

Arpan launches groundbreaking 'ProtectedByPOCSO' campaign to combat child sexual abuse in India



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An alarming 50% of children in India have experienced sexual abuse (MWCD 2007), with 182 new cases reported every day (NCRB 2022). As the rate of Child Sexual Abuse (CSA) continues to escalate across the country, **Arpan**, India's largest NGO focused on the prevention of CSA, has launched a bold and urgent public awareness campaign aimed squarely at child sexual offenders. The campaign seeks to educate the public on what constitutes CSA and highlight that sexual violence against children is neither acceptable nor tolerable. According to the NCRB 2022, 42% of all crimes committed against children are sexual offenses.

The **#ProtectedByPOCSO** campaign delivers a powerful, unequivocal message: *Child Sexual Abuse is a criminal offense – Stop Now or Face the Consequences*. This campaign is a direct call to action, warning offenders that they will face severe legal repercussions under the *POCSO Act* (Protection of Children from Sexual Offenses, 2012), along with significant social consequences. Arpan aims to raise widespread awareness of CSA laws and protections, deter offenders, and ensure that they understand that they will be held fully accountable for their actions.

"We can no longer ignore the root of this grave issue. We must take proactive steps to prevent sexual abuse and protect children from harm," said **Pooja Taparua**, Founder and CEO of Arpan. *"This campaign is not just about laws; it's about making offenders understand that their actions will not go unnoticed. They will be caught, they will be isolated, and they will face severe legal consequences. Our children deserve to grow up in a world where they are safe, and the POCSO Act stands as a shield to protect them."*

Bollywood actress **Vidya Balan**, Arpan's Goodwill Ambassador, expressed her support for the campaign, stating, *"It's time for all of us to come together and speak up for child safety. As an*

advocate for this cause, I stand with Arpan and the #ProtectedByPOCSO campaign because children deserve to grow up free from the fear of abuse. Offenders may try to manipulate or take advantage of children's trust, but this campaign ensures that such heinous acts will not go unpunished."

The **#ProtectedByPOCSO** campaign was launched during **Child Safety Week (14th–20th November)**, with an extensive public outreach effort. In partnership with the **Mumbai Metropolitan Region Development Authority (MMRDA)**, **Thane Municipal Corporation (TMC)**, and **Brihanmumbai Electric Supply and Transport (BEST)**, Arpan is displaying child safety messages across the **Maha Mumbai Metro** and **Public Buses** in Mumbai and Thane. Billboards in **Vile Parle** and **Bandra**, local trains on the Western Line, and **Auto Rickshaws** across the city are also showcasing the campaign. The campaign film is being shown in **PVR theatres** across Mumbai and is available on major **OTT platforms**, including **Jio Cinema**, **Zee5**, and **MX Player**.

In addition, schools in **Maharashtra**, **Chhattisgarh**, **Goa**, and **Andhra Pradesh** have joined the movement by displaying school uniforms on their main gates with the powerful message: *All children in India are #ProtectedByPOCSO. Stop Right Now or Get Caught.* For more information about the campaign and the POCSO Act, visit www.arpan.org.in or follow **#ProtectedByPOCSO** on social media. Together, we can make India a safer place for its children.

About Arpan

Arpan is a leading NGO dedicated to the prevention of Child Sexual Abuse (CSA) and providing support for healing. Through its comprehensive programs, Arpan has been working to create a safer environment for children across India. Since its inception in 2007, Arpan has reached over **18.4 million children and adults**, making a significant impact on child protection in the country.

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