



CHILD & SOCIAL DEVELOPMENT ORGANIZATION

a social arm of the scci

Message of
Secretary General

World Federation of the Sporting Goods Industry (**WFSGI**)



We sincerely hope that this temporary crisis will generate new opportunities, thinking and enhanced commitment towards a sustainable corporate social responsibility model in Sialkot.

Ten years almost to the day after the Atlanta agreement it is time to adapt the business model that will be applicable in Sialkot to the larger CSR agenda and engage with all stakeholders on a new era of business development and leadership.

We thank the Pakistani government, the ILO, civil society, trade unions and all the stakeholders to help us achieve these objectives.

Andre Gorgemans

Introduction:

The social component of Sialkot Soccer Ball Project was sustained by the setting up of CSDO. All the key players of the Soccer Ball Project i.e. ILO, UNICEF, SCCI, SCF-UK etc... contributed in its development. CSDO, as an independent institution, turned to be very instrumental forum for promoting Corporate Social Responsibility practices in Sialkot.

On 8th May 2000, Mr. Andre Gorgemans, Secretary General, WFSGI, inaugurated the CSDO.



Mission Statement:

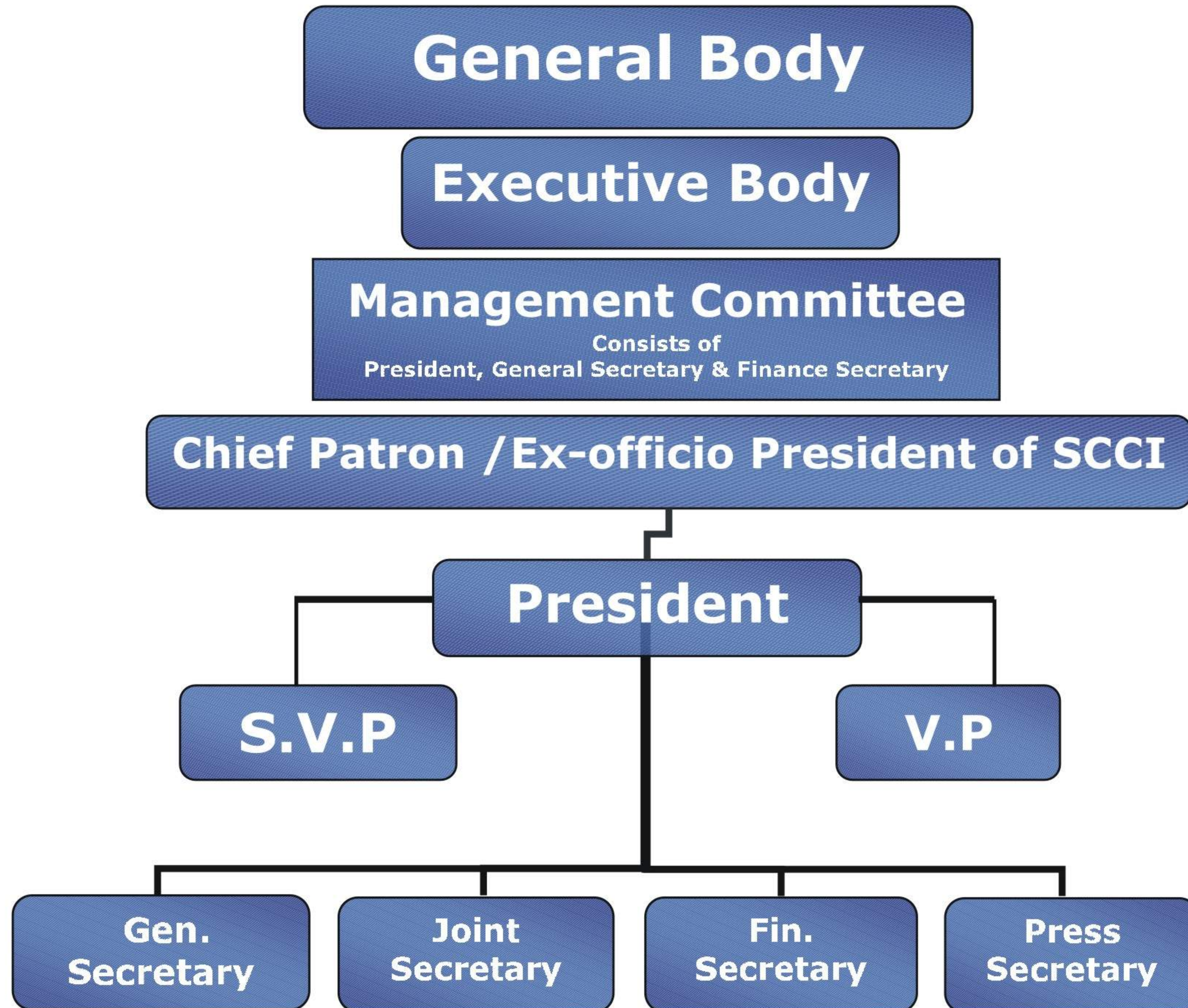
The mission of CSDO is to act as a proactive '**Social Arm**' of the Sialkot Chamber of Commerce & Industry (SCCI), for addressing the Corporate Social Responsibility issues. Mainly focusing on:

- 1. Child Labour free Sialkot**
- 2. To Promote Socially Responsible Entrepreneurship in Sialkot**

Legal Status:

CSDO is registered with the Department of Social Welfare under the Voluntary Social Welfare Agencies (Registration & Control), Ordinance 1961 (XLVI of Pakistan). It is a non-profit organization.

Organizational Structure:



Strategy:

- ✓ **Training and Capacity Building of SCCI members.**
- ✓ **Advocacy and Communication on CSR.**
- ✓ **Act as Resource Center on Corporate Social Responsibility/compliance Issues.**

Project Profile:

► **Elimination of Child Labour from Hazardous Occupations (ECHO) Project:**

CSDO, in partnership with United Nations Children Fund (UNICEF) and other NGOs carried out Elimination of Child Labour from Hazardous Occupations (ECHO) Project. This **benefited about three thousand children.** It provided them opportunity to acquire literacy, and also spreading awareness amongst thousands of individuals on the hazards of child labour and importance of education. Under this partnership number of seminars and meetings were also held with the employers and employees on the issues of Corporate Social Responsibility and promotion of labour rights.



► **Registration at Birth (RAB) Project:**

In collaboration with the UNICEF, the CSDO has played a pivotal role in piloting Registration at Birth (RAB) Project in 36 union councils of District Sialkot to promote birth registration trend.

► **Capacity Building Programme of SCCI through CSDO:**

In March 2004 ILO-IPEC signed an agreement with CSDO aiming to develop its technical and institutional capacities. This project resulted in the strengthening of following areas:

○ **Resource Center on Child Labour and CSR Issues:**



CSDO has established a library wherein a number of books concerning corporate social responsibility, child labour and social development. Its aim being to facilitate the members and other concerned organizations working in similar direction. Computerized Management Information System/common database has also been developed. CSDO has also published a booklet containing information on the projects undertaken by the SCCI.

○ **Development of Management Information System:**

A common database covering Health Management Information System (HMIS), Education Management Information System (EMIS) and Child Labour Management Information System (CLMIS) has been developed and being further refined for shaping it up to meet desired results.

○ **Advocacy on child labour issues:**

CSDO remained focused on compiling and disseminating different project reports at national and international level i.e. Government, ILO, UNICEF and WFSGI..... :involved in developing, publishing and dissemination of different Information, Education and Communication (IEC) material. :covering Child Labour Elimination Programme (CLEP). Designing the advertisement page published in the International Handbook of the World Federation Sporting Goods Industry (WFSGI).



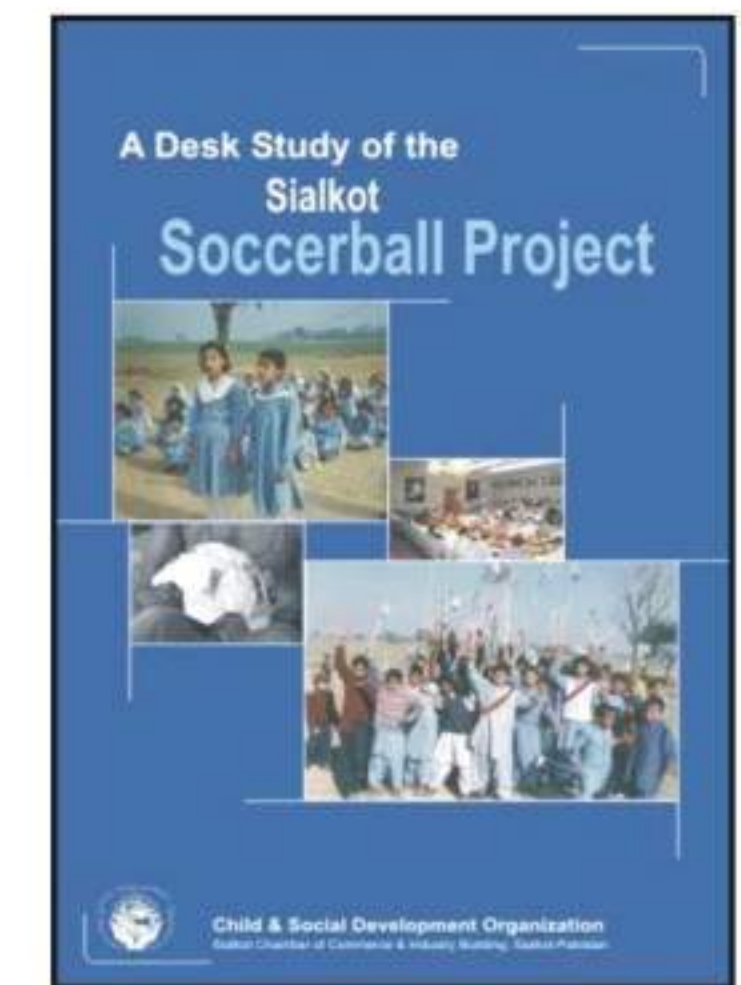
▶ **Capacity building through a training workshop on Maximum Performance:**



CSDO in collaboration with ILO-IPEC arranged 3 days capacity building workshop on maximum performance in Lahore University of Management Sciences (LUMS) from 20-22 April, 2004. A group representing officials of ILO-IPEC, CSDO, IMAC, programme partner NGOs, PRSP, SCCI and District Government i.e. Department of Labour and Social Welfare participated in the training.

▶ **Desk study of the Sialkot Soccerball Project:**

CSDO has compiled and published "A Desk Study of the Sialkot Soccerball Project" which delineates various phases of the project in great detail and chronological order.



▶ **"World Day against Child Labour" (WDACL) and "Universal Children's Day" :**



In collaboration with ILO-IPEC, SCCI, District Government, and number of NGOs, CSDO takes lead every year in celebrating "World Day against Child Labour" (WDACL) and "Universal Children's Day".



Impact created so far:

- ▶ Besides discouraging children's entrance into labour market the Soccer Ball Industry is also taking interest in addressing their social issues.

- Other industrial segments have also been positively influenced.
- General Communities are better sensitized about diverse labour and other Social issues.
- Forum for interaction, coordination, and proactive planning is developed.

Indirect outcomes of the undertaken projects and other such activities:

CSDO has earned number of positions to positively influence in policy making regarding Corporate Social Responsibility (CSR) and Child Rights Convention (CRC) like **1)** Member, Board of Governors of IMAC, **2)** Member, District Commission for Child Welfare and Development (DCCWD), notified by the Government of the Punjab, Directorate General of Social Welfare and Bait-ul-Mall, **3)** Member, District Child Rights Commission, notified by the Government of the Punjab, **4)** Member, District NGOs Council, notified by the District Government, Sialkot, **5)** Coordinating agency between UNICEF and other implementing partners of Elimination of Child Labor from Hazardous Occupations and Registration at Birth and member of such other committees.

Current Interventions/Activities:

- Providing Secretarial and coordination services for SIDT&SIDC (a project aimed to cope with the challenge of mechanized production of balls in collaboration with SMEDA).
- Liaisoning with the SCCI and the Soccer Ball Manufacturers participating in the Child Labour Elimination Programme (CLEP).
- Coordination with the Government and other agencies focusing on alive projects.
- Supporting national and international events relating to child labor and other social issues like CSR/Social Compliance and social development at Sialkot level.

- Coordinating with the SCCI and other national and international agencies i.e. WFSGI, ILO, UNICEF, etc...
- Resource Center on Child Labour issues.
- Entertaining the different queries about CSR, child labour and other social issues.
- Working as an active forum of interaction for effective planning of the Projects on Social Development and implementation in Sialkot.
- We help to co-ordinate projects having identical objectives with CSDO.

Path Forward:

- ❖ Training and Capacity Building of the Members of SCCI.
- ❖ Raising Awareness of Corporate Social Responsibility/Social Compliance, Labour Rights, and Child Rights issues with the entire industry; both employers and employees through workshops/seminars.
- ❖ Facilitate suppliers of international brands for implementation and compliance of Code of Conduct.
- ❖ To promote and support the labor laws reforms.
- ❖ Development, planning and implementation of social development projects.
- ❖ Elimination of Child Labour from the Auto Shops, Hotels and other occupations.
- ❖ To develop a mechanism of dialogue among the employers and workers.
- ❖ Working for the promotion of women rights especially those who are employed in the industry.
- ❖ Working for Youth Welfare.



Child & Social Development Organization

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