

**Programme Completion Report**  
*On*  
**The Media Program against the Worst Forms of Child  
Labour in the Informal Economy of Dhaka.**

**Duration of the Program:** March, 2003 to January, 2004

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## **01. Background**

ILO-IPEC has initiated a project in early 2001 for the prevention and gradual elimination of the worst forms of child labour in the informal economy in Dhaka City. The main objective of the project is to gradually withdraw at least 15000 children engaged in worst forms of child labour in the urban informal economy within a given time- frame through establishing alternatives, i.e. education, employment and other income provisions for the parents/guardians of the children.

In achieving the desired objective, several activities are being implemented that include non-formal education and skill training for children, micro-credit for the parents/guardians of children, helping children to find a descent job or setting up their own business after completing skill training courses. The three implementing partners (Dhaka Ahsania Mission, Resource Integration Center and Underprivileged Children's Education Program) have set up ninety-two Multi Purpose Centers (MPCs) to carry out these activities.

The MPCs are the focal points for delivering services and community mobilization and participation. It is also expected that under the strategic partnership approach MPCs would be utilized by other organizations working in the same communities so that the Project's targeted beneficiaries can have other services like health, legal aid etc. provided by other organizations.

Quite apart from the above-mentioned core services, initiatives have also been taken to create mass awareness regarding the negative impact of the worst forms of child labour and ways to improve the existing situation in order to mobilize all relevant stakeholders both at implementation and national levels. It is important to mention that without active involvement of the community at large, eliminating worst forms of child labour in the urban informal economy would be impossible. This is why different kinds of activities have been designed to create awareness among different groups of stakeholders. One of the activities was to initiate a campaign through print media on worst forms of child labour as print media has an enormous potential in creating mass awareness on a particular issue be it social or economic.

## **02.Objectives of the media programme:**

The objectives of the media programme were as follows:

- 1) Raising awareness of the government and NGO policy-makers, employers and employers' organizations and community leaders regarding the negative impact of worst forms of child labour and role of the stakeholders at different levels.
- 2) Creating interest among and sensitization of a selected number of journalists and newspapers so that they take a proactive role in disseminating information on worst forms of child labour beyond contract period.
- 3) Promoting MPCs as focal point for delivering core services as well as community mobilization and participation and developing strategic partnership with other organizations.

## **03.Duration:**

March 2003 – January 2004

## **04.Methodologies:**

- 1) Selecting 15 Journalists from the National Bangla and English Dailies, National News Agency and Weekly Magazine.
- 2) Organizing orientation meetings for the selected journalists on ILO-IPEC Programs, child rights and child labor issues and Objectives of the Media Campaign.
- 3) Arranging field visits for preparing Reports/ Photo Features/Case Studies.
- 4) Leasing with the Editors/Chief Reporters for publishing Reports/Features/ Case Studies on worst forms of child labor in the informal economy of Dhaka.
- 5) Providing relevant information to the journalists regularly.
- 6) Covering various events on child labor issues by the journalists.
- 7) Organizing regular monthly meeting with the journalists to review progress.
- 8) Documenting all published Reports/Features/Case Studies.
- 9) Weekly sharing meetings with the Coordinator – AA.

## **05. Limitations/Constraints:**

- A) Policy Interactive meeting did not happen due to inability of government officials.
- B) All selected journalists could not act accordingly due to his/her newspaper policy.
- C) Program management support was not sufficient.

## **06. Output:**

- A) Developed a group of Print Media Actors on Worst Forms of Child Labour Issues.
- B) Developed capacity of the PMAs on WFCL.
- C) Base line survey reports on Media Response to WFCL.
- D) Published 32 Reports/Features/Case Studies on WFCL.
- E) WFCL issues got space in the print media.

## **07. Lessons learnt:**

- A) Print Media & Journalists shows interest on WFCL.
- B) Continuation of the program is needed to sustain the result.
- C) Maintaining a regular contact with the journalists required.
- D) Journalists need more training on child rights issues.
- E) Editors should be sensitized on child labor issues.

## **08. Conclusion:**

BMSF has successfully completed the media program with strong support from ILO-IPEC. We are pleased to say that facilitating the media program on WFCL enabled us to have a better understanding & capacity for future work in this field. BMSF is grateful to Mr. Ronald E. Berghuys, CTA, Mr. Sharfuddin Khan, Coordinator AA & all other staff of ILO-IPEC for their excellent support to BMSF during the program period. We hope that in future we will be able to work together.