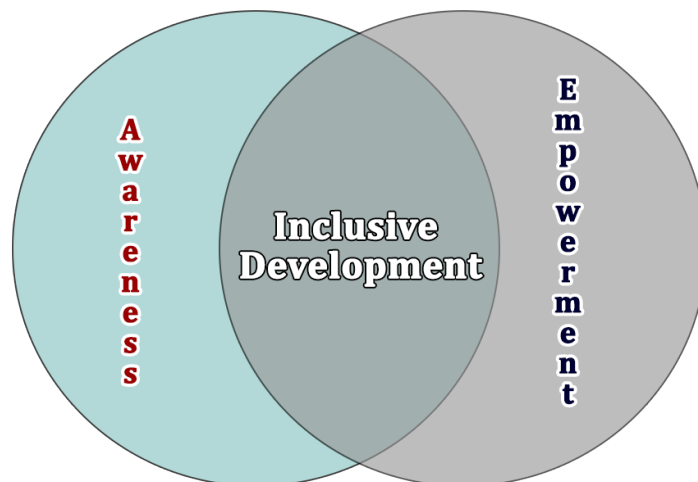


Community Awareness & Empowerment Program (CAEP)

Awareness to Empowerment Building Positive Communities



Community Awareness & Empowerment Program (CAEP)

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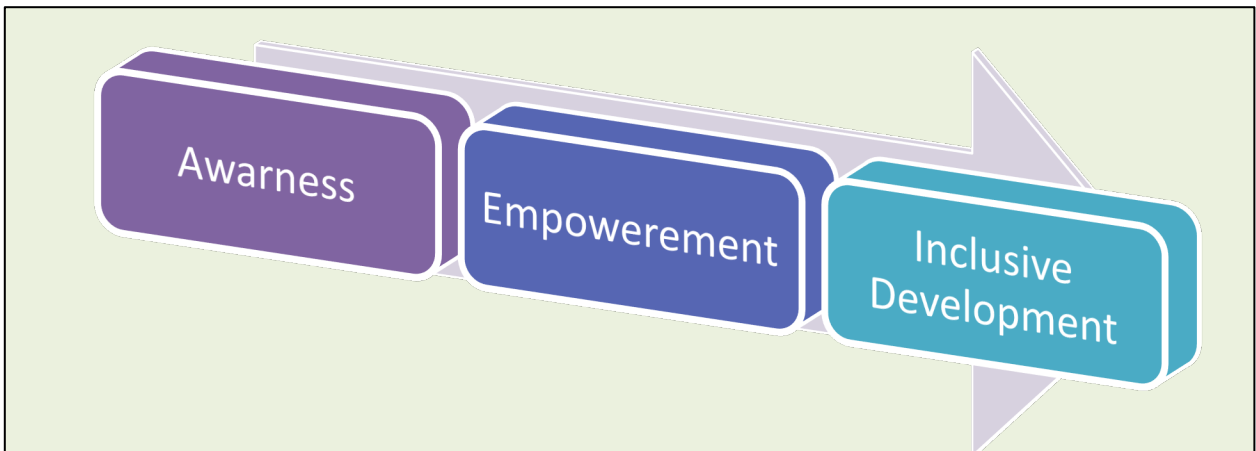
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Community Awareness & Empowerment Program (CAEP)

“Impacting at grassroots for participative and inclusive development.”

1.0 Introduction

India lives in its villages, and inclusive development of people in villages, particularly the poor communities, will be critical if we want better human growth and the nation’s prosperity. However, due to a lack of education, information, and communication interfaces, most rural or urban communities are unaware of the available means for addressing their problems. Hence, by creating adequate awareness among the communities, we can help empower them to participate in inclusive development at the grassroots level and thereby in nation-building.



Awareness-building activities are required to ensure that communities are mobilized as participants in resolving their problems, participating in the process of rural development, and connecting them with the national and global platforms.

Whereas Empowerment provides a degree of autonomy and self-determination in people and communities. This enables them to represent their interests resolutely, acting on their authority to become economically independent with social equality and justice.



Since the commencement of services in January 2011, PARD INDIA has been working to empower deprived children (V-kids) and their marginalized communities living in rural areas through various initiatives under the “Community Awareness & Empowerment Program.” We continuously make our presence to ensure the collective



participation of the local communities, particularly the youth and the women, by educating and empowering them to achieve inclusive development at the grassroots.

2.0 Brief of Activities covered under CAEP

Project Code	Major Activities covered under “Community Awareness & Empowerment Program (CAEP)”
BPCP-02	<p>(A) Awareness Programs</p> <ul style="list-style-type: none"> • Organize group meetings, seminars, round table conferences & public meetings on important local, national, and international issues. • Disseminate information on welfare schemes, social and economic issues, etc., through leaflets, banners, news & TV, and social media platforms. • Organize awareness events on RTI, RTE, voting rights, good citizenship, good governance, anti-corruption, constitutional rights, gender parity, child rights, etc. • Celebrate significant national & international days to keep the local communities aware of the issues at the grassroots. • Organize “social campaigns” to bring the attention of the communities to specific actions such as “Girl Child,” “Green Challenge,” etc. • Connect rural communities with active participation in achieving UN’s Sustainable Development Goals (SDGs) by 2030, etc.
	<p>(B) Empowerment Initiatives</p> <ul style="list-style-type: none"> • Women empowerment through free Sewing Training under “The POWER of SEWING.” • Skill development of students & youth through - IT & Computer Training”, supporting Artisans, etc. • Promote social entrepreneurship to become economically independent. • Empowerment of deprived children through educational programs under the READ project. • Mobilizing support for the economic development of marginalized families and communities for their self-sustenance. • Creating part-time and full-time employment opportunities for men and women with PARD INDIA and promoting gender parity.

3.0 Initiatives under “Awareness Programs”

Awareness is knowledge or perception of a situation or fact. One can handle the problem better by being aware of the problem. Creating awareness among people helps to raise their level of understanding about the core issues in today's society, particularly at the grassroots level, where poverty is concentrated, resulting in social and economic inequalities among communities.

Raising awareness informs and educates people about a topic or issue to influence their attitudes, behaviors, and beliefs toward achieving a defined purpose or goal. For this purpose, we develop visionary leaders, **the Agents of Change**, to build positive communities in their neighborhoods.



3.1 Making “Agents of Change”



Every community has a set of people with different mindsets dwelling at the neighborhood level. However, a visionary leader (**an Agent of Change**) needs to motivate these people positively and advance the development of communities. These leaders are not special Superman kind of people; instead, they are just ordinary volunteers from the local communities with a big heart to serve humanity with whatever knowledge or resources they possess. They are passionate and do it voluntarily with dedication and represent **“The POWER of ONE.”**

Today, there is a need to address “a best practice” involving local communities, community leaders, and all the stakeholders in framing the micro-level policies to planning commission, the project planning and implementation, decision-making, etc., for practical and inclusive development at the grassroots.

3.2 Partnering for collective participation



PARD INDIA has been working on a common platform for collective participation of “Agents of Change” – volunteers, intellectuals, professionals, researchers, political leaders, educationists, social organizations, etc., who have profound understanding or working experience addressing the problems being faced by the rural and urban communities to educate and empower them. Visit our website to learn

more about partnering opportunities with us [here](#).

3.3 Building Positive Communities

Positive communities are groups that inspire their members in ways that promote a sense of self-discovery and group connection, encourage members to express their beliefs and values, and build relationships with others in their neighborhood to create a collective change addressing issues primarily related to education, health, security, environment, social justice, etc. for improving the quality of life.



However, the present rural society has a stigma of various social issues like corruption, illiteracy, cash for vote, alcoholism, child abuse, gender disparity, denial of right to information, unemployment, misappropriation and diverting of developmental funds, etc. The poor communities in villages are more vulnerable since they have no preliminary or enough knowledge to tackle issues that deter their development. Therefore, these people at the grassroots must be made aware of such matters to ensure they are aware of and facilitate their direct participation in the decision-making process for achieving

“inclusive development” for everyone and in every village.

In pursuit of the above, we have been organizing regularly various awareness programs, which include but are not limited to the following major issues of local, national, and international significance:

- Right to Information (RTI) Act and its impact on rural development.
- Right to Education (RTE) Act to improve the quality of education.
- Fight against “Corruption & Black Money”.
- Awareness on “Indian Constitution & Rights of a Citizen”.
- Democracy and adverse effects of “Cash-for-Vote.”
- Power of education and its benefits to eradicate poverty.
- Government welfare schemes and their benefits.
- Career Guidance and employment opportunities in the global market.
- Personality & Leadership Development programs
- Power of IT and its benefits to the underdeveloped people.
- Emerging Technologies in Agriculture & high yield crops.
- Team Building & Motivational programs.
- Health and security-related issues.
- Effects of Drugs & Alcohol & ways of Rehabilitation.
- Climate Change & Green Challenge initiatives.
- Sanitation and Hygiene issues.
- Gender Parity and women's Empowerment, etc.



PARD INDIA joins in celebrations of national and international days. It creates awareness of its significance at the grassroots by connecting rural communities with their active participation in achieving the UN's **Sustainable Development Goals** (SDGs) of 2030. Refer to our “**Annual Schedule of Significant National & International Days**” celebrated by PARD INDIA, attached as Annexure to this document.

4.0 Initiatives under “Empowerment Programs”

Empowerment of communities makes them more mature and thoughtful when making important decisions for themselves or society. If they are taught about social issues and their negative and positive impacts, they will try to change them when involved in decision-making.



Since the commencement of our services in 2011, PARD INDIA has gained broader experience from the ground realities in addressing core issues related to empowerment. We are actively collaborating with like-minded individuals, groups, and organizations under “Skill Development” and “Social Entrepreneurship” initiatives aimed at the economic independence of lower-income individuals and groups.

4.1 What is about Empowerment? – PARD INDIA perspective

<ul style="list-style-type: none"> ✦ Empowerment is obtaining essential opportunities for marginalized people, either directly by those people or through the help of non-marginalized others who share their access to these opportunities.
<ul style="list-style-type: none"> ✦ Empower children by improving the quality of education so that they do not need skill development in their later years.
<ul style="list-style-type: none"> ✦ Empowerment often addresses members of groups whose social discrimination, based on disability, race, ethnicity, religion, or gender, has been eliminated in the process of decision-making.
<ul style="list-style-type: none"> ✦ Empowerment addresses poverty and illiteracy, allowing underprivileged individuals to lead better lives.
<ul style="list-style-type: none"> ✦ Empowerment helps youth to bridge the gap between their education and employability.
<ul style="list-style-type: none"> ✦ Empowerment includes encouraging and developing the skills for self-sufficiency, focusing on eliminating the future need for charity or welfare in the group's individuals.
<ul style="list-style-type: none"> ✦ Women's Empowerment (gender equality) is more than a question of human rights, justice, and dignity. Without gender equality, communities cannot reach their full economic potential.
<ul style="list-style-type: none"> ✦ When people feel empowered, they believe in themselves and their ability to control their personal and professional lives. Helping to empower others promotes optimism and a “can-do” spirit that gets things done - faster and better.
<ul style="list-style-type: none"> ✦ Empowerment is viewed as a process - the mechanism by which people, organizations, and communities gain mastery over their lives.

4.2 Empowering Rural Communities through Education by PARD INDIA

The prosperity of the Indian nation is highly linked with the capital of rural India since more than 65% of people live in villages. The empowerment of rural India is essential for the country's total social and national reconstruction and development. But, among the factors that can be generally used for rural empowerment, the **role of education** is quite significant.



Education is one of the weapons available for rural masses for emancipation from poverty. All our core programs under the “Rural Education and Development (READ)Project” are customized to create awareness and empower deprived children (V-kids) from the formative stage to quell the social and economic inequalities in our society and support their families and communities to overcome poverty.

4.3 Empowering through “Social Entrepreneurship” Initiatives by PARD INDIA

Only 5% of the workforce in India has formal vocational skills compared to 60 to 90% in developed countries. While the government has initiated several projects to address this gap through its Skill India Mission, there is an urgent need to empower more youngsters to create a robust workforce, particularly in rural areas, promoting rural-based social entrepreneurs with startup ideas. This will help us meet the nation's needs and enable more and more people to become financially independent.

Entrepreneurs used to be those who had an idea, started a company, and made money and profits for themselves and their investors. Social entrepreneurship is the combination of business and social issues. Social entrepreneurs are concerned with profits, and their success is defined by how their business improves the world. Unlike non-profits, **social entrepreneurship** still earns a profit, but the focus is placed on social or environmental change while making that profit during the journey of living.

Social Entrepreneurship is an approach by individuals, start-ups, or entrepreneurs in which they develop funds and implement solutions to social, cultural, or environmental issues.
Social entrepreneurship signals the imperative to drive social change, which is that potential payoff with its lasting and transformational benefit to society.
Social entrepreneurship has become so inclusive that it includes all activities that benefit society.



Social Entrepreneurship suits to anyone

- who wants to follow their passion to serve society.
- determines to improve the world with novel initiatives.
- wish to create social value from business.
- wish to start thinking strategically and economically independently.
- wish to improve and empower their families and local communities.

Some of the initiatives under “Social Entrepreneurship” being promoted and undertaken actively by PARD INDIA are primarily focused on Wealth out of Waste (WoW) initiatives, creating circular economy opportunities at the grassroots.

We have ambitious plans to promote social enterprise interventions in the following areas at the grassroots:

- ✚ Waste Management Consultancy Services
- ✚ Plastic Recycling & Plastic Alternatives
- ✚ Waste Management & Compost Making
- ✚ Low-cost Brick-making such as from ash.
- ✚ School Kitchen Gardens
- ✚ Terrace Gardens / Nurseries / Landscaping
- ✚ Personality & Career Development Services
- ✚ Computer / IT Training & Skill Development
- ✚ Soft Skills Training Centers.
- ✚ Health Clubs / Gyms / Sports Centers
- ✚ Renewable energy solutions
- ✚ Zero Waste Stores
- ✚ Modern Agri farming tools and machinery.
- ✚ Rural Based Mass Production Units such as Garments Making, Food & Pickles, Millets Products, through Self Help Groups, etc.



Please do reach out to us to share your startup ideas and initiatives supporting social entrepreneurship in your neighborhood - info@pardindia.org

5.0 Impact of Community Awareness & Empowerment Program

Over the years, our awareness & empowerment programs undertaken in rural and urban communities have immensely impacted the children and local communities positively in the following ways:

- Empowering poor children and their communities through our educational programs under the READ Project and extensive Social Campaigns.



- ✚ Our offices in rural areas are considered the “Centers of Knowledge,” we regularly conduct seminars to help the local youth as part of “Man Making” to help them develop their life skills.
- ✚ We also conduct awareness and educational programs in schools and colleges and organize public meetings to address large sections of the communities on various local, national, and international issues.
- ✚ The empowerment programs have greatly fetched us in building teams and expanding our voluntary base in various villages, towns, and cities.
- ✚ We organize various campaigns, conferences, seminars, events, and training programs to enhance collective global efforts to make a change.
- ✚ Our awareness programs are designed to create social movements with broader participation that bring a collective change in our society. Connecting grassroots with the global platform for collective actions for achieving UN's Sustainable Developmental Goals (SDGs) by 2030.
- ✚ Today, many youths have startup businesses under our influence, thereby creating self-employment and generating more employment opportunities for others.
- ✚ Creating part-time and full-time employment opportunities for men and women within PARD INDIA since 2011, promoting gender parity and imparting skills to our staff at the grassroots.



Visit our website, www.pardindia.org, for more details. Please write to us for more information on the above program at info@pardindia.org



Annexure

Schedule of Significant National & International Days

Awareness and Empowerment Actions

PARD INDIA joins in celebrations of national and international days to create awareness among the children and local communities of its significance by connecting the grassroots with the national and global platform for collective and sustainable development actions, some of which are listed below, which include but not limited to:

Sr. No	Date	Day of Importance	National Day	International Day	*Organise Event?	Release Pamphlets?	Social Media Campaign?
1	01-Jan	New Year's Day	Yes	Yes	Yes	No	Yes
2	12-Jan	National Youth Day	Yes	No	Yes	No	Yes
3	24-Jan	Girl Child Day	Yes	No	Yes	No	Yes
4	26-Jan	Republic Day	Yes	No	No	No	Yes
6	04-Feb	World Cancer Day	Yes	Yes	No	No	Yes
7	20-Feb	World Day of Social Justice	Yes	Yes	No	No	Yes
8	28-Feb	National Science Day	Yes	No	Yes	No	Yes
9	08-Mar	International Women's Day	Yes	Yes	Yes	No	Yes
10	21-Mar	International Day for the Elimination of Racial Discrimination	Yes	Yes	No	No	Yes
11	22-Mar	World Water Day	Yes	Yes	No	Yes	Yes
12	07-Apr	World Health Day	Yes	Yes	No	No	Yes
13	11-Apr	National Safe Motherhood Day	Yes	No	No	No	Yes
14	14-Apr	Dr. BR Ambedkar Jayanti	Yes	No	Yes	Yes	Yes
15	22-Apr	World Earth Day	Yes	Yes	No	No	Yes
16	25-Apr	World Malaria Day	Yes	Yes	No	No	Yes
17	29-Apr	World Veterinary Day	Yes	Yes	No	No	Yes
18	01-May	Workers Day	Yes	Yes	No	No	Yes



Sr. No	Date	Day of Importance	National Day	International Day	*Organise Event?	Release Pamphlets?	Social Media Campaign?
19	08-May	World Red Cross Day	Yes	Yes	No	No	Yes
20	14-May	Mother's Day	Yes	No	No	No	Yes
21	31-May	World No Tobacco Day	Yes	Yes	Yes	No	Yes
22	05-Jun	World Environment Day	Yes	Yes	Yes	Yes	Yes
23	12-Jun	World Day Against Child Labour	Yes	Yes	No	Yes	Yes
24	14-Jun	World Blood Donor Day	Yes	Yes	Yes	No	Yes
25	20-Jun	World Refugee Day	No	Yes	No	No	Yes
26	21-Jun	International Day of Yoga	Yes	Yes	Yes	Yes	Yes
27	12-Aug	International Youth Day	Yes	Yes	Yes	No	Yes
28	15-Aug	Independence Day	Yes	No	Yes	No	Yes
29	19-Aug	World Humanitarian Day	Yes	Yes	No	No	Yes
30	19-Aug	Photography Day	Yes	Yes	Yes	No	Yes
31	26-Aug	Mother Teresa Jayanthi	No	No	Yes	No	Yes
32	05-Sep	International Day of Charity	No	Yes	Yes	No	Yes
33	05-Sep	Teachers' Day	Yes	No	Yes	No	Yes
34	08-Sep	International Literacy Day	Yes	Yes	Yes	No	Yes
35	15-Sep	International Day of Democracy	No	No	No	No	Yes
36	16-Sep	International Day for the Preservation of the Ozone Layer	Yes	Yes	No	No	Yes
37	21-Sep	International Day of Peace	No	Yes	No	No	Yes
38	02-Oct	Mahatma Gandhi Jayanti / International Day of Non-Violence	No	Yes	No	No	Yes
39	05-Oct	World Teachers' Day	No	Yes	No	No	Yes
40	11-Oct	International Day of the Girl Child	No	Yes	Yes	No	Yes

Sr. No	Date	Day of Importance	National Day	International Day	*Organise Event?	Release Pamphlets?	Social Media Campaign?
41	15-Oct	World Student Day as Birthday of Dr. APJ Abdul Kalam/ International Day of Rural Women	Yes	Yes	No	No	Yes
42	16-Oct	World Food Day	Yes	Yes	No	No	Yes
43	17-Oct	International Day for the Eradication of Poverty	Yes	Yes	No	No	Yes
44	11-Nov	National Education Day (India)	No	Yes	Yes	No	Yes
45	14-Nov	Children's Day	Yes	No	Yes	Yes	Yes
46	19-Nov	World Toilet Day	Yes	Yes	Yes	No	Yes
47	26-Nov	Constitution Day of India	Yes	Yes	Yes	No	Yes
48	01-Dec	World AIDS Day	Yes	Yes	Yes	No	Yes
49	09-Dec	International Anti-Corruption Day	Yes	Yes	No	No	Yes
50	10-Dec	Human Rights Day	Yes	Yes	Yes	No	Yes

*Note: The above events are subject to change based on the situations and resources.

Sponsor an Event or an Educational Program! Donate Now!

6.0 References

- <https://en.wikipedia.org/wiki/Empowerment>
- <http://www.fao.org/policy-support/policy-themes/empowering-rural-poor/en/>
- <https://positivepsychology.com/10-traits-positive-community/>



"Awareness is a key to Empowerment."