

World Day Against Child Labour Campaign 2025

Every year on 12 June, the World Day Against Child Labour serves as a reminder that millions of children continue to lose their childhoods to work driven by poverty, lack of access to education, and limited awareness. In response, Matru Schaya Social Welfare Society (MSSWS) organised a campaign from 9 to 18 June 2025 across its project villages to raise awareness, mobilise communities, and strengthen collective responsibility to end child labour.



The campaign aimed to sensitise children, families, and community leaders on the harmful impact of child labour, promote education as a child's right, and encourage active involvement of Panchayati Raj Institutions in protecting children. MSSWS designed the campaign as a participatory process-working with communities rather than for them-using creative and culturally relevant methods.

Key Campaign Activities

Mobile Awareness Announcements

The campaign began with vehicle-based public announcements using loudspeakers to reach households across villages. Pre-recorded messages, jingles, and songs highlighted the dangers of child labour, the importance of schooling, and the role of community vigilance in safeguarding children. This approach ensured wide outreach, especially among parents, elders, and working families.

Street Plays Led by Children

Street plays were performed in Saiwan, Udhwa, Talasari, and Dharampur by children and MSSWS staff. Children were trained in basic theatre and script delivery and presented powerful stories on child labour, child marriage, and education. Performed in open public spaces, the plays sparked discussion and reflection, making complex issues accessible to all community members.



Community Pledge Campaign

Following the performances, community members were invited to sign a pledge banner committing to protect children from labour and exploitation. Women, youth, elders, and parents participated enthusiastically, turning the act of signing into a symbol of shared responsibility and community ownership.

Gram Panchayat Engagement

Special Gram Panchayat meetings were held in Shilonda, Dharampur, and Modgaon, with participation from over 180 community members. Village leaders, SHG members, parents, and adolescents discussed child rights, education, and local action to prevent child labour. These meetings strengthened local leadership and collective accountability.

Children Express Through Art

Drawing and painting activities were conducted in four schools, engaging 236 children. Through themes such as “Happy Childhood” and “My Right to Education,” children expressed their

dreams, fears, and hopes. The artwork was displayed publicly, offering powerful insight into children's perspectives and their desire for a safe, child-friendly world.



Key Outcomes

- Increased community dialogue and openness on child labour
- Improved confidence and leadership among children through art and performance
- Stronger engagement of Panchayat leaders and SHGs in child protection
- Renewed sense of collective responsibility for safeguarding children

The World Day Against Child Labour Campaign 2025 was more than an awareness event- it was a community movement. By placing children at the centre and engaging local leadership, MSSWS reinforced the belief that protecting children is a shared duty. The campaign concluded with strengthened partnerships, deeper awareness, and renewed hope that every child will grow up in classrooms and playgrounds-not in labour.

