COMPASSIONATE CITIZENSHIP PROGRAM

LECTURE ON

SOCIAL CHANGE & ADVOCACY

Framework Provided By Dr. Gnana Prakasham and K. Bharatesh

Pilot Project By

COVA
Peace Network

In Collaboration With SCERT (Telangana State)

Social Change Through Community Initiatives

Do we need to change and improve our society?

- What are the important areas where change and improvement is required?
- List changes required in any 3 areas you think are most important

Different levels of social change and improvement that can be undertaken

1) Stopping leakage in street tap OR removing a stone on the road
2) Awareness Campaign against child labour / eve teasing
3) Community Improvement: Getting Municipality to remove garbage

- Getting a Child Labour back into school
- Getting your family and friends to adopt and support an Elder in Old Age Home
- Action for construction / repair of toilets in a government school
- Representation for laying of a road in your locality

You don't have to be Mahatma Gandhi or Mother Theresa

To change and improve Society

Every one can improve our surrounding and communities in our own ways

Big or Small: They all Add up to make a Better World!

SOCIAL CHANGE AND ADVOCACY

THE HANS INDIA
An English Daily

Public should register more complaints, feel officials

Children interact with officials in a 'Face-To-Face' programme

Children interacting with the representatives of urban local bodies

OUR BUREAU

Government officials need the support of the public, including children, to tackle issues ranging from child labour to keeping the surroundings clean. For this, the public should register more complaints. This was the thought which emerged from the 'Face-To-Face' programme which was conducted on Tuesday, where children and public officials interacted.

The programme was organised by Confederation of Voluntary Association (COVA) and Indian Children Action Network (ICAN) at the Moghal Garden Function Hall, Engine Bowli, Jahanuma Road. 50 students from 20 schools from class 8, 9 and 10, participated in the programme. For the past three weeks, the children undertook research work, including field studies, to understand the issues of child labour, junk food and garbage. They explored the strategies and options for its redressal. Their research culminated in a panel discussion on Tuesday. Ranjana Devi Goel, corporator, Ghansi Bazaar and D Gangadhar, Joint Commissioner, Labour Department, were the panelists. Ranjana Devi said, "The GHMC needs support from the public, from children and their parents. The public has to co-operate and register complaints." The corporator agreed that there should be many more awareness programmes, but the main obstacle was that most people were not following the basic requirements to keep the surroundings around a garbage dump neat and clean.

The students responded that there should be stricter rules, fines, punishments and legislations, like in many countries, for the staff and others responsible.

This was followed by a few of the children who spoke passionately about the importance of eliminating child labour.

D Gangadhar, Joint Commissioner, Labour Department, mentioned that the department had inspectors to ensure that child labour cases were handled efficiently. "It is because of this that the incidence of child labour has gone down considerably in Andhra Pradesh from 60,000 a few years ago to 15000 currently," claimed Gangadhar.

He appealed to the students to coordinate with their parents to help the government officials to eliminate child labour completely. The Join Commissioner said he was ready to answer their queries anytime and shared his mobile number to the students. The audience of more than 400 children enjoyed the lively debate tremendously.

Social Change and Transformations are possible through:

- Individual Initiatives
- Interventions by Small Groups of:
  a) Students
  b) Friends
  c) Family
  d) Relatives
- Neighborhood Groups / Committees
- Students, Teachers and Managements of Schools
- Large Group or Community Initiatives
- Representations to Elected Representatives and Officials

Social Change and Advocacy

Individual Initiative

- Removing a Stone disturbing movement on Road
- Stopping Leakage of a water pipeline by a cloth

Small Group Initiatives

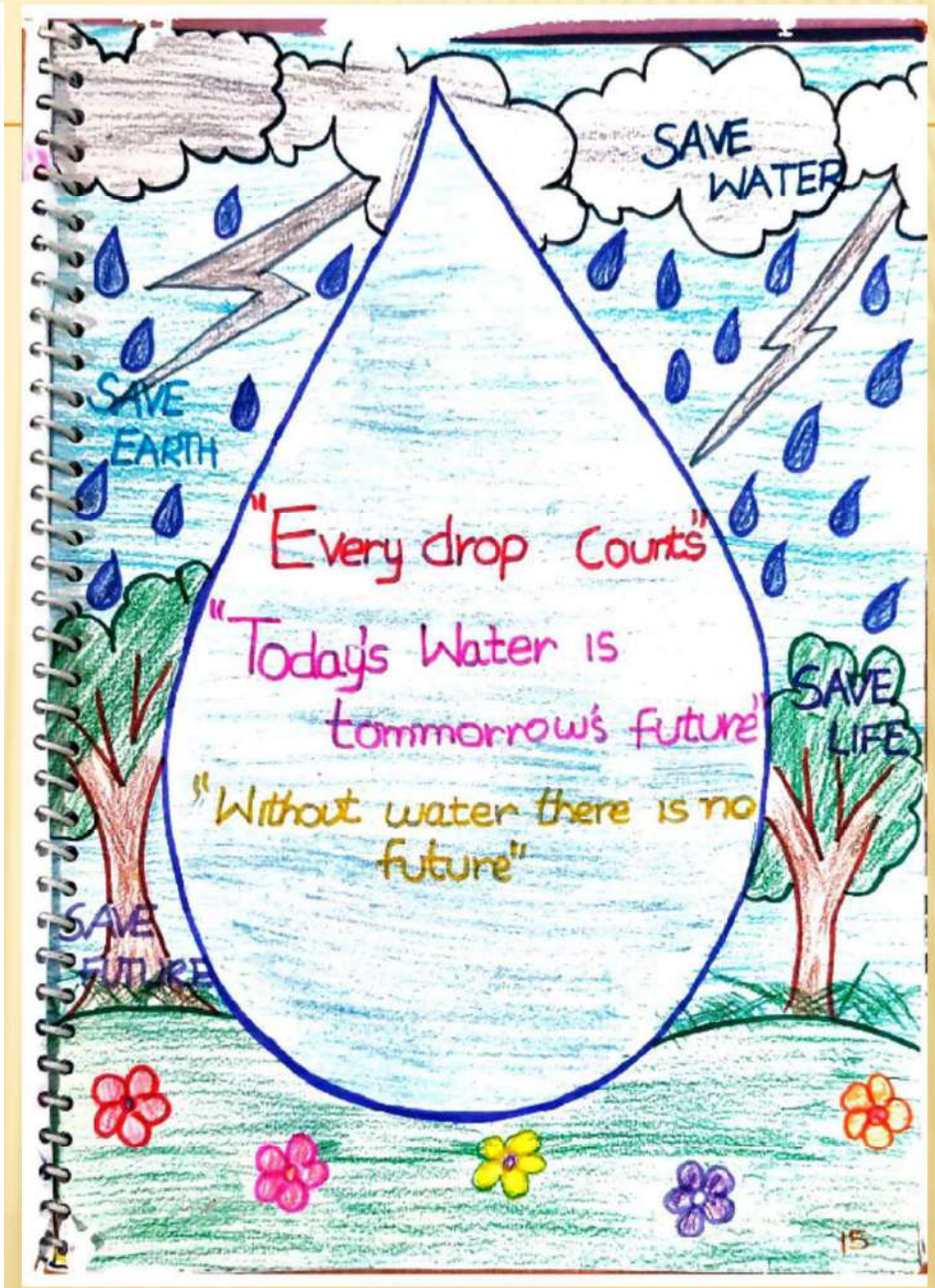
- Helping push a car or truck struck in between the road to the side.
- Collecting Money to help poor people and contributing to them.
- Forming a Group to complain on civic problem in your area and continuously pursuing till the problem is solved.

Community Initiatives

- Basthi Committee representing and solving the Civic Problems.
- Students of area forming a committee and solving the bus problem
- Women forming into group for mutual financial assistance.
- Neighbours forming group and organising Swatch Bharath

Some Problems we may not be able to solve in Group or as small Community
We may have to take the help of Government Departments

WE, THE MILLENNIALS OF INDIA, HOPE...
2020
2019
2018
TO HAVE A WASTE FREE COUNTRY.....


SAVE WATER
SAVE EARTH
"Every drop Counts"
"Today's Water is tommorrow's future"
"Without water there is no future"
SAVE LIFE
SAVE FUTURE
15

Students cleaning premises of Osmania General Hospital and spreading awareness about Hygiene to patents through Posters.

- They began with buying a couple of face masks, some bleaching powder, some floor cleaner, and dustbins. They picked up the trash in some of the common areas, cleaned the floors, put some disinfectant and put up dustbins in the area for the public to use. In order to bring in the behavioral change, they made posters on not spitting and keeping the surroundings clean and put up in the areas where there was a lot of littering and spitting. Later, they tied a couple of ropes at places that were prone to crowding to make sure people follow a Queue. The students are visiting the hospital once every week and repeating the same.

SOCIAL ADVOCACY

ADVOCACY AND RESPONSIBLE ACTIVISM: UNDERSTANDING ADVOCACY

MEANING OF ADVOCACY:

- *Etymologically (origin of the word)*, the term `***advocacy***' comes from two words, namely `***ad***' meaning `amplify' and `***voca***' meaning `voice'. Thus it means, `**amplifying the voice** (of the voiceless)'.
- *Literally*, it means, `supporting a cause' – similar to what a lawyer does in the court by supporting the cause of the client.
- And *operationally*, it means different things to different users, thus for example, advocacy to end child marriage or child labour or child trafficking or child malnutrition or child school dropout, unclean neighbourhood, etc.

- For social change makers, *advocacy is a **planned, systematic and organized set of efforts and actions** to effectively influence public policies and peoples' attitudes, behavior, and decision making so as to bring about change and empowerment of the people for the realization of rights and justice*.

Youth Parliament members discussing with Ms.Nirmala Sitaraman, MP, BJP, New Delhi on 13th December 2011

SOCIAL CHANGE AND ADVOCACY

SALIENT FEATURES AND BASIC PRICIPLES:

The following are the basic guiding principles for advocacy.

➢ Focus

- ❖ Objective must be specific.
- ❖ Research and analysis are needed to decide focus.

➢ Clarity

- ❖ Be clear about your issue, your facts and your position.
- ❖ **Expert Knowledge:**
  Expert knowledge is the key that opens the door to: government offices and helps in getting work done and also in seeking an getting administrative or policy changes

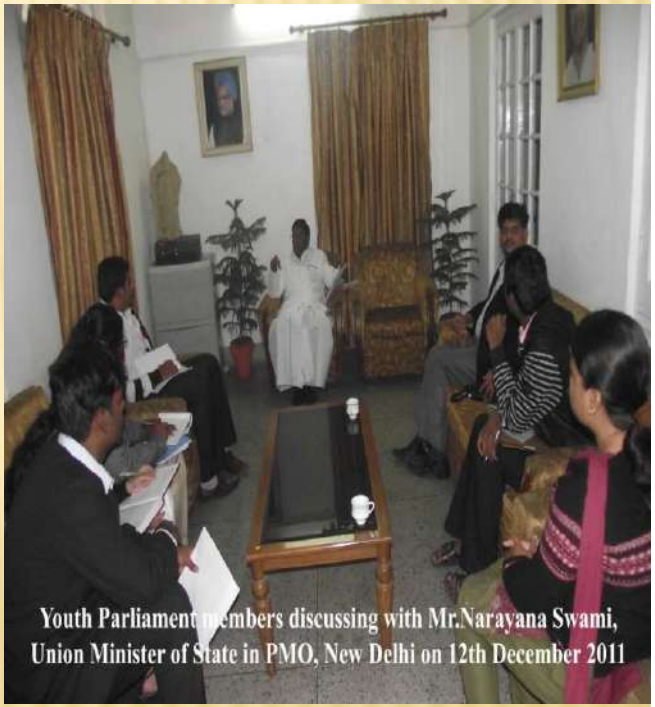
Representation to Raghuram Rajan, RBI Governor

SOCIAL CHANGE AND ADVOCACY

Issue and Problem

Identifying, analyzing and framing the issue

➢ **What is an issue?**


Youth Parliament members discussing with Mr.Narayana Swami, Union Minister of State in PMO, New Delhi on 12th December 2011

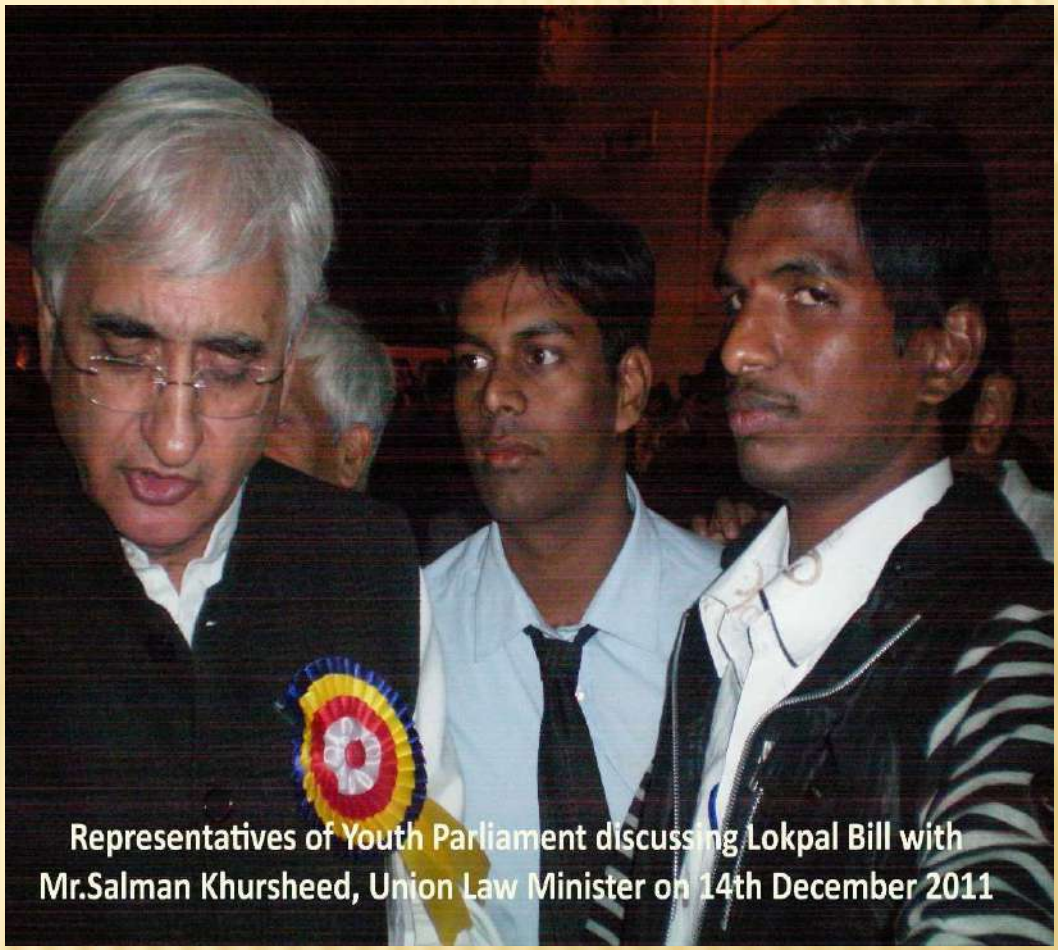
- An issue is something that affects a large number of people over a long period of time.
- The students can collectively select an issue
- One issue at a time
- So the advocacy can be better managed.

- **Issue and problem:** An issue is different from a problem.
- A problem affects few people and is temporary.
- For example, the street light bulb is fused and not working. Just by changing the bulb, the problem is solved.
- Whereas to address an issue, it requires a thorough research analysis,
- concerted efforts and actions, targeted audience and responsible decision makers.
- Example: Piling of garbage in streets- Child Labour- Eve Teasing- Use of Plastic

SOCIAL CHANGE AND ADVOCACY

- **Analyzing the issue:**

  - Analysis of the issue in terms of its contents, causes, contexts and consequences.
    - What is the issue?
    - Who are the people affected by the issue?
    - What are the causes of the issue?
    - Why the issue is there?
    - What are the impact or consequences of the issue?
    - Policy, politics, power and people involved in it.
    - In what ways can the issue be solved?



Representatives of Youth Parliament discussing Lokpal Bill with Mr.Salman Khursheed, Union Law Minister on 14th December 2011

- Framing the issue means, "*showing what I want you to see*" with evidence.

SOCIAL CHANGE AND ADVOCACY

Systematic Action

THE HANS INDIA

Price rise hits poor below the belt

Survey reveals increasing misery forcing families to sell valuables

ESA BIN ABDUL REHMAN
HYDERABAD

THE rising prices are having a catastrophic impact on the lives of the poor, lower middle class and middle class families, specially in the Old City, where most households live hand to mouth with what they earn through daily wages.

According to a survey carried out by a city-based NGO, Confederation of Voluntary Associations (COVA), barring high income group, all other families that are designated under poor, lower middle class and middle class segments are struggling even to secure food for their members.

As a part of the 'Compassionate Citizenship and Responsible Activism Programme (CCRAP), the NGO carried out a 15-day survey in the Old City to determine the impact of growing inflation on the households of four different sections of society that includes the high income group.

The survey found that most poor, lower middle class and middle class families are finding it difficult to get basic food grains due to rising prices. No access to health care facilities, proper sanitation and litter-free atmosphere are the other prevailing conditions, adding to their woes.

However, families of the high income group are found worried only over re-payment of EMIs. They are refraining from purchasing gold and silver due to price rise, besides scaling back their vacation plans.

All the three sections of society are struggling to get access to fuel, cooking oil, groceries, LPG, milk, vegetables and meat.

On an average, the poor families found scaling back their monthly purchase of rice by 6 kg flour, oil and vegetables by 3 kg as grain and food is beyond their reach due to growing inflation.

Dr. Mazher Hussain, executive director, COVA, said "a team of 25 students from different schools took part in the training programme and survey that began on 9th of this month and concluded on May 22."

He added that "the primary objective of the programme is to make students sensitive human beings and responsible citizens through gaining exposure to different social issues and develop the required capacity to make society better"

"They were trained to undertake social sciences research, develop solutions for social problems, use media to make public aware of problems and solutions, besides approaching the elected representatives and officials for redress of problems," explained Hussain.

The survey also shed light on growing misery among the poor who are parting with valuables to secure wherewithal for sustenance. Almost 55 percent poor families are found selling their assets, like jewellery or vehicles, while 33 percent are borrowing after pawning their articles.

Among the lower middle classes and the middle classes, 25 percent are found to have sold their assets and 20 percent simply pawned.

"All the three sections largely count on borrowing loans with the lower middle classes leading in the group with 75 percent borrowing followed by 45 percent of the poor and 30 percent of the middle class. The whiplash of inflation also leaves a heavy impact on people's ability to save. Leave alone saving, the rising prices left people without wherewithal for sustenance," reveals the survey.

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- Preparing Questionnaire
- Interviewing People
- Collecting data
- Analyze the data
- Reflect on Solutions
- Work to solve the issue individually and / or as a group
- Representation to Officials and Elected Representatives

Social Advocacy: Guidance For Representations

Format For Submission Of Representation To Politicians/ Officials

Place:
Date:

To,

Subject:

Respected ……

SAP Participants Submitting Representation to
Mr. Mahmood Ali, Minister of Home Affairs, Telangana

The Letter will have at least 5 paragraphs dealing with as given below:

Social Advocacy: Guidance For Representations

Para 1

- Introduce yourself ----- students/school/organisation/citizens group/a specific category of people, etc. etc.
- Tell about where are you from, what you do,
- Write about the purpose of your visit

Para 2

- Describe the issue in detail with both qualitative and quantitative information
- What is the issue?
- Who are the people affected by the issue?

SAP PARTICIPANTS SUBMITTING REPRESENTATION TO MR. K. KESHAVA RAO, MP, RAJYA SABHA

Para 3

- What are the causes of the issue?
- Why the issue is there?
- What are the impact or consequences of the issue?
- In what ways can the issue be solved? etc.

Social Advocacy: Guidance For Representations

Para 4

- Describe what you expect the politicians/officials to do to address the issue
- Provide quantitative information about how many people will be benefited by the action of politicians/officials
- Appreciate the similar work done by politician/official in the past.
- Explain the urgency of the action to solve your issue

Para 5

- Express your gratitude for the opportunity to meet
- Make an earnest request to address the issue seriously and speedily.

You can also enclose some relevant documents along with the Letter.

Thanking you,
Yours Sincerely,

Signature

SOCIAL ADVOCACY

Tools And Methods

- Seminars/Workshops
- Educating the public
- Letter writing,
- Meeting Officials
- Representations to Local Bodies: Panchayats / Municipalities
- Petitions in Courts and PILs
- Mass Appeals, slogans, placards, posters, handouts, etc.
- Public Hearing/Public Events
- Non-violent Protests,
- Demonstrations, Dharna, Sit-ins, etc.
- E-campaign, Urgent Appeal
- Lobbying
- Persuasion
- Media advocacy
- Negotiations/bargaining

SOCIAL ADVOCACY

Skills Required

- Presentation Skills
- Convincing/Persuasion Skills
- Influencing Skills
- Communication/Articulation Skills/Messaging skills
- Analytical Skills
- Networking Skills
- Mobilization Skills
- Research Skills
- Writing and Speaking Skills, etc.

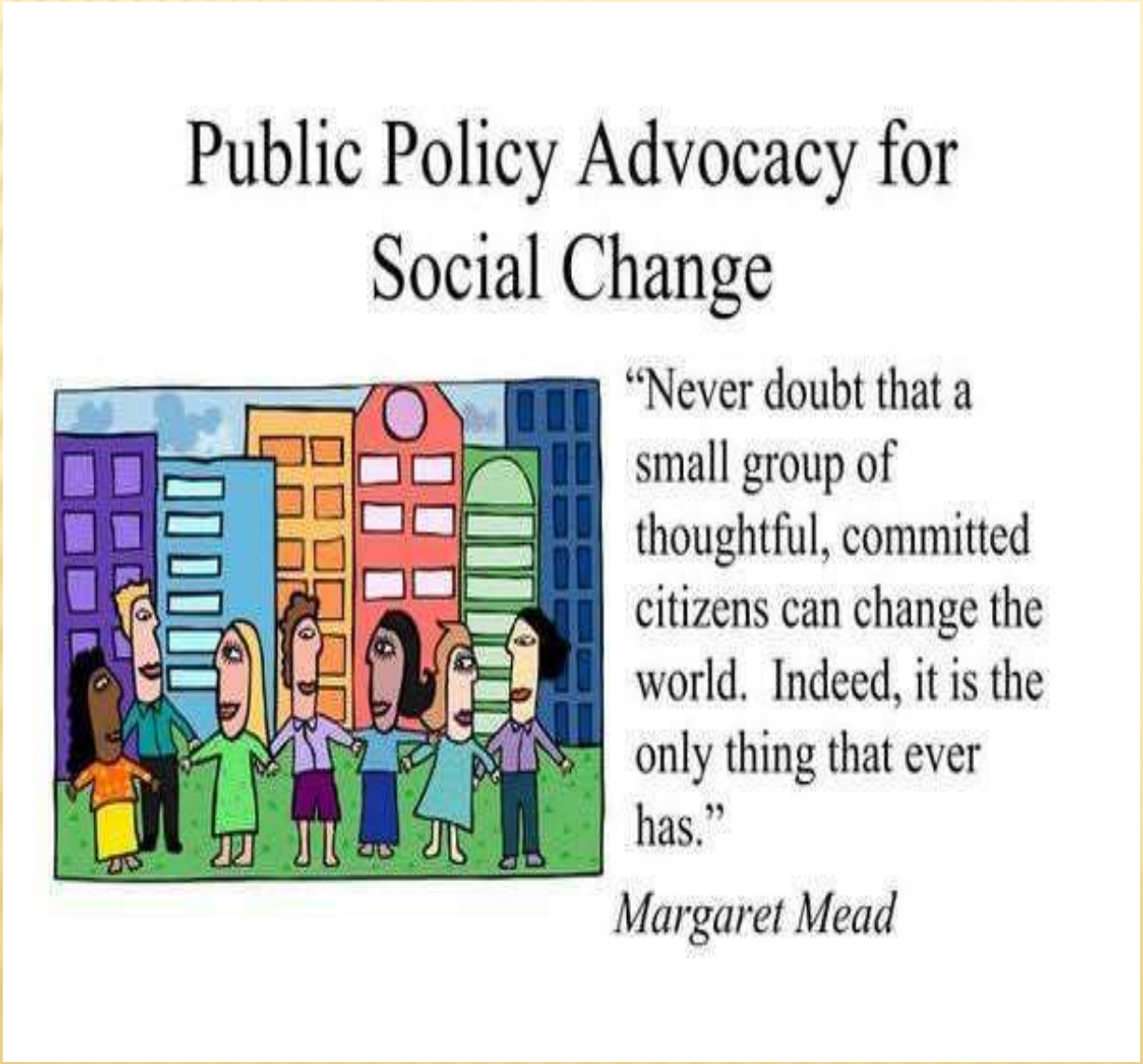
Representation to Mr Y.S. Rajashaker Reddy, Chief Minister of Andhra Pradesh

Advocacy Team

- An advocacy core team with a team leader will anchor and coordinate the advocacy efforts, actions and processes. Of course, there will be many others extending support. This core team will be responsible for anchoring, guiding, coordinating, organising, executing and reporting the progress of the advocacy campaign.

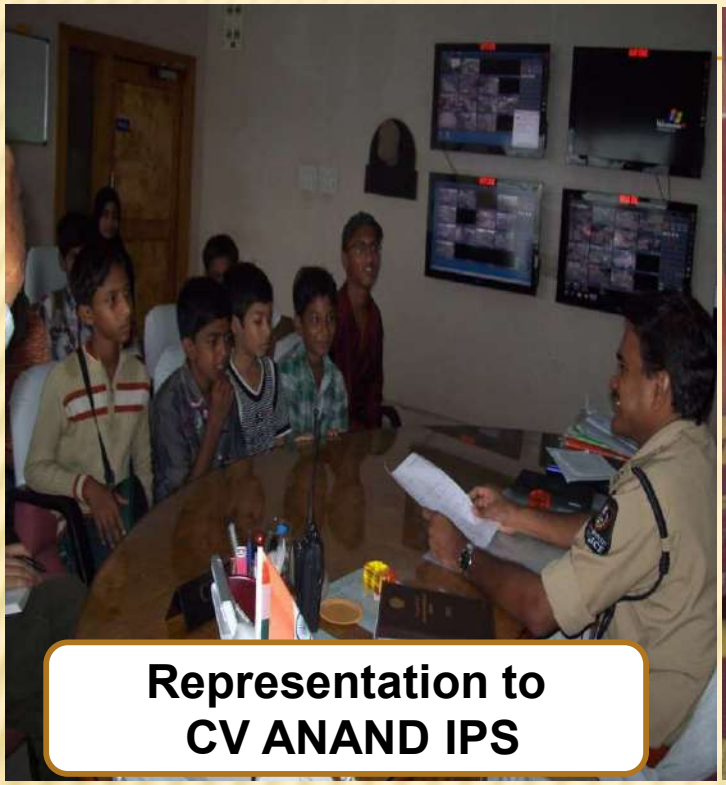
SOCIAL CHANGE AND ADVOCACY

Advantages of Effective Advocacy



- Effective Advocacy helps to bring about
- Policy change, policy implementation,
- Attitudinal change
- Behavioral change
- Empowerment of the people
- Ensuring human rights and social justice
- Achieving social change and development
- Contributing towards a more just and humane society

SOCIAL CHANGE AND ADVOCACY



Representation to CV ANAND IPS

Students Interviewing a Local Resident

THANK YOU

Beggar Rehabilitated

Students visiting Homes for Survey