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In a democratic society, dissemination of information and ideas are identified as pivotal in context for social activism, which provide real sense of political and social aspirations. Press as a harbinger of social awakening, generated mass response to the existing socio-economic and cultural worldviews. With the resurgence of print media, the old ideas and cultural patterns had to yield space to new forms and perspectives as it has become indispensable for the onwards march towards social progress. While traditions, conventions and cultural praxis continued to lay stress on preservation of existing social norms, the print media accompanied by the processes modernity and changing notion of cultural worldviews stresses the need for practice of social equality. In everyday matrix of cultural milieu, it has become inevitable for the transformation of society and the nation in the age of technology-driven economy. More than ever before, the press has played a significant role in influencing the various state institutions with regard to social equality and cultural parity. The importance of recognizing child rights as an integral part of human rights is fast becoming an ideal worldview. Press in India continues to publish issues of violation of child rights. Print media has not only become the champion of child rights but also occupied a mode of entertainment for children through its creative representation. Children related issues and the topics are widely circulated by the press. Thus in contemporary times, press creates the possibility for the children to involve and engage in reading exercises for the part of acquiring modern knowledge. For this purpose, many newspapers publish special columns for the children on

weekly basis. On the other side, press on the whole, also plays a significant role in the safeguarding the rights of children by publishing child related issues and abuses. On the basis of published news, Government of India and its statutory bodies sometimes took the suo-moto actions against such violations. Thus, press plays a very active role in the promotion and protection of the rights of the children.