SEVEN STATE COMMUNICATION NEEDS ASSESSMENT WORKSHOP:
SECOND STOP @ RANCHI
As part of an extensive programme to assess the communication needs of its CSO partners, PACS has initiated an 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. 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 Ranchi on October 21-22 with partner NGOs

THE FOUR R’S IN NEEDS ASSESSMENT
PACS expects partner CSOs to be able to:
Raise issues of exclusion,
Represent excluded people be part of representations in all fields
Responsiveness, enable responsive service providers 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, and then proceed to Dream in order 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 communication vision for the organization through open dialogue. Finally at the Destiny/ Delivery point, the peak of the discussions, the participants co-construct the future need and tools for innovation & action.
SCRIPTING SUCCESS STORIES!

Appreciative Inquiry (AI) is the cooperative search for the best in people, their organizations and the world around them. It involves systematic discovery of what gives a system ‘life’. AI involves the art and practice of asking questions that strengthen a system’s capacity to heighten positive potential. Instead of adopting the standard traditional approach of looking for a problem, AI looks for what works in an organization using the technique of **SOAR**—**Strengths, Opportunities, Aspirations** arriving at **Results**!

By seeking out the best experiences of each participant, the workshop opened them to further introspection, exploring best practices and sharing the same with others.

The stories spoke of inspiring action of ensuring respect and dignity for women from underprivileged backgrounds, influencing reluctant villagers into sending their wards to school through an extensive letter writing campaign, mobilizing funds to ensure a meritorious student from humble beginnings realized her dream of becoming a doctor. Each tale had a powerful message of empowerment and emancipation and brought forth the abilities of partner NGOs in tackling social injustice and adopting innovative communication techniques to turn the odds in their favour!

**Session plan of the day**

**Group Session: We Discover**  
Appreciate the best of "what is" by focusing on peak times.

**Group Session: We Dream**  
Creating a positive vision of what might be, what we would like to achieve through Pro Action Café.

**Reflection on questionnaires received**
DISCOVERY - ROLE PLAY

In groups of three, participants learned to relate, listen and questions as they passed through the roles of narrator, note taker and questioner to probe and come out with success stories to put before others. Whether it was the innovative use of media to expose corruption and wrongdoing or simple advocacy, each had something to add to the basket that was overflowing with success sagas at the day’s end.

In the story telling session on Day One of the Ranchi workshop, saw reflections of assertive actions on issues of social exclusion by Poonam ‘didi’ as she came to be fondly called by the day’s end and Savita Banerjee. These two women spoke of the difficulty they faced in ensuring education to girls in a village and work guarantee under a government programme for a small Dalit hamlet. They also beautifully summarized the other stories that came up in their groups.

Group Session: We Dream

In this session participants in thematic cluster groups came up with creating a positive vision of what might be, what they would like to achieve in the specific themes vis a vie PACS.

They were to dream big about interventions, not only at the village level or district level, but also at the national and state level.

An interesting technique called the Pro-action Café was used for this session.
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

Know more on PACS:

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