

GOVERNMENT OF INDIA
MINISTRY OF WOMEN AND CHILD DEVELOPMENT

RAJYA SABHA
STARRED QUESTION NO.305
TO BE ANSWERED ON 29.03.2023

**FUND RAISING BY NGOs THROUGH ADVERTISEMENT SHOWING
DEPLORABLE CONDITIONS OF MINOR CHILDREN**

*305 SHRI JAGGESH:

Will the Minister of WOMEN AND CHILD DEVELOPMENT be please to state:

- a. whether it is a fact that many Non-Governmental Organisations (NGOs) have the practice of raising funds, domestic as well as international for their organisation through advertisements by showing vulnerable minor children in deplorable conditions of malnutrition;
- b. whether such an act of NGOs violates the provisions of Juvenile Justice Act, 2015;
- c. if so, the steps taken by Government to restrain NGOs from issuing such misleading advertisement on malnutrition; and
- d. the details thereof?

ANSWER

MINISTER OF WOMEN AND CHILD DEVELOPMENT
(SHRIMATI SMRITI ZUBIN IRANI)

(a) to (d) : A statement is laid on the table of the House.

STATEMENT REFERRED TO IN REPLY TO PART (A) TO (D) OF THE RAJYA SABHA STARRED QUESTION NO.305 FOR ANSWER ON 29.03.2023 RAISED BY SHRI JAGGESH REGARDING 'FUND RAISING BY NGOS THROUGH ADVERTISEMENT SHOWING DEPLORABLE CONDITIONS OF MINOR CHILDREN'

(a) & (b): The National Commission for Protection of Child Rights (NCPCR) has received representations wherein it has been informed that Non-Governmental Organisations (NGOs) are raising funds using pictures of minor children. Further, it had recently come to the notice of this Ministry that a well-known NGO "Save the Children" was advertising regularly on electronic and social media seeking Rs. 800/- per month from general public to tackle the challenge of malnutrition in tribal children.

The Ministry of Women and Child Development is administering the Juvenile Justice (Care and Protection of Children) Act, 2015 (JJ Act, 2015) (as amended in 2021). Such activities of NGOs are in violation of sections 74 and 75 of the Juvenile Justice Act, 2015 and also section 23 of the POCSO Act, 2012.

Section 74 of the JJ Act, 2015 provides for prohibition on the disclosure of identity of child in need of care and protection or child in conflict with law such as the name/ photographs/ videos of the child, unless authorized by recording reasons in writing by the Juvenile Justice Board or the Child Welfare Committee in the best interest of the child.

Section 75 of the JJ Act, 2015 provides for punishment for cruelty to a child. Section 23 of Protection of Children from Sexual Offences Act, 2012 (as amended in 2019) also prohibits disclosure of identity of a child unless the Special Court permits such disclosure with reasons to be recorded in writing and also provides punishment for its contravention.

(c) & (d) On the issue of raising funds using pictures of minor children, NCPCR has made recommendations to all States/UTs and NGOs to not indulge in such acts. As regards the misleading advertisement seeking to raise funds to address the issue of malnutrition in tribal children, a communication was issued by this Ministry to all States/UTs alerting the States/UTs against such misleading advertisements. All States/ UTs were asked to take all appropriate measures to spread awareness among people regarding false information being furnished by such NGOs and generate awareness regarding the services being provided to beneficiaries under the various Schemes of the Ministry. States/UTs were also advised to report similar issues/incidents in relation to such NGOs to ensure timely and appropriate action.

A communication was also issued to the Ministry of Information and Broadcasting, requesting examination of the matter and for appropriate follow up action against such malicious advertisements by NGOs. Further, a letter seeking explanation was also issued to the concerned NGO. In response, the NGO tendered an apology and assured that the said advertisement would be withdrawn from all media platforms and would not be placed again in public domain.

To address the challenge of malnutrition, 'Saksham Anganwadi and Poshan 2.0' is a flagship programme launched by the Ministry for children upto the age of 6 years, adolescent girls (14-18 years), pregnant women and lactating mothers who are registered as beneficiaries at the 13.91 lakh operational Anganwadi centres across the country. This is a self-selecting, universal scheme open to all eligible beneficiaries on demand. Nutrition Support for Poshan through Supplementary Nutrition Programme of Anganwadi Services is provided to beneficiaries under the Scheme besides other essential services.
