

Ref: UF/09/25/01

Date : 24.09.2009

Ms. Krishna Tirath
Ministry of women and child development
New Delhi

Re : Formal complaint against upcoming realty show "Pati patni aur woh" on NDTV Imagine fearing health hazards to new born babies and toddlers

Dear Mam

The Uday Foundation is an NGO based in New Delhi and work on children health issues and advocacy without discrimination of sex, caste, creed etc.

We would like to draw your kind attention towards an upcoming reality tv show on NDTV Imagine called "Pati patni aur woh" to be aired from 28th September, 2009.

The pati patni aur woh is a reality TV show produced by BBC worldwide productions India for NDTV Imagine. The show features five celebrity couples attempting to look after a new born baby, before moving onto toddlers, pre-teens, teenagers and finally an elderly person.

The *official press release* of NDTV Imagine suggest that a **new born baby** will be handed over to the couples and they will have to take care of it's every need, including feeding, changing nappies and erratic sleep schedules.

It is also mention in the press release that the children taking part in the show are **real life infants, toddlers, pre-teens and teenagers**. Their parents will be behind the scenes 24x7, monitoring their child and the couple, through the cameras, in close proximity.

We hope you will agree that this is completely unethical to exploits very young children (new bron & toddler) in the pursuit of entertainment.

Moreover, as mentioned in NDTV Imagine's press release, even though the parents of these young children are watching via closed-circuit television, the babies are not aware of that and have no way of knowing how long the parents will be gone.

Separating babies and toddlers from their parents for extended periods of time can lead children to feel distress and anxiety. After prolonged separation, a child can feel distrust for his or her primary caregiver and also separation can damage a healthy attachment and a child's sense of safety.

As you will agree too that the babies that lose their primary caregiver can go into mourning, emotional depression and have no way to know that they will be returned to their natural family.

We fear that this program would lead babies in acute distress, ignored or manhandled.

It is a national shame that we have now turned caring for our new born children into a game, and their suffering when the care falters into entertainment.

We request you to please treat this letter as a formal complaint with following prayers:-

- Please ban this reality show till the time the ministry of Ministry of Women and Child Development is completely satisfied with the format of the show.
- Broadcasters should be banned with immediate effect from using children under the age of 3 in reality shows.
- All unedited recording taps of the show should be demanded from the producers to have correct information of handling of the children during the shoot.
- An enquiry commission should be set-up consisting of the NCPCR, pediatricians, senior officials of ministry of women and child development along with ministry of information and broadcasting.
- Please also see if any violation under Child Labour (Prohibition & Regulation) Act. The Act prohibits employment of children in certain specified hazardous occupations and processes and regulates the working conditions.

We request you to please look into the matter on urgent basis and kindly take necessary action on the same.

Thanking you

Yours Faithfully

For **The Uday Foundation for Congenital Defects and Rare Blood Groups**

Rahul Verma
Co – Founder & Managing Trustee
Cell : 9811110088

The Uday Foundation for Congenital Defects and Rare Blood Groups

**Flat No.2, 1st Floor, B-36, Panchsheel Vihar,
Malviya Nagar, New Delhi 110017**
Phone : + 91. 96 505 18703
Fax : + 91. 96 505 18704
Email : uday.foundation@gmail.com
Website: <http://www.udayfoundationindia.org>

With a CC Copy to :-

- NCPCR
- Ministry of information and broadcasting
- Ministry of Labour