



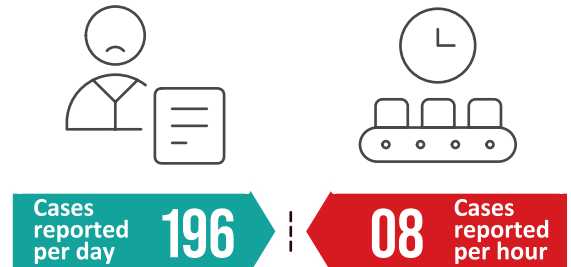
# Child Safety Week 2025

## Impact Report



# WHAT IS CHILD SAFETY WEEK?

Child Sexual Abuse (CSA) remains a significant concern in India with **196 cases** reported per day and **08 cases** per hour ( NCRB 2023). Even more distressing is the fact that **96.6%** of offenders are known to the victim, a trend that has remained consistent over the past several years, underscoring that most abuse occurs within the child's circle of trust.



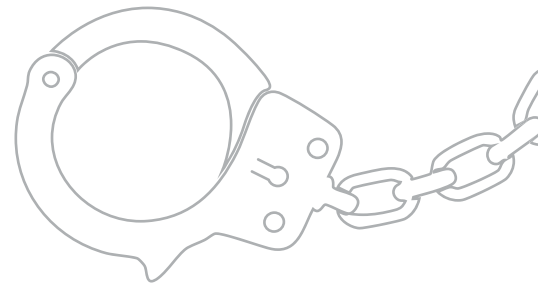
Against this grim backdrop, Arpan, India's leading non-profit working to prevent Child Sexual Abuse, launched Child Safety Week (CSW) in 2019. Observed annually from 14–20 November, CSW is a nationwide collaborative movement that amplifies conversations, drives action, and mobilises communities to protect children from sexual abuse and and promote collective responsibility for child safety.

## CSW 2025 EXECUTIVE SUMMARY

Child Safety Week 2025 built on the strong momentum of the CSW 2024 **#ProtectedByPOCSO** campaign, deepened its impact, and sharpened the focus on deterrence and accountability through the powerful theme, **#POCSOPakadLega**, reinforcing the message that offenders would be held accountable. In its seventh edition, the campaign sent an uncompromising message to every offender: if you sexually abuse a child, the law will catch you (**"Kisi bhi bacche ko galat tareeke se chhua toh #POCSOPakadLega"**), which serves both as a warning and a deterrent, making the POCSO Act (Protection of Children from Sexual Offences Act) visible, the consequences certain, and accountability real. The campaign garnered a huge reach of **165+ million** nationwide through a multi-channel communication strategy involving outdoor media, digital platforms, social media, and collaborations with schools, NGOs, and government bodies.

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# Key Achievements of CSW 2025



## Powerful Theme:

The message #POCSOPakadLega created the desired impact of bringing the focus on deterrence and amplifying conversations about the POCSO Act



## Celebrity Support:

Arpan's Goodwill Ambassador and esteemed actor **Vidya Balan** was the face of CSW 2025. Other celebrities **Anup Soni, Manav Gohil, and Shweta Kawaatra** supported the campaign.



## Campaign Film:

A hybrid AI-based campaign film was created to convey the message of #POCSOPakadLega.



## Multi-media Approach:

A 360-degree media campaign was deployed including a robust outdoor campaign comprising **buses, Metro, Western Railway stations** through partnerships, **residential colonies, public gardens and delivery bikes**.



## Partnerships:

The campaign was supported by **government bodies, 300+ schools, NGOs, media partners, and social media influencers**.



## Media Coverage:

The campaign received extensive coverage in regional and national media including a **Page 1 mention in Bombay Times and other city editions**.



## Measurable Impact:

Awareness of the POCSO Act increased substantially following the campaign, rising from **20%** pre-campaign to **47%** post-campaign, indicating a more than two-fold increase. Recognition of child violence and abuse as a critical child safety issue also improved significantly, increasing from **39%** before the campaign to **58%** afterwards, representing nearly a **1.5** times increase. Recall of campaign messaging was strong. All respondents remembered at least one key message, and more than half were able to recall three or more messages, indicating strong message retention and reach.

# CAMPAIGN OVERVIEW

CSW 2025 reinforced the message of CSW 2024, #ProtectedByPOCSO, through a bold and powerful message #POCSOPakadLega, which focused squarely on deterrence, making the POCSO Act (Protection of Children from Sexual Offences Act) visible, the consequences certain, and accountability real. The campaign also called on all adult stakeholders to play their part, reminding them that when adults take action, laws like POCSO come alive and ensure that offenders are held accountable.

## 1.1. The Campaign Theme and Messages:

The theme #POCSOPakadLega communicated a clear message that sexual offences against children is unacceptable and will lead to legal consequences under the POCSO Act.



Four campaign messages were developed to highlight different forms of CSA involving adult stakeholders.

### CAMPAIGN MESSAGES

**Vigilant Adult:**

*"If you touch a child inappropriately, POCSO Pakad Lega."*

**Parent:**

*"If you look at my child inappropriately, POCSO Pakad Lega."*

**Parent:**

*"If you touch my child inappropriately, POCSO Pakad Lega."*

**Vigilant Adult:**

*"If you show inappropriate photos or videos to a child, POCSO Pakad Lega."*



The campaign creatives were produced in **Hinglish, Hindi, and Marathi** to increase accessibility.

**The campaign creatives:**

**KISI BHI BACCHE KO GALAT TAREEKE SE CHHUA TOH**

**POCSO PAKAD LEGA**

Child Sexual Abuse is a punishable offence. Every child in India is protected by the POCSO Act.

Find out more on [www.arpan.org.in](http://www.arpan.org.in)

**किसी भी बच्चे का गलत तरीके से बनाया, तो पाँक्सो पकड़ लेगा**

बाल शैक्षिक बोर्ड का दायित्व अंतरा १। भारत के सभी बच्चे पाँक्सो अधिनियम के तहत सुरक्षित हैं।

**माझ्या मुलांना अयोग्यपणे स्पर्श करू न, तर पाँक्सो पकडेल**

बाल शैक्षिक बोर्ड का दायित्व अंतरा १। भारत के सभी बच्चे पाँक्सो अधिनियम के तहत सुरक्षित हैं।

**MERE BACCHE KO GALAT NAZAR SE DEKHA TOH**

**POCSO PAKAD LEGA**

Child Sexual Abuse is a punishable offence. Every child in India is protected by the POCSO Act.

## 1.2. The Campaign Film

The campaign film was created using a hybrid AI format, featuring Vidya Balan. It emphasised the message that if you sexually abuse a child, POCSO Pakad Lega. Child Sexual Abuse is punishable by law, and every child in India is Protected By POCSO.



You can watch the full film here:

English - <https://youtu.be/3OfDBYgd0yE?si=uGYayJJmde78aLSF>

Hindi - [https://youtu.be/\\_7CpouZ\\_fSM?si=YJazXKxTUuqy4pU5](https://youtu.be/_7CpouZ_fSM?si=YJazXKxTUuqy4pU5)



## 2. Campaign Execution Through Collaborative Partnerships and Nationwide 360 Multimedia Strategy

The campaign used a multi-channel communication strategy to maximise reach through digital platforms, outdoor media, schools, NGOs, and government partnerships.

### 2.1. The campaign was launched through 2 Events, one with the Thane Municipal Corporation (TMC) and the other with the Mumbai Metropolitan Region Development Authority (MMRDA):



Thane Municipal Corporation (TMC)



महा मुंबई मेट्रो  
Maha Mumbai  
Metro



एम एम आर डी ए  
MMRDA

Mumbai Metropolitan Region  
Development Authority (MMRDA)



## 2.2. The campaign film was disseminated through Digital & OTT Platforms

OTT Channels



Impact: **4.6+** million reach

## 2.3. The campaign media mix comprised Out-of-Home (OOH) Media including:

Billboards, bus digital signages, transit media, public transport etc at high-footfall urban corridors across Mumbai and Thane through media partners Laqshya Media Group, Adonmo, Bhar Bikes, and Signpost.



Impact: **32+** million reach across Mumbai

The OOH campaign also included Public Transport Messaging through collaborations with Brihanmumbai Electric Supply and Transport (BEST), Thane Municipal Transport Corporation (TMT), Navi Mumbai Municipal Transport (NMMT), Mumbai Metropolitan Region Development Authority (MMRDA), Western Railways, Central Railways.



Impact: **25+** million reach



**2.4. Schools & NGO Network Outreach and community networks** across Maharashtra, Chhattisgarh, Goa, and Madhya Pradesh supported the campaign with Teddy bear installations showcasing the campaign message in their schools and campaign activations like putting up CSW posters.



Impact: A reach of around **4,50,000**



## 2.5. Public Engagement Initiatives at prime locations like Infniti Mall (Malad), Nexus Seawoods, and Lakeshore Thane malls



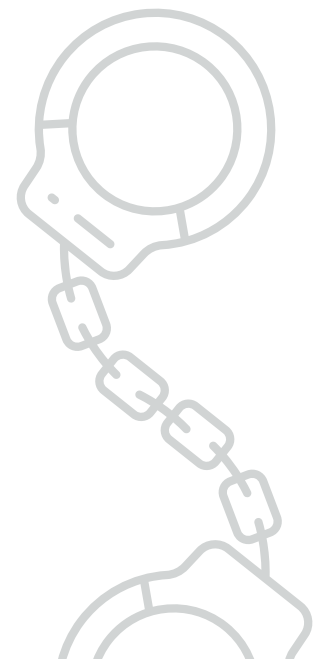
Impact: A reach of around **2500**

## 2.6. Partnerships with the Ministry of Health & Family Welfare (MoHFW) for observing Child Safety Week activities in states such as Manipur, Uttarakhand, Jharkhand, and Punjab





**2.7 A robust social media and Influencer collaboration** campaign was executed comprising 16 powerful and popular celebrities including Bhagyashree, Tara Alisha Berry, Nirmal Soni, and many others.





Impact: The Social Media and influencer campaign garnered a reach of **3 Mn** (Nov. 14th to 09th Dec.)

**2.8 Media coverage** in major publications including Page 1 coverage in Bombay Times, Delhi Times and all the city editions, Mid-Day, Free Press Journal, Lokmat Times, Navbharat Times, and Dainik Bhaskar to name a few.



Impact: Reach exceeding **100 million**

# CAMPAIGN IMPACT

A pre-post survey of the campaign delivered the following measurable impact:

- Recognition of Child Abuse as the top child safety issue rose from **39%** before the campaign to **58%** after, representing nearly a 1.5 times increase from the pre-campaign.
- Explicit identification of child sexual abuse as punishable offence increased from **52% to 75%**, also representing nearly a **1.5 times** increase from pre-campaign.
- Awareness of the POCSO Act rose sharply, rising from **20%** before the campaign to **47%** afterward, indicating a more than two-fold increase. Post-campaign responses also indicate greater clarity on what constitutes as child sexual abuse such as **online sexual abuse, making/ showing inappropriate videos to a child.**
- High recall of the most prominent campaign message led by Vidya Balan with **60%** of respondents remembering- 'Kisi bhi bacche ko galat tareeke se chhua toh POCSO Pakad Lega.'
- Recall of campaign messages was strong, with all respondents able to remember at least one key message and more than half recalling three or more. **62%** of people claim to have seen the campaign.
- Awareness about Arpan doubled from **15% to 29%**, and post the campaign most knew that Arpan works on the issue of CSA.

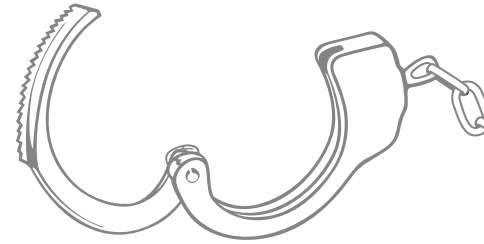
[Click here to view how the campaign created waves across the country through collaborative efforts.](#)



# CONCLUDING REMARKS

Child Safety Week 2025 demonstrated the power of bold messaging, large-scale collaboration, and integrated communication to drive public accountability. The campaign marked a national shift in how India speaks about Child Sexual Abuse, from whispers to warnings, from silence to vigilance, and from awareness to action.

As part of our long-term strategy, we will continue to evolve and integrate Child Safety Week as the key pillar for a wider multi-year campaign aimed at driving a socio-cultural shift. Together, we will move closer to our shared vision of a world free of child sexual abuse.





POC SO  
PAKAD LEGA

POC SO  
PAKAD LEGA

NEXT STOP  
YOUR SAFETY

POC SO  
PAKAD LEGA

POC SO  
PAKAD LEGA

किसी भी बड़े काम को सफल बनाने के लिए, तो किसी भी बड़े काम को सफल बनाने के लिए, तो किसी भी बड़े काम को सफल बनाने के लिए, तो

POC SO  
PAKAD LEGA

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www.arpan.org.in