



Bayer CropScience



The Bayer CropScience

Child Care

PROGRAM

Protecting Children's Rights
in Agriculture

Child labor is deeply rooted in many societies. The United Nations International Children's Emergency Fund (UNICEF) estimates that more than 200 million children between the ages of five and 17 work full time* .

In the poorer regions of Latin America, Africa and Asia in particular, it is common practice for children to contribute to their family's subsistence from an early age. As a result, children and adolescents are denied access to a proper school education, which in turn robs them of important career opportunities later in life.

* *International Labor Office, The End of Child Labor: Within Reach, Geneva, 2006*

Bayer CropScience is strongly committed to respecting the rights of children

1 Contractual ban on child labor

Contracts concluded with our partners expressly ban child labor. Clear agreements are reached that specify graduated sanctions in the event of non-compliance and provide incentives for dispensing with child labor.

2 Regular visits to areas under cultivation to verify workers ages

Our teams visit, for example, the cotton-growing areas several times during the season to verify the age of the people working there. A separate organizational unit is responsible for this and the results are evaluated each year by an independent auditor.

3 “Learning for Life” education opportunities

Children should be given the chance of a better future. Our “Learning for Life” initiative extends to include reintegration into the regular school system through to vocational education measures.

4 Raising awareness of the problem

Schooling is the key to higher earnings later in life. We are getting this message across with our communication strategies and showing farmers that they can work their fields profitably without using children.

5 Incentives for farmers

We help to ensure the economic efficiency of cotton cultivation through further incentives such as training courses in the safe handling and use of crop protection agents and extensive knowledge transfer on crop production as part of our “Target 400” program: 400 packages of cotton seed per hectare is the target for the seasonal yield (before the program was launched: 260-300 packages).



The Bayer Group does not tolerate child labor. This applies to all operations and their suppliers. Bayer CropScience implements this position for its seed production. Children who have been working in the fields are reintegrated into schools. Ravi and Mariamma are just two examples of the program's success.

Bayer CropScience is actively committed to the fight against child labor

The Bayer CropScience Child Care Program reflects our clear zero-tolerance policy on child labor. However, child labor is still deeply rooted in many Asian cultures, including the agricultural sector in India, so we need a change in awareness. Our teams use the program's comprehensive strategy to get across the message that working in the fields

can be profitable without resorting to the use of children. Education opportunities are also provided for children and our communication measures make parents more aware of the problem. Last but not least, the initiative provides additional incentives such as micro-credits and knowledge transfer on crop production. The Bayer CropScience Child Care Program covers far more than a contractual ban on child labor and the necessary age verifications in the fields.



"The practice of children working in the fields is deeply rooted in rural

culture. We need to change the way families think. Our communication strategies aim to get the message across that education means a better future."

UVL Ananda, Public Affairs Manager, Bayer CropScience India

Regular visits to production areas to verify workers ages

"Our visits to the fields are unannounced. Child Care Program employees and their colleagues from the respective operational division work together to establish whether there are children working

in the fields,” explains Kempe Gowda, Manager Field Implementation Child Care Program at Bayer CropScience. “In doing so, they also pass on a great deal of know-how relating to the crops being cultivated,” he adds. In general, this enables our cotton suppliers to significantly boost their crop yields.

Ravi is a 14-year-old boy from Hosur, a village in the south of the state of Karnataka. He used to go to school but his attendance became very irregular as a teenager. “I didn’t learn anything at school to help me earn my living in later life,” says Ravi. Having attended several



Ramanjaneyulu gives lessons in the national language at a learning center run by the Naandi Foundation.

lessons in courses under our “Introduction to Basic Technology” initiative, he became particularly interested in electrical installation.

Ravi now once again attends school regularly. “The courses provide useful know-how and I’m now also interested in learning more about other subjects. My goal is to pass the class 10 exam with a mark of 80 – 90 %,” he adds.

Our teams do not simply rely on appearance to identify children under the age of 15. They insist on seeing defined



“Checks alone are not enough. An integrated approach is required to prevent child labor on a lasting basis. We are helping to achieve this with the Bayer CropScience Child Care Program.”

Suhas R. Joshi, Head of Child Care Program

age proof certificates and check them, if necessary at the source.

Mariamma, a 12-year-old girl from the small hamlet of Vanageri in the Koppal district of Karnataka, was already working in the cotton fields in 2007 at the age



Boys and girls sit on the floor, busily copying down characters.

of just 10. Her daily pay was 25 Indian rupees, less than 0.7 USD. Our team not only stopped her working in the fields, but also convinced her parents that she should go to school, helped find one and spoke to the competent school authority. Mariamma has been going to school again since June 2008. She is doing well and her parents would like her to continue attending.

Communication measures for raising awareness

It is not enough – neither for the children themselves nor for their families

– simply to ensure that children no longer work on our suppliers' land. We go to villages and gatherings, organize puppet shows and workshops and communicate the success achieved by the project, to show that children belong at school and not in the fields.

We visit the parents of children we find working in the fields to convince them that allowing their children to attend school is better for them and for their children's future. If necessary, we help parents find ways of compensating for the loss of their children's income.



Reading provides new know-how and the feeling of achievement will arouse further curiosity.



Vinod attends a Creative Learning Center and is the pride and joy of his father and mother, Paulose and Amritha.

Learning for Life

First and foremost, people living in rural areas in India expect that attending school will help them cope better in their daily lives and get a job that enables them to earn a reasonable living. The subjects on



"It is important to show parents and children an alternative to working in the fields to help them understand that education is the key to a better future. Our education projects are intended to help achieve this."

Satyajee Subramanian, Manager Projects,
Child Care Program

the curricula at our European schools are only of limited use in this context. The aim of the projects is therefore to introduce vocational elements into the state schools. We implement these in close cooperation with local partners and the authorities. 19 of the 27 initial graduates of the Bayer School of Agriculture, for example, had already received a job offer before finishing school.



From the field to the school

Bayer CropScience's "Learning for Life" initiative

• Bayer School of Agriculture

The Bayer School of Agriculture, a vocational education center near Hyderabad, opened in January 2008. Its aim is to provide underprivileged children in rural areas with practical agricultural skills in one-year courses to prepare them for skilled work in the future.

• Naandi Foundation – Creative Learning Centers

Bayer CropScience has joined forces with India's Naandi Foundation to set up 19 learning centers in the Indian state of Andhra Pradesh. These centers provide effective school enrolment and school reintegration support. Since 2004, more than 1,000 children have been integrated into the regular school system.

• Basic vocational education at schools – Introduction to Basic Technology

Since December 2008, this project – implemented in cooperation with two experienced non-governmental organizations – has provided vocational lessons for the classes 8–10. The aim is to make attending school more attractive. The project was initially rolled out in five schools in the Indian state of Karnataka.

• Cooperation with commodities exchange

In cooperation with the Multi-Commodities Exchange of India, we have opened service centers in 15 villages in the Indian state of Karnataka. Farmers can consult weather reports here and also obtain harvest insurance, current details on prices and quotations for temporary storage of the crops they harvest. Comprehensive crop production consultancy services are also available.



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