



An Analysis of Different Strategies Accepted by NGOs to Eradicate Child Labour in West Bengal

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The impact of child labour plays a crucial role in putting huge difficulties in social progress in any emerging nation like India. The present study was conducted with a view to analyse different strategies accepted by various governmental and non-governmental organizations to eradicate child labour by providing them with non-formal education, healthcare and various technical training. In this project data were collected by questionnaires and the collected data were analysed by using various research techniques like- case study, survey and field observation. After analysing this project, the result shows that NGOs mainly focus on direct beneficiaries than indirect beneficiaries. Indirect beneficiaries were made aware to help the direct beneficiaries. The communication strategies employed for direct beneficiaries are supplying books and imparting technical training while NGOs used various communication channels or tools like- rally, leaflets, posters, seminar, brochures, documentary video etc. In this study the tendency to use print media is stronger than the audio-visual media. Success in non-formal education and technical training are noted among the children. So, analysis of the Child Labour Elimination Programme should be conducted every year on the extent of the fruitfulness of communication activities.

Keywords: Child Labour, Direct and Indirect Beneficiaries, NGO, Tools, Mass Media.

I. Introduction

Child labour plays a barrier in the socio-economic development of India. The NGOs are working with different types of socio-economic issues. Child labour is one of those and this is also one of the much-talked issues in the developing country like India. The number of child labourers is on rise in the world as well as India for different types of reasons. According to the reports produced by, The Hindu one of the top newspapers in India,

West Bengal and Maharashtra has been reported to have the highest case of child labour that is 17137 and 8122. According to the report produced by CRY (Child Rights & You), one third of the child labour in West Bengal are aged between 5-14 years and mostly devoid of basic education as they cannot write their name in the local language as well and nearly about 4.3% (Primary Section) and 18.3% (Secondary Section) are deployed in child labour to save their family from poverty. There are various international organizations, non-governmental, governmental, socio and development organizations have lengthened their hands in educating and rehabilitating child labourers.

The NGOs communicate through different programmes and initiatives to eradicate child labour. Various governmental and non-governmental organizations encourage people through various communication strategies and also provide healthcare, non-formal education and various technical training to make aware about child labour and thus come forward to abolish it. To implement these strategies the organizations, use different kind of communication tools like- seminar and activity, conference, rally, guardian meeting, party meeting and discussion, sticker, leaflet, booklet, poster, video exhibition and so on. Thus, this analysis will try to evaluate the success and failure of the NGO's communication strategies and also try to find out the initiatives taken by the NGOs to eradicate child labour in West Bengal.

II. Review of Literature

The review of literature outlines the entire framework of the study and therefore is required to have an integrative approach of all the potential perspectives to be considered in the given study objective. It will further help in recognizing the gap in the literature available in the research fields. Elaborate research on the knowledge gap helps in



determining the problem statement and the research objective.

1. A. K. Kanth and Anupama Sahay (2004) "Globalization, Vulnerability and Child Labour: Indian Context" (Journal of V.V.Giri, National Institute, New Delhi,) held the opinion that the micro level poverty within the family is the major factor behind the prevalence of child labour. All parents prefer to send their children to school but due to lack of resources, parents are compelled to push their children into child labour to meet their basic needs for their survival. They concluded that, the world's poorest nations mostly account for greater percentage of child labour population as compared to the richer and affluent with relatively higher per capita income and GDP. They examined that on the domestic front in India, child labour is more concentrated in the States of Uttar Pradesh, Bihar, M.P, Andhra Pradesh, Orissa, Karnataka and Tamilnadu. In India, backward and poverty-stricken States account for a large percentage of child labour, but may not always hold true since there are instances of growing child labour in better off States like Punjab and Haryana. They also observed that incidence of child labour is higher wherever the access to primary education is low and globalization has increased the demand for child labour in the exportable commodity production.

2. Rita Rani (M.Phil. Dissertation. Department of Correspondence Courses, Punjabi University, Patiala, 2008) "Child Labour in Punjab: A Case Study of Dhuri" examined the main problems and socio-economic conditions of child labour in small town Dhuri indistrict Sangrur of Punjab. She found that the majority of working children belonged to 10-14 years age group. The medium size families most of them worked as regular full time and are earning between Rs.200 to 700 per month. As far as religion of child workers is concerned, a sizeable majority of them belonged to Hindu religion, whereas Sikhs, Muslims and others are less. She gave suggestions, proper implementation of poverty alleviation programmes, generating awareness among parents about the free and compulsory education provided by the Government, restricting the entry of children in labour marketing, strict enforcement of labour legislation to eradicate child labour.

3. Niti Mehta (2007) "Child labour in India: Extent and some Dimensions" (National Workshop on Socio-Economic issues in Child labour: Conference Proceeding, Mahatma Gandhi Labour Institute, Ahmedabad,) - found that illiteracy and

deprivation were strongly associated with the problem of child labour. She suggested that proper implementation of poverty alleviation programmes, creating avenues for productive employment, educating parents, improving literacy and framing a realistic policy on the part of the Government is required to tackle the problem of child labour.

4. Garv Malhotra and Tirth Bhatt (2011). Human Rights Year Book "Child Labour in India, A Journey Through Acts, Facts, Effects" The Author suggests that a comprehensive plan should be made including all Governmental and Non-Governmental organizations. Prohibition of Child labour will help to increase employment in youth. A cooperative effort is required to be made by our legislative, executive and judiciary.

5. Mr. Samsuddin Khan (Aligarh Muslim University) (Dec.2014.) "The Overcoming of Child Labour in India: In Perspective of Constitutional and Legislative Framework" Journal of Business Management and Social Sciences Research. In this Paper the Author intend to give scenario in which Child Labour gets increased and various challenges that have emerged due to this particular problem, like violence, child trafficking, etc. are also elaborated. The required efforts to overcome these problems are proposed.

6. Thangaraj (2019): Main focus of this journal is on the accountability of Child Labor Project Office for implementing a project related to abolition of child labor. Although child labor is banned in India, the reinforcement of anti-child labor efforts is difficult. The Swedish-financed NGO, named as Hand-in-Hand initiated an operation to eradicate child labor in Kanchipuram. The fundraising effort put by NGOs has also obtained a base of worth \$5.6 million support from US. These agencies use various project resources including testimonies, photographs, surveys and many others.

Objectives of this Study

(i) This study will help to analyse the different activities conducted by NGOs to increase the rescue operation and to eliminate child labour in West Bengal.

(ii) To scrutinize the effectiveness of communication framework and tool the NGOs used for the children in child labour elimination.

(iii) To analyze the success and failure of communication messages, channels and strategies of NGOs in child labour elimination as well as its reasons for success or failure.

Activities of this Study



After proper analysis of this project, it will be found that NGOs will try to conduct their activities by selecting two different groups which are:

(1) Direct Beneficiaries & (2) Indirect Beneficiaries

(1) Direct Beneficiaries: For this study the term 'Child' has been specified both boys and girls under the age of 8-12 as direct recipients. Preliminary healthcare project will be introduced to them to protect their health and awareness activities on non-formal education and technical education courses.

(2) Indirect Beneficiaries: People from all walks of life, especially local representatives, trade union leaders to raise awareness to establish child rights and eliminating child labour by arranging rally, seminar, workshop, conference, group discussion, centre development counseling meeting and published posters, brochure and so on.

Communication Strategies to Eliminate Child Labour:

Separate communication strategies have taken up for two types of target audiences (direct and indirect beneficiaries) to eliminate child labour in West Bengal.

Strategies for Direct Beneficiaries:

➤ **Training:** Child labourers were selected for training on making them aware about various rights and develop their leadership and skills to establish in future.

➤ **Booklet:** Booklets were published to raise awareness about non-formal education, child rights, their primary health protection etc.

➤ **Documentary Video:** A documentary video of 25 minutes was made with the lifestyles of child labourers which was shown before the children.

➤ **Guardian Meeting:** A meeting was held every three months with the guardians of the children where the guardians of the children raise their various problems as well as give their opinions.

Strategies for Indirect Beneficiaries:

➤ **Brochure:** NGOs has published brochures on child rights and child labour law through which people can learn about child rights and child labour law.

➤ **Rally:** Rallies must be planned in local project areas on the occasion of World Child Labour Prevention Day and World Child Rights Day. Various banners and festoons must be used to make the people aware about child labour through these rallies.

➤ **Seminar:** The NGOs arrange seminar on current framework which will helps to bring child

labourers and street children back to school to improve their future.

➤ **Workshop:** Various professionals and trade union leaders are given training on how people can be involved or directly connected in the child labour elimination process.

➤ **Poster:** The organization publishes and distributes a poster on every year on the occasion of World Child Labour Prevention Day to raise awareness among the people about child labour.

➤ **Conference:** The organization arranges different conference on how people can be connected in child labour elimination.

Purpose of this Research

This project aims at investigating: a) how the NGO directed their important activities in child labour elimination programme, b) how the NGO analysed the network of communication framework, scrutinize the effectiveness of communication channels and tools used by the NGO c) critical explanation of feedback management, find out the success and failure of communication channels as well as the reason that.

Through these analyses effort will be made to understand the overall efficacy or deficiency, if any of communication strategies of this NGO in the process of fulfillment of their child labour eradication programme.

III. Methodology

This study is based on a mixture of case study, survey, and field observation techniques. As it basically relates to the situation obtaining from West Bengal, so by using mixture method of analysis it will help to find out the communication strategies of NGOs in the eradication process of child labour. In nature it can be categorized as Triangulation Research (Wimmer & Dominich, 1987: p-51) where both quality and quantity analysis method are followed.

1. Case Study: The case study method was used for in-depth understanding of various issues and factors involved in the process of development and help to analyze the communication channels to the target audience and disseminate messages in the development process by the use of this method.

2. Survey: By the survey, it was tried to find out how the direct beneficiaries (Children) got message about this project, their reading level in various issues in the project schools, what will they do after coming out of the school, evaluation about the project and their teachers. It also tried to dig out to the attitude and evaluation of indirect



beneficiaries (people) about their communication activities. The survey was conducted among the direct and indirect beneficiaries with the help of a structured questionnaire. In this study, opinions of Communication Specialist, Sociologist, and Child Labour Specialist were gathered.

3. Field Observation: Observation at the field level was an important part of the study to understand the attitude, behavior, cultural pattern, practice, thinking pattern of the people. In this study the attitude, education, thinking and nature of direct beneficiaries and their guardians as well as their condition of education and culture were analyzed through field observation.

Collection of Data

Firstly, the data were collected through interviews of direct and indirect beneficiaries with the help of a set of questionnaires. Separate questionnaires were used for both the beneficiaries. The questions for direct beneficiaries were closed ended and for indirect beneficiaries open ended questions were included in the questionnaire. The respondents were free to give their own opinions.

Besides, opinions from specialist people such as Communication Specialist, sociologist, child labour specialist were sought through a Semi-Structural Questionnaire. Three areas of Maldadistrict of West Bengal were selected as the research area. The reason behind selecting this district for this study is also because the district has been registered and identified to have maximum number of cases and large number of rescue programs occurring as well.

Research Population & Sampling

Research Population: The research populations of this study are the children and their guardians. The size of the child population in the area is $132 \times 3 = 396$. In one shift there are 96 children, for them 48 children in non-formal education and rest of 48 children in four technical trades (motor mechanic, electric, tailoring and embroidery) and each trade has 12 children ($12 \times 4 = 48$). 64 direct beneficiaries and 68 indirect

beneficiaries were selected for the present study as sample. The reason behind selecting this NGO is that the researcher has easy access to this NGO.

Sampling: Two kinds of samplings were used in this study. Stratified Sampling Method was followed to select the representative sample from the population in the case of direct beneficiaries where 64 children were selected as sample.

Purposive Sampling Method was used in the case of indirect beneficiaries where 68 people including guardians of child labourer from the area were selected as sample. However, age, gender, profession, educational quality, social status was also considered in this case.

Data Analysis: Results & Discussions

In Child Labour Eradication Programme NGOs use some communicative elements or tools to raise awareness about child labour and provide information about children's various non-formal and technical education and healthcare.

(1) From the Survey:

The study investigates various channels of message dissemination, influences different forums in the communication process, child labours' abilities of recalling different messages and their psychological involvement in the whole process. Besides, the change in the thinking pattern, attitude, and behaviour of the child labours were observed critically.

Through this study, a survey conducted with separate questionnaires for both direct and indirect beneficiaries to know communication strategies of NGOs and their effects on both direct and indirect beneficiaries. The results of this survey are discussed below-

On Direct Beneficiaries (Child Labourer):

Non-formal education, basic skills training, formation of child rights groups, establishing Centre Development Committee, Awareness raising and Primary health care service are the main key components of the Child Labour Elimination Programme of NGOs.

Table 1: Level of Understanding

Level of Understanding	Frequency	Percentage
Fully	56	87.50%
Partially	8	12.50%
Total	64	100%



The dissemination of ideas and messages is not enough to bring the child labours' in the overall development process if they don't interpret the ideas and information disseminated. With this end in view, it is important to evaluate the level of understanding of the child labours after new ideas are disseminated. Study shows that 87.50%

respondents fully understand proceedings of different education or training classes while the rest 12.50% partially understand the proceeding. Here it is clear that the level of understanding of children in classroom is good. The causes behind these understand of class room are effort of the teachers. They take care of every individual student.

Table 2: Response in Class Participation

Different Messages	Level of recalling different messages						Total	
	Good		Moderate		Not good			
	F	%	F	%	F	%	F	%
Non-formal Education	43	67.19%	21	32.81%	0	0	64	100%
Technical Education	36	75%	12	25%	0	0	48	100%
Awareness	24	37.5%	40	62.5%	0	0	64	100%
Child Rights	28	43.75%	28	43.75%	8	12.5%	64	100%
Savings Project	39	60.94%	20	31.25%	5	7.81%	64	100%
Primary Health Care	28	43.75%	28	43.75%	8	12.5%	64	100%

The response in class participation is another important factor of understanding the influence of communication in the development process. When the trainers or teachers teach child labours about child rights, awareness, primary health care and non-formal education, after understanding the lessons they respond in the class.

Table 3: Level of recalling different messages

Response in class participation	Frequency	Percentage
Everytime	43	67.19%
Sometimes	11	17.19%
When needed	4	6.25%
When understand	6	9.37%
Total	64	100%

The collected data shows that 67.19% respondents say that they participate in the discussions every time while 17.19% of the respondents say that they sometime take part in the discussions. 6.25% of the respondents say that he/she participate in the classroom when they feel that they need to participate the discussion on the particular topic.

So, from the above discussion we can observe that the nature and degree of recalling different development messages are influenced by the children keenness. For whatever reasons their degree of recalling different messages varies, one thing important that the children although everyday to through the summery note of different messages but they are instantly recalling those which actuals

affect their lives. But these are not reflecting the actual recalling situation of the children development messages. Because due to fear many of the children did not try to speak or recall properly in front of the researcher.

On Indirect Beneficiaries (People):

To eradication child labour NGOs have taken up public awareness programmes to establish child rights among the people from all walks of life. To examine the different strategies of Child Labour Eradication Programme for indirect beneficiaries, the survey of the people in project areas has been conducted. The results of this survey are presented below:



Table 4: Source of information about Child Labour

Source of Information	Frequency	Percentage
Leaflet	18	8.82%
Poster/Billboard	20	9.80%
Television	36	17.65%
Newspaper/Magazine	35	17.16%
Friends/Neighbour	28	13.73%
Relatives	8	3.92%
Rally	20	9.80%
Seminar	16	7.84%
Activities of NGOs	19	9.32%
Colleagues	4	1.96%
Total	204	100%

The questionnaire survey of the study shows that 17.65% & 17.16% respondents gather information about strategies applied for child labour by NGOs through television and newspaper or magazine. 9.80% respondents said poster or rally and 9.32% of respondent said NGOs activities were their sources of information about child labour.

(2) Experts' Opinion:

Opinions of specialists were taken in analysing different strategies accepted by NGOs in the Child labour eradication programme. They reviewed the social impacts of child labour, role of NGOs and communication strategies of NGOs in eliminating child labour. The following paragraphs describe experts' opinion on the subject:

Sociologist: If children remain engaged in labour from their childhood, then socio-economic situation of the country becomes imbalanced. This means they are deprived of basic education and hence the opportunities to be grow up as country citizens. So government has to take initiative first to eliminate child labour. Transparency and accountability should be available in the activities of NGOs. Not only the government but also the rich and the conscious class of the society should come forward to eradicate child labour by participating different strategies accepted by NGOs.

Child Labour Specialist: To eradicate child labour NGOs will utilize their funds and provide scholarship for the children and advice families to push their child toward proper education. Besides this government fund should also be utilized by the NGOs for the development of child labour. So, NGOs will try to provide approximately 3-4 years

formal education and 1-2 years technical education to improve the future of child labour.

IV. Conclusion

After analyzing the different strategies accepted by NGOs regarding Child Labour Elimination Programme, it is found that there should be plan or guideline in implementing existing communication strategies of the project by which children and their guardians directly communicate with the researcher peacefully. It is also seen that they should give their attention to audio-visual medium so more video clips should be shown in project areas. Besides, public awareness programme of the project must be planned frequently to eradicate child labour in project areas. Attention should be given in different folk songs using their local language to be aware about child labour and the strategies accepted by NGOs. Though the project conducted a follow-up study about its direct beneficiaries, it did not carry out one about indirect beneficiaries although there was a need. Attention should be given in this regard.

NGOs will try to use more mass media (newspapers, radio and television) to create awareness because the mass media could be a strong side. Analysis of the Child Labour Elimination Programme should be conducted every year on the extent of the fruitfulness of communication activities. It is also found that the communication strategies taken for the direct beneficiaries are effective and fruitful, however those for indirect beneficiaries are not sufficient and effective. They need to arrange more programmes in this regard.

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