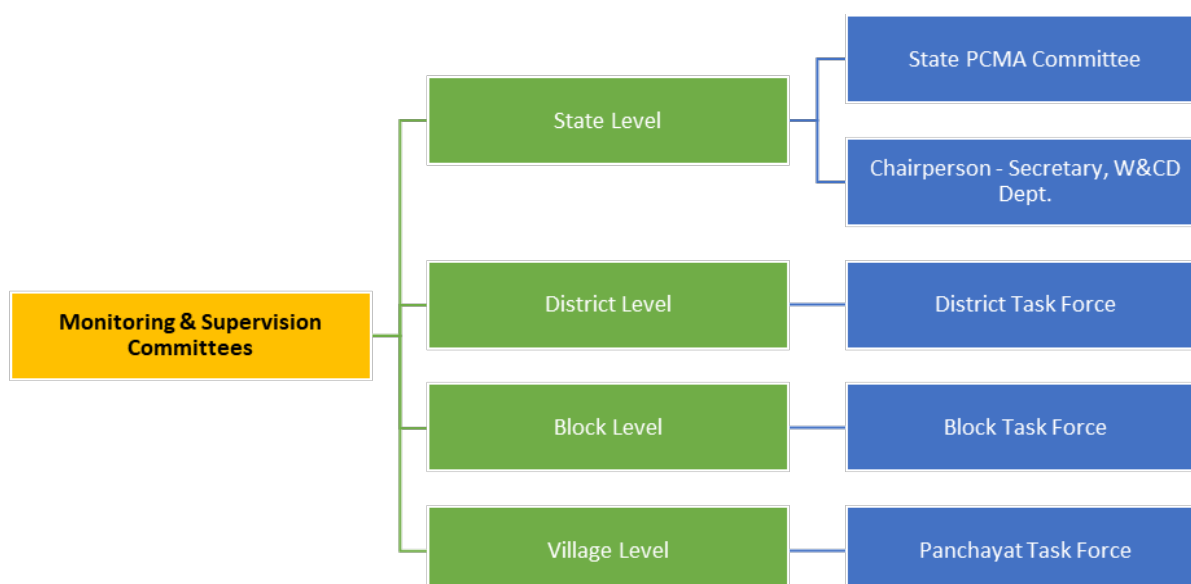
5.6.3. Quarterly review of the scheme to be undertaken by the BTF. The BTF to specifically review convergence between stakeholders and monitor progress in terms effective implementation of the scheme at grassroots level.

5.7. Panchayat Level Task Force

5.7.1. The existing GP level Child Protection Committees to function as panchayat level taskforce for day-to-day monitoring and implementation of the Scheme. The task force shall promote convergence and also monitor progress in terms of effective implementation of the scheme.

5.7.2 AWW is the nodal officer for implementing the scheme at village level in convergence with other related functionaries.

5.7.3. Quarterly review of the scheme to be undertaken by the taskforce for its effective implementation.



The detailed composition of the task force at various levels is annexed.(Annexure III)

5.8 Evaluation & MIS

5.8.1. A comprehensive web based robust Management Information System (MIS) to be developed and put in place by the W&CD Department to enable real-time monitoring of overall implementation of the scheme.

5.8.2. The web-enabled monitoring system to be a user-friendly single portal providing easy accessibility to the concerned authorities.

5.8.3. Engagement with the reputed academic and research institutions/3rd party to be done for evaluation of the scheme.

5.8.4. Concurrent monitoring to be done throughout the project period.

6. ROLES AND RESPONSIBILITIES

Roles and Responsibilities of AWW	• The AWW will conduct & facilitate the Advika sessions in the AWC in accordance with the Advika Calendar. • Motivate & mobilize the adolescents & parents to join the sessions. • Form adolescent groups. • Identify sakhi,saheli, sakha&bandhu. • Track adolescents in their designated area • If adolescents are absent from the Advika session for more than two consecutive Saturdays, the AWW will intimate the supervisor • Prepare and maintain registers in accordance to the scheme. • Identify vulnerable children at risk (protection issues) ,report to
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	the CMPO/DSWO/DCPO and promote linkage with social protection schemes as per eligibility. • Create awareness amongst the adolescents/ parents/ communities/ etc., in accordance to the components of the scheme • Enrolment of adolescents/parents/care-givers in the Advika App and ensure that that adolescents use the Advika App. If any gap is identified in operationalisation of the application, report to the supervisor for further action. • Conduct activities/programs as instructed from time to time under the scheme. • Prepare monthly progress reports of the scheme. (Annexure-IV)
Roles and Responsibilities of Supervisor	• Monitor adolescent enrolment in the AWCs • In case the adolescents are not attending the sessions, the supervisor to visit the home of the adolescent to check that she/he is not vulnerable to child marriage/ child trafficking/child labour/child abuse or any other risk that will bring the child under the purview of child in need of care and protection under the JJ act,2015. • If the child is found vulnerable, immediately report to the concerned CMPO/Child Helpline/DSWO/DCPO etc. • Monitor the preparation & maintenance of register by AWWs on a regular basis. • Regular checks to verify if Advika session is being held in AWCs as per the instructions. • Review monthly progress of the scheme with AWWs • Take feedbacks during visits from at least 10 adolescents regarding the scheme components. • Conduct activities/programs as instructed from time to time under the scheme.
Roles and Responsibilities of CDPO	• Effective operationalisation of the scheme in their respective projects. • Collect list of students from the Headmaster within jurisdiction of the AWC for enlisting the students with Advika. • Handholding support to the AWWs to follow the Advika calendar • Conduct activities/programs as instructed from time to under the scheme.

	• Support AWWs in selection of peer leaders • Verify details of adolescents in the registers • Review the progress of the scheme with supervisors every month. • Address issues regarding adolescents' absence from the Advika sessions. • Respond to the urgent queries of AWW/Supervisor regarding operational/implementation difficulty of the scheme. • In case a child is identified to be vulnerable to some child protection issue by the AWW/Supervisor, provide necessary support to them and address the issue by coordinating with DSWO/DCPO/Police as applicable. • Ensure that AWWs are enrolled in the App along with all adolescents in the jurisdiction. • Identify Protsahak Panchayats as mentioned in the guidelines.
Roles and Responsibilities of the selected representative of DCPU	• Visit child care institutions any one/two Saturdays to conduct Advika sessions with the children. • Train the CCI functionaries on Advika. • Promote usage of the Advika app for dissemination of learning materials. • Address diverse vulnerabilities of adolescents in CCIs while conducting Advika sessions. • Report the progress of adolescents in CCIs on a monthly basis. • Follow up with repatriated adolescents from the CCIs and enroll them in Advika sessions in the AWCs. • Ensure enrolment of staff from CCIs on Advika App and report further needs to the W&CD Dept. with regard to content and operationalisation of the App. • Conduct activities/programs as instructed from time to time by the W&CD Department under the scheme.
Roles and Responsibilities of the District nodal officer of the scheme (DSWO)	• Monitor the implementation of the scheme at district level • Verify, compile & furnish reports regarding the progress and challenges to the district collector • Conduct activities/programs as instructed from time to time by the W&CD Department under the scheme.

	• Provide detailed reports of the activities conducted under the scheme. • Provide suggestions to the W&CD Dept. for the Advika sessions upgradation and convey suggestions of adolescents if any. • Collaborate with nodal officers from line departments to address issues of adolescents like health, safety, education, skilling etc. • Submit monthly progress report regarding the progress of the scheme(Format is annexed in Annexure V.)
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7. DOCUMENTATION OF BEST PRACTICES

7.1. The best practices that are undertaken & identified under the scheme to be documented for its wide dissemination and replication across districts if applicable.

7.2. The DSWO to document best practices under the scheme and share it with the W&CD Department on a quarterly basis.

7.3. Supervisors/CDPOs to ensure that accurate records of adolescents are maintained at the AWC, compiled and reported in the prescribed format.

7.4. Project wise, physical and financial progress reports on quarterly/ annual basis in prescribed formats to be consolidated by the concerned CDPO and further verified, compiled & sent to the Department of Women & Child Development through the DSWO.

7.5 The format for documentation of best practices is annexed. (Annexure VI)

8. FUNDING PATTERN

The scheme will be funded by Government of Odisha. The detailed budget has been annexed.(Annexure-VII)

9. ANNEXURES

Annexure I: Protsahak Panchayat Identification Form

Panchayat Name	
Location (District/Taluka):	
Identification Date:	
CDPO who has made the recommendation	

Criteria for Identifying Protsahak Panchayats

1. Active Participation in ADVIKA Sessions:

- Number of Adolescent Girls Participating:
- Number of Adolescent Boys Participating:
- Provide evidence or records of their participation (attendance sheets, reports).

2. Formation of Adolescent Clubs:

- List of Adolescent Clubs in the Panchayat:
- Activities conducted by the clubs (meetings, events, campaigns).

3. Awareness Campaigns:

- Provide details of campaigns conducted in the Panchayat regarding
 - Gender-Based Violence
 - Gender Stereotypes
 - Importance of Education & skilling opportunities
 - Negative impact of Child Marriage
 - Good nutrition
 - Safety of children and adolescents including online safety, child sexual abuse, child protection issues etc.

Include campaign materials, dates, and participation numbers.

Block Task force meetings: Provide details of the BTF meetings conducted

4. Conducting of Bal Sabha:

- Specify the frequency and participation of adolescents in Bal Sabha meetings.

- Attach records of Bal Sabha meetings, if available.

5. School Attendance and Dropout Rates:

- Report the changes in school attendance among adolescents in the Panchayat.
- Provide data on number of adolescents linked back to schools or linked to higher education/vocational trainings/skill-trainings etc. as applicable

6. Safe Spaces and Safety Measures:

- Identify and describe safe spaces within the Panchayat (e.g., community centres, recreational areas, etc.) which are child friendly:
- Outline safety measures implemented, such as improved street lighting or security measures.

7. Additional Comments and Observations:

8. Attachments (if any):

- Attendance Sheets for ADVIKA Sessions
- Records of Adolescent Club Activities
- Campaign Materials
- Bal Sabha Meeting Reports
- School Attendance Data
- Data on number of adolescent linked with vocational/skill training/higher education with details of such admissions/linkage
- Safety Measures Documentation

Verification and Approval:

CDPO (Signature): _____

Date: _____

Note: Please fill out this form thoroughly and ensure that all criteria are met before identifying a Panchayat as a Protsahak Panchayat. The CDPO should review the information, attach supporting documents, and make appropriate recommendations for improvement. Once the criteria are met and verified, the Panchayat can be officially designated as a Protsahak Panchayat.

Annexure II: Key convergent departments and their roles & responsibilities

Department/Institution	Roles & Responsibilities
Department of Health and Family Welfare	• Linkage of adolescents with Adolescent Friendly Health Clinics to provide counselling on sexual & reproductive health issues • Linkage with relevant schemes/programs of the department for eligible adolescents.
School & Mass Education/& Higher Education	• Awareness about Advika scheme in schools and undertake the ADVIKA sessions in line with the Advika calendar in schools • Encourage parents and SMCs to send their adolescents in the ADVIKA sessions in the AWC • Encourage parents and SMCs for positive parenting for adolescents • Encourage parents to support adolescents to pursue higher education and skills development and prevent protection issues like child marriage, child labour, etc. • Support the adolescents rescued from child labour, child marriage or dropped out with open schools and support them in completion of their schooling through KGBV/NOS/Scholarship schemes etc • Linkage with Gangadhar Meher Sikhya Mananka Brudhi Yojna and other relevant scholarship schemes to encourage continuation of school education by providing incentives • Linkage with KGBV scheme for residential schools for dropped out girls • Linkage with relevant schemes/programs of the department for eligible adolescents.
SC &ST Development and Minorities and Backward Classes Welfare	• Awareness about the scheme in residential hostels and undertaking sessions in line with the Advika Calendar in residential schools by the teachers • Linkage with ANWESHA /AKANKHYA scheme in order to provide better education to the students belong to SC/ST groups in the English Medium Schools of different towns and cities of 17 districts of the State.

	Linkage with relevant schemes/programs of the department for eligible adolescents.
Panchayati Raj & Drinking Water	- Interface of village/Gram Panchayat child protection committees with the adolescents at least once in a month during ADVIKA sessions on Saturday - Address the challenges/issues faced by adolescents in the village - Organise Bal Gram Sabha at least twice in a year and Day for Children every quarter at village/Gram Panchayat - Identification of most vulnerable children in the village and linking them with social security schemes and tracking them to ensure they don't become victim of child marriage, child labour, child trafficking or any other abuse - Linkage with Madhu babu Aain Sahayata Yojna at GP level - Linkage with ORMAS for Skill development of the department for eligible adolescents.
Skill Development and Technical Education	- Linkage of adolescents including those rescued from child marriage, child labour with technical education institutes through Sudakshya Scheme - Linkage with District Employment Office for career counselling and job fair and vocational training through Skilled Odisha - Linkage with relevant schemes/programs of the department for eligible adolescents.
Labour and Employees State Insurance	- Linkage with DLO for Educational assistance and late Marriage incentive for the children of the labourer registered under BOCW - Linkage with Garima(welfare scheme for Core sanitation workers for safety and dignity)scheme for betterment of children of sanitation workers - Linkage with relevant schemes/programs of the department for eligible adolescents.
Sports and Youth Services	- Emphasis of sports and games for adolescent all round development through training and awareness during the ADVIKA sessions at AWCs and in schools/colleges - Linkage with relevant schemes/programs of the

	department for eligible adolescents.
Home Dept - Crime Against Women and Children	• Referring children and caregivers to “SAMPARK State Help Desk” which is functioning from the office of ADGP, Crime against Women and Children Wing (CAW&CW). The Help Desk can be utilized by stakeholders under ADVIKA for providing psychosocial support to children and parents/ caregivers through tele-counselling, linkages with various services schemes/programs of the Government, referrals, convergence with related departments, etc. • Interface of adolescents with the police at Anganwadi Centers and/or local child-friendly police stations to raise awareness on various child protection issues. • Providing exposure of adolescents to components specific to children – Special Juvenile Police Units, Integrated Unit for Crime Against Women, MahilaShishu Help Desk, etc.
Mission Shakti Department	• Mass mobilization and awareness on the Advika scheme. • Mobilizing parents and children for the ADVIKA session • Popularise various govt helpline no, and support systems • Linking adolescent girls to WSHG groups and federations for availing short term entrepreneurship or vocational trainings

Annexure III: Composition of Task force Committees

State Task Force

Secretary, W&CD Department	Chairperson
Special Secretary, W&CD Department	Member
Representative , Department of Health and Family Welfare	Member
Representative, School & Mass Education/& Higher Education	Member
Representative, SC &ST Development and Minorities and Backward Classes Welfare	Member
Representative, Panchayati Raj & Drinking Water	Member
Representative, Skill Development and Technical Education	Member
Representative, Labour and Employees State Insurance	Member
Representative, Home Dept - Crime Against Women and Children	Member
Representative, Sports and Youth Services	Member
Representative, Mission Shakti Department	Member
Child Protection Specialist, UNICEF	Member
Representative, ACTION AID	Member
State Head, UNFPA	Member
Undersecretary, W&CD Department	Member Convenor

***Any other invited sector experts and representatives of prominent civil society**

organizations at the discretion of the Secretary of W&CD Department, Government of Odisha

District Task force

District Magistrate	Chairperson
Chief District Medical Officer , Department of Health and Family Welfare	Member
District education officer	Member
District welfare officer	Member
Chief Development officer cum Executive officer	Member
Representative, Skill Development and Technical Education	Member
District Labor officer	Member
Superintendent of Police	Member
District Sports officer	Member
Mission coordinator	Member
DCPO, W&CD Department	Member
DSWO, W&CD, Department	Member Convenor

***Any other invited sector experts and representatives of prominent civil society organizations at the discretion of the District Magistrate**

Block Task Force

BDO/Tahsildar	Chairperson
Block education officer/ Ass. Block education officer	Member
Medical officer nominated by CDMO	Member

Government school Teacher nominated by BEO	Member
Officer-in charge of Mahila Sishu Help desk	Member
Gram Panchayat extension officer	Member
Representative, ChildHelpLine	Member
District coordinator of Action aid/Aid-et-action/NGO Representatives	Member
Representatives of NCC/ NSS/ NYK	Member
CDPO	Member Convenor

***Any other invited sector experts and representatives of prominent civil society organizations at the discretion of the BDO**

Panchayat Level Task Force

Panchayat Executive officer	Chairperson
Sarpanch	Member
School teacher	Member
ANM	Member
ASHA worker	Member
AWW	Member
SHG member	Member
Supervisor	Member
Ngo representative	Member
Adolescent group representative	Member
CDPO	Member Convenor

Annexure IV: Format for Monthly Progress Report of ADVIKA by AWW

1. Reporting Month / Year: _____ / _____

2. Name and Code of AWC: _____ / _____

3. Sector/Project /District: _____ / _____ / _____

4. Beneficiary Coverage:

4(A). General information

Category	No. of Beneficiaries	
	Girls	Boys
10– 19 years: Adolescents (Disaggregated)		
(a) SC		
(b) ST		
(c) OBC		
(d) Minority		
(e) others		
Total		

4(B) Nutrition & Health component :

Component	Girl	Boy
No. of adolescents received Benefits under MSPY(SAHELIS ONLY 15-19 years):		
No. of adolescents Received IFA		

tablets (For Girls only)		
Health checkups under various schemes		
Total		

4(C). Component (Life Skill) Attendance:

Subject	No. of girls	No. of Boys
Total adolescents enrolled/registered in Advika		
No. of adolescents attended Advika Diwas in previous month		
Attended Nutrition & Health Education Counselling		
Attended Education Counselling		
Mainstreamed to school/skill training		
Attended Life Skill Education Sessions		
Guidance about Public services/Exposure visit to at least 1 public service (attach details)		
Awareness/Assistance on Child protection issues(child marriage/child sexual abuse/etc.)		

5. New entrants into and Exit from the Scheme:

New Entrants		Exit	
Reason	No.	Reasons	No.
Dropped out of school		Entry / re-entry into school	

Awareness/home visit		Child/early marriage	
Turned 10 years		Completed 19 years	
Migration		Migration	
Any other		Any other	
Total new entrants :		Total exits:	

6. Adolescent Groups/Collectives:

Subject	Remarks
a. No. of adolescent groups formed	
b. No. of members in Advika scheme in the AWC	
c. Sakhi-Saheli peer leaders among girls selected (Yes/No)	
d. Sakha/Bandhu peer leaders among boys selected (Yes/No)	
e. No. of meetings/sessions held separately	
f. No. of joint Advika sessions conducted with boys and girls together	
g. Other activities conducted for adolescents/by adolescents, if any	

7. ADVIKA Diwas celebrated during the month Yes /No

8. Meeting of Village Monitoring and Supervision Committee(GPCPC) held during the month Yes /No

9. Were ADVIKA issues discussed at Village Health and Sanitation Committee meeting:

10. Three key problems you are facing with regard to ADVIKA Scheme

11. _____

12. _____

Name of AWW: _____ Signature of AWW: _____ Date: _____

Annexure V: Format for Monthly Progress Report of ADVIKA by District Nodal Officer (DSWO)

1. Reporting Month and Year: _____/_____/_____

2. Name of District: _____/_____

3. a. No. of Sectors/Projects in District: _____/_____

b. No. of AWCs in District: _____

c. No of AWCs for which the MPR is being submitted: _____

4. Beneficiary Coverage(Total): _____ Girls: _____ Boys: _____

4(A). General information

Category	No. of Beneficiaries	
	Girls	Boys
10– 19 years: Adolescents (Disaggregated)		
(a) SC		
(b) ST		
(c) OBC		
(d) Minority		
(e) others		
Total		

4(B) Nutrition & Health component :

Component	Girl	Boy
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No. of adolescents received Benefits under MSPY(SAHELIS ONLY 15-19 years):		
No. of adolescents Received IFA tablets (For Girls only)		
Health checkups under various schemes		
Total		

4(C). Component (Life Skill) Attendance:

Subject	No. of girls	No. of Boys
Total adolescents enrolled/registered in Advika		
No. of adolescents attended Advika Diwas in previous month		
Attended Nutrition & Health Education Counselling		
Attended Education Counselling		
Mainstreamed to school/skill training		
Attended Life Skill Education Sessions		
Guidance about Public services/Exposure visit to at least 1 public service (attach details)		
Awareness/Assistance on Child protection issues(child marriage/child sexual abuse/etc.)		

5.New entrants into and Exit from the Scheme:

New Entrants		Exit	
Reason	No.	Reasons	No.

Dropped out of school		Entry / re-entry into school	
Awareness/home visit		Child/early marriage	
Turned 10 years		Completed 19 years	
Migration		Migration	
Any other		Any other	
Total new entrants :		Total exits:	

6. Adolescent Groups/Collectives:

Subject	Remarks
h. No. of adolescent groups formed	
i. No. of members in Advika scheme in the AWC	
j. Sakhi-Saheli peer leaders among girls selected (Yes/No)	
k. Sakha/Bandhu peer leaders among boys selected (Yes/No)	
l. No. of meetings/sessions held separately	
m.No. of joint Advika sessions conducted with boys and girls together	
n. Other activities conducted for adolescents/by adolescents, if any	

7. a. Number of AWCs visited by ICDS Supervisors this month for Advika monitoring:
- b. Number of AWCs visited by ICDS CDPOs this month for Advika monitoring: _

8. Number of AWCs where ADVIKA Diwas was celebrated this month:_____
- 9 .Number of villages where meeting of Monitoring and Supervision Committee(GPCPC) held during the month _____
10. Number of AWCs where Advika issues were discussed at Village Health and Sanitation Committee meeting:_____
11. District-level Advika Monitoring and Supervision Committee meeting held this month?
Yes/No
12. Give three key problems with regard to Scheme and action taken by you
13. a. Problems:

14. b. Action Taken:

Name of DSWO (District Nodal Officer): _____Signature_____Date:_____

Annexure VI: Documentation of Best practice /case study

Sr.No.	COMPONENT	REMARKS
1.	Identify the main character i.e., 'sakhi/saheli'/'sakha/bandhu' who is the main character(s)	
2.	Details of past, present and future in terms of the adolescent's development/empowerment. Effort to be made to capture motivations, hopes and aspirations of the adolescent.	
3.	Identification of key factors that influenced the adolescent's behaviour. Effort to be made to capture the reasons behind the deviation of the adolescents to various vulnerabilities	
4.	Background of the adolescent. Some thematic areas are: 1. Economical 2. Social 3. Cultural 4. Educational 5. Health etc.	
5.	What were the enabling environment for the adolescent to deviate from the harmful norm/practice?—(Example: If the adolescent is a survivor of child marriage/ the adolescent has dropped out of school, what were the enabling factors that helped them regain their agency and enabled them to be in a better position?)	
6.	Completely analyse the situation without bias, draw a conclusion stating what methods/approaches were adapted and the impact it has had on the adolescent.	

