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Government of West Bengal
Labour Department
LW / MW Branch

N.S. Buildings, 12th Floor, 1, K.S. Roy Road, Kolkata-700001

No.Labr/1261(LC-LW/MW)

Date-06/05/2022

From: The Principal Secretary to the Government of West Bengal

To

1. The Addl. Chief Secretary/ Principal Secretary/ Secretary, Department of Women & Child Development
2. The Addl. Chief Secretary/ Principal Secretary/ Secretary, Department of School Education
3. The Addl. Chief Secretary/ Principal Secretary/ Secretary, Panchayat and Rural Development Department
4. The Addl. Chief Secretary/ Principal Secretary/ Secretary, Technical Education and skill Development Department, Karigari Bhawan, ✓
5. The Commissioner, KMC, 2nd Floor, Action Area-III, Plot-B-7,
6. The Commissioner of Police, Kolkata] New Town, Kolkata-160.
7. The CEO, State Rural Livelihoods Mission
8. The Director, State Urban Development Agency & MD, State Urban Livelihoods Mission

Subject: Campaign against Child Labour and promoting Child Rights & Child Protection (30th April -12th June 2022)

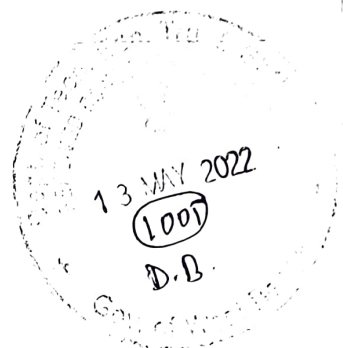
Sir/ Madam,

Department of Labour, Government of West Bengal in partnership with UNICEF is going to organize a Campaign against Child Labour for promoting Child rights & Child protection from 30th April to 12th June 2022 in the state. The objective of the campaign is to accord visibility to the malaise of child labour and the violation of child rights in public discourse and encourage action across multiple levels of society towards ending child labour, bringing children back to school and connecting adolescents with skilling opportunities in non-hazardous occupations.

All the districts have been requested to plan and disseminate awareness messages on the harms of child labour and encourage people towards prevention by intervening appropriately and also to promote the rehabilitation of those rescued from labour. The dissemination is to be planned through various outdoor, mid-media and mass media channels using posters, leaflets, hoardings, cable TV/ radio spots etc. and using various platforms including that of *Duare Sarkar*. The standard communication materials for dissemination will be sent to the districts soon and the district may use funding as available at their end to implement the same. The Deputy Labour Commissioner (DLC) will be the District Nodal Officer for this campaign in their respective district, supported by other officials drawn from relevant Departments viz.

JS(NKD)

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Social Welfare, School Education, Technical Education, Panchayats & Rural Development etc.

To augment the campaign aimed at creating greater awareness, three cluster level consultations in four locations across the state are proposed which will aim at securing **multi-sectoral commitment** for follow-up actions, culminating in the State level consultation in Kolkata. The five Consultations which are to be organized, with technical and financial support of UNICEF are to be held as follows:

- Consultation in **Siliguri** includes representation from districts of Darjeeling, Kalimpong, Alipurduar, Cooch Behar and Jalpaiguri (5 districts)
- Consultation in **Malda** will include districts of Malda, Murshidabad, Uttar Dinajpur, Dakshin Dinajpur (4 districts)
- Consultation in **Kharagpur** will include districts of Bankura, Paschim Medinipur, Purba Medinipur, and Jhargram (4 districts)
- Consultation in Asansol will include districts of Purba Bardhaman, Paschim Bardhaman, Birbhum and Purulia (4 districts).
- State Level Consultation in Kolkata will include Kolkata, North 24 Parganas, South 24 Parganas, Howrah, Hooghly and Nadia (6 districts)

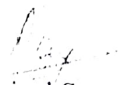
For these consultations, the relevant officials from line departments are invited from all districts, members of PRIs, SHGs, local NGOs and child/ adolescent representatives from the host district can participate. A suggestive agenda will be shared with you.

For 12 districts (viz. Alipurduar, Jalpaiguri, Malda, Murshidabad, Dakshin Dinajpur, South 24 Parganas, Kolkata, Howrah, Paschim Medinipur, Purba Bardhaman, Purulia and Nadia) technical support may be sought from the District and Block Coordinators placed by UNICEF supported implementing partners Action Aid Association & CRY.

You are requested to advise relevant officials & sections of society under your jurisdiction to cooperate and participate.

Smt. Shaon Sen, WBCS(Executive), Additional Secretary, Labour Department, Govt. of West Bengal is the Nodal Officer for this campaign.

A video conference will be organized shortly to follow up on the plans and address any issues.


Principal Secretary
Labour Department
Government of West Bengal

