

PRINT MEDIA & CHILDREN

“ give us
more
space ”



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A STUDY BY

HOLISTIC CHILD DEVELOPMENT INDIA, PUNE



PRINT MEDIA & CHILDREN

“give us more space”

Holistic Child Development India, Pune

2007

Revised: 2010

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Dedication

*HCDI dedicates the study to
the many children who lose
their childhood to adult
negligence, injustice and
global avarice.*

Give us more space- Three years hence.....

The child rights movement needs the support of the media and the study in 2007 Give Us More Space highlighted the need for very intensive and concerted efforts on the part of NGOs, social action groups and media to promote and protect child rights.

After the release of the study my colleague Mr Joe George and I met with the editors of various Newspapers to discuss the findings. We were received very warmly and we felt a genuine reciprocity to our work.

The recent atrocities on children whether in Khairanjali, rapes of young girls in Mumbai, Pune and other cities, the undeterred exploitation of children in the manufacturing industries and in other areas of the world of work need intensive reporting so that civil society becomes alert and committed to the cause of promoting child rights, women's rights and human rights.

We continue to watch the print media and have observed more stories reported about children and there is an enthusiasm among the journalists to cover more issues related to child rights and other child centered events

We hope and pray that the trend will continue and the media vigil will safeguard the mental and physical health of children in India and the world over.

In a recently concluded seminar on disadvantaged children and their dreams and aspirations, the children in our Mumbai project, Rihae have decided to initiate their own children's newspaper.

This for us is welcome news and we hope that these street and disadvantaged children as little journalists will participate in protecting and promoting their interests and rights. For us this is a great step toward creative advocacy.

We look up to the media and print media in particular to support us in our efforts.

Dr Naina Athalye
Program Coordinator - Children at High Risk
Holistic Child Development India,
Pune, India - (2010)

Acknowledgement

We express our gratitude to all the children and staff of the Children at High Risk Projects around India who continually inspire us.

We express our heartfelt thanks to the many journalists who are courageous to take a stand on various issues that are not newsy but relevant to protecting and promoting peace and justice.

- Holistic Child Development India, Pune.

Foreword

Kofi Anan, former Secretary General of the United Nations in his address during the Special session on Children (08-10 May 2002) said, "This is not just a special session on children. It is a gathering about the future of humanity".

As adults, it is critical to our existence that we do justice to children and their rights through sustained, well thought out and committed efforts.

We hope this small study will help us build bridges between the marginalized and the powerful. The print media has for generations symbolized the voice of the people and has transformed and reformed civil society.

Article 12 and 13 of the UNCRC was formulated to protect/promote the right of child to expression. However, the area of child rights and children's presence and participation remains under represented in many areas of life. It is our endeavor through this study to acquire allies by sharing our observations and dialogue, with those who wield the pen.

We want more children to become part of our decisions and totally empowered to enjoy this world and be happy.

N. Thomas Rajkumar
Director
Holistic Child Development India, Pune.

The present study is an action research planned as part of Holistic Child Development India's Children At High Risk project for advocacy for child rights. The material presented here is original and due acknowledgement has been given to sources quoted.

Dr Naina Athalye

Joe John George

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Abbreviations

HCDI	Holistic Child Development India
CAHR	Children at High Risk
UNCRC	United Nations Convention on Rights of the Child
JJ Act	Juvenile Justice (care and protection) Act 2000
NCPR	National Convention for the protection of Child Rights
NCAS	National Centre for Advocacy Studies
NGO	Non Governmental Organization
WTO	World Trade Organization
CFCDP	Child Focused Community Development Project
ILO	International Labour Organisation

World News on my bicycle

*Paperboys work in the mornings
They throw the papers to make their earnings and run to
school.*

*When we ask them, tell us today's news, they look
confused.*

*What are you talking about? Where is the time?
There are chores to finish.*

*A sister to be married off, (she turns 16 this year)
A brother to send to school, (he wants to be a doctor)
And medicines for daddy who will otherwise turn cold
The newspapers may be interesting but not for me.*

*I am running to finish my responsibilities
Lest my mother start to grieve.
Newspapers may be interesting but not for me
I have responsibilities and chores,
From which I cannot flee.*

This is probably the story of a number of working children in India. Sachin Bhosale (Std X student of St John's Marathi medium school) was interviewed for the study. He is a newspaper delivery boy earning approximately a thousand rupees per month.

Sachin supports his family's income by delivering newspapers in the morning and later going to school leaving him with neither the energy nor the inclination to pick up the newspaper.

1.01 Introduction and rationale

The study presented here is not a critique but a gesture of fellowship made to the press to dialogue with social action groups/NGOs, government agencies, individual activists and civil society to promote and protect the rights of children and also to protest when their rights are violated.

We commemorate 13th November as the day of the deprived child. While children have rights it is the duty of elders to ensure that these rights are protected.

India acceded to the UN convention on the rights of the child on 11th December 1992, which is a landmark achievement for the children of this country. The UN CRC is a very important tool with which we can protect and promote rights and protest when there are violations. One of the objectives of the study was to see if the print media was using the UNCRC as a referral point.

We, in the child rights movement commemorate 13 November 2007 as the day of the deprived child and presented is a study that explores into the type of daily reports we read in the newspapers about children.

We could have collected more data from newspapers over a longer duration but we realized how fast children grow and how they experience poverty, abuse and hunger in the present. We think the time to act is now. We hope the study will motivate the vigilante of print media to closely

examine their reports on children and to ask questions. Are we writing for children? Are we writing about children? Are we truly investigating in depth stories that violate the rights of the children?

2001-2010 is declared by the United Nations as the decade for promoting a culture of peace and non-violence for the children of the world and the study presented here is one step toward child rights advocacy

What is child rights advocacy?

Child rights advocacy is action strategized to change attitudes and policies of the people and the government agencies. It is a process of continued sensitization of the minds of all stakeholders to issues that concern the lives of children.

Experts in the area of child rights advocacy (e.g. Kumari R and Brooks S 2006) from their experiences share that the best advocacy efforts come from people centered movements. These movements which are rooted in the ideology of inclusion encourage the participation of the marginalized, which in turn ensures their rights.

Why Print media for child rights advocacy?

The electronic media is staring in our face almost 24 hours but it is the newsprint that reaches the remotest corners of India.

On a day when electricity has failed people will pick up the newspaper when they cannot switch on the television.

Readership for the English newsprint in Pune:

Times of India	2.2 lakhs
The Indian Express	1.9 lakhs
The Maharashtra Herald	45 thousand

Readership for the Marathi newsprint in Pune:

Sakaal	4 lakhs
Kesari	Approx. 50 thousand
Lokmat	1.5 lakhs

The above figures are encouraging and children feel it is a matter of great pride to read the newspaper everyday. According to the present study 99% children love their newspaper and read them to acquire knowledge and information. If such a large percentage of children invest their time, energy and love in the print media, it is only natural that print media show more involvement in protecting their rights.

Print media and children: A proactive approach

Our journalism is mostly reactive when in fact after more than half a century after independence and with communication becoming global the need is to be proactive- Rajan Balan (2002, NCAS, Pune).

Print media with all its trappings of colour and design keeps the attention of the readers for a long time. Much of what social psychology educates us about

effective communication strategies is utilized by the print media today. Researches have repeatedly shown that media helps mould public opinion on many important issues. For many lonely people, young and old the print media symbolizes a companionship and a peek into the world around us.

Print media can sensitize masses to many issues. The best example that comes to mind is the call for contributions during disaster situations. Newspapers are able to mobilize resources in a matter of a few hours.

In India, print media has earned credibility and the respect of readers because of the important role they played in the pre independence era. Newspapers became the mouthpiece for the struggle for independence and many even today still look for the same commitment to social causes.

How can Media help?

"All this celebrity journalism of today is only popcorn entertainment which does not provide a wholesome meal. It is as bad as junk food, for the brain as well as for society."

"After all, there is a new generation working in these establishments, I am sure that the newspaper managements and even their owners will finally realize that it is the real people who buy their newspapers in large numbers."

(Kumar Ketkar, 2002, NCAS, Pune)

Social Marketing V/s Celebrity Marketing

Social Marketing is systematically communicating ideas, information about findings and government policies in order to sensitize and change human behavior for a social good.

We, as readers today find ourselves sharing in the media's obsession for "News" which is celebrity based and results in celebrity marketing.

Social psychology gives many instances of research where print media plays a persuasive role.

The role of print media can be one of informing, persuading and motivating readers toward protection and promotion of child rights.

- Making child rights advocacy part of mainstream news reporting. Needless to say, having a definite editorial policy, which will make issues pertaining to children, women and other marginalized groups part of the main newspaper.
- Giving more space to communication of policy actions.
- Inviting experts for a multi pronged and multi disciplinary approach to addressing issues facing children.
- Writing for children.
- Writing more persuasive articles about children.

- Addressing problems of children and encouraging reader's responses to policy actions, which will help social action groups and NGOs in policy mapping.
- Carrying out surveys about the reporting and the responses they receive which will help social action groups in policy mapping.
- A shift in reporting from page 3 culture to real issues.
- Having children participate in opinion polls or surveys newspapers conduct
- Using the UNCRC as a guideline for investigating stories.
- Helping social action groups in highlighting their shadow reports on child rights violations so that the reports reach their national or international destinations where they can seek justice.

Background

The fact that one in four people will succumb to AIDS, tuberculosis, malaria, or infections related to dirty water casts a pall over all our children's future. As long as more than 100 million children in poor countries are not enrolled in school, there will be political and social instability, with global implications (Bill Clinton, 2007)

As we work toward achieving the millennium development goals we are confronted by some grave figures-

SPEAKING NUMBERS

Children in India:

Number of children (0-14 years)	: 347.4 mn
Number of female children (0-14 years)	: 169.03 mn
Number of street children	: 18 mn
Number of child Labourers	: 22 to 30 mn
Number of children in prostitution in India	: 5,00,000
Number of children born in India every year	: 27 mn
Number of infants who will survive to see their second birthday	: 2 mn

- India has 30 % of the world's birth and 25% of the world's deaths.
- Every third girl born in India will not survive to see her teenage.
- Every sixth girl in India dies due to gender discrimination

The Missing girl child:

The 2001 census showed 927 girls to 1000 boys. There are 32 million missing women in India because of female foeticide or other forms of gender discrimination. The forerunners in doing away with their girl children are so called progressive states such as Punjab, Haryana, Maharashtra and Gujarat.

Child rights violations across the world (according to Child Rights International Network):

Child Soldiers:

Myanmar (Burma) is in news for recruiting child soldiers. Two million children have been killed in armed conflict in the last decade. Three times as many have been seriously injured or permanently disabled. Millions of others have been forced to take part in or witness horrifying acts of violence. Increasingly, children are targets, not incidental casualties, a devastating carnage that reflects a wider trend in recent decades – a rise in the proportion of war victims who are civilians from 5 per cent to over 90 per cent.

Recent figures from the International Labour Organization (ILO) show that:

- Globally, 1 in 6 children work.
- 218 million children aged 5 - 17 are involved in child labour worldwide.
- 126 million children work in hazardous conditions.
- The highest numbers of child labourers are in the Asia/Pacific region, where there are 122 million working children.
- The highest proportion of child labourers is in Sub Saharan Africa, where **26% of children** (49 million) are involved in work.

There has often been a tendency to focus on the visible forms of work, such as children who work in hazardous conditions, but this can obscure the many other ways in which children work.

Rural working children, for example, are mainly engaged in agricultural activities, fetching water, fuel and fodder. In many countries, poor girls work as domestic servants for richer families. Almost everywhere, children, especially girls, perform unpaid work for their families. That work is done in the home or in family enterprises does not necessarily make it easier on the child.

Children who are trafficked: 1.2 million children are trafficked each year for labour or sex.'

What are child rights?

Children are defined as people below 18 years of age, according to UNCRC & JJ Act.

The UNCRC (United Nations Convention on rights of the child) carefully and categorically embodies the rights of the child and the standards that governments must strive to protect and promote the rights of the children.

The ratification of the CRC by nations of the world (except USA and Somali) signifies a commitment to a rights approach.

The CRC spells out the four guiding principles of:

- Non discrimination (Article 2)
- Best interests of the child (Article 3)
- Survival and development (Article 6) and
- Child participation (article 12)

The United Nations convened a special session on children from 8-10 May 2002 in which nearly 600 children participated and gave their views on issues that concern their lives.

The United Nations convention on the rights of the child lists the following four as the basic rights of the child.

The right to survival:

This right ensures that children get safe drinking water, adequate food, shelter and access to health facilities.

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The right to protection:

This right ensures the child's right for protection from all forms of exploitation, abuse and inhuman conditions and special protection in times of emergencies such as disasters.

The right to development:

This right includes the right to education; to get support for early childhood care, participate in their own religion, play, study and recreation.

The right to participation:

This right includes the child access to appropriate information, freedom of thought and expression.

Legal measures to protect child rights in India:

- Juvenile Justice Act (2000) gives clear guidelines for the care and protection of children in conflict with the law and children who need protection and care.
- Article 23 of the Indian constitution guarantees right against exploitation, prohibits traffic in human beings and forced labor and makes their practice punishable under law.
- Article 24 of the constitution prohibits employment of children below 14 years in factories and hazardous areas.
- The Indian Penal Code has 25 provisions relevant to trafficking, of which section 366A punishes anybody procuring a minor girl from one part of the country to another.
- Section 366 B punishes persons importing girls below 21 years from one place to the other.
- Section 374 punishes compelling of any person to labour against his/ her will.
- Prevention of Immoral trafficking Act
- The Act covers a wide range of offences that make punishable any act to inducing persons for prostitution, seducing or soliciting, keeping a brothel or living on the earning of prostitution.
- The Child Labour Prohibition Act prohibits employment of children below 14 years of age and lays down conditions of work of children.
- The legal age for marriage is 18 yrs for girls and 21 years for boys.
- Information Technology Act punishes publication through electronic media material that is indecent and propagates vulgarity and appeals to prurient interests

2.01 OBJECTIVES of the STUDY:

The two main objectives were:

- o To record the number of editorials and articles that were printed on page 1 of the newspaper during the duration of the study (1/10/07-31/10/07)
- o To record the mention of the UN CRC in the articles Published during the duration chosen for the study.

The other objectives outlined were:

- To quantify media reports about children at high risk. (The five categories that the CAHR department of HCDI is working for. (Please see page – CAHR Department).
- To report all other relevant findings that would help better reporting of articles on children
- To mention articles we found very relevant, well researched and informative.

2.02 METHOD of the STUDY:

Data was collected from two sources viz; reports from newspapers about children and interviews of children from various schools.

The English dailies selected for the study were:

- **The Times of India**
- **The Indian Express**
- **Maharashtra Herald**

The Marathi dailies selected for the study were:

- **Lokmat**
- **Kesari**
- **Sakaal**

Articles, news items and editorials on children and child rights appearing between 1/10/2007 and 31/10/2007 were selected and documented.

Children from various schools were given a short questionnaire, which had the following questions:

- Do you read the newspaper?
- Which newspaper do you read?
- I enjoy reading the newspaper...
- I enjoy reading the newspaper because...
- I don't enjoy reading the newspaper...
- I read the newspaper to...
- Gain knowledge and information...
- For entertainment...
- Other...
- There should be more articles about girls...

The sample size was 70 school going children with a mean age of 13.5yrs.

2.03 FINDINGS of the STUDY:

Objective 1:

To record the number of editorials and articles on children and their rights that was printed on page 1 of the newspaper during the duration of the study (1/10/07-31/10/07)

There was only one editorial in the Maharashtra Herald on 29/10/07 titled Empty stomachs.

The other article in the Times of India titled Educate the Masses appeared as Editorial opinion on 9/10/07. Of the articles used for our study we found only 3 stories had appeared on page one of the three English dailies.

The stories were:

- Students turned away for mehendi on hands 17/10/07 page1.
- GAP pulls back items made in India-29/10/07-page1
- Plucky girls fight in the US-31/10/07-Times Of India and Maharashtra Herald.

Objective2:

To record the mention of the UN CRC in the articles Published during the duration chosen for the study.

There was no mention of the UN CRC in any of the articles

Other findings:

1. Placing of stories/articles/reports: (one sample):
We had the largest number of articles on the girl child and we found the story "Exchange program turns sour for student" appearing on page 1 on 31/10/07 of the

Times of India and the Maharashtra Herald whereas "Patil worried about sex ratio" appeared on page 7 of the Times of India.

Was sex ratio relegated to page 7 or ministerial worry?

Suggestion:

What we would have liked to see on page 1 of the main newspaper:

Child line receives 11mn distress calls-19/10/07 appeared on page 3 of Times of India.

Of Grit and Determination-appeared on 23/10/07 on page 4 of Eastside plus of Times of India Most of the stories were placed in obscure spaces of the newspaper. Very few stories were placed in the centre of the paper. Theories of perception point out that the brain will pay attention to items that appear in the middle of the paper.

2. Total Number of articles that appeared in the newspapers selected for the study:

Articles/News on	English Dailies	Marathi Dailies
Child Labour	7	11
Poverty	4	2
Girl Child	24	18

Trafficking	11	6
HIV/AIDS	5	7
Child Education	16	10
Special Children	11	7
Total	78	61

The above table shows the number of articles that appeared under the Children at High Risk categories.

Of the above, articles with information, analysis and a human perspective were:

- NGO kick-starts programme to check child labour appearing in the Maharashtra Herald. The article carried relevant phone numbers where concerned citizens can contact if they identify children involved in rag picking.
- A decade of dedication appearing in the Pune News line of the Indian Express focussed on poverty and hunger and highlighted the entire movement against hunger.
- 'D word makes its round', on page 5 of Pune News line of The Indian Express was a report which made a mention of NCPR (National Convention for the protection of child rights) and was a comprehensive article mentioning stakeholders and what the concept of corporeal punishment is.

- Red Journalism in the Maharashtra Herald was about a newsmagazine brought out by women in prostitution. The article highlighted the contents of the magazine, which in turn very creatively advocated for the issues facing the women in prostitution.
- Home away from Home in Camp News line of The Indian Express was inspiring as a lone family's commitment to orphaned children.

Photographs and stories:

Three very good photographs of children went without stories:

- Maharashtra Herald on 18/10/07 carried a photo of a child in Manila (Philippines) against a poster saying "poverty". The photo could have carried a write up on the Poverty eradication rallies around the world or related it to India's efforts to support the Millennium development goal no. 13 which is poverty eradication.
- The second photo appeared in the Indian Express on 19/10/07 showing street children in Jamshedpur at play. The picture could have carried a narrative on the problem of street children in Jamshedpur.
- No Extra Holiday: The photograph appeared in Maharashtra Herald on 9/10/07 about a student

protest in Imphal. Considering how under-represented the North East is, this very good photograph could have carried more information about the life of students in these trouble torn areas.

Placing of articles and font size:

Most of the stories were placed on the left side of the page and the font size varying and sometimes really small font size for an article such as:

'New policy on child labour soon', was appearing in the Maharashtra Herald on page 8 on 20/10/07.

The Indian Express on page 1 carried news titled Alleged Ragging: Student ends life on 17/10/07.

Minor Rescued from Budhwar Peth in Times of India on 4/10/07 appearing on page 3 had a word count of 44 words and small font size. The researchers compared it with about 256 words devoted for Dutts Diwali: 2.5 days off, prison sweets on 10/11/07 appearing on page 1 of the same newspaper.

Very few stories were placed in the centre of the paper. Theories of perception point out that the brain will pay attention to items that appear in the middle of the paper.

There were four newspapers that had special supplements for children:

- The Maharashtra Herald has Young Buzz.
- The Times of India has a student edition distributed in the schools.
- The Bal Mitra by Sakaal
- Urja by Lokmat.

The Children's survey:

Questions and responses in the interview schedule

SL	Questions	Response	Percentage
1	Do you read the newspapers every day?	YES	99 %
2	Do you read the newspaper to -		
a	Acquire knowledge & information?	YES	85 %
b	Understand, what's happening around?	YES	85%
c	Its of no use reading it?	YES	15%
3	Do you enjoy reading newspapers?	YES	99 %
4	Do you feel there should be more articles for girls in the newspaper?	YES	99 %

The above table shows the responses of children to the interview questions.

The responses indicate that children depend on the newspapers to give them information and knowledge.

2.04 Limitations:

The study could have been of a longer duration.

A review by a media person of the data collected could have given us more insights into the print media intricacies.

Juggling multiple responsibilities in an NGO makes working on a serious study such as this is very difficult due to paucity of time

More children could have been part of the study. For e.g. we could have asked children to design a child friendly paper to include as a sample for media people.

More interviews with media persons would have given us their side of the story.

2.05 Recommendations:

- Perhaps a job rotation with media working some days in an NGO/social action groups and NGO persons working in print would help us understand each other better.

- Newspapers may want to evolve a policy of including special features about children on a regular basis.
- More editorials about children's rights and issues that can influence policy makers and public opinion highlighting success stories about children, activists, politicians, government officials or lay people working for child rights and child welfare.
- Investigating in-depth stories about atrocities against children by using the right to information act and through an interface with NGOs/social action groups.
- Attending workshops and seminars on child rights.
- Attending workshops and seminars (in spite of the years spent in journalism training) on creative writing for children, so that there is a paradigm shift.
- Meeting more children of different age groups.
- If 99% children are reading the newsprint and are bombarded with page 3 popcorn entertainment where is the intellectual stimulation. The print media may want to reexamine some of their decisions.

- Print media may want to develop weekly child friendly columns/supplements and invite children to edit them.
- One journalist friend exclaimed: "Child rights? How Boring!!"

Print media experts may want to share with us how we NGOs/social action groups can help change the boring to newsy.

3.01 Conclusion:

The study had a very simple design and the analysis was not entirely complex or detailed and yet it gave us a lot of insights into the under representation of children in the print media.

Perhaps the print media may want to deliberate on their reporting strategies to further the cause of child rights.

Human Rights is not a novel idea for India. For generations within the Indian tradition there have been strong advocates of human rights and many of the saints from different religious background have championed the cause of human dignity and individual rights. Kabir, Tukaram and Mirabai promoted human rights through their devotional songs

The Christian missionaries who came to India participated strongly in the human rights movement first through spreading education especially among women and later took up issues of health, family planning etc. Many Indian Christians such as Pandita Ramabai have championed the cause of women's rights and the right to education for the girl child. Today the Sarva Shiksha Abhiyan by the Indian government is an offshoot of the movements started in the pre independence era.

Within India however there is a dichotomy in worldview and attitudes about children that makes advocacy and lobbying a complex, ambiguous, frustrating and long drawn process. This is especially so because we have very good laws and

constitutional rights within the country that make everything look good on paper but when it comes to actual justice there are delays, lacunae and a general apathy toward issues related to children.

An article in the Times of India (6/04/06) by the writer Pinky Virani highlighted the need for Child protection Units and Child protection courts to dispense justice at the earliest. Many children whose rights are violated grow up and do not want to re-live the trauma.

The recent case In Pune of Sachin Shinde (ten year old) whose hand was operated upon seven times by negligent doctors when he was only seven with the result that he is now unable to use his left hand. The doctors are moving about freely while the child and his mother are repeatedly going to court for justice.

Some of the current discourses in the child rights area have largely focused on the reduction and abolition of child labor, the prenatal diagnostic testing to save the girl child and juvenile justice and trafficking of children for camel races in the Arab countries and trafficking of the girl child for prostitution. Developmental economists are also looking into the budget and doing a social and gender audit of the budget, which will go a long way in lobbying for more voice of the marginalized. For example the annual budgetary allocation of the Indian government on Youth is 400 crores and Women and Child welfare is 2400 crores which is way below the required amount as suggested by sociologists and economists over and only recently have several states included women and child as their budgetary heads.

In India print media has a rich history from the pre independence era for responding to social issues, being independent and bold.

Today we see it crumbling under the pressure of various shifts in attitudes and circumstances. Can you stop, become aware and bring in the transformation? 2001-2010 is declared by the United Nations as the decade for creating a culture for peace and nonviolence for the children of the world and yet children continue to suffer because we elders have failed in our duty to protect their rights.

Against the backdrop of lopsided realities we round off with a reminder from the eminent journalist Kumar Ketkar (2002, NCAS).

"On the immediate agenda before us there are innumerable issues that need attention. To draw the attention of the policy makers people need the media. Therefore representatives of the people must go to the media to create a place for the people."

"It is now time for us to recognize that the challenge is greater and graver than in the 1990's. We used to believe that the clock never turns back. Frankly it has. Things are much worse today. Now our fight is on a different platform"

To those brave hearts in the print media who dare to truly investigate and write real issues about children in spite of being in a not so politically correct newspaper, the noted journalist Kalpana Sharma (2002 NCAS) says.

"Regardless of what it is, it gives you access to the public and if you know how to strategize this, you could actually open up spaces."

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About us:

Our Vision:

HCDI has a vision of children, youth and communities growing up in a holistic and friendly environment, to fulfill the God-given human potential within them, and thereby become creatively productive, responsible and caring citizens to promote equality and justice, peace and harmony in the society and to create a harmonious, equitable and sustainable global community

HCDI a partner of Kindernothilfe e.V. Germany has devoted thirty years toward the support and rehabilitation of disadvantaged children. Much of our work in various parts of India have highlighted the need for awareness and campaigning of child rights. We have over the years tried to address through our Child Focused Community Development Programmes, Residential Child Care Programs, relief provided during Tsunami and the Children at High Risk Projects issues such as HIV/ AIDS, child marriage, child labour etc. We continue to sensitize our field staff and also become sensitized ourselves to the various aspects of lobbying and campaigning for child rights.

HCDI acknowledges that the Indian child population is close to 42% and Indian children constitute a large part of the South Asia's 25% world child population. While we have been addressing micro issues it is our endeavor to also address macro issues arising out of the WTO onslaught, increased militarization, human trafficking and environmental degradation.

HCDI and child rights advocacy:

We at HCDI would like to be part of the larger movement to promote the UN's Child rights Charter and keep the millennium development goals as our guide.

HCDI would like to respond to these challenges both at a macro and micro level.

Our macro level planning would include strategies that will impact media, government, private sector, politics and civil society and at the micro level we hope to sensitize our own staff members, hostels, CFCDs and churches to child rights issues.

Our strategies will span over the next five years and we hope to commemorate all child related international and national days with specific advocacy strategies.

Against the above backdrop HCDI between 2007 - 2011 as a five years plan would like to plan its advocacy activities for child rights under the themes of Protect promote and protest.

The CAHR department:

The Children at High Risk department looks at the rehabilitation, empowerment and advocating for the rights of children who come under five broad categories:

- Children below poverty line.

- The Girl Child.
- Children infected and affected by HIV/AIDS.
- Children who are trafficked or whose mothers are trafficked and are into sex work.
- Street and working children.
- Differently abled children.

The department monitors and supports various projects around India that specifically cater to the needs of the children in the above categories.

Over the years however there has been a growing awareness to look at a shift from just rehabilitation to issues of child rights advocacy.

More essentially in India our concern is with **GLOBALIZATION** and its impact on our children. Whether it is privatization of education or the excessive usage of our waters by multinationals and of course man made disasters such as riots, terror attacks and environmental degradation, it is the powerless children and women who suffer. Our mission is to reach out to the children and protect their rights in the face of WTO's triumphs and the ever engulfing global phenomenon of the hegemony of the rich and the powerful over the weaker sections.

India, we feel can be an Asian leader in this area of strengthening of the child rights movement.

The Team:

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Holistic Child Development India is a humanitarian
Child Focused Development Organisation
helping disadvantaged children, their families and
communities irrespective of caste,
creed, colour and religion.



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