

**REASON FOR CHOOSING IIIIRD IFT ● CERTAAG**

How does one bring about social change? The obvious answer is: ideally through non-violent mass-based movements, mobilised through an organisation that ensures that collective wisdom is employed in goal setting, strategizing and sustaining the movement. The problem in reality is that mass-based movements are rare, and mass movements which can actually bring about changes are even rarer. Many factors other than people's consciousness go into the making of the movement, and it is rare that all factors come together to capture people's imagination on a large scale and for a long time. They could may happen once in a lifetime, but meanwhile, the desire for change has to be fostered, day-to-day battles have to be fought and the human spirit kept in a state of readiness; for which advocacy is the only means available. Advocacy, by its very definition, is done on the behalf of someone else. 'People-centred Advocacy' is a value and process, and it seeks to build capacities of people, making them their own advocates.

This IFT program will focus on imparting the knowledge on the governance systems, need to make the governance systems accountable, the principles of people-centred advocacy, tools & methods of advocacy, media advocacy, advocacy writing skills and networking & alliance building. Training is fully residential.

**WHO CAN APPLY FOR IIIIRD IFT ● CERTAAG?**

- NGO workers & managers
- Executives of support/ funding agencies
- Representatives of Advocacy Groups
- Others involved in movements

**MODULE OF IIIIRD IFT ● CERTAAG**

Tentative module of IIIrd IFT for 5 days is as under:

- Local Governance System in Selected Countries
- Panchayati Raj System (Central & State) in India
- Urban Governance System in South Asia
- Governance & Institutions of Development
- Accountability and Accountable Governance
- Why Accountability of the Governance Systems?
- Concepts, Need and Scope of People-Centred Advocacy
- Rights-Based Approach of People-Centred Advocacy
- Role of Information and Research in People-Centred Advocacy
- Participation of People & Institutions in People-Centred Advocacy

- Role of Right to Information in Advocacy
- Methods and Tools of People-Centred Advocacy: Hard Tools & Soft Tools
- Media for People-Centred Advocacy
- Networking and Alliance Building
- Formulation of Advocacy Plans
- Advocacy Writing Skills with Practice of Writing on: Application, Complaint, FIR, Report, Memorandum, Declaration, Appeal, Campaign Letter, Proceedings of Public Hearing, Case File, etc.

\*The module is subject to change.

**LEARNING STRATEGY & METHODS**

- Combination of theory and practice (more)
- Critical and substantive reflections of participant's own personal capacities
- Group deliberation and experiential activities
- Handouts and reading materials
- Visuals/pictorials and Field Visit

**PLACE & VENUE OF IIIIRD IFT ● CERTAAG**

Kohinoor Heritage Resort  
Naggar Castle, Manali-175130 (Dist. Kullu) HP  
Tel: +91-1902-248517  
Web: [www.kohinoorheritageresort.com](http://www.kohinoorheritageresort.com)

**ACCOMMODATION & LOGISTICS**

Hotel Kohinoor Resort, is also one of the nicest locations in tourist city of Manali. The accommodation at the hotel comprises finely

furnished rooms. All are spacious with attached bathrooms, running hot & cold water, telephone, etc. To see the glimpses of Hotel Kohinor Resort, please look at the [website](#).

Participants will be provided with the accommodation on DOUBLE SHARED basis. Rooms are equipped with linen, quilt, chair, table, attached toilet-bath, etc. Daily cleaning of rooms is ensured.

Water supply is generally adequate in the hotel. However, the possibility of occasional interruption in water supply cannot be ruled out, viewing the scarcity of water in the mountains. Electricity supply is plenty, with generator facility. LCD projector available.

#### COST OF IIIIRD IFT ● CERTAAG

The nominal Training Fee is towards the cost of (i) vegetarian food, (ii) accommodation, (iii) reading material kit, (iv) CD-ROM (to be provided at the end of training), and (v) general guidance.

A non-refundable fee of Rs. 8,500 per participant (for Indian participants) is to be paid through DD once the Application is approved. DD should be made in favour of GRASSROOTS INSTITUTE payable at Delhi or Kullu. Receipt for fee amount will be produced. The fee can also be deposited by cash/local cheque in the account of GRASSROOTS INSTITUTE. The account details can be obtained from Head of Operations before depositing the fee.

#### DEADLINE FOR APPLICATION & PAYMENT

Application Submission: 30 March 2012  
Payment of Training Fee: 10 April 2012

#### TRAVEL FOR IIIIRD IFT ● CERTAAG

The travel and transport expenses to Kullu-Manali and back would be taken care of by the participant(s) or sponsoring organization. The organizers are unable to support for any travel or transport expenses and or arrangements. Applicant is required to make his/her own bookings etc. to travel by bus, train or air.

#### MEDIUM OF IIIIRD IFT ● CERTAAG

The medium of instructions will be Hindi. Knowing Hindi is essential for participating the IIIrd IFT.

#### HOW TO REGISTER?

Applicants should fill in the Application Form that can be downloaded from our website, and should submit by e-mail quickly to the Grassroots Institute. Registration will be done on receipt of Training Fee only.

#### AVAILABILITY OF PLACES

IIIrd IFT has vacancies for 24 persons only. The places will be booked on first come first

served basis. Having < 15 participants registered the IFT may be postponed further.

#### WHOM & WHERE TO CONTACT?

##### Head Office Address

GRASSROOTS INSTITUTE  
Banjar – 175 123 Distt. Kullu (HP)  
Tel: 01903-200202, +91-9418133427  
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Website: [www.grassrootsinstitute.in](http://www.grassrootsinstitute.in)  
Contact: Mr. Chuni Lal (Head of Operations)

##### Liaison Office Address

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Contact: Mr. Chuni Lal (Head of Operations)