

effects on children. In today's fast-paced world, many parents face immense pressures and challenges that can lead to ineffective parenting practices, such as neglect, emotional unavailability, and inconsistent discipline. These behaviors can significantly hinder a child's emotional, social, and cognitive development, resulting in long-lasting consequences that extend into adulthood. By raising awareness and providing valuable resources, we seek to empower parents and caregivers to adopt nurturing and supportive practices that foster healthy development. Our campaign aims to shed light on what constitutes wrong parenting and its detrimental impact on children.