



MUMBAI  
MOBILE CRECHES  
FUTURES UNDER CONSTRUCTION

10.7.2013

The President  
MCHI – CREDAI  
Maker Bhavan II, 4<sup>th</sup> Floor  
18, V. Thackersey Marg  
New Marine Lines  
Mumbai 400 020.

Dear Sir,

Mumbai Mobile Creches is a 40 year old organization supporting children living on construction sites to be safe, healthy and educated. It's a comprehensive program catering to children between birth to 14 years of age and supports their health, nutritional, educational and recreational needs. We are currently running 30 centres in Mumbai, Thane and Navi Mumbai and during the last year reached to more than 4500 children.

We are enclosing a brief overview of our programs and services.

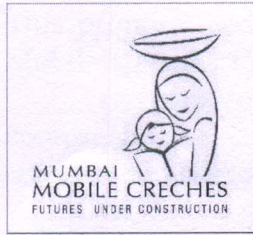
We would appreciate if MCHI – CREDAI could forward our attached note and spread awareness about our services amongst its members, as we would like to partner with developers/builders to help them ensure that all their sites are "child-friendly". We would be happy to also make a presentation about our work during one of your member meetings if required.

We would appreciate your help to engage builders involved in infrastructure projects in MMR region. Our mission is to ensure children of construction workers are safe, healthy and educated. We request you to help us make this a reality.

Yours sincerely,

Vrushali Naik  
Program Co-ordinator.

*for circulation  
among members  
10/7/13*



**MUMBAI MOBILE CRECHES - LAYING THE FOUNDATIONS FOR  
CHILDHOOD ON \_\_\_\_\_ SITE**

Contact: Vrishali Pispati, Chief Executive, Mumbai Mobile Creches, Abbas Building, 1st floor, Mereweather Road, Colaba, Mumbai 400 001.

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This proposal seeks to establish the partnership between \_\_\_\_\_ and Mumbai Mobile Creches to create the opportunity for approximately 40 children living on \_\_\_\_\_ construction site to be safe, healthy and educated and to benefit from a comprehensive development programme. Currently MMC runs 30 centres on construction sites and in 2012-13 reached more than 4500 children.

### 1. Brief overview of Mumbai Mobile Creches

Mumbai Mobile Creches is a well established organisation that aims to transform child care arrangements and services, especially those on construction sites. Its **mission** is to support child friendly sites – where children are safe, healthy and educated. This is done by running demonstration centres of comprehensive child development, training community women as well as other organisations in early child education and care, and linking with resource providing organisations to influence the policy environment. Over the last four decades, it has developed and pioneered a model that supports the development of the very young child, frees young children from the burden of child care and supports children get into and stay in school. Such an approach – which has the needs of young child at its core – creates the foundations for healthy development and overall growth of our society.

Mumbai Mobile Creches believes that stimulating care, development and education is every child's inalienable right, and provides the most powerful and profound tool to escape the cycle of poverty. The Mumbai Mobile Creches' programme is a **proactive poverty alleviation strategy** focused on championing the rights of the child on the construction site. The reason we focus on the migrant child on the construction site is because she is among the most vulnerable and invisible population among the urban poor. **To date, we have reached over one lakh children.**

### 2. Institutional Background

The construction industry is the single largest employer of migrant labourers, the poorest of the poor, in Indian cities. Approximately 35 million men and women work in this sector and they are largely unorganized. Moving wherever they can earn an income, most migrant labourers are illiterate and only able to speak their native language. Their lives are characterized by insecurity of wages, dangerous working conditions, and lack of access to any kind of welfare.

The children of these workers – estimated to be over 50 million – are even more vulnerable. Because of their families' extreme poverty and also since their parents are constantly working (sometimes mothers go back to work a few days after delivery), they are left to fend for themselves. They suffer from malnutrition, under nourishment, accidents, and innumerable health problems. They are marginalized from formal schooling, day-care centres or any sort of support system. The dangerous construction site is their only playground.

### 3. Aims and Objectives

Mumbai Mobile Creches sees its role as multi-pronged. When set up on a site, our child development centres:

- Support the development of the very young child and create the foundations required for school entry and high individual achievement
- Free older children from the burden of child care and child labour and support her to enter and perform well in school.
- Support the working mother who is reassured in the knowledge that her children are safe and looked after.
- Provide guidance and support to parents on child rights and care, especially educating parents on the importance of crèches and balwadis on construction sites.
- Create a **win-win solution for children, their parents and the developer** of the site. When children are safe and healthy, parents take less breaks, work more efficiently, and complete their work faster.

Therefore, a day care centre is a very low cost, essential and high impact intervention that had numerous positive benefits - for children who are learning and safe, for parents who are less worried and more productive, and for the builder, to complete his work faster and to demonstrate his commitment to larger social goals.

#### 4. At the centre

Child development centres are set up on the construction site itself, in finished or unused rooms allotted by the builder. This could be in a range of locations, such as a constructed car park, unfurnished apartment rooms, or the remains of a demolished building, and hence each centre is different. All centres have a kitchen, bathroom, electricity and clean water. Please refer to our **Standard of Services** document which details our requirements, timetable and programmes.

##### a. Holistic Development and Education demonstration models through child development centres

- Children from birth to three years of age are part of our crèche programme where emphasis is placed on a creating stimulating environment that nurtures motor, cognitive, social, emotional and physical growth. This is, in fact, what the organisation is best known for promoting - a model of Early Child Care and Education where learning happens through music, dance and play.
- Children from three to five years of age are part of our pre-primary programme that includes school preparedness.
- Children above six are part of our non formal schooling that assists out of school children enter school and stay in school.

##### b. Health, Hygiene and Nutrition - All children attending the centres are given lunch, snacks and receive curative, preventative and rehabilitative care, monitored by weekly doctor's visits. This is a critical intervention since we find that more a significant number of children are malnourished and suffer from various deficiencies. Moreover, financial assistance is provided for serious illnesses.

##### c. Community Outreach -Through workshops, training, monthly community meetings and street theatre, various issues such as child care, child labour, hygiene, nutrition, health care, family planning, AIDS, substance abuse, and many other issues

are discussed. Mumbai Mobile Creches is also training community women to manage the crèche and pre-primary programme.

### 5. Budget and Support

The following number of children was identified on the site

	No. of Children	Child :Teacher Ratio
Below 3 years of age (Creche group)	10	10:1
Between 4-10 years (Pre-primary group)	20	20:1
6+ school going age	10	25:1
<b>TOTAL</b>	<b>40</b>	

The monthly budget for the centre is as below: (All contributions to costs of the centre are tax- deductible under Section 80G of the IT Act)

Expense Head	Rate	Total (in Rs.)
Nutrition	(@ Rs. 260 per child)	10400
General care	(@ Rs.30 per child)	1200
Education Material	(@ Rs.50 per child)	2000
Medicines	(@ Rs. 30 per child)	1200
Doctor's Honorarium	Rs. 350 per weekly visit	1400
1 part time Centre Manager	(@ Rs. 9000 per person full time)	4500
1 Teacher 6-14 yrs)	Full time salary	7500
1 Teacher 3-6 yrs)	full time salary	7500
1 Creche Worker (< 3 yrs)	full time salary	7300
1 Community helper		2500
10% administration cost		4550
	<b>Total centre cost per month</b>	<b>50050</b>

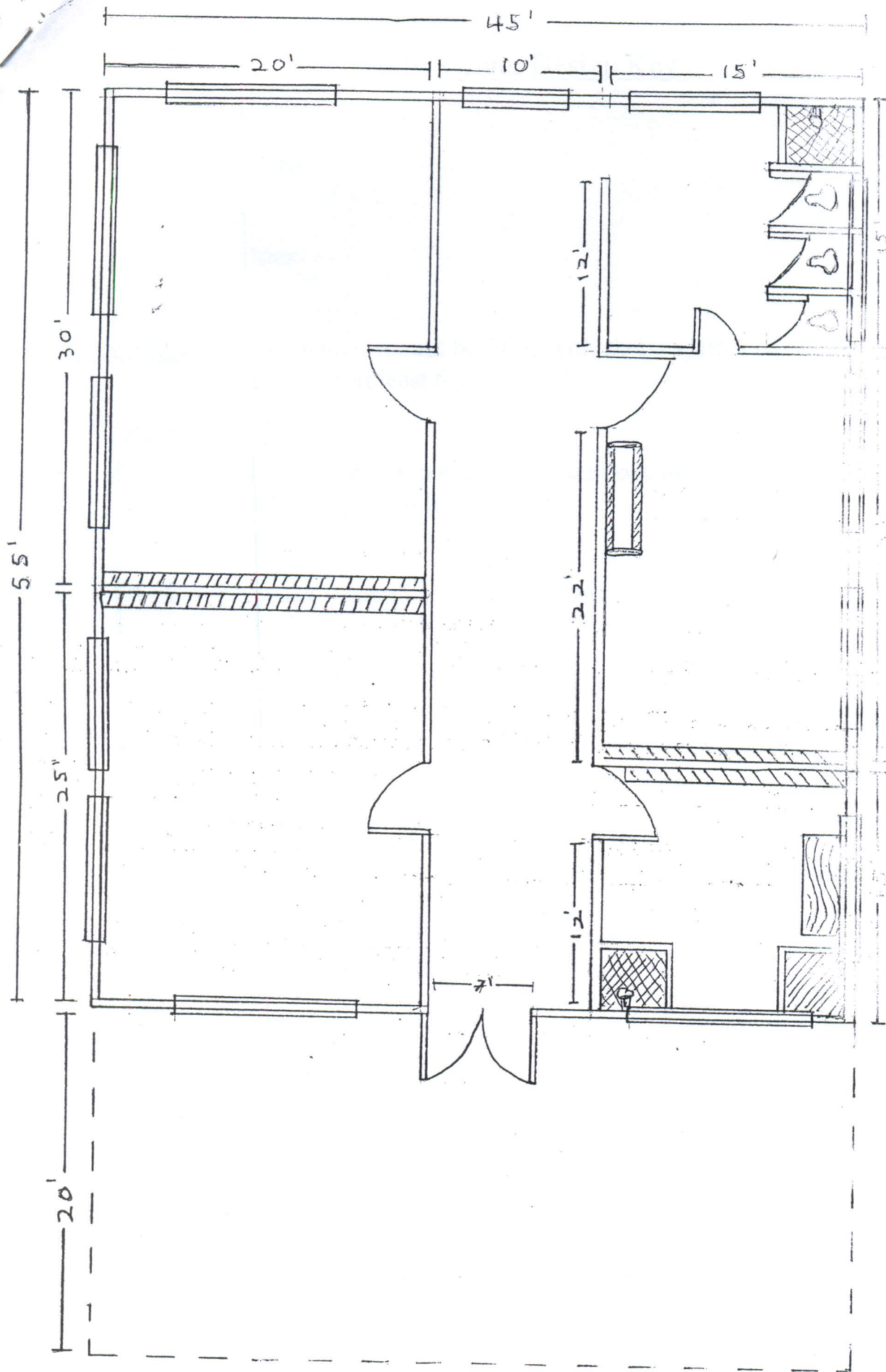
## 6. Reporting

Mumbai Mobile Creches will provide yearly centre reports with case studies, education and health interventions, attendance and programmes at the centres via email to \_\_\_\_\_ Group.

## 7. Conclusion

Mumbai Mobile Creches is excited to partner with \_\_\_\_\_ to ensure that all \_\_\_\_\_ construction sites are child friendly. This CSR initiative of \_\_\_\_\_ is indeed a very positive step and sets very high standards of social responsibility in the construction industry.

Supporting our programme will assist extremely vulnerable and marginalised children have the opportunity and space to enjoy their right to learning and fun. We need to invest in our most precious human resource - our children - so that they can be successful and confident members of our nation and society.



## MMC Center Design Key



- Toilet



- Door



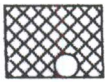
- Wall which should be fitted with shelves; floor to ceiling should be at least 6 shelves



- Stone counter top maximum size possible (height of 1.5 feet from the ground level)



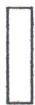
- Syntex water tank with direct connection and elevated at least 3 feet from ground



- Open area with cement boundary and tap for washing (height of 6 inches from the ground level)



- Free standing iron rod structure for babies cradles to hang from



- Window



- Outdoor open space

### Specifications:

- Each room must have:
  - Minimum 1 ceiling fan
  - Minimum 2 tube lights – compact fluorescent
  - Minimum 2 sets of electrical outlets

- APS tile flooring or leveled smooth concrete
- Each center must have a minimum of 2 toilets
- Ceilings should be a minimum of 4 meters from the floor
- All windows must have grills
- Underground drainage required – single stack system plumbing with PVC pipes
- 3 main rooms should have hooks/nails on free walls to hang things from

Preferred building material:

- Walls - Hollow concrete blocks
- Roof - Ferro-cement or bamboo/steel corrugated sheets

\*For specific regions see [http://www.bmtpc.org/pdf-misc/Region\\_wise.pdf](http://www.bmtpc.org/pdf-misc/Region_wise.pdf)

Explanation of specifications:

- Hollow concrete blocks for their thermal properties. Concrete has a low heat transfer rate and the hollow space helps to bring down this rate even further by acting as insulation.
- Ferro-cement for its thermal properties and environmentally friendly nature. Ferro-cement is lightweight and allows heat to pass through it. It is also easily recycled and easy to use as a construction material
- PVC pipes for their durability and cleanliness; PVC is both strong and resistant to wear. These pipes can be dug up and reused once a center is no longer in use.
- Underground drainage is a mandatory requirement; single stack plumbing system is the simplest way to implement this.