

CHILD CARE PROGRAM (CCP)

Compendium of Insights



CHALLENGES



OPPORTUNITIES



SOLUTIONS

FOREWORD



My association with Child Care Program (CCP) Steering Committee for more than a decade gives me an immense pleasure not just because of impact we are creating but also having a learning from each day and season's experience. Though I am a researcher by profession, this platform helped me and other members to do an action oriented research on social issues especially on child labour in agriculture. Further, certain value systems in seed supply chain are proven possible through lateral learning across member companies. I am so happy that seed companies are though rarely meet for a business agenda, they are glad to converge and explore opportunities to work for social issues. I would quote CCP multi stakeholder approach as one of the most successful platforms globally and surely it gives lot of confidence for others who would like to work in similar situations. I am also delighted to publish this Handbook by Monsanto as a compendium of insights of a decade that help seed industry as a reference document while they make an attempt to address child labour issue.

Dr. DAVULURI VENKATESWARLU

*Glocal Research and Consultancy NGO
Hyderabad*



As a member of Child Care Program (CCP) Steering Committee for last 6 years, what I realized is that solutions do exist where problem prevails. We need to be patient enough to probe root causes for social problems and develop local solutions. As an education focused NGO, CCP platform also helped me to pass through a rich experience of partnering both in problem and solution which transformed me to travel towards a constructive dialoguing. The constant confidence the members have been building up over the years, boosted my energy to work more aggressively on child labour issue. Our association with seed companies and other members of CCP Steering committee, gives an immense satisfaction that child labour, a social issue of such a big magnitude in India too has a solution if we consistently challenge the issue. I congratulate Monsanto for nicely documenting varied solutions for wide range of social problems.

Dr TN REDDY

*Center for Applied Research and Extension (CARE) NGO
Hyderabad*



It is needless to say that Child Care Program efforts to address child labour and associated issues, are unparalleled to compare with any best models globally because of its practicability in approach and reliability in execution. When CEASE started their initial efforts to address child labour issue, I had foreseen that it takes multiple years to find out a radical solution for this issue. After me becoming a member of CCP and participating in very transparent discussions, completely changed my views that we can easily find out solutions if we have strong intentions to address them. With the release of this CCP Compendium of Insights, my dream of sharing wisdom with rest of the world, is becoming truly true. I appreciate all member companies and look forward to their continued association and collaboration towards a change that won't change easily in developing countries like India.

B. KRISHNA MURTHY NAIDU

*Former CEO, CEASE (Consortium of Employers Associations for the Elimination of Child Labor)
Hyderabad*

Can I think
about this
critical issue?

Can I act
due to many
challenges?

Can I build a
team to work
on this?

How to
address
this
social issue?

Can I convince
so many
stakeholders?

Can I sustain
a program to
address such a
big problem?



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Yes, You can have **solutions**
If you **think**

Cohesively
Collectively
Consistently
Constructively
Collaboratively

*Please read through
next few pages
Insights of CCP*

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Passionate People are Real Drivers

Move from Fashion to Passion



Cross functional team working together



Dedicated team to execute on field



Collaboration with NGOs for new ideas



Steering committee to drive the program

Description:

Building a passionate team from different functions brings more ownership to drive the program and to surface issues. Timely reinforcement and recognition for the team develops passion among the team.

Team to Own and Act

Bottom-up, Follow-up, Speak –up and never give up



Take views of communities to strategize actions



Follow-up to have reliable data



Create an open environment to surface issues



Consistency in approach gives sustained results

Description:

Acknowledging views from the ground and strategizing actions brings a spirit of ownership among team members to identify root causes and to provide solutions.

Tools for Training

Capacity building has a greater importance and impact



Field orientation matters a lot



Let team to do role plays in the field



Classroom discussions to bring alignment



Pre-season training to share last years experiences

Description:

A comprehensive training on legislation, policies, implications, tools and location-specific issues both in the classroom and on the field demonstrations helps a lot.

Sensitization versus Audit

More sensitization efforts lead to fewer audit requirements



Farm labour training



School children and teacher training



Women and community training



Farmer family training

Description:

A proactive communication to local stakeholders (farmers, farm labour, communities, children, teachers, NGOs etc) at various crop stages brings more clarity on why to do, what need to do, how to do and when to do.

Customized Communiqués

Need to be audience and situation specific



Human Rights Policy in the form of calendars



No child labour message through book stickers



Wall paintings in public places



Village processions to create momentum

Description:

Right communication tools in vernacular languages and with pictorials help explain specifics to absorb and later share.

Women Social Mobilizers

An innovative way to reach communities



Training for women self help groups



Training for farmer family members



Training for farm labour



Training for school children

Description:

Women are effective trainers of other women as they can easily access and share information in rural communities.

Farmer to understand a Bigger Picture

To behave like an ethical business partner



Apprising farmer on policies and local legislation



Briefing children about long term implications



Explaining about ethical business to farmer families



Educating neighboring farmers on code of conduct

Description:

A broader level explanation on implications of social issues helps farmers to move from just being aware to being committed.

Children are Key Stakeholders

Engage them often even during vacation



Create enthusiasm for children to learn



Make children into safety ambassadors



Encourage children to volunteer for change



Engage children in sports during school holidays

Description:

Reaching out to children will help to influence their thoughts from childhood and help them to convince their parents to have concerns for their future.

Strategies in High Risk Areas

Never step out or step back, embrace the challenge



Support government initiatives



Engage business partners where they are



Collaborate with seed industry



Share program details with other stakeholders

Description:

Perseverance and collaboration with key stakeholders will lead to new ideas and solutions to address key concerns in high risk locations.

Local Solutions Work Better

Solution lies where problem exists



Facilitate discussions with farmers to bring out issues



Mobilize communities through mass campaigning



Build confidence to suggest solutions



Make labour agents part of the program

Description:

A strong belief that every problem has a solution makes us handle any tough situation by providing location specific and local solutions through a collaborative approach.

Audit versus Coaching & Counseling

Facilitate shift from “Complaint to Compliant”



Create a positive environment to align thought processes



Be down-to- earth to understand reasons for non-compliance



Give a broader perspective on the issue



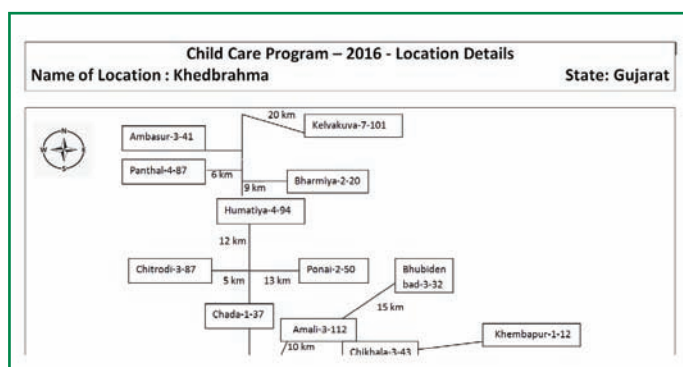
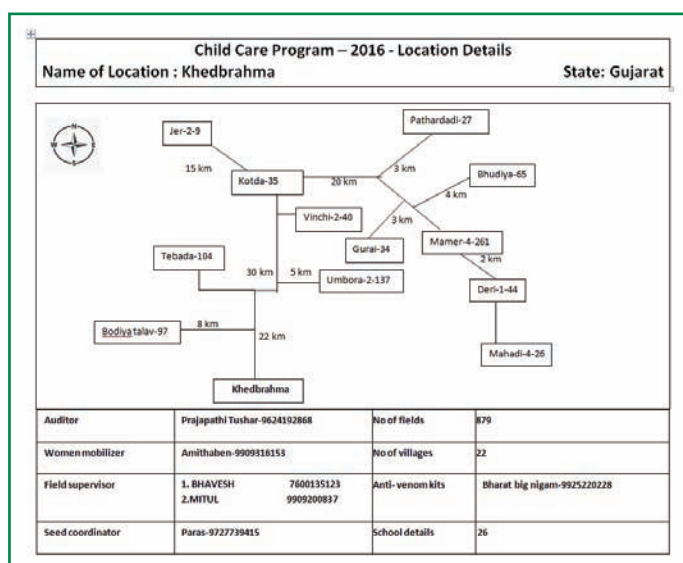
Involve farm labour to get solutions

Description:

Shifting auditor approach from policing to hand holding brings a behavioral change in farmers and other stakeholders.

Location Maps

If we plan, we can walk and win; If we don't, we will run and lose



Location-wise details on farm spread help to guide and get more output

Description:

Planning of field visits helps tremendously to bring efficiency and effectiveness.

Follow-up on Child Labour is the Key for Success

Closed cycle phenomenon



School visits to get more facts



Parents visit to counsel



Greet children for their regular attendance in school



Description:

Through follow-up visits to schools, parents and field, companies can identify root causes and ascertain facts to strategize actions for the next season.

Program visibility brings more credibility

Data collection through situation specific formats helps to get the correct data to make proper interpretations and inferences

Description:

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Multi - Stakeholder Approach

Diversified thoughts and convergence add value to program



CCP Steering committee periodically reviews the program and provides diversified solutions

Description:

Having relevant partners from business, NGOs, industry and government gives a wider perspective of issues and creative solutions. Forum helps to conceptualize, design, execute, evaluate and review program.

Field Level Consultation Helps

Identifying root causes to develop effective solutions



Involve farmers and other local stakeholders while framing strategies

Description:

To connect well with local stakeholders helps to understand issues and solutions better.

Model Village (Zero Child labour Village)

Honoring Program

A community level recognition



Even small gifts for children encourage them to think big

Description:

Appreciating children for their parent's efforts, creates more bonding within the program and helps to sustain it further.

Bridge Schooling Helps Child Labour to return to their childhood

Accelerated learning leads to rehabilitation



Special schools have a unique curriculum and life supporting skills to expose children differently

Description:

Returning children to the school in their home village should be the goal.

Farm Safety Culture

Constant messaging and user-friendly tools lead to an impact



Involve farmers to barricade unsafe conditions



Personal protection for honey bee handling



Personal protection for corn labour



Personal protection for pesticide exposure

Description:

Developing tools to communicate and follow farm safety, drive us toward building a safety culture.

Snake Bite Anti-Venom Program

A creative model for caring communities



Saving snake bite victims

Description:

A community caring solution through methodical planning and execution of emergency handling for a systemic problem like high risk snake bites in rural communities.

Extended Human Rights Initiatives

A holistic approach makes program self sustained



School sanitation facilities



Personal hygiene kits for children



Providing potable water for communities



Involve communities in community initiatives

Description:

Building village infrastructure around education, water, sanitation, women empowerment helps to reduce child labour incidences.



Hey!
We have got
solutions.
We are so
happy!



Disclaimer:

This is published to share experiences of Child Care Program (CCP) with different stakeholders. Need to understand each of these insights before practicing in relevant situations. Monsanto is publishing this only in the interest of the public and has no responsibility for consequences thereupon.