



THE CONCERNED FOR  
Working Children

# *From Voices To Action: International Day Of Play IDOP*

**2023 - 2025**

*Journey from  
Call for Declaration  
to  
Actioning  
the Right to Play*



# CWC - A Founding Member of the IDOP Campaign



- Executive Director of CWC: A member of the board of the Child and Youth Friendly Governance Project (CYFG) and CWC is a Partner organisation of CYF Governance Project

## Global Campaign Partners



## LED BY A CORE GROUP OF U.N. MEMBER STATES

- VIETNAM
- EL SALVADOR,
- BULGARIA
- LUXEMBOURG
- JAMAICA
- KENYA

[International Day of Play org](http://International Day of Play org)



# CWC - A Founding Member of the IDOP Campaign

## Overall Campaign Design

- *Children consultation process*
- *Online and offline consultation questionnaires*

## Strategy with International UN

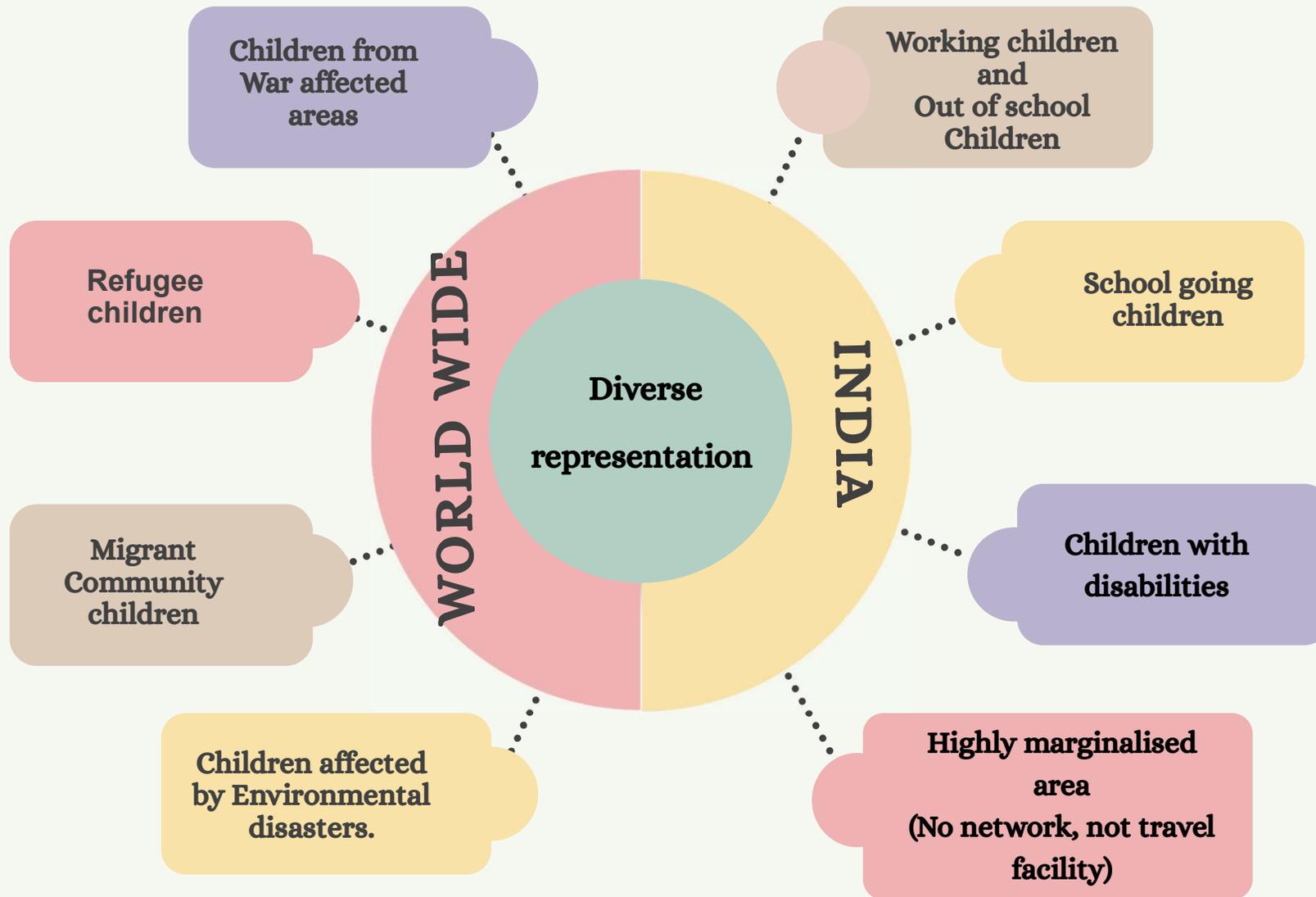
### Missions

- *Developing and disseminating the Call To Action*

## Raising National and International Focus on and Ownership to the Campaign

- *Communication - global focus and dialogue*





***EMPOWERING CHILDREN:  
ADVOCATE FOR GLOBAL RECOGNITION OF THEIR RIGHT TO PLAY AND  
ITS SIGNIFICANCE***

**Inclusive child  
advocacy**

**PROMOTING RIGHT  
TO PLAY**

**HARNESSING PLAY TO  
INFORM, EDUCATE, AND  
WELLBEING.**

**01**

**02**

**03**

**04**

**05**

**06**

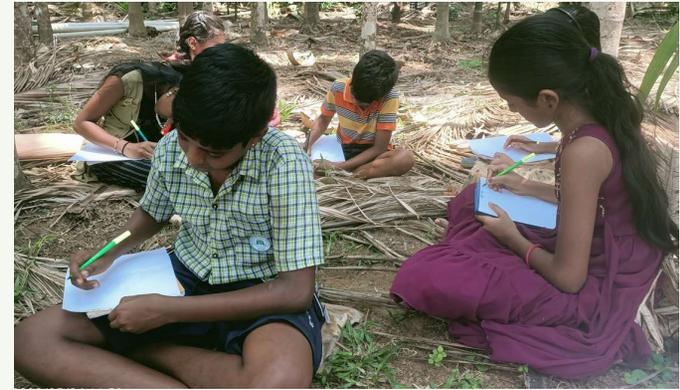
**PARTICIPATION  
IDOP CAMPAIGN**

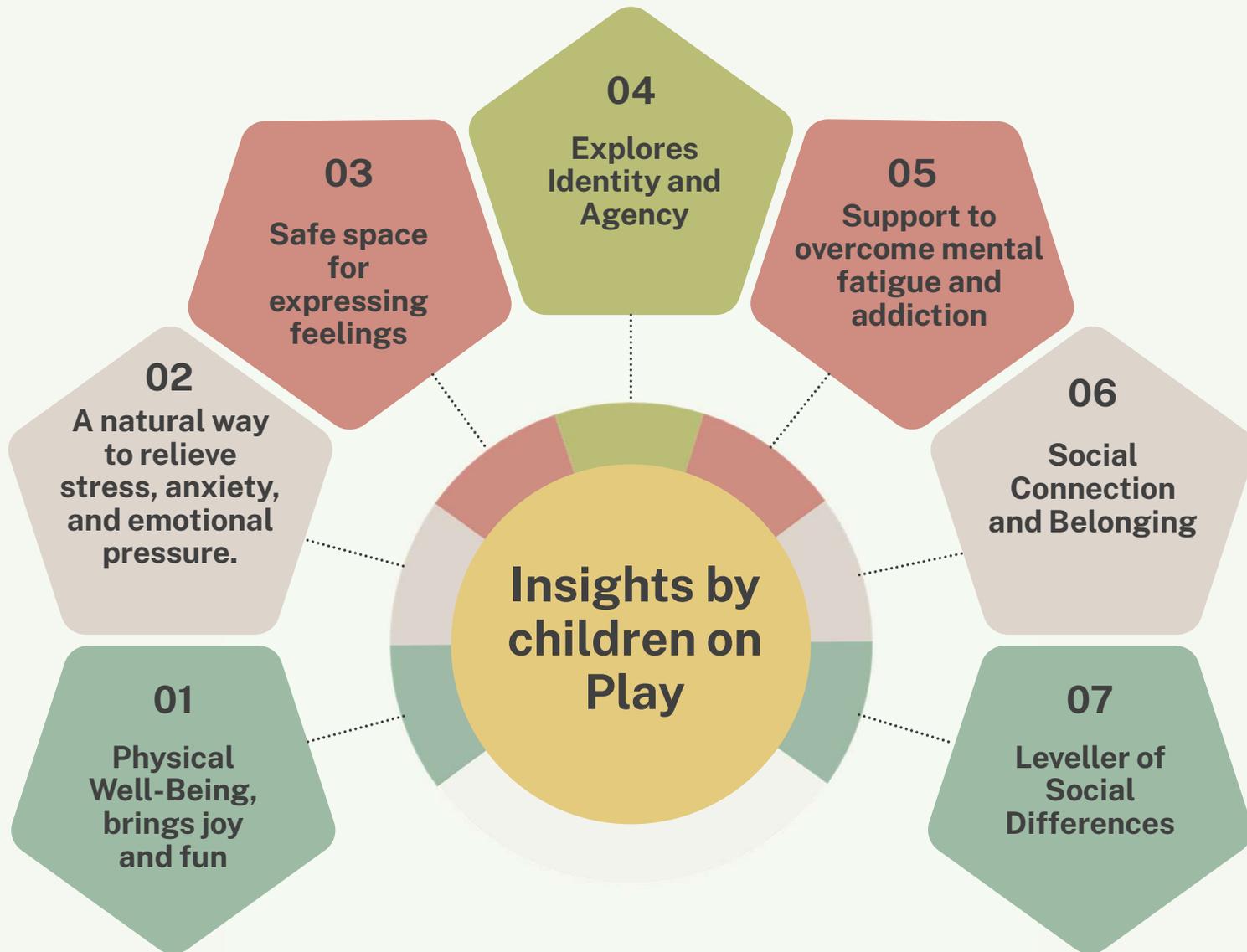
**CONTRIBUTION TO  
CALL TO ACTION**

**CELEBRATING  
IDOP**



# Consultation Process







The CAYAG  
developed the Call  
To Action to get the  
focus of

- 1. *Parents*
- 2. *Teachers and Educational institutions*
- 3. *Local and national governments*
- 4. *United Nations and civil society organisations*
- 5. *Global and local businesses*



**Build and create play-friendly spaces**



**Create more time & opportunities for play**



**Define what play should look like with children**

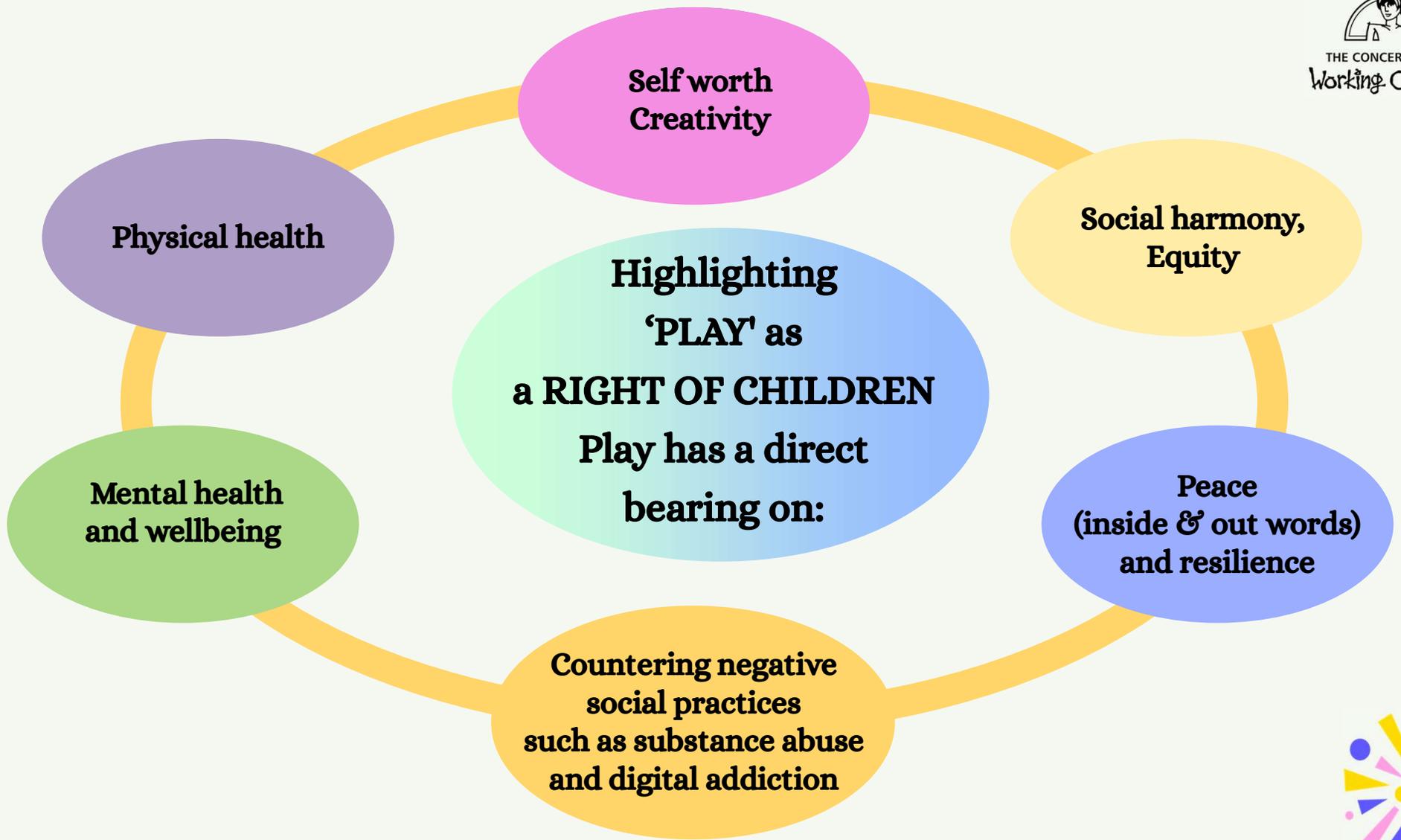


**Support children in building relationships through play**

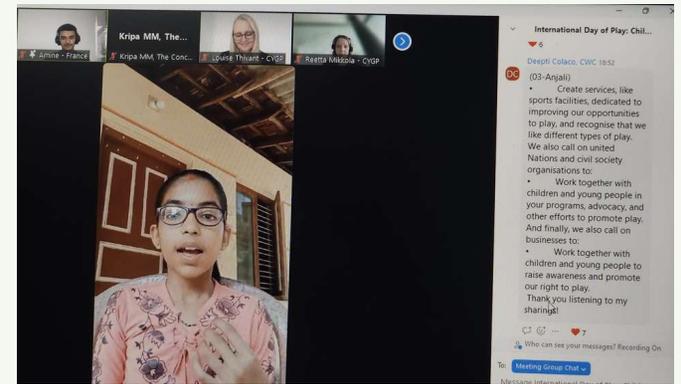


**Promote wellbeing and happiness through play**





# CAYAG members and other children representing the Right To Play Local to Global



# World Wide Celebrations

## 1st IDOP - 2024

- **UNICEF** – Play as a tool of engagement & empowerment - children in refugee and conflict zones
- **International Play Association** – World Chapters
- **Right To play Movement** - Global commemoration across all chapters
- **The CAYAG & Child and Youth Friendly Governance Project** - Systemic and Civil Society activation through its partners and associates





# Marking the First-Ever IDOP – June 11, 2024



# Outcome of CWC's initiatives -2024

- **RDPR Department issued a circular** focusing on
  - DECENTRALISED - Unique and contextual to children and different local communities
  - PLAY AS A RESOURCE - Locally contextual initiatives to highlight play as a tool of enablement
- **DWCD Department issued a circular** focusing on
  - celebration of IDOP in all CCIs, hostels, observatory and state homes.
- **Assurance from Udupi District Administration**
  - UDA was witnessed the CWC's initiative of celebration of IDOP with more than 500 children
  - Assured children that all their demands will be reviewed with concerned for suitable action plan



# National Virtual Peer Learning Session -2024



## Play together Stay Together



Ankur 

Empowering Children, Enabling Adults

The Concerned For Working Children invites you to the

**Launch of Project Ankur**

by

**Celebrating the first International Day of Play, June 11, 2024**

**Right To Play – Play Together, Stay Together**

An initiative to build collective strength, inclusivity and cooperation, and to overcome discriminations

Young Persons' 'Peer Learning Session' by

Bal Sena & Tarun Sena  
Bhavnagar, Gujarat



**Date:-** Tuesday, June 11, 2024

**Time:** 4.30 pm – 6:30 pm

**Zoom Link:** <https://zoom.us/j/95192034357?pwd=BI56HNwQhjJdmW1of2MLK38A0BEnOV.1>

**Meeting ID:** 951 9203 4357 **Passcode:** 717376

Ankur is an initiative of The Concerned For Working Children, to ensure 'Informed, Equitable and Meaningful Participation of Young People





# Integration of play as a central tool in our plan of action

- **Promote Play & Learn**

- **Leverage existing tools**

- Child Rights,
- Unity is Strength
- Understanding Personhood



- **Develop new tools**

- Understanding Mental Health & Wellbeing
- Constitutional Values
- Coordination matters



# Using Play as a Tool for Learning and Empowerment



- **Educate Through Play**
  - Make learning engaging and meaningful
    - Know your District, State and Country
    - Digital Safety
- **Raise Awareness Through Play**
  - Use interactive methods to inform and inspire
- **Address Issues via Play Activities**
- Encourage children to express and address their concerns through actions, games, and creative play
- **Dialogue on key topics through play**



- **Empower Stakeholders**

- Train adults to create safe, inclusive, play-based environments
- Play-based tools: Virtual training for State-wide Rural Librarians



# CWC - Core Partner of Global IDOP campaign 2025

## Choose Play Every Day

### Thematic Focus Areas

#### Play & Wellbeing:

- ✓ Free Play
- ✓ Mental & Physical Health

#### Play & Learning:

- ✓ Skills, Expression, Concepts

#### Play & Conflict Resolution:

- ✓ Peace, Resilience, Harmony



 Led by UNICEF globally,  
powered by **children** across communities,  
networks, foundations, CSOs, systems, and organisations.

# CWC's Interventions – Right to Play in India in 2025



## Multi-Level Interventions

-  Local – Udupi & Vijayanagara:
- Play days & fun with families & gov't
  - Community-led action & ownership

-  National:
- Peer-led session on play & gender equity
  - In English + 5 Indian languages

-  State – Karnataka:
- Integrating Right to Play in child care & systems

## Claiming the Right to Play: By Children, With Communities

- Atta Melas (Play Days) and fun activities with families and local government teams
- Community-led efforts – actions taken and owned by significant adults and local authorities
- Building ownership and pride among children and community members
- Commenced dialogues on strengthening local partnerships for child-friendly spaces



## CWC's strategic engagement: Karnataka Takes Ownership of the Right to Play

 **Dept. of School Education & Literacy:** Circular to observe IDOP and integrate Right to Play in all schools

 **Dept. for Empowerment of the Disabled:** Directive to include play rights in all child-focused institutions under its ambit

 **Directorate of Child Protection:** Circular for IDOP observance and use of play as a right and tool in all CCIs

 **KSCPCR:** Directive to all state departments linked to child development and protection, to integrate play system-wide; acknowledged CWC's role in the Right to Play campaign

*Government of Karnataka embraces the GOI's ratification of the UN Declaration on  
the International Day of Play*

# National Initiatives: Children Leading Change Through Play & Participation



 **Ankur**   
Empowering Children, Enabling Adults

**CWC's Project Ankur's  
6th Young Persons' Peer Learning Session**

**Power of Play**

**Kicking Out Gender Norms & Child Marriage through  
Sports for Development**

By **The Ajmer Football Girls' Collective,** **The Technology-Enabled Girls' Alliance &**  
**'Hum Ladke Badal Rahe Hain' boys**

facilitated by **Mahila Jan Adhikar Samiti (MJAS), Rajasthan**

**Date:- Thursday, June 26, 2025** **Time: 4:00pm – 6:00pm**

**Zoom Link :** <https://zoom.us/j/97067347505?pwd=nTO2hllTtGaRdV46C23fqEN3Pnd4b.1>

**Meeting ID: 970 6734 7505** **Passcode: 390028**



- CWC's Project Ankur's 6th Young Persons' Virtual Peer Learning Session on 'Power of Play: Kicking Out Gender Norms & Child Marriage through Sports'



- Led by Ajmer Football Girls' Collective, Technology-Enabled Girls' Alliance, and 'Hum Ladke Badal Rahe Hain' boys from Rajasthan, facilitated by MJAS — a strong children's call to action realised.

## National Initiatives: Children Leading Change Through Play and Participation

- Right to Play Call 🗣️ adopted at the 6th National Consultation of Children's Collectives (NCCC), Madurai (May 22–24, 2025)
- Led by NFPC, with participation from children representing 27 organisations across 12 states and Union Territories 🌍.



## Global Partnerships for Children's Agency and the Right to Play!

- Global collaborations continue to strengthen efforts towards children's agency and the right to play
- Recognised & highlighted the role of children & CWC in advancing IDOP 🚀🎈🎯
- Contributing to a growing global momentum that sees play as a right, not a privilege



- CWC partnered with the Child and Youth Friendly Governance Project & other partners to create a global virtual campaign on the Right to Play

- FORUT and the wider FORUT network actively supported & amplified the #ChoosePlayEveryDay movement 🌐

*We don't stop playing  
because we grow old;*

*We grow old because  
we stop playing*

