



2012-2013 ANNUAL REPORT

Abhivyakti MEDIA for development

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Introduction

It is our honour to present the annual report for the year 2012-2013 and share the various programmatic activities undertaken during the year. The idea of the annual report is not only to share the work of the organisation but also present its journey amidst the changing socio-economic contexts in a transparent manner to invite critical outlook and innovative suggestions necessary for the organisation's success. For the not-for-profit sector, the challenges are like the storm in the ocean for any ship navigating its route on the cold currents. The situation is tough in the present context. Funds are not easy to come by, there is heavy competition, and specialised work no longer finds favour!

One of the challenges confronting the NGO sector has been in raising its own money. The culture of dependence on grant-making agencies has been strong and historically that's how the NGO sector functioned. Processes were encouraged over products, and the concept of financial viability and sustainability was not taken seriously even if it was mentioned as an important indicator. At Abhivyakti, due to the nature of our activities, we did manage to raise some amount from our own initiatives; however, it was never enough to sustain us. Soon, the external support which had sustained us over the long period of over 20 years became scarce. It was evident that tracks needed to shift. The Board was concerned and suggested a few measures. One was to imbibe the entrepreneurial spirit and see if our programmes could become one in course of time.

The last year has been one of intense reflections and dialogues amongst the staff members, especially the core team. Over meetings and informal discussions, we have been trying to engage with the possibility of finding models for building internal entrepreneurship or, as someone rightly called it, 'intrapreneurship'. After all, we had an effective and much appreciated capacity building initiative, video and other media production experience, publication and design expertise. We need to tweak it a bit, add the 'cost' factor and we would be ready. We realised this is easier said than done as we grappled with our internal reality – after being used to a culture of 'comfort' from years of grants, leadership readiness the rigour of quality and meeting deadlines, among others, seemed thorny for our team. There were questions of insecurity, whether we would become 'Corporatised', along with its ruthless management system? - This confusion slowed the process. Many meetings followed to ensure transition norms and other details. We are still engaged in understanding this transition as the year dissolves into another.

Abhivyakti completed 25 years of existence. The years of experience, its diverse and rich narrative and unique and humanising internal learning culture has been its core guiding

philosophy. The present challenge of becoming financially independent is 'real' and also fascinating. The years of experience and the loads of confidence gained by the journey will enable us to navigate the storm and chart our boat in the right direction. We are sure and confident of the new course amid choppy waters as we are not daunted by the task ahead. In fact, we are looking forward to the exciting journey.

We would be delighted to read your feedback and other insights that you might have about our work and the challenges ahead. It will definitely help us to reflect and plan ahead meaningfully. Do share your critical thoughts!

Sincerely,

Abhivyakti Team

1. Abhivyakti Milestones

We would like to highlight some of the organisational milestones achieved during the year. The milestones are organisational victories accomplished through the collective efforts of the entire team. Some of the milestones are-

- At the Kala Ghoda festival in Mumbai, EarthCare Designs and Abhivyakti hosted a stall with our products – jewellery, books, and the WasteCare composter. The turnout of people from diverse background was huge. Apart from good sales, we were able to dialogue with many about community media, parenting, waste management, citizenship, and leadership, among others
- Abhivyakti successfully hosted events and meetings for partner NGOs at Nashik. One such event was the ASPBAE meeting and the dialogue on media and advocacy. The members of ASPBAE realised the importance of communication in the process of development
- It is well known that Abhivyakti has always been in the forefront to document on video the struggle of people's movement. After we documented the seven-day resistance by 'Ghar Bacho Ghar Banao' in Mumbai led by Medha Patkar and her team. The edited version of this struggle was appreciated by NAPM and was given space on their website to show it
- It is 90.4 MHz! Our Community Radio initiative got the air-wave frequency from I & B ministry. Our efforts to commence with radio broadcasting are taking steady steps
- Ms Supriya Sule, member of Parliament visited our office and was keen to learn about our various initiatives in media and design. She particularly showed interest in the Wastecare Composter designed by the EarthCare team
- The EarthCare Designs team which was operating from another space moved to Abhivyakti office. More than the shift, the integration of design into Abhivyakti's strategic thrust was an important factor as design is becoming an important part of the overall communication strategy



2. Our Programs through the Year

Network and Alliance Building- Anubhav Shiksha

Introduction

The Aim of this program is to bring media activists and grassroots practitioners together.

The strategy focuses on new artistic communities, strengthening the existing network of media activists 'HUNKAR', and also involving youth from north Maharashtra in media activism. Organically, emerging need is to build alliance of cultural media activists, young media animators and community video group to multiply the collective strength and advocate their expression with larger communities.

Goal

To convene community media and community development practitioners, to develop common language and theory in community media and communication, share experiences and pursue collective aims leading to community media culture.

No	Planned Activities	Completed
1.	Orientation programs for youth in colleges, 30	24
2.	Published "Maitree New Letter" aimed at creating a platform for youth to share their views on development, 12	12
3.	Yuva Festival,1	1
4.	Organized capacity building programs, 4	4
5.	Block Level gatherings, 13	13
6.	Participated in state level Meetings MYP, 2	30
7.	Animator meeting at block level, 5	2
8.	Editorial Meeting's,12	8
9.	Local Media programs, 2	2

10.	Wallpaper campaign, 60	60
11.	Motivational visit/exposure visit,1	1
12.	"Anubhav Shiksha" core group review meeting,1	1
13.	Media production at local level, 4	4
14.	Co - meeting for collective review, 1	1
15.	Capacity Building Programs, 2	2
16.	Hunkar Editorial meetings, 2	2
17.	Hunkar bimonthly, 2	2

Challenges:

- Some teachers in educational institutes don't like this process as they feel it to be an extra amount of work. Therefore they are reluctant to take these activities
- Less than expected participation from the women members in the youth group
- Currently, it is difficult to raise funds at the local level for 'HUNKAR'
- It has been very difficult to build and sustain as a team
- Due to globalization, people in today's world are used to instant and readymade stuff. It is being very difficult to break such habits as people are less enthusiastic in mere engagement, they want instant rewards, and mostly in material things.



Introduction

Our work in capacity building continued with same rigor and enthusiasm. We were able to reach different groups, individuals and were able to strengthen their media and communication references using the participants' creative abilities, needs and other resources.

We are also involved in the process of strengthening individual groups and organizations in media and communication through our trainings and workshops. They are evolved during various interventions in collaboration with organizations from Maharashtra, along with some other neighboring states.

Goal

To enhance media and communication skills while enabling our target group to develop critical and creative thinking and establish a clear a link between the two capabilities, leading to action facilitating social transformation.

Programs

1. Training on Communication, Media, and Leadership
2. Learning Journeys
3. Learning Hub

No	Planned Activities	Completed
1.	Reach out meetings and orientation, 40	13
2.	Long phase,1	1
3.	One day, 6	4
4.	Consultancy, 3	3
5.	Collaborations, 13	6
6.	By invitation, 43	48
7.	Booklet,1	1
8.	Learning Hub, 20	15

9.	Visits for VDO interview, 30	--
10.	Postage, email and follow-up, 300	300

Challenges:

- To consider and facilitate workshops on topics other than media and communication
- Charging fees for various activities like workshops, courses, learning hub and sustaining such learning processes
- Writing proposals and getting funds for training programs
- Apart from workshops, is there any other way to gather funds?
- We should change ourselves according to the changing time and contexts



Community media and Radio 'Misal Pav' :

Introduction

The experiments in Community Radio have proved that communities have potential to run and use this media effectively to disseminate their concerns and expressions through radio. Our effort to start a community radio station in our ward is shaping as per our plans.

Goal

To open up possibilities for the community to express themselves socially, culturally, politically and spiritually, through the medium of radio. To initiate dialogues with members of the community to prepare them in democratic decision-making processes which will create a self-reliant interactive community striving to seek its own development, and fully harnessing locally available resources.

Programmes

1. Radio Misal Pav Station Management
2. Community Facilitation
3. Program Creation

No	Planned Activities	Completed
1.	Explore Communities,10	4
2.	Audio programs, 4	40
3.	Workshop attending NGO, EED project, 3	3
4.	Participation in ASPBAE, 1	1
5.	Capacity Building, 13	13

Challenges:

- Content Creation and Fund Raising.

Community Video

Introduction

This unit of Abhivyakti works for and with the marginalized groups in society. We aim to equip the marginalized communities to share their struggles and dreams through the process of community video. We identify such communities around Nashik and through the process of participatory dialogue train them in scripting, shooting, and editing videos. This enables them to convey their stories before the civil society in public screenings.

Goal

To create opportunities for dialogue rather than debate that lead towards collective action to discover realities as experienced by communities who have been masked by suppression, denial or shame. To create some sort of enduring documentation that can challenge the mainstream narrative, whether in print, audio-visual or audio means.

No	Planned Activities	Completed
1.	Community visits, 8	9
2.	Shooting, 2	2
3.	Video documentation, 4	9
4.	CV process with community, 2	2
5.	Visit, 10	10
6.	Film dissemination, 2	0

Challenges:

- Time management among film documentation, film making, etc. and income generation
- Community video with activists networking
- Content development



Knowledge Creation and Dissemination: Publication

Introduction

The idea is to collect, document and publish knowledge related to the lives and issues of the marginalised communities through community media and disseminate it before the public.

Goal

To enhance media and communication related skills which enable the development of critical and creative thinking and establish a clear link between the two capabilities, leading to social action.

Programs

1. Dissemination of Alternate Media
2. Shape Publication

No	Planned Activities	Completed
1.	Annual book 1	1
2.	New letters 15	15
3.	Booklet 3	3
4.	Reprinting book and booklet 2	2
5.	Brochure and certificate 2	2
6.	Wallpaper campaign 1	1
7.	Annual planner and letter 1	1
8.	CD jacket sticker 1	1

Challenges:

- As there are various kinds of media available today, the value of print media is diminishing, which seems to be a challenge. Therefore, we can undertake publishing and designing works of schools, NGOs and government agencies



Media Resource Center :

Introduction

The media resource center aims to reach out to different sectors of the populace through all kinds of local media, i.e. books, movies, documentaries, flash cards, et al. We have a resource library as well in which people are invited to make full use of.

No	Planned Activities	Completed
1.	Annual book , 1	1
2.	Stalls, 8	8
3.	Booklet, 2	2
4.	Documentary exhibitions, 48	46
5.	Maitree subscribers, 37	37
6.	Library membership, 28	28

Challenges :

- Before setting up a stall it is essential for us to have some knowledge about our publication, so that we are able to clear the queries and curiosities of the visitors



As we move ahead we would like to present some of the positives that we would like to take forward and some of the things we would like to let go.

Take forward...

- The idea of entrepreneurship – making our programmes earn money without compromising on our values of serving the needs of the marginalised communities
- Inclusion of design in our fold has made our intervention in communication and media holistic
- The idea of short-term courses is meeting the needs of many. New courses and long-term duration would make it even more relevant
- The outreach through our various programmes is diverse, which should remain our strong point
- The team has become resilient and is able to cope with complexities and difficult situation
- There is also readiness and preparedness to face new challenges

Let go...

- There should be balance between process and efficiency. Sometimes, too much time is spent in internal processes
- Leave the assumption and get clarity by seeking information
- Ego clashes need to be avoided; team-members should not be taken-for-granted
- Need also to go beyond the boundaries of communication and media to seek other possibilities
- Make efforts to let go the dependence on the 'founder'.

3. And this as well....

Some news about the staff, members of the Board, and other events

- Sujata Babar, who has been with Abhivyakti for many years, decided to leave full-time work from October onwards. She served in various capacities and worked diligently for making Abhivyakti's work relevant
- Similarly, Sandeep Chavan also handed his resignation and will not be working from April 2013. He worked with distinction and brought new ideas as well as hard work into the team culture
- Our team's gender ratio is skewed at the moment, and we are taking efforts to set it right with new appointments
- Co-Founder Nitin Paranjape came back at the request of the Board and is working in full-time capacity from October 2012
- Representative from Bread for the World, Germany and FMSF, New Delhi visited our office and visited one of the field areas to understand our work and discuss other relevant issues. It was a fruitful meeting
- The joint programme for youth – 'Abhivyakti-Anubhav' went through an external evaluation facilitated by Dr Milind Bokil of Pune. He found the process meaningful and one of his recommendations of creating an 'Anubhav Samaj' (Anubhav Community) found enthusiastic support and will be one of our future areas of work
- Abhivyakti team hosted the khojis (learners) from 'Swaraj University' in Nashik for a 10-day meet. This was part of the strategy to gradually develop a long-term course for the youth of North Maharashtra based on the principles of self-directed learning and aimed at developing their leadership.
- Abhivyakti also partnered with RSCD in facilitating a 2-day workshop in Nashik for women representatives of Panchayat Raj Institutions on the theme of horizontal learning process to develop their leadership
- Jan Visser from Learning Development Institute, France, visited Abhivyakti and shared his views on learning and communication
- Our video team visited Khandwa to document the 'Jal Satyagraha' organised by NBA to protest against raising the height of the dam and the rehabilitation policy
- Ayona Datta from the University of Leeds also visited Abhivyakti to understand our work and explore future partnerships

Our Sincere Thanks to,
EED, Bonn
Ford Foundation, U.S.
YUVA, Mumbai
UNICEF, Mumbai

Profile of the Governing Body		
Name/Sex	Background of Member	Specific Role, if Any
Ms Nandini Narula (F)	Post Graduate in Social Work, more than 30 years of experience in NGO, currently with PRADAN/Based in Delhi	President Board Member since 2006
Mr Sadanand Pendse (M)	Engineer, Sr. Management position in Corporate, 25+ experience/Based in Pune, designed the performance management system within Abhivyakti	Vice-President Board member since 2006
Mr Nitin Paranjape (M)	Post graduate in Social Work, More than 30 years in NGO sector, co-founded Abhivyakti and several other organisations/Based in Nashik	General Secretary Co-Founder
Mr Anurag Kenge (M)	Engineer, Software professional, owns an internet company in Nashik.	Treasurer Board Member since 2010
Ms Anita Borkar(F)	Post Graduate in Social Work, more than 25 years in NGO sector, co-founder of Abhivyakti, now with ASPBAE, an Int. orgn. Working on adult education. Based in Nashik	Member Co-founder
Dr Rajendra Barve (M)	Psychiatrist, practices in Mumbai/ author, trainer in HRD, former president of Abhivyakti, visiting faculty at IIT and other institutions	Member Former President and Board member since 2000
Dr Sanjay Savale (M)	Sociologist, professor in Arts college with more than 25 years of experience in teaching & research, and with NGOs/movements.	Member Joined the governing board in January 2013. Based in Nashik

Abhivyakti Staff:

Nitin Parajape (Executive Director)

EarthCare Designs Unit

Swaroop Dandanik (Programme Head)

Prafulla Gosavi (Product Designer)

Manisha Bendale (Facilitator)

Shubhash Ugale (Assistant)

Community Radio Unit

Ranjeet Gadgil (Programme Head)

Nandini Gaikwad (Facilitator)

Co-Learning Unit

Rajesh Hiware (Programme Head)

Avinash Neve (Facilitator)

Sandeep Medhe (Facilitator)

Ganesh Mandekar (Programme Director)

Account and Administration Unit

Bhikan Dandagaval (Programme Head)

Kalpana Joshi (Facilitator)

Mahesh Jagtap (Facilitator)

Jitendra Dhuvare (Facilitator)

Knowledge Creation and Dissemination Unit

Sandeep Chavan (Programme Head)

Nilesh Gavit (Facilitator)

Vaishali Supe

Pramila Gadakh (Facilitator)

Network and Alliance Building Unit

Bhila Thakare (Programme Head)

Jitendra Pagare (Facilitator)