

Substance abuse, sexual harassment, violence, drug trafficking early marriage and teenage pregnancy are highly prevalent issues amongst children living in poverty.

The CHILDLINE 1098 helpline services over **13M** calls each year.

174 children go missing every day, half of them remain untraced.

62% caregivers institutionalized their children due to poverty.

80% of institutionalized children are below the mean indicators of brain and cognitive development. Youth raised in institutions are two times as likely to live in extreme poverty as adults.



There has to be a better way  **to prevent this to protect them**

Change is possible

80% of children in institutions have families or loved ones that can care for them.

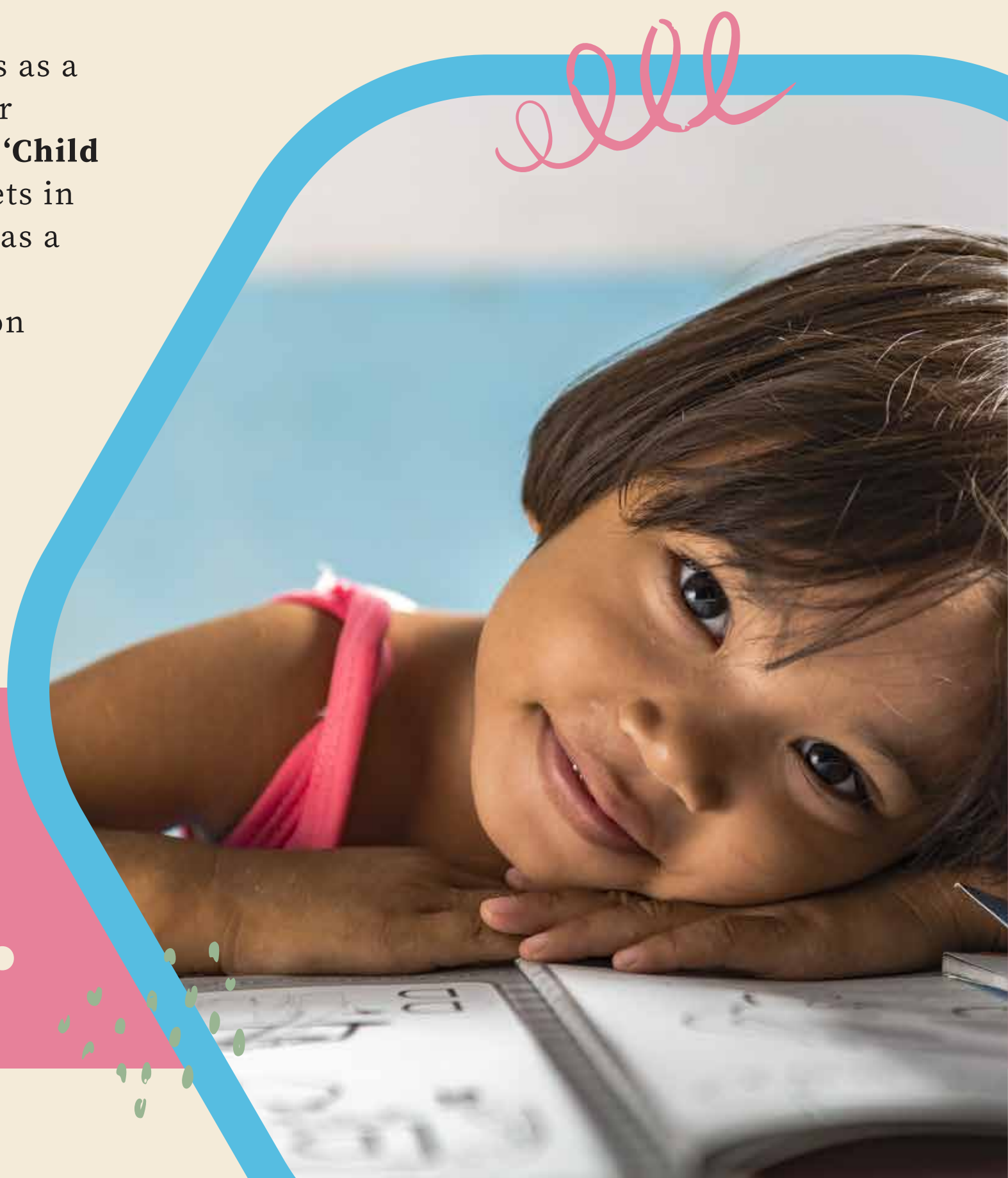
We need to support parents or promote family environments, so that they can care for, understand and guide their children. It's what our children need and deserve.

We must help families, communities and larger stakeholders embrace children with commitment and compassion and play a pivotal role in promoting child wellbeing. The onus lies within and not outside. We need to shift care priorities of childcare systems and stakeholders to resist unnecessary separation of children from families and subsequent institutionalization and instead, focus on strengthening the environment within which our children are raised.

Transformation starts at the foundation.

Instead of falling back on childcare institutions as a reaction to protect children, we should turn our attention towards building a foundation that is **'Child and Family first.'** This requires altering mindsets in the favour of preventive and family based care as a priority, and when needed, providing a family environment for children undergoing separation from their parents. In order to create a real transformation, a more **'Holistic'** approach is required where multiple entities affecting the child's well being such as family, community and larger stakeholders like policymakers and Government, are included.

Together, we can transform.





To catalyse the change required, we are launching a collective in India, as part of TRANSFORM - a global collective determined on keeping children within families or family environments; a foundation they can thrive within. This foundation is not one big block, rather it's a weave of layers, each indispensable to creating a strong, sustainable and life-altering impact. It's a collective that will have to choreograph this transformation. It's only then that we can Nurture, Embrace, Empower, and Vitalize our children.

And that's where the India collective gets its name from:

neev

NURTURE. EMBRACE. EMPOWER. VITALIZE

Aptly, Neev means:

A strong foundation; the base on which a structure can be built.

We are propelled by the fact that the development, learning and the overall wellbeing of the child is immensely enhanced when with parents or within family environments, and not when separated from it. And most importantly, this is what a child will want...

[Love, care, understanding, guidance and place to truly call home.]

Where children and youth in India are protected and thriving in safe and nurturing families and communities.

We have to rise together to raise a child

Our Partners:

UBS Optimus Foundation

