

1. Our Mission

Bringing perceptible systemic changes in mind set of citizens, transforming traditionally old customs, inculcating new perceptions by creation of a sustainable community based human resource to advocate eradication of child marriage, strengthening Social Accountability / Acceptance of Law by Community

2. Objectives of Lado

Eradication of Child Marriages in Madhya Pradesh
Preventive / Proactive measures : Entire year on Mission Mode
Bring all Line Departments / community on a single platform
Strengthen Social Accountability / Acceptance of Law by Community
Making Children Crusaders / Brand Ambassadors
Effective use of Communication Tools

3. Background of Lado Abhiyan

Child marriage due to traditional, religious, social , customary practices. Prevalent across every caste, culture, religion.
Girls more severely affected : High MMR, IMR , Drop out
Child Marriage Restraint Act (2006) / Administrative/legal / Prohibitive measures alone not sufficient.
Lead to panic / trauma for families, involving money, credibility in society
Previous efforts only during Akshaya Tithiya and peak marriage seasons, identified Districts, focusing only on girl child marriage.
Need to build up environment to enable change in socio-customary-psychological behavior of community to eradicate child marriages.