

SPORTS  GOODS
FOUNDATION OF INDIA

...ensuring children
their child hood

Sept 2009

Presenter: Satish Wasan - Chairman

JALANDHAR



POPULATION

13 Million

AREA

3500 Sq Km

WHAT MADE US THINK



Media

⊕ **Media reports on Child Labour**



⊕ **Business Partners Pressure (External)**

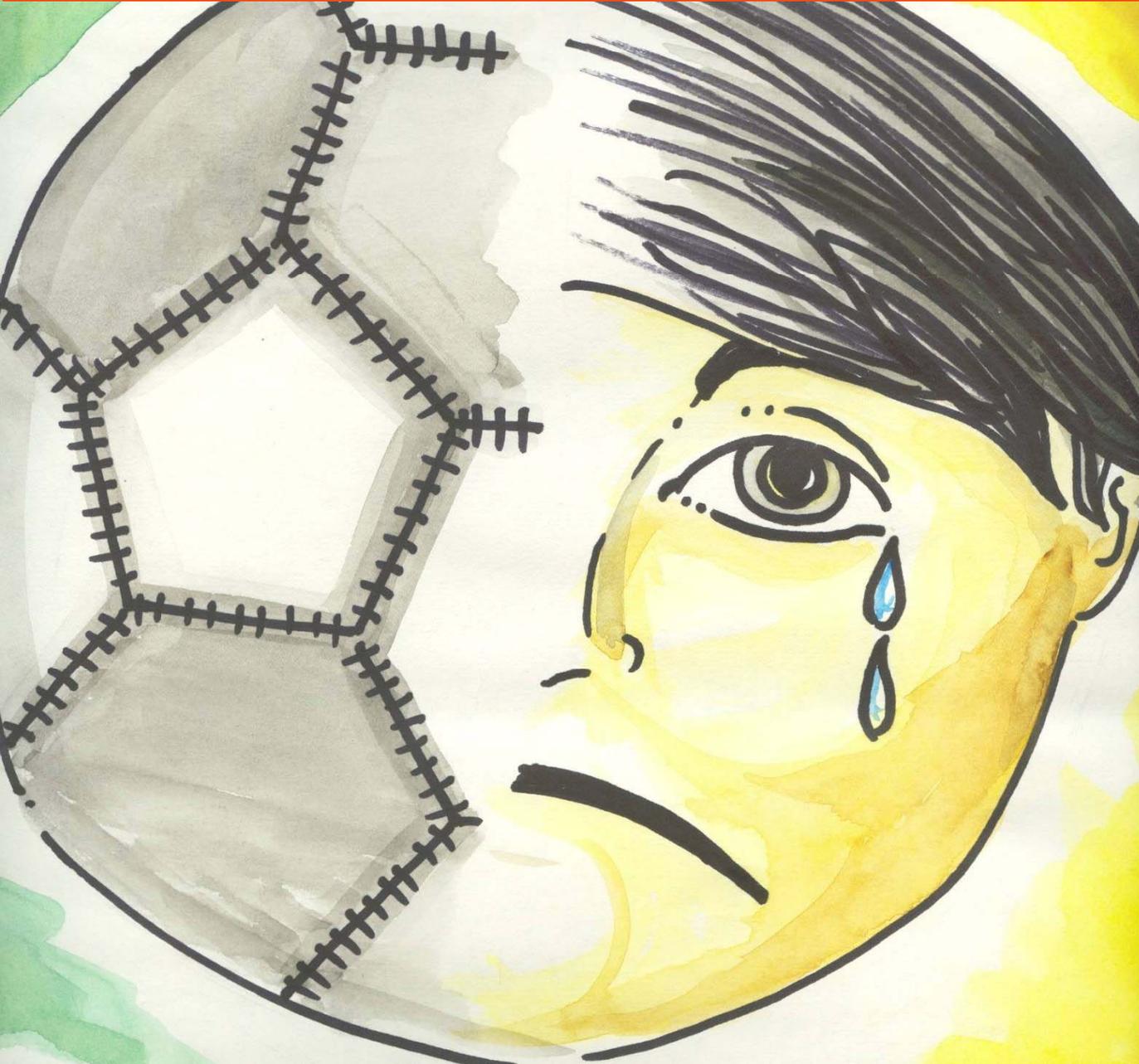


⊕ **Local Law Enforcement Pressure (Internal)**



⊕ **Competition**
(ILO/ IPEC) PROJECT IN PAKISTAN)
Started in 1997

25 Sports Goods Manufacturers in 1998 voluntarily decided



**To have
a
Monitoring
System**

**in place
to
ensure**

**Prevention
&
Rehabilitation
of
child labour
in
Sports Industry.**

OBJECTIVES

To prevent and progressively eliminate child labour in the manufacture or assembly of soccer balls in Jalandhar district and its environment.

To identify and remove children under the age of 14 years involved in the manufacture or assembly of soccer balls and provide them with educational and other opportunities.

To facilitate changes in community and family attitudes to child labour, including in the soccer industry

An ISO 9001:2000 Certified Organisation

Certificate SG05/0280

SGS

The management system of

Sports Goods Foundation Of India

22-A, Tagore Nagar,
Opp. Hotel Regent Park,
Jalandhar - 144 002,
India.



has been assessed and certified as meeting the requirements of

ISO 9001:2000

For the following activities

Monitoring and Management of prevention and rehabilitation of child labour in stitching of inflatable balls being manufactured and exported by members of Sports Goods Foundation Of India, Jalandhar.

Further clarifications regarding the scope of this certificate and the applicability of ISO 9001:2000 requirements may be obtained by consulting the organization

This certificate is valid from 18 January, 2005 until 17 January, 2008.
Issue 1. Certified since 18 January 2005.

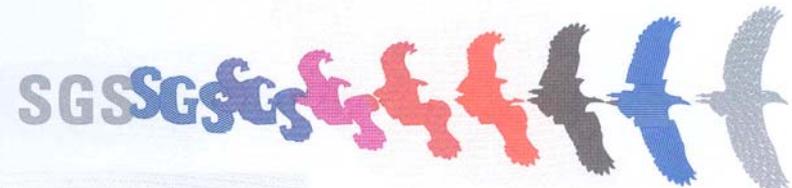
Authorised by

A handwritten signature in black ink, appearing to read 'R. K. Singh'.

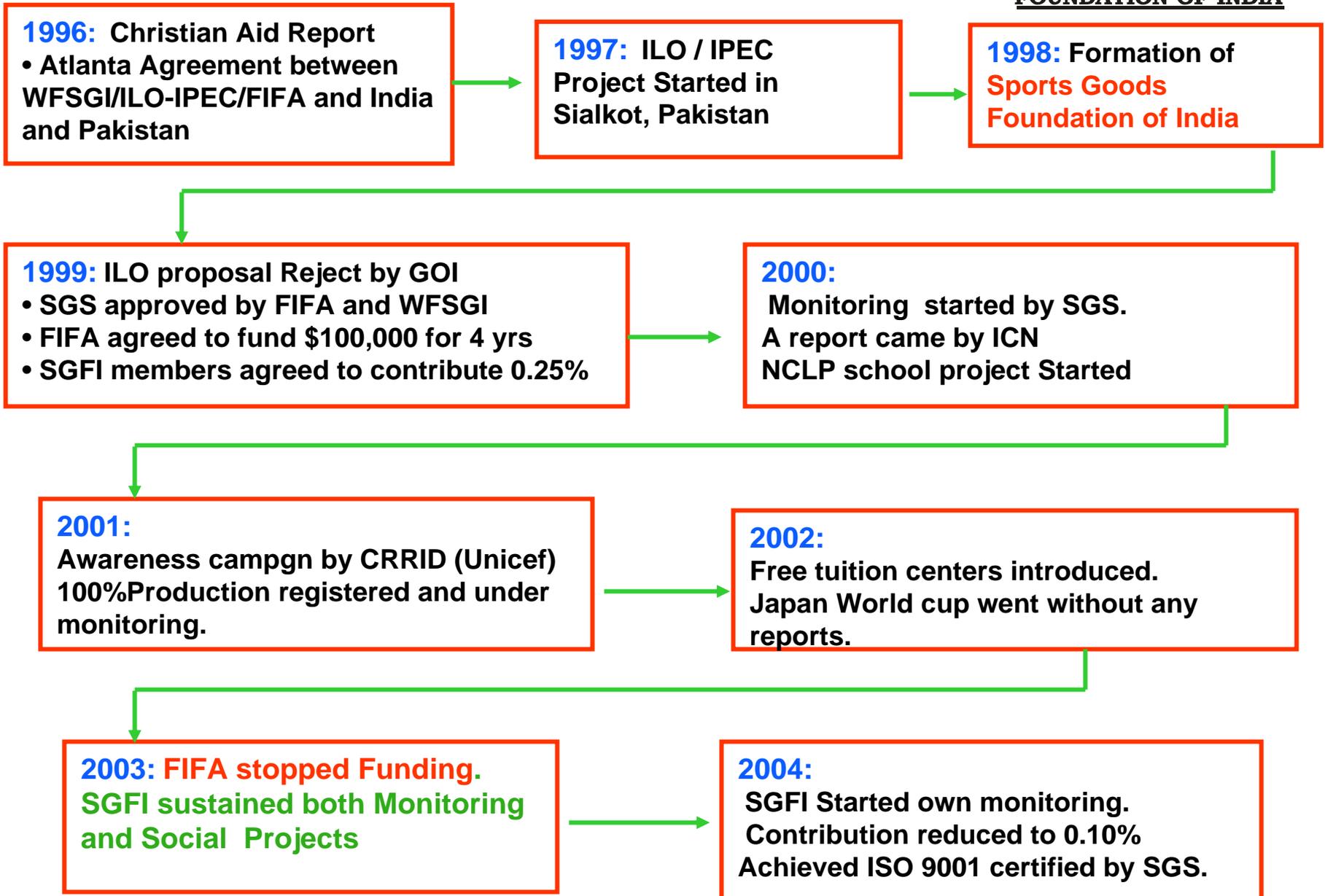


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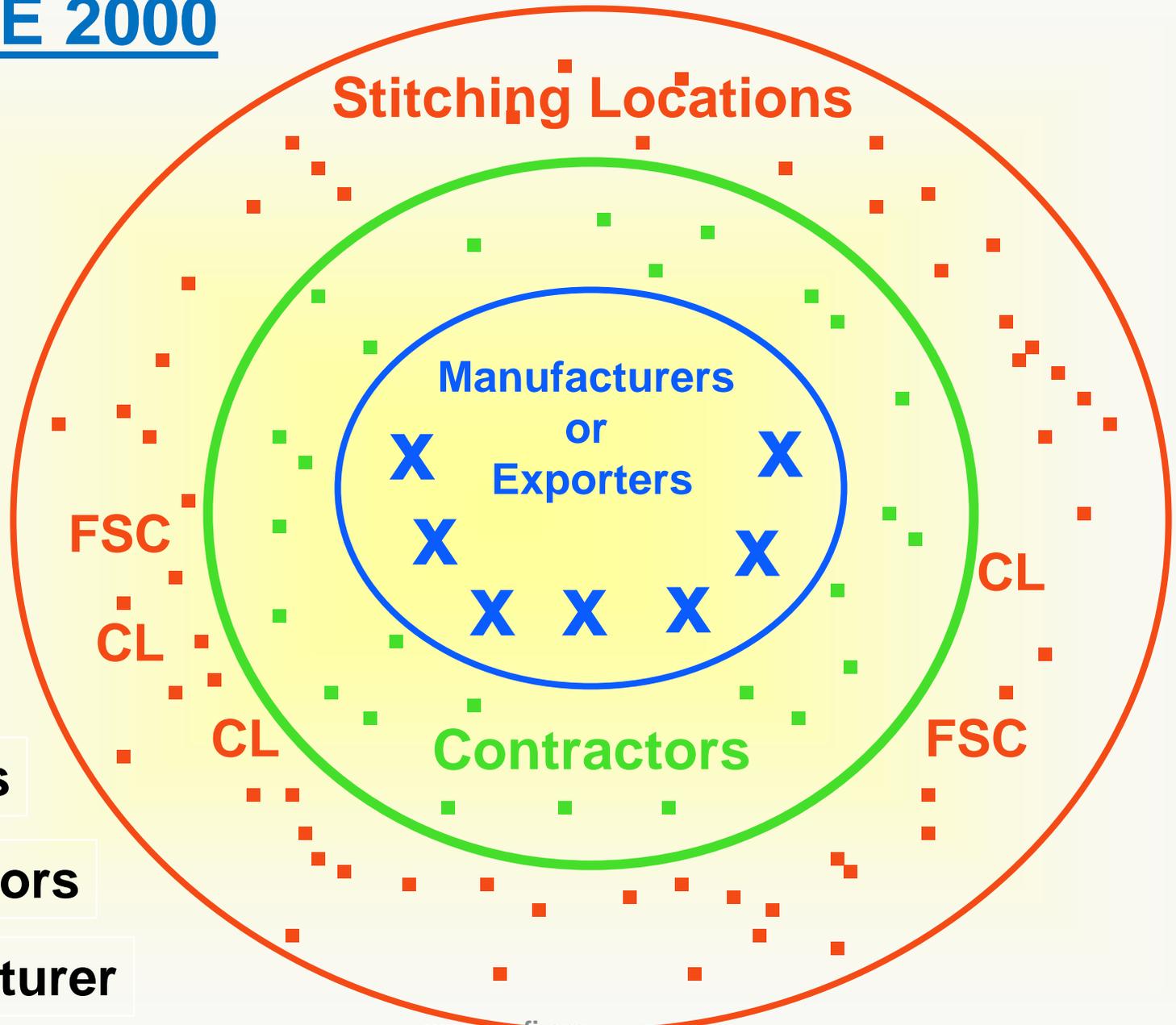
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A Journey to Success



BEFORE 2000



-  **Stitchers**
-  **Contractors**
-  **Manufacturer**

PARTNERS



COMPONENTS

⊕ Prevention and Monitoring .

⊕ Social Protection and Rehabilitation.

Social Protection Programme

- A) Awareness Raising and Credibility Building Activities**
- B) 27 NCLP Transitional schools**
- C) 30 Free Tuition Centers.**
- D) 2 Free Adult Education Center.**
- E) PRITMA computer training**

WHAT A MEMBER NEEDS TO DO

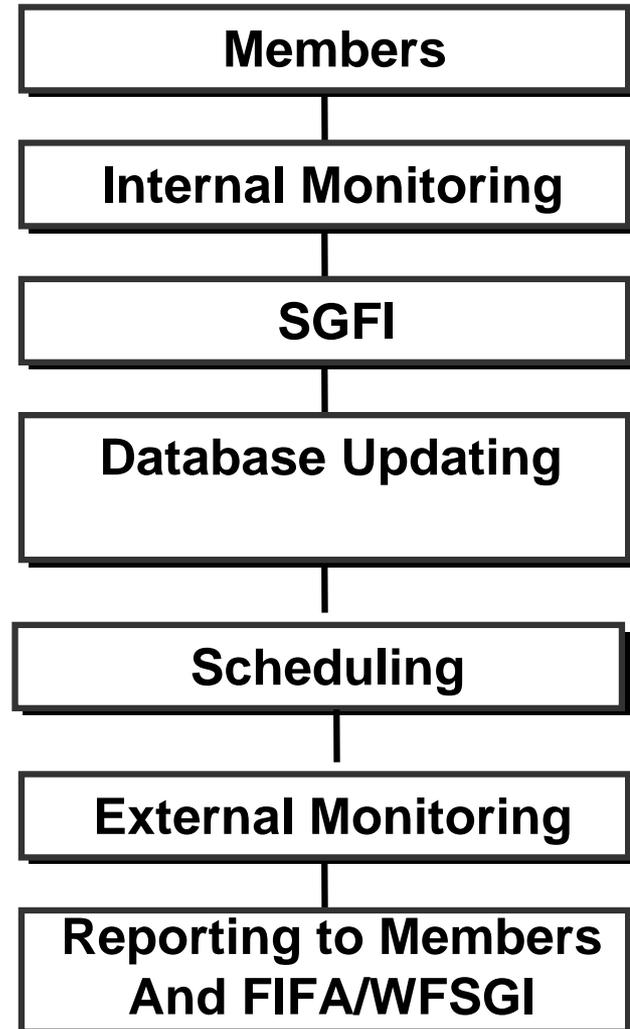
- ✦ **Undertaking - by Member and Contractors**
- ✦ **Appoint an Internal Monitor**
- ✦ **Prepare list of Contractors & stitching locations and submit to SGFI.**
- ✦ **Identification/ Registration of each work place**
- ✦ **Standardized quality of Balls & disclose production.**
- ✦ **Print ID Code on every Ball.**
- ✦ **Give awareness to all contractors.**
- ✦ **Take necessary action where ever needed.**

MONITORING

Procedure:

⊕ Internal Monitoring

⊕ External Monitoring



MODUS OPARENDI OF MONITORING

✦ Atlanta Agreement 1996 & other Partners

✦ Random & Unannounced visit

✦ Minimum 8 visits per year

✦ Confirm Name, Age and Production Capacity

✦ First Aid Kit in every visit

✦ Check Children Found Stitching

✦ Check Further Sub Contracting

✦ ID Code

✦ Hygiene/ Safety

Certificate Sample

CERT # _____

Dated: _____

This is to certify that “Member _____”, JALANDHAR are a member of the Sports Goods Foundation of India, with good standing and are in compliance with its guidelines relating to the prevention and rehabilitation of child labour in the Sporting Goods Industry.

We further confirm that “Member _____, JALANDHAR” submitted to the foundation lists of its stitching units/centers and that these units/centers are being externally monitored by SGFI.

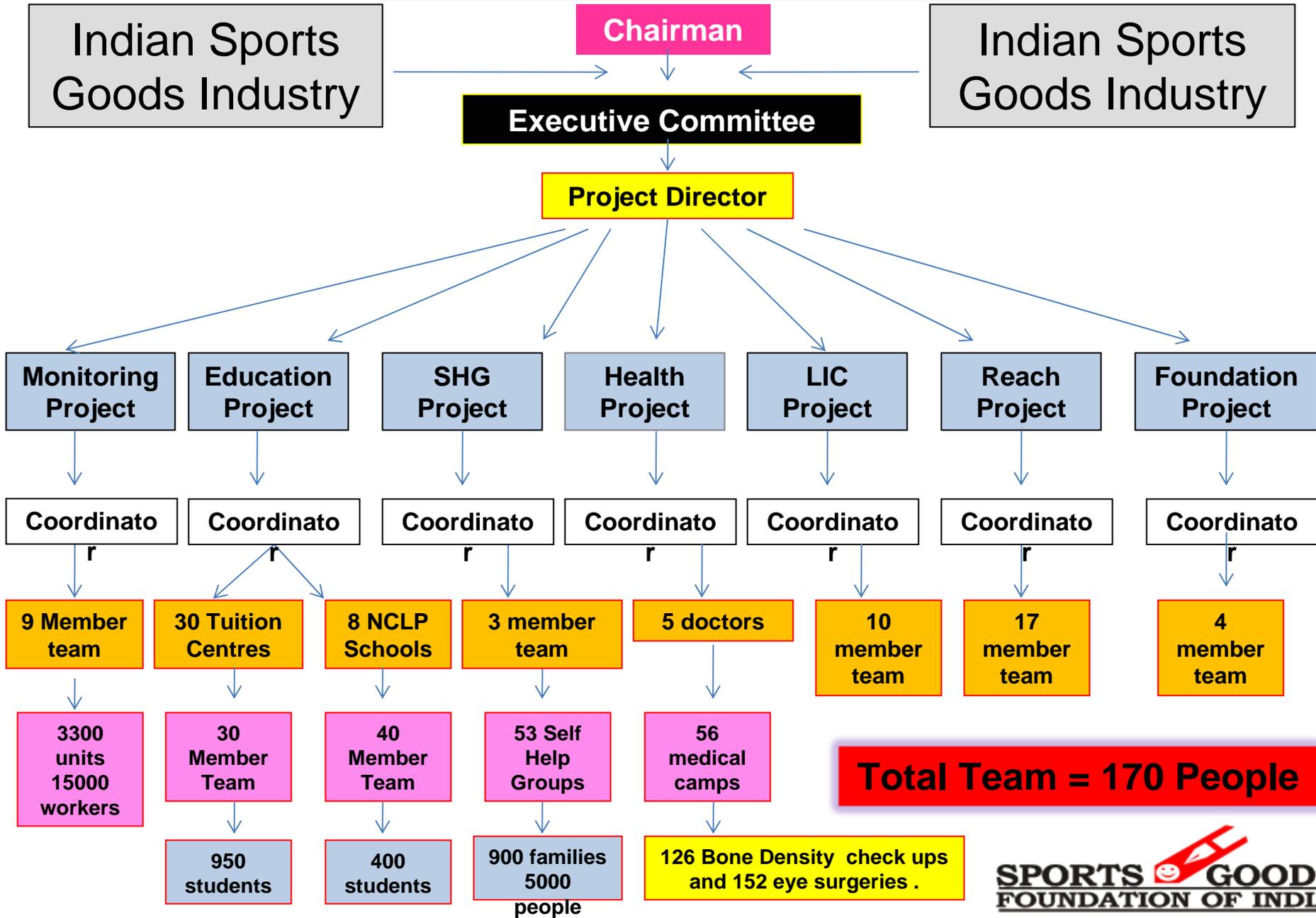
We further confirm that “Member _____” is a football manufacturer which performs fully in compliance with the applicable labour laws, without hiring any child or prison labour, infringing the personal freedom of any employee, violently treating any labour, or forcing any labour to do anything beyond his/her will.

We further confirm that FIFA Marketing AG, vide their letter Dt 3rd December 2001, has permitted the foundation members to produce Soccer balls for FIFA Quality Concept Licensees and “Member _____”, being a member in good standing, is permitted to produce Soccer balls for FIFA Quality Concepts Licensees.

This Certificate is valid for 3 months only.

Ravi Purewal
Project Director.

SGFI's Organization Structure



SGFI's Path to Achieve Success

A Joint Programme of



UNITED NATIONS

INDUSTRIAL DEVELOPMENT ORGANISATION
CLUSTER DEVELOPMENT PROGRAMME

**SPORTS  GOODS
FOUNDATION OF INDIA**

SeRB

Social & Environmental Responsibility of Businesses

- Monitoring.
- Self Help Groups (SHG).
- Swasth Man Swasth Tan (*Healthy Mind, Healthy Body*)
- Muskaan (*Smile*) - *Tuition Centres*
- Reach – Distribution of clothes & necessary items to the needy.
- LIC (Life Insurance Project).

Monitoring

- **Vision** – To continuously monitor home based stitching units.
- **Target Group** - 3300 families
- **Objectives** –
 - To ensure no child labour involved.
 - To identify & rehabilitate children.
 - To update our database.
- **Achievement** – Since 1999, 144000 visits / revisits have been performed.
- **Methodology** –
 - SGFI developed an internal team of monitors.
 - Monitoring team doubled now.
 - They conduct un-announced random visits daily to locations.
 - Each member also has appointed one internal monitor.
 - Update of locations received from internal monitors.
 - Check for sub contracting.
 - Identify any child labour involved.
 - Rehabilitation of that child at our schools.

Self Help Groups

- **Vision** – Empowering home based stitching locations.
- **Target Group** - 3300 families
- **Objectives** – To empower 500 families over one year.
 - Linkages with banks to promote savings.
 - Group Insurance.
 - Training and capacity building to sustain themselves.
 - Production groups.
- **Achievement** – Since November 2006, 1100 families have been organised into SHGs with average saving of Rs 20000 / per month / SHG.
- **Methodology** –
 - SGFI developed an internal team of SHG experts.
 - They conduct awareness workshops on SHG formation.
 - Provide handholding in terms of Bank linkages, book keeping, exposure, leadership training as support to each SHG for 6 months.
 - Spread success stories.
 - Sustainable Income Generation Programme (Production groups, entrepreneurship).

Swasth Man Swasth Tan

(Healthy mind, healthy body)

A health Project for the industry workers and their families.

- **Vision** - Capacity building measures in factories and local community through training and awareness on healthy living, occupational safety and to reduce drug addiction. To also support rehabilitation of those already trapped.
- **Target groups** – Factory workers, home based stitchers community and 30 tuition centres.
- **Objectives** – To cover about 2000 workers and train 50 counselors over one year on pilot basis.
- **Methodology** – Hired an expert (Doctor) to organise awareness workshops, mapped rehabilitation centres, local NGOs
- **Achievements** – 18 counselors undergoing training and 500 workers have been covered under awareness workshops. 52 medical camps done covering about 6000 workers.

MUSKAAN (Smile)



An education project comprising of 30 tuition centres to help children complete their homework and encourage them to attend their respective

schools

- **Vision** – Convert Tuition Centres into Personality Development Institutions.
- **Target Group** – 30 tuition centres covering about 800 children from home based stitching families.
- **Objective** – Enhance capacity of instructors of 30 centres to cover inputs on communication, subject knowledge and personality development.
- **Methodology** – Linking for regular training of instructors.
- **Achievements** - Industry run schools volunteered to provide inputs and training infrastructure.

Seeing this project 5 Lions Clubs have started 5 more tuition centres.

Faith shown by Government

Till recently SGFI was managing 4 schools under National Child Labour Project (NCLP).

Seeing the success of these four schools, government has entrusted the management of eight schools in the hands of SGFI.

REACH

A project that collects underutilized goods and recycle them to make useful for the underprivileged sections.

- **Vision** – To bring together people, who are willing to share and volunteer for community welfare at Jalandhar.
- **Objective** – Create a group of volunteers to steer an independent Social Responsibility (SR) initiative targeting community at large.
- **Achievement** –
 - SGFI member's wives have formed this group.
 - 35 collection centres have been opened in the city.
 - 140 distribution drives have been held benefitting 2000 children.
 - Children of 8 schools like convents, Mayor World and Cambridge etc of posh localities are involved in the project.

IMPROVED MONITORING PROGRAMME:

- a) **Strength of Monitoring teams doubled to 10.**
- b) **More frequent visits to stitching locations.**
- c) **A new Proforma developed to include a column in the external monitoring report related to observations of Monitors regarding general labour standards of stitching community so that SGFI can look into these aspects also and reach out fruitfully, if need be.**

The gap between SAYING and DOING
Is widening in today's materialistic world.

**But, to foster and energise social responsibility initiatives
of Indian Sports Goods Industry,
we are showing by “doing” and not only by “suggesting”.**

**Along with our ongoing projects under EDUCATION, MONITORING,
HEALTH OR SELF HELP GROUPS we have added another
programme to improve labour standards by providing**

**Life Insurance and Permanent Disability
cover**

to home based workers under social compliance.

EXCELLENT NEW INITIATIVE

**SGFI has been successful in providing hand-holding of
LIFE INSURANCE CORPORATION OF INDIA
(A Govt: of India Undertaking),**

popularly known as LIC, with the stitching families and in first phase as many as 500 odd persons have been provided such a “cover”.

**In the absence of Social Security in India, this step
taken by SGFI
not only gives security to labour, it also gives inner
satisfaction to all members of SGFI for being able to
provide such a “cover” to the stitchers.**

TARGET GROUP IS 3000 FAMILIES.

Present Status

◆No. of stitching centres/units under monitoring:	3300
◆No. of stitching centres/units out side Jalandhar	250
◆No. of monitoring visits undertaken during Aug 2009	800
◆No. of monitoring visits undertaken since 1999	144000
◆No. of stitchers being monitored:	15000
◆No. of manufacturers/exporters who joined the programme in 1999	25
◆No. of manufacturers/exporters who left/removed from the programme	5
◆No. of manufacturers/exporters active in the programme as of Sept 09	32

SGFI Members

Akay International.
Anandco Sporting
Corporation.
Avran Exports
Beat All Sports.
Behari Lal & Sons.
Brightway Exports
International.
Cosco (India) Ltd.
F.C. Sondhi & Co (India) P.
Ltd.
Freewill Sports Pvt Ltd.
Hans Raj Mahajan & Sons.
Hans Raj Mahajan
Worldwide.
International Legguard
Works.

Kamal Brothers.

Pioneer Sports Works P.
Ltd.
Premsons Plastics.
R.K. Mahajan Exports.
Ranson Sports Industry.
Sakay Traders.
Sanspareils Greenlands Ltd.
Sharma Exports.
Soccer International.
Stag International.
Shant Sports.
Sports Syndicate.
Savi International.
Universal Sports Industries.
Wasan Exports.
Worldwide Cricket Co.
Wintex Exports.



Transporting hundreds
of
football stitchers
to a better life...