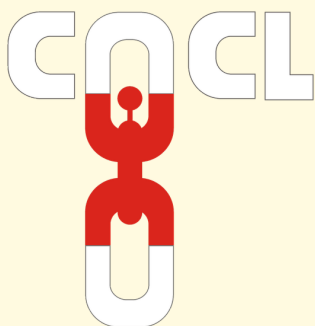




STANDARD OPERATING PROCEDURE

FOR

**CAMPAIGN AGAINST CHILD
LABOUR**

Introduction

Campaign Against Child Labour (CACL): A Three-Decade Commitment to Eradicating Child Labour in India

The Campaign Against Child Labour (CACL) is a national-level network of organizations and individuals dedicated to the complete eradication of child labour in India. Established in 1992, the same year India ratified the United Nations Convention on the Rights of the Child (UNCRC), CACL has emerged as a leading advocacy network addressing child labour-related issues.



Since its inception, CACL has played a pivotal role in conducting research, analyzing policies, and identifying gaps to be addressed by the government. Its commitment to the cause has attracted numerous individuals and organizations, strengthening the network's collective voice. Recognizing the need for state-specific interventions, CACL established state chapters to address localized challenges. Today, the network operates actively across 19 states, with six thousand plus members, ensuring a more targeted and effective approach to child labour eradication.

Over the past three decades, CACL has adapted to evolving socio-economic landscapes while remaining steadfast in its mission of

a child labour-free India. The organization has continuously refined its strategies to sustain collective efforts, necessitating periodic reassessment and re-strategizing of its Plan of Action (POA). These time-sensitive adaptations have enabled CACL to foster collaboration, enhance operational efficiency, and amplify the impact of its member organizations.

As the fight against child labour continues, CACL remains committed to evolving its approach, ensuring that its advocacy, research, and policy recommendations remain relevant and effective in achieving its ultimate goal—a future free from child labour.

Vision

- **Child Labour Free India**

Mission

- **Total eradication of child labour**

Objectives

- To eradicate all forms of child labour up to 18 years
- Making state accountable and responsive for child rights protection and promotion;
- Adequate legislation in tune with UNCRC is in place and enforced ;
- Create opportunities for girl children in every sphere / more positive space for girl children in society ;

- Improved access and quality education equitably for all children ;
- Reassuring the childhood for all children upto 18 years of age.

Operational Guideline

1. Organizational Structure & Reporting Lines

A. National Secretariat

- Holds overall mandate for expanding the network, coordinating national-level advocacy, and synthesizing state-level demand into a unified national advocacy agenda.
- Receives periodic state inputs and feedback from State Convenor / Co-convenor, analyses needs, and leads campaigns targeting legislators and National Child Protection agencies.

B. State Chapters

- Led by an elected **State Convenor** (and Co-convenor), elected every three years by the **State Coordination Committee (SCC)**. National Secretariat may assist election logistics but does not override SCC protocols.
- State Convenor acts as direct link between district convenors and National Secretariat, responsible for

C. District / Regional Convenors

- ## 2. Communication & Reporting Channels

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graph LR
    NS[National Secretariat] --> SC[State Convenor]
    SC --> SCC[State Coordination Committee 1999]
    SC --> SCoC[State Co-convenor]
    SCC --> RCE[Regional Convenor East]
    SCC --> RCW[Regional Convenor West]
    SCC --> RCEn[Regional Convenor Central]
    SCC --> RCN[Regional Convenor North]
    RCE --> DCEn[District Convenors]
    RCW --> DCW[District Convenors]
    RCEn --> DCEn[District Convenors]
    RCN --> DCN[District Convenors]
    DCEn --> DCLM1[District level CACL Members]
    DCW --> DCLM2[District level CACL Members]
    DCEn --> DCLM3[District level CACL Members]
    DCN --> DCLM4[District level CACL Members]
  
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The organizational chart illustrates the hierarchy of the CACL Secretariat. At the top is the National Secretariat, which oversees the State Convenor. The State Convenor manages the State Coordination Committee (established in 1999) and the State Co-convenor. The State Coordination Committee oversees four Regional Convenors: East, West, Central, and North. Each Regional Convenor oversees District Convenors, who in turn oversee District level CACL Members.

1. District Convenor → State Convenor / Co-convenor

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rehabilitation efforts, local advocacy events, challenges and demand-points.

- Formats: standard template shared by state office.

2. State Convenor → National Secretariat

- Consolidated quarterly state report: summarises all district-level concerns, key case studies, advocacy needs, and recommended policy priorities.
- Ad hoc urgent issue escalation allowed via email or phone.

B. Top-Down Communication

- National Secretariat circulates:
 - **National advocacy campaigns** (dates, themes, messaging).
 - **Templates** for events, sensitization materials, research briefs.
 - **Election process guidelines** ahead of convenor elections.
 - **Policy advocacy frameworks** for shaping state and national agendas.

- **Monthly/Quarterly/ Half Yearly Reporting format for District and States**
- **Uniform Banner and IEC Materials**

C. Coordination Platforms

- **Monthly State Coordination Call:** state convenor, co-convenor, and selected district leads join with national liaison officer to align campaign schedules.
- **Bi-annual State Convention:** at state level, rotate among districts; includes planning, review, election as needed.
- **Annual National Convening:** state team sends delegates to national meeting to contribute to agenda-setting.

3. Campaign Planning & Execution

A. Activity Design

- **State-level activities** (planned by state convenor):
 - Consultation and sensitization workshops with stakeholders (government bodies, community groups, parents, children and employers).
 - Rallies, human chains, poster/placard competitions, quizzes involving youth and teachers.

- Media outreach and social media campaigns.
- **District-level actions:** spearheaded by district convenor with community mobilization and grassroots events.

B. Research & Evidence

- Each district/state may conduct small-scale surveys or assessments on child labour, child marriage, migration linkages, and incorporate case documentation for policy briefs.
- Use evidence to inform policy asks and advocacy with government and international bodies like ILO or UNCRC forums. National Secretariat compiles comparative findings across states for use in national-level narratives.

C. Messaging & Advocacy Demands

- Uniform messaging across all events should include:
 1. **Definition of “child” as under 18 across laws and schemes.**
 2. **Effective enforcement of latest amendments of CLPRA, RTE, JJ Act, NEP.**
 3. **Adequate adult wages to remove pressure on children.**
 4. **Dignity-preserving reintegration** of child labourers, not criminalization.

5. **Compliance with international commitments** (UNCRC, ILO 138 & 182, SDG 8.7).
 6. **Promotion of safe, joyous childhood environments.**
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4. Roles & Responsibilities

State Convenor

- Lead coordination and communication with district convenors and National Secretariat.
- Facilitate advocacy at state government level on prioritized demands.
- Expand membership and district-level presence.
- Ensure timely data-sharing and campaign alignment with national directives.

Co-Convenor

- Support Convenor in all functions; act as alternate coordinator when Convenor unavailable.
- Serve as documentation lead: maintain archives of reports, photographs, media mentions.

Regional Convenor

- Ensure Regional advocacy initiatives as the regional level with Government, legislatures, local administration, Child Protection statutory bodies, Labour department, Education Department etc. as key stakeholders.
- Coordinate region wise campaign activities through planning, review and consultation with region specific district convenors.
- Provide monitoring and documentation support to district Convenors
- Collate and share information/reports, expense claims etc. to State Convenor
- Ensure visibility through media engagement

District Convenors

- Conduct identification and reporting of local cases, organize community events, and escalate urgent incidents.
- Maintain linkages with local government institutions (e.g. DCPUs, BLCPCs under ICPS) and Child Welfare Committees.

State Coordination Committee (SCC)

- Oversee election and performance evaluation of State Convenor.

- Develop state-wide strategies and endorse major campaign initiatives.
 - Serve as advisory body for state leadership.
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5. Election Process (Every 3 Years)

- **State Convenor, Co-Convenor, Regional Convenor and district convenors are elected by SCC**, which comprises former convenors, regional leads, and notified ex-officio members.
 - **Role of National Secretariat:** logistical support and oversight to ensure integrity; however, state retains full procedural authority.
 - Election cycles communicated by national office 3 months in advance.
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6. Coordination with Government Mechanisms

- Build partnerships with **District Child Protection Units (DCPUs), Block/Panchayat Level Child Protection Committees (BLCPCs), District Level Task Force** and **Child Welfare Committees (CWCs)**.

- Participate in SCPCR-backed initiatives such as mandatory "No Child Labour" boards in businesses and district task forces.
 - Engage with State Labour and Education Departments, especially in districts with National Child Labour Project (NCLP) centres for mainstreaming rescued children.
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7. Monitoring & Evaluation

A. Data Management

- Use standardized reporting templates for districts; collate state database quarterly.
- Track metrics such as number of children rescued, mainstreamed to education, awareness events held, government commitments secured.

B. Review & Feedback

- Organize quarterly review meetings (virtual or in-person) at state level to assess progress and challenges.
- Feed into national secretariat review to refine national advocacy strategy.

C. Documentation

- Maintain photographic, media, participant and case-based records for each campaign event.
 - Co-Convenor ensures archiving and sharing media reports with national office for use in wider campaigns.
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8. Risk Management & Ethical Conduct

- Ensure all offline and online events are **peaceful, participatory, child-friendly and non-exploitative**.
 - Obtain parental consent when children participate in public events or quizzes following child safe guarding policy.
 - Follow ethical norms for research and intervention: **non-identifiability of children in documentation**, data confidentiality, **child protection protocols**.
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9. Capacity Building & Network Expansion

- State Convenor may coordinate periodic training sessions for BLCPC members, district convenors, and community stakeholders on child rights, rescue response, legal frameworks, and documentation online/offline based on budget provisions.

- Initiate “Child Labour Free Village” programmes and child clubs to support community-led awareness and monitoring.
- Recruit new member NGOs and volunteers to strengthen district-level presence.
- Engage Youth and build capacities to ensure youth participation and collective action.

10. Ensuring Visibility & Relevance at State and National Levels

A. Strategic Visibility at the State Level

- **Flagship Events & Campaigns:** Hold high-visibility statewide campaigns around major observances— National Anti-Child Labour Day (June 12) and Child Rights Week (14- 20th Nov) with public human chains, rallies, posters, and mass media coverage.
- **Media Partnerships & Coverage:** Engage local newspapers, TV channels, regional digital platforms to highlight campaign milestones. Invite local leaders, state enforcement officials, child rights advocates to open events.
- **Stakeholder Engagements:** Organize sensitization workshops with government departments (Labour, Education), INGOs, CSOs, employers’ associations.

Publicly document commitments made during these—in press releases or official communiqués.

- **Social Media & Digital Presence:** Develop a digital campaign toolkit for districts and volunteers: consistent branding, hashtags (#ChildLabourFreeState), posters, short videos. Share success stories, survivor narratives, event highlights on platforms like X, Instagram, Facebook.
- **Collaborative Research Outputs:** Present compact research briefs, district mapping, case studies during state-level press briefings or stakeholder roundtables to underline State CACL’s evidence-based approach.

B. National-Level Visibility & Influence

- **National Campaign Integration:** Align state-based themes with national campaigns coordinated by the national secretariat. For instance, participation in the *44-day national movement* connects State actions to the nationwide agenda
- **Representation at National Convenings:** Send state deputation to annual national meetings; designate spokespeople (e.g. State Convenor) for national forums, press conferences, or policy dialogues.

- **Media Collaboration:** Partner with national-level child rights networks and media for coverage—CACL is known nationally since its launch in 1992 and active in 20 states.
- **Policy Mentions & Advocacy:** Use state-level data and narratives to contribute to national advocacy on laws like CLPRA, RTE, JJ Act, and India’s ILO/UNCRC commitments.
- **Digital Campaign Synergy:** Ensure State’s social media content is tagged and aligned with national hashtags (#ChildLabourFreeIndia, #EducationForAll) for visibility in national conversations.
- **Collaborative Statements and Publications:** Contribute State case stories and campaign milestones to national press releases, impact reports, research bulletins issued by National Secretariat.

C. Reporting Visibility Metrics

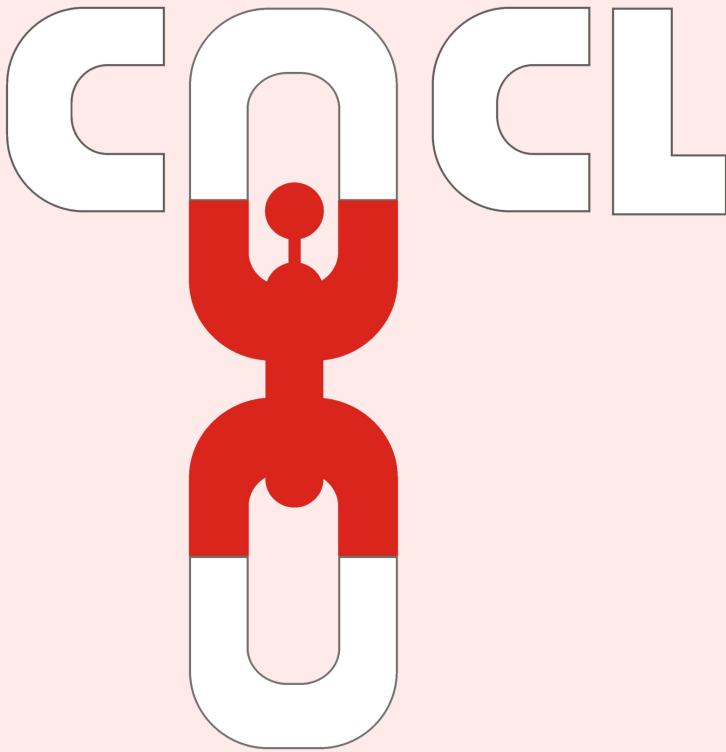
Track and report the following metrics regularly to demonstrate State’s campaign visibility:

Integrating Visibility into the Guideline

Metric	Frequency	Reported To
Media mentions (state/national press, TV, digital)	Quarterly	State Chapter, National Secretariat
Digital reach: social engagement, shares, hashtag usage metrics	Monthly	SCC and national media team
Key stakeholder endorsements or commitments (e.g., govt representatives present at events, MOUs)	As events occur	Quarterly report
Research publications or policy submissions cited at state/national level	In 3-5 years	National Coordination Committee

- Include responsibility** within the State Convenor/Co-Convenor role to coordinate media outreach, maintain digital platforms, document and escalate visibility efforts.

- **Embed visibility actions** into campaign planning templates and annual work plans.
- **Link visibility** to advocacy impact—case documentation, stakeholder statements, public mobilization reinforce State’s voice at national tables.
- **Ensure synergy** between state & national efforts by regular sharing of state-generated digital content, documents, and event photos with National Secretariat.



CAMPAIGN AGAINST CHILD LABOUR

NATIONAL SECRETARIAT

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