



When girls grow, so do we all.

In 2018, PMC finished broadcast of *Mai Sari Sunakhari* (“Orchid, Like Me”) in Nepal. The two-year, 208-episode radio show had a particular focus on child marriage because Nepal has one of the highest rates of child marriage in the world. For poor families in Nepal, the marriage dowry they receive for a daughter is a financial necessity, and many families suffer from the perception that women not married early will be considered “impure.” The NGO Girls Not Brides reports that 41 percent of Nepali girls are married before they are 18 years old.

PMC benefited from the support of well-known Nepali figures. Ram Baran Yadav, former president from 2008-2015, spoke at the show’s launch celebration, and Rajesh Hamal, a beloved Nepali actor often called “Maha-Nayak” (“Great Actor”), appeared in TV and radio spots advertising the show.

Evaluation results for *Mai Sari Sunakhari* showed that listeners in Nepal were three times more likely than non-listeners to believe people in the community are working to end child marriage, three times more likely to believe girls should be encouraged to continue their education to higher levels, and more than twice as likely to have taken action themselves to discourage child marriage.

“I have learned to say no and take a stand against child marriage in any situation,” said one young female listener. “Sometimes parents can force you, but you should never get married that young. We need to be confident about our life and future. We should complete our education and be self-dependent before making the decision to get married.”

Mai Sari Sunakhari and another PMC radio show broadcast in Nepal, *Hilkor* (“Ripples in the Water”) were funded by the Kendeda Fund, which focuses on girls’ rights as one of its five programmatic areas of funding.



*The right to play, learn,
and be valued.*

“Things need to change. I got the opportunity to study and became a medical doctor. My sisters did not get to go to school, only because they are girls...We have made great political changes in Nepal, [but] there is much more to achieve. I thank the *Mai Sari Sunakhari* team. This cannot be achieved overnight. It requires weeks, months, and even years.”

– Ram Baran Yadav, Former Nepal President