

Better Child Rights

It used to be commonplace during cotton harvest season to see the classrooms almost empty in Rayagada area, India. Children would be working in the cotton fields weeding and picking to help their poverty-stricken parents. School attendance during cotton harvest season was almost zero.

BCI's Implementing Partners (IP) Solidaridad coordinated campaigns on child labour in Rayagada and Gunupur, India. The campaigns worked with children, parents and the wider community to better understand child rights.

Solidaridad explained the campaigns achievements: "In accordance with the BCI Decent Work principles, we worked with our local partner Pratibha Syntex to organize special rallies in the village. Children came together to march holding posters and banners which showed slogans on child labour and child rights. Students also held special debates in the schools with prizes given to the best performing students. Specialist actors were brought in to create street plays with storylines highlighting the negative effects of child labour. And also very importantly, we worked with the illiterate parents in the village showing videos on child labour."

Solidaridad saw a huge positive response following their child labour campaign in the village and even beyond. After these campaigns, parents understand that one of the values of Better Cotton is keeping child labour out of the fields, and putting children back in schools, so that they can build a better future. After the campaign almost all the schools in the area recorded 100% attendance of the students.