

# Annual Report

2019 – 2020



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## **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

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

## **Project 1**

*“Building Bridges with Communications: Creating two-way communication networks in the State of Jammu & Kashmir particularly in the districts of Poonch, Kupwara and Leh for empowering youth and especially women”*

**Funded by:** HUMAN CAPABILITY FOUNDATION

### **Summary:**

*To improve the quality of life of the communities in areas of conflict and create a sustainable two-way communication network that enables young people, especially women gain access to the most pressing issues of the local people; and advocate for policy changes at a state and national level through mainstream media.*

### **Background of the Program:**

The State of Jammu and Kashmir is virtually divided into three regions. The Jammu region consisting of 10 districts; the Kashmir region also consisting of 10 districts and the Ladakh region consisting of two districts - Leh and Kargil. Charkha's work over the past 9 - 10 years along the border areas in the state of J&K has demonstrated that change can be sustained only if ownership of the initiatives rests with the communities themselves.

Charkha has worked in three major districts – Poonch in the Jammu region, Kupwara in the Kashmir region and Leh in the Ladakh region. Poonch has a high rural population of 4,38,176 lakh people (Census 2011). Poonch ranks fourth amongst the poorest districts in Jammu as per the Socio Economic and Caste Census 2011. As per 2011 census, 87.97 % population of Kupwara districts lives in rural areas of villages. The total Kupwara district population living in rural areas is 765,625.

Out of the total Leh population for 2011 census, 34.21 percent lives in urban regions of district. In total 45,671 people lives in urban areas, 65.79 % population of Leh districts lives in rural areas of villages. The total Leh district population living in rural areas is 87,816. In proportion to the population of the state, Leh accounts for a mere 1.06% of the entire J & K states population.

### **Change of Course post Abrogation of Article 370:**

After abrogation of Art. 370 on August 5, 2019, Jammu & Kashmir and Ladakh were classified as two separate Union territories. In this unprecedented turn of events which forced us out of J&K and into another State – Uttarakhand, where Charkha had to start from scratch.

**Following is the detailed report of each and every activity conducted as part of this project:**

## Writing Skill Development Workshop, Ladakh

Charkha organized a four-day capacity building workshop, titled “Writing Skill Development Workshop for Rural Reporting’ in Leh, Ladakh from 30<sup>th</sup> April to 3<sup>rd</sup> May 2019. This was held in coordination with the Snow Leopard Conservancy India Trust (SLC- IT) an organisation that works to promote community awareness on wildlife conservation, natural habitats and environmental protection. The workshop was held in a large well-lit airy hall in SLC’s premises –with seating on the ground and attractive low tables embossed with colourful motifs.

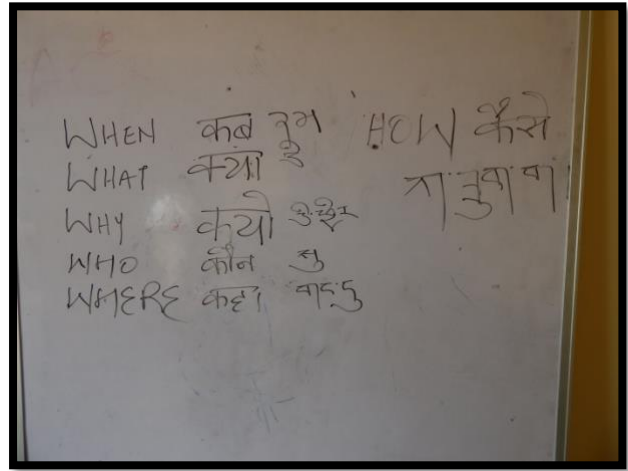


Figure 1: 5 W’s and 1 H written for the first time in English, Hindi and Bodhi (Ladakhi)

### Objective of the Workshop

The workshop was aimed at building capacities amongst young people to write for the media on development issues, with a focus on highlighting voices of marginalized communities.

The workshop was premised on the twin pillars of skill development and the promotion of linkages with different stakeholders such as the media, civil society, and the administration and policy makers plus of course the community.



Figure 2: Participants working in groups discussing the various issues faced by the people of Leh, Ladakh

### Participation

The workshop brought together around 20 participants, young men and women who were mostly from Elizir Jolden Memorial College and SECMOL. While the participants were presently residing in Leh town, they all belonged to smaller villages of Leh as far off as Zaskar and Nubra.

### Proceedings

The workshop was conducted by Mario Noronha, CEO, Charkha. There were two resource persons invited. Mr. Jigmet Dadik an accomplished photographer who is also Senior Program Manager, Snow Leopard Conservancy India Trust and noted journalist Tsewang Rigzin, Secretary of the Press Club of Leh. Tsewang Rigzin has been awarded the Sanjoy Ghose Memorial Media Award by Charkha in 2004.

## DAY ONE

The participants were asked to introduce themselves.

Charkha CEO, Mario Noronha gave a brief introduction about himself, about Charkha and its work in Ladakh and other parts of the country.

After that the participants were divided into 4 groups of 5 each and asked to write out after discussing among themselves what they felt were the most important issues that affected the lives of the people of Leh, Ladakh. They were asked to divide the issues into three categories:

1. Positive Issues / good points of Leh, Ladakh
2. General Development Issues
3. Issues affecting lives of women



All the issues were first written down on the white board and then each issue was discussed in detail. Ms. Tsewang Dolma, Program Manager of SLC, Leh and a former Sanjoy Ghose Rural Reporting Award winner helped the Charkha team in translating from Ladakhi (Bodhi) to English and vice versa wherever required.

The comments and questions emerging from these interactive activities formed the basis to teach the participants the fundamentals of writing –the 5Ws and 1H; what constitutes ‘News’ and how it is different from ‘Features’; the different kinds of content in the newspaper and how to employ the tools of writing and newsgathering to do a story. Emphasis was laid on the importance of verified information and ground level reportage; the need to have a storyline that leaves the reader with an insight into the issue. The importance of photographs was stressed upon. Not only do relevant and

good quality photographs bring a story alive, the chances of the story getting space in the media, increases.

Participants were told how to delve into issues, draw out information and develop a format for their stories. These could be positive or negative –but in all, the core issue had to be presented in an interesting and effective way. These could catch the attention of policy makers and lead to action on a particular issue. It was explained that this ‘media advocacy’ forms the crux of Charkha’s work to connect development issues to the media. It was essential that articles had to be well researched, balanced and incorporate current information. This meant that the writer should be updated on current policy and programmes related to the issue, reports/studies by international agencies and reputed social development organisations in the country.

## **DAY TWO**

On the second day of the workshop, participants were again made to sit in their respective groups and were provided with the local newspapers and asked to identify ‘Hard News’, ‘Soft News’ and ‘Features’. They were also asked to present their views on what could be done to improve the coverage of development issues through local newspapers and also through social media platforms like facebook, twitter, Instagram, whatsapp, etc.



**Figure 3: Participants searching for ‘Hard News’, ‘Soft News’ and ‘Features’ in the local newspapers**



Mr. Jigmet Dadik an accomplished photographer and Senior Program Manager, Snow Leopard Conservancy India Trust took a session of photography. He touched upon the various aspects of photography and how the participants could use their mobile phones to take good pictures which



would be acceptable in the print and digital media. He explained to them how one photo is said to be more than a thousand words.

Post Lunch the participants were asked to identify the development issues they would like to write on, and each participant explained why they wanted to write on the particular issue. They were then asked to leave early in order to be able to get bytes and good photographs for their articles.

### **DAY THREE**

All the participants brought a draft of the articles that they had written, and each participant was asked to read out what he or she had written, and the other participants were asked to give constructive feedback. This brought out the best from the participants. It helped them to realize how they could make their articles much more presentable.

Post lunch noted journalist Tsewang Rigzin, Secretary of the Press Club of Leh came and conducted an interactive session with the participants focusing on the nuances of journalism with a special focus of Leh. He shared his experiences of how for the past 10 – 12 years he has struggled to bring out the various development issues of Ladakh in the print, digital and electronic media.

He spoke about how the advent of social media has been both a boon and a bane for society in Ladakh as most of the posts – like all over the world – are unverified posts and hardly talk about the numerous positive stories of Ladakh. He asked the participants to use Facebook more often and also invited them to join a facebook page – “Ladakh in the media” - that he had created for highlighting the development issues of Ladakh. He also shared his mobile number with the participants and told them that they could call anytime if they needed any help with their articles – especially if they needed to get bytes from any government official.



#### DAY FOUR



On the final day of the workshop, the participants worked on finalizing their articles and then typing it and handing it over to Charkha for publishing. All the participants then promised that they will write at least one article every two months on the various issues that had been discussed during the course of the workshop.

The participants were informed about the various Media awards and fellowships that they could apply for if they continued to

write. They were also informed about the Sanjoy Ghose Rural Writers Award which they could certainly apply for without any hesitation as they were all eligible after having successfully completed the writing skills workshop.

Dr. Tsewang Namgail, Director, SLC also shared his expertise on writing with the participants and told them the importance of keeping articles short and simple. He also stressed on the quality of articles, especially in today's present scenario when

the media is only feeding the reader with 'junk' articles which is not good and that they should concentrate on providing 'healthy' articles for their readers.



**All the participants were given certificates of participation**

Charkha organized a three-day capacity building workshop, titled “Writing Skill Development Workshop for Rural Reporting’ in Poonch, Jammu & Kashmir from 14<sup>th</sup> to 16<sup>th</sup> June 2019. The workshop was held at Imamian Complex, Parade Ground, Poonch.

### **Objective of the Workshop**

The workshop was aimed at building capacities amongst young people to write for the media on development issues, with a focus on highlighting voices of marginalised communities.



The workshop was premised on the twin pillars of skill development and the promotion of linkages with different stakeholders such as the media, civil society, and the administration and policy makers plus of course the community.

### **Participation**

A total of 30 young boys and girls from almost every block of Poonch participated in the workshop. Although many of them had to travel from distances of 25 to 30 kms to attend the workshop, their enthusiasm did not diminish and on the last day they expressed their combined desire that the workshop should be extended for another two days to help them to learn more and more about communications, print media, photography and short films.

### **Proceedings**

The workshop was conducted by Charkha CEO, Mario Noronha. There were two resource persons - Mr. Shams Tamanna, Consulting Editor, Charkha and Ajaz ul haq Bukhari, Senior Charkha writer and currently working as Sub-Editor for Lazawaal a daily Urdu newspaper. Mr. Nazam Mir also took a session on Government schemes – their importance and how we should make use of these schemes and help other to benefit from them.

### **DAY ONE**

The participants were asked to introduce themselves.

Charkha CEO, Mario Noronha gave a brief introduction about himself, about Charkha and its work in Poonch and other parts of the country.

After that the participants were divided into 6 groups of 5 each and asked to write out after discussing among themselves what they felt were the most important issues that affected the lives of the people of Poonch.



All the issues were first written down on the white board and then each issue was discussed in detail.

The comments and questions emerging from these interactive activities formed the basis to teach the participants the fundamentals of writing –the 5Ws and 1H; what constitutes ‘News’ and how it is different from ‘Features’; the different kinds of content in the newspaper and how to employ the tools of writing and newsgathering to do a story. Emphasis was laid on the importance of verified information and ground level reportage; the need to have a storyline that leaves the reader with an insight into the issue. The importance of photographs was stressed upon. Not only do relevant and good quality photographs bring a story alive, the chances of the story getting space the media, increases.

Participants were told how to delve into issues, draw out information and develop a format for their stories. These could be positive or negative –but in all, the core issue had to be presented in an interesting and effective way. These could catch the attention of policy makers and lead to action on a particular issue. It was explained that this ‘media advocacy’ forms the crux of Charkha’s work to connect development issues to the media. It was essential that articles had to be well researched, balanced

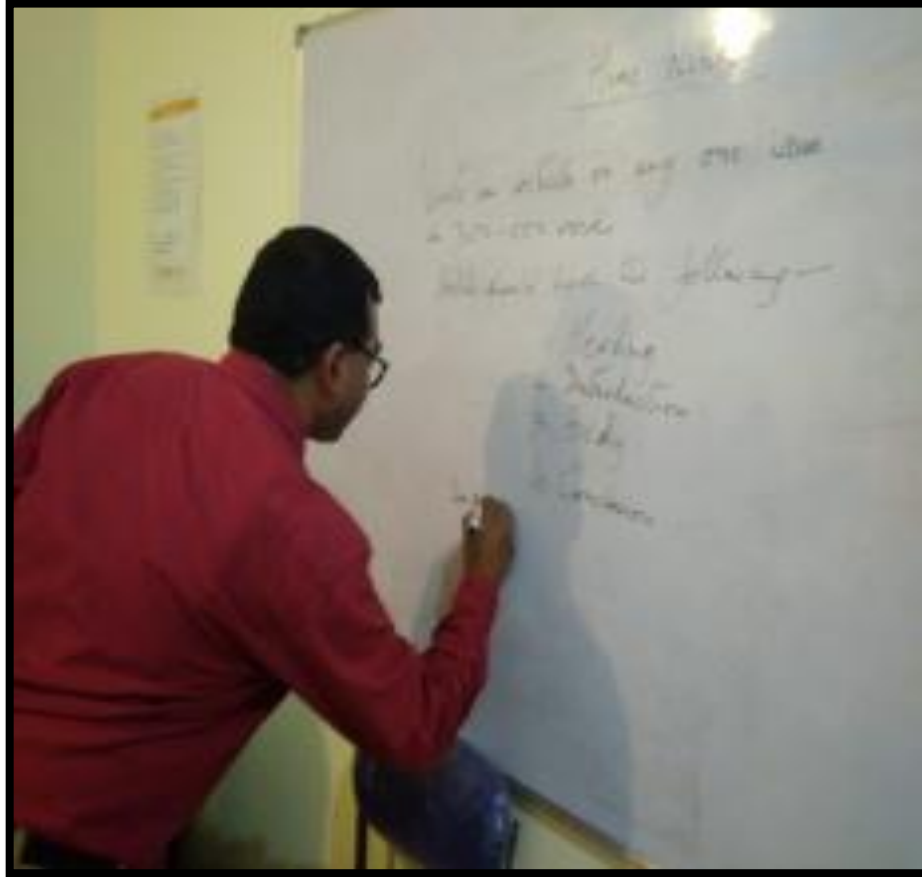
and incorporate current information. This meant that the writer should be updated on current policy and programmes related to the issue, reports/studies by international agencies and reputed social development organizations in the country.

## **DAY TWO**

On the second day of the workshop, participants were again made to sit in their respective groups and were provided with the local newspapers and asked to identify 'Hard News', 'Soft News' and 'Features'. They were also asked to present their views of what could be done to improve the coverage of development issues through local newspapers and also through social media platforms like facebook, twitter, Instagram, whatsapp, etc.



Post Lunch the participants were asked to identify the development issues they would like to write on, and each participant explained why they wanted to write on the particular issue. They were then asked to leave early in order to be able to get bytes and good photographs for their articles.



### **DAY THREE**

All the participants brought a draft of the articles that they had written, and each participant was asked to read out what he or she had written, and the other participants were asked to give constructive feedback. This brought out the best from the participants. It helped them to realize how they could make their articles much more presentable.

The participants worked on finalizing their articles and then typing it and handing it over to Charkha for publishing. All the participants then promised that they will write at least one article every two months on the various issues that had been discussed during the course of the workshop.

The participants were informed about the various Media awards and fellowships that they could apply for if they continued to write. They were also informed about the Sanjoy Ghose Rural Writers Award which they could certainly apply for without any hesitation as they were all eligible after having successfully completed the writing skills workshop.





## Writing Skills Development Workshop, Kupwara, J&K

Charkha in collaboration with Government Degree College (GDC), Kupwara conducted a three-day writing skills development workshop for rural reporting in Kupwara with a focus on development issues – especially issues relevant to the empowerment of youth and women.

The three-day workshop started on 18<sup>th</sup> June 2019 and concluded on 20<sup>th</sup> June 2019. The workshop was conducted by Mr. Mario Noronha, CEO, Charkha along with the following resource persons – Mr. Shams Tamanna – Consulting Editor, Charkha; Mr. Nazam Mir, President of National Peace and Development Voice, a Poonch based NGO and Pir Azhar, Program Coordinator for Kupwara.



A total of 26 local youth including 12 students from GDC, Kupwara participated in the workshop. The enthusiastic youth were taken through the basics of journalism. They were also given a brief about the various government schemes available. The focus of the workshop being that at the end of the workshop each participant would be able to write a feature article focusing on a particular development issue.



The participants were also taught the basics of photography by Col. Akash, Commanding Officer of 28 Rashtriya Rifles.



The workshop was concluded with an award ceremony attended by the Principal of GDC, Kupwara, Dr. Fayaz Ahmad Lone, Dr. Ghulam Rasool Ganie, Prof. Mehra Bashir-HOD, Zoology Dept.

Dr. Fayaz Ahmad Lone gave an inspirational speech on why they should write on the development issues of Kupwara and then along with the other faculty members of GDC, Kupwara distributed participation certificates to all the participants.



## **Writing Skill Development Workshop, Nainital, Uttarakhand 15<sup>th</sup> to 17<sup>th</sup> October 2019**

### **Objective of the Workshop**

The workshop was aimed at building capacities amongst the participants to write for the media on development issues, with a focus on highlighting voices of marginalized communities. Since all the participants were already associated with NGOs / CSOs working on one or more issues in the field, it was only a matter helping them to articulate their work. Charkha through its feature service provides them with the ideal platform to highlight all the issues which till now were only known to either them or the people they worked with. Through Charkha's feature service the issues will reach not just the people, administration and policy makers in the State of Uttarakhand, but also people, administration and policy makers at the National level.

### **Participation**

20 participants from various NGOs such as Vimarsh, Himalayan Study Circle, Kumaon Vani, Mahila Kalyan Sanstha, etc., attended the 3 day writing skills workshop. The participants were from the districts of Pithorgarh, Almora, Bageshwar, Uddham Singh Nagar and Nainital. There was also one participant from Haridwar.

### **Proceedings**

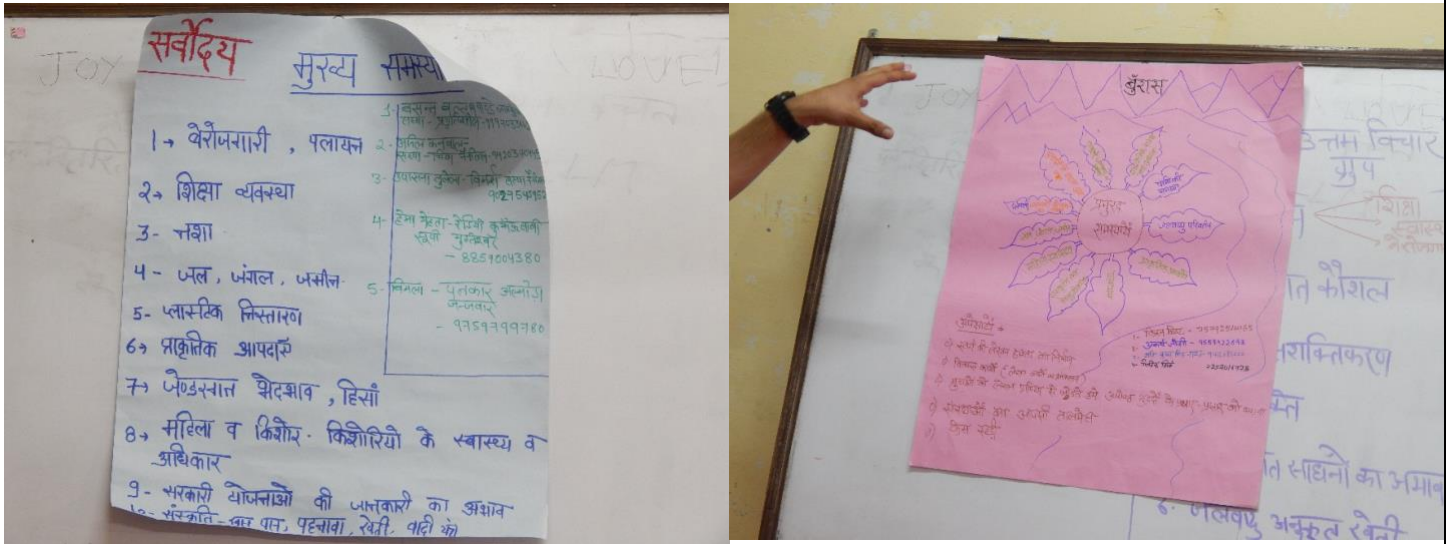
#### **DAY ONE**

The participants were asked to introduce themselves.

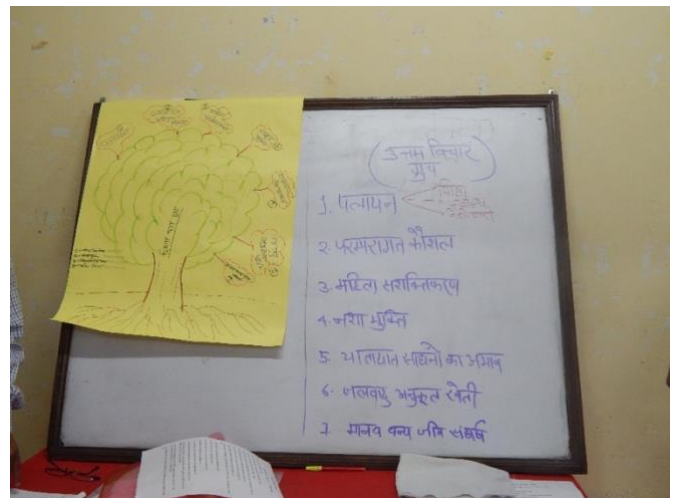
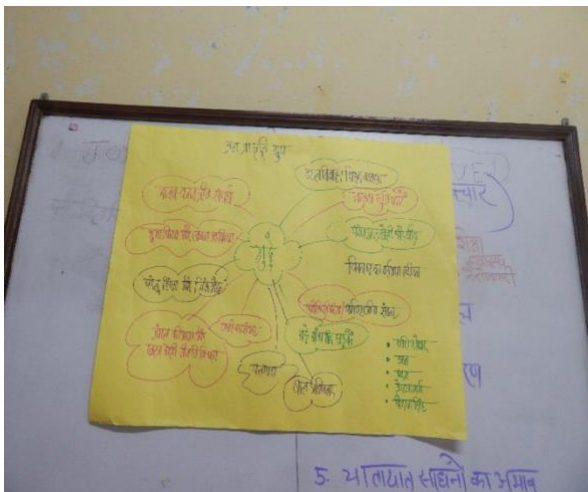
Charkha CEO, Mario Noronha gave a brief introduction about himself, about Charkha and its work.

After that the participants were divided into groups and asked to write out after discussing among themselves what they felt were the most important issues that needed to be highlighted.

The groups identified the development issues that Uttarakhand is facing.



### Issues highlighted by each group after lengthy detailed discussions



When all the groups had identified the issues, they made their respective representations. The major issues that each group identified and discussed were:

1. Migration/unemployment
2. Drug abuse
3. Water scarcity
4. Domestic violence
5. Education – Why are government schools closing down? Private schools vs government schools
6. Climate change
7. Healthcare
8. Lands
9. Human-animal conflict
10. Plastic pollution

Participants shared their concerns and views, and what the people and the organisations they are associated with are doing to address the above mentioned issues.

## DAY TWO

The second day sessions were conducted by Mr. Mario Noronha and Mr. Shams Tamanna. They talked about different forms of communication, media and its types, and the importance of print media. They talked about the importance of 5 Ws and 1H - 5Ws & 1H - What, Where, Why, When, Who & How in news. Participants were also made aware about news reports and features. Moreover, they were taught how to identify the issues and write about them. The importance of facts and figures, verification, collection of data, and bytes in the articles so that the readers would find them credible and trustworthy was also stressed upon.



A short video on the importance of mobile photography and its various techniques by an expert was also shown to the participants. Mr. Tamanna talked about, “A picture says a thousand words”, and why photography is important in news.



Before the second day wrapped, all the participants were asked to identify the issues that they would write about. Once they had identified their topics, they wrote on various development issues that the people in their societies are facing.

### **DAY THREE**

The last day began with the participants sharing about their experiences of the workshop. The importance and far reaching capability of writing through print media, and how it could bring about positive changes in the society was discussed. The participants were also informed about various awards that rural writers are awarded with, and how they too could aim for such awards and fellowships.

Pankaj Singh Bisht, a senior writer from Uttarakhand, who started his writing career through Charkha also attended the workshop on the last day. He shared his experiences with the participants, and how impactful writing can be. His testimony on his writing career clearly created a powerful impression on the participants, and all of them showed great interest in writing.



Certificates were given to all the participants who attended all the three days of the workshop. Mr. Noronha also informed them that Charkha would be announcing its Media awards in the month of December 2019.



## **Writing Skill Development Workshop, Dehradun, Uttarakhand** **26<sup>th</sup> to 28<sup>th</sup> February 2020**

### **Objective of the Workshop**

The workshop was aimed at building capacities amongst the participants to write for the media on development issues, with a focus on highlighting voices of marginalized communities. Since all the participants were already associated with NGOs / CSOs working on one or more issues in the field, it was only a matter helping them to articulate their work. Charkha through its feature service provides them with the ideal platform to highlight all the issues which till now were only known to either them or the people they worked with. Through Charkha's feature service the issues will reach not just the people, administration and policy makers in the State of Uttarakhand, but also people, administration and policy makers at the National level.

### **Participation**

22 participants from various NGOs such as Sewa International, AT India, SURYA, Uttarakhand Jan Jagriti Sansthan, HARC India, Adarsh Yuva Samiti, etc., attended the 3 day writing skills workshop. The participants were from the districts of Tehri Garhwal, Uttarkashi, Haridwar, Rudraprayag, Chamoli, Pauri Garhwal and Dehradun. There was also one participant from Uttar Pradesh.

### **Proceedings**

#### **DAY ONE**

The participants were asked to introduce themselves.

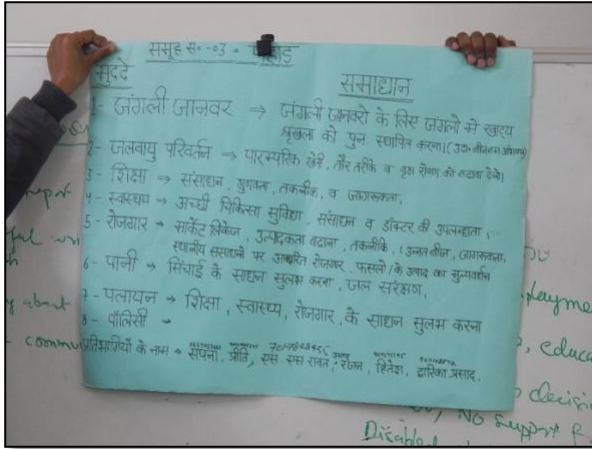
Charkha CEO, Mario Noronha gave a brief introduction about himself and resource persons Mr. Shams Tamanna and Ms. Sunita Bhadauria, about Charkha and its work.

After that the participants were divided into groups and asked to write out after discussing among themselves what they felt were the most important issues that needed to be highlighted.



The groups identified the development issues that Uttarakhand is facing.

### Issues highlighted by each group after lengthy detailed discussions



When all the groups had identified the issues, they made their respective representations. The major issues that each group identified and discussed were:

11. Migration/unemployment
12. Water scarcity
13. Lack of knowledge of Government policies and Sustainable Development Goals
14. Education
15. Climate change
16. Healthcare
17. Sex Education and sex workers
18. Human-animal conflict
19. Child Labour
- 10 Knowledge about Agricultural produce and lack of marketing
- 11 Drug and alcohol abuse
- 12 Cleanliness and waste management

Participants shared their concerns and views, and what the people and the organizations they are associated with are doing to address the above-mentioned issues.

In the day's final session, the participants were shown a short film on Charkha and the work that the organization does across the country.

## DAY TWO

Day two started with some of the younger participants singing a 'Lok Geet' (folk song) in praise of their state – Uttarakhand.

The second day sessions were conducted by Mr. Mario Noronha and Mr. Shams Tamanna. They talked about different forms of communication, media and its types, and the importance of print media. They talked about the importance of 5 Ws and 1H - 5Ws & 1H – What, Where, Why, When, Who & How in news. Participants were also made aware about news reports and features. Moreover, they were taught how to identify the issues and write about them. The importance of facts and figures,

verification, collection of data, and bytes in the articles so that the readers would find them credible and trustworthy was also stressed upon. A short video on the importance of mobile photography and its various techniques by an expert was also shown to the participants. Mr. Tamanna talked about, “A picture



says a thousand words”, and why photography is important in news.





The participants were also made to sit in pairs and interview each other with each participant being given only 5 minutes to interview the other. They then had to present their findings in only 2 – 3 minutes. The purpose of this exercise was to help the participants understand the art of interviewing.

Many of the participants mentioned that they live in remote areas where Newspapers do not reach. Mr. Mario Noronha therefore decided to introduce them to the concept of “Wall

Magazine” where they can prepare a sort of “Newspaper” of their own which would highlight local news, important issues pertaining to the village, important telephone numbers, information about government schemes, etc. He informed them that the wall magazine is a very good tool of communication where there is no other media. He also told them that they could make it interesting by adding cartoons, photographs, some competitions, etc.

Before the second day wrapped, all the participants were asked to identify the issues that they would write about. Once they had identified their topics, they wrote on various development issues that the people in their societies are facing.

### **DAY THREE**

The last day began with the participants sharing about their experiences of the workshop. The importance and far reaching capability of writing through print media, and how it could bring about positive changes in the society was discussed. The participants were also informed about various awards that rural writers are awarded with, and how they too could aim for such awards and fellowships.

Two of the participants decided that they would make a sample of the “Wall magazine” for the benefit of all the other participants. They surely made a very good attempt.





Certificates were given to all the participants who attended all the three days of the workshop.

## The Sanjoy Ghose Media Awards

Every year, Charkha announces “The Sanjoy Ghose Media Awards” with the intention of providing budding development journalists from remotest corners of the country to write on relevant issues – mostly related to women. This year, **Charkha**, in partnership with **The Human Capability Foundation** wanted to celebrate the work done by journalists in highlighting the struggles of women in our country. The media fellowships or awards were open to journalists who had made an outstanding contribution to the reporting of humanitarian and development issues during the past year. The awards supported the pursuit of in-depth, well researched field articles on humanitarian and development work. The articles were required to be based on evidence both qualitative and quantitative to be able to influence public policy and stir the social conscience of people.

The Awards, inspired by Charkha’s founder, Sanjoy Ghose, who worked towards the social and economic inclusion of rural marginalized communities through the creative use of media, offered an opportunity for writers to delve into the challenges faced by rural women belonging to disadvantaged communities in particular.

Five awards were given, two each under themes one and two; and one under theme three:

1. Gender Disparity in Education
2. Violence Against Women
3. Maternal Health Care in Rural India

Of several entries received, following five writers were selected by jury members consisting of eminent and senior journalists:

- **Amit Baijnath Garg, Rajasthan**
- **Narendra Singh Bisht, Uttarakhand**
- **Shalu Agrawal, Uttar Pradesh**
- **Thinles Norboo, Ladakh**
- **Yousaf Jameel, Jammu and Kashmir**



Figure 4: The Sanjoy Ghose Media Awardee with Charkha Team in Delhi

Articles written by Sanjoy Ghose Media Awardees

**M24** राष्ट्रीय हिन्दी दैनिक  
**तरुणाभिन्न**  
 श्रम ही आधार, तिक खबरों से सरोकार  
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**Born free but in chains**  
 Monday, 30 March 2020 | Shalu Aggarwal

**Winter that Empowers!**  
 By Romy Khatun

**Shalu Aggarwal documents the journey of a young girl's fight against honour killings in western Uttar Pradesh**

The sun was out, not in its blazing glory but tentatively, as the four men convicted in the 2017 gang-rape and murder of a young paramedical student were hanged on Friday, March 20. The execution received mixed reactions from people of different school of thoughts. Many hailed the decision and celebrated the hanging

राजधानी  
 वर्ष: 21 अंक 255  
 शुक्रवार 10 बुधवार, 2020  
 तापमान  
 अजमेर 28°C 26°C  
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**महिला प्रधान है लद्दाख का समाज**

हिमालय के शिखरों में, जहाँ हिम की शक्ति और सौंदर्य का अमूल्य दान है, वहाँ लद्दाख का समाज भी अपनी विशिष्ट पहचान बनाए रख रहा है। यहाँ महिलाएँ केवल घरेलू कामकाज से नहीं जुड़ी हैं, बल्कि समाज के विकास और परिवर्तन में सक्रिय भूमिका निभा रही हैं।

लद्दाख में महिलाओं का स्थान अत्यंत उच्च है। यहाँ के समाज में महिलाओं का अधिकार और सम्मान का अभाव नहीं है। वे अपने अधिकारों का उपयोग करके समाज के हितों के लिए लड़ती हैं।

यहाँ के समाज में महिलाओं का स्थान अत्यंत उच्च है। यहाँ के समाज में महिलाओं का अधिकार और सम्मान का अभाव नहीं है। वे अपने अधिकारों का उपयोग करके समाज के हितों के लिए लड़ती हैं।

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**कहानी उनकी, जिन्होंने शिक्षा को ला था**

शिक्षण के माध्यम से, हम अपने बच्चे को एक बेहतर भविष्य के लिए तैयार कर सकते हैं। शिक्षण के माध्यम से, हम अपने बच्चे को एक बेहतर भविष्य के लिए तैयार कर सकते हैं।

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**पर जोखिम, ताकि बची रहे आपकी जान**

पर जोखिम, ताकि बची रहे आपकी जान

**खतबे की शक्ति**

खतबे की शक्ति

## **Project 2**

### **RAJASTHAN**

“Creating two-way communication networks in Rajasthan for empowering women”

**Supported by:** Lush Cosmetics Inc. (Lush)

#### **Summary:**

To improve the quality of life of the women in Rajasthan who are being oppressed and create a sustainable two-way communication network that enables them gain access to INFORMATION ON the most pressing issues of the local people; and advocate for policy changes at a state and national level through mainstream media.

#### **Background:**

In Rajasthan, Charkha targeted the communities where violence against women is largely prevalent through our interventions indirectly and directly through various government schemes.

Community strengths identified among the women in the course of the project’s activities were recognized and highlighted by writing about positive stories in the mainstream media. The intention was to address the prevalent attitude among the people – especially women - of being ignored in the development agenda of the state and the nation. Besides, it lay emphasis on the strengths of the hard-working women of the region, who carry the burden of being the bedrock of a stable society but are pushed to the background by the pervasive patriarchal thinking.

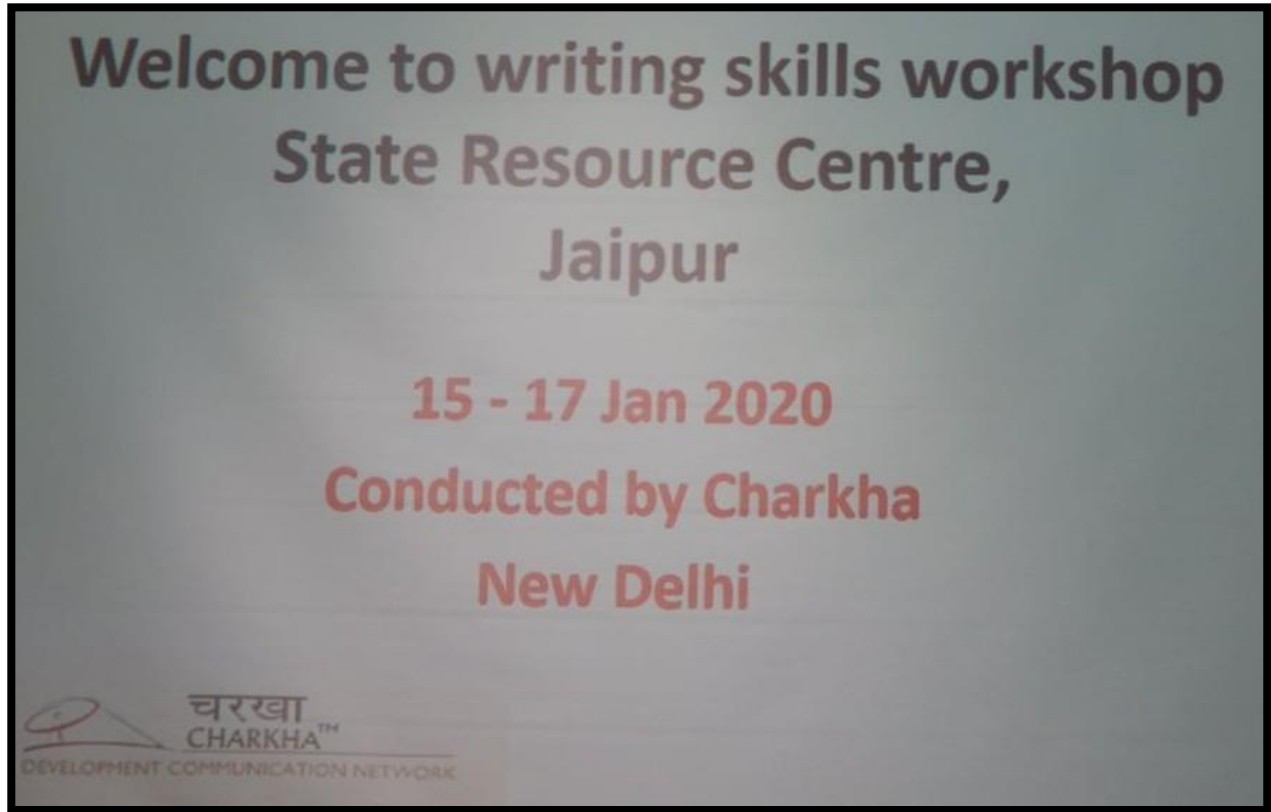
An important aspect of reducing the sense of isolation among the Rajasthan women is enhanced communications both, among the people and with the outside world. Attempts have been made to achieve it by improving the communication skills of the youth, particularly women, so that their valuable perspectives can inform the development debate in – and for – the region.

Identifying and nurturing change makers, an intended impact of the initiative, enabled potential leaders to find the nurturing space to grow as individuals and enhance their leadership skills in taking the young generation forwards towards a balanced, sustainable development model.

**Details of the activities conducted as part of the project have been shared below:**



**Writing Skill Development Workshop, Jaipur, Rajasthan  
15<sup>th</sup> to 17<sup>th</sup> January 2020**



**Objective of the Workshop**

The workshop was aimed at building capacities amongst the participants to write for the media on development issues, with a focus on highlighting voices of marginalized communities and issues relating to women in particular. Since all the participants were already associated with NGOs / CSOs working on one or more issues in the field, it was only a matter helping them to articulate their work. Charkha through its feature service provides them with the ideal platform to highlight all the issues which till now were only known to either them or the people they worked with. Through Charkha's feature service the issues will reach not just the people, administration and policy makers in the State of Rajasthan, but also people, administration and policy makers at the National level.

**Participation**

18 participants from various NGOs such as Educate Girls, Centre for Unfolding Learning Potentials (CULP), Rajsamand Jan Vikas Sansthan, Girls Not Brides, URMUL Trust, URMUL Semanth, etc. and one freelance journalist, attended the 3 day writing skills workshop. The participants were from the districts of Jaipur, Ajmer, Bikaner, Tonk, Duasa and Jaisalmer.

**Proceedings**

## **DAY ONE**

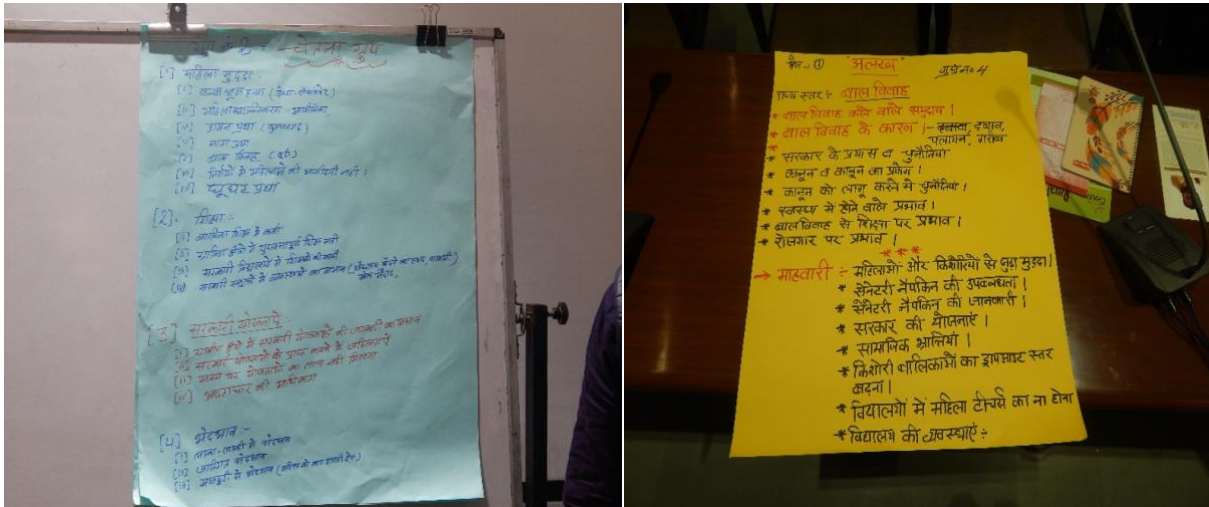
The participants were asked to introduce themselves.



Charkha CEO, Mario Noronha gave a brief introduction about Charkha and its work and Consulting Editor Mr. Shams Tamanna described the main objective of this workshop.



After that the participants were divided into groups and asked to write out after discussing among themselves what they felt were the most important issues that needed to be highlighted.



**The groups identified the development issues that Rajasthan is facing.**



When all the groups had identified the issues, they made their respective representations. The major issues that each group identified and discussed were:

### **Issues highlighted by each group after lengthy detailed discussions**

1. Child Marriage
2. Menstrual Hygiene
3. Water scarcity
4. Domestic violence
5. Education – High dropout ratio of girls as compared to boys
6. Climate change

7. Healthcare – Women and adolescent girls & boys
8. Silicosis – A disease caused due to the excess of silicon deposits in the lungs
9. Discrimination due to caste system
10. Corruption
11. Practicing of witchcraft in the villages
12. Veiling (ghunghut) practice

**Participants shared their concerns and views, and what the people and the organization they are associated with are doing to address the above-mentioned issues.**



During the workshop, the founder member of Charkha and Vice-Chancellor of Haridev Joshi University of Journalism and Mass Communication, Mr. Om Thanvi and senior journalist Mr. Ramesh Thanvi guided the participants on how to improve their writing skills and also on how to be responsible writers.

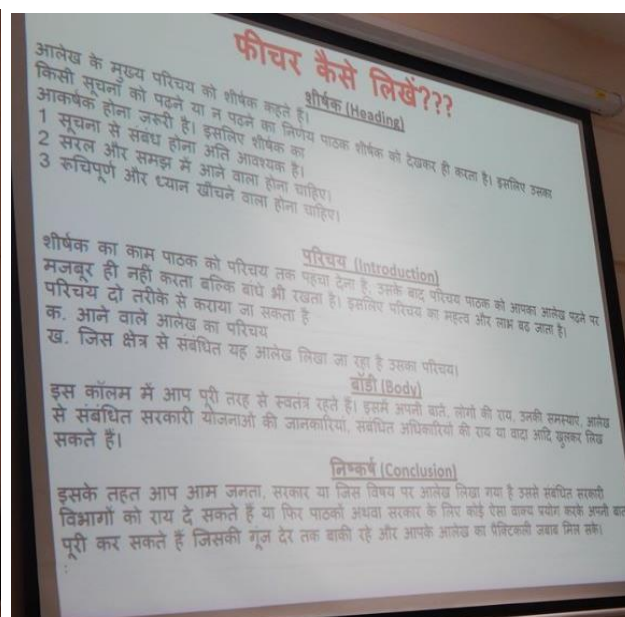
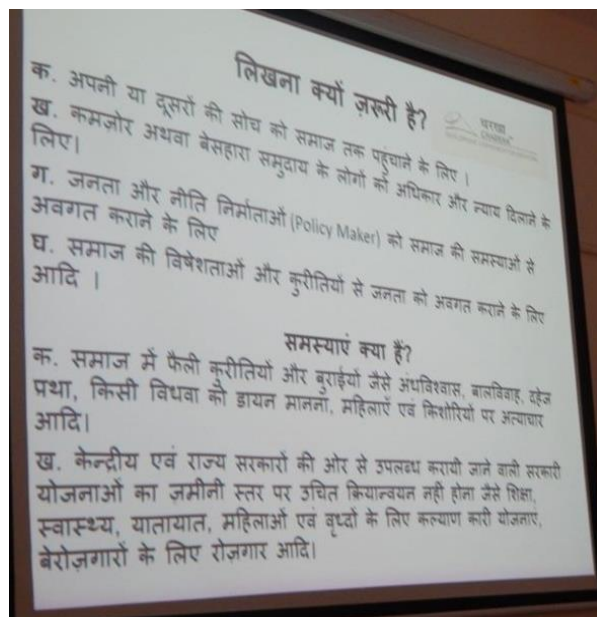


Founder member of Charkha and Vice-Chancellor of Haridev Joshi University of Journalism and Mass Communication, Mr. Om Thanvi guided the participants



## **DAY TWO**

The second day sessions were conducted by Mr. Mario Noronha and Mr. Shams Tamanna. They talked about different forms of communication, media and its types, and the importance of print media. They talked about the importance of 5 Ws and 1H - 5Ws & 1H - What, Where, Why, When, Who & How in news.



Participants were also made aware about news reports and features. Moreover, they were taught how to identify the issues and write about them. The importance of facts and figures, verification, collection of data, and bytes in the articles so that the readers would find them credible and trustworthy was also stressed upon.



Mr. Tamanna talked about, “A picture says a thousand words”, and why photography is important in news. In addition a short film on the work of Charkha and importance of writing titled “Dakri Ki Bakri” – produced by Charkha was screened.



A short video on the importance of mobile photography and its various techniques by an expert was also shown to the participants.



Before the second day wrapped, all the participants were asked to identify the issues that they would write about. Once they had identified their topics, they wrote on various development issues that the people in their societies are facing.



## **DAY THREE**

The last day began with the participants sharing about their experiences of the workshop. The importance and far reaching capability of writing through print media, and how it could bring about positive changes in the society was discussed.



The participants were also informed about various awards that rural writers are awarded with including Charkha's very own Media Award named after its founder Sanjoy Ghose, and how they too could aim for such awards and fellowships.





**After many years, Charkha did a purposeful, positive and successful workshop in Rajasthan. It has also been the *karmabhoomi* (Workplace) of the Charkha founder in the past.**

**Charkha hopes that not only will articles concerning development issues continue to be sourced from here, but also the purpose of Charkha - *To create sustainable two-way communication networks that enable under-served and vulnerable communities to benefit from development mechanisms and advocate for policy changes* - will be fulfilled.**



### **Project 3 MAHARASHTRA**

*In the Limelight: Media Persons to create spaces for children's voices and reflections and bring those in limelight (popular media).*

**Supported by:** UNICEF

#### **Background:**

India is home to 17% of the world's children, going by the 2011 census, and has the world's largest child population. Despite this, children are often neglected, and their rights ignored. Of the 430 million children in India, an estimated 55% – a staggering 236.5 million – currently experience rights violations, going by various child-rights studies.

India's media landscape, one of the oldest and largest in the world, is vast, fragmented, complex and highly diverse – a natural result of the country's geographical size, huge population and numerous languages.

There is no reflection on the violence against children and other pressing issues such as child marriage and Early Childhood Development (ECD), in the print media even though crimes against them such as child marriage, skewed sex ratio, infant and maternal mortality, mal nutrition and stunting that are construed as India's burden. Yet, the Marathi newspapers tend to do more stories than their English counterparts on incidents even if those are happening in small places or hinterland.

#### **Maharashtra**

Maharashtra launched the flagship Rajmata Jijau Mother-Child Health and Nutrition Mission (RJMCHNM) in March 2005 with the primary aim of reducing grade III and IV malnutrition in children in the age group of 0-6 years. The RJMCHNM stresses the notion of 'the 1,000-day window of opportunity' (-9 to 24 months), during which a significant lifelong difference can be made to the lives of children. With this underlying ideology the second phase of the RJMCHNM was initiated in 2011 with the focus on reductions in under-nutrition amongst children of less than two years of age through a continuum of care.

Theatre, television and film mediums too have failed in protecting children's rights miserably. There are hardly any stories on children's lives, their aspirations or plights in films or play. Children's theatre and films are boxed in a secondary category; they don't form part of the main line entertainment. In fact the entertainment media perpetuates violence against children in many forms. Child characters are often depicted as minions of the central characters, bereft of any agency. On work front, the entertainment industry is the foremost 'employer' of children. Television serials, reality shows and talent contests thrive on the participation of children. On the whole entertainment industry and parents perpetuate violence in form of denial of basic

rights such as right safe environment, right to education, right to play among many other rights.

Child marriage still persists and gives rise to problems such as impaired maternal and child health, gender disparity, and persistence of violence against children such as under nutrition, denial of education, safety issues at home, in the neighbourhood and school

Broadly, there's a severe lack of children's voice and reflection; neither in the newspapers nor in films, plays or television serials. It seems as if children do not make up for a focused space in media and so the structural and incidental violence against children do not find coveted space in the pages of the papers.

***The focus of the Unicef-Charkha partnership was to bring the critical issues of ECD, Reduction in Stunting, CRC@30 and Prevention of Child Marriage in mainstream media, which in turn resulted in children and youth having access to spaces in media.***



## **Objectives Achieved**

The primary activities which we conducted in the last first nine months of 2019 were documentation of the CRC30 stories and Poshan Pakhwada, writing workshops, mobilization and documentation for a State Level Media Workshop, Vote for Me Campaign, Family Time Manao Campaign and a campaign against Child Marriage was also launched. The following report states the activities and elaborates on their specific deliverables and goals.

### **Poshan Pakhwada Documentation**

Poshan Pakhwada marks a fortnight which are driven by ICDS sevikas in a community as a part of the First Thousand Days and Early Childhood Development Programme of the State Government of Maharashtra in collaboration with UNICEF. The fortnight's objective is to create a discussion around nutrition, growth and health of children at a local level. Activities under the Poshan Pakhwada included games, nutrition corners, promotion of healthy local recipes, mobilizing communities for raising funds and resources for meeting local nutritional needs.

Charkha documented 13 feature stories in collaboration with local journalists. The stories were around the sub-themes of local governance initiatives, Anganwadi sevika leaderships, promotion of kitchen gardens and so on. The stories were covered 13 districts. Eventually, they were compiled into a booklet in guidance with the Nutrition and Communication Department in the UNICEF office. Along with written documentation we also created two-minute videos.

### **CRC30 Documentation**

This particular assignment revolved around 30 stories of children shortlisted by UNICEF for celebrating 30 years of the Convention of the Child. The deliverables included a narrative documentation, photos and 2-minute videos of each child. The stories were spread around Mangaon, Panvel, Dahisar, Goregaon, Bhiwandi, Malegaon, Latur, Jalna, Palghar, Nashik, Ahmednagar, Chandrapur. Although each story was unique and powerful, the stories covered a wide variety of thematic areas. This includes interventions revolving around Menstrual Hygiene Management, Right to Education's Infrastructure, Children's Parliaments, Migration, Access to Vaccination and most powerfully, against Child Marriage and Child Labour.

### **Aksharnama Workshop**

The writing workshop in collaboration with Aksharnama was aimed at creating capacities and sensitivity amongst journalists around child rights and ECD. The workshop held on the 11th of May 2019 was conducted in Pune. It saw 20 journalists and writers in attendance from organizations such as The Wire, Loksatta, Yukrand, Indie Journal, Sakal and Decode India.

Both the Media Alliance workshops, and the Aksharnama Workshop proved to be great mobilization strategies for creating a network of journalists who would want to report on issues around children, entitlements, governance and rights-based advocacy.

### **State Level Media Workshop**

The 3rd State Level Media Workshop was conducted where Charkha and UNICEF collaborated for an in-depth education and mobilization of journalists to build a dialogue around child rights and ECD. The workshop was especially focused on the concept of First Thousand Days, in an attempt to create an enabling environment for journalists to build state-level accountability for ensuring nutritional and emotional needs for each child is met. Over 38 journalists were in attendance. The workshop was held at The Orchid, Baner, Pune on the 16th and 17th of July, 2019. With UNICEF experts such as Dr Prashant Gangal, Dr Simin Irani, Dr Zakiah Kurien in attendance, the dialogue was an interesting exchange of information. Senior journalists Neerja Choudhary and Heramb Kulkarni were pivotal in creating sub-groups which would be interested in reporting further on issues of child marriage, Anganwadi infrastructure and breastfeeding. The platform also proved to be an excellent networking platform where the free press could now network with experts and policy makers from UNICEF for water-tight data and contacts to enhance their quality of reporting on child rights. We saw attendance from eminent media houses such as Max Maharashtra, The Wire, BBC Marathi, Divya Marathi, Loksatta, Sadhana, The Hindu, Times of India and All India Radio in attendance.

**Fellowship**

At the end of the workshop Charkha and UNICEF announced a fellowship for journalists belonging to any medium of reporting for quality reporting on ECD, violence against children and First Thousand Days. The requirement for the fellowship was that interested journalists will have to write 5 articles on the above topics. A jury with three eminent journalists and a technical expert from UNICEF evaluated the articles and selected 6 journalists who then became fellows. Fellows were awarded an amount of Rs. 50, 000 each along with mentorship from senior journalists. The third tranche saw us holding engagement dialogues with individuals, bouncing ideas, networking and encouraging reporting.

**Features**

The first two tranches saw features focused around the topics of children led interventions and nutrition. They've been uploaded on the Charkha website. In the last tranche, features revolving around the topics of involved fatherhood, community health volunteers of the public health system, child marriage were published, and an article was also written by eminent journalist Ram Jagtap. The team also launched "Family Time Manao" Campaign and the "Vote for Me" Campaign with UNICEF.

## **Project 4**

### **MAHARASHTRA**

**Supported by:** Rajmata Jijau Poshan Mission (RJPM)

**Summary:** Documentation, Media Advocacy and Alliance Building Projects

#### **Background:**

As Maharashtra's flagship Rajmata Jijau Mother-Child Health and Nutrition Mission's Child Right Convention completed 30 years in 2019, Charkha partnered with RJPM to document 30 success stories and undertook media advocacy and alliance building with highest political leaders, engage with media, convene partnership with citizen alliance, academia, media, business houses for strengthening the investment in nutrition and Early Child Development and its linkages to jobs, livelihoods by evolving a wider narrative for nutrition.

As partners, the year was earmarked for documenting the achievements of children who've stood up for the change they wish to see, of course, in an enabling environment, created by local organizations, schools, families, villages and governance systems.

#### **Objective 1: Documentation**

To do written documentation of 30 stories of children shortlisted by UNICEF for celebrating 30 years of the Convention of the Child.

#### **Charkha's Deliverables:**

1. 30 stories of change
2. Photos of each child
3. 2-minute video of each child

**Geographies covered:** Mangaon, Panvel, Dahisar, Goregaon, Bhiwandi, Malegaon, Latur, Jalna, Palghar, Nashik, Ahmednagar, Chandrapur.

**Documentation team:** Alka Gadgil, Sujata Shirke, Urvashi Sarkar and Rucha Satoor

**Story-wise support provided by:** Sushil Deshmukh, Satish Deshpande, Megha Burkule.

#### **Themes:**

Although each story was unique and powerful, the stories covered a wide variety of thematic areas. This includes interventions revolving around Menstrual Hygiene Management, Right to Education's Infrastructure, Children's Parliaments, Migration, Access to Vaccination and most powerfully, against Child Marriage and Child Labour.

**Nandurbar Challenges:**

Nandurbar, a hilly and remote district of Maharashtra, becomes difficult to access during monsoons. The shoots and written documentation of these stories was cancelled twice owing to floods and landslides in Akkalkuwa and Khodasgaon. While for the first schedule, a team from the Centre for Social Action was supposed to cover the video documentation, for the second time around, a team from Whistling Woods was supposed to coordinate. However, local coordinators requested us to not send either written or video documentation specialists as they were (literally) swamped with crisis interventions in the region owing to floods. The eight stories are set to be covered from the 28th of September 2019 to 6th of October 2019 by both the written and video documentation team.

**Ethical Norms:**

Each story was documented with the enthusiastic consent of every child and their parent/ guardian. They were briefed about the purpose of documentation and the platform that every story will be published on.

The documented stories were used for creating awareness about the CRC30, child rights, and the particular issues they pertain to. They were sent to various news houses for publication. For a broader outreach in Maharashtra, these stories were translated in Marathi to ensure regional outreach. The stories were also published in national level media houses.

**Consultant-wise Distribution of Work and Thematic Areas of Stories:**

<b>Name of the Child</b>	<b>Place</b>	<b>Thematic Area</b>	<b>Written By</b>
Sameer Hilam	Mangao n	Education Infrastructure	Rucha, Alka
Ganesh Katkari	Panvel	Education Infrastructure	Rucha, Alka
Saika Shaikh	Bhiwand i	Child Marriage	Sujata
Pooja Pasi	Mumbai	Public Spaces	Urvashi S
Aman Gupta	Mumbai	Children's Parliament	Rucha
Sandhya Saroj	Mumbai	Children's Parliament	Rucha
Pooja Yadav	Mumbai	Children's Parliament	Rucha
Dipali Tarvi	Palghar	Menstrual Hygiene Management	Rucha
Shubham Megha	Palghar	Sanitation	Rucha



Mahesh			
Janka Shinde	Latur	Child Marriage	Sujata, Alka
Shrikant Biradar	Latur	Children's Parliament	Sujata, Alka
Sushant Vyanjane	Latur	Child Parliament	Sujata, Alka
Manisha Ghorpade	Jalna	Child Marriage	Sushil Deshmukh
Pooja Puri	Jalna	Menstrual Hygiene Management	Sushil Deshmukh
Sandhya Tekale	Jalna	Children's Safety	Sushil Deshmukh
Sachin Aadhe	Jalna	Education, Migration	Sushil Deshmukh
Eknath Tatale	Ahmednagar	Sanitation	Satish Deshpande
Shraddha Karmore	Nagpur	Children's Parliament	Satish Deshpande
Yuvraj Siddam	Chandrapur	Menstrual Hygiene Management	Satish Deshpande
Rupali Gaikwad	Nashik	Menstrual Hygiene Management	Satish Deshpande
Rohini Richard	Uttan, Bhayandar	Sanitation	Urvashi
Shabnam Bano	Mumbai	Children's Parliament	Urvashi
Akash Sathe	Mumbai	Children's Parliament	Urvashi
Astal Taniya	Mumbai	Children's Parliament	Urvashi
Naushin Ahmed	Malegaon	Vaccination	Megha Burkule

Given below is a link with all the CRC 30 stories posted on Charkha's website. Please open the folder using this link: <https://charkha.org/stories/> .

During the project duration, Charkha collaborated with local news media houses, web portals, podcasts and so on to host the stories, giving a platform to children's voice. The documented stories were used for creating awareness about the CRC30, child rights, Family Time Manna and the particular issues they pertain to.

## Objective 2: Creating Media Alliance

The objective of creating media alliances in the state of Maharashtra, was double fold: firstly, to create strategic partnerships in key districts who would want to engage with topics of ECD, FTD, public health and child rights.

The team traveled to the following four places: Aurangabad, Pune, Latur and Nanded. The nature of the meeting was to have a presentation about violence against children, FTD and ECD. Then Charkha invited questions and experience-sharing from journalists. We created a network with senior journalists such as Mahesh Joshi, Heramb Kulkarni, Anosh Malekar and so on. Apart from this Charkha team also interacted with Marathi media, web portals, English media and Urdu media too. Representatives from the Times of India, The Hindu, Wire, Scroll, BBC, Loksatta, Maharashtra Times, Sakal, Lokprashna, Lokmat and Divya Marathi were a part of this alliance-creation initiative, to name a few. Neerja Chowdhary, a well-known development journalist was also associated with the project.

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Thank you

