



Abhivyakti
Media for Development



Abhivyakti

हलचल

July to September 2023

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Means Activity

Abhivyakti is now fully entrenched into community development work. We are no longer only known for providing support in development communications. For many years now we have been working directly with mostly rural and tribal communities in Nashik district on various issues ranging from social, economic to mental health issues. So, our focus in present context is in two directions – one, continue with development communications as that has been our core activity since inception, and two, take on different activities that empower and build the leadership and well-being of the marginalised communities. Both the interventions are important to us as they provide critical insights and learning on issues related to development. Do send your views as we really like to read your comments!



WORKSHOPS



ORIENTATION WORKSHOP ON GENDER AND ACTIVE CITIZENSHIP

We facilitated an orientation program for college students of Nashik. Nearly, 125 students from six colleges of Nashik participated enthusiastically. This workshop helped the students to know different perspectives about Active Citizenship and Gender Equality and why it was critical to developing their understanding on it.





WORKSHOP ON SELF

- A three-day workshop with first year design students of MET College of Architecture and Design was held in the last week of July. About 35 students participated with focus on understanding their selves, understanding peers and collaborating with them was the main focus of the workshop.
- A similar two-day workshop was organised for the first year Design students of MVP College of Architecture and Design, Nashik was organised in August. Nearly, 40 students attended.





ORIENTATION PROGRAMME

- We facilitated a session with 60 MSW students from the College of Social Work, Nashik on development communication
- We facilitated an orientation session on Abhivakti organization and its work with the students from Silver Oak School. Joy of Giving is the theme of the School and students donated domestic things to Abhivakti



HUNNAR

SKILL ENHANCEMENT OF
YOUTH, NASHIK



Hunnar Skills Enhancement for marginalized Youth from Nashik urban is a new initiative supported by Mahindra and Mahindra, Nashik. The aim is to develop different employability capacities of marginalised youth. Some of the capacities were related to learning computer skills, safety measures among other. We also chose different partners who were experts in providing such expertise. Activity details are as follows -





We mobilized students from marginalized communities using diverse publicity strategies including community visits and meetings. We used posters, and audio advertisements on local community radio Vishwas, which circulates information in and around Nashik city. We also disseminate posters through websites and social media handles like Facebook, Instagram, WhatsApp, etc. We used online social media marketing applications and got positive responses.

We explored and tied up with Maharashtra Knowledge Corporation Limited (MKCL's) eight authorized learning centers in Nashik City for enrolment of students for computer courses. We were able to start computer courses with 116 students.



We explored and tied up with Maharashtra College of Fire and Safety, Nashik for a Certificate in Fireman course. We started this course with 38 participants who were from in and around Nashik.



We also developed these students' perspectives on self-identity, self-exploration, active citizenship, gender equality, and critical understanding of media and tried to develop their life skills.



We got a good response from the youth as we achieved about 71% target (154 from 218) with 30% women and 40% from the marginalized section of our society.



INTEGRATED VILLAGE DEVELOPMENT



In the last week of August, fourteen volunteers of Mahindra and Mahindra visited Sapte village and planted 45 Kesar mango in the farm of farmer Shantaram Chaudhary. On this occasion, Sarpanch Shantaram Thakare of Sapte and social worker Haribhau Thakare felicitated all the volunteers by giving them shawls. Many farmers expressed their belief that mango cultivation will be a permanent source of income for the small landholding farmers of Sapte village.





In the second week of September, Nirmal Parmar and Sucheta Kulkarni from Mahindra and Mahindra visited Sapte and Malegaon to gain understanding on the functioning of the project, and observe how the village development work is going on in the village. On this occasion, they saw the functioning of the dams at Malegaon and visited the fields of selected farmers to see how the mangoes cultivation was progressing. During this visit, Nirmal Parmar appreciated the work and also suggested that training should be organized for the farmers to get financial benefit quickly.





In September, a one-day workshop was organized for 11 farmers of Sapte village on how to initiate silk business. Silk entrepreneur Chetan Mahale was present as the chief guide for this workshop. He shared insights about starting a silk business, and about how much capital is required to start this business and how much profit is generated, and detailed information about precaution when starting this business. This time he gave the farmers the belief that if every farmer understands and learns the technique of silk business very well, then a substantial earning can be generated to sustain a farmers family.



MEDIA PRODUCTION



IMPACT VIDEOS OF 'ATAL BHUJAL YOJANA', SOLAPUR

Groundwater Surveys and Development Agency (GSDA), Govt. of India approached Abhivyakti for making Impact videos on 'Atal Bhujan Yojana', at three villages of Solapur district. We documented and made three impact videos on Village Ground Water Information Centre, rain gauge mapping, well water mapping and water recharge shop. The videos are very useful to other villages for saving groundwater!





DOCUMENTATION – ‘RANBHAJI MOHOTSAV’ AT AMBATHA VILLAGE, SURGANA

Maharashtra Prabodhan Seva Mandal, (MPSM), Nashik approached us for Video and photo documentation of ‘RanBhaji Mohostav’ (forest food festival), at Ambatha village, Surgana block on 26 August 2023. We have documented on video tribal women picking wild vegetables from the forest, preparing different dishes, exhibiting the prepared food at the forest food festival, and sharing the importance of the forest food.



YOUTH FOR CHANGE



The second phase began of Abhiviyakti and Akshara, Mumbai collaboration on creating awareness in six Colleges of Nashik on gender equality and Citizenship. We have selected six colleges from Nashik for Youth for Change Program and have completed the formalities to start the activities. We completed the orientation in four colleges namely, College of Social Work, NBT Law college, SMRK College, and KVN Naik college. Around 170 students participated enthusiastically.



LEARNING HUB



The purpose of creating a Learning Hub is to provide students who intern at Abhivyakti an opportunity to learn, discuss and exchange ideas and perspectives on different aspects of development. During this period the following interns participated –

- In this quarter there were 12 students from different colleges who joined the internship. In the internship, they gained knowledge, skills, and perspectives regarding communication and critical understanding of Media. Students were from the College of Social Work, NBT Law College, Sandeep University, Nashik, Azim Premji University, Bangalore, BSW Colleges, Satara & Jalgaon, and Sanjhi Sikhiya, Punjab, and one came on his own to learn about media.



MEDIA RESOURCE CENTRE



Abhivyakti's Media Resource Centre has many audio-visual resources which we try to give visibility by organising stalls, setting up small libraries and facilitating community media workshops. Some of the activities during this period were –

- The usual work of maintaining the main media resource center at Abhivyakti office is going on with focus on organising the media material so that it can be easily accessed for gaining information and perspective.
- In August, visit to Ambai and Shirasgoan Community Learning Centre was fruitful to discuss the future course of activities to be undertaken in the villages so that it would motivate more villagers to join the CLC and make it meaningful. It was decided to organise art-related activities and film screenings on issues of importance to the villagers.



HAPPENINGS



- In the last week of July, Nitin and Ranjit attended a three-day workshop on Emergent Leadership in Pune, organised by Mahavan and which was facilitated by Gagan Sethi. It was fulfilling and relevant in terms of strengthening new leadership in organisations.
- In the last week of August, Nitin attended the annual 'Indian Multiversity Alliance' (IMA) meeting at Kanha Heartfull Centre near Hyderabad. The four-day meeting on exploring alternatives to higher education was attended by nearly fifty participants from all over India.
- Nirantar team, Delhi visited our office to explore collaboration on a national level project on understanding impact of gender on school students and education. The meeting was fruitful in understanding each other and exploring different aspects of our work with Shodhini.
- In August second week, Jude Clark, Psychologist and facilitator of the course 'Training for Transformation' in South Africa visited us along with Sunil Gangawane to talk about her work in trauma-healing and wellness.
- Abhivyakti's General Body meeting was held on 6th August to discuss various aspects of our social and financial programme.
- A two-day follow-up meeting was organised by Nirantar Trust in Delhi in the first week of September to further discuss the modalities of collaboration on the research project. Partners from other states also attended. Ranjeet and Bhikan attended the meeting.
- Nitin was invited by NTNL network to attend an online meeting in the first week of August about sharing experiences with a potential funding partner.



VOICES FROM THE FIELD

We are adding another feature to Hulchal in our attempt to making it relevant and interesting for you. The 'Voices from the Field' will bring insights, experiences and opinions of the community members who are involved in the projects.



Laxman Yashwant Avatar resident of village Behadpada in Trimbakeshwar taluka of Nashik enthusiastically agreed to plant 60 saplings of Kesar variety of Mango in his farm two years ago as part of our initiative to promote livelihoods in different villages. He along with other villagers participated in the livelihood project with the hope of increasing their economic status and ending migration. Laxman was keen to nurture the Mango saplings and says that "investing in the Mango trees was necessary and was like education which promised good future for the students who enrolled in it. We want to devote our time and energy in taking care of the Mango saplings so that they grow to their potential.

We are ready to forgo migrating to a nearby City to earn extra so that we can take care of the trees". Laxman's hard work and dedication over the past two years has yielded good results. All the trees are standing tall today, testament to Laxman's belief, diligence and persistence. The trees are ready to fruit and are harbingers of better things to come, not only for Laxman but to other farmers who participated in this venture. What was once an arid land has now been transformed into a verdant and fertile farm giving enormous confidence and hope to the community. Laxman's efforts in pre-serving the Mango trees amidst challenging circumstances and knowledge gained from his experiences has given him a new identity in the village and respect which he rightly deserves. Abhivyakti's faith in starting agro-livelihoods is a step in right direction.



HULCHAL FACE

The response to our feature of introducing a member of Abhivyakti team to Hulchal readers is positive. This time we present the woman behind the admin desk, who single-handedly takes care of all the demands and needs of our project team. Meet Manisha Bendale, critical team member from the administrative unit. She has been with Abhivyakti for more than five years and is known for the calm she brings to the job. You will agree that administrative work is a thankless job and sooner than later people find it difficult to cope with the demands and complaints from other team members. However, Manisha goes about her work with quiet demeanour and completes the task without any fuss! She is very observant, knows details of different tasks and handles them with confidence. One of her strength is her relationships with different people, both internally with team members and with diverse external agencies is laudable. The characteristic feature of her personality is the dignity she gives to the unrewarding nature of the job because of which there is stability and solidity in our admin unit. She has made a routine and mundane nature of a job her own. She has gained lot of experience, has matured in the job and thus has become an important part of the Abhivyakti team. Because of her, Admin is no longer a complaint box rather is evolving into an integral aspect of Abhivyakti's foray in development communications.

MANISHA BENDALE





**BEFORE
WE SAY
GOOD BYE**



One of the most dreaded aspect of our social life is failure. Right from childhood it is ingrained into our consciousness to avoid failure. Failure is not welcome. However, failure is inevitable, that we experience from time to time. Hence, we try to avoid it. Failure is inability to meet a goal or an expectation. However, it assumes much more significance. It becomes equated to social embarrassment, affects our self-worth and esteem and creates doubts about ourselves. It mainly bruises our ego, makes us feel like a victim! More than anything failure resides in our minds, because of standards and expectations we have set for ourselves. However, failure can be very useful. It is an opportunity to learn and grow. It is an opening to review our own working of the mind, know what is important to us – efforts or results, and whether we are unnecessarily defensive or trying to be perfect. Fear of failure inhibits learning and often leads to avoidance. In a speech to students at Figure Skating at Harlem, Champion skater, Surya Bonaly said, "You don't have to wait for a medal to make your life different. If you give 100%, you did the best. Feel good about it. Feel positive and move on." That's an important insight for our good, our well-being!

What do you think? Can we give visibility and lessen the stigma attached to failure? Please write to - admin@abhivyakti.org.in about your insights, and do visit our website www.abhivyakti.org.in

