



Good morning Heartfelt Friends !

Abolition of Child Labor in Cotton Supply Chain

- An opportunity to share insights!

Date: 06-11-19

Presenter: Madhav, Sustainability - Human Rights - CSR Learner





The most exciting breakthrough of 21st century will occur not because of technology, but because of an expanding concept of what it means to human

- John Naisbitt, Futurologist

“I said to myself,
Malala, you must
be brave. You must
not be afraid
of anyone. You are
only trying to
get an education.
You are not
committing a crime.”
-Malala Yousafzai



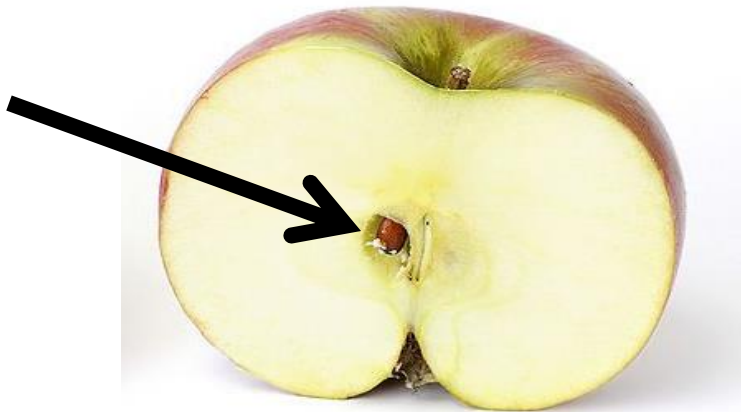


A PROBLEM ?

- Throw the seed (Ignore)? – Sustainability ?



OR



AN OPPORTUNITY ?

- Sow the seed (Accept and Act)? Sustainability ?



CONVICTION – DETERMINATION – ACTION - IMPACT



ADVANCING THOUGHTS !

BALANCING ACTIONS !

WINNING THE LIFE !

Partnering for a Social Issue – What else we need?

- **Demonstrate yourself**
- **Understand holistically**
- **Have eyes of a common man**
- **Attitude of being partner with problem & solution**
- **Connect with ground**
- **Acknowledge concerns**
- **Identify crux of issue**
- **Engagement/ Partnership**
- **Fashion to Passion**
- **Great Heart & Self motivated**

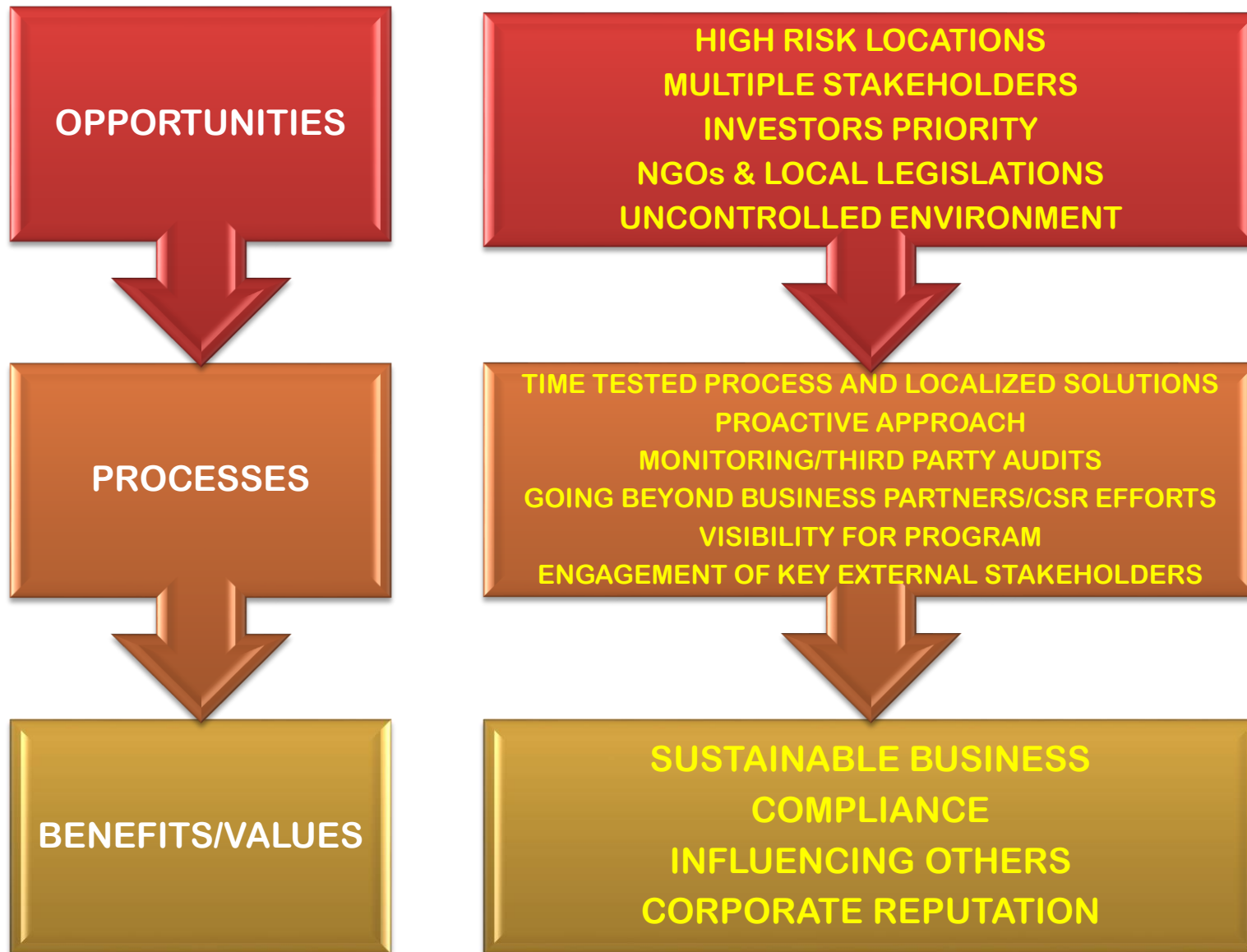
HOW TO CONVERT OPPORTUNITY IN TO A SOLUTION ?



- ✓ Self driven & motivated by team
- ✓ No opponent to stop you
- ✓ Every individual has a role to play
- ✓ Own unique methodology to follow
- ✓ Network with each other
- ✓ Claps from audience

– Accelerate to win the game !

OPPORTUNITIES – SOLUTIONS – BENEFITS

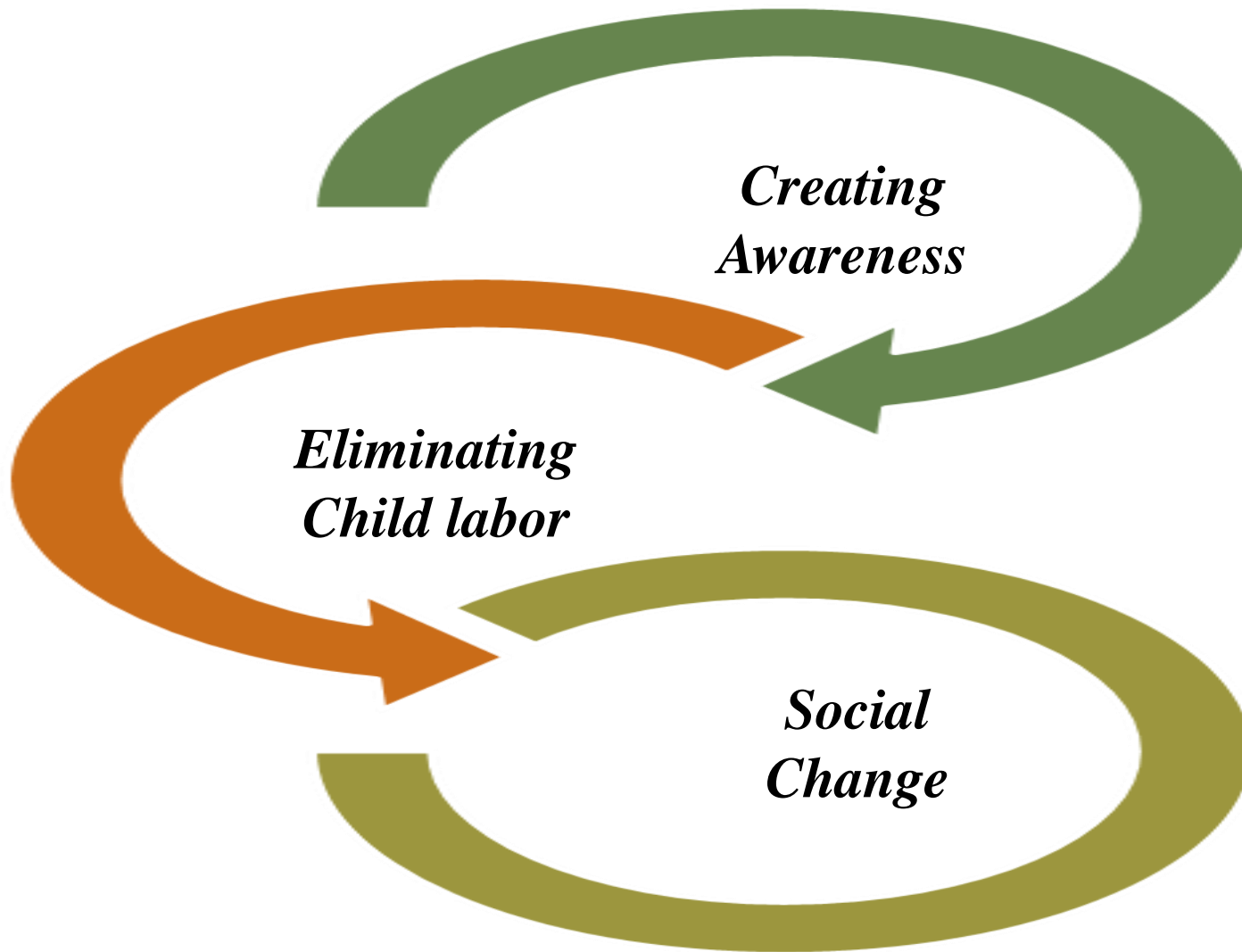


Multi Stakeholder Consultations

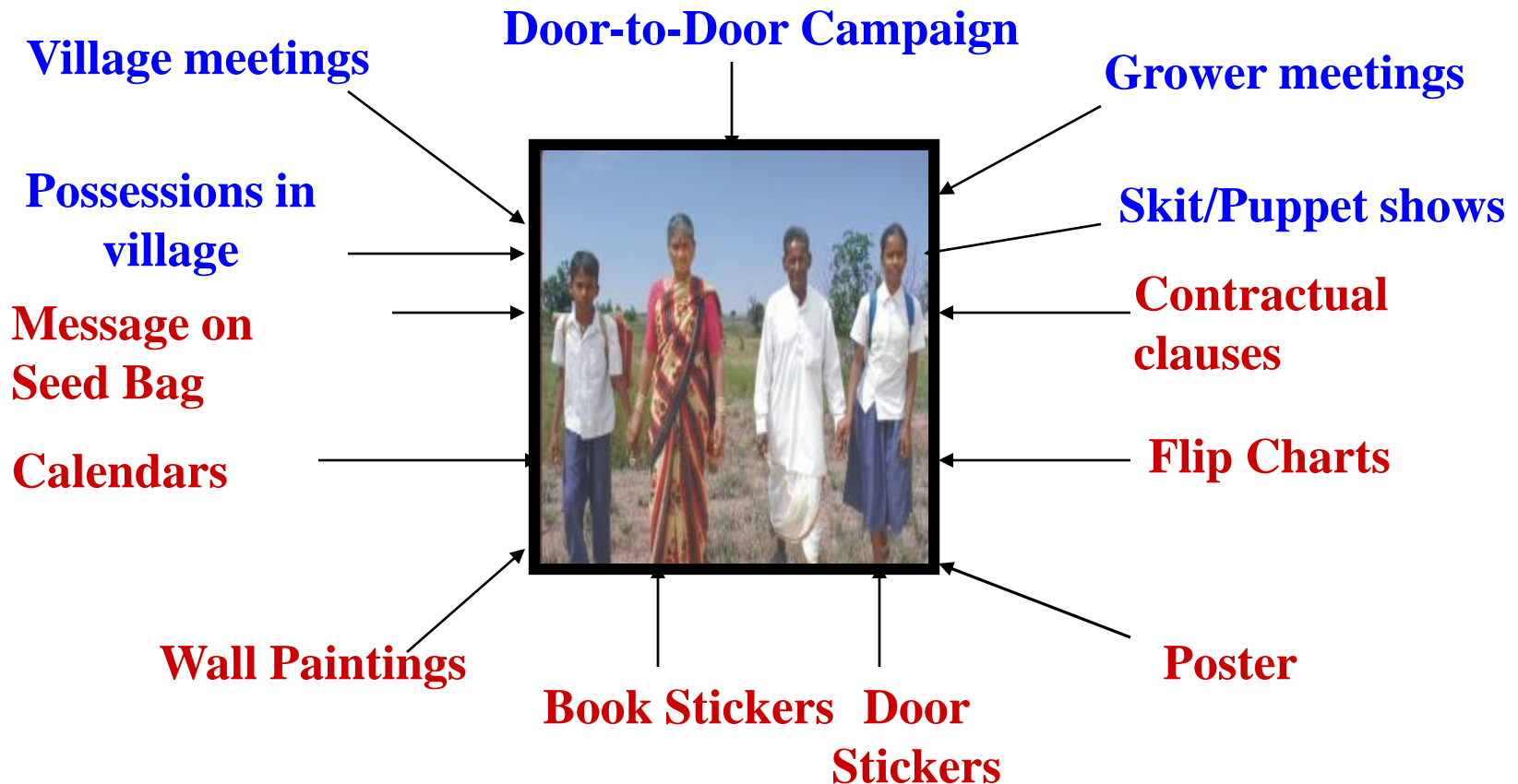


Holistic Child Rights Program Approach

- Integrating Child Rights and Social Responsibility



GROWERS/COMMUNITY SENSITIZATION PROCESS



Communiqué: More Pictorial, Local language, Situation Based, Target group oriented

Seed bag sticker

ప్రతి విత్తనాల ఉత్పత్తి కార్యకలాపాలలో
14 ఏళ్ళలోపు బాలబాలికల నియామకం నిషిద్ధం.

బాలకార్మిక వ్యవస్థ చట్టం క్రింద అది నేరంగా
పరిగణింపబడుతుంది.



Book sticker



Door sticker

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పరిగణింపబడుతుంది.



క్రీమి సంహారకములు మరియు పోషకములు
పిచికారీ సమయంలో సురక్షితమైన మరియు
ఆరోగ్యకరమైన పద్ధతులు పాటించండి.

Posters



Flute board

బాలకార్తిక వ్యవస్థ నిర్మూలనకు చేయూతనిద్దాం



బాల బాలికల చదువుకునే రాజ్యాంగ హక్కును గౌరవిద్దాం



Distribution of Calendars



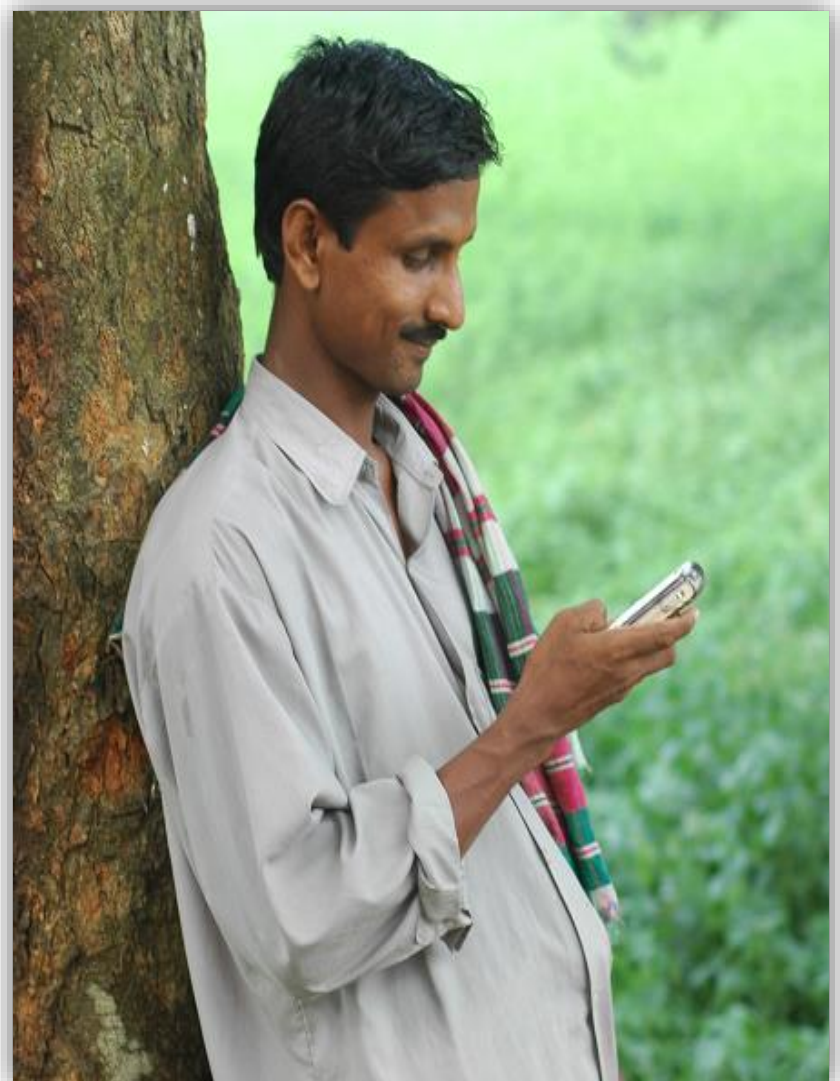
Child labour campaigning – Cultural Shows



Flip chart training and Pre- season meetings



Farm Advisory Services – Voice messages



Special Teams- Women Social Mobilizers – Reaching rural women

A model replicated by other companies



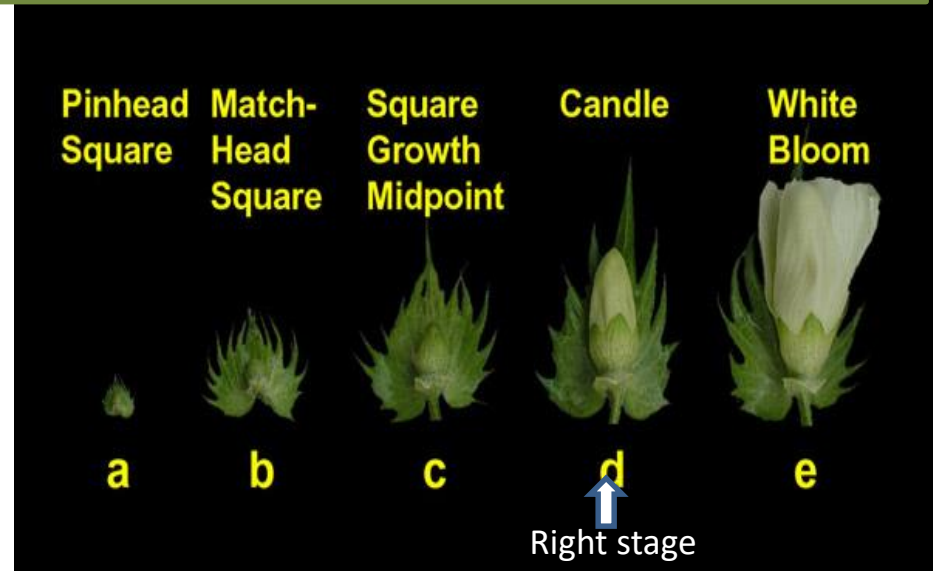
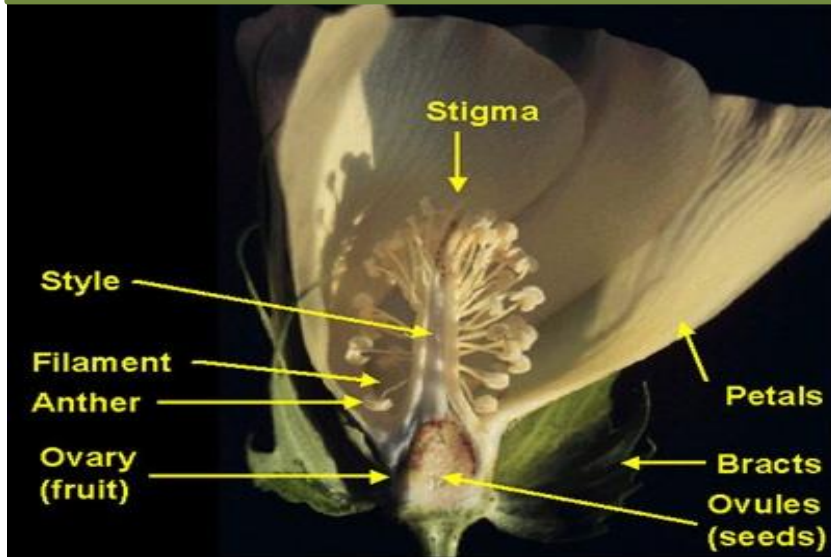
FIELD AUDITS



Child labour – different dimensions



Emasculation and Pollination – 70 DAYS AFTER SOWING

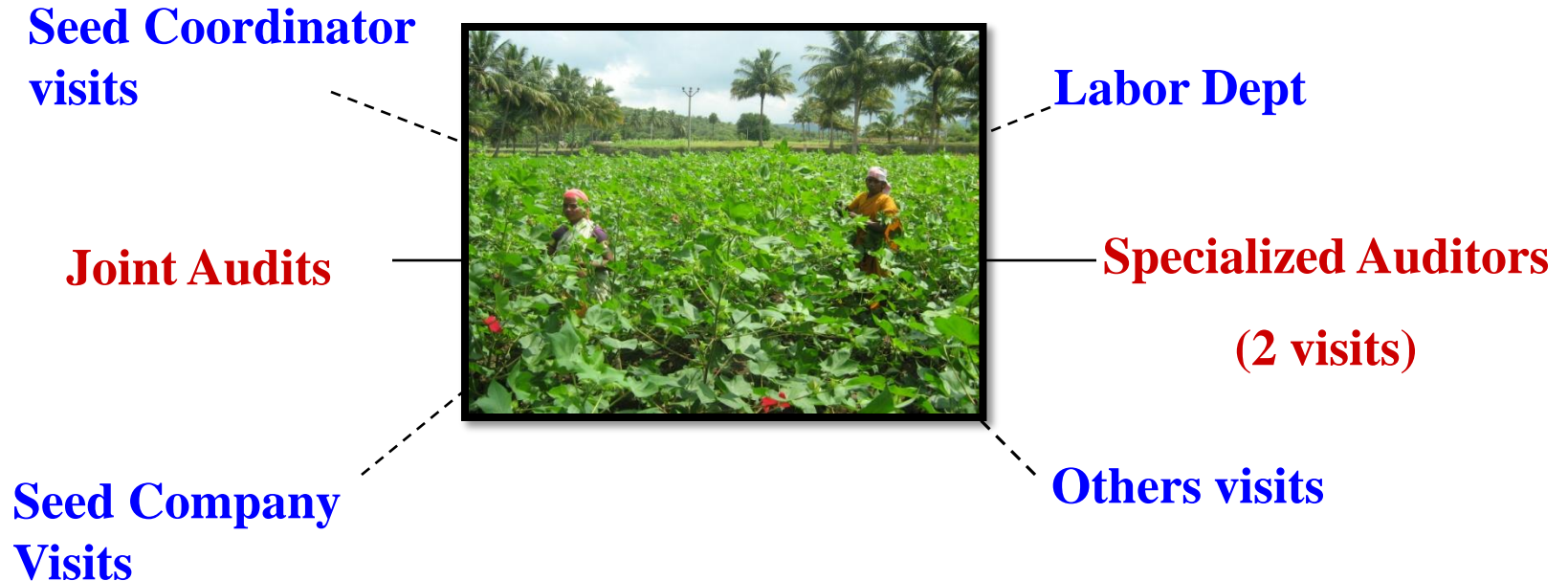


Emasculation 3-6 pm



Pollination 8-11 am

AUDIT PROCESS



- Proper scheduling of audit during flowering
- Document audit findings farm-wise
- Counsel the farmers and farm workers
- Help children to go back to school
- Reward good farmers/villages

Field Audit - Coaching and Counseling of Farmer and Farm labor



Follow-up visit to schools and parents



Distribution of play kits to school children



Child labour rehabilitation Program



Honouring Model villages



**Child labor
free villages**

**Criteria of Model
village selection -
Acreage: 45 acres /
No of farmers: 50**

Community Outreach/OTJ Initiatives

Drinking water Facilities



Promoting women enterprises



Sanitation Facilities



Education – Special Schools



Child Education- School adoption



Infrastructure



Extracurricular Activities



Teachers Training



Child labour bridge schools

**Children can change
this world, let us give an
opportunity to smile!**



Have a infinite Patience and then Success is ours!



THANK YOU MY DEAR FRIENDS !

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