



# Enrollment through engagement

To shift mindset of the parents towards  
Anganwadi centres

**Leader Name** : Anita Mishra

**Leader Designation:** Anganwadi  
Worker

**School Name:** Ward 20-1st, Awas Vikas  
Rudrapur

**Location** : District Udham Singh  
Nagar, Block Rudrapur City  
Uttarakhand, India

# Testimonial

*“I research different activities daily to engage children for their holistic development. For example, I ask students to separate the rice and dal (pulses) with their fingers, which will help them strengthen their fingers’ grip and allow them to hold the pencils later. They will also understand the difference between rice and pulse and the concept of colours. I try to create a safe space for the children where they are free to explore and experience without any restrictions. I believe no boundaries should stop them from chasing their dream in future. As this is the time when they try to learn new things.”*

**- Anita Mishra**  
**Anganwadi**  
**Worker**



# The Challenge

Parents in some towns still hesitate to enroll their children in Anganwadi centres as they don't understand the importance of early childhood education. They feel their children are still small and won't learn anything in Anganwadi centres apart from the alphabet and numbers that they can teach themselves.



# The Change

There has been an approximate five percent increase in the enrollment of children in the Anganwadi centres. Parents have slowly started to understand the essence of early childhood education. Parents have developed strong trust in their Anganwadi workers. Parents are now more open about sharing their challenges with the Anganwadi worker and seek advice on their child's development.



# Project Steps

1. The Anganwadi worker initially visited caregivers' houses without any agenda, purely to understand and listen to their challenges.
2. She created a formal list, tried visiting all the houses, and started conversations on different government schemes & rations kits that would help them solve some of their challenges.
3. The worker then built to the conversation on benefits of sending a child to the Anganwadi centre for the child's growth and education.
4. She researches simple activities that help children's development and make the classroom more fun and engaging.
5. The worker builds children's daily routine with a list of engaging activities.



## Project Steps (Contd.)

6. The worker asks the parents to send their children with the materials required for the next class so that parents know the kind of activities their children are engaging in, or sometimes she prepares the items herself in case the parents can't send them.

7. She sits with the children to do the activities with them so that they feel more connected to her.

8. The Anganwadi worker regularly makes house visits to follow up on the children's growth, listen to parents' challenges, and lend them help if they require support.



# Dost Education

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school ready