



## INTRODUCTION

Save the Children is committed to reaching out to all children in need of care and protection with emphasised focus on the most vulnerable and marginalised. Acknowledging the importance of an identity document for children in street situations, Save the Children has launched a project, namely, 'Surviving the Streets in India: Providing a legal identity' (#The Invisibles), which provides children in street situations with a legal identity document. The intervention aims to provide a legal identity, school enrolment, access to healthcare services, skill development, employment opportunities and financial services to 2,00,000 children across (Delhi, Kolkata, Agra, Allahabad, Kanpur, Mughalsarai, Lucknow, Pune, Mumbai and Nasik) in the states of Delhi, Uttar Pradesh, Maharashtra and West Bengal over a period of two years till March 31,2020.

Visit us at:  
[www.savethechildren.in](http://www.savethechildren.in)

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## COVER STORY



### Post Card Campaign

<sup>1</sup>Seventy percent of #TheInvisibles are engaged in labour. This International Day against Child Labour, June 12 - Save the Children launched a month long campaign driven by children which culminated on August 15.

Children from across the four project locations wrote postcards to the political leadership in their respective states strengthening the voice for advocating the Right to Identity for #TheInvisibles. Echoing the slogan – My Identity, My Rights (Meri Pehchaan, Mera Adhikaar) the children led the way in amplifying the agenda of #TheInvisibles

In Delhi, children across 11 districts wrote messages and posted them to the Chief Minister of Delhi. Children participated in group discussions on rights of children, and came up with creative ways to convey their message. A total of 5000 postcards were sent.

In Uttar Pradesh, the Postcard campaign covered three districts i.e., Mughal Sarai, Allahabad and Varanasi. Children actively participating in the campaign, wrote messages to the Chief Minister, and highlighted issues faced by them due to the absence of a legal identity.

#TheInvisibles in Nasik, Maharashtra wrote postcards to the Chief Minister of Maharashtra whereas in West Bengal, children messages were directed towards the Governor demanding legal identity in order to access education, health, shelter, safety and clean drinking water as their basic entitlements like other children.

12000 postcards written by children from across the project locations have been delivered to the Chief Ministers and Governors of the respective states.

An online petition was also launched simultaneously to mobilise people’s support for amplification of the voices of children. Videos and photos were promoted online to create a buzz about #TheInvisibles engaged in labour.



YOU CAN HELP US CLAIM OUR RIGHTS. HELP

### Reach of the petition



Impressions	Reach	Engagement	Shares	Likes	Comments
169653	137467	3972	119	2924	31



Reach	Impressions	Likes	Comments
33214	49758	2671	24



Impressions	Engagement	Retweets	Replies	Likes
91312	2148	42	9	238



<sup>1</sup>Life on the Street report published in 2015

## NEWS UPDATES

### International Day for Street Children celebrated across all four project states

The International Day for Street Children - a special day recognising the strength and resilience of millions of children in street situations is celebrated around the world on April 12, since 2012. It is an opportunity to recognise the dignity and rights of #TheInvisibles in the face of unimaginable hardships.

Save the Children marked the occasion through a nationwide online campaign in collaboration with Youth Ki Awaaz (a digital platform) as a build up to the day and also across the four project states.

The day was observed in the states by involving #TheInvisibles in different activities like a movie screening of Gully Boy (a popular Bollywood production showcasing life on streets and its innate challenges), a recreational cricket match and a child rights consultation to flag persistent issues faced by them.

## IMPRESSIONS OF THE DIGITAL CAMPAIGN

### International Day of Street Children: Facebook Highlights



Vicky Roy's inspirational journey of overcoming the odds of being a child on the streets and finding true success emerged a strong element in the buildup to April 12. His articles drew views from **3,000+ people** and reached **43,000+accounts** on social media.

### Twitter Highlights



### Instagram Highlights



Instagram became the mainstay for all campaign related activity for #InternationalStreetChildrenDay. A combination of posts and stories on Sumit's video, the SOP and hard-hitting statistics about children in street situations, and utilisation of the poll feature, drew in a lot of engagement on the platform in the form of comments, shares and answers to the poll.

## NEWS UPDATES



Children with “My Identity, My Rights” attending the film screening at PVR Kolkata

**West Bengal, April 12** Save the Children collaborated with PVR cinemas for a special screening of *Gully Boy*, a motivating story for the children showcasing hope and positive resilience.

200 children were part of the screening and the initiative was widely covered through media, which gained much popularity.<sup>2</sup>

**Uttar Pradesh, April 12** A cricket tournament was organised at Kanpur with support from implementing partner-Sathi.

Two teams representing #TheInvisibles – Kanpur Warriors & Kanpur Dabangg- from slum pockets across the city participated in the tournament. The selected teams comprised of children involved in labour and school dropouts.

The Street Children Cricket Tournament was organised to rally governments and individuals worldwide to work together to ensure that the rights of children in street situations are protected no matter who they are and where they live such that they can fulfill their potential.

Kanpur, is the first city in Uttar Pradesh where cricket teams of children in street situations played to bring focus to the issues they face in terms of access to their basic rights, similar tournaments have been planned in Agra, Lucknow, Prayagraj and Varanasi.

Faheen 12, the captain of Kanpur Warriors said, “This is the first time we are getting such an opportunity and are very excited. I want to lead my team to victory.”

Suraj 13, Kanpur Dabangg, feels, “Our team practiced very hard so that we can represent our team in State Level Cricket Tournament in Lucknow.”

**Maharashtra April 12** A week long consultation in the preparation and execution of the International Day for Street Children was organised between April 6 to April 12 at 30 hotspots of Pune, Mumbai and Nashik. 900 children with their families participated in interactive sessions on child rights and orientation on social protection schemes for children living in street situations. Children expressed their opinion of



Ms. Preeti Verma, Member SCPCR, Uttar Pradesh with the cricket teams after the tournament concluded

child rights on various issues like the right to legal identity, education, health and food through creative mediums such as paintings and sketches.



Children voicing their interpretation of their basic rights during the interactive sessions at Nashik

## 2624 CiSS enrolled in schools across Delhi

Delhi As a part of linking children in street situations to education a strategic partnership with Samagra Shiksha Abhiyaan (SSA), was forged at the starting of the new academic year, to initiate school enrolments in a sustainable manner. This partnership is a result of the commitment made by Ms. Kavita Rana, Officer on Special Duty, Delhi, SSA at the Dialogue on Challenges faced by Children in Street Situation in accessing their rights on March 2019.

Subsequent to Ms. Rana’s commitment, in April 2019 the list of out of school children was shared with SSA so that they could enroll those children into schools. Through joint efforts of SSA and Save the Children, about 2624 children have been enrolled in schools across Delhi.

In order to mobilise the community, a “Back to School” campaign was organised where children from the community did a door to door campaign motivating other children to enroll into schools.

<sup>2</sup>The film screenings were organised at all the project locations with 800 children in attendance, along with the other activities and engagements.

## MINUTIAE CORNER

Save the Children joined hands with Entertainment One (Owners of Peppa), and invited Team India North to be a part of the #PeppaPlaysCricket campaign which ended on 7 July 2019, in order to raise awareness on the lives of #TheInvisibles.

With popular animated character Peppa Pig and Indian celebrities Soha Ali Khan and Mithali Raj, major emphasis was on the importance of spreading awareness for the rights of #TheInvisibles.

Peppa Pig  
July 1

Oinkastic! Mithali Raj, the Captain of India Women's Cricket Team, will be joining the cricket fun in Oberoi Mall on 7 July! Peppa and George can't wait to meet the Captain and get some cricket tips from her! Sure your little ones are as excited as they are! Save the date and stay tuned for how to join us!

#PeppaPlaysCricket Save the Children India

Peppa Pig  
LET'S GO  
PLAY  
CRICKET

Save the Children  
100 YEARS

Mithali Raj  
Captain of India Women Cricket Team

1.5K  
2 Comments 7 Shares

Save the Children India  
July 11

Peppa Pig and George come all the way from the UK to India to experience everything cricket. Having cricket fun together with Soha Ali Khan and local kids, the two little piggies learn some cricket tips, teamwork and sportsmanship. #PeppaPlaysCricket

Featuring Soha Ali Khan Pataudi (granddaughter of Iftikhar Ali Khan Pataudi and daughter of Mansoor Ali Khan Pataudi, former Captains of the Indian Cricket Team), and Team India North from Save the Children, India UK in India

Look who are on their way to India from UK

1.5K  
2 Comments 7 Shares

and daughter of Mansoor Ali Khan Pataudi, former Captains of the Indian Cricket Team), and Team India North from Save the Children India. Let's watch and learn how to bat the ball! Nick Jr. India Hamleys India

UK  
INDIA

189  
2 Shares

Like Comment Share

Peppa Pig  
June 22

Look! Peppa and George are hanging out with Soha Ali Khan Pataudi, Team India North of Save the Children India and some kids! Wondering what oinkastic fun they have together? Stay tuned!

#PeppaPlaysCricket

189  
2 Shares

Like Comment Share

## PHOTO FEATURE- VOICES

In this phase 115 camps for identity documents were organised across the four project locations. We bring to you a reflection of the change effected through the voices of children.



*"I have health insurance and a bank account for my studies – Sukanya (one of the government financial schemes for girl children)."-*

**Riya, 8**



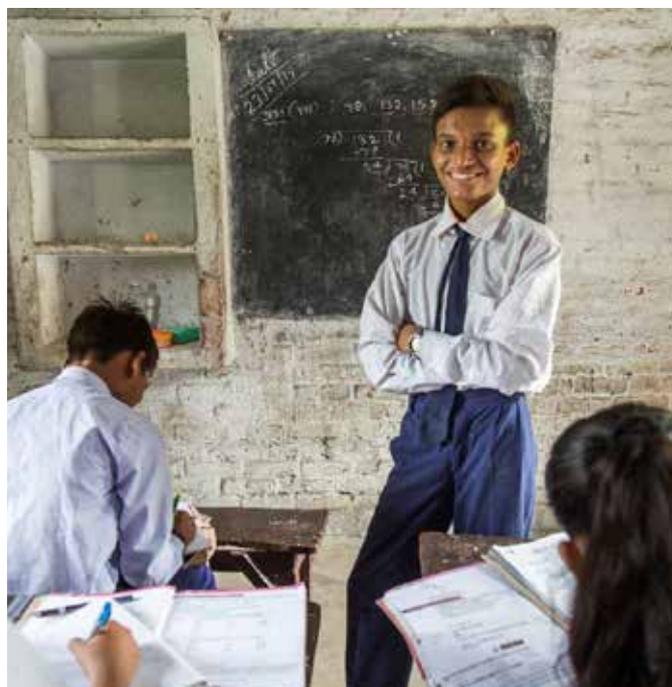
*"If my mother put money in the bank like she said she will it will multiply and then when I'm older I can get a real job in an office. I want a big house with lots of rooms and I will give it to my mother to live in. I can also be a teacher – they are intelligent and I want to be intelligent."*

**Riya, 8**



*"We have health insurance – the letter has come. It really helps because my mother gets sick a lot and she can now get admitted for free. I also have a brain problem so if I get sick later I can get myself checked."*

**Shivam, 13**



*"I enjoy studying science, it is the only subject I score marks in, I want to become a scientist when I grow up and invent things."*

**Shivam, 13**

## IN MY OPINION

*“Children living on the street should be identified, support them in their education, vocational training etc. It should be taken care by social organisations as well as government machinery to save their future and make them an asset for the country”*

— **Rajesh Kumar Yadav**  
SP (Crime) and In charge of SJPU  
(Special Juvenile Protection Unit),  
Kanpur

*“Aadhar registration is very important to track the missing children. It is also useful for the children to implement the government schemes in transparent manner.”*

— **Ajit Kumar**  
District Probation officer,  
Kanpur.

*“It is very painful to know that 20 lakh children live on the streets of India. They are denied basic rights and entitlements like food and shelter. I congratulate Salaam Baalak Trust and Save the Children for their initiative. They are celebrating 12th April as the International Street Children Day. We must all get together and ensure basic rights for children on the streets. Because we must make the invisible children visible. We must ensure that they have an identity, the power to speak up and a future. It is our duty.”*

— **Subhash Ghai**  
Filmmaker

## #Theinvisibles IN THE NEWS

### ‘Every player has a vision of winning the WC’

Mithali says it is a positive, contagious vibe and it is important to maintain belief

**SANDAKSHAR BARKAK**  
INDIA



Mithali known as an accumulator of runs, points out that records cannot be planned, they just happen.

She was referring to her mindset at the crease, besides questions about Rohit Sharma's feat of five tons in England. "You cannot plan for successive half-centuries or centuries. One breaks records unknowingly, when a player is in the zone."

She said: "The body is in sync with the mind, a situation, every cricketer will wish to get into."

"At the highest level, you need a clear mind. Batting is a reaction thing, clarity will get you back to back 30s or 100s."

The India women's captain posed with cartoon characters Peppa and George and mingled with kids from Save The Children Foundation who had played cricket at the Lord's stadium.

**Fun time:** Mithali Raj poses with cartoon characters Peppa and George. »»»

positive and contagious vibe."

She added: "Once you start performing well as a unit, every game sees a new player emerging as the match-winner, there is a feeling within that the group has a chance to win the title. The confidence among players is what this side thrives on. India has won matches despite going through an off-day, like the loss to England or a close contest against Afghanistan."

"The only way to perform on the world stage is to maintain belief in your preparation and bring out your A game in every match."

**Victims of winning:** Asked to explain India's successful run so far, she said: "Every individual in the team has a vision of winning the World Cup. It is a very

### Save the Children Organized Special Screening Of Gully Boy For Street Children From Various Parts Of Mumbai At PVR Goregaon

BY ADMIN • April 15, 2019



International Street Children Day kicks off across India 800 street children hosted by Save the Children attend 'Gully Boy' screening in association with PVR Cinemas

Sanspareils Greenlands (SG Cricket) donates shoes to 800 children across states

Mumbai 12th April 2019: April 12th is International Day for Street Children: a special day recognising the strength and resilience of millions of street children around the world. Celebrated globally since 2012, it is an opportunity to recognise their humanity, dignity and rights in the face of unimaginable hardships. We want to rally governments and individuals worldwide to work together to ensure their rights are protected no matter who they are and where they live. Join us in our quest to recognize the potential in every street child.

### PMC SCHOOL STUDENTS COMPLAIN ABOUT FORCED LABOUR

**ST COMPLAINT**  
BY ANURAG THAKUR



**CHILD LABOUR**

The children, who had been recruited by the PMC school, are now being sent to work in the fields of the school. The children are being sent to work in the fields of the school, which is a violation of the law. The children are being sent to work in the fields of the school, which is a violation of the law. The children are being sent to work in the fields of the school, which is a violation of the law.

<https://sportstar.thehindu.com/cricket/icc-cricketworld-cup/interviews/icc-world-cup-2019->  
<http://www.24x7livenews.xyz/2019/04/15/save-the-children-organized-special-screening-of-gully-boy-for-street-children-from-various-parts-of-mumbai-at-pvr-goregaon/interview-indian-womens-team-mithali-raj-rohitsharma/> article28312661.ace

Your opinions and actions can help make a difference. We could publish some of your feedback in future editions of this Newsletter. Do send any suggestions and comments to [madhurima.mallik@savethechildren.in](mailto:madhurima.mallik@savethechildren.in) [satyendra.kumar@savethechildren.in](mailto:satyendra.kumar@savethechildren.in)

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100 YEARS

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