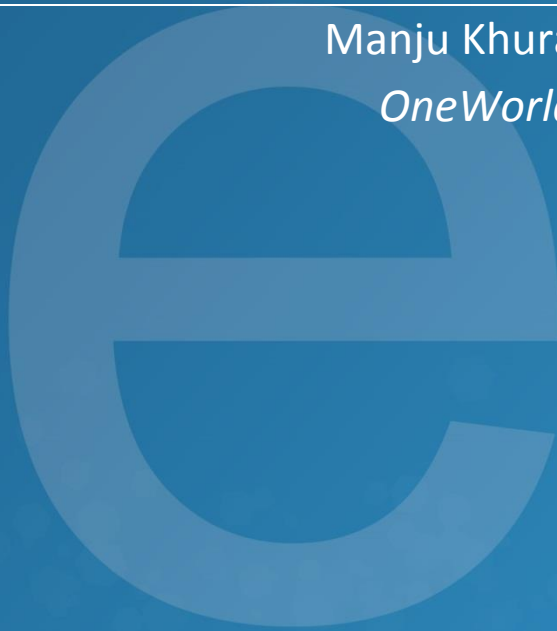


Case Studies on e-Governance in India

CHILDLINE 1098

Manju Khurana and Aditi Dayal
OneWorld Foundation, India



CHILDLINE 1098

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About the Initiative

This publication is a part of the Capacity Building initiative under the National e-Governance Plan (NeGP) by NeGD with an aim to draw out learnings from various projects implemented in various States/ UTs and sharing this knowledge, in the form of case studies, with the decision makers and implementers to benefit them, by way of knowledge creation and skill building, from these experiences during planning and implementation of various projects under NeGP.

Conceptualised and overseen by the National e-Governance Division (NeGD) of Media lab Asia/DeitY these case studies are submitted by e-Governance Practitioners from Government and Industry/Research Institutions. The cases submitted by the authors are vetted by experts from outside and within the Government for learning and reference value, relevance to future project implementers, planners and to those involved in e-governance capacity Building programs before they are recommended for publication. National Institute for Smart Government (NISG), working on behalf of this NeGD provided program management support and interacted with the authors and subject matter experts in bringing out these published case studies. It is hoped that these case studies drawn from successful and failed e-Governance projects would help practitioners to understand the real-time issues involved, typical dilemmas faced by e-Governance project implementers, and possible solutions to resolve them.

Acknowledgment

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Abstract

CHILDLINE was launched in 1996 on an experimental basis as the first emergency outreach service for children by Tata Institute of Social Sciences, Mumbai. Realizing the potential of the initiative to address the persistent gap in protection of children in distress, it was adopted in 1999 by the Ministry of Social Justice and Empowerment under its Integrated Programme for Street Children in 1999. Since 2006, it has been taken over by the Ministry of Women and Child Development under its Integrated Child Protection Scheme (ICPS). CHILDLINE India Foundation is the nodal agency for direct intervention on the field to rescue children, extension of the service for their long term rehabilitation and provision of training for children to ensure that they do not drop out of the system. CHILDLINE is based on a Public-Private Partnership model that integrates the state, civil society partners, corporate entities, children and community members. Since 2011, CHILDLINE 1098 is a toll free helpline operational in 28 states and Union Territories covering 260 cities through its 480 partners.

Key words: child protection, rehabilitation, community participation, public private partnership, telecommunication, Information and Communication Technology

Note to Practitioners

CHILDLINE 1098 is an innovative example to address the rights of children, specifically those in distress. It makes it possible to reach a child in distress for immediate emergency support followed by their long term rehabilitation. It is based on a collaborative model involving all the concerned stakeholders ranging from Government organizations to allied agencies, civil society partners, corporates, community members and the children. To take the cause further, it promotes active advocacy for child rights and makes child protection everybody's business through communication of its outcomes. It has also established the toll free helpline number 1098 as made it a national helpline, enabling children to seek assistance in emergency or in distress. There has been a steady rise from 1% to 8% in the usage of online and mobile based services in the Asia-Pacific region in 2003-2012, according to Child Helpline International's report.¹

Note to Practitioners

- CIF's PPP model involves collaboration with TCS, as a technology partner for call management and documentation of calls revived/responded. However the current IT infrastructure is inadequate for effectively servicing such a large network. This brings up the question of how such evolutionary partnerships should be managed. CHILDLINE began from an experimental basis and did not envisage an all-India coverage initially.

¹ Child Helpline International. The Voices of Children and Young People in Asia Pacific 2013. Web. 03 December 2013.
<http://www.childhelplineinternational.org/media/71326/asiapacific_web.pdf>

Through its growth, it currently has an all-India reach, although the partnership has not evolved accordingly. Agencies seeking to implement such a multi-stakeholder project should therefore devise flexible partnership models that can cope with such dynamic and evolutionary projects.

- The rationale of using a helpline number that is accessible through landlines only has resulted in CHILDLINE facing some last mile connectivity issues as mobiles are increasingly becoming the rule and landlines the exception. Implementing agencies can examine a broader communication framework that factors in mobile-based outreach through calls or SMSes as well to increase efficacy.
- The case also throws up the challenges of reaching out to rural children in distress. With respect to the rural helpline, it only addresses a few districts of Bihar while it is evident that cases of child abuse and crimes against children exist in rural areas as well.
- Given the large and still increasing volume of calls that are received through CHILDLINE, an adequate staffing strategy is required so that calls are responded to in a timely manner. IT-based solutions such as IVRS that automate part of the response process can be adopted to ease workload.
- Although CHILDLINE has been by and large successful at reaching out to children, it faces limitations in overseeing proper rehabilitation. How outreach can be better synchronised with rehabilitation for more integrated service delivery to children in distress is another aspect that implementing agencies can examine and build upon.
- The CHILDLINE experience of using an immense network of partners to reach out to children can provide lessons to the Government which has the option of being a steering and coordinating agency rather than carrying out direct implementation.

Note to instructors

The case highlights the successful management of a vast partnership with a reasonably limited resource base to address a pressing social concern. CHILDLINE throws up insights that can be discussed in management studies under partnership relationship management, public administration under public service delivery, mass communication under effective communication and outreach and psychology under rehabilitation studies.

Instructors may raise following discussion questions:

- Highlight the strengths and weaknesses of the CHILDLINE 1098 as an initiative to address the rights of child.
- Give your comments on the significance of the collaborative model as adopted for CHILDLINE. How does it contribute to its success and what are the loopholes in the system?

- Even if the CHILDLINE team is intimated of a child in distress and able to reach the child in time, lack of efficient social welfare support services proves to be a hurdle in the whole process of crisis intervention and long term rehabilitation. How would you address the issue in such a state?
- In your view what are the major barriers in moving towards long term rehabilitation of the child in distress in terms of collaborating with partner NGOs, allied agencies and other stakeholders?
- Apart from 1098, what may be the other alternative measures to reach out to children in distress?
- What may be the alternative strategies to address the silent calls that are received by CHILDLINE?

This case can be taught as a curriculum in courses like Post Graduate/Diploma Courses on Child Rights, Child Guidance and Counseling Programmes, Child Protection and Welfare Training Programmes, Early Childhood Care Programmes, B.Ed and M.Ed Programmes.

Project Context

Child protection is a key policy concern in India as children, especially those belonging to the weaker sections of society, are vulnerable to exploitation and harassment of various kinds. Through the Fundamental Rights and Directive Principles of State Policy, the Indian Constitution provides a legal framework for protection of children and their rights in the country. Apart from these, certain legislations deal specifically with the protection of children, for instance, the Child Labour (Prohibition and Regulation) Act, 1986, Protection of Child Rights Act 2005², the Juvenile Justice (Care and Protection of Children) Act 2006³, the proposed Immoral Traffic (Prevention) Amendment Bill 2006⁴, and Offences against Children Bill 2009⁵. Certain states have also introduced proactive policies, programmes and legislation to this effect. Among others, these include the Rajasthan Child Policy 1974 (updated in 2008)⁶, State Plan of Action for Child Protection, Rescue and Rehabilitation in Bihar 2009⁷, Bombay Prevention of Begging Act 1959⁸, Goa Children's Act 2003⁹ and Tamil Nadu Nutrition Programme 1980¹⁰. The National Plan of Action (NPA) for Children, 2005 also addresses the issues related to child protection¹¹, with particular emphasis on abolishing female foeticide, female infanticide and child marriage and ensuring the survival, development and protection of the girl child, addressing and upholding the rights of children in difficult circumstances, and securing for all children legal and social protection from all kinds of abuse, exploitation and neglect.

The United Nations Convention on Rights of the Child (UNCRC)¹², to which India is a signatory, refers to basic human rights that should be accorded to children to provide them opportunities to reach their full potential. As per Article 51 (c) of the Constitution of India, the State is required to respect international law and treaty obligations and, concomitantly, the Government of India and the state governments are obligated to fulfill the commitments contained in the Convention.

Despite these interventions, millions of children in India are subjected to injustices of different kinds on a daily basis and the crime rate is on an increasing trend. According to

² Protection of Child Rights Act 2005. Web. 2 January 2013. <<http://wcd.nic.in/The%20Gazette%20of%20India.pdf>>

³ Juvenile Justice (Care and Protection of Children) Act 2006. Web. 2 January 2013. <<http://wcd.nic.in/childprot/jjactamedment.pdf>>

⁴ The proposed Immoral Traffic (Prevention) Amendment Bill 2006. Web. 2 January 2013. <<http://www.jeywin.com/wp-content/uploads/2009/12/Immoral-Traffic-Prevention-Act-1956-Amendment-Bill-2006.pdf>>

⁵ Offences against Children Bill 2009. Web. 2 January 2013.

<http://www.ncpcr.gov.in/Bill/Prevention_of_Offences_against_the_Child.pdf>

⁶ Refer to <http://www.childlineindia.org.in/CP-CR-Downloads/rajasthan%20child%20policy.pdf>

⁷ Refer to <http://www.childlineindia.org.in/CP-CR-Downloads/Bihar%20POA.pdf>

⁸ Refer to <http://www.childlineindia.org.in/CP-CR-Downloads/Bombay%20prevention%20beggin%20act%201959.pdf>

⁹ Refer to <http://www.childlineindia.org.in/CP-CR-Downloads/Goa%20children%27s%20act%20and%20rules.pdf>

¹⁰ Tamil Nadu Nutrition Programme. Web. 7 January 2013. <<http://www.childlineindia.org.in/Tamil-Nadu-Nutrition-Programmes.htm>>

¹¹ National Plan of Action for Children 2005. Web. 7 January 2013. <<http://wcd.nic.in/napaug16a.pdf>>

¹² United Nation Convention on Rights of Child Web: 2 January 2013 <<http://www.unicef.org/crc/>>

the Ministry of Home Affairs, Government of India, there is a steep hike in crime against children since 2001.

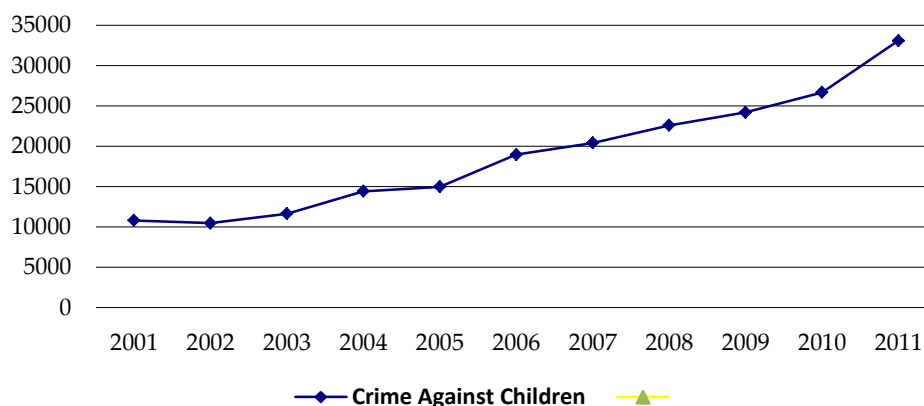


Figure 1: Crime against children 2001-11

Source: Ministry of Home Affairs, Government of India

Incidence of kidnapping and abduction is reported to be highest among all the crimes against children followed by cases of rape. Other crimes such as the violation of the Child Marriages Restraint Act have also been reported¹³.

A major hurdle in tackling the rising crime rate against children is the lack of timely reporting of crime instances. It needs to be borne in mind that the statistics in Figure 1 only cover those cases that were reported while a much larger number remains unreported.

When crimes against children are reported, the rate of disposal by the police and the courts is far from satisfactory. According to Ministry of Statistics and Programme Implementation, 2012, the average chargesheeting rate for all the crimes against children (IPC and SLL) marginally decreased to 83.9 percent in 2009 from 84.4 percent in 2008. The average chargesheeting rate for all the crimes against children was 82.5 percent in 2011, which was the same in 2010 as well. Further, the conviction rate is not even half of the charge sheet rate (34.5 percent) reported for disposal of the cases in 2011.

Thus, rapidly increasing crime against children accompanied by decreasing rate of reporting or non-reporting, poor disposal of the cases and low percentage of conviction reflects a huge performance gap. Besides, legislative and constitutional interventions hardly serve as a mechanism to provide *immediate* assistance and relief to children in need. In order to be effective, there needs to be a solution that children themselves could have used to report injustice against them. The existing provisions advocate child protection issues and mechanisms in isolation, without taking into consideration community involvement and

¹³ Children in India 2012. A Statistical Appraisal. Ministry of Statistics and Programme Implementation, Government of India

networking with other government and non-government organizations. Awareness, advocacy, training and resource generation for rehabilitation are significant issues with respect to child protection, lacking in the existing system.

Since in many cases crimes go unreported, it is important to identify the crimes against children before moving into an action-based intervention strategy. Therefore, it is important to devise a mechanism that will enable children and other citizens to be able to report instances of child rights violations in an effective and immediate manner as well as link that reporting mechanism to an intervention strategy. Such a mechanism should also reach out to as many places as possible in a country with a geographical area as large and varied as India. It should also comprise of tools, mechanisms and networks that could be used by people who may be illiterate, remotely located, and not used to using technology.

In keeping with these considerations, the medium of telephone has the potential to be effective in the context of India, particularly in light of its increasing growth in India since 1990 (Figure 2). Telecommunication has deeply penetrated into India and helps community members receive and transmit information within a short period of time.

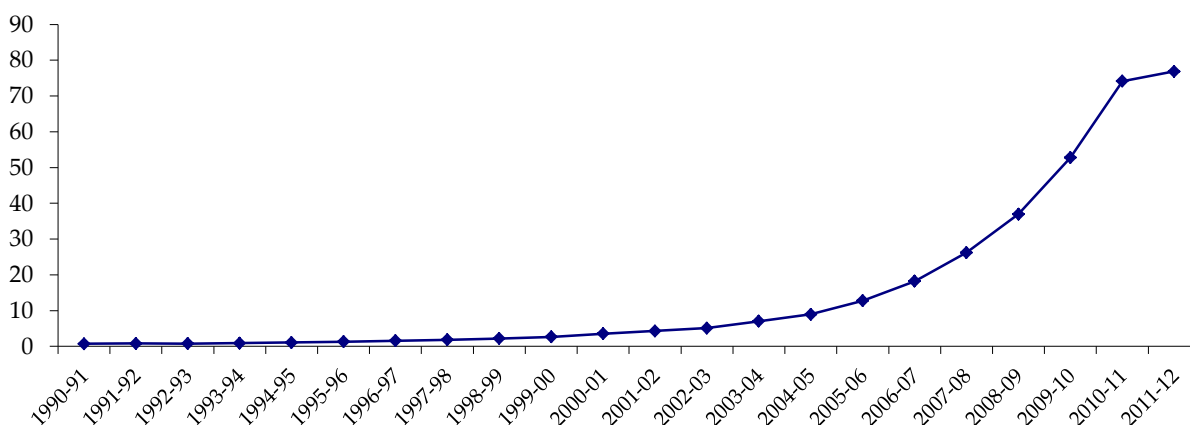


Figure 2: Tele-density in India 1990-2012

Source: Telecom Regulatory Authority of India

In response to these considerations, a 24-hour emergency outreach service for children – CHILDLINE - was launched in 1996 by the Ministry of Women and Child Development, Government of India and Tata Institute of Social Sciences, Mumbai. The helpline was launched with the objective of reaching out to children who are in dire situations such as those suffering emotional and physical abuse, living on the streets, victims of flesh trade, conflict, disaster, drug abuse, or those whose families are in crisis.

Any child or concerned adult can call 1098 and access the services any time of the day or night. CHILDLINE provide emergency assistance to the child and subsequently, based on the child’s need, s/he is referred to an appropriate organization for long-term follow up and

care. In 1999, the Ministry of Social Justice and Empowerment recognized the potential of such an outreach helpline for children in need of care and protection and adopted CHILDLINE under its Integrated Programme for Street Children¹⁴.

Project Overview

CHILDLINE is India's first 24-hour emergency outreach service for children in need of care and protection. It was founded by Ms. Jeroo Billimoria in June 1996 as an experimental project of the Department of Family and Child Welfare at Tata Institute of Social Sciences, Mumbai. Currently, this national child protection helpline is in operation in 28 states and Union Territories in India and covers 291 cities through 480 partner organisations. In 2011-12, it responded to 2.4 million calls from across the country¹⁵ and since its inception, it has received over 27 million calls as of March 2013.

CHILDLINE 1098 helpline is one of the pioneers in providing easy access to help for children in distress. Globally, no other non-profit children's helpline provides outreach services.¹⁶ Its significance lies in immediate response to the children in distress followed by their long term rehabilitation.

CHILDLINE India Foundation (CIF) has been established as an umbrella organization to identify, provide support services and monitor efficient service delivery of the centers at various locations. The CHILDLINE service network is monitored by CIF through four regional offices, called Regional Resource Centres (RRCs), located at Delhi, Kolkata, Chennai and Mumbai. It also serves as a link between the Ministry and the NGOs in the field. The CHILDLINE number 1098 is a toll-free number that is common in all the cities of India where its network is functioning. With the rising crime rate, as seen in Figure 2, the need for the helpline has become more pertinent since its launch.

Project Objectives

Working as a nationwide emergency helpline, CHILDLINE aims to reach out to children in need of care and protection. The knowledge that help is just a phone call away is expected to be a much needed assurance for a child who is seeking assistance in distress.

CHILDLINE works to fulfill three primary objectives:

- Responding to emergency situations reported on the national helpline 1098
- Creating child friendly environments by generating awareness on the rights of children
- Providing long term rehabilitation services to rescued children

¹⁴ CHILDLINE in India. An Analysis of Calls to 1098, 2004-05 Web: 4 January 2013
<<http://www.childlineindia.org.in/ChildNET%20Publication.pdf>>

¹⁵ Child Line India Foundation. *Annual Report 2011-12*. Web. 3 January. 2013.
<<http://www.childlineindia.org.in/pdf/Annual-Report-10-11.pdf>>

¹⁶ Child Line 1098 FAQ Web: 1 May 2013 <<http://www.childlineindia.org.in/aboutus08.htm>>

Implementation Strategy

KEY STAKEHOLDERS

CHILDLINE adopts an action-based strategy for children in distress by effectively bringing together a variety of stakeholders critical for the protection of child rights in India. The initiative operates within a partnership framework, with CHILDLINE India Foundation working as the nodal agency for implementation, coordination and monitoring of the programme.



Figure 3: Stakeholders in the CHILDLINE project

Source: OneWorld Foundation India 2013

ORGANIZATIONAL STRUCTURE OF CHILDLINE

CHILDLINE caters largely to children in urban areas. Owing to the success and potential of the urban model, CIF piloted a rural model of CHILDLINE to assess the impact of a helpline like this among masses with socio-economic profiles and circumstances vastly different from the hitherto existing base of beneficiaries. The rural model has been adapted from the implementation model used by CHILDLINE in urban centres. The organizational setup has been described in Figure 4.



* Specific to the urban model

Specific to the rural model

Figure 4: Organisational setup for urban and rural models of CHILDLINE

Source: OneWorld Foundation India, 2013

Thus far, the rural helpline has been set up in four districts of Bihar - Sitamarhi, Darbhanga, Purnia and Kishanganj. In contrast to the urban model of CHILDLINE, the rural helpline's aim is more preventive than reactive. It generates awareness among vulnerable populations in the local community on the rights of children and mechanisms available for their protection.¹⁷ It is pertinent to note that some Collaborative Organisations (CO) also maintain rehabilitation services.¹⁸

STARTING CHILDLINE SERVICES IN A NEW AREA

The CHILDLINE network incorporates certain practices while setting up new services. During the year 2011-2012, CHILDLINE was established in 79 new locations across the country – 18 in east, 18 in south, 25 in west and 18 in north of India.¹⁹

Establishing a CHILDLINE service in a new area is comprised of three steps:

- Preparatory visits
- Establishment of the 1098 toll-free line and PCO Mapping
- In-house training and capacity building exercises

Preparatory visits are organised to assess the need and support for CHILDLINE services in the area. During these visits, baseline surveys are conducted and various Non-Government Organizations are asked to come together to identify Collaborative, Nodal and Support Organisations. Relevant government officials are also participants in these meetings. During these visits, CIF provides orientation on CHILDLINE 1098, its crisis intervention strategy, documents required and formalities for the Collaborative Organizations. The whole process of shortlisting the NGOs takes approximately five days. In the event of inability to find an appropriate organization for lending local support, CIF repeats the process in another visit. The number of Collaborative Organisations selected depends upon the geographical area and the population density of the city. In the year 2011-2012, 147²⁰ such preparatory visits were made by CIF to cover regions across the country.

Establishment of 1098 as a toll-free helpline in the area requires direct interaction with government authorities. **PCO Mapping** is undertaken to prepare a detailed list of every single PCO in each CHILDLINE city. Information is collected on the following parameters –

¹⁷ Aditi Dayal. 'CHILDLINE: Emergency Outreach to Children in Distress'. *Governance Knowledge Centre*. Department of Administrative Reforms and Public Grievances. Government of India. October. 2011.

¹⁸ For instance, Butterflies in New Delhi (CIF's CO in South Delhi) operates a 24X7 Resilience Centre with a capacity to house 15 boys in the age group of 6-10 years. Boys above 10 years are admitted only under special cases so as to provide short term shelter to rescued children. Both CHILDLINE staff and Butterflies manage the services and operations of the centre.

¹⁹ CHILDLINE India Foundation. *Annual Report: 2011-2012*.

²⁰ Ibid.

location, type of instrument, model number, manufacturer, telecom service provider, owner's name and contact details, and testing of instrument for dialing 1098 – and shared with every Support and Collaboration Organization in the area. Once the number and location of PCOs is known, CHILDLINE links children to the nearest ones. PCO mapping is updated once every year.

The penetration of telephone network in India is rising steadily and establishment of a new CHILDLINE service does not usually require setting up a new telephone line in the area. However, it may require setting up of Public Call Offices (PCOs) in convenient locations for citizens in the target area. In such instances, CIF approached the Department of Telecommunications - Bharat Sanchar Nigam Limited (BSNL) and Mahanagar Telephone Nigam Limited (MTNL) – to set up a PCO in the chosen area. In case a PCO exists but it does not connect to 1098, CIF approaches the DoT to get the service started in the area. As per the new guidelines of DoT²¹, 1098 has been made a toll-free number by listing it under Category I under BSNL Intelligence Network (IN System). Therefore, it is now mandatory for all telecom service providers to connect to 1098.²² As a result of the PCO mapping exercise, it has been possible to know the exact number of PCOs in CHILDLINE cities and to set a goal of minimum 5 calls per PCO per year to 1098.

Training and capacity building exercises are an essential component of starting a CHILDLINE service in a new location. This includes, among others, (i) generating awareness and sensitization among citizens about child rights and protection, recognition of children in need of care and protection, and procedures to follow to report a case to CHILDLINE, (ii) training selected nodal, support and collaborative organizations in laws specific to child protection, rescue and rehabilitation of children, (iii) building alliances with allied agencies. In 2011-2012, 91 in-house trainings were conducted by CHILDLINE in new locations.

²¹ Hello CHILDLINE April 2011 Web: 16 January 2013 <http://www.childlineindia.org.in/pdf/Hello-Childline-April-2011.pdf>

²² Until recently, 1098 was India's first unmetered social sector telephone helpline. The DoT regulations mandated that calls to a 4-digit number like 1098 can only be received at a public sector number. Therefore, even if a call originated from a private sector number, it must end in a number assigned by BSNL or MTNL. In order to do this, an 'interconnect charge' of INR 0.30 per call was levied on CHILDLINE by BSNL/MTNL for landing the calls to 1098 on a public sector number provided by BSNL/MTNL. Vodafone and Tata Tele were the only two private sector tele-service providers that allowed connectivity to 1098 at no cost.

Aditi Dayal. 'CHILDLINE: Emergency Outreach to Children in Distress'. *Governance Knowledge Centre*. Department of Administrative Reforms and Public Grievances. Government of India. October. 2011.

CHILDLINE WORK FLOW

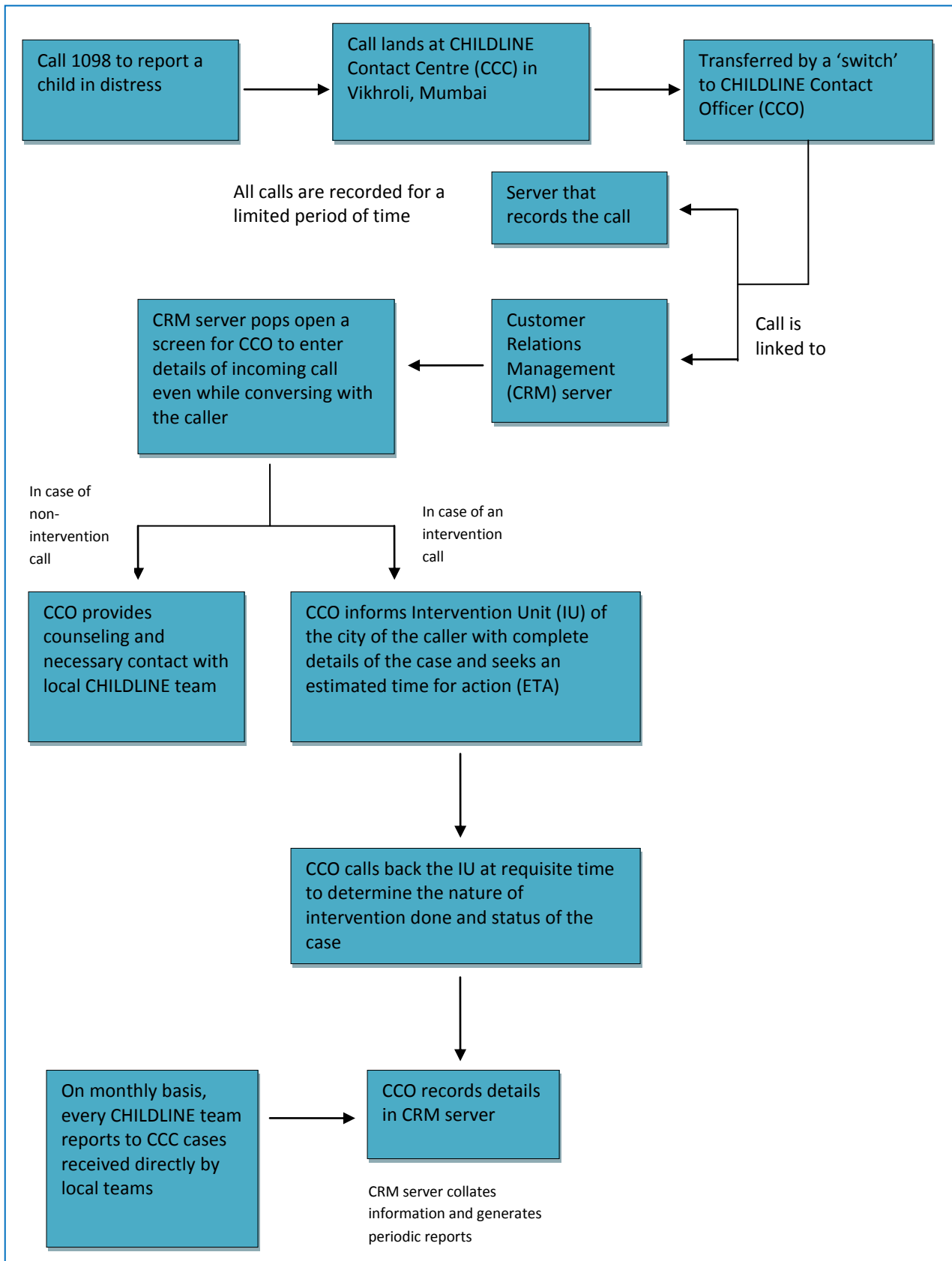


Figure 5: Intervention methodology adopted by CHILDLINE in Northern and Eastern regions of operation

Source: OneWorld Foundation India, 2013

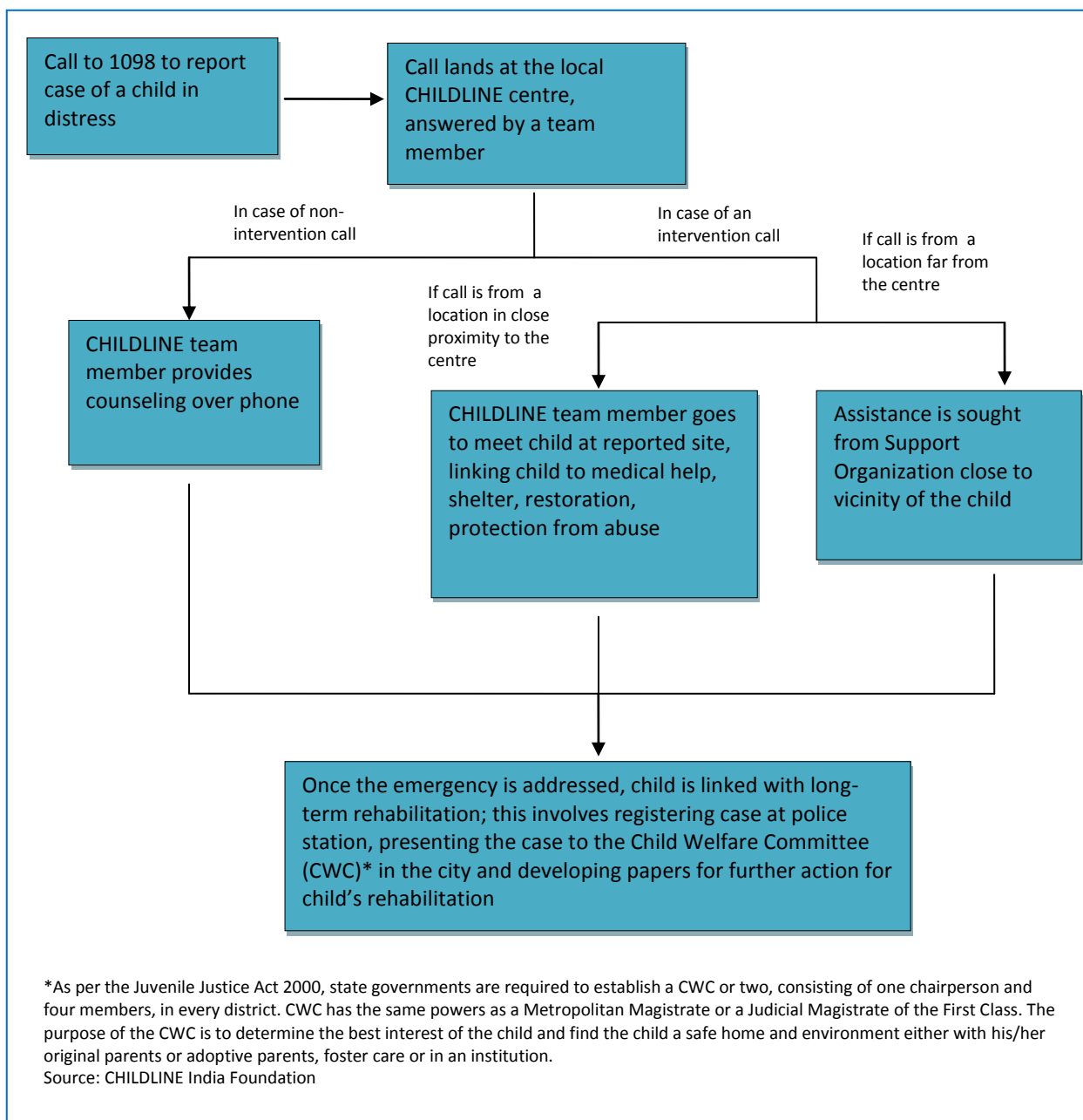


Figure 6: Intervention methodology adopted by CHILDLINE in Southern and Western regions of operation
Source: OneWorld Foundation India, 2013

The CHILDLINE Contact Centre (CCC) and local centres are manned by team members working in shifts to ensure that maximum number of calls are responded to throughout the day. The CCC comprises of a team of 29 members including an Operations Manager, Coordinator Quality Assurance (Voice), CHILDLINE Contact Supervisors (CCS) and CHILDLINE Contact Officers (CCO). Of the total staff, 10 have been provided by Tata Consultancy Services (TCS) for services in technology and infrastructure including Switch, Local Area Network (LAN), database and CRM servers and call recording. The CCC uses contemporary technology, as used in the BPO industry, that makes it possible to route calls to specific agents, proceed for call recording, and track the call response performance of each agent.

The CCC can technically receive 30 calls simultaneously but at the moment is able to respond only to 10 calls of these 30 due to the limited number of seats available. Language has not been a barrier in this process since the agents are ordinarily hired from the local population and converse with the caller in the local language. The Customer Relations Management server of the CHILDLINE is fully equipped to document calls in real time.

In some instances, a silent call is received by the CHILDLINE centres/CCC. In such cases, the location of the number from which the call was made is tracked and the information is passed on to the Collaborative Organisation for further action. This is a significant provision of the helpline since many times children are too nervous or frightened to call up and confidently report the circumstances they are under. In that case, as soon as the call lands at the CCC/CHILDLINE centre, action is taken on it even if it is a silent call. According to CHILDLINE personnel, such calls are largely received from children working as domestic helpers. Complaints are also received through mail at dial1098@childline.org, a service that was launched in 2009. The cases received are directly referred to concerned City-in-Charge of CIF who further refers it to the Collaborative Organization in the vicinity of the child. Since it is a relatively new service and internet facilities are not available to large sections of people, the helpline continues to be the primary mode of conducting CIF's operations.

On an average, CCC handles 1.60 lakh calls per month from all cities. The peak hours of calls to 1098 are between 6:00 pm and 10:00 pm each day. The number of calls received is 150-170 per hour contrary to 15 calls per hour during non-peak hours²³.

INVOLVEMENT OF CHILDREN IN CHILDLINE

CHILDLINE provides a platform through child participation meets and monthly open houses for children to express their opinions, give feedback on its services, and also identify solutions to the problems. Open houses are held on a monthly basis on a fixed day at a pre-decided venue such as a park or playground. In a large city, there could be several meetings happening at different locations simultaneously - the objective is to ensure that the meetings are accessible to the children concerned. Children are given the opportunity to question local functionaries on issues ranging from non-functioning of government schools to forced labour and corporal punishment. People's representatives, police officers, teachers, NGOs, government officials, youth clubs and other functionaries working in the field of child protection are invited to such meets for children to have a candid interaction with them.

²³ ChildLine India Foundation. Annual Report 2011-12. Page No. 49 Web: 15 March 2013 <<http://www.childlineindia.org.in/pdf/Annual-Report-11-12.pdf>>

City mapping also facilitates participation of children as volunteers or team members. It is an extensive exercise to identify high risk areas prone to child abuse and enables CHILDLINE to prioritise and reach out more effectively. Children and youth identify with CHILDLINE and offer their services as volunteers to create awareness about its services and also intervene as an informer when any child is in need or assistance.

CHILDLINE initiated *Children's Clubs* within schools, communities and villages in 2012 as a part of its national campaign Childline Se Dosti (CSD). It creates an institutionalized network between children and CHILDLINE for educating children about their rights and enabling them to express the issues faced by them in the society. The clubs are ordinarily constituted by members from school vigilance committees in the district and may vary in its setup from place to place. In Kerala, for instance, the PTA president of each school is the chief patron of the club, the head of the institution is the convenor and the remaining positions of secretary, treasurer and executive members are populated by students.

TRAINING, CAPACITY BUILDING AND AWARENESS GENERATION

CHILDLINE's national level sensitization and awareness drive is done under the National Initiative for Child Protection (NICP). It is an initiative led by the Ministry of Social Justice and Empowerment through the National Institute of Social Defence (NISD) and CHILDLINE India Foundation. In-house training workshops and need-based training programmes for partner organizations, allied agencies and awareness generation campaigns are organized in every CHILDLINE city annually. The content varies from sensitization on child rights to special laws for children. In 2011-12, 244 NICP workshops were conducted across the country while in 2010-11, 225 such workshops were organized. As one of the core partners of CHILDLINE 1098, Delhi Police Juvenile Unit also organizes training programmes to enforce rights of children to be treated as responsible citizens of the country. In this context, guidelines have been issued for police officers in Special Juvenile Units.²⁴

CHILDLINE partner organizations have initiated SMS Channel to facilitate the participation of citizens in CHILDLINE's campaign for child rights and child protection. However, it has been temporarily paused due to rise in the bulk SMS cost as per the regulations released by TRAI (Telecom Regulatory Authority of India)²⁵. Efforts are also made to mobilize school-going children and concerned stakeholders to contribute in enhancing awareness on child rights and CHILDLINE services to implement those rights. Approximately one lakh students from 800 schools in 25 cities have been covered under this initiative.

²⁴ Guidelines Special Police Units for Women and Children December 2009 Web: 21 January 2013
<<http://dpjuu.com/images/stories/pdf1/Guidelines.pdf>>

²⁵ Telecom Regulatory Authority of India Web: 23 November 2012
<http://www.nccptrai.gov.in/nccpregistry/6th_amendment.pdf>

Over the years, CHILDLINE’s awareness generation campaigns have expanded manifold and has additionally given a special focus to marginalized children. In 2012, the highlight of the campaign was ‘Say No to Child Labour’. The topic of sexual abuse of children was also promoted through a primetime television show ‘*Satyamev Jayate*’ hosted by a celebrity for increasing their reach in awareness generation. For reaching out to community members of all backgrounds, an awareness campaign called ‘Childline Se Dosti’ (CSD) was introduced in 2010. The week-long national campaign aims to educate people from different walks of life about child rights and protection especially in the case of vulnerable children, how the services of CHILDLINE can be used, encourage them to initiate change and, in turn, create a million ‘*dosts*’ for CHILDLINE.

MONITORING AND EVALUATION

Given the scale of CHILDLINE operations and the significance of its proper implementation, a robust monitoring mechanism has been put in place.

- CHILDLINE undertakes networking activities to monitor the functioning of Collaborative Organizations. Facilitation visits are carried out in case COs face any challenge in coordinating with allied systems or government departments. These are carried out twice a year in each of the CHILDLINE cities to ensure effective service delivery.
- One of the most important tools employed for monitoring and evaluation of CHILDLINE’s performance across the country is CHILDNET – a Java-based software developed by Tata Consultancy Services (TCS) – that compiles data on intervention calls²⁶ and non-intervention calls and gives a detailed analysis of calls/callers based on the nature of intervention, gender and region. The information collected is annually collated into a report titled ‘*CHILDLINE Calling...Is India Listening*’.
- The ‘150 Telephone Connectivity Check’ is a Process-Protocol adopted to check whether PCOs from a particular location are connected to 1098. According to CHILDLINE, the unique feature of this protocol is that while its footprint is quite small, its accuracy is high and stands over 75 percent. It takes 36-50 man hours spread over maximum 2 working days to complete.²⁷ Tele-checks are coordinated by the Connectivity Officer of CIF by visiting each city individually.

FUNDING AND FINANCIAL COSTS

²⁶ Intervention calls (*also referred to as direct intervention calls*) are when a child requires medical attention, shelter, repatriation, rescue from abuse or threat of death, emotional support and guidance, information/ referral to services or for reporting a missing child. Non-intervention calls comprise of awareness building calls, technical connectivity problems or any other unclassified calls.

²⁷ CHILDLINE India Foundation. *Hello Childline*. Issue 61. April 2011. Web. 8 April. 2013. <<http://www.childlineindia.org.in/pdf/Hello-Childline-April-2011.pdf/>>

The Ministry of Women and Child Development is the primary source of funding for CHILDLINE activities. Funds are released under the Integrated Child Development Scheme (ICDS) of the Ministry. CIF also relies on corporate funding and retail fund raising for infrastructural support.

Release of funds to partner organizations is done as per the following break up annually – (i) Collaborative Organization (INR 9 lakh), (ii) Support Organization/District Subcentre (INR 3 lakh) and (iii) Nodal Organization (INR 5 lakh). The funds from CIF to partner organizations are released in two installments - April-September and October-March. Every six months, all partner organizations are required to present expenditure details with utilization certificate before the release of funds.

Project Outcomes

Child protection is a major policy concern in most parts of the world, particularly in developing countries. CHILDLINE in India has provided an exemplary model, utilized for ensuring immediate rescue of children in difficult circumstances and combines it with long term rehabilitation to ensure a dignified life for children in distress.

Steadily improving usage of the helpline

The acceptance and use of CHILDLINE services has seen consistent improvement over the last decade. Availability of reliable data for cross-year comparison indicates the functioning of a robust monitoring mechanism. Figure 7 reflects that the number of calls to 1098 has increased by 56 percent from 2002 to 2012.

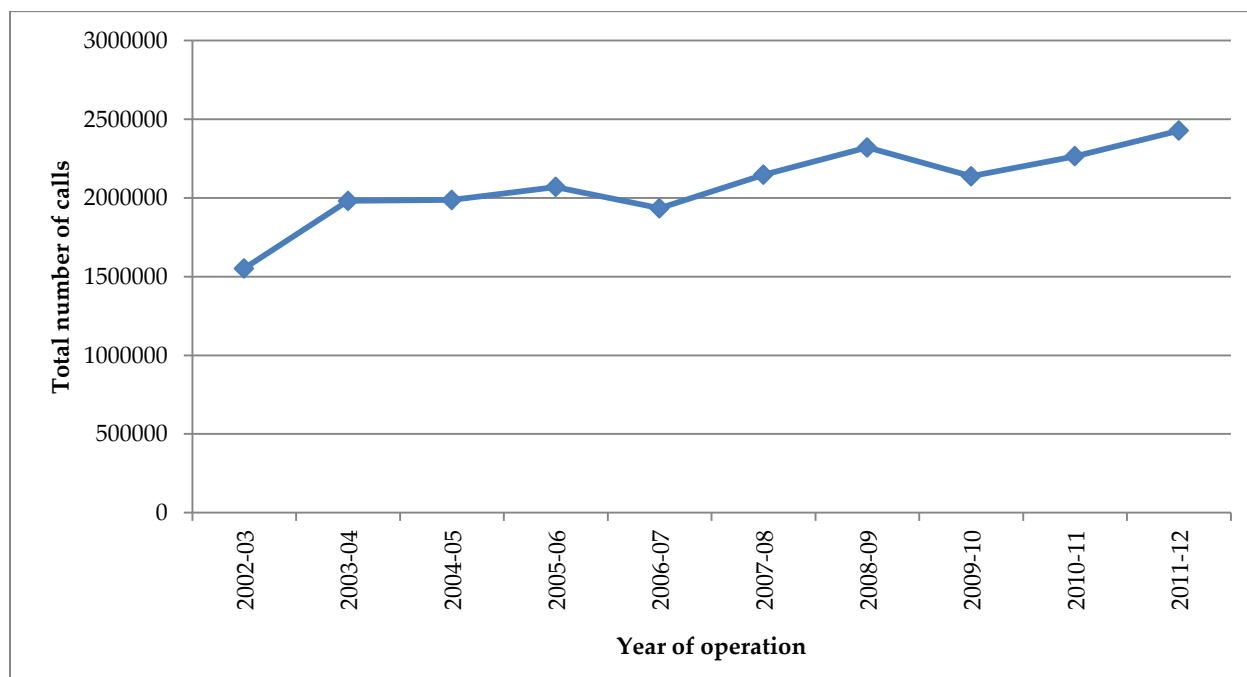


Figure 7: Number of calls to 1098 from 2002 - 2012

Source: CHILDLINE India Foundation and OneWorld Foundation India, 2013

Enhanced outreach of CHILDLINE

Children (0-14 years) comprise one-third of India’s total population.²⁸ They live in a variety of conditions and a large number of them belong to deprived, exploitative and abusive backgrounds. The relevance and need of a service like CHILDLINE in such a context is magnified manifold. In keeping with this, the expanse of CHILDLINE services has been increasing over time. Currently, its operations are spread over 204 cities in 28 States and Union Territories in India. Figure 8 provides an overview of the increase in the number of cities covered by its services.

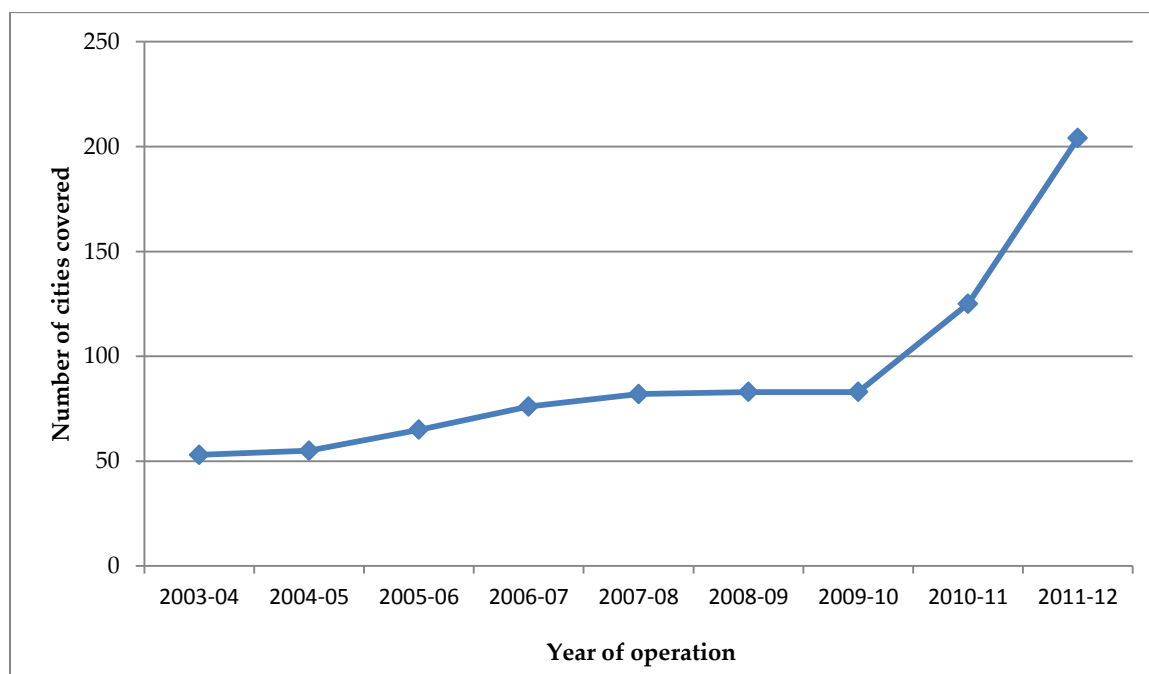


Figure 8: Number of cities where CHILDLINE is operational, 2003 – 2012
Source: CHILDLINE India Foundation and OneWorld India Foundation, 2013

CHILDLINE continued to function and even expanded its outreach during the 2004 tsunami. Realizing that the natural disaster affected the lives of many children who were orphaned, hurt or deprived, 35 preparatory visits were undertaken that year for tsunami-hit areas, thereby adding 11 new cities to the network and 7 of these were initiated as an emergency response to the disaster.

Public recognition and improved reporting of child rights violations

A critical result of CHILDLINE’s focus on protecting children’s rights has been the public recognition of the different forms of violation and the need to prevent these from occurring. The child rights protection advocacy efforts of the CIF are based on its analysis of categories

²⁸ Government of India. Ministry of Statistics and Programme Implementation. *Children in India 2012 – A Statistical Appraisal*. 2012. Web. 8 April. 2013.

<http://mospi.nic.in/Mospi_New/upload/Children_in_India_2012.pdf>

under which instances of child rights violation occurs, thereby, clearly reflecting the areas that need immediate attention and redressal.

In 2011-12, nearly 60 percent of total calls were intervention calls while the remaining 40 percent were non-intervention calls. Figure 9 gives a detailed analysis of the nature of intervention calls and their respective percentage in the total number of intervention calls.

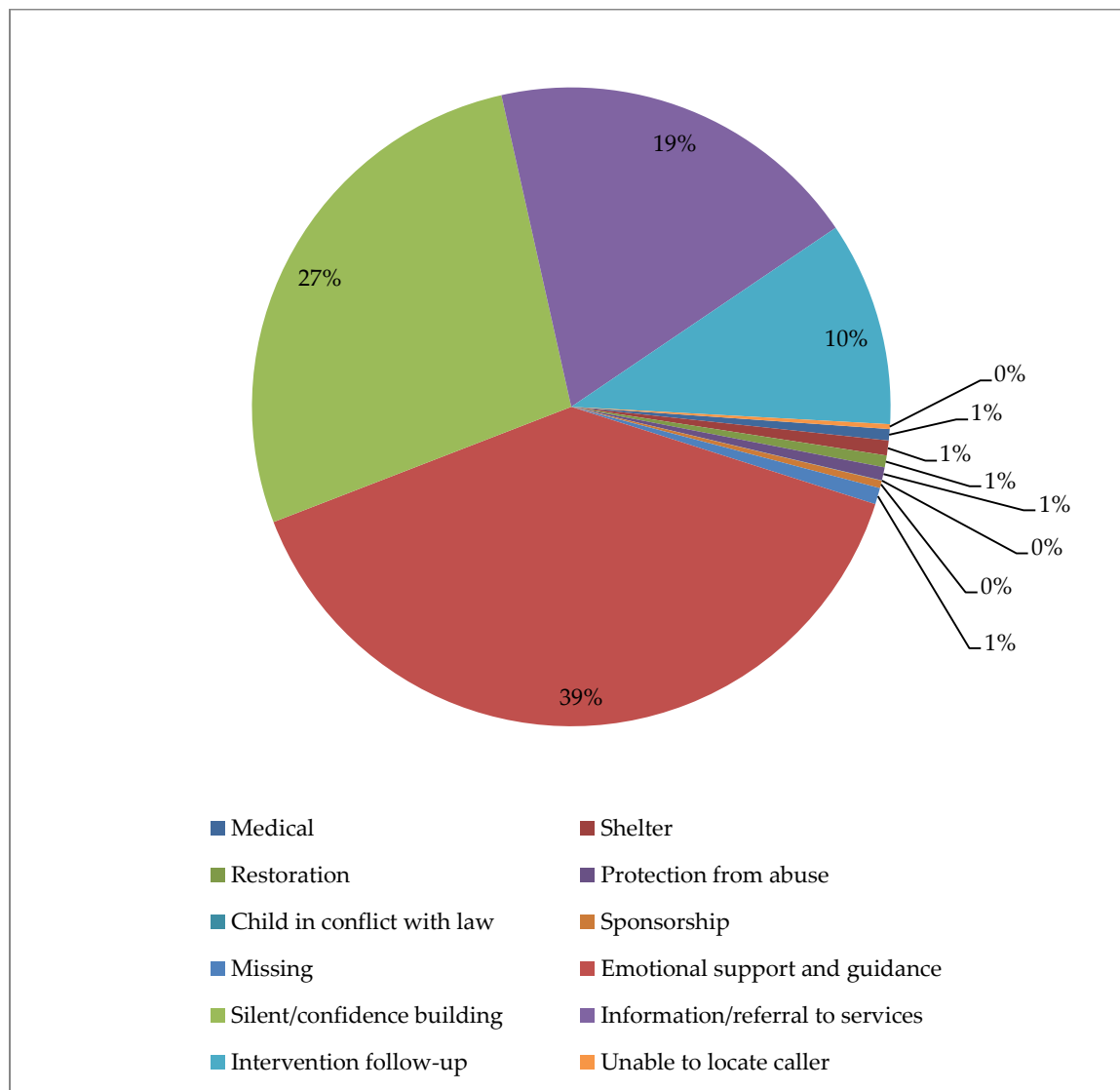


Figure 9: Breakdown of intervention calls to 1098 in terms of the nature of intervention, 2011-12

Source: CHILDLINE India Foundation and OneWorld India Foundation, 2013

Evolution of a complex and widespread partnership model

Given the size of population of children in India, the geographic area of the country, and the number of stakeholders involved in protection of children, one of the necessities is to create a model that can effectively connect all stakeholders across regions so as to ensure maximum penetration of child protection services. CHILDLINE has been steadily increasing its presence and effectiveness in the field by collaborating with partners in different cities

and districts. Figure 10 shows the increase in the number of CIF’s partner organizations over time.

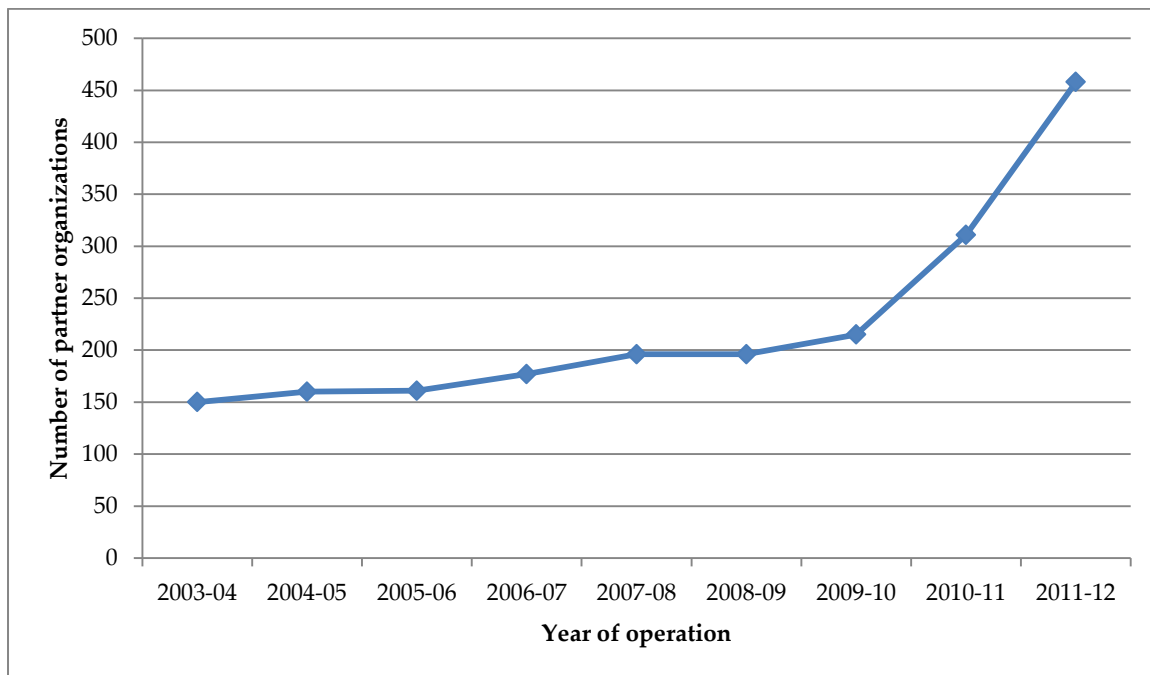


Figure 10: Increase in the number of CIF partner organizations, 2003-2012
Source: CHILDLINE India Foundation and OneWorld Foundation India, 2013

CHILDLINE has not only brought together a variety of stakeholders in an effectively functioning partnership but, by delineating their roles categorically, has ensured that children are provided specialized services.

Recognition from government and corporate entities

The impact and potential of CHILDLINE has been recognized by the government. Having started out as a pilot in an academic institution, the initiative swiftly rose to prominence by acquiring the backing of the Ministry of Women and Child Development that recommended strengthening and expanding CHILDLINE services to all states through professionalization of services, stronger partnerships and consultations with voluntary organizations, greater investment of resources and capacity building. The Ministry has included CIF as a member of the State Adoption Advisory Committee. It has been inducted as a member of the State Child Protection Commission in Rajasthan, West Bengal, Jharkhand, and Odisha and the same is under process in Maharashtra and Gujarat.

The efficacy of CHILDLINE has also been taken note of by corporate bodies that have proposed collaboration to take its work forward. For instance, ‘Power of Banking’, an initiative undertaken by CHILDLINE with support from HDFC Bank Limited is currently being piloted in Mumbai and provides financial knowledge and banking services to street children.

Challenges in implementation

Decreasing trend of PCO usage and rapid growth of mobile phones

PCO is the most significant medium of communication to connect to 1098. However, the decreasing trend of using PCOs and rapid growth of mobile phones in the county restricts the access of marginalized children to the helpline. Further, mobile phones that are not in the city of subscription when calls are made to 1098 do not connect to the helpline. This limits the scope of the helpline service though it can be rectified by allowing for calls to be made by mobile phones while they are on roaming or adding an SMS option in such situations.

There have been instances where PCO operators have refused children from making calls since it is not chargeable and cuts into their business. Issues in clarity, drop calls and calls on 1098 being metered in some places have also been reported.

Hence, there is a need to adopt innovative telecommunication systems to resolve these issues. For instance, since a large number of homeless children live at the railway stations, CIF has coordinated with Indian Railways to install a dial-less phone instrument at each railway station. When the receiver is picked up, it will only connect to 1098.

Lack of proper rehabilitation services

CHILDLINE's role is restricted to immediate protection for the child in difficult circumstances through direct or indirect assistance. As far as long term rehabilitation is concerned, government entities such as allied systems and Child Welfare Committees play a prominent role. In some cases, children are sent to shelter homes or other concerned agencies not functioning well enough. Many such facilities do not even exist in rural or semi urban areas.

Therefore, even if the CHILDLINE team is intimated of a child in distress and able to reach the child in time, lack of efficient social welfare support services proves to be a hurdle in the whole process of crisis intervention and long term rehabilitation.

Key Lessons

In order to be effective over the long term, rescue and protection of children from difficult circumstances requires concerted efforts among community members, government machinery and community-based organizations. There are numerous government schemes and programmes to ensure child rights as well as a plethora of Non-Governmental Organizations working to secure the safety and health of children in India. Against this background, CHILDLINE is unique in its integration of variety of stakeholders in a single initiative for crisis intervention and long term rehabilitation of children.

CHILDLINE makes a clear assessment of the services a child needs and provides those services in close collaboration with actors who are already involved in child protection,

thereby, placing CHILDLINE in a better position to ensure the welfare and safety of children who seek help. Learning from this, it can be said that addressing any human rights issue requires a careful assessment of the needs of those concerned, the resources and provisions available to cater to those needs, and an overall integration of services so as to provide services in a streamlined manner and prevent duplication of resources and efforts.

Before 1098 was operationalized, suggestions on the number of the helpline were sought from children, the immediate beneficiaries of the initiative. *Dus-No-Aath* was a number suggested by most of the children as it was easy to remember. In order to maximize the use and impact of an initiative, it is **important that beneficiaries are directly involved in the planning process** as well since they are best suited to provide inputs on what would work most effectively.

Approaching the government child protection services is a difficult task for children since it requires them to, at a very basic level, *know* the avenues available for seeking redress and the procedures for accessing those. In such situations, the significance of CHILDLINE is apparent – it has provided a link between the formal system for child protection - grassroots organizations working to protect child rights - and a large number of children who had no access to redress earlier. CHILDLINE serves as a simple, cost effective, trustworthy and safe alternative to address children's issues. Therefore, **an informal channel for reaching out to beneficiaries, simplifying and connecting formal support mechanisms with them enhances the overall functioning of the system and addresses the core issue better.**

With the rise of penetration of mobile phones in India, the number of PCOs in each city has steadily been declining. This is detrimental to a helpline like CHILDLINE. Alternative mechanisms should be explored for reaching out to children, especially since a growing number of children are using different forms of communication such as online chat, email and SMS.²⁹ The ultimate goal is to enable children to reach out to avenues where help would be available. For this, **context specific solutions** need to be found. Polaris Project, USA has recently launched a text messaging service (BeFree to 233733) for contacting the hotline via SMS. Similarly, Canada's child helpline has integrated text messaging service for contacting professional counselors.³⁰

There has been a steady rise from 1% to 8% in the usage of online and mobile based services in the Asia-Pacific region in 2003-2012, according to Child Helpline International's report.³¹

²⁹ Child Helpline International. The Voices of Children and Young People. Web. 03 Decemeber 2013.
<http://www.childhelplineinternational.org/media/70982/chi_global_web_final.pdf >

³⁰ Child Helpline International. CHI Newsletter 2013. Web. 03 December 2013.
<http://www.childhelplineinternational.org/media/64632/chi_newsletter_2013_q1_pdf.pdf >

³¹ Child Helpline International. The Voices of Children and Young People in Asia Pacific 2013. Web. 03 December 2013.
<http://www.childhelplineinternational.org/media/71326/asiapacific_web.pdf>

While mobile and internet related services have higher coverage in developed countries, the relevance and reach of these services in the Indian target population must also be explored to match rising trends.

In the Indian context, provision to send free post, mobile vans, confidential boxes in areas with limited telephone infrastructure or provision of SMS service (besides its current use in awareness generation) may be considered as alternative modes of contact in distress situations.

The larger the number of stakeholders and more the geographic spread of their location, the more important it is to have a nodal coordinating and monitoring body. In the case of CHILDLINE, there are multiple levels of partnerships within the model employed by CIF, thereby ensuring all concerned stakeholders are linked together with pre-defined roles for each one of them. It involves senior functionaries of government at policy level, followed by nodal organizations responsible for training, research, networking, awareness and advocacy. A critical role is played by Collaborative Organizations in responding to a child in need and linking him/her with Resource Organizations for long term rehabilitation. Support organizations are equally significant in supplementing the task of Collaborative Organizations at suburban or village level. The partnership strategy herein creates a strong lobby to advocate issues at the policy level making the initiative sustainable in the long term.

Mere implementation of any citizen-centric initiative with no further attempt to consolidate, expand and improve the services delivered makes it static and a short term project. Regular upgradation based on monitoring and evaluation makes it sustainable and demand driven. Realizing that a single CCC is not adequate enough to respond to the calls made on 1098 across the country, CIF is planning to set up some more CCC through technology based regional call centers in 2013. It is also looking forward to increase efficiency of crisis intervention, grassroots outreach, stronger community vigilance and a deeper engagement with allied systems.

Research Methodology

CHILDLINE 1098 is a national, 24-hour free emergency service to reach out to most marginalized children in need of care and protection. It has a partnership-based model involving multiple stakeholders with specific focus on community participation. In order to understand the processes involved in operationalization of CHILDLINE 1098 helpline in addressing child rights protection, OneWorld's research team conducted a thorough secondary literature review. The primary resources referred for this documentation are the Ministry of Women and Child Development website, CHILDLINE India Foundation (CIF) website and the Governance Knowledge Centre case study on CHILDLINE 1098. Other sources referred to include Annual Reports of CIF, CIF's newsletters, and the status report on children in India by Ministry of Statistics and Implementation and Delhi Police Juvenile

Justice Unit website. Based on the review, gaps in information were identified and a questionnaire was prepared to interview stakeholders. A personal interview was conducted with **Head Programmes**, CIF, New Delhi. Since CHIDLINe 1098 is primarily implemented by Collaborative Organizations associated with CIF, the research team also had an interaction with Butterflies, one of the Collaborative Organizations implementing the helpline in southern region of Delhi.

Conclusion

CHIDLINe 1098 is a national 24X7 emergency service to reach children in distress and link them with long term rehabilitation through technology. Any child/concerned adult can call at 1098 to avail CHIDLINe services at any time. It ensures the protection of child rights through the integrated efforts of children, the government, civil society and corporates. To take the cause further, it also promotes active advocacy for child rights and makes child protection everybody's business through communication of its outcomes.

List of Abbreviations

BSNL	Bharat Sanchar Nigam Limited
CCC	CHILDLINE Contacts Centre
CCO	CHILDLINE Contact Officers
CCS	CHILDLINE Contact Supervisors
CIF	CHILDLINE India Foundation
CO	Collaborative Organization
CWC	Child Welfare Committee
DoT	Department of Tele-Communication
GOI	Government of India
ICDS	Integrated Child Development Scheme
ICPS	Integrated Child Protection Scheme
IN	Intelligent System
IPC	Indian Penal Code
MTNL	Mahanagar Telephone Nigam Limited
MWCD	Ministry of Women and Child Development
NGO	Non-Government Organizations
NICP	National Initiative for Child Protection Programme
NIPCCD	National Institute for Public Cooperation and Child Development
NNP	National Numbering Plan
NPA	National Plan of Action
PCO	Public Call Office
SLL	Special Local Laws
SMS	Short Messaging Service
TCS	Tata Consultancy Services
TISS	Tata Institute for Social Sciences
TRAI	Telecom Regulatory Authority of India
UNCRC	United Nation Convention on Rights of the Child

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Annexure I: Presence of CHILDLINE in India



Source: Hello childline, Issue 65, September 2012

Annexure II: List of crimes against children under the Indian Penal Code

Crimes against children are classified as specific sections under IPC (Indian Penal Code) and Special and Local Laws (SLL).³²

Specific sections under IPC dealing with crimes against children are:

1. Murder (302 IPC)
2. Foeticide (Crime against a foetus) (Section 315 & 316 IPC)
3. Infanticide (Crime against newborn child) (0 to 1 year) (Section 315 IPC)
4. Abetment to Suicide (abetment by other persons for commitment of suicide by children) (Section 305 IPC)
5. Exposure and Abandonment (Crime against children by parents or others to expose or to leave them with the intention of abandonment) (Section 317 IPC)
6. Kidnapping and Abduction:
 - i) Kidnapping for exporting (Section 360 IPC)
 - ii) Kidnapping from lawful guardianship (Section 361 IPC)
 - iii) Kidnapping for ransom (Section 364-A IPC)
 - iv) Kidnapping for camel racing etc. (Section 363 IPC)
 - v) Kidnapping for begging (Section 363 - A IPC)
 - vi) Kidnapping to compel for marriage (Section 366 IPC)
 - vii) Kidnapping for slavery etc. (Section 367 IPC)
 - viii) Kidnapping child for stealing from its person (under 10 years of age only (Section 369 IPC)
7. Procurement of minor girls (for inducement to force or seduce to illicit intercourse) (Section 366-A IPC)
8. Selling of girls for prostitution (Section 372 IPC)
9. Buying of girls for prostitution (Section 373 IPC)
10. Rape (Section 376 IPC)

Specific sections under SLL dealing with crimes against children are:

1. Immoral Traffic Prevention Act, 1956 (where minors are abused in prostitution)
2. Child Labour (Prevention & Regulation) ACT, 1986
3. Prohibition of Child Marriage Act 2006

³² Ministry of Statistics and Programme Implementation, Government of India. Children in India 2012. A Statistical Appraisal. Web: 2 May 2013 < mospi.nic.in/mospi_new/upload/Children_in_India_2012.pdf>

Annexure III: Interview Questionnaire – CHILDLINE india foundation

Background

1. What is the organizational structure of CHILDLINE at different levels?
 - How many partner organizations are involved in each level?
 - How many paid employees are involved with CHILDLINE?
 - How many volunteers (children and adults) are involved with CHILDLINE?
2. How does a child or a concerned adult access the services through 1098? What are the key stages involved?
 - i. Can CHILDLINE be accessed across the country? If no, please provide details about the overall coverage of the helpline. How can users residing outside the coverage areas access the services of helpline?
3. CHILDLINE adopts an extensive outreach programmes within its coverage areas...
 - i. How do you conduct these outreach programmes?
 - ii. Are any partner organisations involved in these programmes?

Programme Design

CHILDLINE Contact Centre (CCC)

4. CHILDLINE Contact Centre does receive calls from 1098 and further respond to it for crisis intervention.
 - i. How many CCC have been instituted in India? By who are these call centres operated (CHILDLINE, partner agencies or outsourced agency)?
 - ii. What is the composition of CCC?
 - a. Number of staff-outsourced by TCS
 - b. Number of staff-from CIF
 - c. Is CCC staffed by CIF staff in each region?
 - iii. Please provide details about the infrastructural and human requirements of the CCC.
 - iv. What is the process of crisis intervention at CCC?
 - v. As per the research, CCC can receive 30 calls at a time and respond to only 10. Please provide in detail the factors that determine the capacity of a CCC to receive and respond to calls.
 - vi. What is the nature of technology that supports the operations of the CHILDLINE contact centre?
 - vii. Please provide details about the centralized management system institutionalized for call recording and data management?
5. What is the number of cities and regions CCC caters to?
6. Our research reveals that the Childline caters to Marathi, Hindi, Gujarati and Konkani speaking populations.
 - i. Is there a specific reason for restricting the helpline to the aforementioned languages?
 - ii. Is the implementing agency considering to enhance the services of CHILDLINE in other languages?
7. Please provide details on following for 2010-11 and 2011-12:
 - Total number of calls handled
 - Total calls abandoned

- Average calls per month
- Average time per call
- Average time taken in responding to the situation
- What is the number of target of calls to 1098 from each PCO?

CHILDLINE Intervention Methodology

8. What is the nature of calls received?
9. Do these calls vary across children from different social groups?
10. Do you also get cases from other means of communication? If yes, please mention
11. What is the methodology adopted specifically in the context of silent calls?
12. How do you involve children in crisis intervention as major partners? Please share with us the relevance of monthly open house in this context.
13. What kind of services is provided to the children in need and care?
14. CHILDLINE has also launched a rural model of the helpline. What was the major objective for this new addition in CHILDLINE service?
 - When was it launched?
 - Who are the key partners in this initiative?
 - What is the area of coverage?
 - What is the current status of this service?

CIF's dial1098@childlineindia.org

15. When was CIF's portal, dial1098@childlineindia.org, launched?
16. What was the objective behind it?
17. What is the total number of mails received since its inception/per month/per day?
18. Once CIF receives any case of child in distress through mail, what is the intervention methodology adopted?

Tele-connectivity

19. As per the DOT amendment, CHILDLINE 1098 number falls under category I of National Numbering plan making it mandatory for all telecom service providers to connect to 1098.
 - i. Were specific measures adopted to facilitate the transference of CHILDLINE under category I of the National Numbering Plan? If yes, please provide in detail the key measures adopted.
 - ii. Did you face specific challenges in this process? If yes, kindly enumerate the major roadblocks.
20. As per our research, under the new terms that will roll out shortly, 1098 will be serviced out of BSNL's IN System (Intelligent Network)
 - i. How will BSNL In network add up to the effectiveness of CHILDLINE 1098 service delivery?
21. CHILDLINE has also initiated SMS Channel to facilitate the participation of citizens in CHILDLINE campaign for child rights and child protection. What is the current status of the initiative?

Training and Capacity Building

22. Do you conduct any training and capacity building exercises conducted for efficient functioning of CHILDLINE 1098

- Training programmes-for CCC staff
- Training programme for outreach staff etc.
- Training programmes for volunteers (children and adults)
- Training programmes for other partner organizations

Please elaborate on objectives, target groups, resource persons, content, duration, methodology, cost incurred and follow up mechanisms.

23. Who are the major stakeholders in these training and capacity building exercises?

24. How many people have been trained under the initiative?

25. What is the National Initiative for Child Protection? Please mention its relevance in the context of awareness generation/training and capacity building.

Monitoring and evaluation

26. Are there any monitoring mechanisms in place to assess the functioning of the initiative?

27. How do you evaluate the performance of the initiative? What are the key indicators for assessing the impact?

28. What is the mechanism on capturing data on calls made at 1098 and how is it responded back?

29. What are the network and facilitation visits? Please elaborate on nature of these monitoring and evaluation mechanisms.

30. What is the number of network and facilitation visits conducted each year? Please provide figures for 2011 and 2012.

31. Please share with us the role of CHILDNET in monitoring and evaluation of CHILDLINE 1098 service.

'150 Tele-Check' CIF Process-Protocol

32. What is CHILDLINE Process-Protocol '150 Tele-Check'?

- Number of cities and PCOs in each city covered
- Average time taken in each city
- Man power requirement for the Process-Protocol
- Frequency of '150 Tele-Check'

33. What is the monitoring and evaluation methodology adopted for CHILDLINE Process-Protocol?

34. How does it help to evaluate the 1098 service delivery? Please share the benefits of this Process-Protocol

PCO-Mapping

35. What is the process of PCO mapping?

36. Please elaborate on the PCO mapping methodology.

37. What is the frequency of PCO tests?

38. If PCOs exist and 1098 does not work or instrument does not work, how do you address the issue?

Financial Resources

39. What are the primary sources of funding for CHILDLINE 1098?

40. What is total expenditure incurred per component of the programme such as:

- Initiating the CHILDLINE at city level

- Outreach programme
 - PCO mapping
 - CHILDLINE Contact Call centres
 - Volunteer generation
 - Rehabilitation programmes
41. Can you provide details about the way in which funds flow from the Ministry of Women and Child Development to each CHILDLINE city?

Impact

Challenges

42. What are the major challenges confronting the implementation of the project?
43. What are the challenges faced in crisis interventions specifically in case of silent calls and long term rehabilitation of the children? What strategies do you adopt to meet these challenges?
44. The decreasing trend of PCOs and rapid growth of mobile phone in the county raises a question on how the marginalized children access 1098. Does this surface as a roadblock in your efforts to widen the outreach of the helpline? If yes, in what ways?
45. Does the implementing agency face specific challenges with regards to PCO mapping?
46. CHILDLINE 1098 is based on the vision of partnership with multiple stakeholders in crisis intervention for children in need and protection. Do you face any challenge with respect to securing inter departmental coordination?
47. Community participation plays a significant role in crisis intervention strategy. Do you face any challenge in generating adequate community support in target areas?
48. CHILDLINE has also introduced a rural model of help line. What challenges do you face with respect to its successful functioning?

Outcomes and benefits realized

49. What have been the significant achievements of the initiative?
50. With the implementation of CHILDLINE and the widening scope of your advocacy efforts especially at the community level, have you witnessed any major attitudinal changes towards the promotion and preservation of child rights?
51. CHILDLINE is consistently advocating for child rights at the policy level. Have you been able to make any impact on this front? Please provide details.

Way Ahead

52. Have you adopted any step to enhance the effectiveness of the service? If yes, please provide details about the major enhancements?
53. What are the pre-conditions to ensure the sustainability of the initiative in the long run?

Annexure IV: Interview Questionnaire - Collaborative organizations of childline

BUTTERFLIES, NEW DELHI

1. When was Butterflies selected as a CHILDLINE collaborative agency? What was the process adopted for the selection of your organization?
2. What is the geographical area covered by Butterflies in its role as a CHILDLINE collaborative agency? Which are those areas from where maximum cases of distressed children are reported?
3. Who are your key partners in crisis intervention and long term rehabilitation to address the needs of children in distress? Please elaborate with reference to collaborative agencies, other NGOs and government organizations. What are the exact roles and responsibilities of these organizations?
4. What is the number of calls received by Butterflies through the 1098 helpline? Please provide a monthly breakdown of calls received by Butterflies since the time it is acting as a nodal agency for CHILDLINE.
5. What is the strategy adopted for generating awareness about CHILDLINE 1098 service among citizens and allied agencies like police, railways, hospitals, and schools?
6. Upon receiving a call for support, what are the kinds of services that Butterflies provides to children in distress?
7. According to our research, Butterflies operates a Resilience Centre to provide short term shelter to rescued children. How does the centre operate?
 - i. What are human resources and infrastructure?
 - ii. What are the services being provided to children through this centre?
 - iii. For how long can children stay in this centre?
 - iv. How is their transition and long term rehabilitation ensured?
 - v. What are the mechanisms adopted to follow up on children who leave the centre?
 - vi. What are the major financial costs involved in the operation of the centre?
 - vii. What are the daily operational costs of the centre, on an average?
8. On an average, what are the kinds of issues that are reported to your organization through citizens' phone calls?
9. In the context of children in need of care and protection, the Ministry of Women and Child Development has established Child Welfare Committees (CWC) in every state as authoritative agencies for rehabilitation, restoration and social reintegration of the children. What is the number of cases of children in distress that Butterflies has presented to the CWC?
 - i. Are there any challenges faced by your organization in dealing with the CWC in this regard? If yes, how are they overcome?
10. What have been the significant achievements of the initiative?
11. What are the major challenges faced by Butterflies in daily operations related to the CHILDLINE helpline service? How are these overcome?
12. What are the major sources of funding for Butterflies' operations related to the CHILDLINE helpline?
13. What are the major heads of expenditure incurred by Butterflies for various components of the CHILDLINE project?
14. Does Butterflies undertake any fundraising activities?

15. Would you like to suggest measures for any improvement/enhancement in CHILDLINE 1098 service to make it more efficient and effective?
16. Laws relating to children and UN Convention on Rights of Child are major tools to make public and government responsive to children. How do you evaluate the progress made by India in this context?



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