

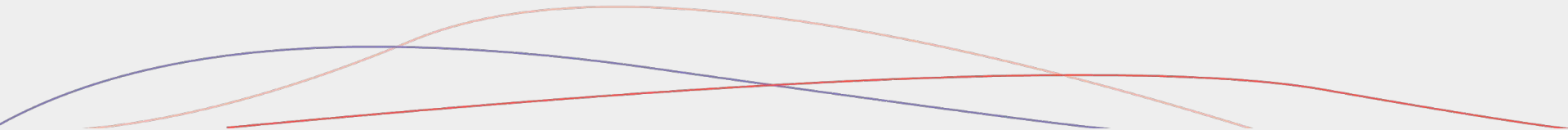


**Mobilizing For Change
Haiyya Foundation
Date: 19th June, 2021**

SESSION GOALS & OUTCOME

- To understand how to identify and mobilise resources towards a political cause/campaign
- To identify and map the resources and different stakeholders with respect to a particular campaign
- To deep dive into understanding relationship-building to effectively mobilise the stakeholders
- To demonstrate the above using examples and tools

CHECK IN: Name that 1 resource you have, that you think sets you apart from others?



SECTION 1: POWER MAPPING

CONTEXT

- What makes someone powerful?
- What is power mapping?
- When can you do power mapping?
- Things to keep in mind when power mapping

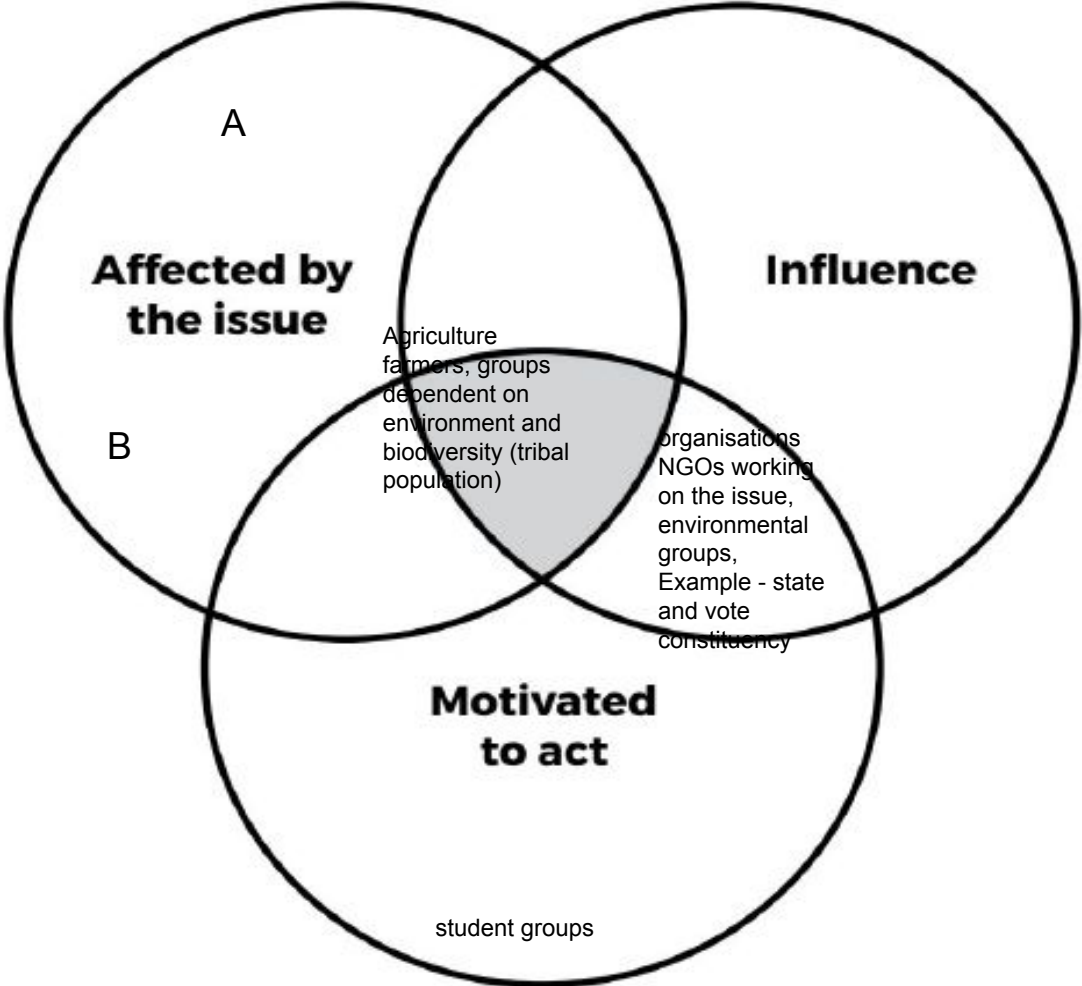
POWER MAPPING: Fish Bowl



10 mins

Narmada Bachao Andolan

- List down the people :
 - Audience
 - Allies
 - Opposition



POWER MAPPING: Breakout



20 mins

INSTRUCTIONS

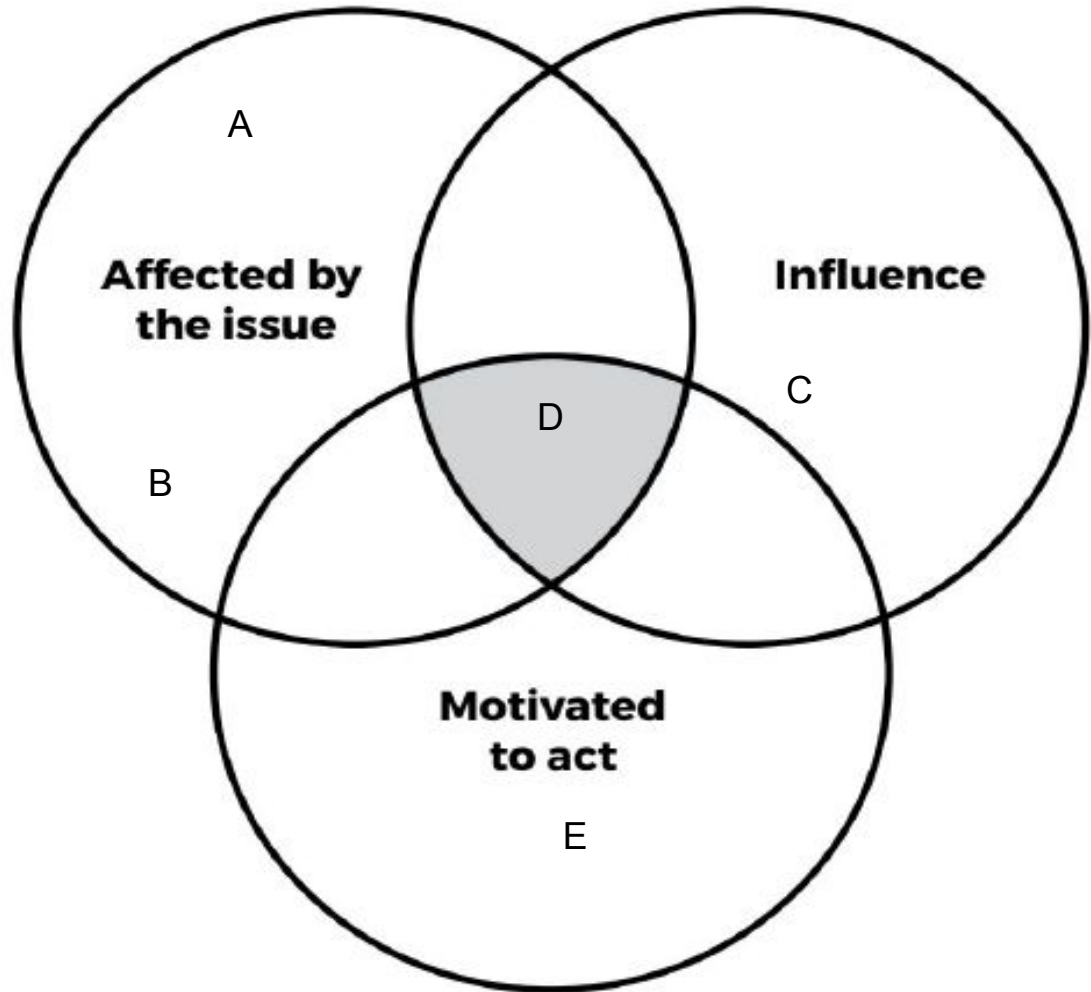
- Discuss the scenario to identify and list down key people under the following categories - audience, specific allies, competitors and opposition **(5 mins)**
- From the list created, decide who could help you achieve the goal of the campaign, which circle will they fall under and arrange them accordingly under the 3 circles shown in the diagram **(10 mins)**
 - Prioritise the placement of the people based on how closely affected/concerned they are - for example, place the group that is most motivated to act in or closer to the grey intersection
 - Think about who you are prioritising and why
 - **Use text boxes** to place the text on the circles
- Discuss the questions after filling the tool **(4 min)**.
 - Who were your main stakeholders? What resources do they have?
 - What did you keep in mind when placing them closer or farther away from the centre?
 - Which group will you prioritise to start working with to reach your campaign goal? Why?

Group 1

Scenario - Shaheen Bagh

- List down the people :
 - Audience
 - Allies
 - Opposition

- Who were your main stakeholders? What resources do they have?
- What did you keep in mind when placing them closer or farther away from the centre?
- Which group will you prioritise to start working with to reach your campaign goal? Why?

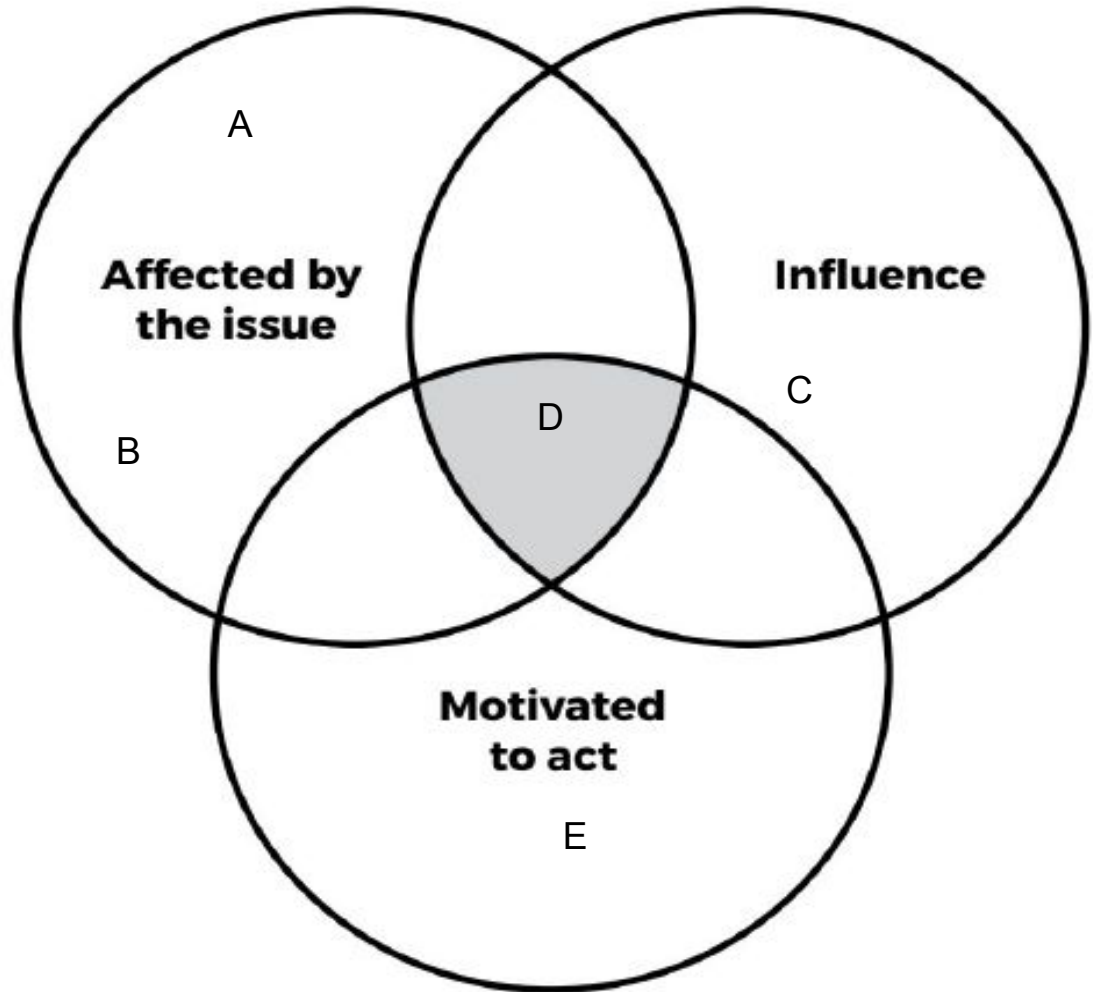


Group 2

Scenario - Shaheen Bagh

- List down the people :
 - Audience
 - Allies
 - Opposition

- Who were your main stakeholders? What resources do they have?
- What did you keep in mind when placing them closer or farther away from the centre?
- Which group will you prioritise to start working with to reach your campaign goal? Why?

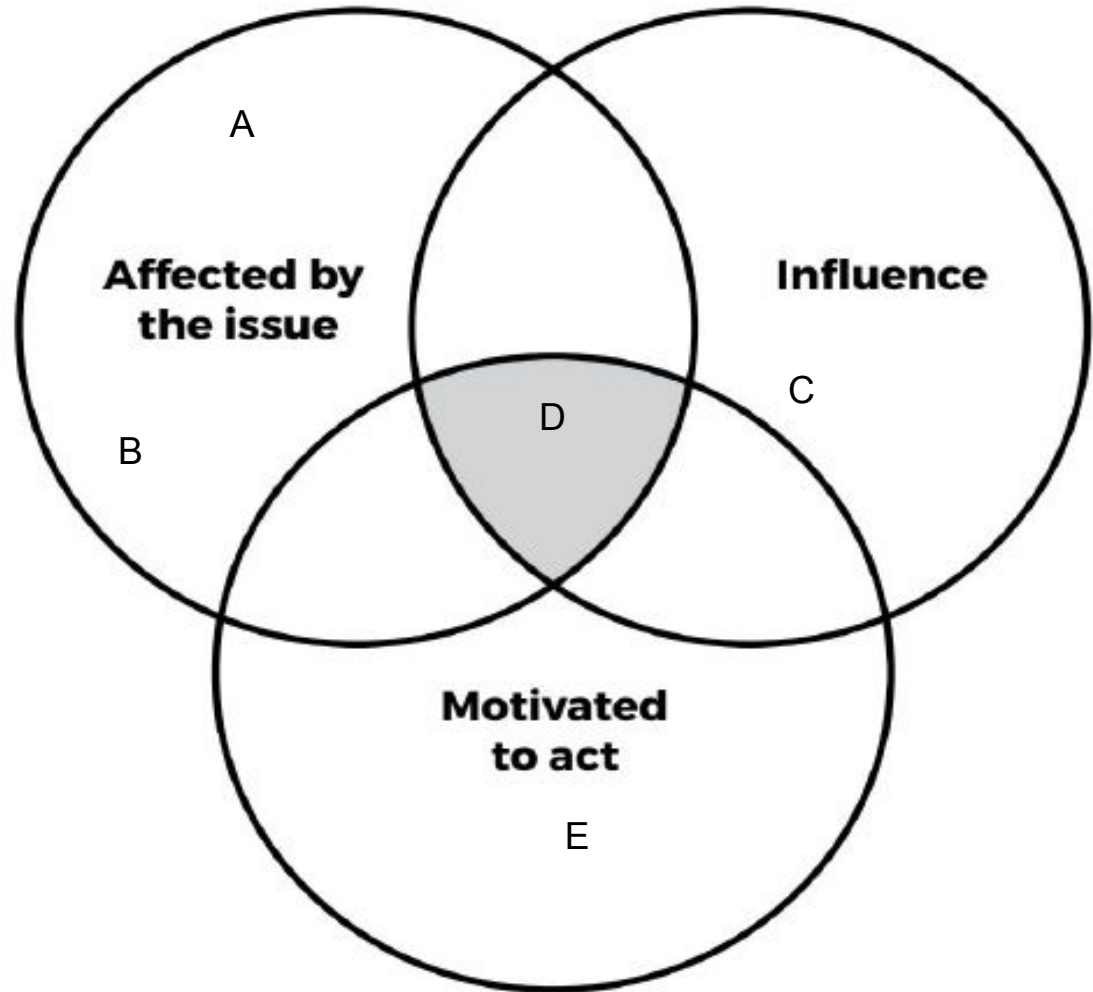


Group 3

Scenario - Farmers' protest

- List down the people :
 - Audience
 - Allies
 - Opposition

- Who were your main stakeholders? What resources do they have?
- What did you keep in mind when placing them closer or farther away from the centre?
- Which group will you prioritise to start working with to reach your campaign goal? Why?

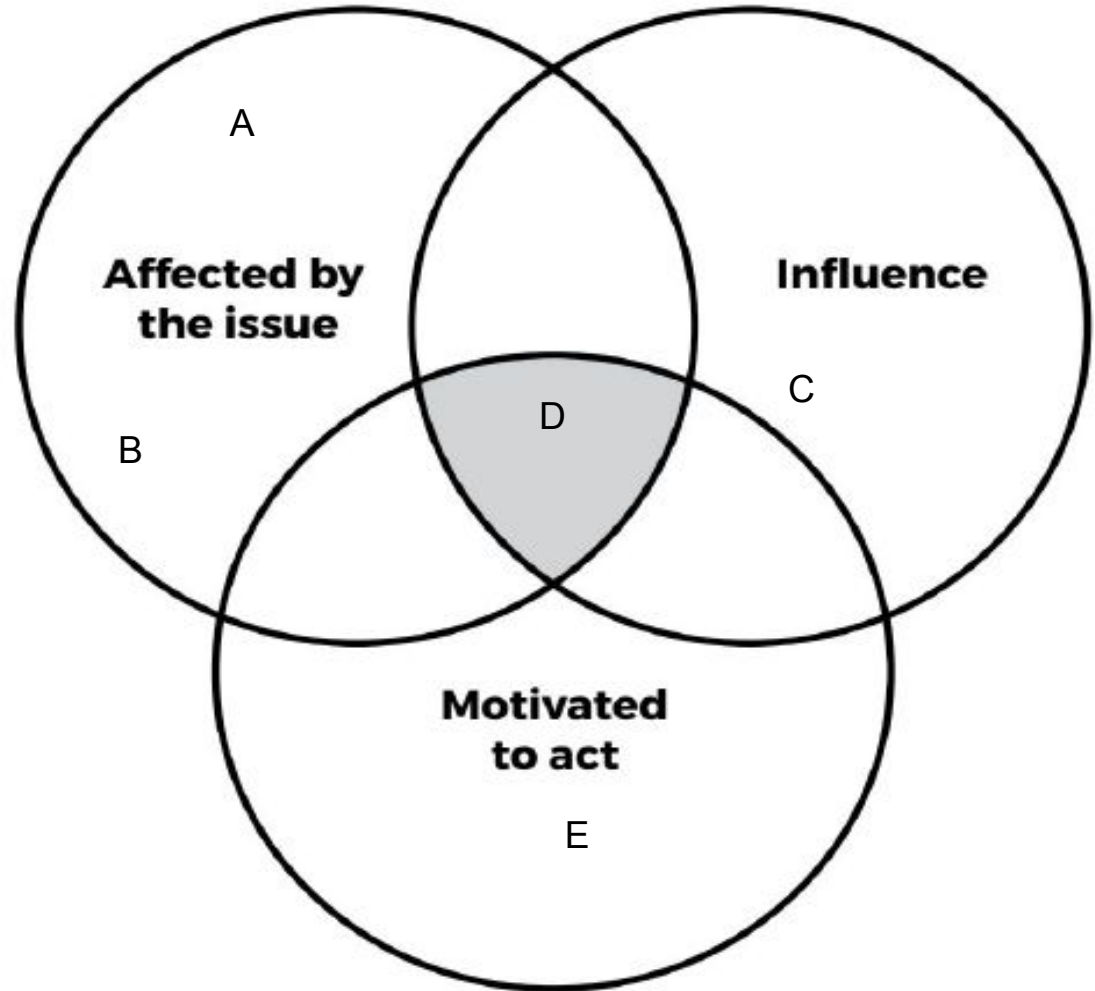


Group 4

Scenario - Farmers' Protest

- List down the people :
 - Audience
 - Allies
 - Opposition

- Who were your main stakeholders? What resources do they have?
- What did you keep in mind when placing them closer or farther away from the centre?
- Which group will you prioritise to start working with to reach your campaign goal? Why?

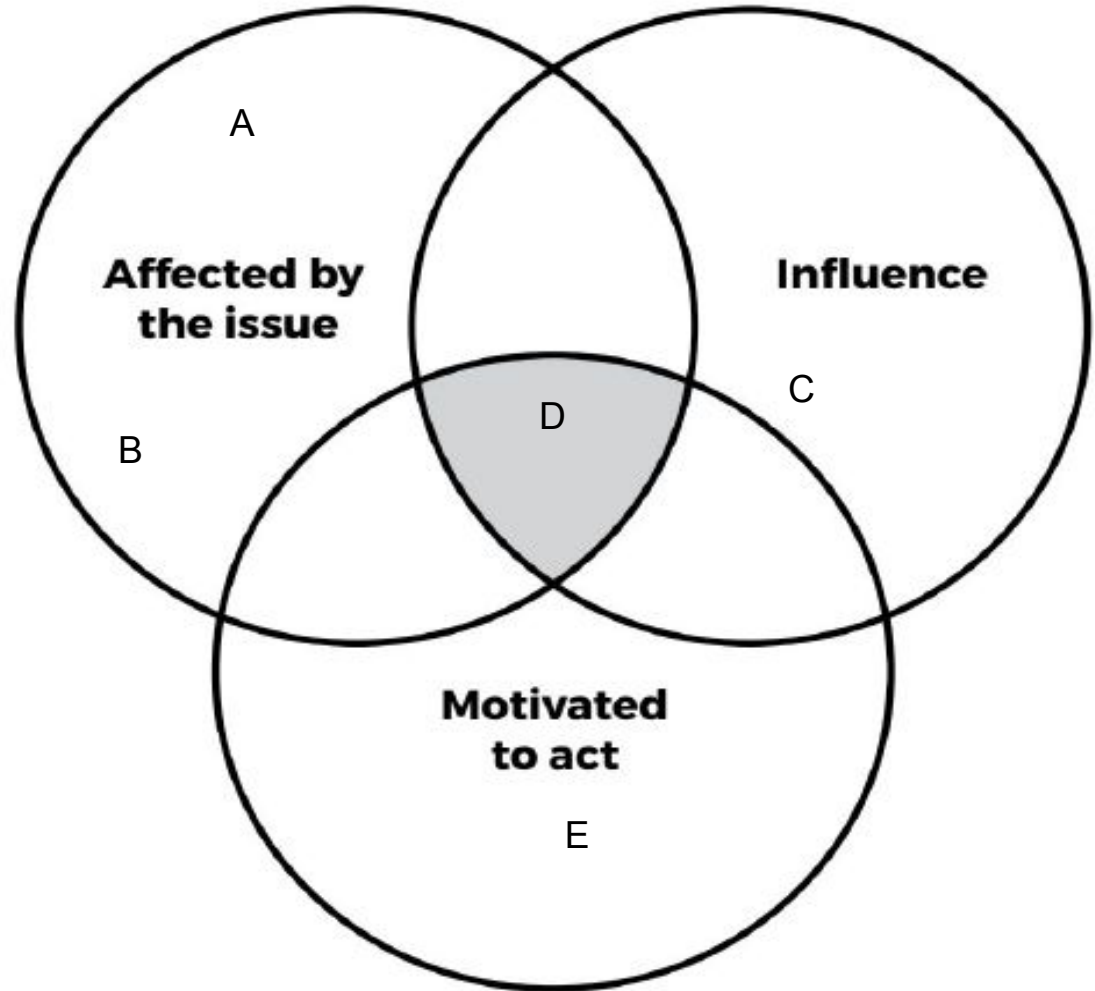


Group 5

Scenario - Farmers' Protest

- List down the people :
 - Audience
 - Allies
 - Opposition

- Who were your main stakeholders? What resources do they have?
- What did you keep in mind when placing them closer or farther away from the centre?
- Which group will you prioritise to start working with to reach your campaign goal? Why?



Debrief

- Who were your main stakeholders? What resources do they have?

Stakeholders	Resources

- What did you keep in mind when placing them closer or farther away from the centre?
 -
- Which group will you prioritise to start working with to reach your campaign goal? Why?
 -



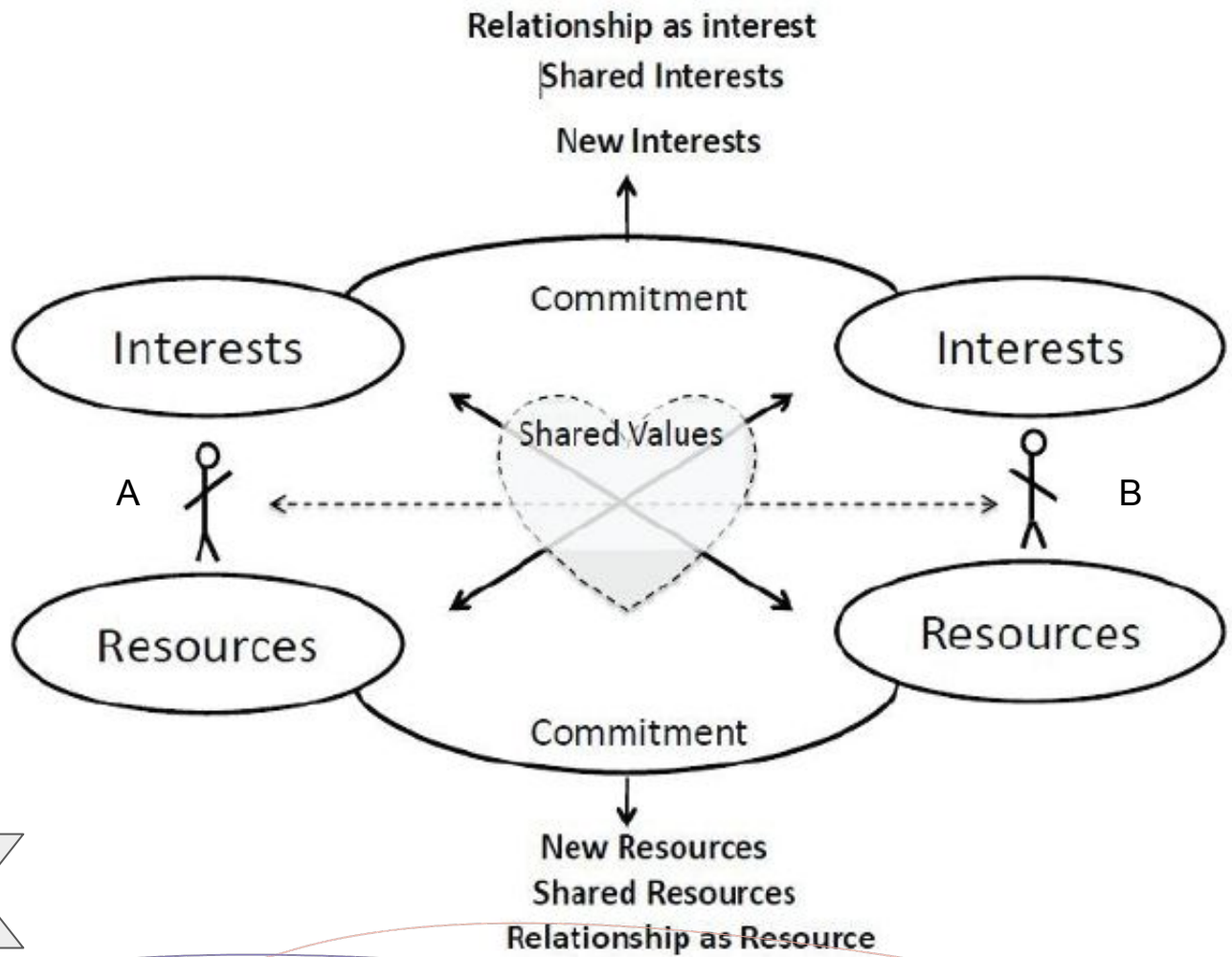
SECTION 2: RELATIONSHIP BUILDING

Total -
35 mins

Context

- **What are relationships?**
- **How many of you have had relationships?**
- **Why do we need relationships?**
- **Why are relationships important in the context of social action and bringing about change?**

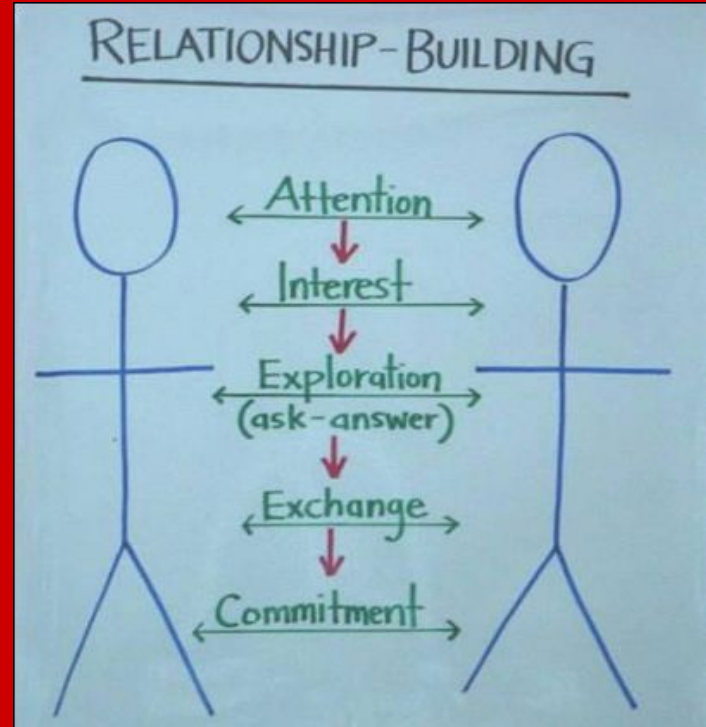
4 mins



3 mins

1:1 DEMO

10 mins



1:1- BREAKOUTS



15 mins

INSTRUCTIONS

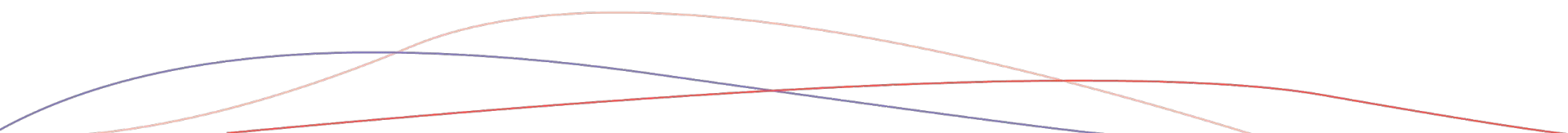
2 mins

- Each group will now practice 1:1 in their groups.
- In the first round, 2 people from each group will volunteer to do the 1:1. One person will play the role of the organizer (the one who is initiating the conversation) and the other person to play the role of stakeholder (from whom the organizer is seeking commitment).
- Be creative in the role you pick when having the conversation.
- Pick a stakeholder from power mapping exercise to do the 1:1 with them. **(4 mins)**
- Switch after 4 minutes. The other two people in the group do the 1:1 picking another stakeholder from the list. **(4 mins)**
- Keep in mind the 5 steps discussed.
- Others in the group to make observations on the following points when 1:1 is happening -
 - Were all steps followed?
 - What were some values that were shared?
 - Was a commitment made?
- Observer to make notes on the slides
- Discuss the observations in the group **(4 min)**

Team 1

- ROUND 1 : Observer to note -
 - Were all steps followed?
 -
 - What were some values that were shared?
 -
 - Was a commitment made? If yes, what was that?
 -

- ROUND 2 : Observer to note -
 - Were all steps followed?
 -
 - What were some values that were shared?
 -
 - Was a commitment made? If yes, what was that?
 -

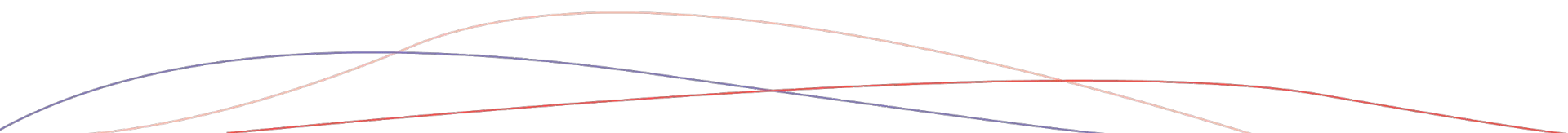


Team 2

- ROUND 1 : Observer to note -
 - Were all steps followed?
 -
 - What were some values that were shared?
 -
 - Was a commitment made? If yes, what was that?
 -
- ROUND 2 : Observer to note -
 - Were all steps followed?
 -
 - What were some values that were shared?
 -
 - Was a commitment made? If yes, what was that?
 -

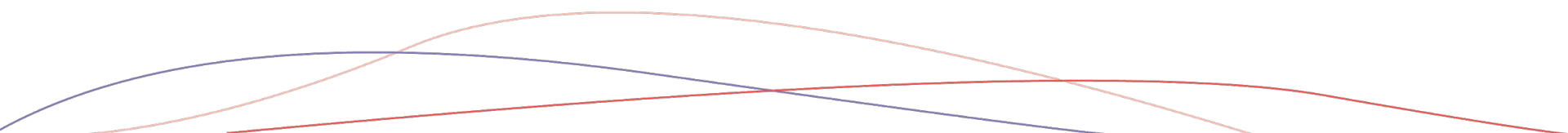
Team 3

- ROUND 1 : Observer to note -
 - Were all steps followed?
 -
 - What were some values that were shared?
 -
 - Was a commitment made? If yes, what was that?
 -

 - ROUND 2 : Observer to note -
 - Were all steps followed?
 -
 - What were some values that were shared?
 -
 - Was a commitment made? If yes, what was that?
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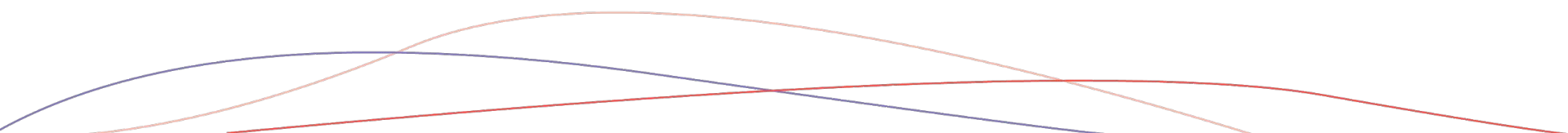
Team 4

- ROUND 1 : Observer to note -
 - Were all steps followed?
 -
 - What were some values that were shared?
 -
 - Was a commitment made? If yes, what was that?
 -

 - ROUND 2 : Observer to note -
 - Were all steps followed?
 -
 - What were some values that were shared?
 -
 - Was a commitment made? If yes, what was that?
 -
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- The bottom of the slide features three overlapping, wavy lines in blue, orange, and red, creating a decorative footer.

Team 5

- ROUND 1 : Observer to note -
 - Were all steps followed?
 -
 - What were some values that were shared?
 -
 - Was a commitment made? If yes, what was that?
 -

 - ROUND 2 : Observer to note -
 - Were all steps followed?
 -
 - What were some values that were shared?
 -
 - Was a commitment made? If yes, what was that?
 -
- 

REGROUP & DEBRIEF



5 mins



Questions



5 min





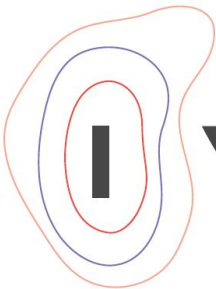
CLOSING



1 min



H A I Y Y A

The letter 'I' in the word 'HAI' is stylized with three concentric, irregular contour lines. The innermost line is red, the middle one is blue, and the outermost one is orange. The other letters 'H', 'A', 'Y', 'Y', and 'A' are in a simple, bold, black sans-serif font.

Thank You!