

CHILDREN SAFETY ISSUES

PROJECT REPORT

LEAN START-UP MANAGEMENT

MGT 1022

SUBMITTED TO

Dr. GEMINI V JOY

TEAM MEMBERS

SRICHARAN RAMESH (19BCE0223)

SWASTIK (19BCT0003)

SAI VAMSI GANGADHAR (19BCL0022)

ADRIJA (19BDS0159)

YASH TODWAL (19BCE0423)

AMIR (19BCE0085)



VIT[®]
Vellore Institute of Technology
(Deemed to be University under section 3 of UGC Act, 1956)

TABLE OF CONTENTS

CHAPTER	PAGE NUMBER
1. INTRODUCTION	3
1.1. INTRODUCTION	3
1.2. IMPORTANCE OF STUDY AREA	3
1.3. MAJOR COMPETITORS	4
1.4. DIMENSIONS OF STUDY	5
2. LITERATURE REVIEW	11
3. METHODOLOGY	23
3.1. ITEMS GENERATED	23
3.2. QUESTIONS FRAMED	24
4. RESULTS AND ANALYSIS	26
5. FINDINGS OF THE STUDY	39
6. BUSINESS PROPOSAL	40
6.1. BUSINESS DESCRIPTION	40
6.2. BENEFIT DESCRIPTION	41
6.3. MARKET ANALYSIS	42
6.4. ORGANISATIONAL STRUCTURE	46
6.5. REVENUE MODEL	47
7. BIBLIOGRAPHY	48

1. Introduction

1.1. Introduction:

Child abuse or child maltreatment is physical, sexual, and/or psychological maltreatment or neglect of a child or children, especially by a parent or a caregiver. Child abuse may include any act or failure to act by a parent or a caregiver that results in actual or potential harm to a child and can occur in a child's home, or in the organizations, schools, or communities the child interacts with.

The terms *child abuse* and *child maltreatment* are often used interchangeably, although some researchers make a distinction between them, treating *child maltreatment* as an umbrella term to cover neglect, exploitation, and trafficking.

Different jurisdictions have developed their own stance towards mandatory reporting, different definitions of what constitutes child abuse to remove children from their families or for prosecuting a criminal charge.

1.2. Importance of Study Area

Recently, in Chennai, Tamil Nadu, a 38-year-old school peon was arrested by Police for sexually abusing a five-year-old girl, when she had gone to washroom.

This was discovered after 8 days, when the girl finally brought in some courage to tell them what had really happened. Till then, she was scared and terrified to go to school thinking that it would happen again. Whereas, parents who had no idea about this thought that it is because she is scared of assignments or maybe due to stomach pain, which she told she had in the starting.

Not just this,

- A significant increase in number of Pocso (Protection of Children from Sexual Offences Act) cases in Kerala was noticed in 2021.
- We can even see an increasing number of child pregnancies, in which, in some cases, involve close relatives. The child doesn't even know whom to approach in situations like this.
- A 31-year-old tricked Ronan Hughes, a 17-year-old boy into sharing intimate photos of himself and then sent the pictures to the 17-year-old friends after the teenager failed to pay a ransom. This has led to the suicide of that boy. (Internet safety)

- A 14-year-old girl, who longed to study but had to work due to financial problems was sold to sex traffickers by her own brother-in-law. (Child trafficking)

Sadly, this list goes on and on.

Looking at these incidents, we can clearly say that children's safety is of major concern in today's world.

1.3. Major Competitors:

A. Ospox

Ospox School Bus is an Intelligent, state of the art GPS tracking software. It is an initiative aimed at child safety which keeps school-going children safe by providing features like Live GPS Tracking, In Bus Attendance, Route History, Geofence Alerts, Speed Alerts, Pick/Drop Alerts, Mass Transfer checking, provision of Emergency Data and Downloadable reports through RFID scanners.

While the initiative is novel and noble, it faces problems that are prevalent in normal GPS as well and there are no technological solutions for it. The following points elucidate these problems:

- Cold Starts
- Not enough satellites
- Multipath signals
- GPS drift
- Jamming

B. Northstar

NorthStar School Bus and Child Safety is a parental supervision platform that uses GPS technology to track and monitor children. Much similar to Ospox it faces technological issues as well. More so, another big issue is that this startup is based out of Bangalore which means the market sizing of this service is limited.

1.4. Dimensions of study:

Child

Child abuse can have a devastating effect on a child's beliefs, self-esteem, development and ability to function. Abuse often occurs repeatedly and involves more than one type, resulting in lifelong complications to a child's mental and physical health.

The physical, emotional, and psychological effects of abuse on children and young adults may include the following:

Physical health

Physical child abuse may result in minor injuries such as bruises or abrasions, or severe injuries such deep lacerations, broken bones, or internal bleeding. These physical injuries can also result in long-term emotional damage.

Mental health

The impact on a child's mental health can persist well into adulthood. Child abuse can result in mental health conditions such as post-traumatic stress disorder (PTSD), attention deficit hyperactivity disorder (ADHD), anxiety, depression, and other mood disorders.

Childhood trauma

Trauma from child abuse can result in the child having issues with trust, behavior, communication, and relationships. Victims may be aggressive, violent, and prone to drug and alcohol abuse or suicidal thoughts. They may have difficulty learning or holding onto a job. They may also deal with anxiety and constant fear.

Brain development

Child abuse can affect a child's brain development and cognitive abilities, causing difficulties with speech and language. Victims may have learning disorders or regression of skills or development.

Social difficulties

Children who are abused and neglected are often fearful and have trust issues. They may have difficulty communicating and maintaining relationships. They may be insecure, anxious, aggressive, withdrawn, or clingy.

Behavioural issues

Child abuse can lead to behavioral issues during childhood and young adulthood. Victims may have emotional outbursts, changes in mood, changes in behaviour, sadness, withdrawal, aggressiveness, violence, hyperactivity, bed-wetting, low self-esteem, etc. Some of these behaviours can continue into adulthood.

Signs of child abuse depend on a child's age and the type of abuse they are suffering from. Some may not show major external signs, and just because a child does show these signs does not mean they are being abused.

If you suspect that a child is being abused, you should report it so the child can receive help. Signs and symptoms of child abuse may include:

- Physical injuries such as welts, belt marks, bite marks, and fractures
- Injuries around the genitals
- Withdrawn or clingy behaviour
- Sudden changes in behaviour
- Aggressive or violent behaviour
- Risk-taking behaviours
- Emotional outbursts
- Repetitive movements, such as rocking, sucking, and biting
- Depression
- Anxiety
- Delayed development
- Learning difficulty

- Urinary incontinence
- Bed-wetting
- Difficulty sleeping
- Eating disorders
- Difficulty maintaining relationships with friends and family
- Loss of interest in hobbies or other activities a child was once interested in
- Obsessive compulsive behaviour
- Substance abuse (alcohol and/or drug abuse)
- Suicidal thoughts
- Sexual behaviors or knowledge that is inconsistent for their age or development
- Difficulty communicating with others
- Distrust or fear of adults
- Hurting other children or animals
- Regression in skills or development

In babies under 1 year of age, child abuse may indicated by:

- Failure to thrive/underweight babies
- Fractured ribs/arms

Family

Family is one of if not the most important part of a child's life. The safest place for a child should be his/her home. Children can observe and emulate their parents in the family by watching them. As a result, parents have a set of responsibilities related to childcare. If

childcare is not provided in a suitable manner, it frequently leads to issues and conflicts inside the kid, between the child and his parents, and in the environment.

But sometimes, the entity that is supposed to protect them, ends up being the cause for a lot of problems faced by the child. New research reveals why some children are badly affected by negative family conflicts while other children survive without significant problems. Researchers found that the way in which children understood the conflicts between their parents had different effects on their emotional and behavioural problems.

The chance of abuse can increase in certain life circumstances, including single parenting, domestic violence, and other stressful conditions, especially when parents are socially isolated or don't have enough emotional or financial support. The amount of conflict in the house can grow as a result of stress brought on by job changes, income loss, health issues, or other characteristics of the family environment. This can also have an impact on the parent's capacity to cope or obtain help.

Health issues of a child that are out of the control of the family can also affect it. Disability places a set of extra demands or challenges on the family system. Most of these demands last for a long time. Many of these challenges cut across disability type, age of the person with the disability, and type of family in which the person lives. There is the financial burden associated with getting health, education, and social services, buying or renting equipment and devices, making accommodations to the home, and medications and special food.

Society

Globally, millions of families experience financial hardship, which in some places jeopardises a child's physical safety. More than one in ten children are employed globally, and nearly half of those children work in hazardous jobs. When girls marry as children, their childhoods are stolen and their safety is put in peril. Girls who marry before reaching 18 and domestic abuse are both more prevalent. Female genital mutilation (FGM), which is recognised as a violation of human rights on a global scale, has been performed on at least 200 million girls and women. This presents another issue for the children. Numerous young people are recruited into and used in horrific wars all around the world. These young men and women are commonly called "child soldiers." Children are everywhere, numbering in the millions. Some individuals lose their houses due to conflict, poverty, or climate change. Some aid workers abuse their position of power by abusing and taking advantage of the people they are supposed to be helping, especially children.

Community - Neighbours

Protecting children from violence, abuse, neglect and exploitation is everybody's responsibility. Families, communities, governments and non-governmental organisations (NGOs) together play a vital role in realising children's rights to protection. Community involvement in child protection is vital, even when adequate protection services and structures exist and are operating effectively. Adults and children in a community are best placed to identify local protection issues and to develop the most appropriate solutions in cooperation with service providers. Community-based child protection groups are therefore at the forefront of efforts to address child protection in many places, and they are increasingly recognized by governments and NGOs as vital in the establishment of an effective and comprehensive national child protection system. Community-based child protection groups are a grouping of people, often volunteers, who aim to improve the protection and wellbeing of children in a village, urban neighbourhood or other communities.

An entire community feels threatened across various spectrums when child safety issues arise. The social order is disturbed when the entire neighbourhood feels that the children in their dwellings are prone to harassment. Culture shapes the way individuals experience childhood and how they raise their children. Behaviors that are considered abusive in one culture, such as corporal punishment or harsh verbal discipline, may be considered acceptable in another. There are often incidents cited where parents or immediate family members handle their own children roughly. This indicates that a community is both the cause and the victim of child safety issues.

Law Enforcement

The Constitution of India gives children equal rights and grants them the highest priority for their protection and well-being. India is also a signatory to the United Nations Convention on the Rights of the Child (UNCRC) and following its international obligations, has a strong legal framework to protect children which include the Juvenile Justice (Care and Protection of Children) Act 2015; the Protection of Children from Sexual Offences Act 2012; Pre-Conception and Pre-Natal Diagnostic Techniques (PCPNDT) Act 1994; the Commission for Protection of Child Rights Act 2005; the Right of Children to Free and Compulsory Education Act, 2009; Prohibition of Child Marriage Act, 2006; and Child Labour (Prohibition and Regulation) Amendment Act, 2016. The law enforcement agencies of India act as State

executive organs to hold up the legislation in place. Agencies like the Indian Police Service and the National Crime Records Bureau employ personnel to ensure the effective and just protection of children, as mandated under the aforementioned laws.

Members of law enforcement respond to and become involved in a variety of types of child abuse and neglect investigations, such as in cases of sexual abuse, physical abuse or neglect, domestic violence, child fatalities, human trafficking, and more. The police hold important information about children who may be at risk of harm as well as those who cause such harm. They are committed to sharing information and intelligence with other organisations where this is necessary to protect children; as well as leading criminal investigations against those guilty.

It is however disheartening to see that often the ones responsible for upholding the societal and legal integrity of the State are the perpetrators themselves. There have been multiple incidents reported that showcase police officers involved in abusing children or covering up the crime scenes to protect the guilty because of the latter's unjust influence.

2. Literature Review:

Cultural Problems

1. Addressing the “Myth” of Racial Trauma: Developmental and Ecological Considerations for Youth of Color

Trauma is prevalent among children and adolescents, with the youth of colour generally reporting greater exposure compared to White youth, a major factor being racial stress. Statistics show that more than one in four children experience a traumatic stressor before adulthood. Saleem, Anderson, and Williams (2020), in their paper, state that, although racial trauma is similar to PTSD and can lead to a PTSD diagnosis, it is distinct due to ongoing collective and individual injuries from exposure and re-exposure to racial stress and is often under-reported due to lack of clinical awareness.

Experiencing a traumatic event can initiate lasting physical, physiological, emotional, psychological, or social effects that impact a youth's daily functioning and well-being. Recent studies indicate that exposure to violence on electronic devices and social media is linked with trauma symptoms. These events include, but are not limited to, viewing the unarmed

killing of Black and Brown children by police on television or the Internet, witnessing the persistent use of racial epithets or racial teasing on social media, and hearing about efforts to hurt or murder those from one's racial background.

Clinicians' oversight, biases, and discomfort discussing race issues can limit their initial ability to recognise whether RST experiences in children and adolescents warrant treatment or a PTSD diagnosis. Due to their ignorance of these problems and their poor comprehension of how racial trauma relates to the concept of PTSD, they may mistakenly conclude that racial trauma is a "myth" and incorrectly interpret the aetiology of trauma.

2. A Review of Child Sexual Abuse: Impact, Risk, and Resilience in the Context of Culture

In their paper, Jerusha Sanjeevi, et al (2018) found that the sexual abuse of children is an all-too-common occurrence across the globe. This review aims to describe the global prevalence, scope, and impact of child sexual abuse and argues that taking risk, resilience, and cultural factors into account can help survivors understand the emergence of symptoms. It is worth repeating that estimating the prevalence of CSA is complicated by several factors. Two significant factors are the absence of universal defining criteria for what constitutes CSA and the discrepancy in reporting sexual abuse.

Type and severity of abuse are linked to the development of psychopathology in children who have been sexually abused. While the presence of both parents during infancy has been noted to lower the risk for CSA, poor parental mental health leads to a higher risk of Children who have negative self-attributions such as shame and self-blame in regards to their abuse are also more likely to report negative mental health outcomes.

Defining the impact of culture in CSA is difficult to quantify as every culture either justifies the abuse, protects from abuse or even has practices that they believe might protect but not serve the purpose. Although CSA is generally disapproved of across cultures, some forms of CSA are socially sanctioned. Child marriage, for example, continues to be a social problem across the world. Cultural differences exist in the definition of CSA and these differences can lead to a degree of ambiguity when discussing abuse characteristics across cultures.

Social Problems

1. Child Safety Issues in Cyberspace: A Critical Theory on Trends and Challenges in the ASEAN Region

The way individuals connect and get information has been completely transformed by the internet. While the majority of the information found online is helpful and beneficial to communities, some of it is inappropriate for kids and teenagers. Children can easily access materials that are only appropriate for adults. The typical development of children is severely hampered by this. Additionally, people, groups, and organisations have abused some online tools, such as social networking and gaming websites, to intentionally target children and abuse and damage them. Rapidly evolving Internet technology and newly emerging tactics through which anti-social forces target youngsters present a severe challenge to law enforcement and other governing bodies.

The Association of SouthEast Asian Nations (ASEAN) region's communities are not exempt from these difficulties.

In order to ensure their safety and maximise the advantages of online content, this paper focuses on the cyber issues encountered by children in this region and offers ways that policymakers might take decisive action to safeguard them.

- Children's access to pornography.
- Social Networking sites and Child Grooming - Because access to social networking sites is unrestricted, curious young people who pose as adults may come into contact with undesirable characters like child traffickers and paedophiles; they are easy targets for these online criminals.
- The sexual exploitation of children by child sex offenders who groom them online does serious harm to their development as children.
- Inappropriate use of mobile phones by children - Many new issues have arisen as a result of the rise in mobile Internet use, such as the unauthorised capture of other children's photos and distribution of those images through social networking sites. There are several accounts of kids filming females and boys in sexually explicit situations or posing for sexually explicit photos on their mobile phones, then sharing the photos with their peers.
- Online games - Children all throughout the world like playing online games. Millions of kids, especially teenagers, have been playing these games nonstop. The companies creating these games have considerably raised rewards for devoted players in order to grow their user base.
- Child sexual abuse and selling of children

- Cyber Homicide

The undesirable reputation of having one of the greatest populations of child prostitutes worldwide has long belonged to the ASEAN region. ICT has made the situation worse even though the precise number of kids abused by the sex business for the purpose of promoting tourism is unknown (Tanielian 2013). The moment has come for the nations in this area to work together to defend the young people who are victims of exploitation in general and of exploitation in cyberspace in particular. Children who have suffered psychological and bodily injury as a result of criminal activity require assistance for rehabilitation free from stigma and criminalization. Legislation is required to make sure this occurs.

Given that ASEAN is an organisation made up of both rich and poor nations, it is past time for the wealthy nations to acknowledge their responsibility to fill the gap in child protection efforts by making contributions to the welfare of children in developing nations. As a result, ASEAN would have healthy citizens. The cultural and economic variety of the ASEAN region presents another difficulty for the member states, making it difficult to carry out coordinated initiatives. The region's economic disparity between its member nations has long been identified as a problem. Finally, it is now time for ASEAN member states to act decisively and consistently as a group to safeguard children online. This can be accomplished by having a practical awareness of the size of cyberspace and the pressing need for communities and governments to band together and cooperate respectfully.

2. Socio-Cultural Constraints in Protecting Child Rights in a Society in Transition

The Arabian Gulf nations have ratified the Convention on the Rights of the Child (CRC), which includes some provisions on child abuse and neglect, in accordance with international best practices. The current discourse examines regional socio-cultural variations and potential obstacles to successfully implementing the child protection laws specified by the CRC from inside an Arabian Gulf society, notably Oman. The international best practices, which were developed for individualistic, "guilt-based" countries, may need to be adapted to fit the collective, "shame-based" civilizations in the Arabian Gulf, where the rights of the family and community trump those of the individual. As a result, it might be necessary to thoroughly examine every aspect of child abuse, starting with what defines child abuse and neglect as well as the procedures used to discover cases, put protective measures in place, punish offenders, and assist victims in healing. Although amending the laws may be simple, some

sections' application may at first run afoul of strongly ingrained socio-cultural customs in these nations, which have various parenting and child rearing methods. Oman is the country in question. The study draws attention to the paucity of research on the subject in the area and proposes more investigation to comprehend how to balance these sociocultural limitations with the global best practices for safeguarding children's rights.

According to the World Health Organisation's 2016 estimate, one in five women and one in thirteen men worldwide report having experienced some form of abuse during their formative years. Sexual abuse against children is reported by one in five women and one in thirteen males. 23% of adults are likely to have experienced physical abuse as children, according to Stoltenborgh et al. (2011). The prevalence of physical abuse, emotional abuse, physical neglect, and sexual abuse among children worldwide is estimated to be 22.6%, 36.3%, 16.3%, and 7.6% respectively. Early childhood and infancy are the most vulnerable years for abuse to occur.

Child abuse and neglect are examples of childhood hardship that have been documented around the world. The Arabian Peninsula is not exempt to such practices, according to anecdotal evidence and impressionist observation studies conducted in several of the region's nations, and it appears that the sorts and manifestations of child maltreatment are just as prevalent there as they are global. Oman has recently begun to implement an informed approach to the wellbeing of its children, not unlike other transitioning societies. This includes ratifying the 1996 UN-mandated Convention on the Rights of the Child (CRC), which is widely regarded as the international standard for protecting children's wellbeing. However, when it comes to enforcement, legislation prohibiting child abuse frequently run into opposition. The collective aspect of Omani culture, which is centred on honour and shame, deters victims and their families from coming forward and asking for assistance.

In addition to empirical studies on the prevalence of such violations, sociocultural studies are required to understand how child abuse and neglect are perceived in Omani society, how Omani children are likely to express their distress due to child abuse, and how to avoid disjunction between "top-down" vs. "bottom-up," that is, the discrepancy between the legal system and the actual on-the-ground situation in Oman. Based on recent ethnographic study carried out in various regions of Oman, it is necessary to strike a balance between prevention and therapy in dealing with the issue, and the court system should use a culturally sensitive

approach in its oversight. This should assist in the development of evidence-based, culturally appropriate legislation, which is necessary to protect children's rights in Oman in a way that is acceptable to the local culture.

Health-Oriented problems

1. Mental Health: Early intervention and prevention in children and young people

According to estimates, 10% of children and teenagers have serious mental health issues that affect not just their daily lives but will last into adulthood if ignored.

WHO describes mental health as ‘A state of wellbeing in which every individual realises his or her own potential, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to her or his community.’

Conduct disorders, anxiety, depression, self-harm, eating disorders, and hyperkinetic disorders are some of the mental health issues (DH, 2015; Membride et al, 2015)

Without therapy or assistance, the extreme strain that some people experience while attempting to live with a mental health issue can tragically lead to suicide (Honeyman, 2007).

There are many factors that are likely to increase the risk of poor mental health issues. These include having a parent with mental health problems, chronic physical ill health, learning disability, physical or sexual abuse, parental breakdown and living with domestic abuse.

Nevertheless, it's critical to recognise that some kids grow up without ever experiencing any mental health issues despite being exposed to several risk factors. Possessing the capacity to build relationships with peers, having high self-esteem, and having parental support are among the elements that seem to encourage such resilience.

Few measures to prevent such mental health issues discussed in this paper are:

- Based on more than 30 years of comprehensive research, the Family-Nurse Partnership is a preventative, intensive home-visiting programme for first-time young moms. Strong evidence supports the program's ability to deliver long-term advantages for young mothers and their kids, including a decrease in child abuse and neglect, an improvement

in school readiness and achievement, and a reduction in behavioural and mental health issues.

- To improve results for kids, teenagers, and their families, it is also advised to take a holistic approach to child and adolescent mental health.

2. Bullying in Schools: A Form of Child Abuse in Schools

Bullying is considered as a form of child abuse and it has always been a problem in schools. According to research, although teachers, school officials, parents, and students are exerting great efforts to make schools friendlier and provide a safer environment, a reduction in bullying is not noticable (Beran, 2005).

Bullying is a deliberate act, and the victim of bullying is aware of the bully's intent to harm and stress the victim. The victim experiences stress not only by what actually happens but also by fear of what might happen. Bullying, however, is not the same as harassment or violence. Instead of a single incident or a small number of incidents, it frequently involves several incidents that add up over time. Bullying can be direct (physical or verbal) or indirect.

Victims of bullying are described as shy, anxious and depressed, whereas bullies are usually characterised as dominant, aggressive and antisocial (Olweus, 2001).

Today, bullying is becoming much more sophisticated. Digital bullying has come into play, where menacing text messages are sent via cell phones or computers. Teenagers also produce hate-filled websites about victims that contain personal information. The child who is the victim of this type of bullying suffers extraordinary harm as a result.

Many children miss school because of fear of being bullied. Many kids stop talking about school, arrive at school late every day, skip classes, or make up reasons to skip school entirely out of concern for being attacked or intimidated by other kids.

Effects of bullying

Violence, including suicide and murder, is the most severe effect of bullying on victims and society. Children who are bullied often feel such a terrible sense of helplessness that they retaliate by engaging in self-destructive behaviour. Additionally, bullied individuals may

frequently be recognised because they exhibit moodiness, irritability, frustration, or act weary and distant. In other instances, victims may even turn hostile toward people at home or their peers and friends.

As a result of being victimised by peers, bullying victims experience sadness, unhappiness, hurt, or rejection. A victim of persistent bullying may lose confidence in themselves, develop major health issues, or even have their careers destroyed. Additionally, headaches, insomnia, anxiety, and despair are common among victims. Even post-traumatic stress disorder could occur in some people.

Bullying has a negative impact on the bullies themselves as well. Bullies would probably grow up to bully others in the workplace if they weren't prevented while they were young. It is a well-known fact that those who bullied others as children grew into bullies as adults and are more likely to have criminal histories than people who did not bully others. Research predicts that these bullies may develop into violent adults as adults and have a higher likelihood of receiving criminal convictions, court judgments, alcoholism, and personality problems.

The following conditions are also more prevalent in victims of bullying when compared to other kids: low self-esteem, low self-confidence, poor self-worth, higher rates of depression, anxiety, feeling more insecure, incompetence, hypersensitivity, feeling unsafe, panicky and nervous at school, having recurrent memories of bullying to the point that it affects their concentration, rejection by their peers, social avoidance, and being more introverted.

Remedial strategies

1. In professional development workshops or staff meetings, teachers, administrators, and other school personnel can get instruction on what constitutes potentially abusive remarks and the short- and long-term detrimental repercussions of bullying. It would be very beneficial for experienced educators and newcomers to learn strategies for observing classroom behaviours, evaluating the impact of behaviours, and providing feedback that would help decrease bullying incidents in schools. This model of peer mentoring would be facilitated by the school counsellor.
2. Counsellors could also encourage teachers to plan one-on-one meetings with children in order to increase their sense of involvement in the classroom. The results of using effective tactics to create a secure, inviting atmosphere set the tone for a classroom's

unique rituals, habits that would serve as a means of bringing its group of kids together.

3. Teaching empathy to schoolchildren at a young age can help stop them from becoming bullies
4. Respect and tolerance for all people must be encouraged, and teachers and school leaders must provide an example of these values.
5. Bullying incidents may be decreased by increasing public understanding of the issue.
6. Boosting pupils' social skills is a crucial step in preventing bullying in schools. Children that are socially adept make more friends, have more fulfilling relationships, and perform better academically.

3. Drug Abuse, A Social Ill Among Youths Especially School Children

Drug abuse has been on the increase in recent times among school children or teenagers as a tradition. It is a lifestyle for many young people and everyday new ways of “highs,” are introduced as an inducement to life. The nature of modern drugs is that they are synthetically produced. They are produced for a particular reason and used otherwise can be lethal. Hard drugs and narcotics can lead to loss of memory, nausea, drowsiness, depression and even death. Drug abuse in some cultures can be drug appreciation in others. For example those who use traditional medicine may be abusing drugs to their detriment. Medical education on the use of drugs should be the high points in the school curriculum as a general subject

Financial problems

1. Child abuse in 28 developing and transitional countries—results from the Multiple Indicator Cluster Surveys - Manas K Akmatov

During the third round of the MICS, which was conducted in 2005 and 2006 and included 124 916 children between the ages of 2 and 14, information on child maltreatment was available in 28 developing and transitional countries. They calculated the prevalence of psychological, moderate, and severe physical abuse over the previous month and used multilevel logistic regression analysis to look at correlates of the various types of child abuse. In the African region, a median of 83, 64, and 43% of children, respectively, had suffered psychological, moderate, and severe physical abuse. These types of abuse were experienced by 56, 46, and 9% less children in transitional nations, respectively. All types of child abuse

were strongly correlated with parental views toward physical punishment. Additionally, male children, kids from poorer homes, and kids who lived in large households were at an increased risk of experiencing all types of child maltreatment. In several of the countries looked at, child abuse is a very regular occurrence. They discovered significant variations in incidence among nations and geographical areas, with African nations having the highest prevalence. To raise public awareness of this issue, population-based initiatives (such educational programmes) should be implemented. The prevention of child abuse may be aided by efforts to change parental attitudes on the use of corporal punishment on children. When choosing intervention measures, it is important to take into account the unique local circumstances in each nation.

2. A study of Child labour in India – Magnitude and challenges

Every society has always viewed children as humanity's greatest gift. As it bears the potential for the future growth of every society, childhood is a crucial time in human development.

It is often believed that economic hardships push adolescents to forgo educational and other developmental chances in favour of employment that primarily exploit them because they are frequently underpaid and required to work in dangerous settings. Due to the dire economic situation, parents would send their child to work. Therefore, it should come as no surprise that poor households account for the greatest segment of child labour contributors.

ILO defines that work that does not affect the child's health and personal development or interfere with their schooling, is not child labour. Whereas, UNICEF defines it with respect to age and hours of economic activity performed by children. In India , The Child Labour (Prohibition & Regulation) Act, 1986 has defined the child labor as anyone who is “a person who has not completed his fourteenth years of age”

So, we can see that there are various understandings of what child labor is. But, whatever may be the definition, the child is at loss in every scenario.

Effect on school

Children's education is being sacrificed in favour of sending them to work. The likelihood that a kid would be able to attend school is inversely correlated with the length of their workday, and child labour has a significant impact on school attendance rates. Child labour

limits children's access to and enjoyment of education and denies them the basic right to go to school.

Strict policies and framework

It is important to recognise that India has always adopted a proactive approach to tackling the issue of child labour and has always supported the constitutional, statutory, and developmental measures needed to end child labour. Indian Constitutional provisions that are pertinent to ensuring universal primary education are in place. Child labour issues have been investigated by labour commissions and committees, who provided lengthy suggestions. The Indian judiciary has responded to the issue of child labour with very sympathetic answers all the way up to the highest levels. Despite numerous aggressive laws, regulations, and legal rulings, the issue of child labour still presents a difficulty for the nation. India is one of the country in the world with largest number of child labor.

The major reasons for the problem of child labour in India are:

1. Poverty
2. Lack of education
3. Economic uncertainties
4. Indebtedness
5. Employment (or lack of employment)
6. Landlessness in rural areas for majority of the population
7. Weak policy of legal framework
8. Weak social awareness

Numerous techniques were employed in economies around the world where child labour has been eliminated. There are strict restrictions that make child labour criminal. Additionally, the educational system was strengthened so that kids who were taken off the job could attend class.

So, we should look at long term strategies to eradicate child labor rather than short term strategies or short-cuts.

3. Reducing child abuse amongst adolescents in low- and middle-income countries: A pre-post trial in South Africa

In rural, high-poverty South Africa, 230 participants—adolescents and their primary caregivers—were chosen through community sampling, welfare services, and schools (no

exclusion criteria). To establish external validity in the real world, local NGO childcare professionals designed a 12-week parenting curriculum for all participants. For the primary outcomes of abuse (physical, emotional, and neglect), adolescent behaviour issues, and parenting (positive and involved parenting, poor monitoring, and inconsistent discipline), standardised pre-post measures with adolescents and caregivers were used. Paired t-tests were also conducted for the secondary outcomes of mental health, social support, and substance use.

High levels of socioeconomic deprivation were reported by the participants; for example, 60% of adolescents either had an HIV-positive caregiver or were orphaned by AIDS, and 50% of caregivers reported experiencing intimate partner violence.

i) Primary outcomes comparing pre-test and post-test assessments revealed decreases in child abuse reported by adolescents and caregivers (adolescent report 63.0% pre-test to 29.5% post-test, caregiver report 75.5% pre-test to 36.5% post-test, both $p < 0.001$), poor monitoring/inconsistent discipline ($p < .001$), adolescent delinquency/aggressive behaviour (both $p < .001$). Adolescent and caregiver reports of secondary outcomes demonstrated increased social support ($p < .001$), decreased parental and adolescent sadness ($p < .001$), parenting stress ($p < .001$ caregiver report), and caregiver drug use ($p < .002$ caregiver report). Adolescent substance use remained unchanged. No adverse consequences were found.

ii) Attendance and programme acceptance were both high. Within several of the study villages, there was unexpected programme dissemination, with families starting parenting groups in churches and diffusion through school assemblies and religious sermons.

iii) The need to strengthen aspects of adolescent substance use and think about how to facilitate spontaneous programme spread with fidelity were two potential adaptations that were identified.

The programme showed no indications of damage and early indications of a decrease in child abuse as well as improved results for caregivers and adolescents. High acceptance and unanticipated community-level spread were evident. Findings point to the necessity for modifications and the viability of the next stage of study, which will involve more thorough testing in randomised trials with the inclusion of diffusion effects employing cluster randomization.

Law Enforcement

1. An Analysis of Protection of Children from Sexual Offences Act, 2012 (POCSO ACT) - Hitabhilash Mohanty, Devpriya Banerjee

- The paper lists both the procedural requirements for reporting the case, with a focus on the process of the victim's medical examination, as well as the content requirements of the Act, which discuss the numerous sexual offences that are perpetrated against the minor victim and their sanctions.
- Due compliance with Article 15 of the Indian Constitution, which requires the states to protect children, and the United Nations Conventions on the Rights of the Child, which specify the standards to be followed by state parties in securing the best interests of children, as well as the inadequacy of the Indian Penal Code and the absence of any stringent legislation for addressing and tackling heinous crimes such as sexual exploitation and sexual abuse of children
- The Protection of Children from Sexual Offences (Amendment) Bill, 2019, which increased the penalties for a number of offences and introduced the death sentence in response to the sharp increase in instances reported under the Act, is also discussed in the paper.

2. The theory and evidence behind law enforcement strategies that combat child sexual abuse material - Larissa S. Christensen, Susan Rayment-McHugh, Tim Prenzler, Yi-Ning Chiu, Julianne Webster

- This paper provides a summary of recent and ground-breaking law enforcement tactics for thwarting child sexual abuse content.
- An worldwide literature search was used to find six law enforcement tactics, which were then confirmed by professionals in a roundtable discussion.
- There were six tactics found: resourced task forces, proactive investigations, polygraph, risk assessment prioritising, and public intelligence collecting. An altered version of the "EMMIE" framework—effects, mechanisms, moderators, and implementation considerations—is used to report on strategies.
- The customised framework is used in this research to explain how and why each law enforcement method might be effective as well as to identify potential limiting issues.
- As a result, this document provides practice experts from all around the world with a useful resource. However, The synthesis does not evaluate whether earlier research

has proven the discussed tactics to be effective.

3. Child Safety, Welfare and Well-being Issues and Challenges - Springer Publications, Edited by Sibnath Deb

- With particular emphasis on newly emerging characteristics and measurements of child safety, welfare, and general well-being, this book offers a concentrated and thorough assessment of the status of children across society. The book is divided into four sections that each cover a different aspect of child welfare and well-being. Highly qualified academics, researchers, child rights advocates, and policymakers from developed and developing nations have contributed chapters to this second edition on subjects like the status of children living in institutions, the sexual abuse of tribal girls and boys, the problems and difficulties faced by children living in conflict zones, children living on the streets, and COVID-19 and its effects on children's education. In the second edition, the situation of marginalised children is given considerable consideration.
- Researchers' experiences on the ground defending children's rights and stopping child abuse are included in the new chapters. In order to improve effective prevention, intervention, and responses to child abuse and neglect, it also takes into account promising tactics and promising future approaches. For a wide spectrum of professionals and scholars in the social sciences, law, health, and behavioural sciences, this volume is crucial. Policymakers and law enforcement organisations that work with children can also benefit from it.

3. Methodology

First, we researched why it is crucial to study on this topic. After finding out about the increasing cases against children everyday worldwide and the terrifying things happening to them, we decided to find a solution to this topic.

We did literature reviews considering various dimensions like cultural, social, financial, health etc. to get a deeper understanding about the problem. This led to sorting down of six major problems which we think should be addressed immediately.

We conducted a survey through google forms on these six problems with five questions on each and collected 120 responses to assess the public view on this matter. After bringing

together all these views and our group discussions, we came up with a business plan which we found effective.

3.1. Items Generated

Six major problems related to children's safety inferred from the analysis of the literature reviews are-

1. Sexual abuse
2. Bullying
3. Drug abuse
4. Child Labour
5. Internet Safety
6. Law Enforcement

3.2. Questions Framed:

Sexual abuse

- A. Have you been properly trained about sex education in your school?
- B. Do you think children in India find it difficult to speak with their parents about sex education?
- C. Does children knowing the difference between good touch and bad touch make any difference with regarded to sexual abuse?
- D. Which of the following would be the 3 major reasons for child sexual abuse?
Inadequate parental care, Stressful environment at home, Usage of substances by perpetrator, Children's lack of knowledge about what constitutes sexual abuse, Paternalism, Prior sexual abuse.
- E. Why do children who have been sexually abused find it difficult to open up and say that they are victimized?
Scared of losing respect, exclusion from friends group, doesn't actually know that they are sexually abused

Bullying

- A. Have you ever been bullied during your school age?
- B. For what type of bullying have you been a victim?
Teasing, Threatening, Verbal, exclusion from peers, rumours, manipulation, digital bullying(text message etc.)
- C. What impact did bullying have on you?

Irritable over small situations, aggressive at home or with peers, lose self-confidence, low self-esteem, sleeplessness, anxiety and depression etc.

- D. Did you try to share or inform anyone that you are being bullied?
- E. Have you ever bullied someone or been part of any bullying group?
- F. Did you notice anyone being bullied and couldn't care?

Drug Abuse:

- A. On a scale of 1 to 5, how prevalent is the problem of drug abuse?
- B. How prevalent is the problem among children?
- C. Is it possible to prevent this problem altogether?
- D. Do you think it's possible to restrict the usage of drugs to prevent overdose?
- E. Which 3 factors lead to the most drug abuse in children?
Peer pressure, family, addiction to medication, social media and influence of society, depression, curiosity.

Child labour

- A. Do you think that child labour is still a major problem in India?
- B. Did you notice any child below the age of 14 working at a petrol bunk or in a hotel or any other industry?
- C. Did you try to warn the owner of the industry that child labour is wrong and illegal?
- D. Even with very strict laws and stringent rules, what do you think is the reason for child labour?
Poverty, Negligence of government to implement the laws, Unemployment crisis in India, Lack of education, Weak social awareness etc.
- E. Do you think a change in government will solve this problem?
Everyone should feel responsible, special bodies should be started by the government, proper distinction between child labour and child work, strict enforcement of already present laws etc.

Internet Safety

- A. On a scale of 1 to 5, how prevalent is internet safety problem among children?
- B. Have you ever filled out online forms, questionnaires in websites and profile pages without your parents' consent?
- C. Have you ever agreed to meet in person someone you have only met online?

- D. Have you ever been involved in chat sessions with people using vulgar expressions or sexually explicit language?
- E. Why do you think it's not safe for children to use the internet?
Inappropriate content, cyber bullying, online predators, leakage of personal information, addiction to social media.

Law Enforcement

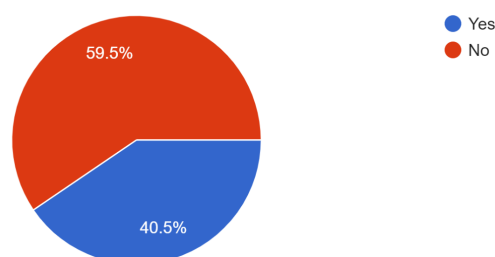
- A. Have you ever reported any concerning activity to law enforcement personnel?
- B. Are your parents/guardians stigmatised about involving the police in any matter whatsoever?
- C. Have there been any legal awareness campaigns or something similar in your locality pertaining to child abuse?
- D. Do you think the law enforcement personnel in your locality or area are unapproachable?
- E. Have you ever witnessed or heard of any form of child abuse conviction against a law enforcement personnel?

4. Results Analysis & Interpretation:

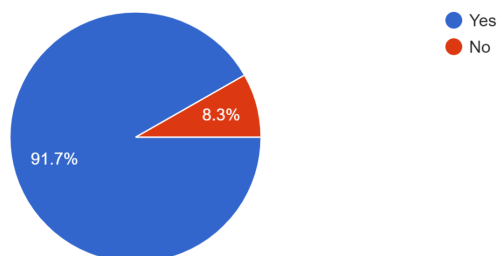
A google form was created on the above identified six major problems to better understand the issues. A total of 121 responses were collected. The survey respondents are of age 18 -21. The survey results were as follows:

Sexual abuse

Have you been properly trained about sex education in your school?
121 responses

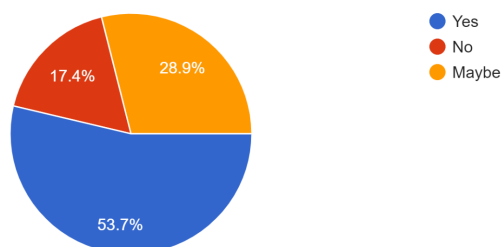


Do you think children in India find it difficult to speak with their parents about sex education?
121 responses

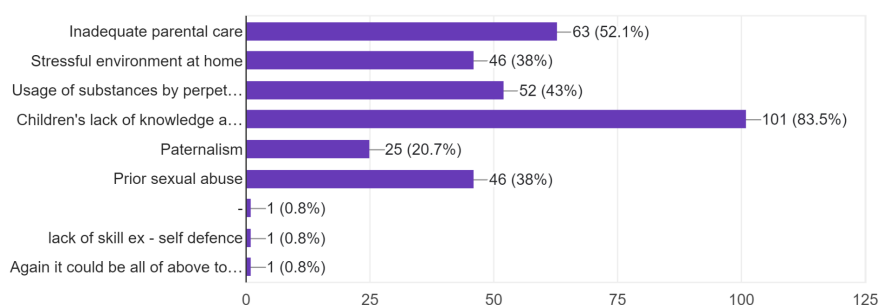


Almost 60% of the respondents told that they were not trained properly about sex education in school. This tells us that children in school can be vulnerable to sexual abuse as they might not know the difference between good touch and bad touch. And 90% respondents agree that it is difficult to speak with parents about sex education. So, a child though sexually abused may not be comfortable to share with parents.

Does children knowing the difference between good touch and bad touch make any difference with regard to sexual abuse?
121 responses

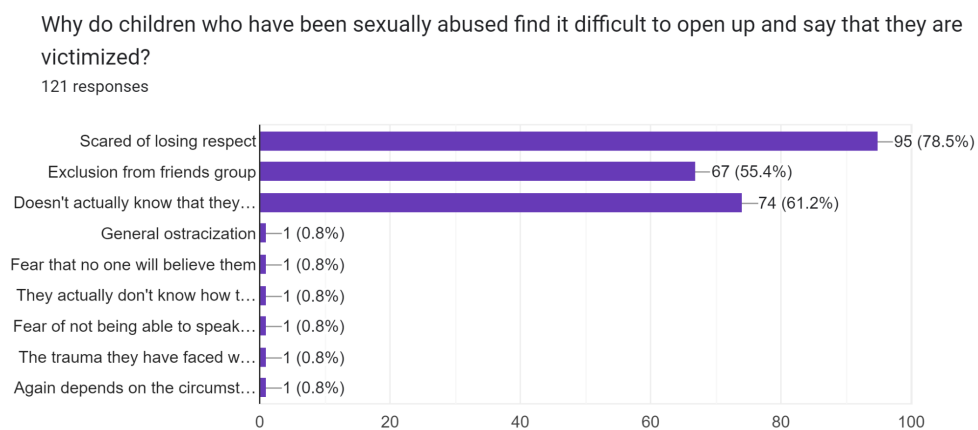


Which of the following would be the 3 major reasons for child sexual abuse?
121 responses



Half of the respondents agree that having knowledge about good and bad touch will make a difference in regard to sexual abuse and 28% believe that it may make a difference. This tells us the importance of awareness to be spread about the topic among children.

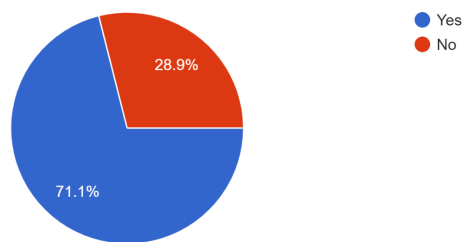
Many think that children's lack of knowledge about what constitutes sexual abuse, usage of substances by perpetrators and Inadequate parental care are the main reasons for child sexual abuse.



Bullying

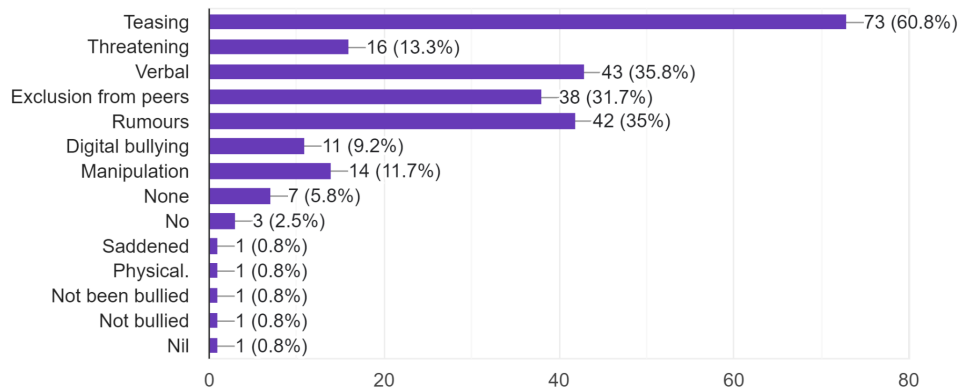
Have you ever been bullied during your school age?

121 responses



For what type of bullying have you been a victim?

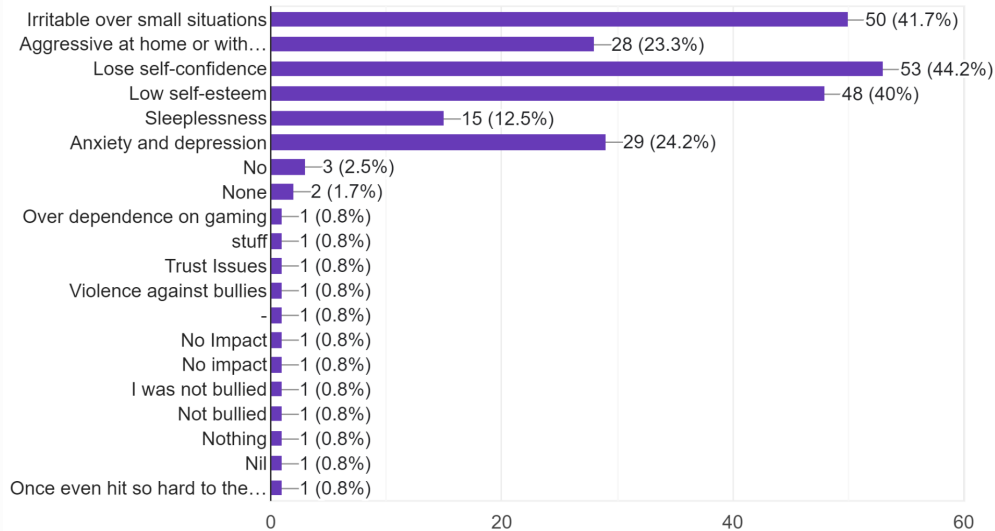
120 responses



As we can see, 86 out of 121 respondents were bullied during their school age (almost 70%) and are mainly victims to the following types of bullying - teasing, rumours, exclusion from peers and verbal.

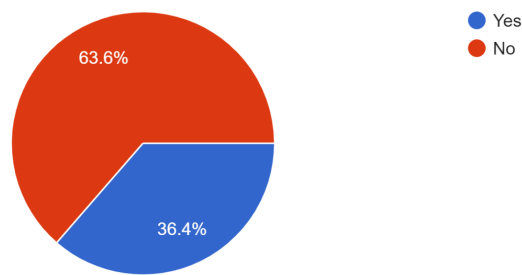
What impact did bullying have on you?

120 responses



Did you try to share or inform anyone that you are being bullied?

121 responses

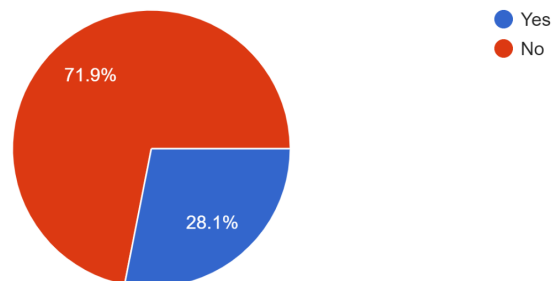


The majority of victims of bullying faced issues like low self esteem, lost self confidence and were irritable over small situations. Despite them facing these serious matters, more than half of the respondents didn't inform anyone that they are being bullied.

This can be due to the fear that they may be bullied more if they complained about them or parents not being approachable at home etc.

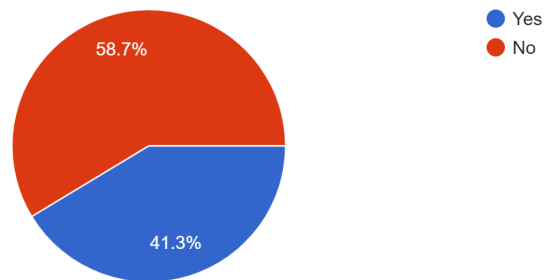
Have you ever bullied someone or has been a part of any bullying group?

121 responses



Did you notice anyone being bullied and couldn't care?

121 responses

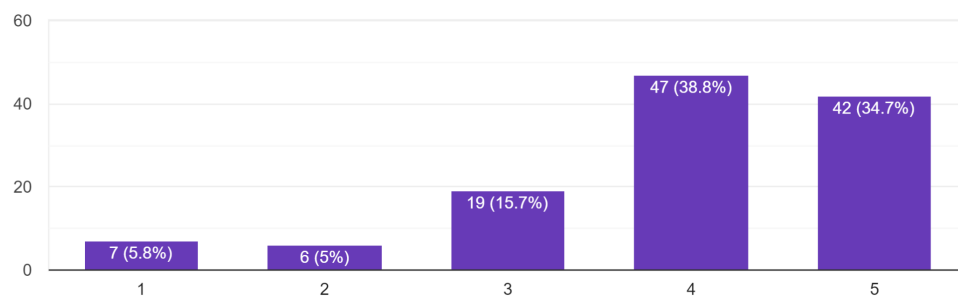


Approximately 28% of the respondents were part of a bullying group during their school years and had bullied someone and almost 41% of the respondents couldn't care when they saw someone being bullied. Negligence is another reason due to which bullying persists. He/she should be reported to school authorities or at home which will benefit the victim to feel safe and also the bully since this might stop him/her from continuing this behaviour in the long run.

Drug abuse

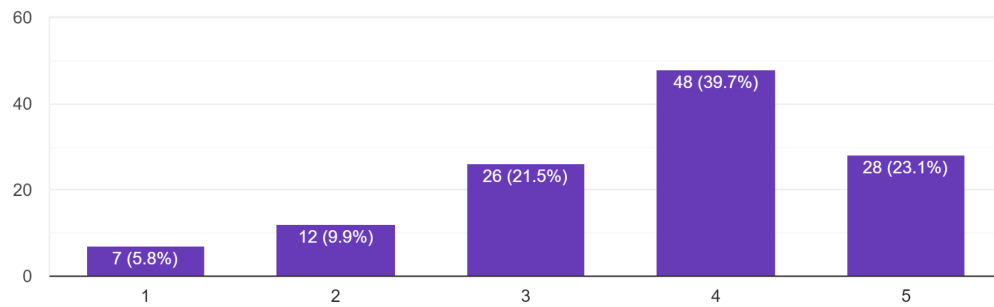
On a scale of 1 to 5, how prevalent is the problem of drug abuse?

121 responses



How prevalent is the problem among children?

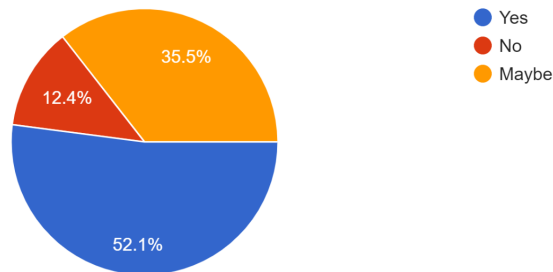
121 responses



From the above responses we can see that a majority of the people feel that drug abuse is a big problem and is prevalent among children too. With more than half of the responses saying it is a huge problem (4/5 and 5/5), there is an urgent need for a solution.

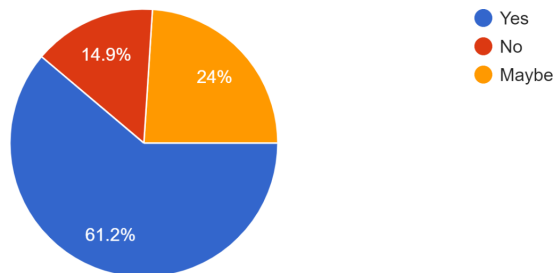
Is it possible to prevent this problem altogether?

121 responses

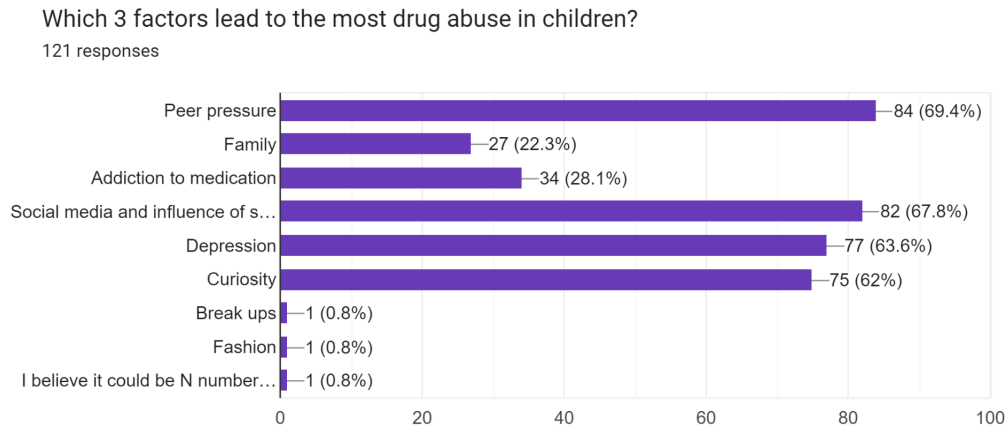


Do you think it's possible to restrict the usage of drugs to prevent overdose?

121 responses



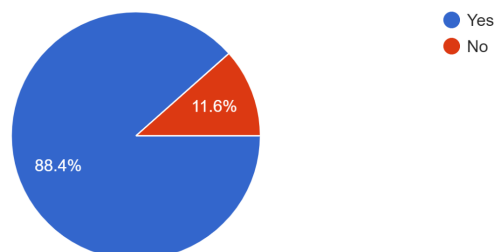
Although a majority feel that it is a huge problem, the same majority feel optimistic that this problem can be solved, with the second majority voting “Maybe”, there is hope that a solution for drug abuse and prevention of fatal consequences of drug abuse is possible and there is a lot of support for it.



To further analyse the problem of drug abuse and to get to the root causes, the responses to the above question tells us that the major cause for drug abuse and usage in children is peer pressure and social media influence with depression and curiosity following closely behind. We can infer that society has a huge impact on the problem both directly and indirectly as consequences of depression that could have been caused by other problems.

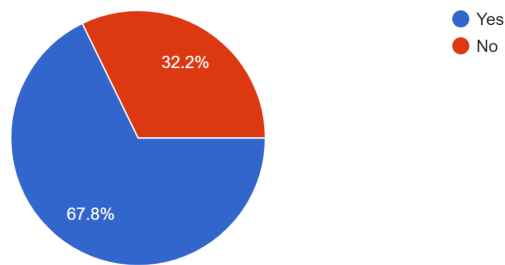
Child labour

Do you think that child labor is still a major problem in India?
121 responses



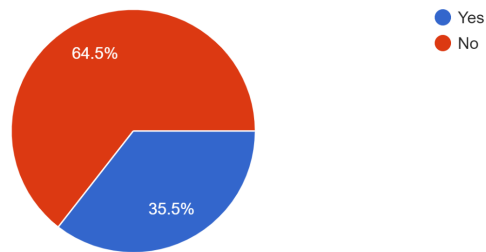
Did you notice any child below the age of 14 working at a petrol bunk or in a hotel or any other industry?

121 responses



Did you try to warn the owner of the industry that child labor is wrong and illegal?

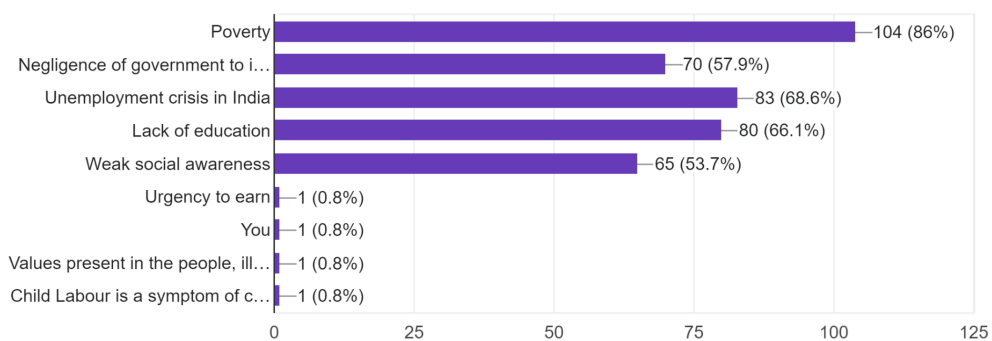
121 responses



107 out of 121 believe that child labor is a major issue in India. And majority of respondents had once seen a child below the age of 14 working in an industry but only 35% could care and actually tried to warn the owner of the industry that child labor is illegal. This shows the negligence of people towards the problem.

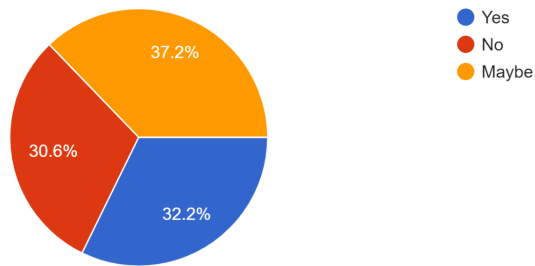
Even with very strict laws and stringent rules, what do you think is the reason for child labor to still persist?

121 responses



Do you think change in government will solve this problem?

121 responses

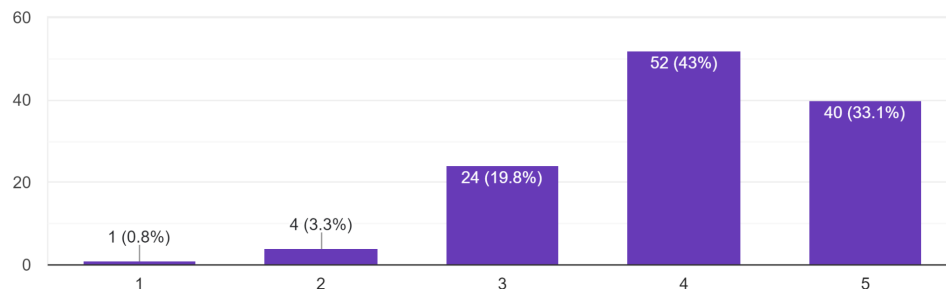


Majority of respondents believe that poverty, unemployment crisis and lack of education are the prime reasons for child labor to still persist in India despite strict laws and regulations. 1/3rd of respondents think that a change in government can solve this problem.

Internet safety

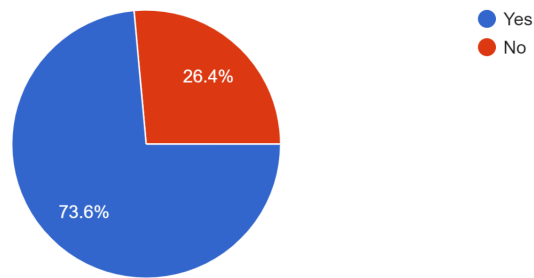
On a scale of 1 to 5, how prevalent is internet safety problem among children?

121 responses



Have you ever filled out online forms, questionnaires in website and profile pages without your parent's consent?

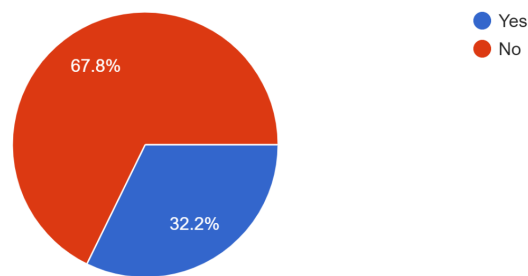
121 responses



We can see that many respondents have filled random forms or questionnaires to access a website or utilize a website. This can lead to leakage of personal information and usage of that information in an illegal way.

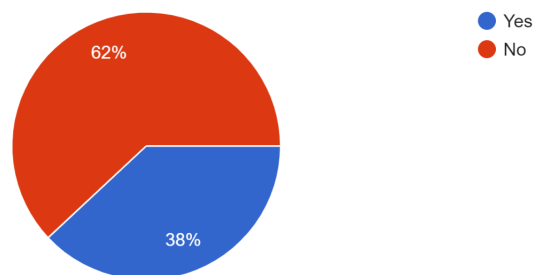
Have you ever agreed to meet in person someone you have only met online?

121 responses

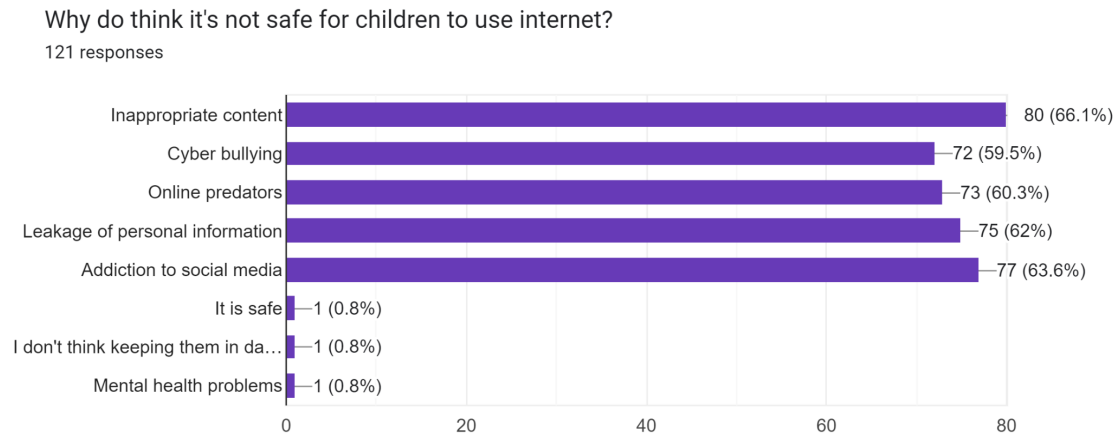


Have you ever been involved in chat sessions with people using vulgar expressions or sexually explicit language?

121 responses



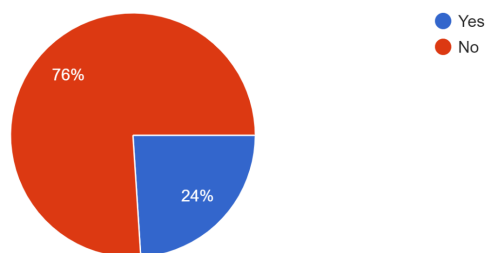
We surveyed people of age group 18 - 21, and despite the small age, 30% of respondents told they had met a random person in-person just by knowing them online and also had involved in chat session with people using sexually explicit language. This tells us the seriousness of Internet safety issues among children.



Access to inappropriate content, cyber bullying, online predators, leakage of personal information and addiction to social media, these were all the reasons why many think that the internet is not safe for children to use.

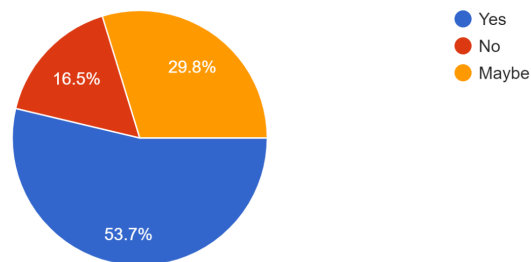
Law enforcement

Have you ever reported any activity related to child safety to law enforcement personnel?
121 responses



Do you think parents/guardians would be stigmatized about involving the police in any matter whatsoever?

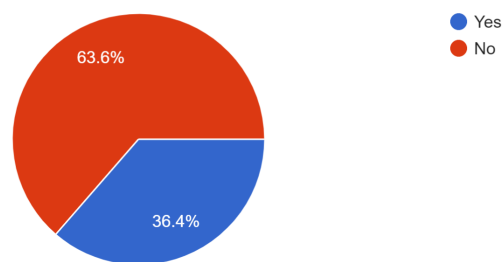
121 responses



There are child safety issues noticed by the small group which we surveyed. This tells us how unsafe a child is in today's world. Though police are there to protect the society, many believe that parents would be stigmatized to involve them in any matter whatsoever.

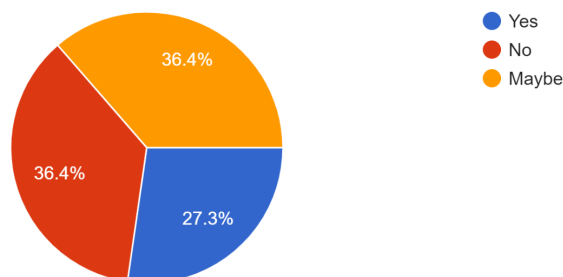
Have there been any legal awareness campaigns or something similar in your locality pertaining to child abuse?

121 responses



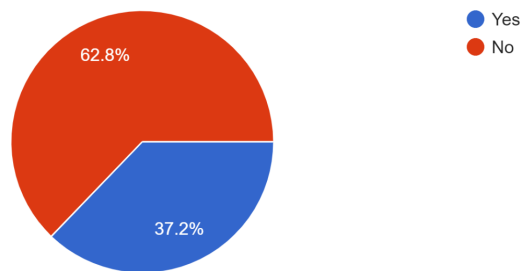
Do you think the law enforcement personnel in your locality or area are unapproachable?

121 responses



Have you ever witnessed or heard of any form of child abuse conviction against a law enforcement personnel?

121 responses



While 27.3% of respondents feel that the law enforcement personnel in their area are approachable, 36.4% are not sure and the other 36.4% feel they are not approachable. There are even cases where a law enforcement personnel is involved in child abuse, which is not acceptable.

5. Findings of the Study:

From the results of sexual abuse questionnaire, we can infer that education system in India should be strengthened with respect to sexual education. Parents should also play an important role and should be approachable to children so that they can open up on every issue. Awareness should be spread on this topic to prevent it.

We can infer from the results of bullying that an inviting atmosphere should be created at school by the teachers and administrators for all the children to feel safe and confident. Awareness should be raised among parents to observe the behaviour of children and look at the reasons for change if any. They should be approachable and not be busy with their work life which will impact the development of the child. Children should be taught about empathy and other important moral values in school from a young age so that they would move in the right direction with regard to behavioural development.

Regarding drug abuse, parents and schools should have keen observation on the child to what drugs he/she is taking and on their behaviour. There is still hope that this problem can be eradicated and restricting drug usage is one step to achieve it. Also, the environment in which the child is growing should be good.

From results of child labor questionnaire, we can understand that negligence is one main reason for this problem to exist. All should be responsible for the future of the child and the nation. Government should implement the laws and rules strictly with new task forces and citizens should report if they find any industry is recruiting children.

From the Internet safety questionnaire, we can say that children should not be given access to the internet at a very young age unless it is absolutely necessary. Handing out mobiles is not only harmful but many children miss the enjoyment outside of electronic devices. Also, parents should monitor their child to ensure that they are using the internet for safe purposes. Schools should also teach students about how to stay safe from online predators and usage of the internet.

From Law enforcement questionnaire, we can infer that law enforcement personnel should gain public confidence and should prove their capability to stop any kinds of child abuse. Also, no mistakes should happen from their sides, i.e. there shouldn't be any cases in which a law enforcement personnel abuses a child, which makes the public lose confidence and also encourages many to do the same thinking they won't be punished.

6. Business Proposal:

6.1. Business Description:

- It is an organisation that raises awareness about children safety issues among different stakeholders and ways to tackle them for the overall healthy development of children.
- Provision of workshops in schools for teachers to learn effective tactics to deal with various children safety problems.
- A device (band) that tracks the location of a child 24/7 and alarms nearby police stations, hospitals and contacts connected with the device through an app and also people in that locality (shops, residents & people travelling nearby), when the child is in danger.
- It is inbuilt with voice and touchless gesture sensors, and an emergency button to handle unexpected dangerous situations.

Company logo and mascot



Brand name - Genie

The reason to come up with this brand name is that we all know in the Aladdin movie, how Genie helps and saves aladdin at all tough times. So, in a similar way our product saves the child from any danger he/she is prone to in all situations.



Mascot

6.2. Benefit description:

- Risk-free trial
- Long battery life (10 days)
- Secure, durable attachments
- Multiple tracking technologies(pulse sensor,RFID, etc)
- It can make decisions on its own when the child is in danger by activating the device

- and calling the necessary protocols.
- Transit alerts not only to emergency contacts but also to nearby people whoever is using GPS (police station, shops, residents, people travelling in that area)
- Live Location updates every 10 seconds
- SOS button.
- Also captures a live image of the situation.

6.3. Market Analysis:

A thorough analysis of the market for safety products needs to be done to understand the various aspects behind the making, advertising, and selling of the product. We will also investigate the dynamics of your market, such as volume and value, potential customer segments, purchasing patterns, competition, and other important factors, as part of this analysis.

Market Challenges:

In 2022, there are a lot of variables to take into consideration when entering a market. Some of these also pose challenges. Some of the challenges that would affect a startup in the human safety market would be:

1. **Finding funds:** No matter how unique and innovative an idea might be, it's tough to execute it without adequate funding. Considering the current startup funding scenario, challenges have increased for startup business funding after the economic downturn caused by the pandemic. Plus, finding funding for small business startups has always been a hard nut to crack. One has to convince investors that their idea is better than others without having a business track record.
2. **Recruiting talent** - Successful startups frequently credit having the right team for their success. Access to candidates with relevant skills is one of the biggest challenges faced by startups as there are a vast number of companies which have been in business for more than a decade and have the ability to provide job security.
3. **Cheap and sustainable parts for the device** - Acquiring cheap and durable parts of good quality to fulfil the requirement is a great deal which drives the cost of the product and in turn the customers. As a result, the product may not reach the targeted customer audience, leading to losses annually. Another problem is the resources

needed to find the right resources like computers hardwares, softwares, and offices to run the company with limited funding.

4. **Lack of demand** - Based on the cost and the usability of the product, the product has a chance of going out of demand as some of the features are provided as a form of software in the mobile phones carried by everyone.

Target Customer:

1. Parents-

- With terrifying things happening to kids daily, parents are obviously worried about their child's safety. They are concerned about the peer group their child is with, the bus transportation to school, child playing at the park, access to inappropriate content on the internet etc.
- Parents of children who are below class VI are most concerned because children below that age can be easily manipulated.
- Providing a device which can help the parents to track the location of their child and which notifies them if their child is in danger, so that they can respond immediately is something which a parent will want and will wish to pay for.

2. Schools-

- Schools obviously care for children's safety and a school with frequent cases of above mentioned problems loses parents' trust and cannot function properly.
- So, with our service, we provide training plans for school staff, especially teachers (since they are the ones who interact most with the kids) to monitor children's behaviour (decline in academic performance, irregular attendance) effectively in school premises, evaluate the impact of behaviour etc.
- This will help to identify the child's problem at an early stage and preventive measures can be taken accordingly.

3. Child-

- Few children live in constant fear with regard to the above given problems. Children at school are scared that they might be bullied. Child walking alone (especially girls) are scared about sexual abuse. They might be scared that they can be forced to take drugs.
- So, having the device which we provide will make the child feel safe to walk alone on the street or hang out with friends.

- The band in which we install the device will attract the child to buy it, since it looks cool to wear and has many advantages. Parents also won't hesitate to purchase it for their child.

Market Channels

These are basically used to boost brand awareness, product awareness and draw traffic.

- Through social media - accounts on all platforms to connect with people and give wider outreach with videos, posters and reels.
- Potential partnerships (youtube)
- Email marketing - to various schools. Getting email addresses can be pricey, but using them is relatively inexpensive.
- Other Websites - creating other pages along with the main one will give a chance to connect with a wider range of customers. Ads on sites where parents, children or schools search for child safety.
- Ads in newspapers and magazines.
- Campaigns (marathon) with free merchandise.

Customer Strategy

Strengthening the brand: We are claiming that our device is a state of the art device in the market, with latest technology used in manufacturing with high accuracy results and very low failure rate.

Schedule webinars: To increase the awareness about child harassment, we will be scheduling webinars very frequently. So that people will recognize the need and importance of our device. Regular customers get to interact with experts.

Robust customer support: We will ensure that all customer issues with regard to device or the service are solved efficiently. Building customer trust definitely helps in the long run.

Brand purpose: The purpose or goal of our brand is to fight against child safety issues and to increase awareness about the same. With the use of our device we can transmit alerts not only to emergency contacts but also to nearby people who are using GPS whenever there is a suspicion that a child is in danger. And focussing on other aspects along with the device is something which makes our company unique.

Discounts: Parents utilizing our services again for the safety of their child will get concessions on the fees of the product.

Price strategy

1. Price Skimming vs Market Penetration Pricing
2. Evaluation of our competitive strengths and weaknesses
3. Set prices based on Value, Perception, Trend, Dynamic demand and extra provision of services
4. In-app purchases
5. Advertising Revenue

Distribution Channel Design:

There are multiple routes to distribute a product. They are:

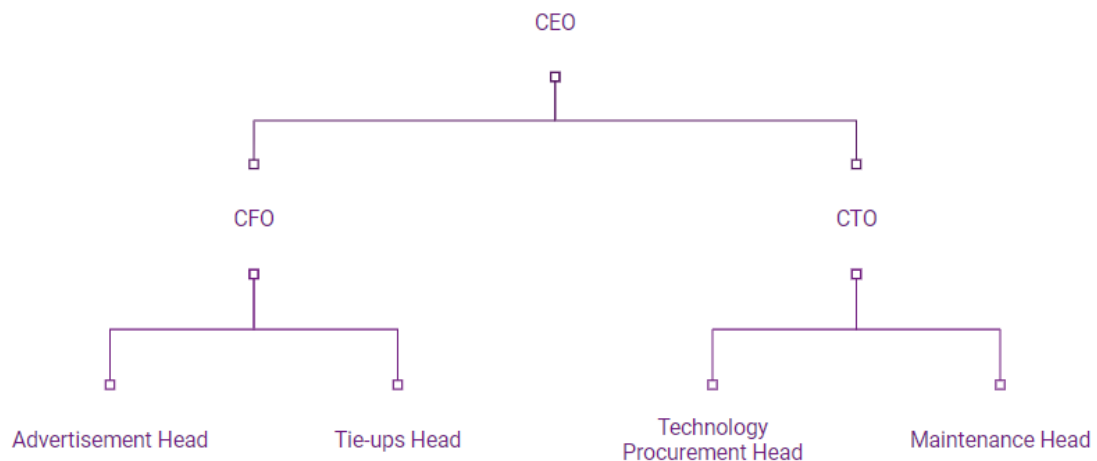
1. **Direct Channel:** In this channel, the producer sells the product directly to the customer without the intervention or help of any intermediary. And so this route is called the zero level channel. These channels take the shortest route to the consumer. Some ways that this can be achieved is by:
 - a. By opening retail shops
 - b. Through travelling salesmen
 - c. Through mail order business.
2. **Indirect Channel:** This channel of distribution involves one intermediary to transfer goods from the manufacturer to the customer. In this, the title and risk transfers from manufacturers to retailers who in turn sell goods to customers. This distribution channel enables manufacturers to retain control and approach a large number of potential customers.
 - a. **Two-level Channel:** This channel of distribution involves two intermediaries to transfer goods from the manufacturer to the customer. In this wholesalers and retailers act as a connecting link between manufacturers and consumers. This network enables manufacturers to cover a large market area. It is the most adopted distribution channel for consumer products.
 - b. **Three-level Channel:** This channel of distribution involves manufacturers using the services of agents or brokers to connect with wholesalers and retailers. Manufacturers appoint agents in major areas who in turn connect

them to wholesalers and retailers. It is suitable for manufacturers of limited product lines with customers spread over a wide geographical area.

Although direct distribution gives a complete control on the marketing of the product, it is more expensive as compared to distribution via wholesalers and retailers. On the other hand, the middlemen make profits thereby increasing the cost of the product. The market that has been targeted is on the international scale so retail distribution would make more sense to avoid complex distribution decisions. Taking into consideration that this is an electronic product, the distribution will be selective to make sure that the agents of distribution have a knowledge of the product being distributed.

6.4. Organisational Structure:

These 7 positions will together constitute of the Board of Directors:



With further divisions below these positions as more personnel are hired to form an efficient, working team.....

6.5. Revenue Model:

Revenue Model - Funding/Financial Plans:

SL.NO	REVENUE STREAM	DETAILS
1.	Initial investment from Personal savings (startup capital)	Savings of the 6-co-founders
2.	Reserves / Revenue being generated from operations	
3.	Public donations	Crowd funding
4.	Retail / corporate contribution	Follow on investors
5.	Angel investors	Investors
6.	Others	Friends and family

Financial Projections and Growth Milestones: Project Cost- One Time Expenditure (Fixed costs)

SL.NO	Description	Details
1.	Technology development / acquisition	Application and device development , user licenses, etc.
2.	Company registration, Office set up & Operations	Registration, Office, Web & Logo design, Computer & hardware, shipping integration ,payment integration
3.	goods and services	DEVICE & workshop

Project Cost- Recurring Expenditure (Variable costs)

Break-even point subject to initial and return on investments Uncertain at the moment.	SL.NO	DESCRIPTION	DETAILS
	1.	Core Technology management	Web Application support, Hosting, Device Maintenance & Licenses renewal
	2.	Office & Administrative costs	Rent, Utilities(for delivery like bikes), Internet, Telephone, Computers, etc.
	3.	Marketing & Promotions	Marketing & Promotions, Travel & Conveyance
	4.	Human resources & Remuneration	Recruiting ,Selection & Training, Remuneration & Incentives
	5.	Goods and services upgrade	Purchase and renewal of goods and dealing with defective goods, User licenses

Bibliography:

6. Sanjeevi J, Houlihan D, Bergstrom KA, Langley MM, Judkins J. A Review of Child Sexual Abuse: Impact, Risk, and Resilience in the Context of Culture. *J Child Sex Abus.* 2018 Aug-Sep;27(6):622-641. doi: 10.1080/10538712.2018.1486934. Epub 2018 Jul 31. PMID: 30064308.
7. Saleem FT, Anderson RE, Williams M. Addressing the "Myth" of Racial Trauma: Developmental and Ecological Considerations for Youth of Color. *Clin Child Fam Psychol Rev.* 2020 Mar;23(1):1-14. doi: 10.1007/s10567-019-00304-1. PMID: 31641920; PMCID: PMC8845073.
8. Manas K Akmatov, Child abuse in 28 developing and transitional countries—results from the Multiple Indicator Cluster Surveys, *International Journal of Epidemiology*, Volume 40, Issue 1, February 2011, Pages 219–227, <https://doi.org/10.1093/ije/dyq168>
9. World Health Organization, *Preventing Child Maltreatment—A Guide to Taking Action and Generating Evidence*, 2006 Geneva WHO Press
10. Cluver, L., Meinck, F., Yakubovich, A. *et al.* Reducing child abuse amongst adolescents in low- and middle-income countries: A pre-post trial in South Africa. *BMC Public Health* 16, 567 (2016). <https://doi.org/10.1186/s12889-016-3262-z>

11. UNICEF. Hidden in plain sight: A statistical analysis of violence against children. New York: UNICEF; 2014.
12. Mitra, Dakhina. (2020). Keeping children safe online: A literature review.
13. Al-Saadoon, M., Al-Adawi, M. & Al-Adawi, S. Socio-Cultural Constraints in Protecting Child Rights in a Society in Transition: A Review and Synthesis from Oman. *Child Ind Res* 14, 239–267 (2021). <https://doi.org/10.1007/s12187-020-09759-z>
14. Christensen LS, Rayment-McHugh S, Prenzler T, Chiu Y-N, Webster J. The theory and evidence behind law enforcement strategies that combat child sexual abuse material. *International Journal of Police Science & Management*. 2021;23(4):392-405. doi:10.1177/14613557211026935
15. Deb, S., Ray, M. (2022). Child Abuse and Neglect in India, Risk Factors and Protective Measures. In: Deb, S. (eds) *Child Safety, Welfare and Well-being*. Springer, Singapore. https://doi.org/10.1007/978-981-16-9820-0_4
16. Mohanty, Hitabhilash and Banerjee, Devpriya, An Analysis of Protection of Children from Sexual Offences Act, 2012 (POCSO ACT) (January 17, 2021).
17. https://en.m.wikipedia.org/wiki/Law_enforcement_in_India
18. <https://www.childwelfare.gov/topics/responding/collabresponse/law-enforcement/>
19. <https://www.legalserviceindia.com/legal/article-7653-child-abuse-and-protection-measures-under-law-in-india.html>
20. <https://www.writinglaw.com/laws-related-to-child-abuse-in-india/>
21. <https://blog.ipleaders.in/pocso-act-everything-you-need-to-know/?amp=1>
22. <https://www.indiatoday.in/cities/chennai/story/chennai-police-arrests-school-peon-pocso-act-sexually-abusing-minor-girl-campus-1975227-2022-07-13>
23. <https://www.newindianexpress.com/cities/kochi/2022/feb/17/innocence-exploited-pocso-cases-skyrocketing-in-kerala-2420305.html#:~:text=The%20highest%20number%20of%20cases,being%20reported%20in%20the%20state.>
24. <https://timesofindia.indiatimes.com/city/kochi/city-records-2nd-highest-no-of-pocso-cases-in-state/articleshow/93100093.cms>
25. <https://www.theguardian.com/uk-news/2017/aug/29/blackmailer-plot-led-to-suicide-17-year-old-jailed-romania>
26. <https://www.wvi.org/stories/child-protection/surviving-trafficking-india-samiras-story>
27. <https://healthblog.uofmhealth.org/childrens-health/parents-top-10-childrens-health-concerns-and-how-to-handle-them>
28. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2695751/>

29. https://www.researchgate.net/publication/261709693_A_study_of_Child_labour_in_India_-_Magnitude_and_challenges
30. https://www.researchgate.net/publication/303592736_Mental_health_Early_intervention_and_prevention_in_children_and_young_people