

KNOW VIOLENCE IN CHILDHOOD INDIA INITIATIVE: EVIDENCE BUILDING AND MEDIA ADVOCACY



Violence against children is a problem that affects families and societies globally, and children in India are not an exception to it.

As per the Census 2011, India, children (less than 18 years of age) constitute around 37 percent of the country's population, a fact which gives the hope of a demographic dividend. However, this also poses a challenge with respect to providing an environment that is enabling and helps enhance their capabilities and widen their choices as well as freedom.

For millions of children who face violence in India in their everyday lives, these capabilities are further restricted.

Know Violence in Childhood (KVIC) is a global initiative that seeks to address violence in childhood through prioritized and coordinated action and by leveraging available information on the prevalence of childhood violence as well as the scope and effectiveness of strategies that help to prevent such violence.

About the Project

Know Violence in Childhood in India

(KVIC India) aims at building evidence and promoting advocacy with various stakeholders – the government, media, civil society organizations, NGOs, institutions, etc. – to prevent and address violence experienced by children in two states of India – Jharkhand and Haryana.

OBJECTIVES		APPROACH	
O.1	Review of existing evidence to enhance knowledge and understanding on the issue through mapping of programs, institutional mechanisms and data gathering systems.	A.1	Mapping and synthesizing the existing evidence: Data mapping and review of relevant documents, institutional monitoring systems and initiatives by different departments and NGOs to address violence in childhood. This is supplemented by specific discussions with key informants and stakeholders to build a holistic understanding of existing programs and structural mechanisms, implementation successes, challenges, and gaps.
O.2	Media engagement to prioritize the issue and advocate for a child-centered approach of news reporting.	A.2	Advocacy and Media Engagement: This includes the following - <ul style="list-style-type: none"> • Media Scan: To assess the extent of the coverage of violence in childhood in print media, we conducted a media scan analysis of selected dailies from the study states. • Media Sensitization: To maintain consistent visibility and to develop a cadre of 'sensitized' reporters, who use a child-centered approach for reporting on issues of violence in childhood.
O.3	Engaging key stakeholders in government departments and civil society organizations toward increased support to address the issue.		<ul style="list-style-type: none"> • National Media Roundtable: To allow for focused media engagement to reach out to key stakeholders for creating a platform and atmosphere for convergent action for gender equity and violence prevention. • Media Awards: To engage journalists in Haryana and Jharkhand to research, write and publish field-based articles/stories on violence in childhood using a child-centered approach.

The project also focuses on engagement with the media in these states to prioritize the issue of violence in childhood and to generate awareness with respect to protection of child rights. This initiative encourages NGOs and the media to collectively explore answers and strategies in order to develop a comprehensive understanding of violence experienced by children in their lives.

Collaborating Partners:

Public Health Foundation of India (For Haryana)

Technical Support Partners:

National Foundation for India (For Media Awards)

Financial Support Partners:

International Development Research Centre (IDRC) (For Haryana)

OAK Foundation (For Jharkhand)

Quick Quote

“If we don’t indulge in violence, we will be able to rise in life. But if we continue to be violent, we will never be able to move ahead.”

– A Class VII student and participant of an ICRW program on gender and violence