

**Stand Up and Speak out Against Poverty-2007
Uttar Pradesh Voluntary action Network**

**17th October
2007
Uttar Pradesh**

****Stand up and speak out event –2007****

BACKGROUND

Consultation with Minar Pimple of Civil society organization regarding Stand Up and Speak Out event:

On 19th of September a civil society consultation meeting was organized in Sahbhagi Shikshan Kendra. In this representatives of 29 organisations/Networks/campaigns were present. Minar Pimple, Deputy Director, Asia(UNMC) threw light on the Stand up event. According to him Stand Up event can be defined according to the context of the state or the organization organizing it. He gave examples of Countries like Sri Lanka where the Stand up is for peace, similarly in States like Jharkhand the event is against corruption. Similarly in Uttar Pradesh the event can take the shape of the local context. He gave a lot of emphasis on the reporting of the Stand Up event on the Stand against poverty website. He called upon all the participants to come up with suggestions on the event. In the meeting it was decided that Stand up event would be broad based through organizing it across the state through two events to be conducted on 17th of October:

- Conducting SHG meetings across 49 districts through 212 organizations. The key partners identified for shg meeting are PANI, DISHA.
- Conducting Signature Campaign in the KAVAL towns.
- Multi stakeholder ownership of the event through involving educational institutions and Corporate Houses.
- Effective media coverage of the event

State level Orientation Meeting for Stand UP Event-07

On 3rd and 4th of October Annual General body meeting was organized .The meeting was attended by 112 member organizations. The meeting was used as a platform to orient members about the events to be organized in Stand Up event the members were given a brief orientation of the objective of stand up event and the operational aspect of stand up event. The member organizations indulging in micro finance can conduct shg meeting in the form of Stand up event on 17th of October, whereby, the members of shg can be oriented about the UN millennium development goals signed by 189 countries including, India in 2000 in vernacular medium. The members were also distributed the resource material prepared for SHG meeting.

Strategy of broad basing Stand up Event

- Identification of SHG and Cooperatives, institutions and models created to tackle rural poverty.
- Identification of four prominent cities for signature campaign, including Lucknow.
- E-Advocacy through issuing appeal to seek participation from state level networks, funding organizations, Like-Minded organizations, Corporate Houses and Banks (Vijaya Bank).
- Linkage with Media in all the four cities for effective coverage of the event.

Resources used for stand up event

Human Resources

Volunteers from voluntary organizations and academic institutions were mobilized for the event in KAVAL cities. 70 volunteers from academic institutions and voluntary organizations participated in the event. Apart from that 212 organizations also mobilized their staff for SHG meetings.

Resource Material

- *Hand outs for Stand Up event in Hindi*
- *Badges in Hindi*
- *Banners in Hindi and English*
- *Stand Banners*
- *Wrist Bands.*
- *Slip pads*
- *T-shirts*

Activities

<i>Location</i>	<i>Events</i>	<i>Resources used</i>
Lucknow	Signature Campaign through cloth and slip pads in three prominent Malls, Sahare Ganj, East End mall and Fun Republic as well as Charbagh Railway station	16 volunteers Stand Up event Brochures in Hindi and English Handouts in Hindi Flex banners Wrist bands Slip pads
Allahabad	Signature campaign in Civil lines Subash chauraha, which is the heart of the city and 16 other booths for signature campaign, were identified by voluntary organizations where the event was conducted.	21 volunteers Stand Up event Brochures in Hindi and English Handouts in Hindi Banners in Hindi
Kanpur	Parade Chauraha and Kanpur university	10 volunteers Stand Up event Brochures in Hindi and English Handouts in Hindi Banners in Hindi
Varanasi	Signature campaign in prominent public places of Varanasi	22 volunteers Stand Up event Brochures in Hindi and English Handouts in Hindi Banners in Hindi
49 districts of UP	Shg meeting was conducted on 17 th of October in 49 districts of U.P. Stand up event facilitated an important linkage between a rural social unit (self Help groups) to a global campaign, The United nations Millenium campaign. Millenium Development Goals reached the rural masses through Stand up and Speak out Event. 40,000 SHG members participated in the event.	Staff of NGO Badges in Hindi Handouts in Hindi and Banners.
Delhi	Delegation of three women activists to Women's Tribunal Against Poverty organized by "Wada Na Todo Abhiyaan", Delhi	

Achievements

- *82,000 people across U.P participated in the event.*
- *Multi Stakeholder ownership of the event from corporate houses (Sahara India Pariwar, Chadda Group, Fun republic), Academic institutions, Indian railways to members of shg.*
- *Wide Media Coverage. Eight news papers which include, Indian Express, Hindustan, Dainik Jagran, Rashtriya Sahara, Amar Ujjala, Voice of Lucknow, Swatantra Chetna and Electronic Media which includes Doordarshan.*
- *Networking with civil society organizations and MFI like Pani.*
- *50% participation of women in Stand Up and Speak out event-2007 in Uttar Pradesh.*

Case study

Stand up event reaches the SHG women



In Suhawal block 35kms from Faizabad women members of 400 SHG stood up against poverty on 17th of October. A small social savings unit of ten women could become a part of an international campaign like UNMC through Stand Up and Speak Out. Women members wearing Badges of stand up event gathered for the event. The facilitator oriented the SHG members about Millennium Development Goals through the pamphlets distributed by UPVAN. The event was graced by the elected representative of village, the village Pradhan who is the foundation of decentralized India. The shg members used this occasion to voice out their concerns about the discrepancies occurring in the construction of Toilets through the Nirmal Gram Yojana. **For the women in Suhawal block Stand up and Speak out meant raising their voices for basic amenities.**

PANI

Future Strategy

As a follow up strategy we propose to initiate a Citizens dialogue on Eradication of Poverty vis a vis Accountability of the state through creating a BLOG on Stand Up event on UPVAN's website

Behind the Scenes

Annexure I

Number of Organizations involved in the Stand Up Event-07

- Total No Of Members – 247
- Members Approached For **SHG Meeting** – 211
- Members Approached For **KAVAL Meeting** – 32
- Number of Organizations approached for Volunteers –4

Printing Materials For SHG Meeting

- Badges – 100pc per organization ($100 \times 212 = 21200$)
- Banner (Cloth) – 1 per organization = 212
- Pamphlet (Hindi) – 100 per organization = ($212 \times 100 = 21200$)

Printing Material For KAVAL Towns

Kanpur, Allahbad, Varanasi, Lucknow – Materials to be prepared on an estimate of 4 booths in each town. Hence printing material would be prepared for **16 booths** in all.

- Badges – **1000 for each town = 4000**
- Flex banner – **3-4 for each town = 15 (3 eng, 12 hindi)**
- Pamphlet – 500 for each booth (**500x15 booths = 7500**)
- Cloth – 5mt per booth (**5x15 booths = 80 mt**)
- Marker – 5 pc per booth (**5x15booths = 75**)
- Slip Pad – 4 packet per booth (**4x15 booths = 60**)

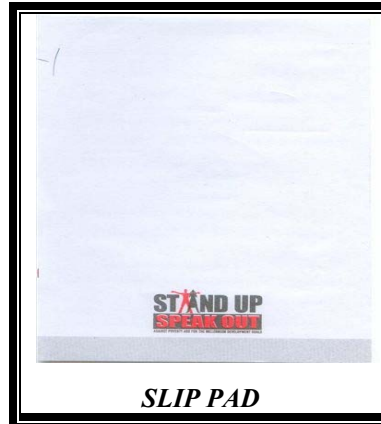
Total Material Printed

- Cloth Banner – 265
- Pamphlet – 34,200
- Badges – 28,200
- Slip Pad – 63 packets OF 500 EACH= 31,500
- Flex Banner – 4

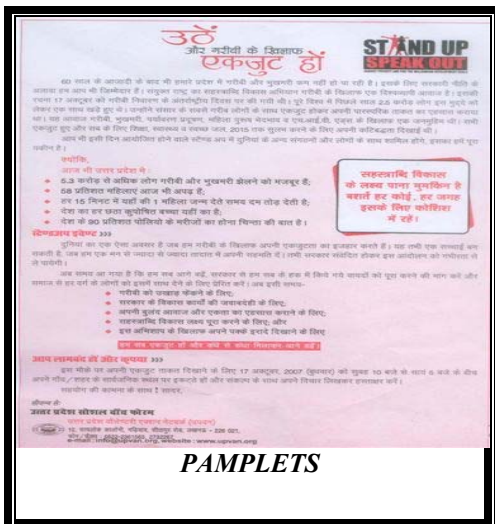
A Glimpse of Resource Material published by UPVAN



BADGES



SLIP PAD



PAMPHLETS

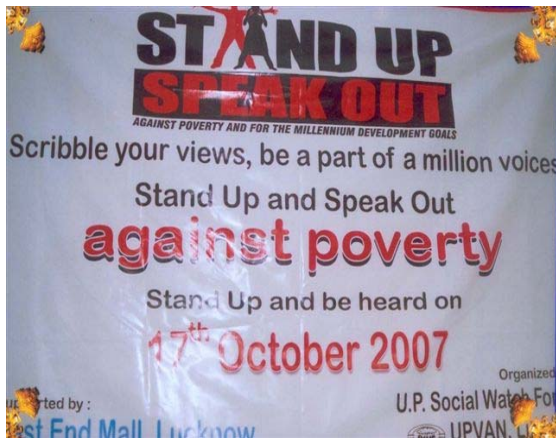


FOLDER



BROUCHRE

PHOTO GALLERY



MEDIA GALLERY

