



INFLUENCE 2012-13

Annual Report

Since 2011, Swechha in collaboration with VSO India has been anchoring Influence, a nationwide youth programme built on the themes of active citizenship, volunteering and environmental leadership. Influence aims to build a new cadre of youth leaders who will work to create a socially just and environmentally sustainable future. The project follows a non-traditional approach of Awareness, Analysis, Reflection, Action and engages more than 10000 young leaders each year on development issues related to environment and society. This is achieved through local volunteering, outstation internships, leadership training, campaigning and advocacy initiatives.

INFLUENCE 2012-13 consisted of the following key components -

- Volunteer placements with local organizations
- Volunteer placements with organizations outside Delhi
- Local and outstation partner visits
- Volunteer Management Workshop
- Capacity building workshops for the youth
- Volunteer meetings
- College workshops
- Green Fellowships
- Rural Exposure Camp
- City level Campaigns



Volunteer placements with local organizations

80 selected youth volunteers were placed with the following local organizations for a span of 1 to 3 months:

1. Dil Se Campaign – The organization works towards providing a safe and positive environment for homeless children. 10 volunteers were placed in their shelter homes at Qutub Minar, Kashmere Gate, Jama Masjid and Okhla Industrial Area. These were students from IIT, Amity University, MIT, National Law University, Janki Devi Memorial College, Delhi University and JMC. The volunteers were involved in the following:

- Running a life skills training program for the children
- Organizing the annual Dil Se event
- Fund raising
- Giving English lessons to over 100 children
- Managing a library for 180 children
- Organizing film screenings for the children

Highlight: S.Bhuvaneshwari and Mokshada from Jesus and Mary College still continue to work with the Dil Se campaign and are actively involved in various programs of the organization.

2. Adopt A Mother Foundation- The organization works towards providing underprivileged children with adequate nutrition, medication and education. Through Influence, 3 volunteers were placed with the organization for a period of one and a half months. The volunteers were involved in:

- Giving remedial classes to out of school children
- Helping children participate in various competitions across the city, such as dance, drawing and debate

Highlight: Influence volunteers Aditi and Akanshi along with children from the organization participated actively in the Nine is Mine campaign. Their participation and involvement was highly appreciated by the campaign leadership.

3. SADRAG- The organization works towards improving the quality of life of underprivileged children and community women based on lessons drawn from action research conducted on related developmental issues such as literacy, education, health and livelihood. 3 volunteers from Jaypee Institute and Jesus and Mary College were placed with SADRAG and were actively involved in the following -



- Facilitation of academic and creative sessions for children
- Fundraising for the organization
- Organising large scale publicity events for the organization

Highlight: INFLUENCE volunteers Lavanya, Shashank and Malika Piya contacted over 100 corporate houses for fundraising over a span of one and half months. They also played an important role in increasing the overall outreach of the organization through social media.

4. Neev- Neev is a green social enterprise, an initiative to raise awareness and provide consumers with healthy choices and access to organic products. Aparna Mittal from Keshav Mahavidyalaya was placed with the organization through INFLUENCE where she was involved in:

- Research and documentation
- Marketing
- Handling social media

Highlight: Aparna was one of the members of the core team that worked towards promotion of fair trade and establishment of Neev as a fair trade organization.

5. Rasta- The organization works with socially and economically disadvantaged sections of the society to empower them to be self reliant through education and vocational training. Arpit Goel, an INFLUENCE volunteer from Dayal Singh College, Delhi University volunteered with Rasta for a span of 1 month and engaged himself in:

- Writing proposals for the organization's Protect Innocence Project
- Providing vocational training to young people with little or no formal education

Highlight- Arpit's contribution to the organization was highly acknowledged and appreciated by the leadership. At the same time, there was a noticeable change in the confidence level of the volunteer who is otherwise an introvert.

6. Khoj- The organization aims at educating and empowering children living and working on the streets of Delhi. Sunaina and Sakshi from Ram Lal Anand College, Delhi University volunteered for a span of one and a half months through INFLUENCE. They closely worked with 45 children by conducting sessions on the following -

- Life skills
- Art and Craft
- Personality development



The volunteers received extremely positive response from the organization as well as the children.

7. Nine is Mine - Nine is Mine is an advocacy campaign led by Wada na todo Abhiyan which seeks to ensure that the Indian government keeps its promise of dedicating 6% of the GDP to Education and 3% to Health by 2014. 21 INFLUENCE volunteers from various colleges of Delhi University, Netaji Subhash Chandra Institute of Technology and Northern Institute of Engineering were placed in the campaign where they took up roles of facilitators, event managers and fund raisers. The volunteers were actively involved in the planning and execution of the following large scale events under the campaign:

- Public Rally Parade
- Bal Sunwai
- Bal Bhawan
- Take 9

Highlight: More than 6000 children from schools, colleges and NGO's were mobilized by the INFLUENCE volunteers for various activities and events under the campaign.

8. Matu Jan Sanghathan- The environmental organization works extensively at the advocacy level for the protection of the River Ganga and to save it from the negative impact of the construction of dams on the river. Through INFLUENCE, Shifali Gupta was placed with Matu Jan Sanghathan for a span of 1 month where she assisted the organization in research work and translation of documents.

9. Protsahan- Started in 2010, the organization aims at creation of opportunities for marginalized sections of the society through the medium of creative arts. Harshit and Pratyush from Netaji Subhash Chandra Institute of Technology Delhi volunteered with Protsahan for 1 month and contributed extensively to the organization by:

- Creating profiles of the children using photography and one-to-one interviews
- Collation of a database of corporate houses as existing and potential partners of the organization.
- Working on expanding the outreach of the organization

Highlight: Both the volunteers represented the organization as its campus ambassadors in various colleges of Delhi.

10. Mass For Awareness- MFA is a voluntary organization which works towards creating awareness among people about their fundamental rights and freedom through various large scale campaigns. This year, INFLUENCE collaborated with the organization's Vote for India Campaign as its official volunteer partner and placed 9 active citizens/volunteers from Delhi University, Jawaharlal Nehru University and NIFT for a span of one and a half months.



Volunteers played a crucial role in making the event a huge success by working with the following departments of the organization-

- Public Relations
- Event Management
- Resource Management
- Fund Raising

Highlight: During the National Voters Week which commenced on January 21, 2013, the volunteers mobilized participation and registration of more than 3000 first time voters from colleges across Delhi. The campaign mascot Mr Votu was also launched on the same day. The event was extensively covered by the media and highly appreciated by the campaign leaders.

11. Maitri India- Maitri is a developmental humanitarian NGO committed to working on citizenship rights, basic services, dignity and respect for the most vulnerable people of India. Akhil Veet from Ambedkar University volunteered with the organization for a span of 1 month where he facilitated remedial classes for children from under privileged backgrounds.

12. Ank India- Ank India is among one of the few NGOs in the country that are delivering high end multimedia training leading to creation of livelihood opportunities for the underprivileged youth . 3 INFLUENCE volunteers from Lady Irwin College, Delhi University closely worked with 20 adolescent boys and girls and facilitated their English and Computer classes.

13. Centre for Media and Alternative Communication (CMAC) - CMAC is a not for profit organization working in the field of culture, design and media which aims to create an interface between artists from different genres and provide a platform for performances, cultural exchange of art and ideas, and dialogue in the field of visual and performing arts. 2 INFLUENCE volunteers volunteered with CMAC for its Sound, Art and Technology (SAT) event. They helped the organization in event management and increasing its outreach via social media.

14. Green The Gap (GtG)- GtG is a fair trade eco-fashion arm of Swechha whose core lies in the belief of sustainability and livelihood for the producers. Swati, an INFLUENCE volunteer from NIFT Delhi was placed with the organization and worked closely with the core team on designing and management of the online portal.

Additionally, 20 youth volunteers were placed with Swechha's in-house Pagdandi program (An Alternative learning space for the Children of Jagdamba Camp) in the year 2012-13. These volunteers worked with children on issues of education, environment and active



citizenship. They facilitated academic and non academic sessions for the children and also helped in organising the Annual Pagdandi Festival in December 2012.

Volunteer placement with organizations outside Delhi

1. Waste Warriors, Dehradun- Waste Warriors is a voluntary organization committed to the cause of cleaning India. The youth-run organization works extensively on the issue of Solid Waste Management in Dehradun and Dharamshala. 7 volunteers from Lady Shri Ram College and Faculty of Law, Delhi University were selected by the INFLUENCE team to work with the organization in Dehradun for a span of one month.

The volunteers played a variety of roles during their placement. They actively worked on the following tasks for the organization-

- Content writing and video editing
- Organising large scale cleanliness and awareness drives involving the residents and the local authorities
- Organising a Kachra Mela in which they facilitated solid waste management workshops for children
- Mobilisation of more than 1500 local residents to join the clean up drives
- Conducting a workshop for more than 200 cleanliness supervisors and workers of Dehradun

Highlight: The volunteers played an important role in designing the strategy to facilitate the organization's participation in Mahindra-Spark the Rise contest 2012-13. The nationwide contest was won by Waste Warriors.

The organization has constantly emphasized upon the role and the positive impact of the INFLUENCE volunteers in increasing its outreach and making a difference. The volunteers provided extremely positive feedback about the experience and strongly felt that it was a life changing opportunity for them.

2. Himalayan Environmental Studies and Conservation Organization (HESCO) – For the last 28 years, HESCO has been working towards applying scientific knowledge and simple technologies to protect the environment and provide livelihood to the rural people . 10 INFLUENCE volunteers from Miranda House, Lady Shri Ram College and Kirori Mal College were placed with the organization after careful selection by the team.

The volunteers actively worked on the following projects of the organization –



- Shuklapur Forest conservation - This team of volunteers worked towards collation of statistics related to the positive impact of check dams in the forest. They also actively participated in a rally for health, hygiene and women safety organized by Make A Difference foundation in Dehradun.
- WISE-Women's Initiative for Self Employment- The volunteers of the WISE group engaged in conducting environmental surveys in surrounding villages and facilitation of sessions for women to make them aware about this initiative and to ensure their enrolment in WISE banks.

Highlight: The volunteers got an opportunity to be a part of a unique Cycle Yatra organised by HESCO. They worked with the core team towards collating and documenting the data collected during the journey to calculate the "Gross Environmental Product" of a large part of India.

The selected team of 10 volunteers added productively to the initiatives of HESCO and was highly appreciated by the organization, the local residents and the media. According to the volunteers, it was an opportunity to adequately make use of their educational background through a blend of building theoretical knowledge and practical implementation with the use of creative means.

3. Narmada Bachao Andolan (NBA) Khandwa, Madhya Pradesh- NBA is a the largest people's social and environmental movement in the country. It consists of tribal people, farmers, environmentalists and human rights activists fighting against the dams being built across Narmada river. 6 INFLUENCE volunteers from different educational backgrounds and colleges were placed with NBA for a period of one month where they worked on the following tasks-

- Visiting and conducting surveys in several villages such as Pathrar Gaon, Sulgaon, Bhatyan, Mardana Gaon, Indira sagar, Harsood, Dhara ji, Kothmir, Kamankher and Gogalgaon to understand the impact of construction of dams on the villages and its residents
- Translation and proof reading of legal documents
- Organizing camps in the affected villages to facilitate the registration of residents under the "Land in Lieu Act"

Highlight: The team was appreciated for their work by Dabbang Dunia, a local publication. The volunteers also filed several RTIs in collaboration with the villagers.

A variety of roles were played by the volunteers during their tenure of volunteering with NBA. This experience not only helped them witness and understand the rural-urban disconnect in India but also inspired them to understand and practice social activism. The



organization also acknowledged the need and positive impact of youth volunteers on such important development issues.

4. Environmental Foundation of India (EFI), Chennai – This youth organization based in Chennai strives to create a planet where the environment is not only taken care of, but loved. The organization is actively engaged in programs such as lake conservation, setting up of bio diversity parks, sparrow reintroduction etc. 7 volunteers from Jesus and Mary College, Miranda House and Gargi College were selected to work with EFI for a span of one month . The volunteers once again took up a variety of roles in the organization through the following activities-

- Large scale beach clean ups and lake restoration drives in Chennai
- Volunteering at animal shelter homes
- Facilitation of Personality development sessions for young school students
- Facilitation of sessions and workshops on environment for school children
- Initiation of Biodiversity parks in schools along with children and school authorities

Highlight- EFI provided the INFLUENCE volunteers with the rare opportunity of becoming environmental stewards.

According to Mr Arun Krishnamurthy, the founder of EFI, the team of INFLUENCE volunteers wasn't merely a group of volunteers, but was more like organization employees who constantly added productively to its programs.

Local and outstation partner visits

Given below is a list of INFLUENCE local partner organizations that constantly remained engaged with Swechha through visits, volunteer placements and collaborations for events -

Aman Biradari
Adopt a Mother Foundation
SADRAG
Hope Foundation
Neev
Ank India
Protsahan,
Matu Jan Sangathan
Khoj foundation
Youth Reach
Development Alternatives



Chetnalya
Rasta
Ritanjili
Jaagriti
Centre for Science and Environment
Nine is Mine Campaign
Dil Se Campaign
Mass for Awareness
Butterflies
Manzil
Satark Nagrik Sangathan
Artists for Human Rights
International bridges to Justice
Green the Gap
Bachpan Bachao Andolan
Neo sufi friends
Centre for Media and Alternative Communication
Neev
Maitri India
Aapki sadak
Kutumb foundation
Jamghat
Goonj
Smilyo Educational Charitable Association
Youth ki Awaaz
Apne Aap

Outstation partner visits –

In the year 2012-13, seven outstation partner visits were completed by the INFLUENCE team. The following organizations based outside Delhi were visited in order to review the existing collaboration and/or to form new partnerships:

Video Volunteers, Goa
Mountain Cleaners, Dharamshala
Clean upper drive, Dharamshala
HESCO, Dehradun
Bodh Shiksha Samiti , Jaipur
Environmentalist Foundation of India, Chennai
Waste Warriors, Dehradun



Based on these meetings with outstation organizations, INFLUENCE volunteers were placed in HESCO, Waste Warriors and Environmentalist Foundation of India. The team also organized a successful rural exposure camp for the volunteers to Kraska, Sariska Tiger Reserve in association with Bodh Shiksha Samiti.

Volunteer Management Workshop

The 2 day workshop organised at Sanskriti Kendra, Anandgram, New Delhi on August 31st and September 01, 2012 had Volunteer Management as the central theme with additional focus on Understanding Youth, Building Volunteer Policies and Volunteer Management Processes. This was achieved through brainstorming sessions, simulation activities, sessions on Volunteer Mobilization, SWON analysis, games, sharing of success stories and interactive discussions. There were 20 participants representing 13 different organizations from all over India.

The workshop received extremely positive feedback from all those who participated. It was agreed that it is essential to formulate volunteer policies within the respective organizations or review the existing policy and make necessary changes to it. The workshop also helped the participants re-establish their belief in volunteering and the need to harness the power it holds.

Capacity building workshops for the youth

The mobilisation of young volunteers through college workshops and regular meetings was followed by theme based capacity building workshops. 5 Capacity building workshops were organised and facilitated by INFLUENCE during the year. Given below are the details of all the workshops carried out –

Theme of the workshop	Date	Venue	Outcome
Effective Communication skills	7/7/2012	SPYM, Vasant Kunj	As young leaders and future campaigners, it is essential for the volunteers to be able to communicate effectively and efficiently. By the end of the workshop, volunteers were equipped with a better understanding of the need for and the different ways of effective communication.



Conflict, Cooperation and Interpersonal skills	10/20/2012	Indian Social Institute, Lodhi Road	The Workshop helped the volunteers to overcome their inhibitions of working with a new team. The workshop also addressed other important areas such as team building, critical thinking and problem solving.
Orientation for outstation volunteers	11/29/2012	Creative learning centre, Malviya Nagar	The workshop left the volunteers feeling more confident about their outstation placements. Getting to know their team helped them feel enthusiastic and better prepared for their placement.
Identity and orientation for I Engage Camp	12/1/2013	Sri Aurobindo Centre for Arts and Communication, Adhchini	The workshop helped volunteers realize the connection between rural and urban India and helped prepare them for the rural exposure camp to Kraska.
Magic and Theater (Campaign oriented)	9/2/2013	Indian Social Institute, Lodhi Road	The workshop focused on the art of Magic & Theatre. This helped in building confidence in the volunteers, equipping them with Magic and Theater skills and getting them adequately prepared for the city level campaign ahead.

Different activities were used in each workshop to make it an engaging and interesting experience for the volunteers. The objectives of the workshops were achieved through energizers, theme based games and activities, role-plays, screening of short videos, sessions by external facilitators and discussions among the volunteers on various issues of self and societal development.

Volunteer Feedback:

All the workshops received positive feedback from the participants. Minimal use of theory even in technical themes such as communication skills kept the volunteers constantly engaged. The magic and theatre workshop was particularly liked by the volunteers as it provided them with a platform to perform live right after the workshop. The volunteers also provided extremely positive feedback about the orientation workshops as they adequately addressed all their queries about their outstation placements and rural exposure camp.

Volunteers meetings

The Influence team facilitated volunteer meetings regularly to better plan and coordinate various activities under the program. Meetings helped in clearing of doubts and solving or discussing any problems faced by volunteers during their volunteering tenure and in facilitating smooth functioning of Influence.

The table below contains details of the 8 volunteers meetings conducted during the year:

Theme and no. of volunteers.	Date	Venue	Agenda and Outcome	Volunteer Quotes
RTE Orientation and Team formation, 40 volunteers	21/06/12	Swechha Office.	Formation of teams and understanding the RTE ACT.	Ishan Sukul - "I really look forward to working on the issue of education after understanding the details of the Act".
RTE Feedback, 12 volunteers	24/08/12	Creative Learning Centre, Malviya nagar.	The volunteers had a very positive response to the campaign. They felt more confident and expressed interest in continuing their association with INFLUENCE.	Mrinalini - "I have become more expressive and feel a sense of achievement about doing something good for the society." Surbhi Choudhari - "I like the fact that all programs here are Volunteer Oriented".
Local Volunteer Placement Feedback, 20 volunteers	20/10/12	Dilli Haat, INA	The volunteers shared their volunteering experiences, learning, challenges and highlights.	Mallika - "Swechha has helped me become aware of various issues and encouraged me to volunteer further." Harshit from Protsahan - "I was able to use my communication skills for a good cause which made me feel happy and I

				<p>contributed at the same time.”</p> <p>Pratyush - “Photography has been my interest and at Protsahan I have been able to use it productively.”</p>
Local Volunteer Placement 13 volunteers	05/01/13	Indian Coffee House, C.P.	<p>The volunteers shared their volunteering experiences, learning, challenges and highlights. The feedback was largely positive where the volunteers talked about their work through role plays and creative means.</p>	<p>Akhil, - “I could not believe that my contribution is actually improving a child's level of knowledge.”</p> <p>Utsav started volunteering with MFA without any specific motive but now, he feels more responsible towards the society.</p> <p>Devleena Das feels that while working with the Kilkari girls shelter home she has found that she has the skills of interacting creatively with children and to teach them as per their needs.</p> <p>For Bhavna Jha, it was her moment of fame when she arranged a meeting with Power Finance LTD's AGM and managed to get sponsorship for their event.</p>
Review meeting for Green	17/01/2013	Bhatti Mines, Asola	The meeting was conducted in order to review the progress of	Kartik, “This fellowship has been an asset for us and we look forward to

Fellowship, 10 volunteers			the fellowship and plan the way forward with fellows. The meeting helped the team and fellows reflect upon the positives and negatives of the ongoing project.	begin the trainings”.
Outstation Volunteer Placement Feedback, 20 volunteers	19/01/13	Swechha office	The volunteers feedback shared their successes as well as challenges faced by the volunteers during their placements outside Delhi.	<p>Swati said that though the placement was challenging yet she was able to achieve success for the task given. She felt that though the organization was new, Jodie's dedication was praiseworthy.</p> <p>Sanchia says her experience was adventurous, memorable and very new. She has realised her ability to adapt and to lead. She understands how the environment plays a vital role in development.</p> <p>Shomira says that she has learnt that in today's world there are still people who fight for their basic right to life and so we should appreciate the amenities we have got and share them with others.</p> <p>Anna says, going to Chennai and living with totally unknown people for the first time in her life has been challenging yet wonderful as she got to</p>

				learn a lot about various issues of environment and has become self dependent.
Orientation and Skill mapping for the city level campaign Spotted.Stop It! , 30 volunteers	30/01/13	Swechha Office	The enthusiasm and the zeal of the volunteers to act had been escalated by the Krsaka trip. Several environmental films were screened for the volunteers to help them understand the issues related to waste at a macro and micro level. By the end of the meeting, volunteers felt more confident about their roles and responsibilities in the campaign.	Zaki Mehdi, "I feel much more confident about myself and the difference that my actions can make. I look forward to being a part of this campaign"
Spotted.Stop It! Campaign Feedback.	10/04/2013	Swechha Office	The meeting was conducted in order to give the volunteers an opportunity to celebrate their achievements, share their learning and discuss the challenges they faced. The campaign left the volunteers feeling more responsible towards the environment and their surroundings.	Preeta, "The campaign was a perfect blend of fun and learning. These three months have changed me as a consumer and I am more careful about the choices I make now." Raveena, "I have never performed at such a massive platform before but this campaign has made me so much more confident."



College workshops

In the year 2012-13, more than 30 workshops and meetings in colleges across Delhi were conducted at a formal as well as informal level. Each workshop was designed differently by the team in order to adapt to the institution, the background of the students and their aspirations. All the workshops were very interactive in nature and involved theme based activities, screening of short films and videos and discussions with the participants. The aim of the workshops was to engage young people on issues of development and to inspire them to volunteer. More than 1500 students were reached out through these workshops.

Formal workshops were conducted in the following colleges-

1. Lady Irwin, MSc Development Communications
2. Miranda College
3. Gargi College
4. Jesus and Mary College
5. Venkateshwara College
6. Bharti College
7. Lady Shri Ram College
8. Faculty of Law
9. Motilal Nehru College
10. IIT, Delhi
11. Delhi Technological University
12. TERI University
13. Ambedkar Univeristy, Kashmere Gate
14. Jamia Milia Islamia
15. Hindu College
16. Ambedkar University, Dwarka Campus
17. Netaji Subhash Chandra Institute of Technology

Simultaneously, informal interactions with college students were conducted in the following colleges-

1. Shaheed Sukhdev College of Business Studies
2. College of Vocational Studies
3. Aurobindo College, Delhi University
4. Delhi School of Social Work
5. Faculty of Management
6. Ramjas College
7. SGTB Khalsa College
8. Ambedkar University
9. St. Stephen's College
10. Kamala Nehru College
11. IGNOU (Distance learning)
12. Sri Aurobindo College for Arts and Communication



Highlights-

1. In some of the workshops, ex-INFLUENCE volunteers came forward to share their experiences with the larger audience. This not only inspired the workshop participants to volunteer but also added to the credibility of the programme.
2. A “best-out-of-waste” workshop that was conducted by Spotted.Stop It team in Miranda House had 50 participants and all of them signed up to volunteer. Additionally, the workshop that was initially planned for an hour lasted for more than two hours. The team received immense appreciation from the college authorities for the workshop

Green Fellowships

Having achieved great results in the past, four new Influence fellowships were awarded in the year 2012-13. The Influence fellowships strengthened past partnerships, expanded present outreach of Influence, created new tie ups and resulted in execution of some amazing action-oriented environmental ideas. Mobilisation for fellowships was carried out extensively via college workshops, interactions with the volunteers and media outreach from October 2012 onwards. The team constantly received and reviewed a number of applications through regular meetings with the applicants. Four fellowships have been selected this year. While the implementation process has started for two of the fellowships, the remaining two began in the last week of April 2013:

1. Project Aanch

The first INFLUENCE fellowship of the year was awarded to Project Aanch headed by a group of students from IIT Delhi. The opportunity was availed by the fellows after attending a workshop conducted by the INFLUENCE team in the institute. The project aims at creating a women's enterprise in the Odh community of Bhatti Mines that trains women in the production and sale of smokeless chulhas within the community. It is a simple, cost effective, innovative and environment friendly idea. The fellows were actively engaged in identification of women entrepreneurs, needs assessment and a product feasibility study to kick start the project. The community is very supportive of the idea and the group is already running a learning and trainings programs with them. The Influence team has been closely monitoring the project by visiting the community with the fellows and participating in their events.

2. Hakuna Matata Garden Project

Hakuna Matata Garden Project that was selected for INFLUENCE fellowship last year has been extended to 2012-2013 in order to expand and upscale the garden and to add several new creative components to it. The Green fellowship was awarded to Tarun Varma, a Teach



For India fellow working in the MCD School, Said-ul-jab. Last year, the fellows worked on creating a beautiful green space/garden in the school. This year, expanding their vision, the fellows worked towards making this green space a part of the school curriculum. As a result of the fellowship, the children in the MCD school now have access to a safe and engaging play area, a garden that is taken care of by children, a waste management system and changed interactive educational infrastructure. This project narrates an interesting success story as it promotes a green idea and additionally has worked towards inculcating environmental values in children while building ownership in them towards their school and society.

3. Creative reuse of Tetra Packs for sound proofing

In 2012, Aditya Bali, a grade XII student of St. Mary's School Dwarka built a sound proof music room in his school using waste material such as used tetra packs and saw dust. Out of 2500 entries, the project was selected amongst the first 111 innovative projects at the IRIS National Science Fair and was later showcased at the National Bal Bhawan. Aditya aspires to become a green entrepreneur and wants to replicate this idea for new rooms, conference facilities and factories. He applied for the Influence fellowship with a unique idea – building a sound proof speech therapy room for children with special intellectual needs at the Ave Maria Nursery School, Bamnoli, Dwarka. This noble idea has been awarded the Influence fellowship and is being supported with full fervor by the Influence team.

Vermicomposting in Delhi University

Krishana Kaushik, a post graduate student from Delhi University has been selected as the fourth INFLUENCE fellow for the year 2012-13. As a part of the college environmental group Eco Warriors, he will be taking up a vermicomposting project in the Department of Botany and the VC lawns in North Campus, Delhi University. The project aims at reusing food and other organic waste to produce compost of high quality. The project aims at engaging students, authorities and the DU workforce in conserving and reclaiming the environment.

Rural Exposure Trip

INFLUENCE's annual I Engage rural exposure camp was organized for INFLUENCE volunteers from January 25-January 28, 2013. This year the volunteers visited Kraska, a village in the core area of the Sariska Tiger Reserve in Rajasthan. The Kraska village trip was attended by 43 volunteers and 3 members of the INFLUENCE team.

The volunteers embarked on this unique journey to gain first-hand experience of rural life in India and recognize the importance of mutual rural-urban co-existence with special focus on environmental and social justice. This trip provided the youth volunteers with a platform to not only build a perspective on various developmental issues of the region but also to reflect



upon their role as active citizens. This was achieved by constant engagement of volunteers in a variety of interactive activities with the local population. Along with closely observing and involving themselves in the day-to-day lives of people from Kraska, the volunteers also built an understanding of traditional methods of subsistence, rural livelihoods, challenges of a forest based tribal community and aspirations of youth and children. Stepping out of their comfort zone into an unexplored territory indeed had a long term impact on them.

The feedback about the camp from the volunteers, the local organization (i.e. Bodh Shiksha samiti) and the inhabitants of the village was very positive. Inspiration gained from this journey was directed by these active citizens towards spearheading a city level socio-environmental campaign, **Spotted. Stop it** that addressed the issue of urban waste in Delhi.

City level Campaigns

The Influence 2012-13 City level campaigns, namely, “The Right to Education Campaign” and “Spotted Stop it” witnessed tremendous success. The Right to Education Campaign focused on access to education for marginalized children, while Spotted was a socio- environmental campaign focused on exposing the menace of urban waste in Delhi and inspiring citizens to act against it. Given below are the details of the campaigns -

Right to Education Campaign-

In 2009, the ‘Right of Children to free and compulsory education Act’ also known as the ‘Right to Education Act’ or ‘R.T.E Act’ was notified by the Indian Government and stated that children from the age group of 6 to 14 years shall be provided with free and compulsory education and laid down several other provisions and entitlements for children.

Although the RTE Act was notified more than 3 years ago, surveys conducted in 2011 exposed several gaps in the actual implementation of the act. According to the Delhi RTE Forum, an umbrella body of 20 non-profit organizations, denial of admission and absence of basic facilities in schools pose a hurdle in the proper implementation of the Act.

The Right to Education Campaign 2012 was spearheaded by a group of 40 young INFLUENCE volunteers. The campaign began on June 22, 2012 and went on till September 04, 2012. The volunteers formed three core teams:- Awareness, Admission and Advocacy teams. The role of the Awareness team was to spread awareness about RTE Act, whereas the Admission team took charge of getting children enrolled in schools. The advocacy team handled the problems faced by children in school and took up these issues with the concerned government authorities.



Following are some of the highlights of the RTE campaign:

1. The awareness team, Aarambh directed and performed its street play 'School Chalen hum' in 14 underprivileged communities across Delhi directly reaching to around 2800 people. The play had interesting education related anecdotes from peoples' daily lives which captured the attention of the audience and set a platform for the admission and advocacy teams to work with the children and their parents on their rights under the Act.
2. The Awareness team was invited by G.D.Goenka Public School, Rohini to inaugurate their Street play week and guide over 120 students in the area of RTE through focused group discussions.
3. The Admission team was successful in getting 100 children admitted in government schools from all across Delhi with support from local partner organisations. With Pagdandi itself, volunteers secured admissions of 37 students from Jagdamba camp- a slum community in Malviya Nagar as a result of door to door surveys conducted in the community.
4. INFLUENCE collaborated with various organizations such as Satark Nagrik Sangathan, Butterflies, Jaagriti, SADRAG, Ritanjii and Dil Se to work directly with their respective communities on RTE.
5. The Advocacy team visited over 30 schools and conducted surveys with 17 of them to assess compliance with the RTE Act. The team also compiled a list of schools in Delhi for children with special needs.
6. The Advocacy team filed several cases of RTE act violation at offices of the local authorities concerned including MCD, NDMC and Directorate of Education.
7. The advocacy team visited communities in Harola, Nithari and Noida and conducted surveys about the state of education and schools in these areas. The issues identified were reported to the concerned authorities.
8. The campaigners engaged the Chairman of Education Committee -SDMC, Mr Satish Upadhyay to seek solutions for problems face by children under the RTE Act. As a result, a condensed RTE act information dossier was shared with SDMC which was circulated in all the MCD schools of South Delhi.

The campaign was covered extensively by the media. News articles with quotes of volunteers were published in the following reputed print publications-*

- 1) The Asian Age (Readership- 2,64,648)
- 2) The Education Times (The Times of India group) (Readership- 42,24,300)



- 3) Dainik Jagran (Readership- 14,24,000)
- 4) The Sunday Guardian (Readership- 1,33,776)

Through the media, the RTE Campaign has reached out to around 60, 46,724 people. At the same time, the campaign was also covered by one of the most popular wired news agencies of the country (IANS) and was picked up by online media such as IndiaInfoline.com

**The readership figures have been taken from Directorate of Advertising and Visual Publicity by Ministry of Information*

Spotted Stop It Campaign

'SPOTTED STOP IT', INFLUENCE's annual city-level socio-environmental campaign was initiated to expose the menace of urban waste and to inspire citizens to act against it. In Jan 2013, 43 young leaders embarked on a 5 day journey to Kraska, a remote tribal village in the heart of the Sariska Tiger Reserve to witness first-hand the harmonious coexistence between man and nature in this indigenous community. The youth returned to Delhi with new found inspiration and came together to launch their war against waste aka 'Spotted Stop It.' The young crusaders set out to achieve the following objectives:

- to sensitize Dilliwalas about over-exploitation of resources to feed their consumption needs and correlate it with mass waste generation.
- to instill environmental consciousness in people and inspire them to actively participate in resolving the issue of urban waste at the individual and community level.
- to propagate a micro and macro level understanding of the waste problem – e.g. changing consumption trends, blind mass production and marketing that misleads.
- to build appreciation and respect towards the city's waste warriors – the rag pickers.
- to foster responsible consumerism, offer practical green solutions and popularize up-cycling and fair-trading.
- to engage government agencies responsible for waste management through advocacy initiatives.

The above mentioned objectives were achieved through an intensively extensive, creatively engaging, constantly evolving and innovative campaign. The three month long campaign achieved the following -

1. 11 self directed street plays and flash mobs across educational institutes, communities and market places. Each performance was witnessed by a minimum of 150 people and was followed by focused group discussions about the problem of waste and possible solutions.



2. The volunteers got 607 sign ups from the residents of Khirki extension demanding proper cleaning and maintenance of the area. These petitions were sent to the authorities to demand action. Follow ups with the respective government authorities are in progress.

3. Mobile waste exhibitions and installations were created and presented by the volunteers across educational institutes

4. Awareness generation through creative means and pamphlets.

5. “Best out of waste” workshops were conducted with children from Pagdandi and students from Miranda House, Delhi University

6. Institutional collaborations with Smilyo Educational Charitable Trust and the Youth Club from Jagdamba Community

7. Large scale community clean up drives in association with local authorities were conducted in Khirki extension and Jagdamba Camp

8. A highly successful 2 day Clean-O-Carnival was organised in R, J and S blocks of Khirki extension to promote environmental responsibility, responsible consumerism and upcycling among the community. The carnival was not confined to collection and disposal of garbage but also had other elements to engage the community such as street plays by INFLUENCE volunteers, children, street magic, trashion shows and various other performances by volunteers and children. The clean-o-carnival started with a clean up drive in Jagdamba camp on March 23, 2013 which was followed by two days of constant clean ups on April 6 and 7, 2013.

9. Clean-o-Carnival that directly engaged more than 500 community members was covered by one of the leading national English dailies, Hindustan Times (Readership- 38,56,264)

10. Engaging the MCD, the official government body responsible for waste management in the city through the MCD ward councilors.

‘Spotted Stop It’ witnessed huge success not only in terms of outreach in the communities but also with respect to the advocacy initiatives. Constant support from the residents of the target areas, local authorities and youth volunteers massively increased the outreach of the campaign.



Other Key Achievements of Influence

INFLUENCE has provided its volunteers with exposure, experience and learning through various platforms by ensuring their participation and ownership at all stages of the program. A list of the additional events carried out during the year is given below-

1) 06 Influence volunteers got an opportunity to attend the release of “Representatives at Work -A report” on 3rd year performance of 15th Lok Sabha 2011-12 by ‘Mass for Awareness’ under its 'Vote for India' Campaign. The event was attended by members of Parliament, senior journalists and bureaucrats. During the event, the volunteers also interacted closely with Shri. Subhash Kashyap, Constitutional expert & Former Secretary-General of 7th Lok Sabha.

2) Five Influence volunteers were nominated to be a part of the Rolex leadership forum which was held in the last week of November.

3) INFLUENCE Green Fellowships witnessed numerous success stories in 2012-13. The solar lantern project initiated by Palak and Praniti from TERI University was not only well accepted by the community but has now progressed to become a business entity in itself. INFLUENCE fellowships were also featured by one of the leading English national dailies, The Times of India and an online portal in December 2012

4) Swechha collaborated with Mass for Awareness, a local partner organization as its official volunteer partner for its Vote for India Campaign held in January 2013. Eight INFLUENCE volunteers who were placed with the organization worked on research, documentation, publicity and event planning.

5) In the year 2012-13, INFLUENCE directly reached out to approximately 1000 young volunteers via college workshops, capacity building workshops, campaigns, meetings, camps and placements.

6) This year, three new organizations from Chennai, Dehradun and Dharamshala came on board as outstation partner organizations.

7) Total direct outreach by INFLUENCE volunteers in the year 2012-13 was 37,880 while indirect outreach through media was 1,39,57,424 + online publicity in Headlines today.com, Indiainfoline.com, Shiksha.com, Jagran.com, Tribune India and University magazines and publications.



Media coverage-

INFLUENCE RTE Campaign 2012 (Headlines today.com/ Education Times/ Indiainfoline/ Asian Age)

<http://headlinesindia.mapsofindia.com/business-news/pr-wire/swechha-right-to-education-campaign-2012-115263.html>

<http://headlinesindia.mapsofindia.com/business-news/pr-wire/swechha-right-to-education-campaign-2012-115263.html>

<http://myeducationtimes.com/article/78/201208132012081115343316244a1c6bf/Classwork.html>

<http://myeducationtimes.com/article/78/201208132012081115343316244a1c6bf/Classwork.html>

<http://www.indiainfoline.com/Markets/News/PrintNews.aspx?NewsId=5475272418>

<http://www.indiainfoline.com/Markets/News/PrintNews.aspx?NewsId=5475272418>

<http://www.asianage.com/life-and-style/youth-take-mission-education-486>

INFLUENCE Green Fellowships- (The Education Times and Shiksha.com)

http://articles.timesofindia.indiatimes.com/2012-12-24/news/35990959_1_environmental-fellowship-solar-energy-environmental-issues

http://articles.timesofindia.indiatimes.com/2012-12-24/news/35990959_1_environmental-fellowship-solar-energy-environmental-issues

<http://www.shiksha.com/wanted-innovative-ideas-for-environmental-action-article-5621-1>

INFLUENCE I Engage Camp- (University magazine- DU beat)

<http://dubeat.com/2013/01/influence-i-engage-camp/>

Spotted.Stop It Clean-o-Carnival (Hindustan Times)

<http://www.hindustantimes.com/Entertainment/Regional/Samaritan-summer/Article1-1030746.aspx>

Photo documentation –

All the photographs of the activities carried out by INFLUENCE during 2012-13 can be accessed through the following link-

http://www.facebook.com/pages/Swechha-We-for-Change-Foundation-We-for-Yamuna/45017707895?sk=photos_albums