

# Annual Report 2014-15



## **AAs- Aim For The Awareness Of Society**

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## **VISION**

To establish a national footprint in child development and women empowerment

## **MISSION**

To work in collaboration with community, government and private sector for the welfare of children, women and other deprived sections of society.

## **ACKNOWLEDGEMENT**

We would like to express our sincere gratitude to the employees of AAs, representatives of Integrated Child Protection Scheme, Police Department (Indore District), Ministry of Labour, Women and Child Department, Child Welfare Committee, media and the entire team of CHILDLINE for their constant support to achieve our objectives throughout the year.

We would also like to thank our volunteers and interns for their hard work and commitment towards the activities undertaken by AAs.

We are extremely thankful to the citizens of Indore city for their kind help and cooperation.

Regards,  
AAs – Aim for the awareness of society

## 1. ABOUT AAS

AAs - which in Hindi means “Hope”- was established in May 2005 to establish the hope for positive change in the society. It is the endeavour of AAS to serve the society and make it more capable to face challenges of deprived groups especially women and children. AAs works for child development, women empowerment and improvement of society.

“AAs” was initiated by seven like-minded youths who came together to spread awareness towards diverse social problems. In the year 2003 they formed a group which initiated many social activities for spreading awareness on different social issues like HIV/AIDS, STI, drug de-addiction, blood donation, water & sanitation etc.

On 05-05-2005, this informal group registered itself as a formal organization under Madhya Pradesh Societies Registration Act with name “AAs – Aim for the Awareness of society”. (Registration No: 03/27/3/0431/05)

Presently the organization is working for the women empowerment and child development through various projects like CHILD LINE (supported by ministry of women and child development department), Conjunctive Water management (supported by TARU Pvt. Ltd) and entrepreneurship development of women in slums. In addition to this AAS has also been involved in various research assignments in Indore city such as traffic volume count, informal water market research, community context analysis etc. While most of the NGO’s activities have taken place within the district of Indore, Madhya Pradesh, it aspires to achieve a national footprint in the coming years.

AAS believes to work with a theme of Knowledge and Resource partnership. It runs different projects with close coordination of different government departments such as Indore Police, Municipal Corporation, Labour department, Women and Child development department etc.

## 2. OBJECTIVES

- ✓ To associate with different government schemes for the improvement of Schedule Caste and Tribes, women, children and other deprived sections of the society.
- ✓ To conduct awareness programs in rural and urban areas to improve physical and mental health of people.
- ✓ To establish linkages with health department for imparting health services to the vulnerable.
- ✓ To develop and demonstrate sustainable systems for the environment, sanitation and waste recycling
- ✓ To work for the communal harmony in the society
- ✓ To work for the rehabilitation of physically or mentally disadvantaged, female sex workers and other marginalized groups of society

- ✓ To build sustainable livelihood resources, infrastructure and enhance accessibility of the resources for poor community.
- ✓ To conduct training programs on new, advanced and affordable technologies for the rural farmers to increase the production.

### 3. CURRENT PROJECTS

#### 3.1 CHILD LINE

CHILD LINE is a national 24-hour free phone emergency outreach service for children in need of care and protection. The phone number 1098 (toll free), responds to needs of children by providing emergency assistance and linking them to specific resource organizations for long term rehabilitation services with planned follow-ups thus assisting the children to fight with the difficult circumstances of her/his life.

It is a project of the Ministry of Women and Child Development, Government of India, in partnership with Non-Government Organizations (NGOs) and the corporate sectors. It is a 24-hour free of cost service provided by Bharat Sanchar Nigam Ltd. (BSNL), Department of Telecommunications. Any child who is in any crisis or any person who is aware of such a child can dial 1098 for immediate professional assistance 24-hour a day.

It works with children in need of care and protection with the view to ensure their basic right. Usually it works with children up to 18 years of age but in special circumstances it also assists girls and boys of upto 25 years of age. Commonly the following children come in contact with CHILD LINE.

- Street children living alone on the street
- Missing children
- Children abandoned by parents/guardians
- Children in need of medical help
- Child laborers
- Domestic help, especially girl domestics
- Children who have been abused (Weather mentally/physically/sexually/ economically within the family or by others in their environment)
- Children who need emotional support and guidance
- Child victims of flesh trade and children of sex workers
- Child addicts
- Children in conflict with law
- Children in institutions
- Mentally ill children
- Children affected by conflicts and disasters

- Children whose families are in crises.
- Such children who are denied of their basic rights.

### 3.1.1 CASES INTERVENED

CHILD LINE has intervened 620 cases in the year 2014-2015 (till January). The details of the cases are as follows:-

Month	Total no of cases	Boy	Girl	Child labour	Child Beggar	Guidance and counselling	Missing	Protection from abuse	Orphan	Need care and protection	Medical help
14-Apr	46	27	19	9	2	1	16	12	4	1	1
14-May	63	40	23	15	2	2	13	21	1	0	13
14-Jun	57	31	26	10	0	4	22	9	7	0	5
14-Jul	83	56	27	4	2	7	31	30	1	1	7
14-Aug	64	42	22	11	2	5	16	13	0	14	3
14-Sep	54	37	17	8	3	2	18	6	2	8	7
14-Oct	70	50	20	7	8	2	14	30	3	1	5
14-Nov	69	44	25	6	9	5	18	10	5	8	3
14-Dec	48	32	16	7	3	4	18	12	0	2	2
15-Jan	66	37	29	3	26	4	11	13	0	6	5

### 3.1.2 OUTREACH

The CHILD LINE team conducts outreach programs as per the pre determined schedule. The main purpose of outreach is to know the community at the grass root level. By associating with the community, the team directly gets to know about the problems being faced by the children. Generally, phone testing and groups of children are formed. The team also tries to get in touch with the local organizations like Anganwadi centers etc. Stickers, posters and pamphlets are also used in public places to spread awareness about CHILD LINE.

### 3.1.3 OPEN HOUSE

After the outreach is conducted, the CHILD LINE team along with the residents of that area conduct the open house. The children of the community and the volunteers made during outreach involve themselves as active participants in open house. The main objective of open house is to spread awareness about CHILD LINE and other child related issues. Awareness about child rights, child labour, child marriage, child sexual abuse etc. is spread through street and role plays, cultural programs, debates, puppet shows, etc.

Through the outreach and open house activities we have covered about 12,600 people in the 15 Wards where we have carried out the activities. They have been sensitized about various issues of children.

### 3.2 MASTI KI PATHSHALA: DONATE YOUR SKILLS

In March 2012, CHILD LINE Indore initiated the concept of “Masti ki Pathshala” for deprived children. The campaign aims to gather children from the nearby areas and motivate them to spare some time for recreational, educational and vocational activities. Initially the team selected some major areas and identified 30 – 40 children. They were motivated to come and play games, sports and other recreational activities for two hours in evening. Sometimes movies, cartoons etc. are also shown to children to educate them about child issues. It gathers and mobilizes volunteers from all over the city using Facebook and word of mouth. The campaign received good response from social workers, students, alumni of various colleges and other people.



#### 3.2.1 MAIN OBJECTIVES

- 1) To develop capacity of children in participatory and pedagogy approach.
- 2) To convert their negative energies into positive energies through life skills and physical activities like yoga, sports and dance.
- 3) To educate them about hygiene and cleanliness
- 4) To develop children as responsible citizens.
- 5) To make them conscious about child labor, drug intake, harassment and similar issues.
- 6) To train them to protect themselves in difficult/ vulnerable environment.
- 7) To demonstrate the importance of education and skill development for future pursuits.
- 8) To build their (especially girls) capacity by providing vocational or occupational training

#### 3.2.2 LIMITATIONS

One major obstacle encountered by CHILD LINE team was the poor economic condition of children. Some of them had one or no parent and it was not easy to take them out from their routine and persuade them towards development. The other obstacle was lack of fund availability for hiring skilled manpower, necessary goods and other resources.

### 3.3 AWARENESS ACTIVITIES

AAS organized various awareness programs. These have been conducted through mass programs, street plays, rallies, mimes etc. to bring awareness among people.



### 3.4 TRAINING AND CAPACITY BUILDING PROGRAMMES

Training and capacity building is an integral part of the organisation approach and activities. Very high focus is accorded to this aspect resulting in a very good result of all our activities and converting our women leaders and other partners into very powerful and empowered groups. Along with women, large number of external groups like school teachers, children also take benefit of our training and capacity building programs.

S no.	Particulars	No. of trainings
1	Jewellery Making	10
2	Rakhi Making	5
3	Diya Making	5
4	Decorative Items Workshop	5

## 4. OTHER INITIATIVES

### 4.1 CHILD BEGGING RESCUE

The CHILDLINE team along with representatives from Integrated Child Protection Scheme (ICPS), Child begging centre and policemen rescues children, who are involved in begging, on every Saturday. The rescue operations had been held at Mhow, Vijaynagar circle, railway station and bus stands. We are planning to expand it in other areas of Indore.

The children caught are taken to CHILDLINE centre or a shelter home where they are counselled. After this they are taken to CWC where their families are counselled. Then the kids are handed over to the



respective families and they have to take an oath that they will not let their children indulge in begging in the future.

#### **4.2 CHILD LABOUR RESCUE**

CHILDLINE Indore along with representatives from Integrated Child Protection Scheme (ICPS), Labour Department and policemen rescues children below the age of 18 years who are working. It is conducted on every Wednesday. The team investigates whenever it receives any tip off about child labour. If the news is correct then CHILDLINE Indore team along with other representatives of government goes to the place and takes those children into custody. The child is then handed over to Child Welfare Committee (CWC). CWC summons child's owner and child's parents. It enquires from the parents about why the child is being made to work and orders the owner to make a Fixed Deposit in child's name. The team has carried out this activity at different places in Indore. It also frees domestic labours from their owners.

#### **4.3 CHILD MARRIAGE RESCUES**

CHILDLINE team along with members from Integrated Child Protection Scheme (ICPS), visit the place where child marriage is taking place. They counsel the girl and boy along with their parents, explaining them the bad effects of child marriage and possible legal actions. They take a letter of confirmation from parents mentioning that they will not marry their child until they reach the legal age of getting married.

#### **4.4 CHILD SEXUAL ABUSE AWARENESS**

The CHILD LINE team undertakes school awareness programs to involve maximum students and spread awareness about CHILD LINE. Various issues related to children are taken up during the awareness programs. Child sexual abuse (CSA) is an increasing crime and to make children aware they are told what CSA is and how they can protect themselves from it. They are told about the 'good touch' and 'bad touch' during the program. Different activities like storytelling, poem recitation, debates and discussions are also held to help children understand the issues more effectively. AAS through CHILD LINE project has covered 1,180 school children. CHILD LINE children's groups were also formed to teach children something new and involve them in fun activities.

#### **4.5 ONLINE JEWELLERY PROMOTION**

AAS initiated a project for the women of the community. A jewellery making program was started in order to make them financially stable so that they can earn for themselves. The women of nearby communities like Ekta nagar, Jeet nagar, Rahul Gandhi nagar were contacted and explained about the concept. The women in slums are provided the raw material and the required skills to make the jewellery and AAs will help them to sell it. The main objective behind this project was to facilitate marketing and business strategies to community women.

The organization provides support to the women group by helping them to sell their product and contacting potential buyers. To sell the jewellery the organization has contacted E-Bay India. It also

helps the group in designing the jewellery. The designs that are in vogue are selected and the group asked to make them. The new and in demand designs are made and provided to the group.

## 5. ACHIEVEMENTS

- ✓ Received the best NGO award from District Administration for active participation and work on child rights issues.
- ✓ Conducted various rescue operations and rescued around 100 children who were illegally brought to Indore for work.
- ✓ Rescued various domestic child labourers along with the WCD and police department.
- ✓ Addressed around 10,000 children through various child centric activities at different places.
- ✓ Undertook several child related advocacy issues.
- ✓ On 26<sup>th</sup> February 2014, the Woman and Child development department awarded the “**Brave Woman Award**” to Ms. Manisha Payak, the centre coordinator of CHILD LINE, Indore for her dedicated and intense efforts for Child Protection and rescue operations. The award was presented by Ms. Snehlata Upadhyay, member of Madhya Pradesh State Women Commission.
- ✓ Organized Blood Donation Camp and collected 50 units of blood for MY hospital for the welfare of children and senior citizens.

## दबंग दुनिया

इंटीर, बुधवार, 8 जनवरी 2015  
www.dabangdunia.co.in

### वाइल्ड लाइन, महिला बाल विकास और श्रम विभाग ने की कार्रवाई

# होटल और घर में बच्चों से काम कराने वालों पर केस दर्ज

**दो बच्चों को छुड़वाया, काम से कई मुना कम दे रहे थे मेहनताना**  
प्रशासिक - इंटीर



**30 दिन के 1000 रुपए, वो भी ले जाती है मम्मी**  
एक बच्चे को 12 घण्टे तक काम कराने के बाद ही माता को मिलने से काम करने से बचाने के लिए प्रशासन ने कार्रवाई की है। 30 दिन के 1000 रुपए के काम के बाद ही माता को मिलने से काम करने से बचाने के लिए प्रशासन ने कार्रवाई की है।

**बाल श्रम कानून का उल्लंघन**  
अधिकांश में दो बच्चों के श्रमिक काम कर रहे हैं। इन बच्चों को काम करने से बचाने के लिए प्रशासन ने कार्रवाई की है।

## दबंग दुनिया

इंटीर, 11 जनवरी 2015

### प्रशासन की टीम ने सात बच्चों को पकड़ा

# बच्चों की भीख से जल रहे थे घरों के चूल्हे

**दो बच्चों को छुड़वाया, काम से कई मुना कम दे रहे थे मेहनताना**  
प्रशासिक - इंटीर

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**अनपढ़ है इसलिए मांगते हैं भीख**  
एक बच्चे को 12 घण्टे तक काम कराने के बाद ही माता को मिलने से काम करने से बचाने के लिए प्रशासन ने कार्रवाई की है। 30 दिन के 1000 रुपए के काम के बाद ही माता को मिलने से काम करने से बचाने के लिए प्रशासन ने कार्रवाई की है।

## दबंग दुनिया

इंटीर, बुधवार, 29 जनवरी 2015

### प्रशासन ने नाबालिग की शादी रकबाई

# शादी तो हो जाने दो... गौना बाद में करेंगे

**दो बच्चों को छुड़वाया, काम से कई मुना कम दे रहे थे मेहनताना**  
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**13-year-old girl rescued**  
Indore: A 13-year-old girl who was employed as a domestic worker was rescued from the flat of constable of special armed force (SAF) in Satguru plaza, Khambhura road on Wednesday by women and child department, Childline and labour department.

Childline Indore (nodal agency) received a complaint that the minor girl is working as a baby-sitter and domestic maid in a flat owned by SAF constable, Ajit Ekka and Seema Ekka who is working in a post office. City coordinator, Deepesh Choudhary told, "Girl hailed from Chhattisgarh and had been working as since last year." Labour inspector, Hemant Tiwari and Vijay Mishra filed a case under child labour regulation and prohibition Act 1986.

The case will be produced in court and the girl will be produced, before the child welfare committee. "Girl was sent to Jeevan Jyoti shelter in Rau while we are trying to locate her parents," said Choudhary.

# Aas in News

## दबंग सरोकार

### माता-पिता के खिलाफ सात महीने में आठ बच्चे पहुंचे वाइल्ड लाइन

# गुस्सा नहीं, अब बच्चे को दें प्यार का डोज

**दो बच्चों को छुड़वाया, काम से कई मुना कम दे रहे थे मेहनताना**  
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## बच्चों पर अपराध : प्रदेश नंबर-टू

**दिल्ली-सरायट से भी आगे हम**

2012 की स्थिति	2013 के हालात
किसात - 6033	किसात - 9857
मृत - 2168	मृत - 8247
अपहृत - 6482	अपहृत - 7199
अपहृत - 3817	अपहृत - 6410
अपहृत - 2094	अपहृत - 3730

**शिकायत के बाद...**  
एक बच्चे को 12 घण्टे तक काम कराने के बाद ही माता को मिलने से काम करने से बचाने के लिए प्रशासन ने कार्रवाई की है। 30 दिन के 1000 रुपए के काम के बाद ही माता को मिलने से काम करने से बचाने के लिए प्रशासन ने कार्रवाई की है।

**हर महीने एक केस**  
एक बच्चे को 12 घण्टे तक काम कराने के बाद ही माता को मिलने से काम करने से बचाने के लिए प्रशासन ने कार्रवाई की है। 30 दिन के 1000 रुपए के काम के बाद ही माता को मिलने से काम करने से बचाने के लिए प्रशासन ने कार्रवाई की है।

## महानगर

### सुभाष चौक स्थित जामा मस्जिद के सामने भगवती कॉम्प्लेक्स में कार्रवाई

# बाल श्रमिकों से सिलवा रहे थे कपड़े

**दो बच्चों को छुड़वाया, काम से कई मुना कम दे रहे थे मेहनताना**  
प्रशासिक - इंटीर

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