Nurturing Creativity and Entrepreneurship Skills of Youth Using the Process of Developing a Life Skills based Game for Rural Teen Clubs in India

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Background

- Adolescents- a large section of India’s population.
- Adolescence- a period of transition from childhood to adulthood marked by perceptible physical, social, psychological and emotional changes.

Changes bring them a sense of curiosity, adventure and experimentation which make them susceptible to peer pressure and risk taking.

Lack of an appropriate space and opportunity makes the adolescents look for answers from sources which may either be incorrect or partly correct.

Provision of right information, an enabling environment and supportive services would empower adolescents to make informed decisions regarding their health and personal safety and overall well being.
Problem & Project

- NYKS, Ministry of Youth Affairs and Sports (GOI) initiated “Support the Adolescent Health and Development” Project with assistance from UNFPA.
- Teen Clubs setup for creating a space for adolescents to meet and share experiences.
- Observations:
  - activities need to be made more interactive and interesting.
  - activities in the Teen Clubs need to be revamped.
  - need to develop new material that is life skills based
  - facilitate experiential learning

- Department of Development Communication and Extension, Lady Irwin College (University of Delhi) India undertook the assignment of developing a prototype of a life skills based material to engage adolescents.
The Process

- Project introduction meeting with students
- Brainstorming Sessions and Workshops
- Reviewing content, identifying issues, exploring different designs and illustrations for game
- Selection of game design, characters and layout
- Development of a prototype Game
- Development of Fact Sheets
- Field testing of the draft Flip Book Game
- Feedback analysis
- Incorporation of final changes
- Review meetings
- Production of final Game:

*Title in Hindi:* Adal Badal Ka Mel- Ek Gazab Khel

*Title in English:* Flip and Turn- Have Fun and Learn

… Let us now go on a journey… share a few moments of the process with us…
The Game

Title in Hindi:
Adal Badal Ka Mel- Ek Gazab Khel

Title in English:
Flip and Turn- Have Fun and Learn
Concept of the Game

- **Format:** Flip book, cut and pull out panels, brightly coloured illustrations, innovative comic book layout representing a board game, prompts for playing - arrows, punctuation marks (!, ?, …), minimal words, gender sensitive perspective.

- **Coloured Panels:** 8, representing characters, locales, issues and activities to be done.

- **Fact Sheets:** selected issues, brief points, easy to read and understand. **7 Key issues:** Life skills, Physical changes in adolescent boys and girls, Behavioral and emotional changes in adolescents, HIV and AIDS, Substance Abuse and Nutrition for adolescents.

- **Instructions for playing:** written in the form of a Poem, graphically depicted.
Proposed method of playing:

1. Teen Club members had to form a group and identify a Leader for the game session.

2. Leader facilitates the selection of characters, locale, theme and an issue by flipping the coloured panels.

3. Group shares experiences and initiates a discussion on the issue. Followed by activities like writing stories, script for street theatre, puppet show, poems, songs, comics, posters, ….

4. Leader reads aloud the Fact Sheet on the selected issue to ensure delivery of correct information and removing myths and misconceptions.

5. Leader records the attendance and outcomes of the game session on a Record Sheet.

… Written in the form of a Poem… fun to read, easy to understand and remember…
Field testing of the Game

- Field testing was done in 2 states of India:
  - Sirsa district in Haryana
    - Government School at Bapp Village,
    - a private school at Bapp Village and
    - a NYKS Teen Club at Khera Kalan
  - Udaipur district in Rajasthan
    - 3 Teen clubs in Rundera Village
Observations and Experiences from field testing

- Game concept - novel, visually appealing and engaging
- Played the game very enthusiastically
- Pull out panels appreciated
- **Visuals** - realistic and attractive, more to be added!
- Poem - very useful in explaining the purpose and method of playing
- Fact Sheets - language to be further simplified !!!!
- **Definite need for a training program for Peer Educators and Youth Leaders** to facilitate achievement of desired objectives
Reflections on the model of “Engaging Youth to Prepare communication material for Youth”…

- Concept- very successful, beneficial to all stakeholders

- Model can be replicated in future projects

- Leading a team of students and ensuring their experiential learning was a challenge— an achievable challenge

- Field experiences gave students understanding of concepts beyond theory books and lecture rooms

- Field testing helped students to assess their game in a practical and unbiased manner
… Reflections on the model of “Engaging Youth to Prepare communication material for Youth”

- gain experience of **negotiating** with project sponsors, commercial illustrators, book designers and printers

- plan **travel** and visit rural areas to gain insights into grassroots realities

- enhanced **creativity** and **innovation**

- enhanced **entrepreneurship skills**- thinking, listening, leadership, team work, risk taking, negotiation, conflict resolution, project planning and implementation, product designing, oral and visual communication with gender sensitivity, demonstration, documentation, time management......

… thus nurturing Creativity, Life Skills and Entrepreneurship skills of the youth...
Our Learning...

- **Format of a flip book game** with eight cut-panels and pull-out panels is novel and innovative.

- **Existing visuals can be used to prepare other BCC material for adolescents:**
  Playing Cards, Board Games, Flip Books (in other formats), Flash Cards, Information Cube/Dice, Floor Games (on flex material), Book Marks, Calendars (different formats) and Stickers, Comics (Wall Poster and Booklet formats), Interactive Computer and Mobile Phone Games, and Digital Stories.

- Activities at the end of the game develop **life skills** and improve the **confidence** and **creative skills** of the adolescents.

- **Stories and scripts** prepared by adolescents during game sessions can be converted into short length plays and films… developed as media to be **shared** with other groups to promote collective learning.
Our Learning

- Similar flip book games can be made on issues like communicable diseases, health and sanitation, social evils, gender sensitivity, domestic violence, environment, etc.

- The concept of engaging youth to prepare a flip book game for youth (adolescents of NYKS Teen Clubs) was very successful and can be replicated in future projects.
Critical learning in visual communication:
... Critical learning in visual communication...
... Critical learning in visual communication...
… Critical learning in visual communication…
… Critical learning in visual communication…
Time Line and the Project Team

- **Time Line- 4 months:**
  - Preparation of draft Flip Book Game: October 2009
  - Field Testing of the draft Flip Book Game: December 2009
  - Preparation of the final prototype of Flip Book and Project Report for submission to UNFPA: December 2009

- **Project Team:**
  - 12 M Sc (Final) students, 2 Faculty and 1 Research Associate from the Dept. of Development Communication and Extension (Lady Irwin College, Delhi)

- **Our sincere thanks to:**
  - Team of experts from Nehru Yuva KendraSangathan (Min. of Youth Affairs and Sports, GOI) and UNFPA (New Delhi)
  - The illustrator and the printer of the Game
Thank you

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