



CHILD RIGHTS AND YOU

www.cry.org

Ensuring lasting change
for children

CRY – Child Rights and You

Ensuring lasting change for children



“A growing body of evidence from across the world is also telling us that no matter where they are from, more and more children are relying on digital tools, platforms and services to learn, engage, participate, play, innovate, work or socialize.”

– Child rights in Digital Age, UNICEF

Discussion points

- Digital Literacy
 - Digital literacy and India
 - Potential for digital literacy with CRY
- Piloting digital literacy among children collectives
 - Intervention Strategies
 - Milestones and Evaluation
- Budget

Digital India

- India is poised for an unprecedented growth in digital space across all sectors, with the government pushing through its Digital India campaign
- Purposeful use of technology such as smart phone, tablets, laptops – with internet access and pro-loaded software for interactive games as well as education software, can be of immense use
- The possibilities are immense – even more so when looking into the scaling of learning among children

What digital empowerment can do for children – the better known reasons

- Provide an opportunity to have a hands-on-experience on the use of technology
- Enable acquisition of technical, cognitive, creative, sociological and emotional skills to function effectively in digital environment
- Eventually aid to gain new abilities and ways to participate and express themselves in a networked society

Allows the child explore a world of opportunities and possibilities far removed from their own



The lesser known reason – build the agency of the child

- It will enhance the desire to learn and stay in school, enhance the learning experience, value education, which in turn we believe will be a key factor in driving social change
- Likely to have impact on retention rates in school, reduction in child marriage, child labor situations

Helps build the agency of the child in their learning and ability to deal with various life situations – thus reducing the risk of neglect, abuse, violations and exploitation



The key barriers faced

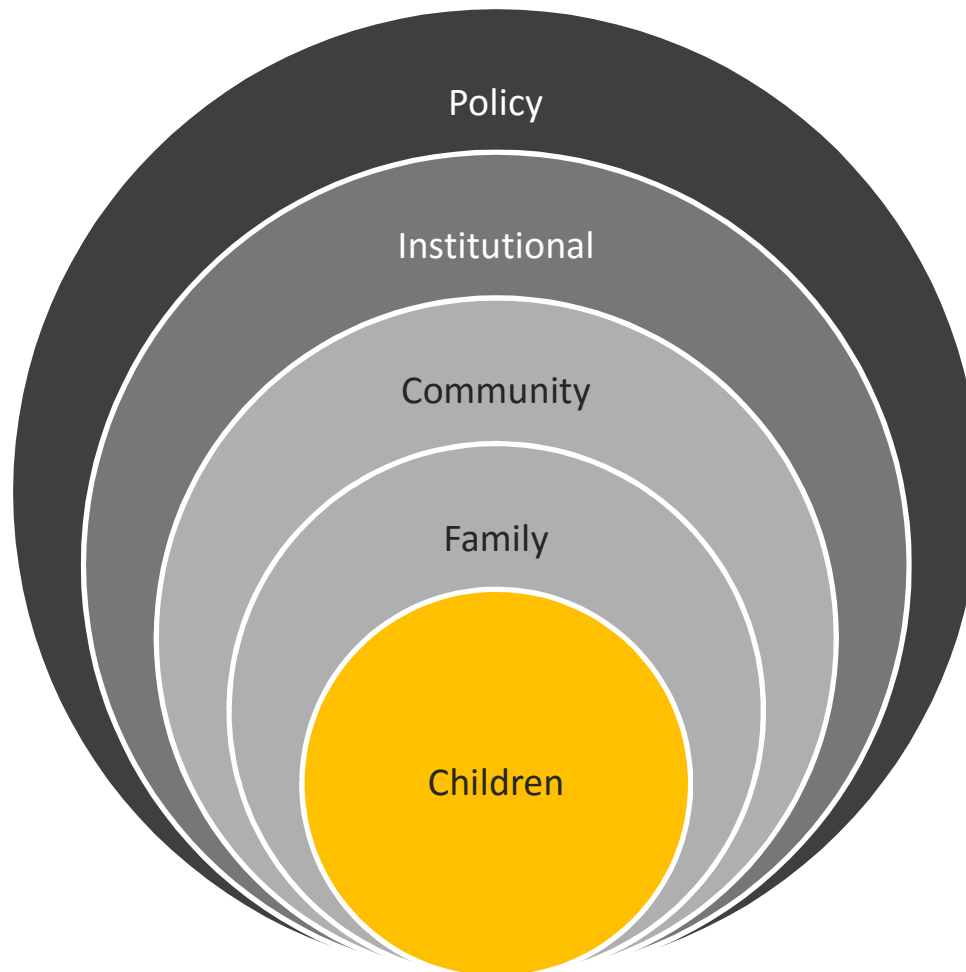
- Affordability
- Connectivity
- Access to ICTs
- Remote locations
- Adequately trained teachers
- Language
- Basic infrastructural requirements such as electricity

BUILDING BRIDGES

Digital empowerment of children



CRY – as a catalyst



CRY works with partners in critical areas, at the grassroots. These organizations are best suited to bring in change

Influencing perceptions - at all levels
Ensuring an enabling environment for the child

Community reach out and children's collectives

- Reaching out to children and their communities
- One of key learning that we have over the years is that unless all the stakeholders are involved, change is never sustainable, and the child never benefits. Our partners reach out to every individual house within their project area, and develop a rapport with families, children and their communities

CHILDREN'S COLLECTIVE

Children participating in decisions that affect them is of utmost importance to CRY. Thus - each of CRY supported organisations form collectives of children at village level, 10-50 children per collective. They meet on a weekly basis and are engaged by community organisers in learning, playing, discussions on issues faced by them and so on.



Providing the right platform for digital literacy

Children's collective act as a right platform to introduce digital literacy as the dynamics of the collective allows children to be curious, explore, question, think loud, share ideas, teach each other, and have fun and activity based learning. Well designed interactive sessions and hands on learning, with increasing learning levels at right intervals will allow children to gradually get comfortable with technologies, learn and yearn for more learning.

INVESTING IN IMPROVING LIVES OF THE CHILDREN WITH TECHNOLOGY

Setting out on a collaborative journey with CRY to bring digital literacy among marginalised children and there by improve their future prospects.



Modus Operandi

PARTNER

- Identifying 14 implementing partners from South India
- Each partner to select children collectives

CHILDREN'S COLLECTIVE

- At least 25 children's collectives/project ; 10-50 children per collective
- Train community organisers

Learning Modules

- Phase 1 (first half year)
 - Introduction to Laptops and Tabs
 - Regular interface
 - Reaching comfort level through games and activities
- Phase 2 (second half year)
 - Research and Development of learning modules in life skills and child rights
 - Making digital interface a regular activity
 - Creative games – to help build critical, analytical thinking
 - Illustrated books, stories, animations



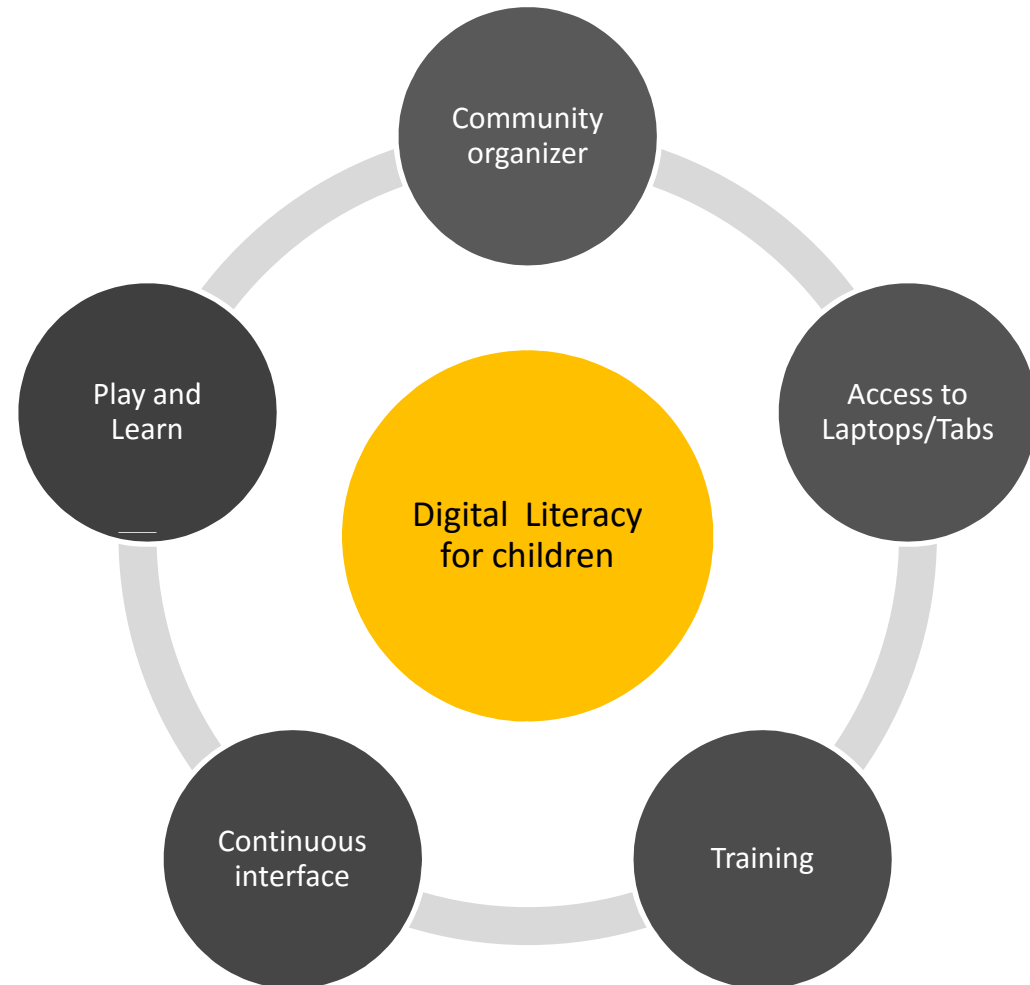
Learning Modules

- Phase 3 (Year 2)
 - Learning
 - English language learning module
 - Life skill modules – that help self confidence, self identity
 - Child rights modules – to take the path of prevention for child right violations
- Phase 4 (year 2)
 - Intensive learning of each module
 - Introducing ICT components
 - Enabling research and self learning



Deployment per project for Phase 1 & 2

- 4 laptops to community organizers
- 10 tablets for children per collective
- OS and software
- Back up batteries and power banks



Play and learn



Impact Indicators & Measurement

- Creative outputs by children
 - create posters
 - describe their environment
 - diagrams showing how to start and navigate on laptops and tabs
- Programme Performance
 - 6 months → training outcome, no. of children and collectives reached
 - end of the year → Learning materials check, children comfort with apps,
- Assessment for deploying Phase 3 at the end of year 1

Budget/ project-25 collectives

Items	Cost per project	For 14 projects
4 Laptops (with OS, Microsoft essentials and accidental warranty)	\$3,000	\$42,000 ⁴
4 Laptop back up batteries	\$300	\$4,200
10 Tablets	\$1,400	\$13,000
5 Power banks	\$400	\$5,600
Connectivity	\$200	\$2,800
Training	\$600	\$8,400
Learning modules		\$7,000
Maintenance, troubleshooting and Travel	\$300	\$5,000
Procurement, and deployment	\$300	\$15,000
PME	\$1,400	\$27,000
Total	\$7,900	\$130,000

Note: 2nd year budgeting will have to be an upgrade and include additional hardware, software/ apps, depreciation etc



About CRY

Indian organization

Founded in **1979**

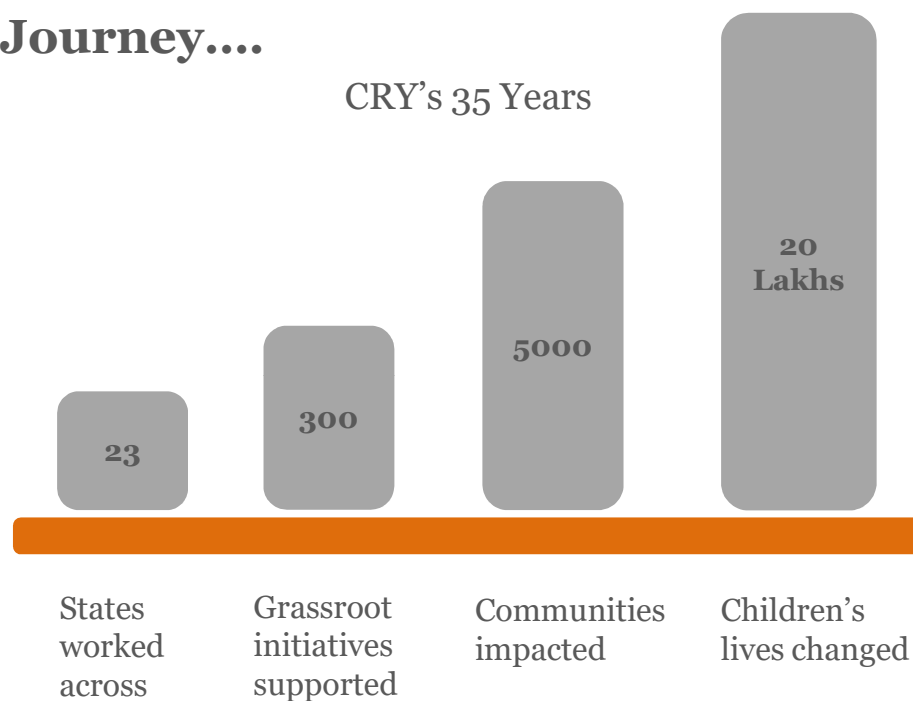
Works in '**critical**' geographies

The '**Rights based**' approach

Power of '**Collective Action**'

Sustainable change

Our Journey....



Key Ingredients of CRY Partnerships

Indigenous

- 35+ years of experience
- Understand the Indian context
- Supported over 300 organizations over 23 states
- Compliance with the CSR Bill

Holistic & Sustainable

- Children's issues cannot be dealt in isolation
- Community engagement
- Sustainable solutions

Multiplier Effect

Impact goes far behind project communities

Transparent and Accountable

- Rigorous financial processes
- All statutory compliances met with
- Third party auditing

Process Driven

- Programmatic approach – Critical mapping
- Children's Collectives
- PME & Risk mitigation



“If we all do something, then together there is no problem we cannot solve. Because the responsibility for change lies with us all.”

Rippan Kapur, Founder, CRY

