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NEWSLETTER OCTOBER 2019



Dear Friends,

We have the joyous privilege of reminiscing our childhood on a daily basis, as the hustle and bustle of life keeps us moving forward.

And we are only too happy to share this joy with you. Pictures of gay abandon as little children play, patriotic fervor of Independence Day celebrations, earnest drawings that tell a story - there are many reasons to make you smile.

There are as many reasons to push us harder to reach many more young children.

We have been pursuing our scale up journey, to increase access to quality ECD at construction sites, in collaboration with NGO and Developer partners. During this quarter, partner organisations and MC joined hands to form the National Consortium for Crèches at Construction Sites (NC3S). This body will work closely with developers, government, and industry players to build a case for crèches for children of construction workers. So that the most vulnerable young children benefit from quality care, nutrition, health,

Donate to MC

Your donations go a long way in sustaining our field programmes, as well as our advocacy and training efforts.

[Donate](#)

Volunteer with us

MC has a long tradition of volunteer engagement. Join us today for a rewarding and life changing experience!

[Volunteer](#)

Support Us

learning and protection.

Read more about the ways in which MC continues to nurture early childhoods, and partners, who strengthen our efforts to secure the rights of the youngest.

MC team looks forward to your support.

Warmest wishes for the festive season!

Sumitra Mishra
Executive Director
Mobile Creches

Whether it is by raising awareness online, or helping to raise funds, there are many ways you can help our cause!

[Learn more](#)

#bibsthatcare Campaign



MC 50
50 YEARS
1969-2019

CHEERS TO fifty
1969-2019

Mobile Creches (MC) marks its 50 years marathon towards ensuring **Early Childhood Development**

To celebrate this occasion in association with PNB Housing Finance Ltd. **WE APPEAL FOR YOUR SUPPORT**

50 Corporate Partners
to participate and contribute

500 Runners
to champion for early childhood

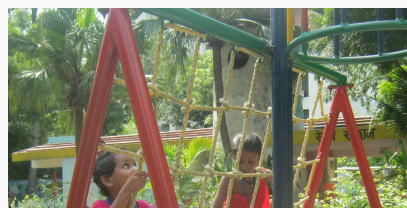
50000 Young Children

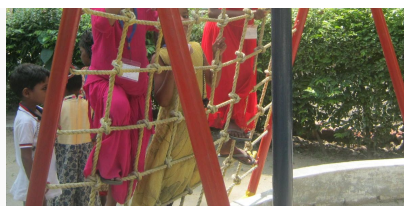
PNB Housing Finance Limited
Ghar Ki Baat

MC's 50th anniversary has been a great occasion to reach across many friends, partners, donors, and supporters. Continuing with the spirit of celebrating early childhood, this year MC is participating in the **Airtel Delhi Half Marathon-2019 on 20th October 2019**, to inspire more supporters to run for the cause, spread the word, and donate to MC.

Through the #bibsthatcare campaign we shine a spotlight on the bibs of the runners – their strength, stamina and endurance that makes them all winners of this marathon. They recognise that the bibs during their toddler years is where their healthy and happy childhood started!! Giving them the solid foundation to aspire for a better world for themselves and others. [Join our runners to show that you support #bibsthatcare.](#)

'MEENA DAY' Keeps our Children Hooked!





Meena, a popular fictional character, shares her personal stories of beating down challenges in gender discrimination, child abuse, health and education inequities, with young children across South Asia. Along with her brother *Raju* and parrot, *Mithu*, *Meena* came alive through animation films, posters, and radio shows at all our centres from 17th to 21st September.

Slogan writing, a rally around the community, trip to a nearby school to spread awareness about children's basic rights, drawings depicting gender equity, and a trip to the zoo, immersed our children in joyful activities throughout the week. Parents, crèche *didis*, teachers, and community elders learnt through the actions and voices of children.

ECCE Curriculum for Crèches in Prisons



MC in partnership with India Vision Foundation developed an ECCE curriculum for crèches running in prisons of India, launched on 31st August. The curriculum, along with guidelines will help set up and manage crèches within prison complexes. A cadre of trainers will strengthen the quality of existing crèches and facilitate the setting up and running of many more crèches for children of inmates.

Through this partnership, MC hopes to influence policy makers and prison administrators to respond to the early childhood development needs of young children residing within the prisons, enabling a solid foundation that will prepare them for the world outside, and a promising future.

Knowledge Building and Sharing

During this quarter, MC team members spent their valuable time in gaining knowledge about new aspects of their work.

Gender Equality and ECD

Runu Chakravarty, a leading gender activist, wove a gripping story about gender roles and gender equality as she spun the defined rights in national and international instruments with anecdotes from the ground. Her humour, practical wisdom, and her embracing young child's rights through the gender lens, illuminated the closely integrated rights of women and children. It provoked MC colleagues to look at current practices through the gender lens.

Overlapping Rights of Women and Young Children

Sudeshna Sengupta, a social activist, and old colleague of MC, elucidated through practical examples from MC's work, about deep rooted gender discrimination, violence against women, female foeticide, and health and education inequities perpetuating gender inequality. Through group discussions, MC team could identify how these issues overlaps and affects children from young childhood, and ways in which they will continue to challenge these inequities within the communities we work.

Protecting the Youngest

Dr. Sanghamitra Barik, a child protection expert from National Institute of Public Cooperation and Child Development (NIPCCD) conducted an interactive session on international and national instruments that guarantee children the right to protection against all forms of abuse. MC colleagues learnt about specific safeguards defined in the Juvenile Justice (Care and Protection of Children) Act, 2015, the Protection of Children from Sexual Offences (POCSO) Act, Amendment 2019. They discussed ways to strengthen the child protection systems and practices so that MC abides by its fundamental duty to keep children safe and protected.



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