बाल विवाह मुक्त भारत
CHILD MARRIAGE FREE INDIA

JUST RIGHTS FOR CHILDREN

CHILD MARRIAGE FREE INDIA

CAMPAIGN DO IT YOURSELF KIT | 2026

Dear partners, this DIY kit will help you plan and take part in the campaign.
Let's get started!

THE BUILD-UP TO 27 NOVEMBER

1 LET'S COME TOGETHER!

STATE AND DISTRICT-LEVEL CONSULTATIONS | 1–26 NOVEMBER 2026



Activity: Join the State-Level Consultations organised by JRC on child marriage and CSEAM.

Things to do:

- Attend the consultation in your state.
- Post it on Media/Social Media

Activity: Organize District Level Consultation (10-26 November)

Things to do:

- Invite District Magistrate, District Judge, and other stakeholders
- Discuss key action points and steps to eradicate child marriage
- Post on Media/Social Media

2 LIGHT UP YOUR DISTRICT!

DIWALI SPECIAL ACTIVITY | 7 NOVEMBER 2026



Activity: Light up diyas to spell out **CHILD MARRIAGE FREE [YOUR DISTRICT NAME]**.

Things to do:

- Find a prominent, open space.
- Arrange diyas, oil, wicks and matchboxes.
- Bring volunteers to help create the message.

Take a clear photograph of the entire message and share it on social media.

3 LET'S MAKE 27 NOVEMBER HISTORICAL!

27 NOVEMBER 2026 | International Day for Elimination of Child, Early and Forced Marriage



Activity: Organise a mashal julus/candle march led by women leaders and survivors;

Things to do:

- Identify 1,500 women leaders specially who were married off as a child in your district and collect their details in the format shared.
- Identify 10 survivors of child marriage and invite them to participate.
- Select a march route and arrange necessary permissions.
- Invite local leaders, officials, young people and community members.
- Arrange mashaal, candles, banners and placards.
- Capture photographs and videos of the event.

100 DAYS OF ACTION

27 NOVEMBER 2026 – 8 MARCH 2027

Dear partners, the campaign does not end on 27 November! Let's keep the momentum going for 100 days.

SPECIAL ACTIVITIES

4 TAKE THE CAMPAIGN TO EVERY VILLAGE!

BAL VIVAH MUKTI RATH

Activity: Take the Bal Vivah Mukti Rath to intervention villages for at least 10 days. Use its microphone, posters and leaflets to spread awareness.

Things to do:

- Plan the route and village visits.
- Inform and mobilise communities.
- Bring local stakeholders together at each stop.

5 GET OUR LEADERS ON BOARD!

ENGAGE ELECTED REPRESENTATIVES

Activity: Meet MPs, MLAs and local elected representatives to seek their support in ending child marriage.

Things to do:

- Identify representatives and request meetings.
- Prepare key messages and requests for action.
- Discuss what they can do to support the campaign.

THREE PHASES

PHASES 1

27 NOVEMBER – 26 DECEMBER 2026

Strengthen Child Marriage Prohibition Officers and schools

Activity: Identify and support children at risk of child marriage.

Things to do:

- Map CMPOs and education officials.
- Hold coordination meetings with them.
- Orient teachers and CMPOs to identify and report cases.
- Identify children at risk of dropping out.



PHASES 2

27 DECEMBER 2026 – 26 JANUARY 2027

Activate panchayats and local governance

Activity: Make Panchayats active partners in preventing child marriage.

Things to do:

- Meet Panchayat representatives.
- Write messages against child marriage on village walls.
- Organise special Gram Sabhas on 26 January.
- Engage parents, youth and women's groups.
- Display legal age and reporting information at public places.



PHASES 3

27 JANUARY – 8 MARCH 2027

Engage faith leaders and religious institutions

Activity: Bring faith leaders on board to prevent child marriage.

Things to do:

- Identify and meet faith leaders and religious institutions.
- Put up anti-child marriage notice boards at religious places.
- Organise pledges by faith leaders.
- Hold community dialogues with faith leaders, women leaders and survivors.



8 MARCH 2027 | THE CAMPAIGN CULMINATION

Let's come together on International Women's Day to renew our commitment to building a Child Marriage Free India and a Child Marriage Free World!

MEDIA AND SOCIAL MEDIA

Let's keep the campaign visible throughout the 100 days!

- Share photographs, videos and updates of campaign activities.
- Highlight Mashaal Julus, Rath visits, Gram Sabhas, wall messages and faith leader pledges.
- Share stories of change and successful prevention.
- Engage local media and post regularly on social media.
- Tag JRC and use campaign hashtags.

REPORT BACK

We would love to hear how the campaign is going in your district. Share:

- Activities conducted and people reached.
- Stakeholders engaged and commitments made.
- Photographs, videos and media coverage.
- Stories of change and child marriages prevented.

Remember to document your activities throughout the campaign and share your updates with JRC!