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## From the Secretary's Desk

**Dear Friends of CINI,**

The monsoon months where adequate rainfall has been recorded, promising better harvests of rice in later months, also led to challenges for our frontline workers to monitor projects and provide access to care services in health, nutrition, education and protection. We managed to open our 50th creche in remote and hard to reach areas of Jharkhand in July, providing critical nutrition and health services to the vulnerable age of under 6 yrs children. On 23rd August a state consultation on mental health was conducted by CINI Jharkhand in Ranchi.

On August 23rd at the CSR Awards in Delhi, on behalf of CINI Dr Indrani Bhattacharya CEO, received the Most Impactful Nonprofit in Health Award this year, marking an important milestone in our work with corporates so far. On 5th September a meet the press event was held at CINI Gol Park, to highlight the World Suicide Prevention Day and focus on mental health issues in adolescents and young people. In collaboration with Kolkata Press Club, a workshop on "Media Sensitization on Child Safeguarding" was held at their premises. A Bengali book entitled "Akash Choyan Matir Golper Sangkolon", recording the early narratives of people from the community as they saw CINI, and few interviews of our first few colleagues who joined CINI, was released.

On 24th September selected CINI Street Champions from the pavements of Kolkata participated in an online discussion with Mama Fatima Singhateh - the UN Special Rapporteur on sale and sexual exploitation of children - who placed their experiences and suggestions through her report presented in the 80th UN General Assembly. A rare recognition of CINI's groundbreaking work on the pavements of Kolkata, along with two NGOs selected from Bangladesh and Philippines out of thousands globally.

As you go through the newsletter you will also read about various events held across the states. In all of them children, women and our frontline workers took part with gusto. Your views will be welcome to improve the newsletter. Thanks for supporting CINI without which we would not have reached those who need our services in hard-to-reach areas. With best wishes for the forthcoming festive season.

**Dr Samir Chaudhuri,  
Founder & Secretary**

# Teenline Query Call: 1800-121-5323

## Understanding Postpartum Depression: Breaking the Silence

Postpartum depression (PPD) is a serious public health concern that affects many women after childbirth. Its impact goes beyond the mother's well-being, influencing the child's development and the overall dynamics of the family. Globally, about 17% of women experience PPD within the first year after giving birth (Wang et al., 2021). According to the World Health Organization (WHO), 13% of postpartum women face a mental health disorder, mainly depression, with rates rising to nearly 20% in low- and middle-income countries (WHO, 2024). In India, studies show that around 19–22% of mothers experience PPD (Upadhyay et al., 2017; Gupta et al., 2025).

### Signs and Symptoms of Postpartum Depression

Recognizing PPD early is crucial. Some common signs and symptoms include:

- Persistent sadness or tearfulness
- Loss of interest or pleasure in usual activities
- Feeling anxious, irritable, or hopeless
- Difficulty bonding with the baby
- Changes in sleep or appetite
- Thoughts of harming oneself or the baby (requires immediate help)

It is important to remember that postpartum depression is real, and talking about it helps break the silence and the stigma around it. A happy mother contributes to happy children and a healthy family. But supporting a mother is not just her responsibility, it requires the active care and support of partners, families, and communities. As the saying goes, "It takes a village to raise a child." Every mother deserves understanding, empathy, and support to thrive in this journey.



**To conduct such 'Lifestyle Management Training' in your school, college or academic institution, call TEENLINE on 1800-121-5323 (Toll Free)  
Or write [teenline@cinindia.org](mailto:teenline@cinindia.org)**



## Special Mention

### CINI awarded as the 'Most Impactful NGO' in Healthcare – India CSR Award



**New Delhi:** On August 23, 2025, Child in Need Institute (CINI) was honoured with the ***Most Impactful Nonprofit in Health award*** at the **Indian CSR Awards in New Delhi**, recognizing its transformative work in health and nutrition equity across India. At the ceremony, CEO Dr. Indrani Bhattacharyya unveiled CINI-Next, a visionary CSR & ESG framework focused on co-creating sustainable, community-driven solutions. She urged corporate leaders to move beyond compliance and invest in initiatives that foster dignity, agency, and resilience—shaping the India we aspire to by 2030.

Dr Bhattacharyya summed up her address with invitation to CSR & ESG leaders across India to partner in shaping a resilient, inclusive, and sustainable future for India.





## Street Champions leading change on the world stage!



**SPECIAL PROCEDURES**  
UNITED NATIONS  
HUMAN RIGHTS COUNCIL

**bahay**  
TULUYAN

**cini**

**GRAMBANGLA**  
Unnayan Committee

**CONSORTIUM FOR  
STREET CHILDREN**

**SAVE THE DATE**  
UNGA 80 Side Event

**A CHILD-CENTRED  
RESPONSE TO THE SEXUAL  
EXPLOITATION OF  
CHILDREN IN STREET  
SITUATIONS**

**TUESDAY 14<sup>TH</sup>  
OCTOBER 2025**

**HYBRID | ONLINE OR IN PERSON (UNHQ)**  
09:30-11:00 EST

**REGISTER NOW**

**India:** At the 80th **United Nations General Assembly** Side Event, **Street Champions** trained by **Child in Need Institute (CINI)** delivered opening remarks — representing children in street situations across the globe. With voices of hope and determination, they shared lived experiences and powerful recommendations — **calling on world leaders and adult duty bearers to walk alongside children as equal partners.**

The event — co-hosted by the **Consortium for Street Children**, the **Office of the UN Special Rapporteur**, **CINI (India)**, **Grambangla Unnayan Committee (Bangladesh)**, and **Bahay Tuluyan (Philippines)** — featured the **UN Special Rapporteur** presenting her report on “**A Child-Centred Response to the Sexual Exploitation of Children in Street Situations**”, where **Street Champions** were recognized as a model of resilience. A high-level panel of government leaders, researchers, and policy influencers discussed child-rights-centred, innovative, grassroots solutions to protect and empower children. **Inclusion, hope, and action begin with listening to children.**



## Teenline launched a 360° safety net for adolescent and young people on 'World Suicide Prevention Day'



Kolkata: On [WorldSuicidePreventionDay2025](#) (10th September 2025), Teenline, an initiative of Child in Need Institute (CINI) organized a Press Meet at Golpark, Kolkata to launch new **Mental Health Initiatives** for adolescents and young adults as per the theme of the year “**Changing the Narrative on Suicide**”.

Keeping in mind the ongoing examinations and upcoming festive season, Teenline, the one window mental health solution for teen-agers launched new interventions for suicide prevention.

The event was graced by Dr. Samir Chaudhuri (Founder Secretary, CINI), Dr. Indrani Bhattacharyya (CEO, CINI), Mr. Meghendra Banerjee (COP, CINI), Mr. Marine Mukherjee (Assistant Director, West Bengal, CINI), Dr. Santwana Adhikari (Senior Programme Manager). Mainstream media houses of Kolkata covered the event.

Teenline got an overwhelming response and conducted several Awareness Sessions at various educational institutions to promote ‘**discussion before decision**’ about any extreme step.

**Call Teenline : 1800-121-5323 (Toll Free)**

**Email : [teenline@cinindia.org](mailto:teenline@cinindia.org)**





## Peer Leader met District Commissioner to provide Sanitary Napkins for Tea-Garden girls



**Sonitpur, Assam :** On 4th August 2025, **Nita Sawra**, peer leader of the adolescent group as part of the **Creating Child Friendly Communities in Tea Gardens of Assam**, from Sessa Tea Estate, Sonitpur district, demonstrated commendable leadership and initiative by engaging directly with the district administration on an issue of menstrual health and hygiene. In a meeting facilitated by the CINI team, Nita met **District Commissioner Shri Ananda Kumar Das** and submitted a formal letter on behalf of her adolescent group, requesting support in facilitating access to affordable sanitary pads for adolescent girls across tea garden communities. Acknowledging the concerns raised, the District Commissioner assured that the matter would be forwarded to the Joint Director of Health for necessary action and follow-up. Such stories reinforce one of the core objectives of the intervention, i.e., building adolescent agency to influence and contribute to decisions affecting their well-being.





## Media Sensitisation on Child Safeguarding jointly with Kolkata Press Club



**Kolkata:** The **Child in Need Institute (CINI)**, in association with **Kolkata Press Club**, organised a workshop on “**Media Sensitisation on Child Safeguarding**”. The workshop, held at the Kolkata Press Club, aimed to engage media professionals in promoting **Child Rights**, creating awareness about **child safeguarding**, and strengthening collective responsibility towards **child protection**. The initiative highlighted the critical role of the **mainstream and digital media** in ensuring that **child rights are safeguarded while covering incidents related to children**.

Several journalists of mainstream media, digital content creators and social media influencers join the workshop. **Dr Snehasish Sur, President, Press Club** explained the basic dos and donts for the media. **Dr Indrani Bhattacharyya, CEO, CINI**, **Dr Nilanajana D Gupta IAS (Retd)** and **CINI Governing Body Member. Sri Kingshuk Pramanik, Secretary, Kolkata Press Club**, Professors, News Editors and Child Rights Experts were also present.

Speaking at the event, **Dr. Samir Narayan Chaudhuri, Founder Director of CINI**, said, “For more than five decades, CINI has been working to protect children and empower families living in vulnerability. Our collaboration with the media is crucial in amplifying voices that often go unheard. This workshop reaffirms our commitment to child safeguarding and inspire collective action for a safer tomorrow.” The workshop concluded with interactive discussions, reiterating that safeguarding children is not just an institutional priority but a shared responsibility of society.



## World Drowning Prevention Day celebration unveiled many untold stories



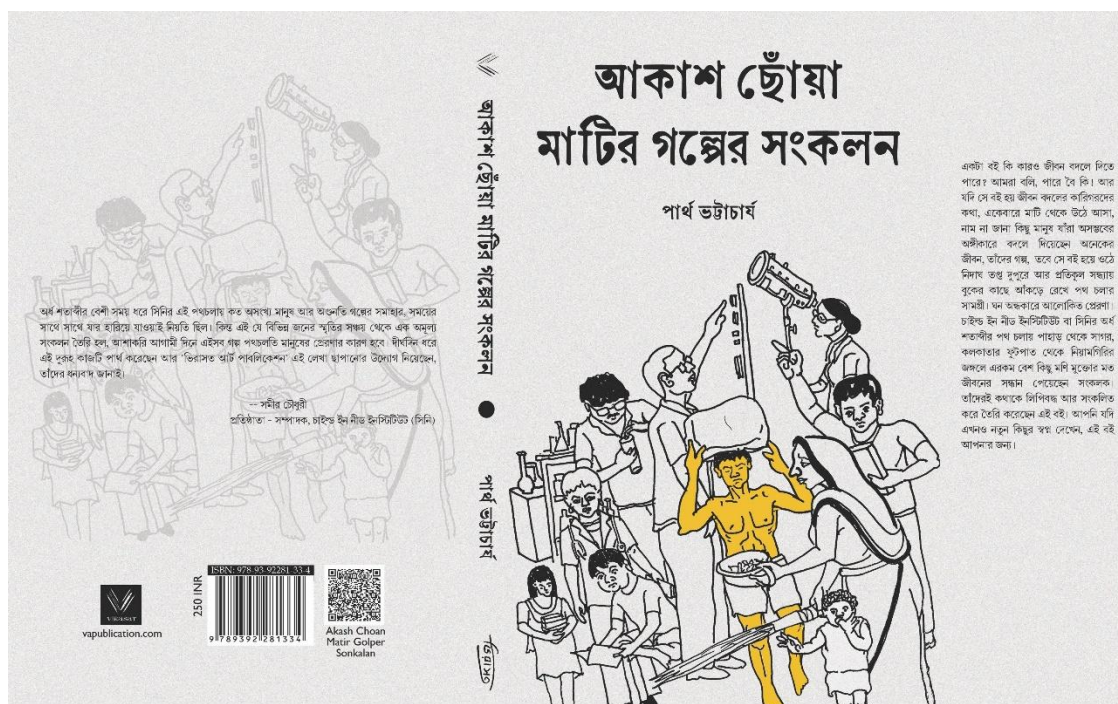
**West Bengal:** World Drowning Prevention Day was observed across various locations in West Bengal with the theme *“Your story can save a life.”* The central event took place at **Rotary Sadan, Kolkata**, in the presence of Senior Government Officials, members of CINI’s Senior Management, and community representatives from across the state. Experts and donors from around the world joined the programme virtually. The highlight of the event was the heartfelt sharing of real-life stories by community members who had saved lives and taken local initiatives to prevent drowning.

In **Kulpi Block of South 24 Parganas**, the occasion was marked through engaging activities such as drawing competitions, rallies, and awareness sessions conducted in collaboration with the Block Administration and the Health Department. The programme was graced by the Honourable Sabhapati, Joint BDO, and Karmadhyaksha of Kulpi Block, who encouraged the community to continue proactive efforts toward drowning prevention.





**A book on stories drawn from CINI's 50-year journey**



**Kolkata:** On 15<sup>th</sup> September 2025 Child in Need Institute (CINI) unveiled a book **‘Akash Chhoyan Matir Golper Sagkolon’**, published by **Virasat Art Publication** at **Kolkata Press Club**. The book is a collection of **stories drawn from CINI’s 50-year journey** of empowering children, families and communities. Each story reflects the resilience of vulnerable groups and showcases how consistent interventions in health, nutrition, education, child protection and capacity building of health workers can transform life. Written in a lucid storytelling form, from the memoirs of some present and ex-employees of CINI and some exceptional representatives of communities, the publication not only documented the incredible stories of some common people but also serves as a source of inspiration for future generations. The honourable President of Kolkata Press Club Dr Snehasish Sur, the head of the publication house Shri Partha Roy inaugurated the book in the presence of all the writers and editor of the book and senior management of CINI.

**The book is available for sale now.**





## Nota Bene: Regular Column

### **‘How CINI is fostering community involvement in the Child Marriage prevention campaign of District Administration, Murshidabad’,**

**Jayanta Choudhury**

According to NFHS-5, Murshidabad district has a child marriage rate of 55.4%, one of the highest among five districts in West Bengal. Post-COVID, the situation worsened, with a significant rise in school dropouts and early marriages of girls under 18. Despite continuous efforts by the government to promote girls’ education through the flagship scheme *Kanyashree Prakalpa*, data from 2024–25 revealed that over 17000 eligible girls had not availed or re-enrolled in the scheme. Alarmed by this, CINI, as a member of the District Adolescent Cell, raised the issue at various platforms, advocating for immediate action.

Responding to this, the District Administration formed a task force, with CINI as a key partner. A survey was conducted to trace these girls, revealing that nearly 70% were already married. Additionally, teenage pregnancy in the district stood at 30% as of March 2025. This led to the launch of a district-level initiative to end child marriage and school dropout through a pilot intervention involving 12 government departments, 5 NGOs, and various religious leaders.

CINI played a crucial role by identifying vulnerable pockets, formulating execution strategies, and participating in strategic meetings with the administration. Leveraging its longstanding expertise in child-friendly approaches, CINI emphasized that collective action and strong law enforcement are essential to eliminate such social evils.



**CINI being recognised by District Administration**

On 4th June, the District Administration selected Berhampore and Hariharpara blocks for the pilot, aiming to make them child marriage and school dropout-free by 31st December. Critical indicators such as teenage pregnancy registration, CMRT portal entries, Childline calls, and dropout status were continuously monitored. Panchayats reporting zero cases over a set period were declared "Child Marriage and Dropout-Free" by the District Administration. As of now, seven Gram Panchayats—three from CINI's intervention areas—have earned this recognition. On **14th August**, during the **Kanyashree Day** celebration, the **District Administration of Murshidabad** released a **short film** featuring stories of Kanyashree girls, which was developed with the support of **CINI**.

CINI acted as a catalyst throughout the intervention, leading community engagement using its signature CINI Method and the core principles of Child-Friendly Communities (CFC). Recognizing the success and learnings from the pilot, the District Administration decided to develop a formal guideline for scaling the model. CINI was entrusted with preparing this guideline, including content development, technical inputs, design, and printing, in collaboration with its Murshidabad Unit and the Head Office Communication Department.

After a series of consultations and collaborative efforts, the guideline was finalized and officially launched on 25th September 2025 by the Honourable District Magistrate and other dignitaries. This marks a significant step toward systematizing efforts to end child marriage and school dropout in Murshidabad.

In recognition of its continued efforts in empowering adolescents and supporting the Kanyashree initiative, **CINI was honoured by the District Administration as one of the best NGOs in Murshidabad in August 2025**



**The Guidelines for Creating Child-Marriage free Blocks – Published by District Administration, Murshidabad with collaboration from Child in Need Institute (CINI)**



## National Nutrition Month Celebration

**National Nutrition Month 2025 (12th September to 11th October 2025):** The theme of this year was **“Suposhit Bharat”** (Addressing Obesity, Poshan bhi-Padhai bhi, Ek Ped Maa Ke Naam).



**Odisha:** CINI organised various programmes throughout the month at Odisha under different projects. A **‘Nutrition Walkathon’** was organised with community people and Service providers at Bhubaneswar. CINI conducted a special **‘Ek Ped Maa Ke Naam Plantation Drive’**. In partnership with the Harsha Trust, we distributed 100 saplings of nutritious plants like papaya, lemon, guava, and drumstick to families. In collaboration with the H&FW department of **Boipariguda**, CINI set up a special **Nutrition Kiosk** at the CHC, where free BMI screenings and personalized diet counselling are available for all. Poshan Maah was observed in all the 30 AWCs under **Khambesi PHC** areas with 404 participants along with AWW, ASHA workers. Timely initiation of complementary feeding for the child after completion of 6 months and nutrition care of the mother during pregnancy and after delivery was the focus of the discussion during the observation.







**Purulia & Bankura:** As part of National Nutrition Month 2025 the Rural Health & Nutrition Project supported by **Axis Bank Foundation**, organized an awareness activity across Jhalda-I, Jhalda-II, and Baghmundi Blocks of Purulia, and Indpur, Ranibandh, and Hirbandh Blocks of Bankura under the theme **Ek Ped Maa Ke Naam**. In collaboration with **PRADAN**, nutritious tree saplings including guava and lemon were distributed to promote sustainable and locally available food sources. The initiative emphasized the importance of **Kitchen Garden** and **backyard orchards** for food and Nutrition Security, encouraged Tree Plantation for **nutritional and environmental benefits**, and raised awareness on the Ban on Single Use Plastic, fostering Eco Friendly alternatives and Empowering Communities for a healthier, greener future.

The kitchen garden initiative under the **IICCHAA programme** was also promoted **sustainable, nutritious food for families, especially those affected by HIV**, supporting health, immunity, and healthy BMI. Families received seeds and training from skilled resource persons to grow vegetables at home, successfully maintaining gardens from previous years.







**Kolkata:** To promote awareness on nutrition, food diversity, and age-appropriate feeding practices, CINI observed Nutrition Month in collaboration with **Urban Primary Health Centres (UPHCs)** and **Integrated Child Development Services (ICDS)**. The initiative reached over **4,665 participants**, including 3,078 community members and adolescents under the “**Prevent and Reduce Malnutrition and Provide Training for Anganwadi Workers and Nutritional Professionals**” project supported by **ORACLE**, and 943 mothers under the “**Reducing Neonatal, Infant and Child Mortality, Malnutrition and Morbidities in Vulnerable Urban Slums of Kolkata**” project supported by **The Khorakiwala Family**. Peer group leaders (“**Nutrition DOOTs**”) and Women Group Leaders played a key role in leading interactive discussions and encouraging active participation from both men and women in the community.

**Murshidabad:** A major district-level event on 24th September at **Grant Hall, Berhampore**. **Organized by CINI in collaboration with the District ICDS Cell**, the campaign emphasized the importance of **nutrition in early childhood and maternal health**.





The event saw participation from dignitaries such as the **ADM (Development)**, **DPO-ICDS**, **DSWO**, **DCPO**, **CDPOs**, and other stakeholders. **Anganwadi Workers (AWWs)** presented demonstrations on **nutritious food preparation using local ingredients**, reinforcing the message of affordable and healthy diets.

An **exhibition of handmade educational toys** by AWWs from Beldanga I ICDS Project showcased innovative approaches to early learning. Throughout the month, schools, ICDS centres, and communities hosted various events, including food exhibitions by children, awareness sessions on nutrition and child health, and family-oriented activities to promote dietary diversity.



**North Bengal:** A range of awareness activities were organised across North Bengal and Kalimpong District throughout September, under theme “**Suposhit Bharat**”. The initiatives aimed to promote **balanced nutrition, prevent malnutrition, and encourage healthy lifestyles** through strong community participation. Highlights included nutrition awareness sessions, school-level programmes, a travelling **nutrition tableau**, **BMI and anaemia screenings**, and **interactive events** such as food demonstrations, **poster-making**, and **quiz competitions**. A special **Football Tournament** involving adolescents and adults reinforced the importance of fitness alongside nutrition. Awareness camps across five CCIs enhanced knowledge of healthy eating while identifying children requiring nutritional support.







**Uttar Dinajpur:** Rashtriya Poshan Maah was celebrated across multiple **Gram Panchayats** and **Anganwadi Centres (AWCs)** under the five implementing blocks of the **Healthy School** and **ORACLE Programme** in **Uttar Dinajpur**. The observance focused on **tackling malnutrition through enhanced community engagement** and awareness generation, aiming to improve the health and nutrition of children, adolescent girls, pregnant women, and lactating mothers.

The initiative emphasized promoting **healthy and traditional diets, encouraging regular physical activity**, and adopting practices to address both undernutrition and overnutrition. A total of **2,090 participants** actively joined the celebrations, comprising teachers, health workers, Anganwadi Supervisors, AWWs, Panchayat members, adolescents, pregnant and lactating women, and eligible couples.





**South 24 Parganas:** This year, the theme 'Nutrition Month' in West Bengal was "**Eat Right for a Better Life**", which highlights the importance of making **healthy food choices**, maintaining a **balanced diet**, and practicing **mindful eating** to enhance overall health and well-being across all age groups. The theme also aligns with the national "**Eat Right**" movement.

A special Nutrition Awareness Camp was organized at Lahiripur Gram Panchayat under Gosaba Block, in collaboration with Panchayat and CINI. The main goal of the camp was to spread awareness about maternal and child nutrition while encouraging healthy eating habits through the use of locally available food resources.

A central message echoed in all the speeches was that malnutrition in Gosaba Block can be effectively tackled through collective action involving CINI, the Gram Panchayat, ICDS, ASHA workers, ANMs, and other governmental and non-governmental partners.



**North 24 Parganas:** Under Habra-2 Block of North 24 Parganas, Nutrition Week was observed at **Beraberi Gram Panchayat and Ambika Soudamini Balika Vidyalaya**. The event included screenings on BMI, diabetes, and anaemia, along with food stalls and demonstrations by AWWs and ASHAs. Supported by multiple departments, the programme promoted awareness about balanced diets and healthy lifestyles.





## World Breastfeeding Week, World Day against Trafficking in Person, International Youth Day, Ban Mahotsav

**World Breastfeeding Week (1 to 7<sup>th</sup> August)** The theme for World Breastfeeding Week 2025 was "Prioritise Breastfeeding: Create Sustainable Support Systems".



**Assam:** CINI, in collaboration with the **Social Welfare Department, Bodoland Territorial Region of Assam** organized a series of awareness events in Bogajuli, Mainaopara, Lawpara, Hortola, and Jokmari villages of **Tamulpur district**. The initiative aimed to inform and empower **lactating mothers, pregnant women, adolescent girls**, and community members on the life-saving importance of breastfeeding. At each venue, a dedicated **“Breastfeeding Corner”** was set up, providing visual demonstrations, interactive discussion spaces, and educational materials such as IECs, posters, and drawings to guide mothers on proper breastfeeding techniques and highlight its numerous health benefits.



**Odisha:** World Breast feeding week was observed across all the 30 intervention AWCs of the project locations under **Khambesi PHC with 482 participants** comprising of Pregnant



Woman-141, Lactating Mothers-126, Caretakers along with Anganwadi Workers & ASHA-215 as participants of the event. They have discussed regarding the importance of breast feeding for children as well as mother, early initiation & exclusive breastfeeding for new born children, and for the growth and development of the children.



**North Bengal:** Kalimpong and Rangli Rangliot Blocks, Siliguri, and Banarhat Jalpaiguri celebrated World Breastfeeding Week, to promote exclusive breastfeeding and child health, theme **“Priorities Breastfeeding: Create Sustainable Support Systems”**. Activities included tableau campaigns, rallies, awareness sessions, quizzes, and home visits. Anganwadi Workers, ASHAs, health staff, and community members engaged families, addressed myths, and demonstrated proper breastfeeding techniques. Over 300 participants took part, strengthening community support and emphasizing the importance of breastfeeding for healthy growth and development.

**Birbhum, Bankura, Purulia :** World Breastfeeding Week 2025 was celebrated across West Bengal Purulia, Bankura, Birbhum and under projects like **Axis Bank Foundation Phase II**.





Few events were organized at **Khoyrasole and Md Bazar** blocks and BPHCs in collaboration with ASHA, AWW, and ANM workers, with participation from the BPHN, BMOH, and a paediatric expert. In the blocks of **Bankura and Purulia** celebration was done at the BPHC level to aware the **lactating mothers** for their **newborns** and also at the subcentre level. Other few celebrations at the community level included puzzle games on child nutrition, demonstrations on correct breastfeeding postures, and an interactive session with the paediatrician—all aimed at promoting awareness and sustainable support for breastfeeding mothers and healthy child development.



**South 24 Parganas:** World Breastfeeding week was celebrated in **the 14 Gram Panchayats of Gosaba block and Kalatalahat Panchayat** where mothers and caregivers are sensitized on importance of exclusive breastfeeding. Through **rally, meeting, quiz, toto campaign** the day was observed. In the Kalatalahat Panchayat area through miking and toto campaign the importance of exclusive breastfeeding, immunization and new born care is shared. For this panchayat support with the toto fare. In the Gosab block also in seven Panchayat from the budget of panchayat the toto campaign organized.







**Kolkata:** World Breastfeeding Week was celebrated across 23 wards of Boroughs III, IV, VI, and VII under the **Kolkata Municipal Corporation (KMC)**, as well as in **Kamarhati and Pujali Municipalities**, in collaboration with **Urban Primary Health Centres (UPHCs)** and **Anganwadi Centres (AWCs)**. The celebration engaged over **2,000 mothers** (950 under **ORACLE** supported project, 540 under **CESC** supported project, and 570 under **Khorakiwala** supported project) through **street plays, interactive discussions, and audio-visual demonstrations** promoting correct breastfeeding practices and addressing common challenges. A rally at **NRS Medical College** and Hospital, organized jointly by staff nurses, nursing students, and CINI, further amplified the awareness drive. Breastfeeding Week was celebrated at **Dum Dum CDPO Office** to promote awareness among lactating mothers about the importance of breastfeeding and nutrition. Participants prepared healthy food and discussed its nutritional benefits, with support from the **ICDS Department**.





**World Day against Trafficking in Person (30<sup>th</sup> July)** The theme of the year was “Human trafficking is Organized Crime – End the Exploitation”



**Uttar Dinajpur:** To mark the **World Day Against Trafficking in Persons 2025**, awareness programs were conducted across schools in **Uttar Dinajpur District** to sensitize students about **human trafficking** and promote child safety. A total of **980 students** actively participated in various interactive and educational activities aimed at fostering understanding and responsibility among the youth. Students also participated in **poster-making and slogan-writing competitions** on the theme along with **essay writing and speech competitions** on “Say No to Human Trafficking.” Group discussions further highlighted the role of peer support, community vigilance, and collective action in combating trafficking.



**Murshidabad:** Murshidabad District marked the World Day Against Trafficking in Persons with a powerful awareness program organized through a collaboration between the **District Administration and local NGOs**. The event aimed to raise public consciousness about the threats of human trafficking and the need for collective action.



The day began with an **awareness rally** featuring children, **NGO workers**, and **government representatives**, including the **Additional District Magistrate (Development)**, **BSF 146 Battalion officials**, members of the **Anti-Human Trafficking Unit (AHTU)**, **Child Welfare Committee (CWC)**, and other stakeholders.

Following the rally, a formal program was held at the Collectorate Club. Children presented thought-provoking performances that highlighted the dangers of trafficking and the need for protective measures. The gathering underscored the need for a coordinated response and the involvement of law enforcement, child protection services, and civil society.



**North Bengal:** To mark the day, CINI and the **SDPO, Mal Sub-Division** jointly organized awareness programmes and across all Learning Centres in North Bengal & the **theme was “End the Exploitation”**. A major community event at Vijaynagar Playground featured a **football match, traditional dances, a street drama, and a signature campaign** against trafficking. A workshop with children, teachers, and staff, graced by **Mrs. Mumtaz Begam, IC Siliguri**, highlighted the importance of Childline 1098 through presentations and interactive activities.





**World Hepatitis Day (28<sup>th</sup> July)** The theme of the year was "Hepatitis: Let's Break It Down"



**West Bengal :** On July 28, World Hepatitis Day was observed with great enthusiasm across Kolkata, North Bengal, Birbhum, Bankura, Purulia. Various projects supported by The Khorakiwala Family, Axis Bank Foundation, and Oracle came together with a shared mission to spread awareness about Viral Hepatitis; a silent yet serious global health concern. The campaign emphasized the **importance of Prevention, Early Detection, and timely care** to save lives. Across locations, diverse community-based activities such as **Health Screening Camps, Rallies, Auto Miking, Group Meetings, distribution of informative leaflets, and video screenings** were organized to educate people about the causes, symptoms, transmission routes, and preventive measures of Hepatitis.



**Kolkata :** World Hepatitis Day was observed through sensitization sessions conducted across multiple project areas to raise awareness about viral hepatitis and its prevention. A total of **568 mothers** participated — 263 mothers across 19 wards under Boroughs VI and



VII of the **Kolkata Municipal Corporation** under the project supported by **ORACLE**; 53 mothers from Ward 66, 70 mothers across **Kamarhati Municipality**, and 82 mothers from **Pujali Municipality** under the **SNEH Project** supported by **CESC Limited**; and 100 mothers across four wards under Boroughs III and IV through the project supported by **The Khorakiwala Family**.



**North Bengal:** From 22nd July to 4th August 2025, **Kalimpong district** marked World Hepatitis Day with awareness sessions, rallies, workshops, and screening camps in collaboration with the **District Health Department** and CINI, theme **Let's break it Down**. Activities targeted bus drivers, hospital staff, and local communities, promoting prevention, vaccination, and early detection across the district.

**Ban Mahotsav (Afforestation Festival) Week (July 1<sup>st</sup> to July 7<sup>th</sup>):**



**Odisha:** CINI, in collaboration with Sattvik Soul Foundation, celebrated Van Mahotsav with great excitement and energy in two schools — Vivekananda Siksha Kendra and Government UP School, Niladri Vihar on 7<sup>th</sup> July 2025.





**Hemtabad, Uttar Dinajpur:** In collaboration with the **Block Administration**, CINI actively participated in the Ban Mahotsav Week 2025 celebrations. **A well-decorated stall**, facilitated by youth volunteers alongside CINI team members, showcased informative **IEC materials addressing social evils, health, nutrition, child protection, and environmental issues**. The stall served as a key platform for community engagement, indirectly reaching over 600 people who visited the mela. **Additionally, 60 saplings were distributed** directly to community members, promoting environmental consciousness and encouraging tree plantation practices.



**North 24 Parganas :** Ban Mahotsav was celebrated through Tree Plantation and a short rally to promote environmental conservation.



### Nurturing Beginnings: The Journey to the 50th Shishu Ghar (Creche)

In the quiet, hilly village of Dobhapani Pahar Toli in Thethaitanger Block of Jharkhand laughter and songs now fill the air each morning. What was once an empty room has transformed into a vibrant *Shishu Ghar*—a safe and joyful space where little ones between 7 months and 3 years begin their first learning journey.

This is the story of how the *Rural Crèche Initiative (RCI)*, implemented by the Child in Need Institute (CINI) with support from the Azim Premji Foundation, is helping young children in Jharkhand's remote and tribal regions grow, learn, and thrive.

#### Building a Space of Care and Trust

When the initiative began, the vision was simple yet powerful—to ensure that every child, no matter how remote their home, has a safe place to eat, play, rest, and learn. Each *Shishu Ghar* was designed to provide nutrition, safety, health care, and early stimulation—foundations that shape lifelong well-being.

By August 2025, this vision had taken firm root. The opening of the 50th *Shishu Ghar* in Dobhapani Pahar Toli was not just another number—it represented a community's trust, collaboration, and hope. Months of preparation preceded the milestone: *Gram Sabha* discussions, safety checks, and training sessions for caregivers. The landlord offered a child-friendly space, the *Crèche Management Committee* stepped forward to oversee operations, and local mothers contributed their time and ideas to make it truly theirs.

Before the inauguration, caregivers underwent induction and fire-safety training, followed by ongoing monthly refreshers. These sessions didn't just build skills—they built confidence, empathy, and ownership among the women leading the crèches.

#### A Day at the Shishu Ghar

The caregivers begin the day with songs and stories—voices rising and falling in rhythm as the children repeat rhymes, clap, and laugh together. Nutritious meals—*suji*, *dalia*, *khichdi*, and eggs—keep the little ones energized. Growth charts and attendance registers are now digital, managed through the *Shishu Ghar Application*, ensuring every child's progress is tracked and



supported. The local *Anganwadi Centre (AWC)* and frontline workers linked the children to immunization and nutrition services, and those identified as severely underweight were referred to the *Malnutrition Treatment Centre (MTC)* for specialized care.

### **The Power of Community**

The ripple effect of the initiative soon became visible. Mothers began volunteering during meal times, village elders helped erect the crèche's boundary fence, and local leaders proudly championed the cause in community meetings.

**"The Shishu Ghar is not just for our children—it belongs to our village,"** shared one community elder. **"It gives our women a chance to work and our children a chance to grow."**

### **Looking Ahead**

As of September 2025, 77 Shishu Ghars are operational across Thethaitanger and Kolebira Blocks in Simdega District, inching closer to the goal of 80 crèches by October 2025. Each new centre represents a new beginning—a promise that the earliest years of childhood will be filled with safety, nourishment, and joy.



## Other Events of this Quarter



**“The State Consultation Workshop”** jointly organized by **Child in Need Institute (CINI)** and the **National Health Mission (NHM), Jharkhand**, was held on 23rd August 2025 at the RCH Hall, Namkum, Ranchi. The workshop aimed to strengthen convergence among government and non-government partners to improve health and nutrition outcomes, with a focus on safe motherhood.



**“World Population Day (11<sup>th</sup> July)”** was commemorated with great enthusiasm across **16 different locations** in the **Gosaba block** of South 24 Parganas focusing on the crucial theme of **family planning and reproductive health**. The events were organized to raise awareness about the significance of responsible family planning in improving individual well-being and achieving broader developmental goals.





**Training of Peer Educators:** Under Kshamta Kendra project, CINI State Training Centre conducted Induction Training of Peer Educators from Bridge Population Targeted Intervention NGOs under **West Bengal SACS** with 33 participants.



**“Orientation of Food Vendors before Festival Season”:** An orientation session was organized with 42 food vendors across 19 wards of Boroughs VI and VII under the **Kolkata Municipal Corporation (KMC)** as part of the **ORACLE-supported project “Prevent and Reduce Malnutrition and Provide Training for Anganwadi Workers and Nutritional Professionals.”** The session focused on key aspects of food and personal hygiene, safe food preparation and handling practices, compliance with health and safety regulations, pest control, and waste management. Mr. Anik Koley, Food Safety Officer, KMC, facilitated the session, guiding participants through practical and actionable measures to promote safer and healthier food practices within the community, thereby contributing to improved public health outcomes.





**CINI 's support as Technical Partner on strengthening Anemia Mukht Bangla program:** Dr. Indrani Bhattacharyya, CEO, CINI presented CINI's support as the Technical Partner on strengthening Anemia Mukht Bangla program at state level review cum orientation on Anemia Mukht Bangla. The programme was organised by the **Department of Health and Family Welfare, Government of West Bengal** in association with **UNICEF**. The Special Secretary & AMD (Health), Director of Health Services, Director of Medical Education, Director RCH, State Family Welfare Officer emphasise the importance of prevention of Anemia. The state launched newly developed Weekly Iron & Folic Acid Supplement (WIFS) Portal for schools both for primary and secondary schools.



**Kanyashree Dibas (14<sup>th</sup> August) celebration :** Kanyashree Diwas 2025 was commemorated across West Bengal with great enthusiasm. In **Murshidabad**, the main district-level event was held at Rabindra Bhawan, Jangipur, in the presence of the Honourable District



Magistrate, Minister of State, and other dignitaries. A key highlight was the launch of the documentary *“Kanyashree Yodha: Banglar Mukh”*, produced with technical support from CINI.



### Odisha Rainbow Pride 2025: Bhubaneswar Drenched in Colours & Courage!

Despite the pouring rain, over 250 spirited individuals, including members of the vibrant **LGBTQIA+ community**, turned the streets of Bhubaneswar into a living rainbow on 27th July 2025, celebrating Odisha Rainbow Pride Walk with unmatched energy and pride! This powerful celebration of love, identity, and inclusion was collaborative effort of 14 CBOs and NGOs, including CINI and its partner organisation SAKHA.



**Seminar on child rights, justice, and constitutional protections :** On 13th September 2025, the **Department of Law, University of North Bengal**, held a seminar on child rights, justice, and constitutional protections. Experts, including Prof. (Dr.) Chakraborty and the District Child Protection Officer, Mr. Amit Ghosh from CINI showcased how community-led interventions in health, nutrition, education, and protection create safer, child-friendly environments.

## Picture Speaks



Students of **Father LeBlond School, Siliguri**, visited our **Girls CCI in Siliguri**. They spent their valuable time with the children and celebrated with a cake-cutting ceremony on 10<sup>th</sup> of August 2025.



The Headmaster of **Scottish Church Collegiate School** and The Principal of **Bidya Bharati School, Mominpore**, received a memento from the CINI representative on 21<sup>st</sup> and 20<sup>th</sup> August 2025. The schools supported CINI through the **generous contributions** of its students under the **Young Ambassador Program**.



**Independence Day (15<sup>th</sup> August) was celebrated across all units of CINI: Here are some photographs from Assam, Odisha, Jharkhand & West Bengal**





**Cyril Academy, A CINI initiative: Vibrant celebrations throughout the quarter**



**Orange Colour Day**

**Teacher's Day Celebration**



**Celebration before Durga Puja  
Festival Holiday**





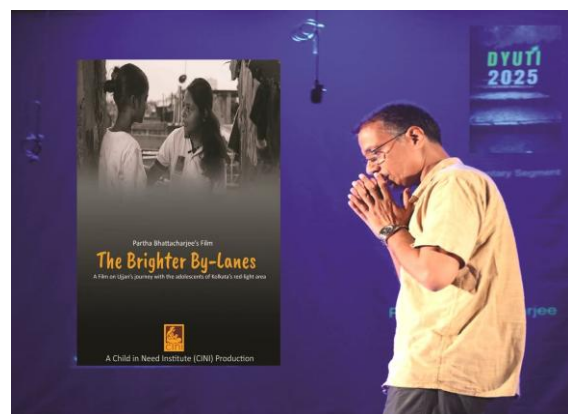
**Teenline** and the Department of **Psychiatric Social Work, Institute of Psychiatry – Centre of Excellence**, in collaboration with **Kolkata Police**, organized a Commemorative Sensitization Programme at the Kolkata Police Training Academy, Howrah, marking *World Suicide Prevention Week*.

CINI Health & Nutrition Division organized a **three-day Workshop; GameAthon**, featuring a unique series of **Non-Competitive Games** focused on **Team Building** for team members from different states and units.



Dr. Samir Narayan Chaudhuri and Dr. Eliana Riggio Chaudhuri undertook a three-day visit to CINI's Assam Unit in August, along with other senior members of the organisation.

Child in Need Institute (CINI) was awarded as the '**Second Runner-Up**' in '**Dyuti2025 Contest**' **Short Film and Documentary Section**, organised by Dyut Foundation and Indian International Group (IIG) for the Film '**The Brighter By-Lanes**' on the outstanding leadership initiatives of the adolescent peer-leaders of the red-light area of Kolkata.





The **CINI Girl Rising** team of **Rajgarh, Madhya Pradesh** collaborated closely with educators and successfully distributed over **2000 copies of *Kusum Ki Pari* comic book** to each of the selected students of 24 schools, and held awareness meetings with Anganwadi and ASHA workers, local leaders, and community groups for dissemination of information.

CINI Diamond Harbour Unit organized a **clean-up drive** program through 10 events in **Kulpi block, South 24 parganas**. Community Support Group (CSG) members, service providers, and adolescents were actively engaging by working together to clean different public spaces. A total of 170 people attended the events.




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## Child in Need Institute (CINI)

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