As part of an extensive programme to assess the Communication needs of its partner NGOs, PACS India has initiated extensive two-day workshops in the seven states of Uttar Pradesh, Jharkhand, Bihar, Madhya Pradesh, Orissa, West Bengal and Chhattisgarh to be held over October-November 2011 in Lucknow, Patna, Bhopal, Ranchi, Raipur and Bhubaneswar with its partner NGOs in the state. The exercise, to be conducted by Delhi based agency, The Resource Alliance will introduce the concept of Appreciative Inquiry and use several international communication strategies and techniques to lead the participants on a route of self discovery and growth. The second of these workshops is being held in Raipur on October 31-November 1 with participants from partner NGOs.

THE FOUR R’S
PACS expects its partner NGOs to follow the four R’s namely:
Raise issues of exclusion,
Representations—excluded people be part of representations in all fields
Response Ability – gauge the response to this change and
Report and replicate key success stories to usher in perceptible change in society

ON THE AGENDA: DISCOVERY, DREAM, DESIGN, DESTINY...

Lead Communication Consultant, Augustine Veliath, led the discussions on the first day guiding the participants through a journey that would cover two days and usher them through a wonderful period of (self) Discovery where participants would learn to relate their experiences of successful communication, then proceed to Dream to achieve goals they hope to attain. The sojourn continues over the next day to help them design their own course of action and craft a vision for the organisation and design the future through open dialogue. Finally at the Destiny/ Delivery point, the peak of the discussions, the participants co-construct the future through innovation & action. The first three steps are designed to lead to this fulfilling climax.
As a young girl, Durga was brought up by her parents with love and care that made her totally unaware of the biases of caste and gender that are engrained in society. As she grew up she earned medals in sports and excelled at school as well. Her parents brought her up with a different perspective of the world around her. For Durga there was just one difference in the world—the difference between the rich and the poor, one that she often witnessed for herself.

Even before she had passed out of school, she found a job in a chemical factory and began to work there. But in a matter of months she realized all was not well around her. The management maintained two registers—one “black” and one “white” to evade tax and forced employees to sign on the same. Durga reported the matter to external audit authorities and made sure the proprietor was brought to task. In the meanwhile she came in contact with a social organisation which worked for equality and justice in society. Durga began to work there as they firmly mirrored her ideals of equality and social parity for all.

However at one of the village meetings she was taunted by a Village Sarpanch, a woman, who said “there is no point in pretences. You are a high caste Brahmin and when your family selects a groom for you, they will ensure he comes from your caste only. So, all this talk of doing away with caste inequality is just a front.” This forced Durga to review her principles and she vowed that either she would marry a Dalit or lower caste person who shared her ideology or not marry at all. As luck would have it she did meet and befriend a person mirroring her ideals and from a Dalit background.

Today she is happily married to him and credits the woman Sarpanch Saraswati Sahu with her happiness and strengthening her resolves. “Today I am more motivated to do my work because I know I have faith in my ideology and have carried my ideals into my personal life as well.”

Dalit activist, scholar, author, writer and activist, Goldy George is a familiar name in the development sector. We salute his spirit and enthusiasm!
She is a soft spoken, low profile lady who prefers to offer silent support to the cause she espouses. But Monday brought forth a different face of Shanti Sethiya before her colleagues and workshop coordinators at the Pastoral centre Raipur where she slowly but steadily presented a summary of success stories related by her group. Brief and to the point, Sonia listed the main points and turns and twists of each story from her group with the precision of a surgeon, omitting unnecessary details and yet summing up each saga brilliantly earning her the title of Story Teller of the Day!

“We are proud that we upheld the cause of justice and were imprisoned fighting for social justice. We count on that experience as a rewarding and life changing one in our fight for Dalit and Women’s rights”

Renuka Ekka & Prashant Kumar PV

SLOGANS TO TAKE BACK!

“School se dar kaisa, yeh hai mere ghar jaisa!”

This simple slogan from a social organisation was responsible for triggering off a massive enrolment drive in Kawardha (Kabirdham) tribal district of Chhattisgarh resulting in the enrolment of 8700 Baiga (Primitive Tribe Group) children in local schools!
WHAT’S MORE IN STORE?

Day Two plans on dealing with the present and grounding the dreams to the facts of the proposal and channels of communication for PACS.

Session plan for day two:
Group work: We Design
Design the future of PACS communication through open dialogue.

Group work: We Deliver; Our Destiny as Communicators
Co-construct the future through proper planning and clear tools of communication based on their areas of intervention

To know more about PACS
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