FOURTH PACS CNA WORKSHOP HELD IN BHOPAL

After completing three workshops in Lucknow, Ranchi and Raipur, PACS CNA Workshop is being held in Bhopal on 3rd and 4th November 2011. This is part of an extensive programme to assess the communication needs of its partner NGOs through a 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. The exercise is being facilitated by The Resource Alliance and 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 Bhopal workshop is attended by 30 participants from select civil society organizations in Madhya Pradesh.

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

LET’S SOAR ON A JOURNEY OF DISCOVERY, TO DREAM, DESIGN, AND DELIVER OUR 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.
Yes We Can!

From a life in squalor and misery, one village was shown the way to sanitation and self help, resulting in a life of dignity and respect and a total behavior change for the village. This is the stuff that social movements are made of. This story, related by Kamlesh Rathore (Ekta Foundation, Bhopal), about the village Deeda Khedi in Sihaur district, Madhya Pradesh. The thirty-five families of this village were had no access to proper sanitation (toilets) and children were discouraged from going to school. Innovative use of health and hygiene education among the village youth—boys and girls, brought in a positive atmosphere for change in the village. A youth organisation and Jal Samiti (water management committee) was formed in the village which pressed for solving the sanitation, drinking water, garbage, access road and lack of proper facilities in the village schools. The villagers decided to make full use of the Rs 2200 grant available to build subsidised toilets in their village. One after the other more families opted for the scheme as a result of which soon most houses had their own toilets. The villagers also solved their water problem and by unique methods of waste water management and planting vegetable beds—as a result of this no one in the village needs to buy vegetables from hawkers anymore—they grow their own veggies! To show the efforts of the community workers at the end of the process a public vote was conducted to know if villagers liked the change, so votes were asked for those favouring clean surroundings—and no prizes for guessing which side won! Today the village is an example for others to follow in the region.
It was a simple story but it caught the eye because of it came to reflect the harsh realities of women’s status that exist in society and one organisation’s fight to grant dignity and fight against social inclusion of a lone woman. Reciting it simply but effectively, the soft voiced Uma related the story of a woman who was forced to marry a mentally challenged man and who, after some years, developed a close bond with a man in her village. Soon not only did she find herself ridiculed in society, she also faced total exclusion and ostracism from her social environment. The villagers not only excommunicate all those who spoke to her but also began to influence her already adult children into abandoning her as well. This kind of exclusion was not however imposed on the man.

The situation became so grave that the woman had to flee the village and ask Uma’s organisation for help. Uma despite resistance from her community and fellow colleagues, took up the issue, spoke to village elders, panchayat, the children fully aware the risk to her organization was taking. After series of talks, meetings, individual community mobilisation the woman was given back her home and could meet her children again, thus enabling her to lead a life of dignity.

The presence of DFID (Delhi) Representative Anuradha at the Bhopal workshop was an added plus for the participants, PACS and Resource Alliance representatives who proceeded to hold an invigorating session with her participation and contribution.

With 30 participants—Bhopal leads the numbers game so far @ workshops

Lucknow, Ranchi, Raipur—Bhopal may have been No. 4 on the schedule list but the large number of participants have ensured that it leads the way as far as active participation is concerned. There were energizing discussions and plenary session on various issues on the dream session and every participant contributed to dream even bigger for the state.
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.