



You Can't Be A Celebrity Overnight – La Femme.

Event name: World Day against Child Labour 2020

Event nature: Online campaign

Mode of delivery: via. Social media applications. Like Facebook, Instagram, WhatsApp and Twitter.

Event Date & Time: 12.6.2020

Organised by: You Can't Be A Celebrity Overnight – La Femme

WEBINAR SUMMARY

On **June 12th, 2020** an online campaign was organized by La Femme of You Can't Be A Celebrity Overnight on **WORLD DAY AGAINST CHILD LABOUR 2020**. On this note a **self-designed poster** was circulated on the **social media platforms like WhatsApp, Facebook, Instagram and Twitter**.



This online campaign was conducted to support the International Labour Organisation's campaign on the theme “**COVID-19 - Protect children from child labour now, more than ever**” . The COVID-19 health pandemic and the resulting economic and labour market shock are having a huge impact on people's lives and livelihoods. Unfortunately, children are often the first to suffer. The crisis can push millions of vulnerable children into child labour. Already, there are an estimated 152 million children in child labour, 72 million of which are in hazardous work. These children are now at even greater risk of facing circumstances that are even more difficult and working longer hours. The main aim of this online campaign is to create awareness among the public to prevent these young souls from getting into labour at their younger age. This campaign was well received by the public.

Verified by: Dr. Jeff Walter Rajadurai M.S (ortho), MIMSA, MIPHA, FMERC, MSc (Psy), MBA. (CEO & Founder of YCBACO)

Event Report prepared by: Rashmi S (co-ordinator of internal affairs)

Event reported on date: 14.06.2020

Authorised by: Ajay, Advisor of You Can't Be A Celebrity Overnight