



TEJOBARATH

VISION 2030

SAFE INDIA, HAPPY INDIA

ABOUT US



Child sexual abuse is a social evil that is most prevalent and least addressed. Every child is precious and **safe childhood is their birthright.**

Tejo Barath is an NGO, founded by Vishali Kola in Andhra Pradesh, that primarily works to address this issue to prevent child sexual abuse at its root and protect the psychological health of children in India.

Safety is a priority and not an option. However, child sexual abuse harms every second child in India.

We commit to preventing this at its root instead of only addressing it once the child has suffered irreversible damage to his or her psychological, physical and social health.

We have been educating children about their rights and safety by visiting schools and orphanages under our **'Safe India, Happy India'** initiative. We are blessed to have helped more than 25,000 children in 2018 alone.



MISSION

Eradication of child sexual abuse by working towards the protection of children, specially focusing on the rural, abandoned and less privileged through nationwide educational policy according to articles of the Constitution.

To focus on prevention and create awareness through various media with the support of the government, social influencers and other ngos.

VISION 2030

Tejo Barath is working to free India from child sexual abuse by 2030 through the following action plan:

1. Identifying that child sexual abuse is a problem
2. Educating yourself to understand the problem, its causes and deciding that you want to work towards a solution
3. Educating and empowering children about body safety rules, gender equality, etc.
4. Educating and empowering adults about treating children with dignity, listening to them, etc.
5. Achieving Vision 2030 – Building an empowered society



VISION 2030

We envision building a better-informed nation today to stop child abuse tomorrow. If we start in 2020, we will be able to live in a truly safe India by 2030, where no child has to endure child sexual abuse.

Under 'Vision 2030', we aim to put an end to the prevalence of child sexual abuse via two methods:

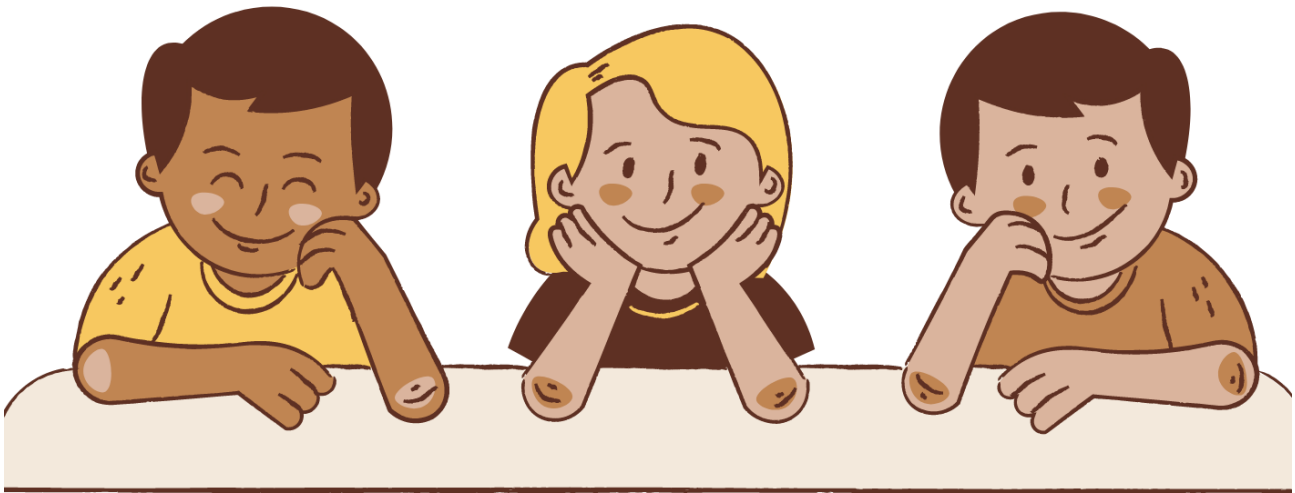
1. **Educating adults as well as children** to treat the human body with dignity instead of objectifying it, via awareness sessions and by encouraging informal and formal discourse.
2. **Educating children** to identify and differentiate 'good touch' from 'bad touch', and empowering them to act and speak up against abuse by ensuring implementation of such education in school textbooks.



WHAT ARE BODY SAFETY RULES?

Guidelines that empower children to prevent child sexual abuse.

Safe Childhood is Our Birthright



BODY SAFETY RULES

Don't let anyone touch you on your



Lips



Chest



Between your legs



Buttocks

If anyone has or does:



Article 21 of the Indian Constitution guarantees the right to life with dignity, including children.

As adults, we have a collective responsibility to protect their childhood.

**ONE THOUGHT BETWEEN
YOUR URGE AND ACTION
CAN SAVE A CHILD**

PREVENT CHILD SEXUAL ABUSE



TEJOBARATH

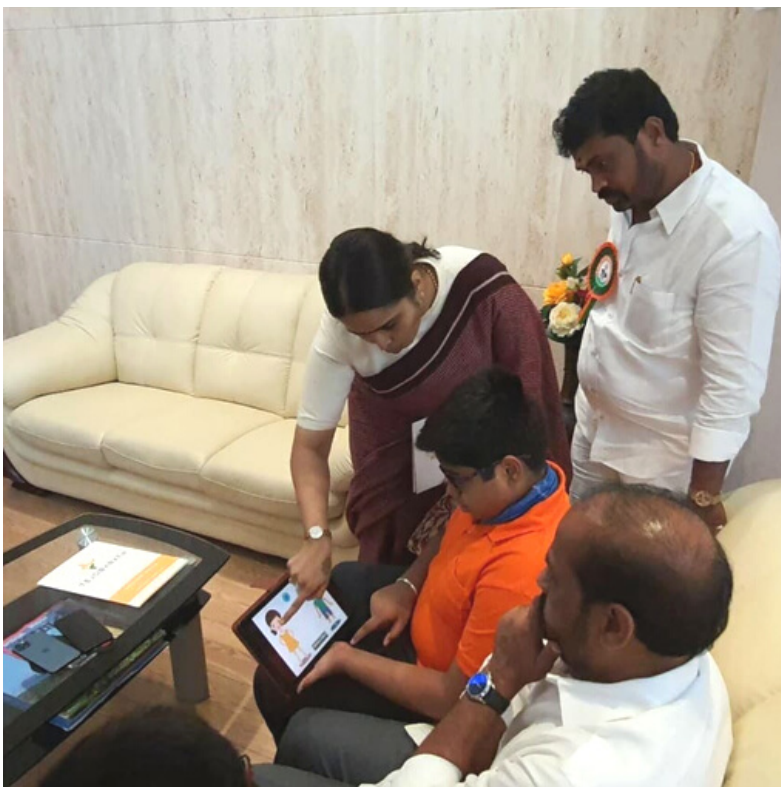
SAFE CHILDHOOD IS OUR BIRTHRIGHT

FOR A BETTER FUTURE

Most efforts at educating children are aimed at coursework and do not value education. As APJ Abdul Kalam said, "You cannot change the future, but you can change your habits, and your habits will surely change your future". To make the future better for children, we have launched an app on Body safety, First-of-its-kind game for children

The App, the first of its kind in the world, is about Body Safety for children, designed in line with the United Nations Sustainable Development Goal 3 and Goal 4.

The Body Safety game is an interactive and educative game conceived by Tejobarath. It strives to educate children about child sex abuse in an age-sensitive and gender-neutral manner under its initiative VISION 2030 SAFE INDIA HAPPY INDIA – “safe childhood is our birthright.”



FOR A BETTER FUTURE In the media

ఈనాడు

వసుంధర



అరేజ్ బాలికను చదివేసిన మృగాడికి సైబరాబాద్ మెట్రోపాలిటన్ సిస్టమ్ కోర్టు మరణ శిక్ష విధించింది. అలాంటి సంఘటనలను రోజూ ఎక్కడో చోట వింటూనే ఉంటున్నాం. ఎన్నెన్నో చూస్తున్నాం... అలాంటి పరిస్థితులకు అదుకట్ట వేసేందుకు చేసిన కృషి, ఓ ప్రయత్నమే తేజో భారత్. ఈ స్వచ్ఛంద సంస్థ ద్వారా బాలలపై లైంగిక వేధింపులకు వ్యతిరేకంగా పోరాడుతున్నారని శ్రీకాళహస్తికి చెందిన కోలా విశాలి.

ప్రతి వయసుకు తేజో మంత్రం!

శాలలు, ఆనాడ్రమాలును ఎంచుకుని వారికి ఈ తరహా పాఠాలు చెప్పాలనుకున్నా మొదటి అడుగుగా తేజోభారత్ పేరుతో 2018లో ఓ ఎన్టీవీను ఏర్పాటు చేశా. ప్రస్తుతం శ్రీకాళహస్తి పట్టణ ఉన్న చదుల సంబంధిత క్రామాల్లో మా సేవలు అందిస్తున్నా అంటూ చెప్పింది.

టూల్ ద్వారా... పిల్లలకు ఏ అనుకుంటే చెప్పివేస్తుంటారు. యేమీలా చెప్పగలగారు. అందుకో దొరికాం. దాని సాయంతో ప్రయోగ చేస్తాం. అప్పుడు మంచి తమని ఏ చెబుతాం అంటారు విశాలి. బాలికలను గుర్తించి వైద్యుల సాయం పిల్లలతో పాటు వారి తల్లిదండ్రులకు కలిపిస్తారు. ఇలా మౌనంగానే చిన్నారులకు చేరువయ్యారామి. కుటుంబాలకు చెందిన అమ్మమ్మల అవగాహన కల్పిస్తున్నారు. 'ఏ : శానిటర్ న్యూవీస్ ను తయారు చేశారు అందించారు.

'ముప్పుపచ్చిలా రని పసిపిల్లలపై లైంగిక వేధింపుల వార్తలు వింటున్నప్పుడల్లా... మనసు విలవిలబోయేది. ఇలాంటి పరిస్థితులు ఎదురయ్యాక స్పందించడం కంటే... ఇలాంటివి జరగకుండా నివారించడమే మేలు' అంటారు కోలా విశాలి. 'మనోదీ, చెజోలో తెలుసుకుని... ముప్పుని పసిగట్టి తప్పించుకునే త్రాసం పసిపిల్లలకు ఉండదు కదా! అందుకే ఆడ, మగ లేదా లెవేదా పిల్లలందరూ ఈ తరహా పాఠాలు చదివేవలసిందిగా. నా కొడుకూ, రెండు స్త్రీలూ ఉన్నప్పుడు ఎవరో అతడితో తప్పగా ప్రవర్తించారు. అది తెలిసి తల్లిగా నేనెంతో తల్లడిల్లిపోయానో చెప్పలేను. ఈ పరిస్థితి కేవలం ఏ ఒక్కరితో మాత్రమే ఎదురవుతుందనుకునే లోటాలు కావని, కాస్త దృష్టి పెట్టి చూస్తే పసిపిల్లలను గైరం కావంతో తడిమే రాబుండులు మన చుట్టూనే ఉన్నారని అర్థమవుతుంది. అందుకే పిల్లల్లో అవగాహన కోసుకురావాలనుకున్నా' అని చెబుతారు విశాలి.

క్రామీణ విద్యార్థులకోసం... కోలా విశాలిది విద్యార్థుల జిల్లా శ్రీకాళహస్తి. దూరవిద్య ద్వారా ఎంపీ చేసిన ఆమె... చిన్నప్పటి నుంచీ చేసే పని ఏదైనా నలుగురికీ ఉపయోగ పడేది అయి ఉండాలనుకునేవారు. 'బ్రజ్జమైన బాల్యం... పిల్లల బంగారు బడివేస్తున్న మాం... అలాంటి అందమైన బాల్యాన్ని నిరుపేద చిన్నారులకు అందించాలని కోరుకున్నారామి. 'ఈ మధ్య కాలంలో కార్పొరేట్ విద్యార్థులకు సంబంధం, ప్రైవేటు పాఠశాలల్లోని విద్యార్థులకు కొంతవరకూ లైంగిక వేధింపులకు వ్యతిరేకంగా అవగాహన కల్పిస్తున్నారు. కానీ నిరుపేద చిన్నారులు, అందుకా క్రామీణ ప్రాంతాల్లో ఉండే వారు ఎక్కువగా లైంగిక వేధింపిడి గురవుతున్నారని నోరువిప్పి చెప్పలేని దైవం వారిది. అందుకే ప్రవచ్య పాఠ

- రాజ్ కుమార్

THE NEW SUNDAY EXPRESS
02 TIRUPATI
BRIGHTSIDE
SUNDAY 07.02.2021

THIS NGO LEADS FIGHT AGAINST CHILD ABUSE

Tejo Barath developing a mobile app to make kids understand body safety rules, gender equality through interactive sessions and fun exercise to ensure better learning experience

Sanitary pads for underprivileged girls
During the course of interactive sessions with the children, the NGO identified that the underprivileged students particularly from SC and ST communities in rural areas lack proper menstrual hygiene. To address this, the organisation has been distributing sanitary pads named 'V Forever'. These pads will be distributed to the students at a meagre cost of ₹4 for each packet and tend to last for longer hours, that will also protect them from vaginal infections, said Vaishali. She says menstrual hygiene plays a key role in preventing cervical cancer in the children



Kola Vishali, founder NGO Tejo Barath, launches 'Safe India Happy India' initiative in Srikalahasti, Tirupati and many villages in Chittoor district



Enlightening children about 'good' and 'bad' touch

The NGO teaches the children about the body parts that should not be touched by any individual other than their mother. According to the body safety rules taught to the children, it says body parts such as 'lips, chest, between the legs and buttocks' of a child shouldn't be touched. They teach the children to understand and differentiate between 'good' and 'bad' touch. It also tells the children on how to react when somebody touches their private parts

SKI KRISHNA KUMAR @ Tirupati
M EET 28-year-old Kola Vishali from Srikalahasti, who is working towards the eradication of child sexual abuse by educating and empowering children with a special focus on those living in rural areas, abandoned and underprivileged. 'Tejo Barath', a non-governmental organisation (NGO) started by her in 2018, conducts interactive sessions on the 'body safety rules' for the children studying in government schools. Vishali, the founder of the NGO, states that 'every child is precious' and 'safe childhood is their birthright'. The NGO has been educating the children about their rights by visiting schools and orphanages under the 'Safe India Happy India' initiative in Srikalahasti, Tirupati and many villages in Chittoor district. The NGO has formulated three steps to be followed by the children when somebody tries to touch their body parts, at such instances, it asks the children, 'to say 'no', and go away from them, immediately report to the elders and if the child is

confident enough, it suggests them to beat them.' Dr Lakshmi Priya, a physiotherapist, also the Chairperson of Junior Chambers International (JCI), Tirumala Chapter, shares her experience on collaborating with the NGO. A social activist, who is fighting for the girl empowerment cause, she conducts awareness sessions on child sexual abuse for children. 'By interacting individually, we build confidence among the children which allows them to open up on their past experiences related to the abuse,' she said. 'The details of them will be

kept confidential and they will be sent to counselling sessions with our team of psychologists for the treatment,' she added. Vishali has been actively fighting for child rights for the last 10 years. The idea to do this struck her when her own two-year-old son, who is now 13, complained of random people frisking him when they came home, she recalls. The organisation is developing a one-of-its-kind application aimed at making the children understand body safety rules and gender equality through interactive sessions and fun exercise and a graphical representation to ensure a better learning experience. It also developed an 'EduMat' which is called as 'MagicMat' built in association with Sree Sadhguru Innovations Limited which focuses on the holistic development of children through value education alongside various subjects like English, Mathematics and EVS.



Vishali explaining body safety rules for children studying in government schools

'EduMat' for holistic development of children
NGO Tejo Barath also developed an 'EduMat' which is called as 'MagicMat' built in association with Sree Sadhguru Innovations Limited which focuses on the holistic development of children through value education alongside various subjects like English, Mathematics and Environmental Science. The guiding principle of the NGO is, 'One thought between your urge and action can save a child.' Kola Vishali has been actively fighting for child rights for the last 10 years.

In most of the above cases, the victim is attacked either by relatives or their own father, thus creating a psychological trauma among them. Also, the offenders live victims with gifts and toys to prevent them from complaining to their parents and elders
Kola Vishali, founder of Tejo Barath

SAFE PERIOD HAPPY PERIOD CAMPAIGN

Menstruation is a natural biological phenomenon. A woman menstruates approximately 2400 days in her lifetime. Nearly 600000 cases of Uterus cancer deaths are reported every year of which two-thirds are due to poor menstrual practices. In India, cancer of the cervix uteri is the 3rd most common cancer and the 2nd leading cause of death. So Kola Vishali along with Tejobarath's 'Safe Period and Happy Period' initiative, is focused on creating awareness about the need and importance of good and proper menstrual hygiene. The initiative is directed at creating awareness among rural and underprivileged girls about menstrual hygiene and the distribution of Vforever sanitary napkins. Tejobarath takes immense pride in being the first NGO in Andhra Pradesh to be associated with Menstrupedia, a fast-growing start-up and distribute comic books on menstrual hygiene to young girls. . It aims to help people understand the process of puberty in women and men in order to destroy myths around menstruation and normalise the biological process.



SHARING OUR VISION



The Hon'ble Prime Minister Shri Narendra Modi



The Hon'ble Vice President Shri M. Venkaiah Naidu



Tejo Barath's Honorary President & Former Minister Late Shri Manikyala Rao



Smt. Daggubati Purandeshwari



The Hon'ble CM of Rajasthan Smt. Vasundhara Raje



The Hon'ble CM of Himachal Pradesh Jai Ram Thakur

SHARING OUR VISION



**Smt Smriti Iraniji
Union Minister**



**Shri Jayram Takhurji
CM of Himachal
Pradesh**



**Tejasvi Suryaji
Member of Lok Sabha**

OUR INDIA, OUR RESPONSIBILITY



Recycling clothes

Distribution of stationary



Blood donation camp

Distribution of sanitary napkins



Distribution of essentials during COVID-19

OUR INDIA, OUR RESPONSIBILITY



Distribution of notebooks



Distribution of sustenance

OUR WORKSHOPS & CAMPAIGNS



OUR WORKSHOPS & CAMPAIGNS

Distribution of sanitary napkins



Conducted a breast cancer awareness camp



Distribution of comics on period hygiene and spreading awareness on menstrual hygiene



SPREADING A HUNDRED THOUSAND SMILES IN ASSOCIATION WITH HERSHEY'S





SAFE CHILDHOOD IS OUR BIRTHRIGHT



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