

# CASE STUDY: INDIA

## KANPUR URBAN PILOT PROJECT

Urbanisation is a global megatrend that is changing the aid and development landscape. The world's population is already over half 'urban', with more than one billion people living in slums.

World Vision has established a Centre of Expertise for Urban Programming that is leading urban pilot projects in six countries.

The pilots are testing innovative, locally driven, urban poverty solutions such as securing urban land rights, influencing municipal policy implementation, and creating livelihood opportunities – with children and youth leading change in their communities.

The Kanpur Urban Pilot Project aims to reduce the incidence of child labour through supporting rehabilitation, non-formal education, provision of vocational training opportunities, capacity-building and advocacy.



**Programme name:** Avsar  
Kanpur Urban Pilot Project

**First Phase Start Date:**  
April 2009

**First Phase End Date:**  
September 2013

**Target population:** 15,600  
children (an estimated  
30–50% are child labourers)

**Kanpur total population:**  
2,920,067 (2011 est.)

**Proportion of national  
urban population living in  
slums:** 29.4% (2009 est.)

**Annual urban population  
growth rate (2010–2015):**  
2.47%

**Projected national urban  
population by 2030:**  
605,813,000

## PROJECT CONTEXT

Kanpur is a medium-sized city in the state of Uttar Pradesh, the largest state in India, and contains approximately 6.5 million residents. Since the late nineteenth century, it has a proud manufacturing history, specialising in the production of leather and textile goods. This industrial heritage has

earned the city the name of 'Manchester of India'. As in the case of Manchester itself, Kanpur's industrial economic output has led to environmental damage, notably in the pollution of the neighbouring Ganges River, and to the rise of social inequity – notably through child labour. In recent decades, industrial output has declined, and economic activity has accordingly diversified into tertiary sector areas, particularly banking, information technology and higher education.

In response to the rampant issue of child labour, the Kanpur Urban Child Labour Project began in February 2009 working in 6 of the estimated 450 slums existing in Kanpur city. These slums are diverse communities populated by Muslim and Hindu communities.

All communities have access to water and electricity. Access to welfare schemes depends on the type of ration card they hold; however, the criteria for assistance excludes large segments of the population who clearly suffer from relative forms of vulnerability and poverty.



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|-------------------------|---|
| <b>PROJECT GOAL</b>     | To reduce hazardous forms of urban child labour in Ward 2 of Kanpur City  |
| <b>PROJECT OUTCOMES</b> | <ol style="list-style-type: none"> <li>1. Rehabilitation (and associated reduced vulnerability) for poor urban children in slums</li> <li>2. Provision of educational opportunities (formal and informal) for children</li> <li>3. Vocational training for youth and women</li> </ol> |



## PROJECT APPROACH

The project is based around four core approaches:

### 1. Rehabilitation of child labourers

This is centred on the provision of transit schools for these child labourers, to help them enter the formal education system. Child rag pickers have specific challenges, and the provision of a new facility (Engagement Centre) has provided informal education and general rehabilitation.

### 2. Networking and advocacy

The project has set out to partner with the Department of Education, collaborate with the District Level Task Force on Child Labour (headed by the District Authority), and establish relationships with other NGOs operating in Kanpur. Further advocacy strategies employed include capacity building for youth to become agents of change, encouraging religious leaders to

influence community opinion, and conduct of a positive deviance study to identify change agents within the community.

### 3. Community mobilisation

This includes school enrolment campaigns in collaboration with the Schools and Education Department, mobilising religious leaders to encourage their communities to send their children to school, and formation of self help groups, youth associations, and children's clubs.

### 4. Livelihood development

Includes a market analysis and skills assessment study, linking of self help groups to banks and a micro-finance NGO, capacity building for these self help groups around livelihood development, and vocational training for youth (through partner NGO collaboration) in areas such as basic computer skills, beautician courses and tailoring.

## KEY OUTCOMES

- In 2010 the project ran 3 Transit schools and rehabilitated 162 children from child labour, with this increasing in 2011 to 7 Transit schools (345 children). As the project was a pilot, it started a transition stage in 2012 where an additional 6 Transit schools were being run with a further 690 children rehabilitated from child labour.
- It is important to acknowledge, in 2012, World Vision was working with 908 children in Kanpur who have not left employment; rather, they have begun attending school. Hence they are still exposed to the short- and long- term hazards, such as physical harm from exposure to chemicals, disease, waste and machinery; emotional harm from employers or customers – particularly prevalent in domestic work; and sexual abuse. Through the children's club, and self-help groups, children have opportunities to discuss employment-related issues.
- An excellent relationship with Department of Education has been formed. This has resulted in the Project being given access to 15 Government schools with a view to strengthening them – but this had not yet translated into a formal relationship. The project received an award and certificate from the Governor of Uttar Pradesh for contribution to the State's education services.

## KEY LESSONS LEARNED

- Business and commercial links could be a way to strengthen the ethical 'charge' of anti-child labour movements. In particular, investigating opportunities to work with businesses to establish cultures of active intolerance (rather than apathy or ignorance) towards these issues is central to long-term change. It would be a considerable asset to Kanpur

to have commercial leaders – CEOs, managers, directors and government liaison staff – working both behind the scenes and publicly to promote at least the 'positive' sides of the project.

- In Kanpur, the pilot works with 6 out of 450 slum communities. Broadly speaking, a 'geometric' rather than 'arithmetic' scale-up is needed, where the work and results in six slums spread through various means – for example, by media, by general social diffusion. Some specific ways this could happen include via research, use of technology and social media, popularisation of attitudinal and behaviour change, and collaborating productively with business and governments. The 'arithmetic' approach, by contrast, would look to replicate the existing community development work in other slum communities – this represents, arguably, a lower return on investment.
- In spite of Indian legal frameworks and substantial NGO investments, child labour remains a large problem, maintained by bad interdependent 'circuits'. In the case of Kanpur, a particular 'blame game' occurred, where parents blamed schools, schools blamed state government departments, and those departments blamed national government initiatives as well as parents. World Vision's status, as an independent and well-respected actor, can be used to break such circuits by establishing participatory forums or working groups where different representatives could instead focus mutual cooperation to improve education.
- Quality of schooling emerged as a critical issue for combatting child labour and trafficking, particularly. Without adequate quality and teaching capacity, schooling is not seen as a viable alternative to full-time work for children and further places children at risk to child trafficking.

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