ANNUAL REPORT
2014 - 2015

"commutiny"
the youth collective

Annual Report 2014-15 – Draft 0

Executive Summary

1. Brief Introduction of CYC

Building on our work in the past few years to increaseawareness and encourage action aroundcreating empowering spaces for young people, ComMunity – The Youth Collective (CYC) is looking to intensify efforts on how such spaces can be created, utilized, and replicated.

In the past year, CYC has engaged in media advocacy and influencing policy in the area of youth development. Through its programs and initiatives CYC has been striving to strengthen the ecosystem for youth development and active citizenship in the country and to make youth work visible through the creation of media products and their dissemination. CYC work on strengthening youth leadership work on the ground has been multi-pronged, with a focus on:

1. Enabling young people to take on a self to society journey by working on social issues in different parts of the country on issues of social inclusion and marginalization.
2. Ensuring their work and their voice is amplified to inspire others.
3. Inviting participation from public, private, and civil society organizations in this development.

2. Architecting 5th Spaces

Changelooms is a program that promotes young social entrepreneurs and activists to start up exciting initiatives that are driven by their passion and vision for the larger common good. So far 150 such young leaders have been supported in partnership with SRTT, IDS and DKA.

This year in partnership with **Department for International Development (DFID)'s Poorest Areas Civil Society (PACS) Programme and Pravah we have launched Changelooms With.in** as a 9 month leadership journey with 100 passionate young
changeleaders leading social action initiatives that address social inclusion in 6 states including Uttar Pradesh, Madhya Pradesh, West Bengal, Bihar, Jharkhand and Delhi NCR. Changelooms Alumni leads from Prantakatha, YES Foundation, Youth Alliance, Diksha Foundation and Synergy Sansthan are co-facilitators of this journey.

Changelooms With.in is an inside out leadership journey that encourages, recognizes, and supports young leaders (changeloomers) to achieve their potential to lead social change initiatives.

The programme offers:

- **An "Inside out" learning journey** - Changeloomers are encouraged to explore their leadership potential, starting from

- **Leadership Development and Capacity Sharing** - The development centre (capacity sharing workshop spaces) enables the changeloomers to deepen their intervention and strategies and build skills to design and facilitate high impact learning spaces using frameworks and models within by examining their self – awareness through structured tools such as Analysis, Design Development, Implementation and Evaluation (ADDIE) to plan an intervention and Walkers Cycle for session. It gives an opportunity to delve into self- transformation and identify one's own strengths, fears and drive the change from within and take it outside to the society

- **Mentoring** - each Changeloomer is assigned a mentor who meets up with them throughout the programme, helping them to develop their personal and public leadership skills

- **Visibility support** -Changeloomers are supported to draw up action plans to help them

- **Seed funding** - A financial investment that acts as start up support to each action project.

The objectives of this programme:

The prime objective of this assignment will be to strengthen youth-led change initiatives that can promote and pioneer innovative and creative projects/work towards social inclusion.
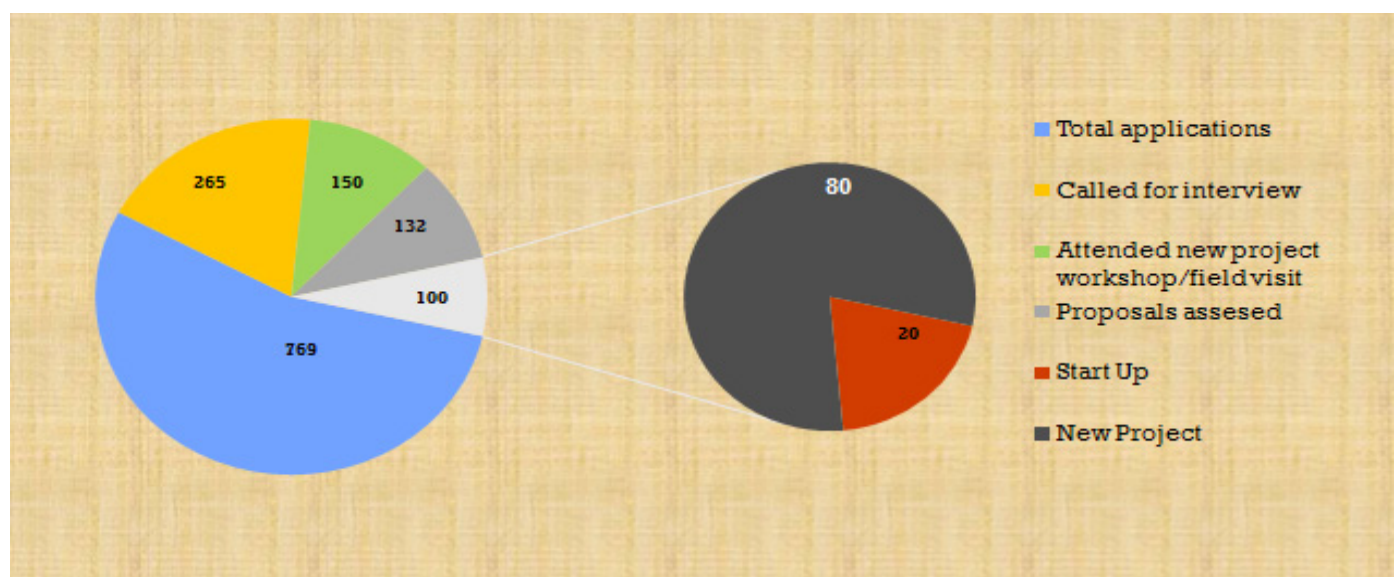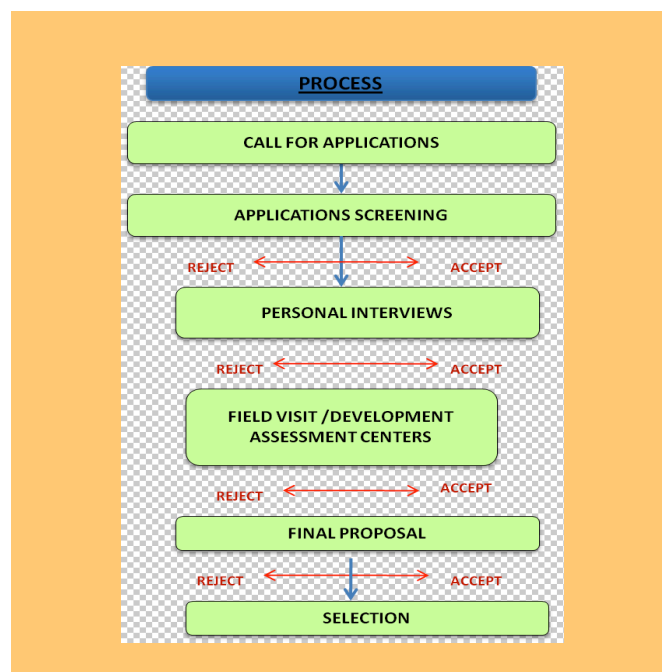
Key objectives of the programme:

1. Identifying, mentoring, strengthening and incubating 100 youth led initiatives which necessarily desire to talk and work on social inclusion.
2. These changeloomers demonstrate positive movement leading strong social change initiatives that enhance social inclusion.

OUTREACH AND SELECTION

The identification and selection process under the Changelooms With.in programme was an intense, multi stage, rigorous and objective process to ensure appropriate selection and to get the right individuals. As part of outreach, 90 districts in Bihar, Jharkhand, West Bengal, Madhya Pradesh, Uttar Pradesh and Delhi were reached out, specifically including youth from groups which are socially excluded on the basis of caste, tribe, religion, gender and/or physical disability.
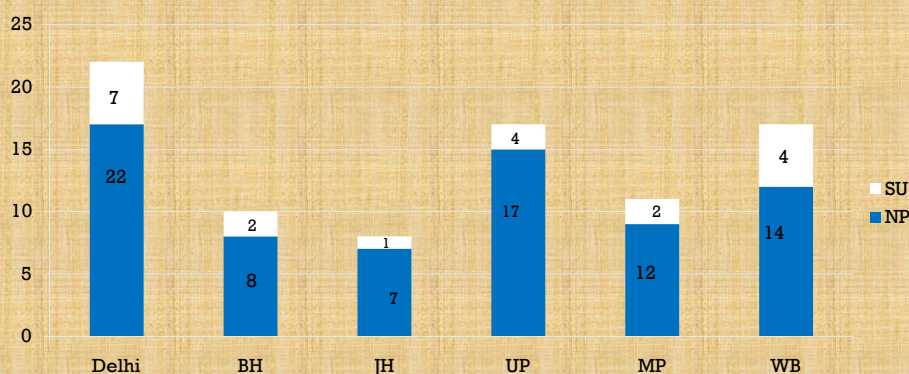
Principles of selection process:

1. Accountability and transparency
2. Participatory and positive engagement
3. Reaching out to as many as young people as possible (to the last)
4. Learning orientation

By January 2015, 100 Changeloomers had been identified following a rigorous selection process.
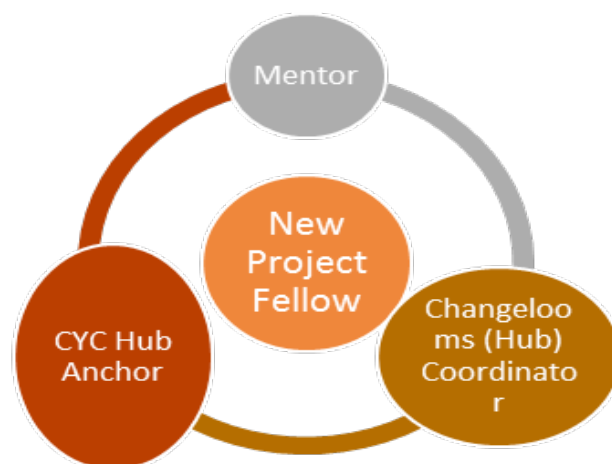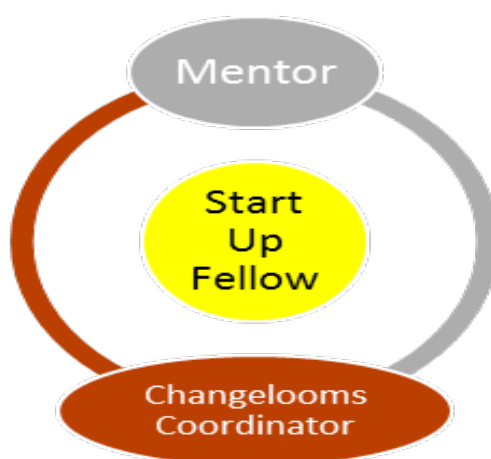
Changeloomers

MENTORING TO CHANGELOOMERS

A mentor plays the role of a facilitator to maximize, diversify and deepen the learning of the Changeloomer. Through this process he/she can support the holistic development of the Changeloomer as well as the change initiative. A mentor's inputs are not confined to a particular issue or aspect of the initiative; it also deeply impacts the Changeloomers' approach to personal and social change. A mentor-mentee relationship is based on mutual interest, trust and sharing. In Changelooms With.in journey, there is pool of more than 40 mentors from across the regions and background who enriched the journey of the Changeloomers.

Support that the Mentor provides to changeloomer:

• The mentor provides feedback and guidance as Changeloomers develop and implement their action project. He/she helps Changeloomers in discovering new aspects of their work and in locating their work in a larger context.

• Based on primary assessment the mentor adds value to the learning agenda of the changeloomer for self transformation and leadership to the project.

• The mentor visits the Changeloomer in their field setting to understand the context of their work better and provide them with guidance. It is recommended that the Visit is undertaken as early as possible and has duration of 1- 2 days so that the mentor has enough time to interact not only with the participant but also with the stakeholders involved.

• Mentors are well placed to connect their own mentees and other changeloomers to relevant learning opportunities, networks, resource people and resources

The mentor provides the Changeloomer with regular and constructive feedback and inform them in advance if there are areas where they are falling behind and need to make improvement.

Altogether, **17 learning workshops, 4 visibility events, and 3 events for the Bus campaign** were organized during the journey. Starting from the selection to impact assessment several systems and processes were newly developed to make a more robust journey. Apart from these, new designs were developed for the learning workshops.

Learning Events: Changelooms With.in

The year long journey with the changeloomers was a mutual learning ground. The programme was designed in such a way that the intervention was more focused on a j**ourney 'From Me to We',** Self to Society where we used a refl-action process in which young people were helped to relate their experiences in the real world to their own identity quest.

Sl no	Learning Events	Location	Remarks
1	Windows to With.in	Regionally (2 in Delhi, 1 each in UP, MP, BH and WB)	A capacity building workshop with New Project Changeloomers to strengthen ➢ Perspective building on development work ➢ Anatomy of Social Exclusion ➢ Proposal writing and strengthening of project idea
2	Development Center (DC) for startups	1 In Delhi	First learning event with the start up changeloomers. The main objective being ➢ To build a sense of solidarity in the changeloom cohort and becoming aware of the different social inclusion imperatives, and building on their own strength. ➢ Professional inputs was given on the action projects and looking at building leadership skills and organizational development ➢ Financial planning was another important aspect that was covered in this workshop
3	Mid Project Review and Learning Workshop	4 regionally for New Projects (UP, MP, WB, Delhi). 1 for Start Up in Delhi	This workshop was especially designed to review the projects, reflect on each of them and provide feedback. All the projects were closely monitored and the potential projects for up scaled were be identified. ➢ Review on Self and Social Change Project ➢ Leadership and Decision Making ➢ Visibility tools/Fund Raising ➢ Impact indicators finalisation
4	End Project Review	4 regionally for New Projects (UP, MP, WB, Delhi). 1 for Start Up in Delhi	This would be the final review of the programme. By then the best practices from the field will be captured. It will also give us a clear indication in terms of the impact on ground and on the self of these 100 changeloomers.

Youthsav, the launch event of Changelooms With. in:

On 23rd January 2015, Changelooms With.in Launch Event "Youthsav- Celebrating Youth Leadership and Social Inclusion" was organized. **Youthsav** was a celebration of a story, begun, but in the process being co- written. It celebrated 100 changeloomers from different socio-economic-geographical backgrounds creating constellations of social inclusion in the sky of change. Their projects ranged from gender, education, identity, livelihood, youth development, communal harmony, caste-based exclusion, and so on.

Infused with infectious energy Youthsav had promised for:

❖ **A visibility platform for the** changeloomers who were eager to showcase their work.
❖ **Public Launch of Bas.Stop Campaign!** It was the official public launch of the Bus Campaign as well.
❖ **Interactions** with some of the eminent personalities of the field.
❖ **Musical Evening!** We had exciting cultural performances by theatre club Mohalla Bol, Music groups Manzil Mystics and Kabir Singers.

As the day of the event approached our venue, Vishwa Yuvak Kendra, was jam-packed! The fact that the President of United States of America has visited during the same time and the tight security, henceforth, did not affect the amazing turn out at the event. Youthsav witnessed a footfall of 500+ people from all walks of life. Other than the changeloomers and the programme team of Changelooms from Pravah, Commutiny and PACS, regional anchors- Youth Alliance, Diksha Foundation, Synergy Sansthan, YES Foundation, and Prantakatha, we had youth, journalists, funders, communities of transgenders and children, ngo professionals and social activists and others who had developed an interest for the idea, theme or vision of changelooms and changeloomers, of course!

Some of the most eminent people from the field addressed the gathering and instilled hope and passion in the hearts of young people. Founder of Video Volunteers Stalin K Padma, Rajan Khosla, erstwhile Director PACS, CEO of Pravah Neha Buch, Co-Founder of Pravah and Convener of Commutiny Ashraf Patel, along with Head of DFID India Marshall Elliot, Dr. Belinda Bennet and the country director UNFPA, Frederika Meijer echoed the vision with which the loom is weaving change.

Bas ! Stop Discrimination Right Now, the mobile bus campaign under the Changelooms With.in programme was formally launched by the Head of DFID India Marshall Elliot.

The event successfully created a big visibility bang which several media coverages. It was a learning experience for changeloomers who for the first time had come together as a collective. Many have shared that the energy was infectious!

Regional Visibility Events:

Going forward with this programme, Changelooms With.in organized visibility events regionally to celebrate youth leadership, their struggles, success and impact of their work on lives of people they are working with including their own self. These events were planned in Bhopal, Kolkata and Patna on 20th, 22nd and 24th June 2015.

Background and purpose of this event

Key objectives of the events-

☐ To showcase state specific changeloomers, their work and how they are bringing change to the youth development eco-system including civil society organizations, networks, educational institutions, young students, government etc
☐ To engage with the local and mainstream media and create visibility about the programme and young leaders and issues of social inclusion at various levels and reaching out to the masses.

These events drew not only many young people, but also investors and other stakeholders supporting or working on youth development. These events were ideal platforms to highlight the changeloomers and their work. Media was invited to these events so they can meet the changeloomers and write stories about their work and its impact. These events were successful in highlighting the action on ground done by the changeloomers and hear their stories of social inclusion.

Each event witnessed a participation of 100-150 people from civil society organizations, networks, community etc. in the region/state.

Ashish Kumar, Programme Coordinator: (Hub anchor- Delhi and MP) Prior to joining CYC, Ashish was working in the corporate sector for 4 years, across the verticals of Decision Analytics and Corporate Banking. An engineer and an MBA by qualification, he chose instead to pursue a passion for social innovation and entrepreneurship in the social development sector.

At CYC, he is part of the Changelooms program which facilitates the leadership development of young social entrepreneurs. Ashish loves his music and plays the drums as a hobby.

Astha Agrawal, Associate Coordinator (Direct engagement with Start up) A graduate in B.A.Progamme from Lady Shri Ram College, Delhi University Astha went on to pursue a diploma degree in Conflict Transformation and Peace Building, a choice that changed the way she perceived and looked at her life. She has done her post-graduation in International Relations from Jawaharlal Nehru University, Delhi. It was at this time that her thrust for experimenting with life made her go for the SMILE In-Turn-Ship of Pravah. Her journey with Pravah as a youth facilitator had thus begun.

Ayesha Verma, Associate Coordinator (Direct Engagement with New Projects, especially Delhi) has worked and played different roles at Pravah and ComMutiny the Youth Collective over the past 3 years. She has worked in the college leadership program as well as in the social entrepreneurship team. She has a bachelors degree in Biological Sciences [H] from University of Delhi and is a British Council and Commonwealth Youth Exchange Council Changemaker 2013.

Malavika Pavamani, Programme Coordinator, (Hub Anchor- Bihar, Jharkhand, West Bengal, UP) completed her Masters in Social Work from Delhi School of Social Work. She has a keen interest in creating effective learning spaces for adolescents and youth. It is this interest that brought her to Pravah as an intern and she has managed to keep her passion alive, learn and grow here ever since. Presently she is one of the keys members to the design and facilitation team in the Changelooms Programme.

Ramneek Banga, Program Co-ordinator (Leads the start up journey) graduated with a degree in Journalism and Mass Communication and began her career in Public Relations and Event Management. In her strive to learn more and engage into something more meaningful she started working part time with the Children and Youth Resource Center in Nehru Memorial Museum and Library (NMML) which aimed at creating a democratic, secular, fun and vibrant space for children to learn, play and develop their skills and knowledge creatively.

Umpilika, Director of the Changelooms program. She has completed her Masters in Social Work from DSSW. She worked with CSE as a Research Associate for a couple of years. Following that she joined ACCESS Development Service where she led the Financial Literacy Program and has had a lot of community development and training experience in that field. She was working with Department for International Development (DFID)'s Poorest Areas Civil Society Programme (PACS) for over 5 years where she has played a stellar role in strengthening organisations and communities in the area of social inclusion. She has outstanding experience in program management, monitoring and evaluation, mentoring and capacity building.

Hubs

Diksha Foundation was started with the goal to provide quality education to children who come from socially and economically disenfranchised communities. Since 2010, their movement has been towards creating vibrant and democratic learning spaces for children who most need them. They believe that children are the most vulnerable members of their communities and their neglect has led to the many crises that they face today. They see education as a powerful tool to change regressive and apathetic attitudes towards gender, environmental degradation, caste biases, etc. and create awareness on social issues amongst the communities we are a part of. Their approach to a learning space closely subscribes to the Japanese Concept of Ba. Ba is a mutual space where knowledge is shared, created and utilized between actors. It can be either a physical, virtual or mental space, and it is both closed and open in the sense that it is characterized by certain boundaries but also by constant interaction with its environment. Gautam Gauri, the founder of the Diksha, was a Changeloomer himself and now the lead of the Changelooms journey in Bihar and part of Jharkhand.

Prantakatha which in Bengali means Narrative of Change from Margin works on developing youth leadership in various spheres of life. Prantakatha has grown steadily in size and depth in terms of intervention and engagement with youth in Bengal. Currently Prantakatha is run by a well performing board and a sound ground team who through their efforts have been able to develop Prantakatha as a trusted youth space in West Bengal. The most exciting part of youth group at Prantakatha is that it includes a cross section of the young population ~ college students, youth from urban slums, from red light areas, queer population, religious minorities etc. Bappadittya Mukherjee, the founder of Prantakatha, and a Changeloomer himself is anchoring the journey of Changeloomers in West Bengal and partly in Jharkhand.

Pravah is an organization based in New Delhi, India, working to impact issues of social justice through

youth citizenship action. In 1992, a wave of violence and rise in communal thinking forced a group of young professionals in their early twenties, to stop observing passively and take action – something that we had forgotten to do for a long time. What started as a small campaign led in colonies and colleges to mobilize public opinion against the violence through creative mediums like theatre, later began to flow as Pravah. Pravah became a registered organization in 1993 and since then, their team has grown to include over 25 professionals with vast experience in diverse fields such as human resource development, theatre, psychology and social sciences. They now partner with more than 40 Indian civil society groups. Pravah's Youth Intervention team led by Rameez Alam is co-anchoring the journey of the Changeloomers in Delhi along with Youth Alliance.

Youth Alliance is a group of committed citizens whose dream is of a nation whose youth feel equipped with skills to solve problems of their communities. A nation where taking initiative is the norm than an exception. They aim to build a movement of young leaders equipped to meet India's problems by designing processes to identify and nurture young individuals with a spark to think innovatively for the larger social good. They do this by conducting programs where they get experiential exposure in both urban and rural space to identify their passion. Prakhar Bharatiya, The founder of Youth Alliance and Changeloomer 2012 batch is hosting this journey.

Synergy Sansthan is a non-profit youth lead voluntary organization, registered under Madhya Pradesh societies Registration Act 1973, working for the disadvantaged social groups like;Youth, dalits, tribes, women, working children and other deprived classes. It is also registered under the FCRA, 12A & 80G of Income tax Act, 1961. It is working for the empowerment of Dalits, poor & marginalized communities to address their immediate needs and better access to entitlements & rights. Ajay Pandit, the founder member and a Changeloomer himself is leading the Changeloomers' journey in MP.

YES foundation is selflessly working towards the betterment of youth since 2012 in Lucknow. It is a youth led organization, which is ably supported by young people from various Colleges/Universities of Lucknow and has been working on the issues of street sexual harassment/gender stereotypes and youth development (Self to Society). Zeeshan is a founder member of YES Foundation, a Changeloomer himself is now leading this journey in

Way Forward for Architecting 5th Spaces

3. Promoting 5th Spaces

As a Collective, a core agenda of CYC is to take the concept of 5th Space to wider audiences. We recognize that our own forum members are pivotal to creating more 5th Spaces, independently and as a network. With this end in mind, we created a number of media products and other opportunities to advocate for creation of 5th Spaces. Central to all our advocacy strategies and activities were the questions: What key competencies are required to facilitate a 5th Space? And what processes will help a 5th Space to function effectively?

3.1 Commutiny Media Network

ComMutiny Media Network (CMN) creates diverse media to facilitate dialogue and discussion to formulate an evolved and shared understanding on youth leadership, youth identity, youth livelihood and discrimination. As part of its media compendium CMN has developed an impressive collection of films advocating the 5th Space. From animation and live-action to documentaries and music videos these films capture the stories of Inside-Out Youth leadership. There are currently over 60 creative and innovative media products ranging from: 40 films (some of which have won acclaim at national and international film festivals); 15 theatre and dance productions; 2 music videos and a music album. We also make films for international and national development agencies.

The Community Media Network, being at the centre of the media and advocacy efforts in CYC, engaged in a series of activties this year designed to boost the visibility of the 5th Space agenda. CMN has directed its efforts towards advocating for creation of 5th Spaces; demonstrating how to facilitate creation of 5th Spaces, and using the media and advocacy agenda to build the collectiv further.

3.2 New Products

To ensure that we reach young people in unique and engaging ways, an interesting mobile game application - The Unknown I-land – A leadership Quest, which explores leadership capacities of young people and youth facilitators was conceptualized in 2014 to engage and reach out to technology driven youth and smart phone users. CMN team worked on a leadership quest with a captivating storyline on the 5th Space concept.

After much market research and conversations

with multiple agencies, we were able to identify a competent mobile app development agency that has considerable amount of experience in developing social apps for non-profit organizations. ZMQ Software Systems is a technology for development social enterprise that develops innovative ICT solutions, software, and applications to empower people and enable sustainable development. Interestingly, keepig in line with the 5th Space ideas of freedom and trust, ZMQ's

solutions are developed using Open-Source-Appropriate-Technology (OSAT). ZMQ specializes in developing solutions in the areas of public health, education, skills development and training, enterprise development and livelihood generation, environment, disaster management and agriculture.

Sample Character Sketch design developed for the Mobile APP

The mobile app will serve as an impact assessment tool which will assess an individual's leadership capacities through a fun-filled, life-situation-based quest game. The final report out will be a leadership score board providing an overall assessment of users leadership capacities and competencies of decision making, value ranking, attitude and behaviour. With technical support from ZMQ, CMN team is currently in the process of developing more levels to the game to make it more engaging so that it's not a one-time user experience. ZMQ will support CMN with creative illustrations, detailed character sketches, User Experience Design & User Interface (UX/UI) and platforms to launch the app. Their key role is to support CMN in the back end processes to enhance user satisfaction by improving the usability, accessibility, and interaction between the user and the product.

The Unknown I-land app would be our first interactive media project and we are really looking forward to the final product towards the end

of 2015. The story, made up of various situations, has been finalized and we are now working on developing different levels and multiple situations to enhance the user experience and to reach out to diverse audiences. The app itself is being designed as a 5th Space experience so that those who use it will get a taste of what is feels like when using a 5th Space product. The app will also be used as a promotional tool to introduce young people to the concept of 5th Space.

One challenge that we have faced in this activity has been that of identifying an appropriate agency to develop the app for us. We were keen that the agency has experience working with the social sector and that they understood the 5th Space principles. Once we began our conversations with ZMQ, they enlightened us to the fact that having a multi-layered app would be more impactful than having two different apps. With approval from DKA, we were able to make changes to the budget allocation and deliverables keeping this in mind. We are now developing one app with multiple levels.

The app progress is reviewed in the weekly team review meetings and updates are shared in every Champions meeting. Realizing that developing this app is going to be a time intensive process, the team is volunteering take time out on non-working days to help us finish the content for the development of the app. We are aiming to have the completed app to present by the end of the year.

3.2 Reaching Out to Young People Through Media Festivals

In order to take our compendium of films further in a systematic fashion Media Festivals were organised by CMN with our forum partners. The Media Festival were positioned as visibility and advocacy events for the 5th space concept and were part of the annual event that CMN had to do to advocate for 5th space.

This series of Media Fest was called 'Breaking Walls: Creating Empowering 5th Spaces – A Grassroots Media Festival'. The overarching theme for the film festival was using 5th space principles to facilitate social inclusion. These events were 5th Space in themselves as these gave opportunity to volunteers of the organisation to organize the entire event in their city and lead it. This also created space for them to break boundaries and engage in cross border friendship, have fun and learn by exploring and questioning their pre-set identities. One of our partners, Sauhard based in Ahemdabad, produced a film on cross border engagement (inter-regional marriages) titled 'Beyond Boundaries', which was also taken forward through this festival.

Seven partners conducted small events in their cities, namely: Sauhard (Ahemdabad), YES Foundation (Lucknow), Pravah Jaipur Initiative (Jaipur), People for Parity (Alwar), Synergy Sansthan (Harda), Rubaroo (Hyderabad), and ALFA (Udaipur). **900 young people were reached through these events and more than 50% of the population was untapped audience who were introduced to the concept of 5th space for the first time.**

Our great celebration for the media fest was that partners shared that this event gave them a lot of energy and it was a great platform to begin the conversation about 5th space. Partners thoroughly enjoyed the event and also shared that they would like to do more of such events as they also help to mobilise young people for their organisations. The media fest was also a great opportunity for CMN to strengthen our partnerships with forum members. We have planned for a culmination event in Delhi in October.

At the same time, a challenge we faced was that most of our partners had trouble finding venues appropriate for film screening with internet. Going forward, we will need to plan in resources such as projectors, internet connection, and venues with good sound systems when conducting such media fests.

3.3 Disseminating 5th Space Products Through Media Schools and Organising Film Addas on Youth Development

From our experience over the past few years we have learnt that the best way to spread the word about 5th Spaces is to let young people try a hand at it themselves. To engage young filmmakers and mass communication students to create new media products using the two-way communication, tongue-in-cheek humour (*vidhushak* – jester) style, CMN proposed to conduct film screenings in media colleges in the reporting period. The idea was to organise listening and engaging spaces for young media professionals, where they would be able to articulate and exhibit their concepts for the products they will make. The team created an interesting concept, 5th Space Bioscope: A Grassroots Filmmaking Initiative, which is currently a working design. 5th Space Bioscope is a grassroots filmmaking initiative through which young budding filmamkers will be encouraged to make films which celebrate stories of youth leadership and change. Post that we approached more than 10 main media colleges/institutions in Delhi.
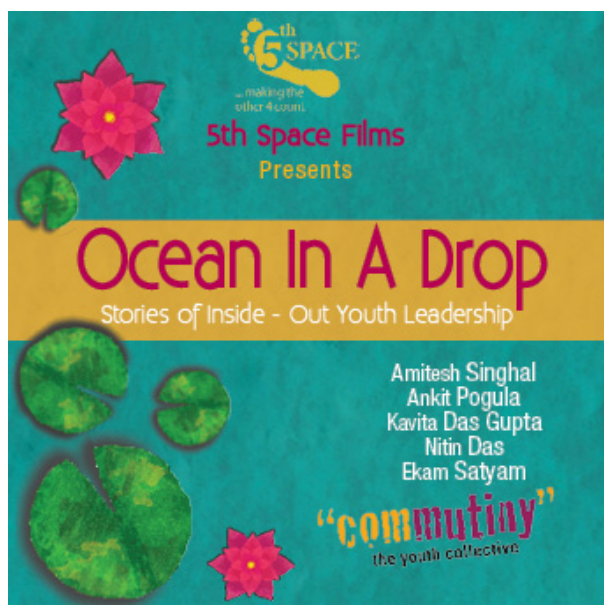
A total of **105 media students were engaged in the last six months** through various screenings and presentations. The CMN team was able to conduct one full fledged screening session with 45 graduation students of Jagannath Institute of Management Studies. In the follow up to amplify and disseminate 5th Space films, CMN Team, with support from other teams in the organization, conducted an open dialogue-discussion with Delhi University graduate students from various courses. Amongst them one was with 40 development communication students from Lady Irwin College and 20 students from various courses in Lady Shriram College were also reached.

Though there has been much excitement from students as well as institute management, we have found that it has been difficult for colleges to identify slots where students can dedicate time for a film festival. Due to exams, vacations, and other engagements we have not been able to secure as many slots as we were planning to. In August, when colleges reopen, we will re-energize the effort and conduct more film screenings in media schools. To cover up for the screenings that we have missed in the 1st year of the project, we will be conducting 19 screenings in 2015-16.

3.4 Other Communication Material

Updated and relevant communication material is a very crucial part in the visibility and promotion of any cause. The communication material put together by CMN has always been received with great appreciation and enthusiasm. Some of noteworty forums where communiation material designed by CMN were used during the project year are: Pravah's SMILE Internship Closure event, Bus closure event, UNFPA school workshop, PACS Learning Voyages event, UNFPA's Peer Education Study, Youth Addas, meetings with German officials, Girl's Count meeting, Meeting with Oxfam & Misereor, CYC Organizational Retreat, Microsoft Event, Election Commission roundtable convening, and presentation to the finance minister on youth development, to name just a few.

To take this effort forward and to ensure that we continue to be a hub of high quality communication material on youth development and 5th Space, the CMN team designed, printed, and dissemnated new material including brochures with updated information about CYC, its programme and campaigns along with the most up-to-date information on our partners and funders. The brochure has aleady been used for several purposes, including events, partner meetings, fund raising efforts, discussions with other civil society organizations, campaigns, and other interactions.

The new cover for 5th Space film DVD

Seeing that our 5th Space films are so popular and are in great demand, we also designed a new DVD cover for our compendium of films that reflects the range and depth that our films cover. The DVD is now accompanied with a booklet of film synopsis to give viewers an overview of what films are on the DVD.

Other communication material that we are currently the process of completing are a pamphlet and standees on 5th Space that can be disseminated at all the session, workshop, events, seminar which we organise or we participate in.

With these communication material, which we also distribute to our partners, our attempt is to have standardized communication regarding our work and our programs. We have found that partners are also very glad to have access to our communication material which they use to speak about 5th Space and youth development within their own organizations and networks.

3.4 Entry into Film Festivals

Film festivals, national and international, are great avenues to showcase films and create visibility for the same to a wider audience, who may otherwise not get a chance to watch these films. CMN has identified these festivals as a platform for our 5th Space films to reach out to widespread audiences and give a boost to overall visibiliity of 5th Space. Participation in such film festivals will further create great visibility for CYC's youth development work and provide validation to our expertise as a media network.

In the first project year, we have sent our films to three film festival. The film, *Class of Rowdies*, being the latest in our compendium and having gone viral online, was the best option to enter into film festivals. We have also entered other films like *Screenagers* and *Here & Now*. All the film received the participation certificate.

A great celebration for us was that *Class of Rowdies* won the award for best film in Narrative category of the 2014 MY HERO International Film Festival. This award is an affirmation about the quality and value that our films bring. *Class of Rowdies* has also been entered into the Kala Godha Short Film Festival in Mumbai and Kochi International Short Film Festival. *18 Till I Die*, *Here & Now*, *Screenagers* have all been submitted to Animday Awards and *Game Vs Play* in Terra Di Tutti Film festival. We are keenly waiting to hear back from these festivals on how our entries have fared.

Due to several reasons, however, we were not able to enter films into as many festivals as we had initially planned. Due to other tasks as well as transition within the team, we lost out on some deadlines for some film festivals. We will, however, be making up for this by applying to more film festivals in the next few months. We have also engaged some of our summer interns to work on posters for the films that we want to submit. Furthermore, this activity in being reviewed in weekly team meetings and monthly reviews to ensure we cover all significant festivals.

3.5 Social Media for Increased Visibility of 5th Space

Social media has become an essential means for dissemination, outreach and a platform to exchange information and ideas, especially amongst youth who you find involved, engaged and spending a lot of their time online. Recognizing social media as a new 'hang out' zone for young people, CMN's ongoing social media efforts include strategies for intensive social media engagement including running a 24 x 7 Facebook page, a Twitter campaign, connecting and collaborating with many other social media initiatives, using short youth led films on 5th Space for dialogue online and on ground, and designing fun creatives for generating thought and reflection.

In India the social media giant, Facebook, has amassed 92 million users, which is now the 2nd highest after the U.S, according to Facebook's own data. Although, web users in India are aware of various social networking sites, very few of them bother to browse through sites other than Facebook. Not just in India, in a majority of other

developing economies web users are increasingly using Facebook, as social media usage timeline is slightly lagging in these states. In India, a majority of young people have flocked to Facebook and use it vastly for sharing stories, voicing opinions, discussions, brand engagement and other activities. Of the total 92 million (7.73% of the total user-base) Facebook users in India, nearly 50% of them belong to the age group 18-24 years. Facebook is clearly at an infancy stage in India and other similar developing countries. Hence web users especially teens find it exciting and are very active on the site.[1]

The objectives for using social media as a tool for dissemination are to create buzz and promote dialog among youth and others about key issue and to identify and reach stakeholders. As part of this effort, we have been sharing the media compendium through creative postings to develop an online network of converted youth and facilitators. The underlying principle of our social media strategy is to create simple, emotional-pull based and appealing ongoing content.

From celebrating internationally recognized days to supporting Common Actions Days with Tweetathons and pre-event publicity to increased fan interaction, this year went really well on the social media front. The 5th space page has gone beyond the concept where people now engage and talk about the issues they relate to, be it exclusion based on gender, education, marriage, identity, or peer pressure. **Our Facebooko page following has increased by 7800 new fans with 6.3 million impressions by 3.5 million users, over a course of one year.**

One such very successful campaign we ran was titled "My Volunteering Story". The campaign was designed to celebrate International Youth Day on December 5th. To get young people talking about the spirit of volunteerism and to encourge them to share their own stories and experiences we asked questions such as "Tell us what does volunteering mean to you? Share your volunteering experience" using the hashtag #MyVolunteeringStory.

In the past year the ideology of 5th space has been propagated to 3 million people through Facebook. Fan interaction has also increased on 5th space Twitter handle where users connected to us through tweetathons on different themes, participation in various twitter activities and regular connecting to people with program updates. Moveover, the Youth Collective Facebook and Twitter pages were revamped to share more about Changelooms With. in and Bas! Stop Discrimination Right Now campaign activities, both of which received tremendous response and engagement from audience. **As a result of these efforts, we have now got 1900 new fans, 848,712 impressions by 371, 429 users, and 30,912,000 people have been reached with 5th Space messages.**

In the last year, due to the inclusion of a full time Social Media Associate as part of the CMN team, we have been able to engage deeply on a number of events and issues online. Apart from monthly Tweetathon from April onwards and sharing 5th Space films, the CMN team also lent online support to the Bus and Changelooms programs. Our Facebook has also been central to publicizing

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1 "92 Million Facebook Users Make India The Second Largest Country [STUDY]" Nayak, Varun, January 2014
(http://dazeinfo.com/2014/01/07/facebook-inc-fb-india-demographic-users-2014/)

A screen grab of the revamped CYC website

events that our forum members are part of and to celebrate their successes and achievments.

Though the numbers have been really encouraging, we have also faced some challenges. One thing that we have learnt this year is that, though our forum members are central to success of our social media campaigns, not all of them are active on and comfortable with digital media. We have identified a need to have their capacities built on this front and we will be rolling these plans out soon. We have also recongnized a need to create more original content; whereas most of our current online conversations are based on third party content. As we enter into the second year of the project, we will be focusing on developing more original content to reflect the wide range of conversations that fall within 5th Space. We feel that though our numbers are pretty good, but boosting the amount of original content we will get even more deeper engagement online.

3.6 CYC and 5th Space Websites Revamp

The CYC website has been a key vehicle for us to take out information about our work to the wider community. To keep our website up-to-date and to ensure that it reflects a snapshot of everything we are about, the CMN revamped the entire website. The new website is up and running and can be found at www.commutiny.in. The 5th Space website

is still being worked and we are currently working on making it more interactive to boost the user experience when young people visit the site.

3.7 Creation of New 5th Space Products

A core strenght of CMN has been our ability to develop engaging and thought-provoking films about 5th Space. As part of this project, we have developed a number of films that not only take the concept of 5th Space forward, but also urge audiences to think about why 5th Spaces are essential for positive youth development. The films and other media products also look at how 5th Spaces can be fascilitated.

In our repository of films this year, the ones that have proved to be very popular among young people are *Class of Rowdies* and *Find Your Own Music*, both of which have been made by Nitin Das. These films delve into how young people can create 5th Spaces in their own lives.

Class of Rowdies is film set in classroom, a space where most people spend a crucial 14 years of our lives The film throws up the ideas of a classroom being a space to explore, experiment, make mistakes and learn from them. The film also talks about the importance of putting fun back into learning and the

pivotal role of the teacher in allowing each student to be themselves and explore their passion. ***Class of Rowdies* has found much acclaim both onlien and offline. The film has gone viral online with 8 million views and 1 million shares.**

Similarly *Find Your Own Music* encourages young people to find their own passion and follow the heart instead of following the herd. Young people constantly face pressure from family, peers, society, educational systems and others, and in this struggle many actually forget to explore what they want from life. The film encourages young people to question this diachotomy of passion versus pressure.

We have found these films to be a big hit amonst young people and are great conversation starters especially in educational set ups. As a result, there was high demand from our partners who work with rural youth to get these films translated into Hindi. Partners have shown positive reactions to the Hindi, as they strongly feel that such 5th space films build a great foundation for conversations, especially with youth.

As part of our attempt to take our 5th Space films to larger audiences, CMN also produced Hindi versions of the animation films, *18 Till I Die, Screenagers* and *Here and Now.* All the animation films have been received well by youth and adolescents specially. **The films have an average reach of over 20, 000 views.** The Hindi versions will help us reach out to our rural and Hindi speaking audiences and support regional partners as a great medium to facilitate discussions around the role of young people in India.

- ☐ **18 Till I Die** - On popular demand, we got '18 till I Die' translated in Hindi so that it can be screened in various places where English is a constraint. Many organisations working with youth have incorporated it in their session designs and so the film is continuing to inspire many.

- ☐ **Screenagers** - The movie talks about the generation gap which has become more evident than ever with the advent of internet. It unravels the reason for fascination with this medium and seeks to enable one to look at the bridge that links the two generations. Schools can become 5th Spaces if parents and teachers realise their roles as facilitators of the space, using their experience to encourage the young, rather than authority figures who know-it-all.
- ☐ **Here And Now** - The short animation film beautifully carves out the principles of 5th Space in a fun and an interesting way. It is a story of a young man who discovers himself and his passion by experiencing and being in a 5th space.

To keep these films relevant and up-to-date, CMN also got data of the animation film, *18 Till I Die*, revised so that the film reflects the changes in population and demograhics of the new Assembly. *18 Till I Die* continues to be very popular with partners and young people and is used as a core component of many 5th Space designs.

In an effort to ensure that more young people are able to watch, enjoy, analysis, and debate about these 5th Space films, we have also made a number of DVDs to be disseminated amongst young people and partners. DVDs of the films are important to disseminate because, though all these films are on Youtube, not all our partners and communities have strong internet connection. Being able to disseminate these DVDs means the films will be used more often, especially in designs being run in rural spaces.

3.8 Breaking Walls: Celebrating 5th Space Common Action Days (CAD)

CAD conducted by YES Foundation, Lucknow

Common 5th Space Action Day was a series of five collective action days spread over a period of five months starting March to July 2015 to address issues of social exclusion. **These events were held**

in 10 States (Assam, Bihar, Delhi, Gujarat, Madhya Pradesh, Rajasthan, Maharashtra, Uttar Pradesh & Tamil Nadu) of India to enable, empower and promote the realm of the 5th space with a direct outreach of over 12,000 youth and adolescents.

We, as a collective, co-created the themes for each common action day on a monthly basis, celebrating each of the spaces of family, education/career, friends, leisure and entertainment and 5th Space in partners' respected areas. Through the series of collective action days an inclusive platform was created for our partner organisations and their youth constituencies where they were able to come together to discuss, share and explore themselves. Young people from diverse backgrounds were engaged as active change makers and were encouraged to take up action projects in their own communities based on different themes of CAD.

The CADs were also a targetted exercise at the forum working closely together to plan and execute monthly events. The CADs also rejuvinated the forum members and all who participated reported back that the designs on social inclusion was the highlight of the activity. The 5th and final CAD will take place in July 2015.

"Most of us spend almost all our lives trying to fit in, trying to be appropriate and trying to mould ourselves in a particular role that we think the world expects out of us. Life is in fact, a much larger canvass and needs to be painted with the colours of our choice. Colours that are not the ones that please the eyes of the world, but the ones that are in harmony with our soul.Gender stereotyping is so common and so enmeshed in our lives that we hardly take any notice when we come across it. The choices we make, the hobbies we pick, the clothes we like, the colours that become our favourite, the subjects we choose, the careers we pick; are in fact all governed at some point or the other by the structure and the "freedom parameters" given to us."

The follow are the outcomes of the four CADs for the young people who particpated as well as to forum partners who led the activity:

1. Learning and leadership amongst youth to take informed stances and engage in everyday self and social change actions on different themes leading to create all the traditional spaces a 5th Space.
2. Knowing and identifying the principles of 5th Space and applying them in daily course of action.
3. Through online activities like Tweet-a-thons and Facebook event discussions amplify and visibilize 5th Space youth work and reach out to online tech savvy youth.

Each CAD event looked at a different aspect of 5th Space and unpacked some of the issues that young people face in their everyday life. The designs were geared towards getting participants to reflect and speak about their own experiences around inclusion and exclusion and express how they will take action towards eliminating discrimination of all kinds that they see in their day-do-day lives.

A key takeaway that many young people expressed as a result of the CADs was their ability to identify and engage with the idea of social exclusion. Everyone has felt discriminated at some point but the designs also urged them to think about when they are the person responsible for some kind of discrimination.

"One of my friends knew that I was menstruating and she said that in front of everyone. Though they were all my friends but I was uncomfortable."

– Participant from Gujurat

3.9 Creation of the 5th Space Manual

One major transition that we want to see at the end of this project is for other young people, youth facilitators, and youth-led organizations to be able to independently create and nurture 5th Spaces. Many of our activities are geared towards achieving this end.

A crucial step for this is to create a manual which will be the 'How to' Guide for 5th Space. We are calling this manual the '5th Space Walkbook'. We are working on a guide that is simple and easy to follow, making it a true 'how to do it' guide thereby making the 5th space a truly mainstream-able, action oriented concept. Furthermore, through the use of this guide, facilitators of youth, whether parents, teachers, organization heads will be able to use our media products in effective ways to talk about the 5th Space.

To kick start ideation around the manual, we held a 2 day consultation with 23 partner organizations to build their engagement for the research and structure design of the 5th Space walkbook. These youth led and youth engaging organisations are all

engaged in 5th space work across the country and their participation enriched the process for designing the walkbook. This two day consultation was an intensive process where partners were involved in co-creating the hypothesis for the walkbook and also sharing in depth 5th Space stories from their own organizational spaces. Through the two day consultation we also created a learning space for the partners and carried out an organisational analysis on how they rated themselves on the internalization of the 5th Space principles. Through this analysis, called *'tatva* analysis', partner organizations were able to reflect and celebrate aspects where they rated themselves highly and able to come up with concrete steps on 'how to' strengthen the principles where they felt they were weak. This entire process and the observations that have come out of it will constitute an integral section of the manual.

The CMN team has currently begun work on the manual, with ground research first being up into place. In order to support the claims in the manual with solid data, CMN has designed a survey that will be circulated with 25,000 young people. The questionnaire aims to capture youth sentiments about issues such as gender safety, education, employability, communalism, and sanitation. These are top-of-mind social issues that impact the lives of young people, and responses from the questionnaire will be used to analysis what young people think are solutions to these issues.

To achieve the target of 25,000 responses, we have tapped into our extensive networks of partners to support us with getting the surveys filled. We are also reaching out to collaborators from the campaign, unManifesto, Must Bol campaigns as well as Pravah, who will connect us to schools, colleges, and other young people who can respond to this survey. To date we have got more than 13000 surveys filled and are currently in the process of getting them entered into our data capture and analysis format. We have also been able to develop an online version of the survey which has been circulated on social media pages and through email to our networks.

Once the survey data is analyzed and background research complete, the team will begin writing up the manual in the second half of 2015.

3.10 Building the Collective Further

Perhaps the most central objective of CMN and one that runs through all the activities we design and implement is our endeavour to build the collective further. All the activities and successes reported above have been implemented with the strenght and development of the collective in mind. As the hub of the collective, CYC prioritizes building the

collective further in order to have more 5th Space advocates who can continue to do significant work in the area of youth development.

All our activities and media products have been co-created with forum partners and have been disseminated within the group so that all partners can benefit from it. CMN also put together a forum book, which captures profiles of all partners of the CYC forum. This is a key communication and advocacy document for CYC as well as for all our partners.

In addition to these efforts, the forum meetings that we conduct are important platforms where all forum members come to discuss and plan activities and progress. The forum meeting is also a place when we can raise concerns and find solutions to how we can all work better together for a common end. As always, the forum meetings in the last year were a success.

Amongst other points, a key agenda for CMN for the last forum meeting was to take a status check on forum participation in social media. CMN was able to use the forum meeting to discuss and collect thoughts on the signficance of social media and how each one of us can be involved in it better. We were also able to identify some forum members who volunteered to share responsibility as admin on the 5th Space Facebook page. This is also a great move in terms of ownership of our partners vis-à-vis activities of the collective.

In order to build the collective further, CMN has also represented our collective efforts on various platforms. One of the many interesting events was *Youth Connect: Leveraging Technology For Young People*, which was organized by Microsoft and Centre for Catalyzing Change for young people' on 10th December 2014. Our 5th space initiative, 'MUST BOL – a campaign against gender based violence', featured in their best practices book which has case studies of innovative initiatives that used social media to run a massive campaign.

Furthermore, a learning event with Oxfam was also organized. This consultation was organized to come up with a strategy for a campaign that promotes a violence-free environment for women and girls. CYC was invited to talk about the Must Bol campaign and we screened the film, '*Labels'*, which talks about accepting different identities rather than labelling people.

Finally, a significant contribute by the CMN team has been on fundraising to take the idea of 5th Space for youth development forward. CMN has successfully secured a 3 year project with Misereor, with Oxfam also contributing some support to the project. This new project is going to allow us to expand the range of things we are involved in, so that we can continue

to build the collective further.

3.11 Governance Review and Capacity Building of CMN Team

In order to build the 5th Space community, we have realized that strengthening CMN's own capacities to be 5th Space advocates is important. In order to do this, the team works closely with the CMN Champion for mentoring and guidance and we have put into place regular review and feedback mechanisms to evaluate how well are demonstrating 5th Space principles as a team. Our Champion's meetings and weekly team review meetings are geared towards not only reviewing the tasks to be completed, but to also see how each team member can learn and grow from these experiences. We have very strong feedback sharing mechanisms put into place within the team, both formal and informal.

The skills and cohesiveness within the team has also increased as a result of interacting with and learning from external forums and organizing events, meetings, and other public-facing activities. Partnership management for the Common Action Days and surveys for the 5th Space manual, vendor interactions for the films, communication material designs, website, and printing have all given the team a chance to hone our own project management and implementation skills. The CMN team also really stepped up efforts on the social media front with each team member being actively involved and encouraging others to engage on our Facebook and Twitter pages.

We have also strengthened the team by bringing in a full time coordinator, who is responsible for CMN's social media function. In addition, we also brought on board a short term consultant with experience in research to support us with the survey and Walkbook. Finally, we have also had a number of interns and volunteers who have contributed to various activities such as graphic designing, blogging, running a social media campaign etc.

3.12 Way Forward for the Media and Advocacy Agenda

The first year of the project has been a great learning experience for the CMN team. We have found a lot of success, but we have also been able to identify gaps and shortcoming that we plan on working on harder.

This first year has also been a year of transition for the team. We have had new team members join and there has also been a shift in senior leadership. Though at times these changes seemed turbulent, we have focused on project deliverables and have integrated the 5th Space principles to make the most of the learnings.

A key focus of the first half of the second year would be to complete some of the tasks that have been carried forward from the first year. Some of these activities are the student film production awards and media school screenings. The work on this activity will begin in August, as soon as schools and colleges open up after summer holidays. We have also planned to host the closing event of the media festival in Delhi in October. This time has been chosen keeping in mind the best time for students and other young people to attend as well as the best time to host a large scale outdoor activity.

We have also begun working on a film about building 5th Spaces in rural India. Since a significant number of young people, youth organizations, and youth facilitators we work with live in rural areas, we feel it is important to have a film looking at how 5th spaces are being created in rural spaces. For this film, we have identified ALFA Education society based in Udaipur, Rajasthan as a 5th Space that can be featured for its inspirational story. We have also begun working with the head of ALFA as well as filmmaker, Nitin Das, on a brief for the film. We are aiming to shoot the film around August.

We are also working very hard towards the development of the mobile app by the end of the year. From July onwards, we will be working closely with the app developer as the technology aspects of the app development will begin.

At the same time, we are deeply into the research for the 5h Space Walkbook and in the next few months we plan on beginning writing for the manual. This is a very exciting phase for the CMN team as we see the immense value that this manual will add to so many young people and youth led organizations.

In addition to the above mentioned activities, the CMN will be working on the other deliverables of the second year. The team has already begun putting together a work plan for year two.

As always CYC is committed to taking the 5th Space forward as a key principle to address issues of social exclusion. Our programs for youth advocacy are designed to ensure that the 5th Space ideology of inclusiveness, openness, nonjudgmental attitudes and behavior penetrates to the deepest corners of the country. Our efforts so far have shown us that CMN products and programs have a significant role to play in how young people are understanding, identifying, and speaking up about social inclusion. Through activities such as CAD, media festivals, and media school screenings were we able to foreground the issue of social inclusion in creative and thought provoking ways. We understand that this is just the beginning and a lot more needs to be done in this area. But we have also reason to believe that we are on the right path. We have

been fortunate to see glimmers of change and we are confident as we proceed down this path we are going to witness more of the power of 5th Space to bring people together to put an end to discrimination and social exclusion.

Bas!Stop Discrimination Right Now

Bas!Stop Discrimination Right Now was an innovative mobile campaign designed to address issues of social exclusion. The campaign was jointly run by ComMutiny-The Youth Collective (CYC), Pravah and UK Government's Department for International Development, DFID's Poorest Areas Civil Society (PACS) programme as a part of the Changelooms With.in programme in 2014-2015. Changelooms With.in is an inside out leadership journey that encourages, recognizes, and supports young leaders (changeloomers) to achieve their potential to lead social change initiatives. Through this programme, the changeloomers got exciting opportunities for intensive learning, inspiration, mentorship, visibility, and opportunities of fund-raising. This year long programme aimed to build the capacities of 100 changeloomers in six states namely Uttar Pradesh (UP), Madhya Pradesh (MP), Bihar, Jharkhand, West Bengal (WB) and the National Capital Territory of Delhi (NCR) who wished to lead projects of change around the theme of social inclusion. The campaign ran from December 1st 2014 to 30th May 2015.

The campaign was not focused on perpetuating what is right and wrong, or creating one path towards a solution. It was about conversation, creating options for how an individual could perceive a situation, and living an experience where an individual could feel the ill effects of discrimination. And in that process, the campaign enabled individuals to feel like they are part of a collective experience designed to bring about change.

To implement this, the Bas Campaign was conceived to work on issues of social Inclusion with young people directly and giving visibility to young leaders (Changeloomers) who are working at grassroots' level to integrate attitudes, opinions, feelings and cultures of the people. To create visibility and mobilize the youth, we had a bus that was designed on the inside and outside on social inclusion. This bus visited colleges, institutions, and universities where we engaged with the youth, played games with them on issues of social exclusion and then took them on an experiential journey on the bus to visit a community where one of the changeloomers was working. This platform created an experience firsthand for the youth to feel the ill effects of exclusion and discrimination.

This experience inspired them to converse with the people of the community allowing them to better understand the issues of the people. The youth could then get involved by taking their understanding and feelings to the general public and could act on such issues.

The key objectives of the campaign were:

1. To amplify grassroots action, build mainstream awareness and co-create dialogues with change leaders on new ways of creating a more inclusive society
2. To make social inclusion visible as a theme to bring it to the mainstream dialogue, and support young change leaders committed to this cause.

The campaign focused on three key action areas:

1. Taking grassroots action to the world by taking young people and media enthusiasts on refl-active journeys within Delhi and to Changeloomer locations in Uttar Pradesh and Madhya Pradesh
2. Taking a group of Changeloomers on a journey enabling them to amplify their work and build awareness on inclusion
3. Using the bus as a shared platform with the identified organizations (such as educational institutions, social enterprises, non-government organizations etc.) to engage their programming and audience with the bus project.

Partners

The Bas!Stop Campaign was jointly run by CYC, Pravah and PACS. The campaign was supported by Poorest Areas Civil Society Programme. PACS programme is an initiative of the UK Government's Department for International Development (DFID). The programme works with socially excluded groups in India to ensure uptake of their rights and entitlements while addressing issues of differential access. The socially excluded groups that the programme focuses on are: scheduled castes, scheduled tribes, Muslims, women and people with disabilities. PACS works in 7 states (Bihar, Chhattisgarh, Jharkhand, Madhya Pradesh, Odisha, Uttar Pradesh and West Bengal) across 90 districts in close collaboration with partner Civil Society Organizations (CSOs).

Another very close partner and support of the Bus campaign was Pravah. Pravah is an organization based out of Delhi, which works with young people to impact issues of social justice through youth citizenship action. Pravah works with adolescents, youth and diverse groups like youth organizations and institutions working directly with young people

by focusing on the skills of reflection, self-awareness, analysis, conflict resolution and citizenship.

The inside of the bus was designed as an exhibition space where the youth traveling in the bus were able to engage with various media such as:

1. Poster/photo exhibitions put up on social inclusion
2. Books/articles and reading material on the theme of social exclusion and inclusion
3. Curated films on social exclusion topics and issues
4. Music through selected playlists that were centered around the ideas of self; identities etc for instance *Kabir music*.

In all journeys, workshops were facilitated by experts in the field using a mix of dialogue, simulation and experiential learning exercises. These sessions helped young person explore herself/himself and connect with the issue of social inclusion in a way that made the theory relevant and applicable. The campaign made a lasting impact through a total of 103 both intensive and extensive journeys spread across five months. In Delhi some of the powerful journeys were in collaboration with Pahal- a transgender community, safetipin-a safety audit app, jamghat- a street children home, kathputli- artists' colony, Madanpur khadr- rag pickers community, Burmese refugees community and various slum communities. In UP we had some really inspiring journeys with beggars community, wage labourers community, domestic workers community, dalt community etc. In MP we made an impact on young people by organizing interactive sessions with juvenile delinquents, blind students, children in welfare homes etc. Overall the entire campaign journeys focused on creating powerful and insightful experiences for young people to internalize issues around exclusion and ways to address those.

The primary audience for each of those journeys was youth and adolescents. The purpose of the journey was to fulfill the following objectives:

1. Build an understanding of social inclusion/ exclusion

2. Break stereotypes and challenge existing notions about different identities.

3. Identify the anatomy of exclusion

4. Amplify changeloomers' social inclusion initiatives

5. Pledge for social inclusion

We had collaborated with institutions and organizations to ensure continuous mobilization and participation. We also had collaborated with different organizations (such as educational institutions, social enterprises, and academic departments, cross cultural and intercultural training institutes, public diplomacy

programs and non-government organizations) to facilitate intensive journeys. A key part of the mobilization of participants was done by the *natak mandli* (a theatre group) named Mohalla Bol. The *natak mandli* would go to several colleges and public spaces and perform as well as hand out bus tickets to the people and mobilize them. They helped create a buzz about the inclusion campaign before the bus actually went to different colleges.

As part of the intensive journeys, the bus took 40 young people on a 6-hour long journey that we call an "exposure visit". The point of the intensive journey was to create space and time for conversation between the privileged and under-privileged communities. This platform allowed people from the privileged communities to understand how the under-privileged live on a daily basis. What challenges they face, why they face it and how they overcome it, if at all they do. The journeys also urged participants to think about what social, political, psychological, legal, economical and environmental factors contributed to their exclusion. Simultaneously, this platform also gave the under-privileged communities time and space to understand if the privileged also face any sort of exclusion, and if they are also affected by the same factors, and how would they deal with.

The purpose of the extensive journey was to engage people in public spaces to understand the ground reality of how people perceive, think and behave with each other. The engagement was usually for 3 hours and the bus team used different mediums of engagement.

Exhibition- We had designed some panels depicting the issues around exclusion and inclusion. Different panels were used for exclusion stories, inclusion stories, case studies etc. We would ask people to take a look of the same and answer some questions like how did they feel reading about stories on exclusion and inclusion? What sort of feeling do these evoke and then that would lead to a conversation around how we could address those issues.
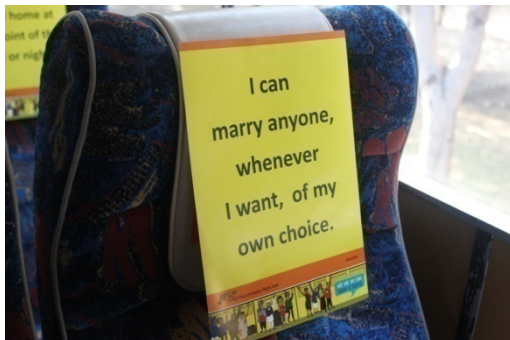
We also organized various events where we celebrated inclusion stories and also talked about exclusion and how we could address these. The bus launch event was one such event where more than 500 people gathered and celebrated and participated in the launch. We had two more such events in Indore and Lucknow to talk about the need for such campaigns and how young people could become the change makers.

British High Commissioner, Sir James Bevan interacting with the bus campaign team

An event to Celebrate Youth taking charge to end violence against women and girls- Delhi:

On 17th March 2015 an event titled *Youth Taking Charge to End Violence Against Women and Girls* was jointly hosted by, ComMutiny – The Youth Collective, Pravah, PACS India, British Council, UK AID. This event was designed to showcase the innovative mobile campaign against Social Exclusion, Bas! Stop Discrimination Right Now and create a platform for interacting with young leaders, working on issues of gender discrimination and gender based violence

The day began with a short journey on the campaign bus - which was flagged off by the British High Commissioner, Sir James Bevan himself. The objective of this journey was to showcase the social inclusion campaign and demonstrate how it not only provides an empowering space for young people to share their stories of gender based violence but also creates a space to understand different issues of social exclusion existing in our society. There were 30 people in the bus including British High Commissioner, people from DFID, Pravah, CYC, PACS and few participants from various bus journeys which took place in Delhi.

An event to celebrate Social Inclusion, Lucknow

On 30th of April, the Bas! Stop Discrimination campaign hosted an event in Lucknow to bring together young change leaders, celebrate social inclusion and make a case for young people's commitment towards social inclusion. The evening saw a get together of more than 300 people from all walks of life sharing stories and taking pledges to end discrimination and bring in social harmony. The chief guest of the event was Mrs. Roop Rekha Verma and the event was inaugurated by Mr. Prashant form PACS office, Lucknow. Mrs. Roop Rekha Verma shared about young people's role in building an inclusive society by dismantling the rigid structures that separate communities. We played a game with the audience that essentially talked about how we have created walls around us to create a divided society and how changing the story inside our heads can lead to breaking those walls and bring everyone together. The event witnessed some amazing performances and discussion. A puppet show highlighting subtle inequalities that exist in the society and how those can be addressed were also incorporated in the act. The event culminated with a musical performance by a local band. Overall the event was a grand success in terms of people's participation and visibility.

Beyond Boundaries event in Indore

Beyond boundaries an event to celebrate social inclusion was organized at Jaivik Setu in Indore. The venue for this was an interesting place for it had a regular set of visitors. Close to 400 people were part of the event that brought together people from all age groups and especially young people from different colleges in Indore. Kabir music, a street play, a clown show, a kathak dance performance and numerous discussions formed major part of the event. People shared about their personal stories of discrimination, personal stories of overcoming exclusion that inspired a lot of people who attended the event. It was a grand success despite the fact that the bus campaign stayed in Indore for only 12 days. The event along with all the powerful journeys created a larger visibility of the campaign and also gave people opportunities to talk about discrimination in depth.

A night journey was organized in Delhi in the month of March 2015. The journey explored the night life; how spaces offer different perceptions of realities when it's dark and how different spaces evoke different feelings like safety, security, inclusivity etc. The journey was a big hit amongst the participants. It saw participants from all age groups and backgrounds and lot of women participation. It started at Lodhi Gardens and went on to visit Old Delhi walking through the lanes of the Old city, eating roads side foods, to having chai at dhaba at midnight, to exploring the flower market to understanding Jawaharlal Nehru University campus

etc. It was a beautiful experience for facilitators and participants alike. The purpose of doing a night journey was to bring to light how the city behaves at night? What parts of Delhi feels nicer and safer? How a space is designed to facilitate inclusion etc. The participants visiting different places experienced exclusion in the dark. The lanes of Old Delhi felt so safe and inclusive where as the New Delhi parts felt eerie etc were some of the reflections. Participants also got a chance to interact and learn about the street children and people staying on streets. How Delhi behaved with them during the day and how it behaved during the night. It was a powerful journey coz it facilitated some really meaningful conversations.

Bas Campaign: Creating a ripple effect – Outcomes

The Bas!Stop Discrimination Right Now was a success story for us as it achieved all the objectives it set out to achieve. The target of 60 journeys was achieved in 4 months. We did 103 journeys both intensive and extensive. Each of these journeys was a great learning experience for us. Out of these 103 journeys 62 were done in Delhi in four months, 28 in UP in 22 days and 13 in MP in 14 days.

In Delhi we reached out to people from all walks of life and places. The places for example were- Lajpat nagar, Kalkaji, Nehru Place, CR Park, North Campus, East Delhi, Anand Vihar, CP, Central Delhi, South Campus, kathputli colony, Madanpur khaddar, govindpuri, Jama Masjid, lado Sarai, Saket, Munrka, Nizamuddin, Lodhi gardens, old Delhi, VasantVihar, IIT, Hauz Khas, Mukherji Nagar etc. In UP we went to places like Kanpur dehat, Kanpur city, domestic workers community, rickshaw pullers' community, police, Bada Imambara, chhota Immambara, various colleges, market places etc. In Indore we went to places like- Blind school, welfare home, Main park, 56 shops, various other market places and public spaces. We also went to in and around Harda visiting bonded laborers villages.

The sheer number of people we reached out to is a testimony to the fact that the campaign experience was loved by many who joined us. Each of those 48000 people we touched was impacted in many ways and the person became an ambassador for us to take the message of inclusion to masses. The campaign's emphasis on identifying some of the really excluded communities and then creating a space for the co-travelers to have meaningful conversations with them was a highlight. This opportunity of meeting people, talking to them, understanding them, empathizing with them, breaking stereotypes about them and then taking a stand for inclusion was an inspiring

process for everyone who was part of the bus.

Impact on co-travelers

The campaign was designed keeping in mind how it would impact co-travelers, the people who journeyed together. Each of the sessions had the potential to shift the mindset of the participants who came with us for a journey. The games, the energizers, the power purity privilege activity (refer to the earlier discussion on this activity), the reflection session and eventually pledging would all complete a participant's journey. That is from understanding how the self is connected to the larger exclusion tree and then understanding how an individual can address that by shifting his/her mindset a little. The element of community visit would add magic to overall experience of the participant. It gave them an opportunity to know an excluded community and thereby understand issues through experiencing.

Each of the journeys attracted more and more participants who wanted to experience the process. The learnings that they would share after a journey made the campaign more and more powerful and relevant. The fact that we could work with a lot of colleges, schools and universities in Delhi with such ease says something about the campaign. The campaign was unusual in the first place that excited the participants. It questioned their notions of inclusion, questioned stereotypes, and showed them a different reality.

Impact on Team/Changeloomers/Changelooms locations

The bus team, in the process of running the campaign, was itself impacted deeply. The campaign gave the team an opportunity to move from mere facilitation to touching lives by way of being true to the spirit of the campaign. Every journey added something beautiful to the perspectives and made the team more empathetic and more sensitive. The first journey of the campaign was a bench mark for the facilitators in how they could actually turn around the effect of the journey to the benefit of – participants, community and themselves. Though all facilitators having been working in the area of inclusion, each journey gave them a new perspective into anatomy of exclusion and allowed them to challenge their own assumptions and mindsets.

Changeloomers were an integral part of the campaign as it provided a platform for them to showcase their work at a much larger scale. The bus became the megaphone for amplifying their work and building a network for advancing their impact. In Delhi the launch of the campaign was

witnessed by almost 90 changeloomers. Most of them from the launch to the culmination were part of the entire campaign process. Be it in Delhi or UP or MP the changeloomers went out of their way to engage with the bus. In the process they benefitted by understanding exclusion from deep quarters and also paved the way for their communities to be a part of the campaign and benefit as well. Tasha, Tanuja and Gargie were two changeloomers in Delhi who formed the core street play group for the campaign and they went on to perform at more than 30 places in Delhi in 20 days. Sharad Patel from Lucknow used the bus to visibilise his work with beggars' community. He organized an event which was attended by Secretary to Chief Minister in Lucknow to bring to the fore the plight of beggars.

Impact on Other Stakeholders

The Bas! Campaign reached out to general audience through various public engagement drives and events. The public engagement was an integral part of the campaign as it touched the lives of those people who couldn't come for the intensive process. The campaign used various media (films, posters, music) and games to talk about inclusion and exclusion at public places. Another important element in the campaign was nukkad natak (street theatre group) which performed numerous plays across Delhi and Up to reach out to people from streets, shops; market places etc and spread the message of inclusion. The impact was overwhelming as lot of people came to our facebook page and engaged on the theme. PACS as funder of the campaign was really happy at seeing the impact it created in 5 months. We could reach out to more than 48000 people in 5 months on ground and more than 6 lakhs people on line. One of the keys visionaries of the campaign was Mr. Rajan Khosla, ex Director PACS who witnessed the campaign more online and the following words describe how he was moved by the entire campaign-

Media/Visibility

The fact that the campaign could reach out to more than 6 lakh people on line and more 48000 people on ground says it all about the kind of visibility it garnered in 5 months. The number of requests we received from people, organizations across the country was overwhelming for us. The role of media in spreading the message was also encouraging. We were featured in almost all the national and regional print media platforms. The leading dailies like Hindu, Time of India, Deccan Herald, Hindustan Times, Indian Express, Dainik Bhaskar etc covered the campaign in its many avatars. (Please refer **Annexure- 2** for more on this.)

A Social media plan was in place which primarily targeted youth and general audience and also engaged likeminded NGOs, Media enthusiasts, Changeloomers. Online strategy for the campaign was:

1. #Me2We journey posts

2. Promotional posts along with updates from the journeys which went on Youth Collective's Facebook page (www.facebook.com/YouthCollective) supported by good creatives such as posters, photographs etc. (annexure attached)

3. Live tweeting and updates on the days of journeys.

4. Blogs and visual bites, contributed by participants about their journey experience.

Bas Campaign´s social footprint -Way Forward

After the tremendous success of the Bus Campaign, we have seen interest from many parties on continuing this kind of a mobile campaign. Most of the young people who were part of the camapign in various capacities be it participant, team members, or facilitators, all felt that the Bus journey has just started. If these 5 months are anything to go by, the Bus still has a lot to achieve, many more people to meet, and many mindsets to change.

We have got encourgaing feedback from donors, staff members, partners, and all other stakeholders about a 2nd Phase of the bus campaign. After this experience, we also feel very confident about scaling up our efforts and reaching out to more communities over wider geographies.

With this vision in mind, CYC is determined to raise funds for a 2nd phase of the bus. As part of this effort, we have been in conversation with various donors as well as other partners, who might be willing to join hands for this. We are currently in the process of writing and submitting proposals for the possible scale up of a bus-like campaign.

Empowering 5th Spaces - ASHRAF

   a. Deepening Partnerships

      i. Forum Meetings

      ii. New Partnerships

4. Southasian Children's Cinema Forum

Southasian Children's Cinema Forum (SACCF) has defined for itself five areas of engagement:
1) Networking
2) Research & Policy
3) Audience Development
4) Production & Development
5) Distribution & Promotion

In 2014, SACCF received a continued support from Puneet Malhi Trust/ Ipartner to build further partnerships and raise resources and complete its ongoing programs.

I.   Online Database Portal:

A first of its kind free of charge, user-generated promotional portal dedicated to children's films, related professionals and activities.

A cross between Linkedin and IMDB, the portal assists children's film professionals - producers, directors, distributors, sales agents, festival programmers etc - to connect with each other and to educators and parents. Key sections of Film and Organisations is complete and beta version of site ready to go live in July 2015.

About section live: www.childrensfilmsouthasia.org

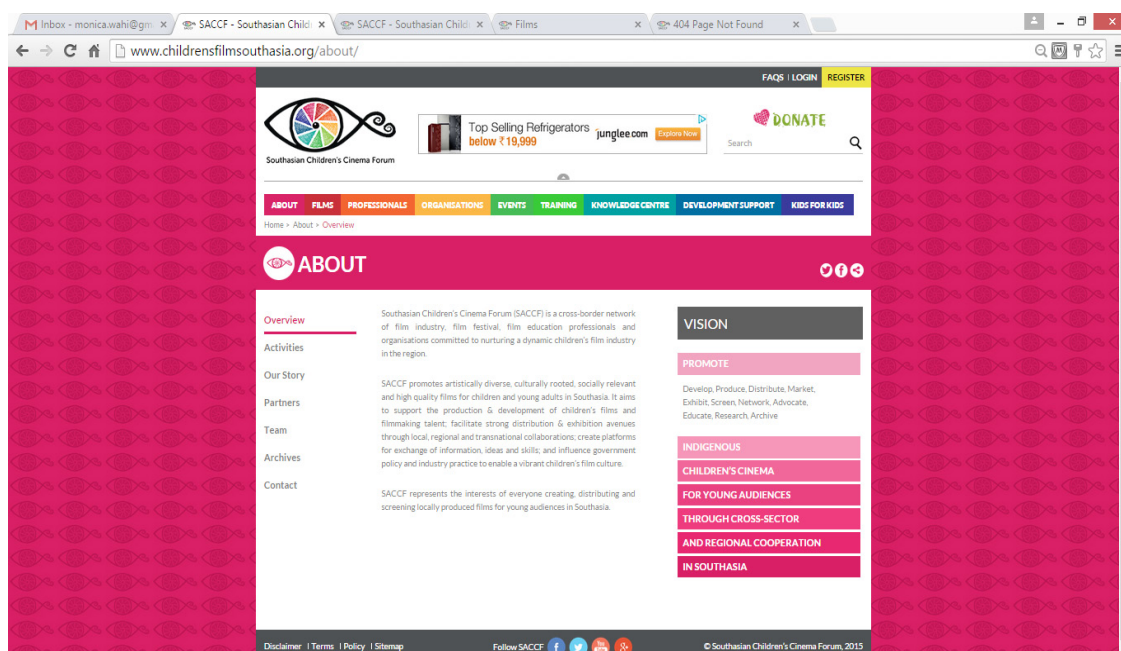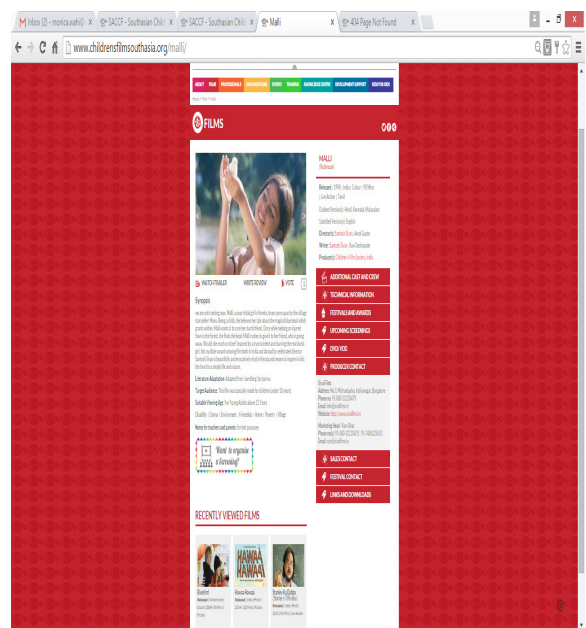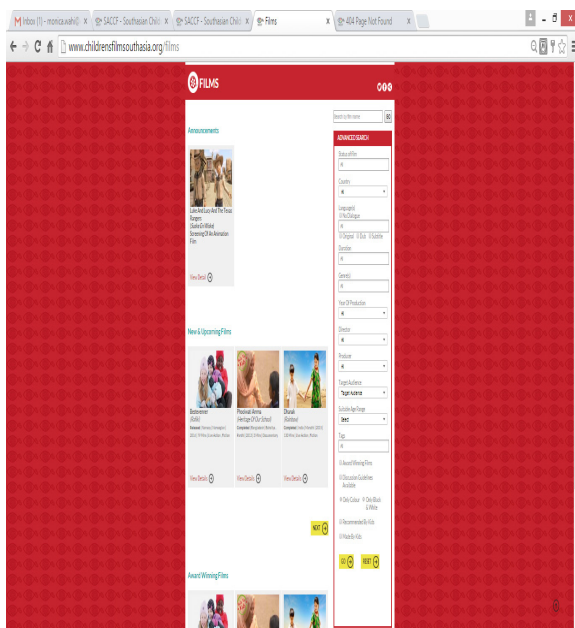**Films, Professionals & Organisations coded & ready to go live - July 2015.**

http://www.childrensfilmsouthasia.org/home.php

http://www.childrensfilmsouthasia.org/films;
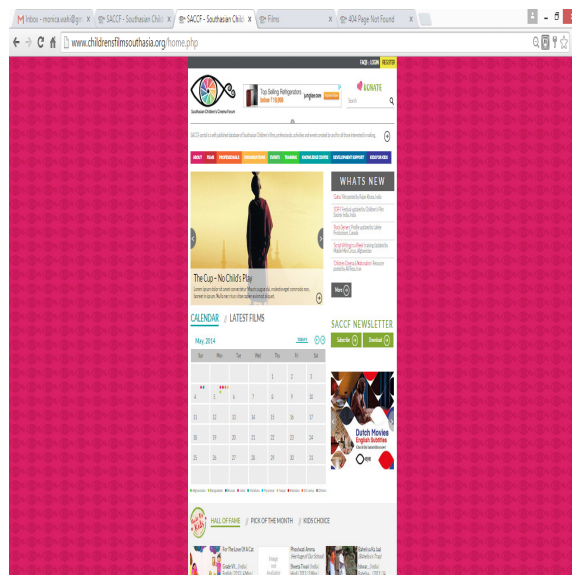
http://www.childrensfilmsouthasia.org/rafiki/

Collection of data in progress

GIEP, University of Michigan collaboration to build Phase –II of the portal

The Home Page:

II. Policy Research

Conducting research on film policy of Southasian countries vis-a-vis production, distribution and exhibition of independent films with a focus on children's films. Catherine Masud, core partner in Bangladesh is utilising her expertise in film advocacy to conduct the research on behalf of SACCF.

Catherine Masud and Monica Wahi travelled to Kathmandu (September 2014); Kabul (October 2014)and Lahore-Karachi (November 2014) to conduct research, to cement existing partnerships, gain inputs for proposed SACCF projects (Film Clubs and Animation incubation cell) and meet with prospective regional funders.

SACCF core partners (Film Southasia / Kanak Mani Dixit in Nepal, Usmaan & Samina Peerzada/ RPTW in Pakistan; Siddiq Barmak & Latif Ahmadi in Afghanistan) –arranged for meetings with key stakeholders across film, education and development - filmmakers, producers, animators, distributers, broadcasters, film festival organisers, senior govt. officials in the I& B ministry, education policy advocates, non-profits working with

media and children. SACCF partners and other stakeholders displayed unbounded enthusiasm to participate in all SACCF activities especially any production related or Film Clubs related activity.

Catherine's research writing was delayed because of personal reasons including her health and her move to the United States, but she is now working towards finishing the policy paper by July 2015.

III. Film Package

Curate a package of Southasian films for children and young adults and promote the package in regional and international festivals.

Sourcing of children's features, shorts, documentary, animation is under way. SACCF has written to its vast database of filmmakers and received 61 films for consideration of the package. The team is simultaneously sourcing, viewing, short-listing and collating films in regional/ genre categories.

IV. BUILDING ASSOCIATIONS & OPPORTUNITIES

For two proposed projects

Monica Wahi has over the last eight months met with and presented Film Club & Animation Incubation Cell project to institutional funders in London and Southasia respectively, primary among them – *UNICEF ROSA (Regional Office of Southasia), Nepal; UNICEF Nepal; UNICEF Kabul; UNESCO, Kabul; British Council, India; Helen Hamlyn Trust, UK; Action Aid, India; Consulate General of Canada, Mumbai; Education and Research TV Kabul; Population First, India; Bertha Foundation, USA.*

a) **First Southasian Animation Incubation Cell, a four** month residency with established and aspiring animators/ animation directors from across Southasian countries to be hosted by Srishti School of Art, Design and Technology, mentored by renowned animators from across the world and resulting in 10 animation shorts – 5 to 10 minutes each, to be packaged as a series and promoted across international animation and children's film festivals and distributed through world sales agents.

Partners/ Professionals on Board:

Srishti School of Art, Design and Technology as Institutional Host

Arnab Chaudhuri (Director of animated feature 'Arjun' and former Creative Fead, Disney Southasia) as Lab Director; Renowned animators Nina Sabnani, Geetanjali Rao, Suresh and Neelima Eriyat, Shilpa Ranade, Suman Rao on board as advisors.

b) **Film Education & You (Filmey!)** was envisioned as a Pan Southasian film clubs network led by young adults, incubated by schools and organisations and driven by a digital portal. Monica Wahi travelled to Nepal, Pakistan and Afghanistan primarily to gain feedback and build alliances for the Film Clubs.

SACCF identified prospective partners in five countries who could run the 'Film CLUB HUB' which will be responsible for in-country coordination.

Mini Mobile Circus in Afghanistan

Bangladesh Children's Film Society / Pathshaala in Bangladesh

Commutiny - The Youth Collective in India

Film Southasia in Nepal

Rafi Peer Theatre Workshop in Pakistan

'YOUNG REELS' **as strategy to build base for Film Clubs.** To 'demonstrate' what the digital interface will look like and to tap in to prospective film club leaders and enthusiasts, SACCF decided to create a prototype portal (linked to the present childrensfilmsouthasia portal) that will become the digital interface of Film Clubs.

www.youngreels.com is the first user generated portal of its kind dedicated to promoting films created by kids. Currently there is no substantial online presence for films made by children. Young Reel offers both a digital as well as festival platform to children to submit their own films and view films made by other children. The young Reels portal **will also house the Film Clubs** and will generate a ready base of young adults interested in starting film clubs.

The work-in-progress link can be seen here:

http://seotix.com/kid/

Retreat at Ranikheth

Appreciations from Co-Voyagers/ Collaborators

Looking Ahead – 2015-16 - - ASHRAF

Special Thanks to CYC Voyagers

Brief note thanking parnters and co voyagers

Board Members
1. Arjun Shekhar
2. Ashraf Patel
3. Bidhan Chandra singh
4. Dhirendra Pratap Singh
5. Durba Ghose
6. Fr. Jerry
7. Kavita Das Gupta
8. Meenu Venkateswaran
9. Nirupama Sarathy
10. Ram Narayan Syag
11. Rama Vedula
12. Ravi Gulati
13. Rustam Vania
14. Vartika Jaini
15. Vinod Sreedhar

General Body members

1. Agrini
2. ALFA Educational Society
3. Anhad Pravah
4. Audacious Dreams
5. Bharat Calling
6. Bosco Institute
7. CAN Youth
8. CSEI
9. Diksha Foundation
10. Ekta Parishad
11. Inside North East
12. Kat Katha
13. KEF
14. Manthan
15. Manzil
16. Milaan
17. People for Change
18. PFP
19. Prantakatha
20. Pravah
21. Pravah Jaipur Initiative
22. Reap benefit
23. Ritesh
24. Rubaroo
25. Saher
26. Sauhard
27. Synergy Sansthan
28. Vayali
29. WAY
30. YES Foundation
31. Youth Alliance

CMN

1. Aparna Ravi
2. Saudamini Pandey
3. Harvinder Kaur

4. Niha Kamal
5. Remya Sasindran
6. Mahamaya Navlakha
7. Arjun Shekhar - Champion

Partners - Common Action Day

1. Agrini
2. ALFA
3. CSEI
4. PFP
5. Pratakatha
6. PJI
7. Pravah
8. Sauhard
9. Synergy
10. YES
11. Saher
12. Diksha
13. Audacious
14. Katkatha
15. WAY

Partners - Media Festival

1. Sauhard
2. YES
3. ALFA
4. PFP
5. Synergy
6. Rubaroo
7. PJI

Changelooms Team

1. Umpilika
2. Ramneek
3. Malvika
4. Astha
5. Ayesha
6. Ashish
7. Arjun Shekhar - Champion

Changelooms - Hubs

1. Youth Alliance
2. YES Foundation
3. Synergy Sansthan
4. Diksha Foundation
5. Prantakatha

Changelooms Mentor

1. Gauran Dhawan Lal
2. Satyendra Kumar
3. Anupriya Ghosh
4. Bappaditya Mukherjee
5. Vimal Jat
6. Md. Zeeshan
7. Anuj Gopal Dubey
8. Ashraf Patel
9. Akhtari Begum
10. Kamini Prakash
11. Naghma Abidi
12. Dhirendra Pratap Singh
13. Ajay Pandit
14. Dr. Ramnarayan Syag
15. Renu Mishra
16. Ishani Sen
17. Pawan Dhall
18. Umpilika
19. Kanika Sinha
20. Ayesha Verma
21. Malavika Pawamani
22. Gautam Gauri
23. Rashee Mehra
24. Prakhar Bhatiya
25. Shariq Ahmad
26. Shilpa Jhawar
27. KK Shukla
28. Meghmala Semgupta
29. Tripti Vyas

Changelooms Resource people

1. Kamini
2. Red Stone Films
3. Kumar printing
4. Manzil Mystic
5. Kalu Ram ji

Visibilty Team/ Bus Campaign

1. Rajesh
2. Niha Kamal
3. Mahamaya
4. Arjun Shekhar - Champion
5. Harvinder

Bus Campaign - Interns

1. Ali
2. Raja
3. Anuj
4. AVI Volunteers – Tessa, Tori, Mitch, Maddy – Full names?
5. Ashita (Facilitator)

Bus Collaborators

1. YES Foundation
2. Anhad Pravah
3. Synergy Sansthan
4. Pooja Dhingra (Designer)
5. Brand Dairies
6. Ranjinder Tourist taxi Service
7. Board members
8. Forum members

Admin & Finance

1. Md. Khateeb
2. Naresh
3. Pushkar
4. Auditors - Pinto M.P & Associates

Funders

1. DKA
2. PACS

Resource people

1. Nitin das
2. Monica
3. Kumar Printing
4. ADS