

ILO TECHNICAL COOPERATION – CHILD LABOUR

Project Snapshot

Awareness raising and Advocacy	Activating media in combating worst forms of child labour in Pakistan (Phases I - II)	
	Duration: PHASE I: July 2003 – June 2005 PHASE II: August 2006 – December 2010	
	Donor & Budget Norway, Royal Ministry of Foreign Affairs Phase I: USD 255,618 Phase II: USD 1,190,519 Total: USD 1,446,137	Objectives • To enhance the capacity of Ministry of Information & Media Development and its corporate agencies (Pakistan Television (PTV), Pakistan Broadcasting Corporation (PBC) and Press) to tackle the worst forms of child labour in Pakistan more effectively. • To raise awareness among general public, relevant agencies, parents and communities. • To mobilize social partners and stakeholders against the worst forms of child labour and build ground for ratification of relevant ILO conventions.
	Results and Outcomes ○ The project made a substantial contributing towards addressing the Decent Work challenges in Pakistan particularly, the slow implementation of National Policy and Action Plan to Combat Child Labour (DWCP 2005-09) at it created awareness of the WFCL issue. ○ The project produced high quality media products that highlighted the issue of WFCL but also maintained high standards of production. In this regards, PTV under the project produced a drama serial called '<i>Eik Rupiya Rozana</i>' (A Rupee a Day) that not only brought the issue of WFCL to the mainstream PTV programming but it also won the national award for best drama. ○ The project launched 4 awareness campaigns. These campaigns were focussed around observing June 12 as the World Day against Child Labour in Pakistan. During the provincial Budget Session the Pakistan Television and other private channels disseminated messages on the educational and development needs of children in worst forms of labour. ○ The project also took concrete steps towards institutionalization of strategic media actions in government as well as media institutions. The development and instituting of training curriculum focusing on the issue in the Information Services Academy, Radio and PTV Academies and brining the issue of WFCL to the attention of the Mass Communication departments in various universities has been a major step towards this end.	

June 2014