

Annual Report 2018 – 2019

About the Organization & its Founder

Founded in 1994 by the visionary social activist, Sanjoy Ghose, Charkha Development Communication Network is an innovative non-profit organization that works towards the social and economic inclusion of rural marginalized communities through the creative use of media. Rural marginalized communities often remain unheard and have little access to information that they can use to overcome their social and economic disadvantages. Charkha is committed to empower these communities by building their capacity to speak up at the local, state and national levels and access available resources to obtain their rights and entitlements.

Charkha started more than two decades back with one man – Sanjoy Ghose writing a column called ‘Village Voice’ in one newspaper – Indian Express. Today, Charkha has almost a hundred active writers in the State of Jammu and Kashmir alone. Our articles are published across the country in English, Hindi and Urdu Newspapers – both regional and national. Digitally, our articles appear in many e-newspapers and on social media.

LIST OF GOVERNING BODY MEMBERS

1. **Mr. Tilak Mukherji** - **President**
Chairman and Chief Mentor, Sigma
2. **Ms. Kiran Aggarwal, (IAS Retd.)** - **Vice President**
Former Principal Advisor, Planning Commission
3. **Mr. Anil Singh** - **Treasurer**
Secretary General, South Asian Network for Social and Agricultural Development (SANSAD)
4. **Ms. Usha Rai** - **Secretary**
Development Journalist
5. **Mr. Prashanto Chandra Sen** - **Member**
Advocate, Supreme Court of India
6. **Mr. Rajdeep Sardesai** - **Member**
Journalist
7. **Ms. Sumita Ghose** - **Member**
Founder and Executive Director, Rangсутra
8. **Mr. Mathew Cherian** - **Member**
Chief Executive, Helpage India
9. **Ms. Tasneem Ahmadi** - **Member**
Advocate, Supreme Court of India
10. **Mr. Pritpal Marjara** - **Member**
Managing Director, Population Services International
11. **Mr. Salman Haider** - **Member**
Former Foreign Secretary and Ambassador
12. **Ms. Harmala Gupta** - **Member**
Founder CanSupport

Communication Workshop for implementing partner organizations of Aga Khan Foundation held from 18th to 20th September 2018 at Patna

A total of 27 participants attended the workshop on all three days.

Charkha was represented by Mr. Mario Noronha, CEO and Mr. Mohd. Anis Ur Rahman Khan, Deputy Editor as the two trainers for the entire workshop.

Ms. Nikhat Perween, Hindi Editor of Charkha was also present at the workshop on all three days. She was doing the documentation of the entire workshop.

DAY 1



Introduction – Through a fun exercise:

All the participants were asked to divide themselves in pairs and then introduce their partners. They were asked to mention their partners name, father's name, education qualifications, hobbies and interests. This was to be done after having spoken to each other for five minutes. All the participants enjoyed this novel way of introductions.

After this the participants were divided into five groups and each group was asked to write on a chart paper their expectations from the workshop and what problems they face in the field. After writing their expectations and problems, each group came forward and made a presentation to the rest of the participants.

During the presentations one of the groups mentioned IEC material. On being questioned – What is IEC? – None of the participants were able to give a satisfactory answer. All of them thought that posters, brochures, pamphlets which are distributed are IEC material. Mr. Anis explained to the participants the proper meaning and also told them the correct full form of IEC, i.e. Information, Education and Communication.

Participants had also brought case studies and photographs from the field which were collected by Ms. Ruchi for AKF and handed over to the Charkha team.

A short film about Charkha was shown to the participants so that they were able to understand Charkha's work better.



The participants were shown three short films on photography.



The first film was more of theory and explained things like lighting, angles, rule of third, what a good photograph is and why it is important to take good photographs, what is background and what is foreground, etc.

After this the participants were shown different photographs and were told the difference between specs and views, what story is the photograph telling,

what news can be made after seeing the photograph.

This was followed by a short film which showed practically how a photograph should be taken. It showed how the camera person took permission from the person whose photograph he was going to click. How we can take a close up shot, how we can use the symmetry of objects in the background to enhance the subject, how to use the lighting in different ways to get the best pictures, how to place the subject in a frame and click a frame within a frame. It showed how to practically make use of the rule of third and what are the benefits of rule of third. It showed what is a long shot, mid shot and close up shot. It also showed how to fill the frame and make it look nice.

The participants were which had slides with which could tell a story. picture is more than a participants were very seeing the pictures and story behind the



shown yet another film, just one picture on it The exercise was 'one thousand words'. The excited when they were were able to tell the picture.

At the end of the day asked to take one long one close shot as part following all the rules of photography which they had just learnt.

the participants were shot, one mid shot and of their homework

DAY 2

The day began with all the participants submitting the photographs that they had clicked as part of their homework. Each participant's photographs (long shot, mid shot and close shot) were discussed in detail by the trainers and all the participants. Each participant was able to understand better what their drawbacks were and which areas needed improvement for them to become better photographers and to be able to identify better which photograph will tell their story in a better way. Some of the participants had not got the photographs and were sent out of the workshop to click the photographs and then come back. They were given half an hour for this work. At the end of the exercise, one participant was chosen as the best photographer and given a prize by AKF.

After this the focus shifted to case studies.

The participants were told what a case study is and what is case history. They were also told that a case study is not always a success story.

They were then told about the importance of writing and the importance and use of 5Ws & 1H – What, Where, Why, When, Who & How.

The participants were shown two short films – the first on why writing is important through the story of a young village girl who is a school dropout, but because of her love for writing how she helps to get water supply for her village through her writing.

The second film was about a person who is more than 99% disabled from his head below, but writes by holding the pen in his mouth and because of his determination heads an organization with about 40 disabled people working under him. The purpose of the film was only to inspire people to write.

The participants were then told how to write a good case study and what are the important elements that make up a good case study. They were told that a good case study must have a good heading – the heading should be written in a slightly larger font size than the rest and should be attractive. A sub-heading can also be used if required. Next is the introduction, which is also important as the reader normally may or may not read the rest of the case study based on how well the introduction has been written. The introduction must give the location of the case in detail. This is followed by the 'Body', which gives the entire story about the person or persons who the case study is based on. We can also add quotations of other persons about the case study. The case study must end with a proper conclusion and not just end abruptly. The conclusion may talk about next steps to be taken or with a suggestion or even with a question for the reader.

Based on the session on case studies the participants were asked to now rewrite the case studies which they had brought on the first day of the workshop as part of their homework.

DAY 3

A few case studies were displayed on the projector and discussed with all the participants in detail. After that the trainers sat down with each participant and gave them their feedback on how to improve the case studies further. The participants made the corrections and again showed the final product to the trainers.

This activity took up the entire day.



At the end the participants were asked to again go back to their groups and come forward one group at a time and tell the rest of the participants if the expectations and problems that they had written down on the first day had been taken care of. All the groups presented and felt that all their expectations had been met and now they would not face any problems in writing case studies or in taking good photographs. They felt that they were able to learn a lot in just three days. The only expectation which all the groups had written down and which was not met was that of learning Videography. The reason for this was that Videography was not a part of the Communication workshop syllabus.

FEEDBACK & RECOMMENDATIONS

The participants while giving their feedback had expressed their keenness on learning videography, video editing, script writing and short film making. They were also interested in knowing more about IEC (Information, Education and Communication), BCC (Behavioural Change Communication) and SBCC (Social Behavioural Change Communication) which they felt would be beneficial for them. Another interesting feedback from most of the participants was that they write the case studies but never get to see it in print form – neither in any reports or booklets or anywhere else.



Work done with UNICEF Maharashtra – November 2018 onwards

- The Charkha and UNICEF partnership would address the aforementioned issues of child marriage, (which is also a form of violence against children) and early childhood development (Neglect of the child results in his/ her not getting proper nutrition, protection and stimulation) by implementing communication activities such as writing skill training workshop, engagement of theatre, screen writers and eminent social thinkers and activists.
- Six fellowship awardees published five stories each on the topics of Early Childhood Development and first 1000 Days, ready to eat, Angan Wadi and Asha workers, male involvement, fast food, obesity, mobile usage by toddlers, child marriage, fathering and mothering, millets as therapy



- The fellowship articles have been published in Marathi Dailies- Loksatta, Saamna, Divya Marathi, Lokmat, Daily Hunt, Hindi-Urdu-Najaria, Daily PrajaPatra
Web portals- Aksharnama, Right Angles, Beyond Headlines and Kolaj
- Some of the published articles in Asian Age
 - Media Anaysis
 - Nutrition Garden
 - Kangaroo Mother Care
 - Daisy Irani
- Conducted a workshop for Theatre Art students, Mumbai University
Topics – Violence Against Children
At the end of the workshop students presented role plays on the themes related to violence against children



- December 7-9, 2018
 Conducted a writing skills workshop at Patpanhale, Chiplun, District Ratnagiri.
 At the end of the workshop, 15 participants wrote features on child marriage, masculinity and gender and atrocities on Dalits
 They also presented role plays on the topics

- Workshop with script writers (film and television) on the topics of violence against children. 35 writers attended the workshop and among them like to know on the issues violence against children

- POSHANA HAR Government of Maharashtra embarks on a campaign year to



generate awareness about nutrition and showcase success stories around nutrition. UNICEF and Charkha have decided to document the efforts of all nutrition programmes implemented during the nutrition fortnight in the following districts - Nashik, Nandurbar, Dhule, Sangli, Ahmednagar,

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Osmanabad, Aurnagabad, Beed, Yavatmal, Parbhani, Amaravati, Mumbai and Bhiwandi. 15th 22nd March, visits of Charkha writers to the districts along with Swastha Bharat Preraks



- July 16th and 17th, 2019 – Two day workshop held with journalists from Maharashtra (Marathi media) to sensitize them on issues relating to Child marriage, early childhood development, child nutrition and other important issues relating to children. There was a good turnout of journalists and the key take away from the workshop has been that they have all assured of sustained reporting on the above mentioned issues.