



Initiated by *arpan* Towards Freedom from  
Child Sexual Abuse

# CHILD SAFETY WEEK 2021

IMPACT REPORT



[www.childsafetyweek.in](http://www.childsafetyweek.in)

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# ABOUT CHILD SAFETY WEEK

## Child Sexual Abuse Impacts Millions of Children in India

**1 in 2** children in India experiences some form of Child Sexual Abuse (CSA).<sup>1</sup>

**1 in 5** children faces severe Child Sexual Abuse.<sup>1</sup>

**95%** abusers are known to the victim.<sup>2</sup>

Source:

1. Study on Child Abuse by Ministry of Women & Child Development, Govt. of India (2007)
2. National Crime Records Bureau (2019)

**TABOO & LIMITED ACCEPTANCE** of the issue.

**LIFE-LONG TRAUMA** If not healed, Child Sexual Abuse can affect how a person thinks, acts, and feels over a lifetime, resulting in short-term and long-term physical, mental and emotional health consequences.

**STIGMA** for accessing mental health services.



## PREVENTION IS POSSIBLE With Access to APPROPRIATE INFORMATION!

Acquiring APPROPRIATE KNOWLEDGE can play a great role in addressing the issue of Child Sexual Abuse.

It is important to CREATE A DIALOGUE on the issue, TAKE ACTION and CHANGE THE NARRATIVE around Child Sexual Abuse by looking at it from a LENS OF HOPE!

## Child Safety Week: 14th - 20th November



**Initiated by Arpan in 2019, it is a collaborative movement** to raise awareness and encourage collective action towards addressing the issue of Child Sexual Abuse. Government and Non-Government Organisations, Corporates, Schools, Celebrities, Influencers and the Parents, at large, come together and conduct various activities to break the taboo around conversations on Child Sexual Abuse and amplify key messages for prevention.

### Why the week of 14th - 20th November?

- Children's Day in India (14th Nov)
- World Day for Prevention of Child Abuse (19th Nov)
- International Children's Day (20th Nov)

# EXECUTIVE SUMMARY

**"Small acts, when multiplied by millions of people, can change the world."**

This quote by Howard Zinn encapsulates ARPAN's motivation for launching Child Safety Week in 2019. What began as a first step toward bringing organisations and people together to raise awareness about Child Sexual Abuse (CSA) has grown to include millions of people not only in India but around the world.

The third edition of Child Safety Week (November 14th to November 20th, 2021) was an action-packed week, with over **164 organisations** and **15 significant personalities** from India and around the world coming together to raise their voices and mainstream dialogues about Child Sexual Abuse. This is especially commendable given that the world was not only still dealing with Covid-19 but was also digitally exhausted.

Despite all the limitations that the pandemic brought with it, several organisations excitedly held community-wide awareness seminars with adults and children, while others engaged their personnel and held training sessions for them. Some schools marked the week by holding art-based workshops to educate children about personal safety, while others held activities and workshops such as slogan-writing and pledge-taking. Tweet-chats, Webinars, Facebook & Instagram Lives, and frequent content sharing kept social media buzzing all week, generating millions of impressions. This year too, the Child Safety Week got the trust and support of some of the most well-known celebrities, artists and parenting influencers, who were important in getting our messages out to their millions-strong fan base. Aside from that, a number of other experts in critical positions in the government, non-government and other business were fervent champions who helped to increase the decibel through their networks. The fact that survivor voices echoed the fundamental ideas of 'personal safety' was especially encouraging. The media, too, was extremely receptive throughout the week, giving Child Safety Week and our partners' events the coverage they deserved!

This impact report has been created so that you may see for yourself the incredible results of a people-led movement!

*"What was the eventual outcome of all these efforts?"* you might wonder. Well, **we reached over 12.5 million people** - these are people who heard our core messages and were made aware of the subject of Child Sexual Abuse in some way!

Thank you to all of our donors, partners and movement builders for helping to make Child Safety Week 2021 a big success! We look forward to your continued support and efforts beyond Child Safety Week so that we may all work together to make the world a safer place for children.

Best Wishes,  
Team Child Safety Week,  
Arpan



# IMPACT

**7**  
Days

**160+**  
Partners

**18**  
Influencers

**4**  
Adult  
Survivors

**A Massive Reach of  
Over 12.5 million**

## Reach through Movement Builders

Social Media Posts	
Facebook Posts	9,76,829
Instagram Posts	6,79,063
Tweets	5,11,904
LinkedIn Posts	8,932
YouTube Videos	493
Whatsapp Dissemination	37,516
Online Activities like Awareness Sessions, Social media Live sessions etc.	57,876
Pledge taking activity (Online /Offline)	6,946
Offline Activities like drawing competitions, essay writing competitions, awareness sessions	8,072
Newsletter Dissemination	1,80,000
<b>Total</b>	<b>24,67,631</b>

## Reach through Child Safety Week social media handles:

Facebook Posts	11,83,088
Tweets	1,21,823
LinkedIn Posts	2,596
Instagram Posts	2,26,151
YouTube Videos	22,149
<b>Total</b>	<b>15,55,807</b>

## Reach through Media (PR)

Electronic Media	5,94,000
Print	57,09,000
Online	23,59,161
<b>Total</b>	<b>86,62,161</b>

## Website Clicks

Clicks on Child Safety Week website: <b>5,600</b>
Resources Page on the website received 1,600 clicks



# CHILD SAFETY WEEK 2021: THE CAMPAIGN

## #NowIsTheTime

According to statistics, 1 in every 2 children in India faces some form of Child Sexual Abuse. Furthermore, during these unprecedented epidemic times, children have largely relied on the internet for their academic and social needs, increasing the possibility of them being sexually abused online by persons they may or may not know.

The Child Safety Week 2021 campaign was created with the above situation in mind. The campaign's distinctive hashtag was **#NowIsTheTime**, which emphasised the importance of talking to our children about 'personal safety' now more than ever.

According to several research and interventions, children who receive 'Personal Safety Education' have a better understanding of what they can do if they are in an unsafe circumstance. The campaign **#NowIsTheTime** provided an opportunity for adult caregivers to educate themselves and their children on personal safety so that they have the knowledge and skills to recognize and respond to unsafe situations.

## Campaign Videos:

This year, we had two campaign videos, one from Action-Aid India and the other from Arpan. Through their unique story-lines, each of the two movies emphasises the importance of parents and guardians encouraging a culture of regular communication with their children and being watchful in recognising signs and symptoms. This would help prevent or address any incidences of abuse, with the child's best interests in mind.



**Credits:** Action-Aid India and WATConsult

The video opens with a mother's narrative showcasing a strong bond with her son, threaded together by their intimate and candid moments. It further highlights subtle signs of behaviour change in the child that parents unintentionally tend to ignore, considering it normal.



**Credits:** Arpan

In this striking narrative, siblings are seen playing a 'guessing game' while their mother looks on. When the small girl enacts a person who she has been sharing a "huge secret" with, what appears to be a harmless game emerges into a shocking exposé. This movie shows how a child can be sexually abused by anyone, even someone who is close to them.

# Call To Action:



## Build Awareness

Conduct offline and online activities and do social media promotions to amplify the key messages around the campaign #NowIsTheTime.



## Train Children

Access age-appropriate content curated on our Resources page and train children on Personal Safety.



## Get Help

Access helpline numbers and get counselling & therapeutic assistance for victims/survivors of CSA to heal from the trauma.

When we first started working on the campaign, we realised that one of the most difficult issues to discuss with children for parents and adult caregivers is that of sexual abuse. Most people are unprepared to talk to young children about such a sensitive, deemed-to-be difficult, and taboo topic.

This prompted us to reach out to some wonderful organisations around the world that have spent decades working on the subject of Child Sexual Abuse and have developed ground-breaking modules to help parents, teachers, and adults teach children about personal safety. We curated a comprehensive [RESOURCES PAGE](#) on the official website of Child Safety Week with their permission and used it as our call to action. All of our social media posts advised adults care-givers to go to this Resources page and get free access to age-appropriate, kid-friendly material in a variety of languages.

## Organisations that contributed resources:

India	Arpan	Bodhini	ChildLine India Foundation	Circle of Safety	Enfold Trust
	Facebook	HAQ	Our Voix	Project CACA	Protsahan
	Rubaroo	Sesame Workshop India	Tulir		
Philippines	CPTCSA				
UK	NSPCC	The Lucy Faithfull Foundation			
USA	Committee for Children	Darkness to Light	Stop It Now		

Resources in Foreign Languages	English	Filipino	Spanish
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Resources in Regional Indian Languages	Hindi	Malayalam	Marathi	Tamil
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The image shows four promotional posters for Child Safety Week 2021. Each poster features a cartoon illustration and text in English and Hindi. The posters promote the #NowIsTheTime campaign and direct users to www.childsafetyweek.in.

- Top Left:** Illustration of a man and a girl. Text: "95% times the sexual abuser is somebody known to the child. Have you given your child the skills to identify an unsafe situation and seek help? #NowIsTheTime to do it. Visit www.childsafetyweek.in"
- Top Right:** Illustration of a woman and two children reading a book. Text: "Educating yourself and your children about Child Sexual Abuse can help prevent it. #NowIsTheTime to do it. Visit www.childsafetyweek.in"
- Bottom Left:** Illustration of a woman and a child at a computer. Text: "आज के समय में बच्चे पहले से ज्यादा वक्त ऑनलाइन रहते हैं क्या आपने ऑनलाइन सुरक्षा के विषय में उनसे बात की है? अगर नहीं, तो आज ही करिए! #NowIsTheTime इसे करने के लिए पर जाइए www.childsafetyweek.in"
- Bottom Right:** Illustration of a man and a girl. Text: "भारत में हर २ में से १ बच्चा किसी-न-किसी प्रकार के बाल लैंगिक शोषण का सामना करता है। क्या आपने अपने बच्चे से सुरक्षित - असुरक्षित स्पर्श के बारे में बात की है? अगर नहीं, तो आज ही करिए! #NowIsTheTime इसे करने के लिए पर जाइए www.childsafetyweek.in"

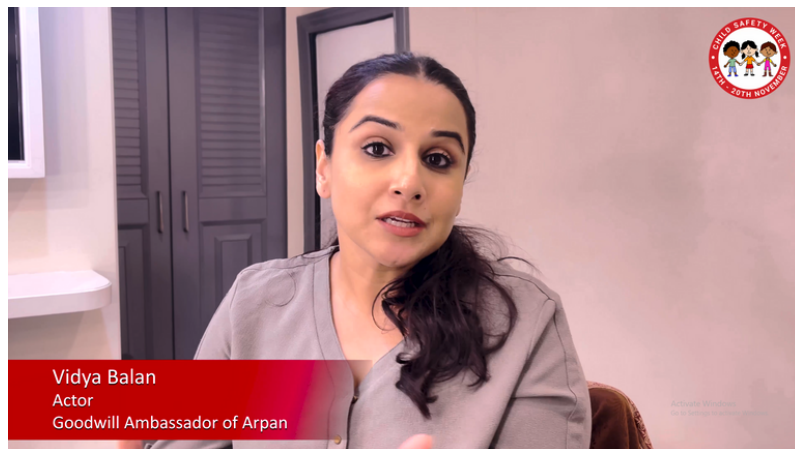
This overarching campaign #NowIsTheTime served as the foundation for all of our Child Safety Week 2021 communications. We created standard messaging and creatives in English and Hindi and shared them with all of our partners in the form of a powerful social media toolkit.

Through sustained activities to promote the resources page from the official handles of Child Safety Week and through partner organisations, we received over **5,600** hits on the website, with over **1,600** hits on the resources page.



# MOVEMENT BUILDERS: CELEBRITIES, EXPERTS & INFLUENCERS

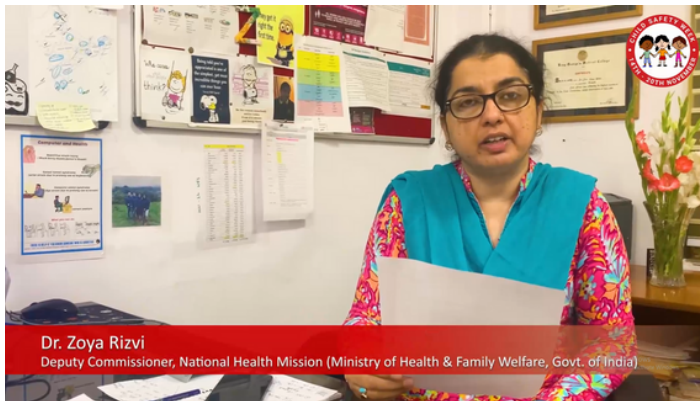
**Vidya Balan**, the prominent actress in the Indian film business, has long been an outspoken advocate for the prevention of Child Sexual Abuse. She is also Arpan's Goodwill Ambassador, where she uses her reach to raise awareness about the organisation's work. Since its inception in the year 2019, she has been a supporter of the Child Safety Week. Despite being engrossed in a hectic shoot schedule this year, she was more than delighted to give her video message and share information via her social media accounts.



Other celebrities who lent their voice to the campaign this year include some of the best names - **Hiten Tejawani, Tara Sharma Saluja, Onir and JD Majethia**. Hiten is one of the most popular Indian television actors and a house-hold name. A parent himself, he was thrilled to join the Child Safety Week campaign and help promote it. Tara wears a lot of hats: she's an actor, an entrepreneur, a show creator, a co-producer, a host, and a mother with a large following! Onir is a national award-winning director who is noted for taking up critical social issues in his films. JD Majethia is an actor and director and also the Chairman- TV & Web wing, Indian Film and TV Producers Council (IFTPC). He is also the producer of the popular TV show Wagle Ki Duniya- Nayee Peedhi Naye Kisse that often addresses taboo topics and gives a glimpse into the struggles of an average Indian family.



**Dr. Zoya Ali Rizvi** (Deputy Commissioner, National Health Mission, Ministry of Health & Family Welfare, Government of India), **Dr. Nachiket Mor** (Visiting Scientist, The Banyan Academy of Leadership in Mental Health), and **Dr. Daniela Ligiero** (ED & CEO at Together For Girls), all of whom are experts in their fields and hold influential positions, lent their support to the Child Safety Week and we couldn't be more honored!



Because our messages were aimed mostly at parents and adult care-givers, it was only natural that **Dr. Swati Popat Vats**, the President of the Early Childhood Association, would provide her support. She had so much to say to parents about child protection issues that she made five films to share her opinions, all of which were favourably received. **Riddhi Deora**, a well-known parenting influencer, was also delighted to spread the campaign's critical messages to her followers.



**Satyajit Padhye**, India's most famous puppeteer and ventriloquist, also used his talent to raise awareness for the cause. Because of the puppet and the array of vivid colours in his video message, it was an instant hit with the audience!





Liked by [childsafetyweek](#) and 323 others  
 cpmumbaipolice Treat N' Tricks!  
 Teach your children to be wary around strangers - all that looks well can be deceitful.  
 दिसतं तसं नसतं!  
 लहान मुलांना चूक व बरोबर यातला फरक ओळखायला शिकवा.  
 #ChildSafetyWeek  
 View all 5 comments  
 November 18, 2021 · See translation

Our work was reshared by India's celebrated actor **Pratik Gandhi**, prominent director **Sujoy Ghosh** as well as actor **Sakshi Tanwar's fanpage**, helping us gain millions of more eyeballs.

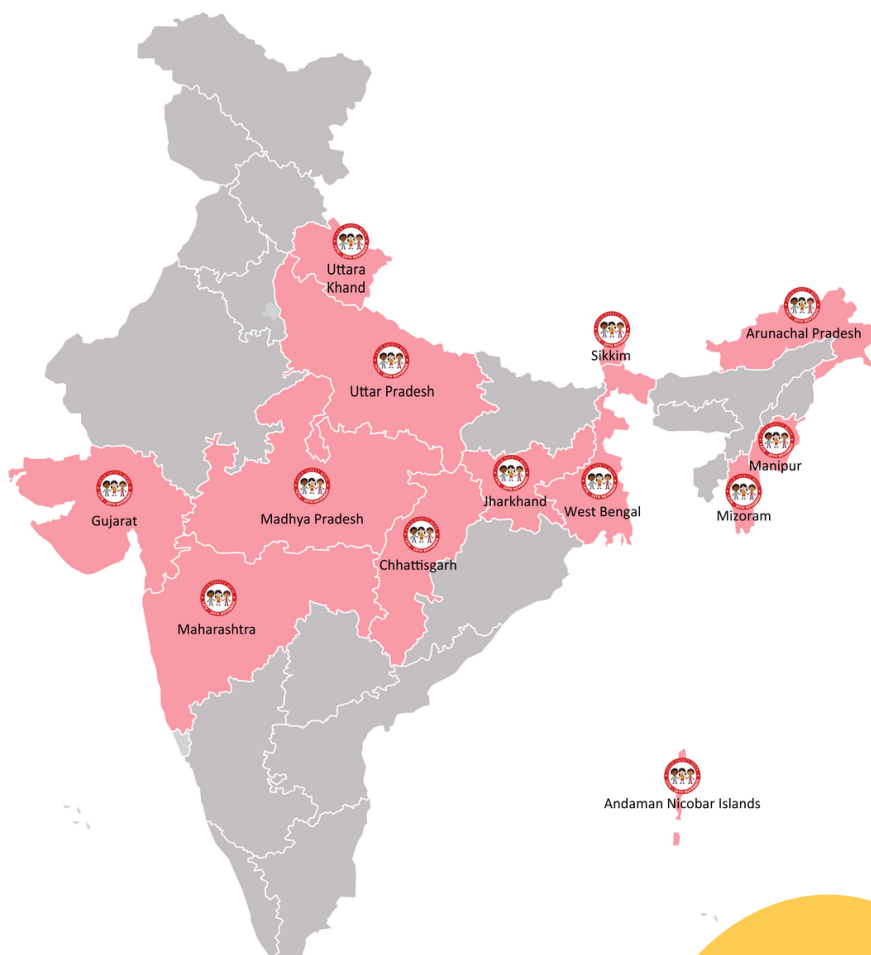
The official handles of the **Commissioner of Police (Mumbai)** shared creative posts using #ChildSafetyWeek to alert parents and children about safety threats.

# MOVEMENT BUILDERS: GOVERNMENT ORGANISATIONS

It has been wonderful to witness how Child Safety Week was taken up and observed by various Government departments at the local, state and national level.



Following a directive by the **Ministry of Health and Family Welfare (MoHFW)**, Government of India, states like Arunachal Pradesh, Chhattisgarh, Gujarat, Jharkhand, Madhya Pradesh, Maharashtra, Manipur, Mizoram, Sikkim, Uttar Pradesh, Uttarakhand, West Bengal and Union Territories of Andaman & Nicobar Islands observed Child Safety Week on the ground where young children, adolescents & families were educated on offline & online personal safety.





**The National Council of Educational Research and Training (NCERT)** is an autonomous organisation set up by the Government of India to assist and advise the central and state governments on policies and programmes for qualitative improvement in school education. Whereas **PM eVidya** is a unique and innovative venture by the **Ministry of Education, Government of India** to facilitate multi-mode access to digital/online teaching-learning contents of various types among students and teachers. During the Child Safety Week, NCERT organised two talk shows on PM eVidya DTH channels for grades 1 to 12 where children were trained LIVE about personal safety by **Shubhangi Shinde (Assistant Manager, Training & Advocacy at Arpan)**



Tuesday, 16 November 2021 | Raipur

**Chhattisgarh launches toll free child helpline number**

★★★★★

Chhattisgarh on Monday launched a toll free child helpline number 1800-123-6010 at a programme on child protection organized by the Crime Research Department, Police Headquarters and UNICEF.

A booklet on juvenile delinquency was released. Nine videos based on child safety were showcased. Police officers having done excellent work in child safety were felicitated at a function here.

A state-wide 'Child Safety Week' was launched to mark Children's Day. The aim is to make parents and citizens aware of the need to protect and encourage children. A drawing and painting competition too was held.

An intensive campaign will be launched against child labor and begging. Strict legal action will be taken against culprits while rescuing the victim children, an official statement said.

In Chattisgarh, a toll-free child helpline number (1800-123-6010) was launched at a programme on Child Protection organized by the **Crime Research Department, Police Headquarters and UNICEF.**

As a part of the Child Safety Week observance, **Thane Gramin Police Department** trained over 50 police officers on subjects like Child Sexual Abuse, handling disclosures & POCSO.



Officials at the **Zilla Parishad in Akola district (Maharashtra)** had conducted pledge taking activity that was for children and adults.

**The District Education Dept. Vidisha (Madhya Pradesh)** showcased Arpan's e-learning modules to children.



# MOVEMENT BUILDERS: ADULT SURVIVORS

We all know that Child Sexual Abuse is alarmingly prevalent and has a devastating impact but because of the stigma and trauma attached, we rarely hear first-hand accounts of it. As a result, when survivors of any type of abuse speak up, we must commend them for their courage in doing so.

A huge thank you to all the survivor voices who brought life and emotion to our communications. Thank you for sharing your stories with the world **Harish Iyer, Tanuja Sodhi, Lokesh Pawar and Purnima Govindarajulu**. It has assisted us in highlighting the devastating effects of Child Sexual Abuse while also emphasising the critical need for 'preventive' actions to be taken by all stakeholders in a child's life.



*"Under popular perception that boys have to be the protector, a boy child becomes more susceptible to sexual abuse & we don't even speak of other genders."*

*"The incident has been traumatic for me but healing is possible. Child Sexual Abuse is a big reality that many of us close our eyes to and it happens to both girls and boys alike."*



*"Break the silence and take on the responsibility to teach children about safe & unsafe touch and about boundaries. Build the trust in children so they can talk about it."*

*"The responsibility of protecting a child from abuse rests completely on adults in a child's life. I urge every adult to educate themselves on recognizing the signs of Child Sexual Abuse even when the children remain silent because they are fearful."*

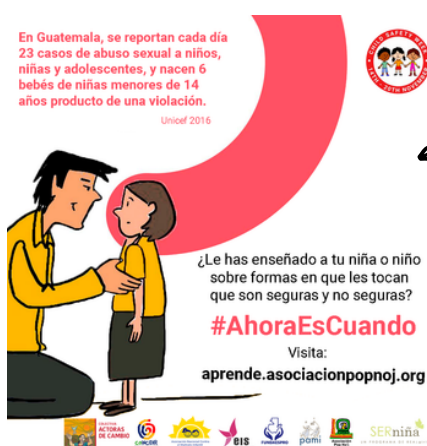


# MOVEMENT BUILDERS:

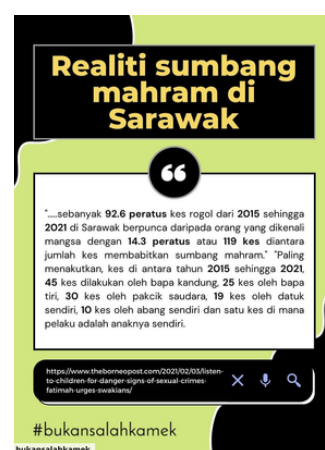
## NGOs, Schools, Communities & Corporates

Non-profit organisations, corporates, communities (such as parenting groups, volunteer groups), and schools make up a big part of our Movement Builders. They extended their support once again this year by organising a series of activities to interact with their stakeholders to raise awareness about Child Sexual Abuse.

While these partners engaged in multiple offline engagements and a significant amount of online outreach in the form of social media postings, webinars, and WhatsApp message distribution, it is difficult for us to include every single one of them in the report. Here are some highlights:



International Partners like **Asociación Pop No'j** (Guatemala) & **Sarawak Women for Women Society** (Malaysia) translated the social media tool-kit into Spanish & Malay languages respectively and shared it widely in their networks.



**Firki** (Teach For India's online teacher education platform) chose the Child Safety Week to launch a brand new module on Child Safety - the courses of this module have been contributed by the non-profits **HAQ** and **Arpan**. This was launched through a panel discussion that was attended by Teach For India's stakeholders, especially the teachers. The module aims at equipping educators with the knowledge, skills and mindset required to respond to cases of sexual abuse in the classroom and community.

An initiative led by a coalition of 10 organisations across India observed the Child Safety Week and raised their collective voices against trafficking and commercial sexual exploitation of children. This coalition included **HELP, Prerana, Impulse NGO Network, My Choices Foundation, Vipla Foundation, Rescue Foundation, Snehalya, Missing Link Trust, Anyay Rahit Zindagi and the Movement India.**





Arpan widely shared links of all the age-appropriate, interactive modules that it has created and hosted on its digital learning platform [www.arpanlearn.com](http://www.arpanlearn.com). The modules are available in English, Hindi, Marathi and Spanish languages.

Responsible Netism trained officers of the **Cyber Police Stations** (Mumbai) on 'Online Safety of Children'. This was attended by **DCP Rashmi Karandikar** and **ACP Nitin Jadhav**.



**Pratham Education Foundation** conducted an awareness session via YouTube Live for communities living in remote villages of Maharashtra. **Hands of Hope Foundation** conducted sessions with children in slums. **Kaivalya Education Foundation** conducted series of online awareness sessions throughout Child Safety Week.

**Learning Space Foundation** launched an online Child Safety Pledge campaign. They also shared necessary information with adults to educate them about the issue. This activity was covered by The Siasat Daily (online).



**Morena Youth Academy** organised an awareness session and conducted various other activities during Child Safety Week. These efforts were published in newspapers like Dainik Satta Sudhar, Sach Times, Sheapur Express and Youth Update.

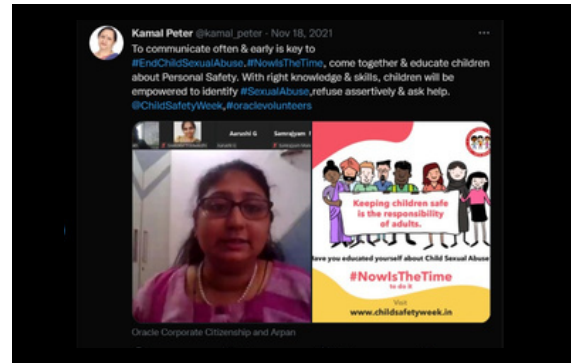




Employees of **ATE Chandra Foundation** as well as at **Arpan** clicked photographs with a placard that read #NowIsTheTime and posted the same on their personal social media platforms.



Through its volunteering programme, **Oracle** employees dedicated time and efforts to attend a session and acquired the appropriate knowledge they would need to initiate conversations on sexual abuse as well as safe & unsafe touches/situations with children.



**Angels SSDRA** in association with **Shakti - The Empathy Project** launched its first animated film 'Bindaas Bol - A Story of Child Sexual Abuse' during the Child Safety Week. They also conducted sessions with children and adults to build awareness of the issue.



**Circles of Safety** created Instagram Reels on the issue on Child Sexual Abuse. These reels covered a host of topics like warning signs of CSA, body safety etc.

**Sayfty** - an organisation that empowers women to take a stance against gender violence conducts a #sayftychat every week which is



essentially a tweet-chat focused on women's rights and ending violence against women and girls. During the Child Safety Week they took up the topics of Child Safety and Anti-bullying thereby inviting **Arpan** and **Dr. Swaroop Rawal** to participate.



**Protsahan India** conducted a webinar on 'Healing is Possible' in a bid to create trauma-informed spaces for children in a Covid-19 impacted world.

**Ruchita Dar Shah**, a popular parenting influencer and founder of **First Moms Club** conducted a live session where she spoke about keeping children safe from sexual abuse in today's world. **Universe of Mom (UNIMO)**, another parenting community, conducted an Instagram Live on 'Understanding Child Sexual Abuse' and 'Personal Safety Education' programme.



**The Aditya Birla Integrated School** created pamphlets with personal safety messages and distributed them among the students. They also spread awareness through social media.

Several schools conducted creative activities like poster-making, essay-writing etc. to observe the week and initiate conversations with children. Some other schools conducted pledge-taking activities.





# MEDIA COVERAGE

We would also like to extend our gratitude to our journalist friends who have ensured their readers are well-informed about the Child Safety Week, its key messages and the initiatives led by partner organisations.



## 'Child Safety Week' from today

**PHS ■ VIJAYAWADA** Rahit Zindagi) and The Movement India Secretary of HELP organisation, Ramnathan Nimmuraj said that commercial sexual exploitation and trafficking of children are severe avatars of child abuse, and during this Child Safety Week, we hope to join our collective voices to raise awareness about these issues and take steps towards a world free of these crimes. He said that the Indian Government's National Crime Record Bureau (NCRB) 2020 data says 59% of trafficked persons in India are forced into prostitution. According to the NCRB, 2020, nationally there were 108,234 cases of missing children in which the majority of children are at risk of commercial sex exploitation, or may have gone missing as a result of being trafficked. He said that World Day for the Prevention of Child Abuse is on November 19, also falls within this week. Ramnathan said that HELP and other organisations in AP would conduct awareness programmes on 'What is CSE & T of children? Why are children most vulnerable and the vulnerabilities leading to children being victims of CSE & T? Ways in which perpetrators gain access to potential minor victims of CSE & T & the physical/emotional well-being of minor victims of CSE&T. Prevention messaging for children, parents and caregivers with a specific focus on digital safety and Citizen's Role in preventing CSE & T of children in the Child Rights Week.

## SIKKIM EXPRESS

### Child Rights Week to spotlight the need to end commercial sexual exploitation and trafficking of children

**Shillong** The NCRB report further states that there were 108,234 cases of missing children in which the majority of children are at risk of commercial sex exploitation, or may have gone missing as a result of being trafficked. He said that World Day for the Prevention of Child Abuse is on November 19, also falls within this week. Ramnathan said that HELP and other organisations in AP would conduct awareness programmes on 'What is CSE & T of children? Why are children most vulnerable and the vulnerabilities leading to children being victims of CSE & T? Ways in which perpetrators gain access to potential minor victims of CSE & T & the physical/emotional well-being of minor victims of CSE&T. Prevention messaging for children, parents and caregivers with a specific focus on digital safety and Citizen's Role in preventing CSE & T of children in the Child Rights Week.

## YOUTH UPDATE

Bhopal | Saturday | 20th November 2021

### बच्चों को सुरक्षित रखने का लिया गया संकल्प

**मुरैना युथ अकादमी ने बाल सुरक्षा सप्ताह पर आयोजित की जागरूकता गतिविधि**

बच्चों को सुरक्षित रखने का लिया गया संकल्प

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बच्चों को सुरक्षित रखने का लिया गया संकल्प



## सत्ता सुधार

भोपाल, शनिवार 20 नवंबर 2021

### मुरैना युथ अकादमी ने बाल सुरक्षा सप्ताह पर आयोजित की जागरूकता गतिविधि

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बच्चों को सुरक्षित रखने का लिया गया संकल्प



## श्योपुर एक्सप्रेस

शिवपुरी, शनिवार 20 नवंबर 2021

### मुरैना युथ अकादमी संस्था द्वारा बाल सुरक्षा सप्ताह अंतर्गत आयोजित की गई जागरूकता गतिविधि

**बच्चों को सुरक्षित रखने का लिया गया संकल्प**

मुरैना युथ अकादमी संस्था द्वारा बाल सुरक्षा सप्ताह अंतर्गत आयोजित की गई जागरूकता गतिविधि

बच्चों को सुरक्षित रखने का लिया गया संकल्प



## सच टाइम्स

मुरैना, शनिवार 20 नवंबर 2021

### मुरैना युथ अकादमी संस्था द्वारा बाल सुरक्षा सप्ताह अंतर्गत आयोजित की गई जागरूकता गतिविधि

**बच्चों को सुरक्षित रखने का लिया गया संकल्प**

मुरैना युथ अकादमी संस्था द्वारा बाल सुरक्षा सप्ताह अंतर्गत आयोजित की गई जागरूकता गतिविधि

बच्चों को सुरक्षित रखने का लिया गया संकल्प



## THE HINDU

Campaign to prevent crime against children under way



## Hyderabad: Child safety pledge campaign to be launched on Nov 14

Hyderabad: Child sexual abuse (CSA) has been acknowledged as a global problem. It impacts millions of children in India. It includes engaging a child into sexual activities by force, misrepresentation or coercion, where the child experiences physical, mental and psychological torture.



## FINANCIAL EXPRESS

MONDAY, JANUARY 11, 2022

### UNIFIED VOICES NEEDED TO PREVENT CHILD SEXUAL ABUSE



92.7 big fm  
suno sunao. life banao!

SWAYAM PRABHA  
Free DTH Channel for Education

# CONCLUDING REMARKS

It's the afternoon of November 16th, 2021. The third day of Child Safety Week had arrived, and the team at Arpan was hard at work putting out social media postings, resharing material, and ensuring that all events went off without a hitch. The receptionist answers the phone when it rings. On the other side, there was a mother who wanted to talk about Child Safety Week.

*"Actually, I was idly reading through my social media pages when I came across some videos and posts titled #NowIsTheTime. I was surprised by the statistics on Child Sexual Abuse; I had no idea it was so rampant. You should know that I am a new mother. My child is only 1.5 years old, and I want to protect her. May you tell me a little more about the campaign and where I could acquire additional information?" she enquired.*

She is just one of the many people who have benefited from all of the resourceful messages that we all delivered during the Child Safety Week, and we should all be proud of that!

We thank every single partner who has been a movement-builder in our endeavour to collectively mainstream conversations on Child Sexual Abuse and provide parents, teachers, and all adults with valuable information and resources that can help them prevent it. We are confident that in the following years, Child Safety Week will truly be a pan-India movement, with hundreds of additional organisations, influencers, and government agencies participating.

We look forward to your continued support and efforts beyond Child Safety Week so that we may all work together to make the world a safer place for children. Thank you for making Child Safety Week 2021 and the campaign #NowIsTheTime a big success!

Best Wishes,  
Team Child Safety Week,  
Arpan





# ANNEXURE:

## PARTNERS AND MOVEMENT BUILDERS

### Influencers

Dr. Daniela Ligiero  
Dr. Nachiket Mor  
Dr. Swati Popat Vats  
Dr. Zoya Rizvi  
Harish Iyer  
Hiten Tejwani  
J. D. Majethia  
Lokesh Pawar  
Onir  
Pratik Gandhi  
Purnima Govindarajulu  
Riddhi Deorah  
Sakshi Tanwar  
Satyajit Ramdas Padhye  
Sujoy Ghosh  
Tanuja Sodhi  
Tara Sharma Saluja  
Vidya Balan

### Individuals

Ayaan Sharma  
Dr. Devendra Panchal  
Insia Dariwala  
Jahanvi Nayan  
Megha Bhatia  
Nitasha Nambiar  
Saatyaki Shekharan  
Sheeba Vinay  
Shruti Jadhav  
Smita Patil (CWC Member  
Goa)  
Yadorao Panse

### Government Bodies

Akola Zilla Parishad  
Commissioner of Police,  
Mumbai  
DHS Maharajganj  
District Education Deptt,  
Vidisha, Madhya Pradesh  
Ministry of Health & Family  
Welfare (MoHFW)

National Council of Educational  
Research and Training (NCERT)  
Thane Gramin Police  
Department

### Corporates / NGOs

ActionAid  
A.T.E.Chandra Foundation  
Ahimsa Society-Rajgarh  
Angels SDRA  
Anticlock Films  
Apeksha Homoeo Society  
Arpan  
Asociación Pop No'j  
Bahujan Hitay Boys Hostel,  
Omerga  
Bahujan Hitay Ulhasnagar  
hostel  
Bodhini  
Bookelphia  
Catalyst for Social Action, M.P  
CHILDLINE India Foundation  
Children of the World India  
trust  
Circles of Safety  
Committee for Children  
Counsel to Secure Justice  
CPTCSA  
Darkness to Light  
Early Childhood Association  
Educate Girls  
Enfold Proactive Health Trust  
Firki  
Fly Foundation  
Ganesh Nallari  
GMSP Foundation  
HAQ  
I am Wellbeing  
Impulse NGO Network  
Inchara Foundatiom  
iVolunteer  
Jag Shanti Foundation  
Jai Nathani

Jai Vakeel Foundation  
Jeevan Aadhar Transformative  
Aftercare Services  
Jeevandeep Publications  
Kaivalya Education foundation  
- Gujrat & Mumbai  
Learning Space Foundation  
Manav Vikas Foundation,  
Yavatmal  
Masoom Education  
Missing Link Trust  
Mudita Foundation  
My Choices Foundation  
Nari Prabodhini Manch  
Navodaya Movement  
(Navjeevan Centre Rag Pickers  
Project)  
Nyaaya  
Oasis India  
Oracle  
Our Voix  
Overbooked at M's  
Pratham Education Foundation  
Prerana  
Project CACA  
Protsahan India Foundation  
Responsible Netism  
Ripples  
RobinAge  
Rubaroo  
Rubaroo (Humara footpath)  
Sarawak Women for Women  
Society  
Sarvodaya Foundation  
Sayfty  
Sesame Workshop India  
Sevalaya NGO  
SEWA NGO  
Snehalaya NGO  
Spark A Change Foundation  
STOP IT NOW UK  
STOP IT NOW USA

# ANNEXURE:

## PARTNERS AND MOVEMENT BUILDERS

Surya Punj Education Academy, Shahpur,  
Burhanpur  
The Hands of Hope Foundation  
The Kutumb Foundation  
The Limitless Stree  
The Lucy Faithfull Foundation  
The Movement India  
The Vatsalya Foundation  
Together for Girls  
Trailokya Bauddha Mahasangha Sahayaka Gana  
Trust  
Tulir  
Ummeed Child Development Center  
UNICEF  
Upturn Learning Solutions LLP  
Vipla Foundation  
Vivekananda Youth Forum  
WeProtect Global Alliance  
Wise Award  
YI Siliguri  
Young Women's Christian Association

### Coalition

Joining Forces

- Child Fund India
- Plan India International
- Save the Children
- SOS Children's Villages
- Terre des Hommes International Federation
- World Vision India

### Schools / Colleges

Aatman Academy  
Aditya Birla World Academy  
Andheri West Mumbai Public School  
Bahujan Hitay Society , Amravati  
Chhatrapati Shahu Institute of Business  
Education and Research, Kolhapur  
Eden Primary School  
Holy Mother English School

Holy Star English High School  
Jagdguru Pachacharya Education Society's  
Kolhapur English school  
Little Flower English Medium High School,  
Kolhapur  
Lodha World School  
Madhya Pradesh School  
Maharani Saibai Vidyamandir Prathamik Vibhag  
Maratha Mandir Babasaheb Gavde English  
Medium School  
Oxford High School  
Pragati Vidyalaya and Jr. College - English  
Ramkrishna High School  
Ramkrishna School  
S. S. M. Shivaji Vidyalaya  
Sheth Babanrao M. Padwal Vidyalaya (Marathi  
Madhyamik Vibhag)  
Shishu Vikas Trust's Madhyamik Vidyalaya  
Shishu Vikas Trust's Prathamik Vidyalaya  
The Aditya Birla Integrated School  
Usha Pravin Gandhi College of Arts, Science  
and Commerce  
Yashwantrao B Chavan High School

### Communities

Buzzing Bubs  
Family Service Centre  
First Moms Club  
Momz of India  
NMBF Church, Kharghar  
UNIMO  
Young Indians CII  
Young Indians Raipur  
Youth Academy, Morena



#NowIsTheTime

#ChildSafetyWeek2021



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[www.childsafetyweek.in](http://www.childsafetyweek.in)