

KISI BHI BACCHE KO
GALAT TAREEKE SE
CHHUA TOH



POCSO
PAKAD LEGA



Child Sexual Abuse is
a punishable offence.
Every child in India is
protected by the
POCSO Act.

Child Safety Week Social Media Toolkit

Starting November 14 to November 20, 2025

Child Safety Week 2025 is here!

Like every year, we invite you to join Arpan's 'Child Safety Week' campaign to raise awareness, amplify conversations and encourage collective action to prevent Child Sexual Abuse (CSA) and heal those affected by it. In **2024**, Arpan's campaign **#ProtectedByPOCSO** marked a turning point — it was the first time the campaign directly addressed offenders, delivering a stark message: **"Child Sexual Abuse is a punishable offence – Stop Right Now or Get Caught."**

The 7th edition of **Child Safety Week 2025** builds on that momentum with a sharper focus on deterrence and enforcement. This year's theme, **"POCSO Pakad Lega,"** delivers an uncompromising message to every offender: ***If you sexually abuse a child, the law will catch you.***

To know more about the campaign, visit: <https://www.arpan.org.in/child-safety-week/>

#POCSOPakadLega campaign can achieve real impact with your support. Follow the campaign, share it on your social media handles and tag us on:

- Instagram: [@arpan_csa](#)
- Facebook: [@arpan](#)
- LinkedIn: [@ARPAN](#)
- Twitter/X: [@arpan_csa](#)

Use the campaign hashtags:

- **#POCSOPakadLega**
- **#ProtectedByPOCSO**
- **#ChildSafetyWeek2025**
- **#Arpan**

This section of the toolkit provides captions and visuals to help raise awareness of what constitutes Child Sexual Abuse (CSA) and deter offenders. Due to limited understanding around CSA, abuse often goes unnoticed, allowing offenders to exploit this and act without fear of consequence. Share these captions during Child Safety Week to support the #POCSOPakadLega campaign and make a meaningful impact online.

Captions and Visuals for posts of CSW 2025, which will run from 14 to 20 November 2025:

Campaign Film Links:-

English – <https://bit.ly/CSW25campaignfilmEnglish>

Hindi – <https://bit.ly/CSW25campaignfilmHindi>

14 November: Children's Day in India

 196.

That's how many cases of CSA are reported every single day in India.

And for every report, there are countless silences.

But this can change — and you can change it.

This Children's Day, let's pledge to protect every child — to stand up, speak out, and let offenders know:

👉: if you se*ually abuse a child, the law will catch you.

 Watch Arpan's #POCSOPakadLega campaign film here - <https://bit.ly/CSW25campaignfilmEnglish>

Share it to spread the message that child sexual abuse is a punishable offence — and every offender will be held accountable under the POCSO Act.

Together, let's build a world where every child is safe, happy, and thriving.

Visit arpan.org.in/child-safety-week to learn more.

💙 Comment a 💙 to stand for #ChildSafety

🔄 Repost this (and tag Arpan) to amplify awareness.

#POCSOPakadLega, #ProtectedByPOCSO, #ChildSafetyWeek2025, #Arpan

15 November:



For years, offenders have touched children inappropriately — calling it a game, a gesture of affection, or an act of love.

Not anymore.

It's time we understand what CSA really means — call it out for what it is and clearly let others know that:

👉 Any act that abuses a child in a se*xual way — whether through physical contact or even without touching them — is a crime with strict legal consequences under the Protection of Children from Se*xual Offences (POCSO) Act.

👉 And, every child in India is protected by POCSO.

Because when it comes to child safety, the law will act — #POCSOPakadLega.

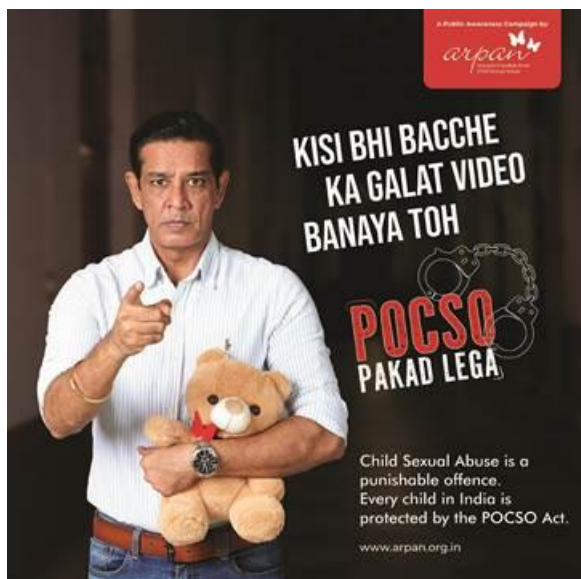
💛 Comment “I stand for Child Safety” to join the movement.

Visit [🔗 arpan.org.in/child-safety-week](https://arpan.org.in/child-safety-week) to learn more about CSA and POCSO. Protect every child's right to safety.

🔄 Repost this (and tag Arpan) to amplify awareness.

#POCSOPakadLega #ProtectedByPOCSO #ChildSafetyWeek2025 #Arpan

18 November: World Day for the Prevention of and Healing from Child Sexual Exploitation, Abuse, and Violence



Did you know? In 2023 alone, nearly 9 million reports of Child Sexual Abuse Material (CSAM) came from India, making our country one of the highest in the world.

👉 CSAM is created when someone makes, shares, or circulates inappropriate videos or images of children. And it's a punishable offence under the Protection of Children from Sexual Offences (POCSO) Act.

But this can be stopped. Children can be protected, and those who've faced abuse can heal — if each of us acts.

This World Day for the Prevention of and Healing from Child Exploitation, Abuse, and Violence, take a pledge to play your part.

👉 If you ever see someone making, sharing, or forwarding such videos, don't stay silent, warn them #POCSOPakadLega.

Speak up and prevent Child Sexual Abuse.

💛 Learn more about the POCSO Act and how you can help build safer spaces for children:

[🔗 arpan.org.in/child-safety-week](https://arpan.org.in/child-safety-week)

🔄 Reshare this post and tag Arpan to spread awareness and strengthen protection for every child.

#POCSOPakadLega #ProtectedByPOCSO #ChildSafetyWeek2025 #Arpan

19 November: World Day for Prevention of Child Abuse



96.6% of child sexual offenders are known to children.

That's why protecting children isn't someone else's job — it's ours.

👉 Abuse doesn't always come from strangers; it often hides behind trust, care, or familiarity.

This World Day for the Prevention of Child Abuse, pledge to protect every child and make awareness your first act of prevention.

Recognise when someone touches a child inappropriately. Speak up — even if it's within your own circle. Call out the criminal act and let offenders know: “Agar kisi bhi bacche ko galat tareeke se chhua, toh #POCSOPakadLega.”

👉 When adults are aware and act early, we make it harder for abuse to continue and easier for children to stay safe.

💛 Pledge to be a protector.

🔗 Learn how the POCSO Act safeguards children: arpan.org.in/child-safety-week

Reshare this post to spread awareness and be a Child Safety Champion for every child.

#POCSOPakadLega #ProtectedByPOCSO #ChildSafetyWeek2025 #Arpan

20 November: World Children's Day



Every parent wants to protect their child.

But sometimes, there's confusion — we wonder what really counts as se*ual abuse.

The truth is, CSA doesn't always happen through touch.

👉 It can happen through staring, stalking, or even by watching se*ualised videos of children.

We also often hesitate to call it out because offenders are people we know.

This World Children's Day, let's change that.

👉 If anyone looks at a child inappropriately or stalks them, let the offenders know it's a criminal offence and #POCSOPakadLega.

Speak up. Protect. Because every parent's voice can stop abuse before it begins.

💛 Let's build a future where every child thrives and is safe. Learn more about the law and how you can protect children at arpan.org.in/child-safety-week

Reshare this post to amplify the message that Child Safety is non-negotiable.

#POCSOPakadLega #ProtectedByPOCSO #ChildSafetyWeek2025 #Arpan

The link to download all the visuals: <https://bit.ly/43V4ONT>

*Captions given above are suggestive captions. Feel free to make any modifications that best suit your platform and audience while ensuring that the core message remains intact. Please use the relevant hashtags and tag Arpan in your posts.

This Child Safety Week, let's unite as a community to protect children from Child Sexual Abuse.

By participating in the #POCSOPakadLega campaign, you are helping to build 'A world Free of Child Sexual Abuse'.

Thank you for being a part of this mission.