



The idea of K.I.D.S.

Parents in various parts of the world cannot afford to renounce even the smallest portion of their earnings, and the need for these earnings is of course increased by the presence of the children themselves. These problems have led us to find an organization to help these children. The organization funds education and training centres in which we guarantee that the children of poverty stricken areas are able to go to school and vocational training on a regular basis. This is the pragmatic solution that gives them the chance to learn reading, writing and arithmetic, to learn a trade, and the chance to live decent lives towards qualification. Sadly, parents are confronted with the tragic but unavoidable decision to allow their children to work, or in the worst case are forced to abandon or even sell their children. The children often end up in a degrading life of prostitution and/or drugs. Children are the future of all nations and all peoples.

Corporate Social Responsibility

Being a part of the corporate world, trade and industry in North and South should be aware about their responsibility to help bridging the poverty gap on a voluntary basis. Investing more into human capital and development of the new generation will avoid independence, strengthen self-reliance and reduce poverty in a sustainable way. Globalisation has the chance to change it. The supply chain management for millions of products links the two parts of the world economically and technically. Only with multi-stakeholder partnership we can build up relationship which focuses on complex areas of conflicts in the global community like poverty.

Projects

With the funding of companies and co-financing of public authorities in Europe, the K.I.D.S.-Foundation is supporting several school and rehabilitation programs in providing infrastructure (e.g. buildings, equipment, transport, care, medical treatment) and expertise to manage a program. These programs meet the needs of children in deficient situations like working children, prostitutes and orphans. At present the regional focus on our projects is Asia. Our main project is located in Tirupur, centre of garment industry in South-India, where K.I.D.S. Foundation has established a school for 750 children, including prep-school, day-care-centre and medical service for all families of students.

How to self-maintain a project?

Furthermore, the organisation intends to extend its activities in training for the textile and apparel industry. Meaning hereby, that school graduates should be trained in various fields of textile and apparel production. In India for instance, producers which deliver retailers with their products purchase voluntarily for every piece a hang tag in order to maintain educational programs. This results in pooling certain amount of money, which is enough to cover all running expenses of the school. In addition, it animates K.I.D.S. and his sponsors to expand project activities like launching a vocational training centre for the local textile industry. An exemplary approach which can be transferred in other countries, too.

Enterprising development

Therefore, we can notice a tendency in terms of global development. Only in agreement between North and South, between traders and producers we can change the rules of economical distribution through both sides. Companies in trade and production from the South and the North have to be aware about their function referring to development. Sustainability can only be achieved through education and training. Therefore, self-responsibility of industry can achieve sustainable development. It results in well qualified workers and employees, maintain business relation to the North and benefit those who want to stop poverty: children in deficient situations!

How to participate as a company?

Aside from the purchasing of hang-tags in India the local companies are invited to participate actively in K.I.D.S.-Society. In India an increasing number of activists will disseminate the idea of KIDS and extend its activities through other self-determined projects. Hereby the Indian counterpart can demonstrate his awareness of Social Responsibility through the platform of public relations (e.g. KIDS-website, newsletter, media etc.)

In Europe companies are invited to participate actively in the KIDS-Foundation, too. The network of European business companies is developing rapidly in the direction of social balance. KIDS is offering all sponsors a website-presentation in order to show their commitment. Besides, the publication of these initiatives finds more and more imitation in the corporate world. Social Responsibility is getting a self-evident requirement in the trading world.