BSW-123

COMMUNITY ORGANIZATION AND COMMUNICATION

Block

2

CONTEMPORARY METHODS

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Expert Committee

Prof. Sushma Batra,
Department of Social Work,
University of Delhi

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Aditi Mahavidyalaya,
University of Delhi

Prof. Rose Nembiakkim,
School of Social Work,
IGNOU

Dr. Sayantani Guin,
School of Social Work,
IGNOU

Course Preparation Team

Unit Writers

Unit 1, 2 & 3: Dr. Malathi Adusumalli & Dr. Namita Jainer, Department of Social Work, University of
Delhi
Unit 4: Dr. Minimol K Jose, Vimala College, Thrissur
Unit 5: Dr. N. Ramya, SOSW, IGNOU
Unit 6: Dr. Archana Kaushik, Department of Social Work, University of Delhi

Content Editor
Prof. Prasanta Kumar Ghosh,
Department of Social Work, Visva-
Bharati

Block Editor
Dr. Sayantani Guin,
School of Social Work,
IGNOU

**Programme & Course
Coordinator**
Dr. Sayantani Guin,
School of Social Work, IGNOU

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INTRODUCTION TO BLOCK 2

Welcome to the second block of the course on, 'Community Organization and Communication'. This block will introduce you to the contemporary methods of social work. It is the practice methods that determine the future endeavors of social work as a profession. Apart from the six primary methods, these six contemporary methods will assist in upgrading the professional practice.

Therefore, the first unit on 'Advocacy' will introduce you about advocacy as the first contemporary method of social work and how it is used by social workers on the behalf of marginalized population who have been denied their rights. This unit will further work on purpose, types, skills and principles of advocacy. The second unit on 'Networking' will acquaint you with the importance of networking in social work, types, tools, strategies and essentials of effective networking. The third unit is on 'Resource Mobilization'. This unit explains the framework, types, process, essentials, etc., of resource mobilization.

The fourth unit on 'Strengths Based Practice' will introduce you to history, basic assumptions, principles, main features and key concepts of strength-based practice. Strengths-based practice in social work will assist you to look at the capabilities and natural abilities of your clients. The fifth unit is on 'Public Interest Litigation (PIL)'. This unit discusses the process to initiate legal action in a court of law for the enforcement of public interest. The sixth and the last unit of this block on 'Awareness Campaign' will reveal about the approaches, models and principles related to awareness campaign.

The six units of this block will help you understand the contemporary methods of social work.

UNIT 1 ADVOCACY AS A CONTEMPORARY METHOD OF SOCIAL WORK

* Dr. Malathi Adusumalli & Dr. Namita Jainer

Contents

1.0 OBJECTIVES

After studying this unit, you will be able to:

• Define advocacy;

• Explain the purpose and types of advocacy;

• Learn about the tools principles and skills of advocacy required for social workers;

• Understand advocacy cycle;

• Comprehend the meaning of advocacy as a method of social work.

1.1 INTRODUCTION

* Dr. Namita Jainer & Dr. Malathi Adusumalli, Department of Social Work, University of Delhi

The Constitution of India has guaranteed fundamental rights to all Indian citizens whereby inherent dignity and inalienable rights of all individuals are recognized. However, in a developing country like India, a large population of people is either unaware of their rights or unable to secure their rights because of their social, ethical or monetary limitations. Many organizations and groups are advocating for the rights of the marginalized. Simply put, this process of advocating for one's own rights and rights of others is known as advocacy. Social work profession's aims and goals align with advocacy actions for social justice. Therefore, advocacy actions by social workers are in conjunction with and on behalf of marginalized groups of people whose rights have been denied or violated. Social advocacy is an important contemporary method within social work practice for creating social change. The word "client" has been traditionally used in social work literature. In keeping with the spirit of advocacy this is now being replaced with "justice seekers" in this unit.

1.2   DEFINITION OF ADVOCACY

The word 'advocacy' derives its roots from a latin word '*advocare*' which means 'call to one's aid' or to speak on behalf of someone. It is historically allied to law, with lawyers advocating for their justice seekers within the judicial system. In social work practice, advocacy includes aspects such as creating awareness amongst public, challenge inequality and deprivation and advocating for reforms of policies, their effective implementation, etc. In order to develop a better understanding of the term advocacy, let us examine a few definitions:

Toropek & Liu (2001) defined advocacy as an "action a mental health professional, counselor, or psychologist takes in assisting clients and clients groups to achieve therapy goals through participating in clients' environments". It is centered on a very micro- system oriented understanding for advocacy. This is a very limited understanding for social work advocacy because the intent and outcome of such advocacy is only to increase the individuals' sense of power by helping them to feel more confident, to become more assertive and gain increased choices. Here, advocacy may be seen as an array of roles that professionals adopt in the interest of justice seekers. Implicit in this definition is the notion of pressing a case with influential others.

Hoefer (2006) defines social work advocacy as, "That part of social work practice where the social worker takes action in a systematic and purposeful way to defend, represent, or otherwise advance the cause of one or more clients at the individual, group, organizational or community level, in order to promote social justice". This definition broadens the understanding of social work advocacy beyond individual's micro system.

On similar lines, Schneider and Lester (2001) define social work advocacy as the "exclusive and mutual representation of clients or a cause in a forum attempting to systematically influence decision making in an unjust or unresponsive system". This definition more explicitly links social work advocacy to the ideas of systemic influence beyond the individual's psychological make-up and their immediate environment towards a broader consideration of the structural factors impacting their lives. This understanding of social work advocacy is very close to emancipatory and transformational perspective on social work with the following foci:

1. It emphasizes the principles of equality, social justice and social inclusion that underpin social work.
2. It attempts to change unjust social systems, institutions and structures.
3. Its efforts are in the form of organized actions.
4. It aims at influencing public policies, societal attitudes, and socio-political processes.
5. It enables and empowers the marginalized to speak for themselves.

1.3 ADVOCACY AS A CONTEMPORARY METHOD OF SOCIAL WORK

Social Justice is one of the major principles on which social work profession is based. Advocacy is a well-established strategy and a professional obligation for achieving social justice (Dalrymple & Boylan, 2013). Even the National and International professional social work bodies across the world like the British Association of Social Workers, International Federation of Social Workers, National Association of Social Workers have time and again emphasized on advocacy in their codes of ethics for professional social work practice.

1.4   PURPOSE OF ADVOCACY

Being an "advocate" of rights of people is one of the most important roles of a social worker.

Advocacy is an important means of bringing change in lives of people who are disadvantaged, disempowered, or discriminated against. It plays a vital role in promoting the welfare of such individuals and groups. In our society, not everyone is always aware of their rights and the resources available for their enforcement. There are still a substantial number of people in our society who are disabled, disadvantaged and do not have access to information, services, facilities, etc. The purposes of human rights advocacy given by Lord and Gray (2007) are adapted for social work advocacy efforts in Indian social context and are listed below:

1. Educate ourselves and others about an issue or problem that needs to be addressed.

2. Change attitudes and spread awareness in society by addressing specific myths and misconceptions about social problems.

3. Sensitize and influence law-makers, bureaucracy and the larger communities about the issues of the marginalized and oppressed.

4. Organize efforts to support legal and social change for new laws and enforcement of existing laws.

5. Develop coalitions and networks to work together to achieve shared goals.

6. Influence the media to represent the contemporary issues of the marginalized.

Check Your Progress I

Note: a) Use the space provided for your answer.

   b) Check you answer with those provided at the end of this unit.

1. Define Advocacy.

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1.5   TYPES OF ADVOCACY

People involved in advocacy sometimes give labels to particular styles of project. In practice, each project is unique and does not necessarily fit under only one label. They can adapt to local circumstances and the changing needs of people they support. The advocacy practice differs from situation to situation. Every problem has a different approach. These approaches can be broadly categorized into following models:

1. **Self Advocacy**

   Self Advocacy means speaking for oneself. It is the ability to effectively communicate one's needs to others. Self advocacy is one of the most significant approaches of advocacy in the sense that it focuses on individual empowerment by gaining awareness, strength and building skills to advocate for themselves.

2. **Peer Advocacy**

   Peer advocacy takes place when the individual providing the help has been through, or is going through, a similar experience. This is also known as '*support advocacy'* and is often used by support groups. It is based on trust and empathy as the individual providing help has been through a similar experience. It aims to increase awareness, confidence and assertiveness so that the individuals can speak up for themselves or do 'self advocacy'.

3. **Professional Advocacy**

   Professional Advocacy is what we understand by advocacy in general. Professionally qualified and trained workers are employed to resolve a specific short term problem. Sometimes it is also referred to as "crisis advocacy". It usually functions within the statutory framework. However, it cannot always be resorted to since it involves payment of professional fees which everyone can not afford.

4. **Citizen Advocacy**

   Citizen advocacy stands for the persuasive and supportive activities of trained and selected volunteers who are usually unpaid. They work on behalf of the people who cannot defend their rights as citizens. They encourage ordinary citizens to become more involved with the welfare of disadvantaged people. Most of the social movements like Narmada Bachao Andolan are examples of such citizen advocacy.

5. **Statutory Advocacy**

   This is a type of advocacy where someone is appointed with legal responsibility to represent another- an individual, agency or organization such as a welfare guardian. The Delhi State Legal Services Authority is an example of such statutory advocacy.

6. **Public Policy Advocacy/ Systems Advocacy**

   This advocacy is primarily concerned with influencing the system (legislation, policy and practices). It is a continuing process in a long term framework. Public policy advocacy is pursued by organizations centered on specific issues and areas. It focuses on public at large and has its effect on a macro level, for example, Bachpan Bachao Andolan.

1.6 IMPORTANT TOOLS OF ADVOCACY FOR SOCIAL WORKERS

Advocacy strategies provide powerful tools for challenging social injustice. Some of the advocacy strategies that could be employed by social workers are listed below:

1. **Public Interest Litigation**

   In recent times, Public Interest Litigation (PIL) has become a very significant tool for social advocacy. It is especially resorted to when relief is sought against the state agencies. Under the provisions of the Constitution of India, any person can approach the Supreme Court (Article 32) or the High Court (Article 226), for the interest of general public.

   In 1979, after reading a newspaper report regarding the inhuman conditions of undertrial prisoners languishing in Patna and Muzzafarpur jails, Kapila Hingorani, a practicing advocate in the Supreme Court, filed a writ of *habeas corpus* on the behalf of the prisoners. At that time, rules of locus standi i.e. right or capacity to bring an action to appear in a court were stricter; an action could only be brought by the person himself or by a relative. However, after hearing the matter Supreme Court issued notice to the Bihar Government and eventually 40,000 under trial prisoners were released. The landmark case came to be known as Hussainara Khatoon case (Hussainara Khatoon & Ors. v. Home Secretary, State of Bihar, 1979) and became the first PIL case in India. Thereafter, Kapila Hingorani came to be known as "Mother of PILs". (Indian Express, 2014)

The reason behind the effectiveness of Public Interest Litigation is the active role played by the Judiciary. Judiciary remaining within its jurisdiction has gone beyond the set patterns to deliver true justice. Realizing the harsh realities of our democratic society where though every man has been provided with the fundamental rights and the right to ensure them but illiteracy, poverty, unawareness, render all those rights meaningless, the Judiciary has taken upon itself that the objectives set out in the Preamble of our Constitution are fulfilled. Judicial Activism literally means the active role played by the Judiciary in promoting justice. Justice P.N. Bhagwati who conceptualized PIL in India and observed in People's Union for Democratic Rights v. Union of India (1983) that:

"...Public interest litigation, as we conceive it, is essentially a co-operative or collaborative effort on the part of the petitioner, the State or public authority and the court to secure observance of the constitutional or legal rights, benefits and privileges conferred upon the vulnerable sections of the community and to reach social justice to them. The State or public authority against whom public interest litigation is brought should be as much interested in ensuring basic human rights, constitutional as well as legal, to those who are in a socially and economically disadvantaged position, as the petitioner who brings the public interest litigation before the Court. The state or public authority which is arrayed as a respondent in public interest litigation should, in fact, welcome it, as it would give it an opportunity to right a wrong or to redress an injustice done to the poor and weaker sections of the community whose welfare is and must be the prime concern of the State or the public authority".

Some more examples of PIL for public interest are-

a) In Olga Tellis v. Bombay Municipal Corporation (1985), Olga Tellis, a journalist, filed a writ petition on behalf of the slum dwellers and pavement dwellers before the Supreme Court of India. The order passed by the Bombay Municipal Corporation to evict the slum dwellers and pavement dwellers was challenged. The Supreme Court held that slum dwellers and pavement dwellers must get the alternative shelter if they are evicted from the pavements.

b) As a result of PIL filed (Vishaka v. State of Rajasthan, 1997), exhaustive guidelines for preventing sexual harassment of working women in place of work were laid down. These guidelines are popularly called Vishaka guidelines.

PIL has been very instrumental in providing relief to the marginalized and disadvantaged section of the society. It is one of the most effective methods of advocacy whereby relief has been provided to a large section of society. It has not only provided appropriate remedy but has also broadened the scope of our fundamental rights enshrined in the constitution.

2. **Legal Aid**

Article 39A of the Constitution of India provides that State shall secure that the operation of the legal system promotes justice on a basis of equal opportunity, and shall in particular, provide free legal aid, by suitable legislation or schemes or in any other way, to ensure that opportunities for securing justice are not denied to any citizen by reason of economic or other disability. Pursuant to Article 39A, Legal Services Authorities Act, 1987 was enacted to give a statutory base to legal aid programmes throughout the country on a uniform pattern. This act was finally enforced on 9th of November, 1995.

Free legal service is provided to women and children; members of scheduled castes/scheduled tribes, industrial workmen, victims of mass disaster, violence, flood, drought, earthquake, industrial disaster, disabled persons, person in custody, persons whose annual income does not exceed Rs. 1,00,000/- for the purposes of payment of court fee, process fees and all other charges payable or incurred in connection with any legal proceedings, providing advocate in legal proceedings, obtaining and supplying of certified copies of orders and other documents in legal proceedings, etc. These services can be availed from:
a) Supreme Court Legal Services Committee for Supreme Court Cases.
b) State Legal Services Authority.
c) High Court Legal Services Committee situated at High Court Complex in every High Court for High Court cases.
d) District Legal Services Authority situated in the District Court Complex in every District.

3. **Social Media**

Today when the world is witnessing technological revolution, it will not be an exaggeration to say that social media is the glue that is holding the people together. Social media is the fastest source to amplify advocacy efforts by reaching out to more people, in more places quickly. Information transfers exponentially on the internet, therefore, it has a very wide

reach. Social media has become a pivotal point of almost any movement. On social media and networking websites, people can exchange ideas, debate on an issue, and pass information to others by sharing media links, videos and other information. Most popular social advocacy tools include websites, blogs, Facebook, Twitter, WhatsApp, Youtube, email, etc. And since most of these websites are for free, a large number of people can access them. In fact, in today's world no advocacy movement can realize its full potential without social media.

One of the glaring examples of strength of social media was witnessed in the active role played by the social media post of the December 2012 Delhi gang-rape of a physiotherapy student 'Nirbhaya' that propelled the Government to drive the issue of violence against women to a centre stage. Immediately, an ordinance was promulgated by the President of India that later became the Criminal Law (Amendment) Act, 2013 providing for amendment of Indian Penal Code, Indian Evidence Act, and Code of Criminal Procedure, 1973 on laws related to sexual offences.

4. **Advocacy/Pressure groups**

   Advocacy groups in the form of non-governmental organizations and forums organized at local, national or international level, help address issues in support of the public good via their multifarious activities. They raise issues involving public interest, assist in the law making process, influence policy formation, monitor their effective implementation, conduct research, conduct public hearings, pressurize the duty bearers to implement as per mandate, and also encourage others to participate in community services, etc.

   These have played a significant role in uplifting the conditions of disabled and disadvantaged people by active advocacy. Following are few examples of the advocacy efforts that made a huge impact on the society through their persistent efforts.

   a) **Amnesty International** is a worldwide campaigning movement that works to promote internationally recognized human rights for all. It undertakes research and action focused on preventing and ending grave abuses of the rights to physical and mental integrity, freedom of conscience and expression, and freedom from discrimination, within the context of its work to promote all human rights.

b) **International Women's Rights Action Watch (IWRAW)** promotes recognition of women's human rights under the United Nation's Convention on the Elimination of All Forms of Discrimination against Women (the CEDAW Convention). Since its inception, IWRAW's program has expanded to encompass advocacy for women's human rights under all the international human rights treaties.

c) **International Committee of the Red Cross (ICRC)** is an impartial, neutral and independent organization whose exclusively humanitarian mission is to protect the lives and dignity of victims of armed conflict and other situations of violence and to provide them with assistance. It was assigned by State parties to the four Geneva Conventions of 1949 and their Additional Protocols of 1977 and 2005 the mandate to protect the victims of international and internal armed conflicts.

d) **Centre for Public Interest Litigation** conducts litigation on matters of public interest by resorting to the writ jurisdiction of the Supreme Court.

e) **Centre for Budget and Governance Accountability (CBGA)** is a policy research and advocacy organization based in New Delhi. It analyses public policies and government finances in India, and advocates for greater transparency, accountability and public participation in budget processes.

f) **Slum Jagathu (Slum World)** is a not-for-profit monthly magazine that is produced entirely by people living in the slums of Bangalore. It focuses on life in overcrowded and neglected settlements that are inhabited by urban poor. The ultimate aim of this effort is to inspire a movement to fight for basic rights and amenities of slum dwellers.

1.7   PRINCIPLES OF ADVOCACY

In the practice of advocacy as a method of contemporary social work, social workers are faced with ethical dilemmas. In order to address such dilemmas, Bateman (2000) outlines the six ethical principles for advocacy in social work practice. These principles have been adapted and modified for social work practice in India:

1. **Act in best interests:** Social workers are faced with many competing interests in the practice of advocacy. It is important that the social workers act in the best interests of the justice seeker. Also, the focus of the advocacy efforts should be to protect and promote social justice and human rights.

2. **Respect the right to self determination:** The advocacy actions are taken by the social worker on behalf of the justice seekers, so, it is important to take cognizance of willingness and wishes of the justice seekers.

3. **Sharing information:** The key in advocacy is information. It is important that the actions of the social workers empower the justice seekers by keeping them fully informed from time to time. Also the information from the justice seekers should be kept confidential in order to protect their identity and interests.

4. **Preparedness:** Information, knowledge and skills are important competencies that are needed by the social worker for advocating a case or a cause. It is important for the social worker to be prepared and informed on the subject through research, and develop necessary competence.

1.8   SKILLS FOR ADVOCACY

The following list of skills required for advocacy in social work is adapted from Wilks (2012):

1. **Research:** The skills in collecting, analyzing & evaluating the information on the issue advocated for, are important for social workers.

2. **Negotiation skills and assertiveness:** The complex inter-personal and inter-professional negotiation and assertiveness is a key element in advocacy to promote issues of social justice and rights.

3. **Skills in presenting a case or cause:** This skill is very important as the presentation of the case or cause by the social worker determines the outcome of the advocacy efforts. The social worker needs to be creative in advocacy efforts to maximize the gains and impact.

4. **Skills in working with groups/ teams:** Advocacy is not a one person job. The success of advocacy is dependent on the social workers' ability in participatory approaches while working with people. It requires collaboration, cooperation, communication and negotiation efforts to promote social justice and human rights.

1.9   ADVOCACY CYCLE

Advocacy is not a linear or ordered linear process. Many a time successful advocacy is about seizing the opportunity as it comes. But, this is not to undermine the importance of planning for advocacy. It is just to emphasize that advocacy is a systematic and organised activity even though the steps may not always occur in a linear way. Figure 1 shows the advocacy cycle proposed by The International Save the Children Alliance (2007). This advocacy cycle is a suggestive framework for advocacy planning.

1. **Identify the advocacy issue:** This is the first and the foremost step. It involves research skills to gather strong and unambiguous evidence about the issue at hand. It is about looking at the problem, its underlying causes and identifying the places of rupture that are responsible for injustice and inequality.

2. **Set clear advocacy goals and objectives:** In this step, the social worker identifies and sets clear goals about the needed change and solutions that should be adopted.
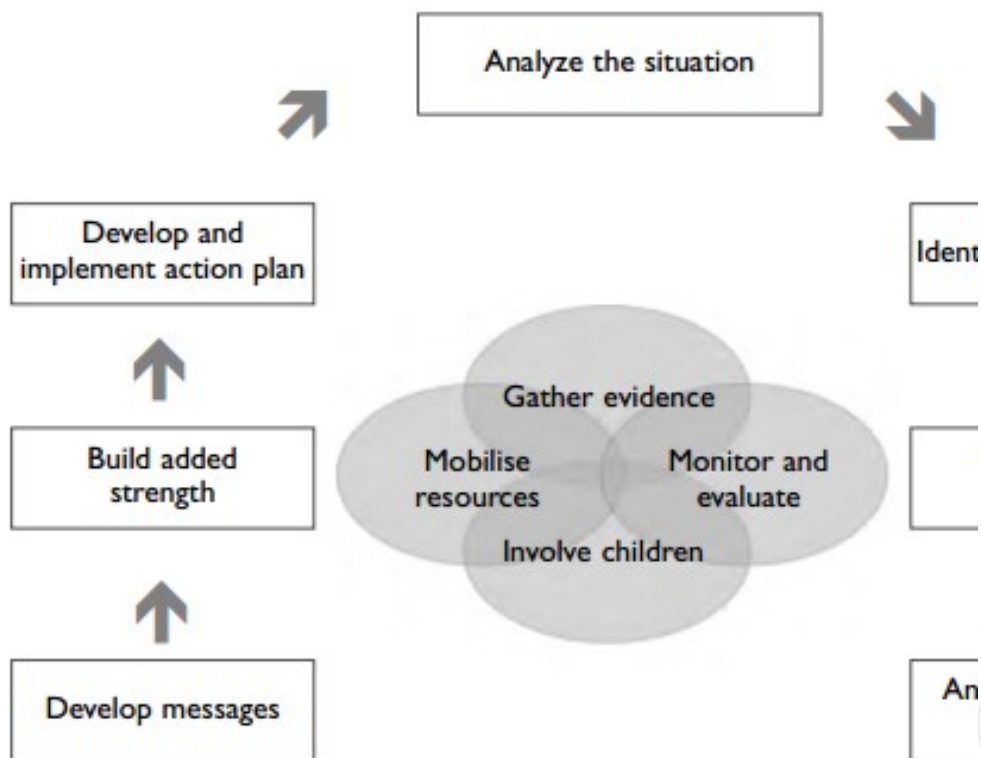
Figure 1: Advocacy cycle by The International Save the Children Alliance (2007)

3. **Analyze policy and power:** The social workers, in this step, identify the policies and power centers that need to be tapped to press for the cause and case that needs to be advocated.

4. **Identify advocacy targets and influentials**: This step is about identifying the advocacy targets that have the competence and power to bring about the desired change.

5. **Develop messages:** This step is about plans to develop and deliver the messages that are expected to instill the desired change.

6. **Build added strength:** In this step, the social workers use their skills to organize support and use it to mobilize people on the issue.

7. **Implement action plan:** The social workers now roll out the action plan with the help of support groups.

8. **Monitor and evaluate:** Monitoring, evaluation and reflection on the advocacy efforts is an important step to judge the effectiveness of the advocacy efforts. This determines the future course of action.

Check Your Progress II

Note: a) Use the space provided for your answer.

    b) Check you answer with those provided at the end of this unit.

1) Explain the principles of advocacy work.

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2) Enlist the skills of advocacy.

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1.10 LET US SUM UP

From an argument to a movement, advocacy has come a long way and has demonstrated its efficiency and effectiveness for social work practice. Advocacy in all its forms have been instrumental in bringing about social change, policy formulation and implementation. The scope of advocacy has been broadened to involve the following:

1. It has contributed in resisting unequal power relations (like patriarchy) at every level from personal to public;

2. It leads to engaging institutions of governance to empower the marginalized;

3. It is creating and using 'spaces' within system to change it;

4. It involves strategizing the use of knowledge, skills and opportunities to influence public policies; and

5. It is bridging the micro-level activism and macro level policy initiatives.

1.11 SUGGESTED READINGS

1. Bateman, N. (2000). *Advocacy skills for Health and Social Care professionals*. London: Jessica Kingsley.

2   Dalrymple, J. & Boylan, J. (2013). *Effective Advocacy in Social Work*. New Delhi: Sage Publications.

3   Hoefer, R. (2006). *Advocacy practice for social justice.* Chicago: Lyceum Books Inc.

4   Indian Express (Feb 2, 2014). *In Public Interest.* (www.indianexpress.com/article/india/india-others/in-public-interest/)

5   Lord, J & Gray, M. (September, 2007). *Human Rights Advocacy.* (https://www.american.edu/cgp/IHRC/upload/Human-Rights-Advocacy.pdf)

6   Save the Children. (2007). *Advocacy Matters: Helping children change their world: participant's manual*. London: An International Save the Children Alliance (http://www.unicef.org/adolescence/cypguide/files/Advocacy_Matters_Participants_Manual.pdf)

7   Schneider, R. & Lester, L. (2001). *Social work advocacy: A new framework for action*. Belmont CA: Brooks Cole.

8   Toporek, R.L. & Liu, W.M. (2001). Advocacy in counseling: Addressing race, class and gender oppression. In D. B. Poe-Davis & H. L. K. Coleman (Eds.), *The intersection of race, class and gender in multicultural counseling*. New Delhi: Sage Publications.

9   Wilks, T. (2012). *Advocacy and social work practice.* Maidenhead: Open University Press.

1.12 ANSWERS TO CHECK YOUR PROGRESS

Check your progress I

1) Toropek and Liu (2001) defined advocacy as an "action a mental health professional, counselor, or psychologist takes in assisting clients and clients group to achieve therapy goals through participating in clients' environment."

Check your progress II

1) These principles have been adapted and modified for social work practice in India:

- Act in best interests: Social workers are faced with many competing interests in the practice of advocacy. It is important that the social workers act in the best interests of the justice seeker.

- Respect the right to self-determination: The advocacy actions are taken by the social worker on behalf of the justice seekers, so it is important to take cognizance of willingness and wishes of the justice seeker.

- Sharing Information: The key in advocacy is information. It is important that the actions of the social workers empower the justice seekers by keeping them fully informed from time to time.

- Preparedness: Information, knowledge and skills are important competencies that are needed by the social worker for advocating a case or a cause.

2. The following list of skills required for advocacy in social work is adapted from Wilks (2012):

- Research: The skills in collecting, analyzing and evaluating the information on the issue advocated for, are important for social workers.

- Negotiation skills and assertiveness: The complex inter-personal and inter-professional negotiation and assertiveness is a key in advocacy to promote issues of social justice and rights.

- Skills in presenting a case or cause: This skill is very important as the presentation of the case or cause by the social workers determines the outcome of the advocacy efforts.

- Skills in working with groups/teams: Advocacy is a not a one-person job. The success of advocacy is dependent on social workers' ability in participatory approaches in working with people.

UNIT 2   NETWORKING AS A CONTEMPORARY METHOD OF SOCIAL WORK

*Dr. Malathi Adusumalli & Dr. Namita Jainer

Contents

2.0   OBJECTIVES

After studying this unit you will be able to:

- understand the concepts of networks and networking;
- explain the importance of networking in social work;
- learn about the types, tools and strategies of networking;
- understand the essentials of effective networking.

2.1   INTRODUCTION

Social work practice is about promoting social change, social justice, social cohesion, and the empowerment of people. Professional social workers employ various methods and techniques in their practice with the marginalized and oppressed groups. The most popular choices of practice

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* Dr. Malathi Adusumalli & Dr. Namita Jainer, Department of Social Work, University of Delhi

are case work, group work and community work. In the changing social environment of globalization, it has become increasingly challenging to practice social work as a one person job. Social workers necessarily need to develop networks and support systems for effective practice. In the contemporary times, networking is being considered an important method of social work practice because of its effectiveness in tapping resources, gaining knowledge, influencing policies to advocate for rights and social justice.

2.2   DEFINITION OF NETWORKS AND NETWORKING

Shared interest is the basis of all networking endeavors and is about exchange of information, ideas and resources among individuals. Building supportive networks is the cornerstone of networking exercise. Kirst-Ashman & Hull (2006) define networks as a "number of individuals and organizations that are interconnected to accomplish a goal that each feels is worthwhile." These networks need not be formal groups working together all the time. They can also be ad-hoc arrangements with informal memberships to achieve a particular goal.

Gilchrist (2004) suggests that in networks the "existence and vitality of linkage are determined by personal choices, circumstance or occasionally sheer coincidence. Cooperation between members relies on persuasion and reciprocity rather than coercion or contracts … the most important and useful aspect of a network is its pattern of connections, which often reflects on underlying value basis, shared interest or simply the geography of overlapping lives".

Based on this understanding of networks with symbiotic relationships, Folgheraiter (2004) defines networking as a "deliberate action by one or several social workers which takes the form of a relationship- in practice, joint action- with a network of people i.e. with other pre-existing or potential relationships." This action is aimed at rendering support to justice seekers and improving the quality and capacity for action of both the expert and the network.

Thus, networking in social work practice has the following emphasis:
1. It involves building relationships with other professionals who share interests, opportunities and aims to work together towards the achievement of these mutual goals.

2. It is about creating useful linkages, alliances both within and among communities, organizations, and societies, in order to mobilize resources and achieve social work goals.

3. It demands building long-term symbiotic relationships with all the partners in the network for mutual support, assistance, and engagements for shared goals.

2.3   IMPORTANCE OF NETWORKING IN SOCIAL WORK

Social workers need to collaborate and cooperate with other individuals and organizations for an effective social work practice. A network's value is judged by its capacity to mobilize individual and collective responses to adversity. Networking is a strategy of empowerment at both the individual and collective level. Social workers must also understand the importance of networks and networking both for clients and their own effectiveness as helpers and change agents. The following are the advantages of networking as a method of social work practice:

1. **Social capital:** Network therapy and networking uses relationships as assets for problem solving and restoration of social functioning. Relationships among people enable day to day social functioning form part of social capital. Just like human capital, social capital is an asset that provides individuals with social security, emotional support and makes them feel protected. For example, in the event of discord in marital relations of a couple, other members of the family and relatives help the couple in distress. Such networks help individuals feel more confident of their ability to weather a personal storm and help reduce stress. Networking helps to bring together formal and informal carers and support systems for effective problem solving and stress mitigation. Support groups under group work can provide emotional security, forming an essential part of social capital for people.

2. **Opens doors to variety of resources inside and outside the profession**: First and foremost, networks augment resources both formal and informal. Networking is grounded in the notion that people who pool their resources have a greater ability to advance their interests. It also encourages sharing of resources and offer opportunities for increased communication which can lead to constructive thinking and new solutions. For example, if an organization wants to press for a new legislation related to rampant acid attacks on

women then instead of carrying out new research, it can use the studies done by any other organization already working with the victims of acid attacks.

3. **Widens support and encourages solidarity**: Connections formed through networking can be useful in broadening the research and knowledge base of social campaigns and generating new resources and backing for their efforts. Networking also prevents duplication of efforts and encourages collective and concerted efforts for an issue. It helps to unite the local and global levels. This facilitates interaction between people in different parts of the world and allows them to recognize both their differences and their commonality. It is also a tool for organizations and individuals to come together in solidarity and act as pressure groups for social justice goals at the regional, national and international level. Joint efforts are essential part of advocacy for social work goals because cooperation is imperative for non- governmental organizations eager to scale-up activities and enhance their impact. Even the social workers themselves find company to share personal stress and gain guidance. Recently, International Federation of Social Workers (IFSW) has granted a member status to India. This was a long pending issue as only one organization from a country is granted membership of IFSW. In 2015, six organizations namely Indian Society of Professional Social Workers, founded in 1970; The National Association of Professional Social Workers, founded in 2014; The Karnataka Association of Professional Social Workers, founded in 1977; Kerala Association of Professional Social Workers, founded in 2013; Professional Social Workers Association, founded in 2004; and Bombay Association of Trained Social Workers, founded in 1989, came together to form one body, The Indian Network of Professional Social Work Association (INPSWA) fetched India the membership status with IFSW.

4. **Aids in social work practice efforts:** Networking helps to speed up action through a social system. It aids in organizing and mobilizing, empowering civil society groups, and enabling poor and powerless individuals to have a stronger voice in the processes of decision-making. For example, organization Kat-Katha is working with the children of the sex workers in Delhi. One of the important strategies of Kat-katha is to educate these children. Instead of building their own capacities for this, it may also be useful for the organization to collaborate with other organizations already working in the field of education like Ankur and/or Pratham to make difference in the lives of these children.

5. **Aid in confronting challenges:** Another fundamental advantage of networking is that they allow organizations to confront growing challenges without having to enlarge their formal structure. Individual weakness can be overcome through neworking with other organizations, for example, Shack/ Slum Dwellers International, Street Net International (alliance of street vendors).

6. **Human rights monitoring:** It is important to see networking as an important part of human rights monitoring under social work practice as it plays significant role in assisting with consultation and accountability of government and non-government actors. It is by active sharing of information and cooperation among human rights partners and local actors that human rights violations can be addressed. This role is of utmost importance because of the shrinking welfare state in the contemporary times. For example, International Dalit Solidarity network is an example of such human rights monitoring through networks.

7. **Research and Education:** Networking plays an important role in the realm of research, education, and scholarship. Partnerships and linkages among scholars and institutions allow those in postgraduate and professional communities to share existing knowledge about development. For example, the developmental professionals working in the field are an important resource for the educational institutions to teach about the contemporary realities of the profession in practice. Similarly, educational institutions provide a pool of trained professionals to the organizations for work and practice. Also the research conducted by institutions may be very useful for the organizations to understand the society, its concerns and contemporary challenges with a research focus. For example, Beyond Copenhagen Collective is a coalition of organizations and networks working on environmental and climate justice and sustainable development.

2.4   ESSENTIALS OF EFFECTIVE NETWORKING

Networking is a very planned and intensive process. It is very important that the following essentials of networking are taken into consideration for an effective networking:

1. **Data base:** Creation of data base of information and resources essential to all partners in a network is important. Without this, there will be gaps in information sharing and communication which would lead to ineffective networking.

2. **Building sustainable relationship:** It is important that the networking relationship is symbiotic, guided by mutual goals and common interests because only these prerequisites can ensure a sustainable network. Mutual goals support mutual development of all the partners in the network. The mutual interdependence ensures that the partners in the network are able to have long term partnerships with each other.

3. **Communication:** Information sharing is the key to effective networking. If the partners in the networking exercise do not share information of common interest regularly then it might lead to mistrust among the networking partners. Also, without the smooth flow of information, the partners in the network would not be able to share resources effectively. Ineffective communication is the biggest hindrance to networking as it fails the very purpose networks are formed for.

4. **Shared confidentiality:** Trust and confidentiality promote smooth communication and alliance among all the partners in a network. Although the information shared among the partners is open to the members of the network but the underlying principle remains that the information shared should not be misused in any way and should be strictly kept within the bounds of network.

Check Your Progress I

Note: a) Use the space provided for your answer.

   b) Check you answer with those provided at the end of this unit.

1) Define networks and networking.

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2) What are the essentials of effective networking?

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2.5   VARIOUS TYPES OF NETWORKS

Networks range from micro like family to macro systems like national forums and alliances. The following are the various kinds of networks formed in order to promote mutual help and support:

1. **Informal network:** Informal network includes the personal relationships like family, neighbors and friends on whom one can rely for support. They are also known as natural networks. This network is the first to be tapped by the social worker for planning and intervention. It must also be noted that negative or dysfunctional relationships can reduce network's effectiveness. The informal groups are also the primary support group that needs to be tapped by the social worker for any problem solving and social support building.

2. **Formal network:** This refers to any professional group formulated to promote networking among its members. They can also be referred to as planned and structured support groups. For example, a self help group is an example of a formal network. The members in this kind of network have a common goal and interest to achieve. This network is the support group outside the primary group affiliations that the individuals have beyond family and friends.

3. **Internal Network:**   This network is related to the workplace. The professional relationships and associations developed in the workplace form the internal network of the social worker. The networking in the various departments of the same organization is an example of this internal network. For example, in a non- governmental organization the administration in the office forms one unit while the field staff in community forms another unit. In spite of the differences in the work profiles, both these different units in the organization need to work in tandem with each other for the smooth functioning of the organization working for the welfare of the people.

4. **External Network:** Professional relationships and alliances related to the profession but outside of the workplace form the external network. For example, the alliance of a social

worker in an organization with another organization is part of her/ his external network. For example, an organization working for the rights of the sex workers has to form associations with the police officials for carrying out the rescue work and with hospitals for provisioning of health care facilities to the sex workers. External networks are important because no organization or individual is self sufficient and need assistance and resources from others in the welfare system, governmental and/or non-governmental, to accomplish their goals.

5. **Operational Network:** The network of people who collaborate with each other due to work form an operational network. For example, in the government welfare department, welfare officer works in direct collaboration with the junior staff under them like the ASHA (Accredited Social Health Activist) worker or Aanganwadi worker. The welfare officer supervises and monitors the work of the junior staff for the provisioning of the welfare services to the people. The welfare officer gets the welfare work done through these junior staff and thus they form an essential part of the operational network of the welfare officer.

6. **Personal Networks:** This is not to be confused with informal networks because it is identified by alliances outside family. It includes groups such as professional associations, alumni and affinity groups with like-minded interests. These are essentially important network of people who increase the social worker's or organization's access and reach to resources from local to the global.

7. **Strategic networks:** This is an important network and involves maintaining alliances with peers and senior people in one's professional field. This network is of special significance for professional development as it involves sharing of ideas about best practices, learning new approaches and keeping oneself up to date with new developments on the professional front. For example, social workers across the world get themselves registered with the national bodies and organizations like the National Associations of Social Workers (NASW) in USA. In India, social work is still not certified as a profession. But a few professional bodies like the National Association of Professional Social Workers of India (NAPSWI) are trying to find a ground at the national and international level. Such bodies form a very important strategic network for

social work professionals for sharing of ideas, resources and help them to remain connected to the contemporary developments in the field.

8. **Social Network:** Social media is the term used for the online technology that enables people to communicate and instantly share information and resources with local, national and international audiences. In contemporary times, social networking has also become an important tool for establishing and maintaining networks through sites like Twitter, WhatsApp, YouTube, Facebook, etc. Rapid advances in media, telecommunications, and computer technology have facilitated wide sharing of information among multiple civil society stakeholders. This network is significant for two main reasons- low cost and instant sharing with a larger audience. This can be very useful for social workers and civil society organizations to organize events, rallies or campaigns on issues and social causes. The reach of the social media has transformed information sharing to a level never known before.

9. **Civic engagement:** It is related to interaction between civil society organizations and governments, at local, national and international levels. It is important to build constructive relationships and bring about social, economic, and political changes. For example, the passing of the acts like the Protection of Women from Domestic Violence Act, 2005 is an example of work of many women organizations who engaged with the government to negotiate and convince the government machinery to press for the need of protection of rights of women and protection against violence.

All these types of networks are representative of relationships and exchanges between all members of the neighborhood, community, professional groups or a society. They all form a part of a pool of 'social capital'. Social capital links to the notion of human capital and describes the knowledge, skills, resourcefulness, social support, quality of personal relationships and connections within a community.

2.6   TOOLS AND STRATEGIES OF NETWORKING

Networking is essentially dependent on skills of network construction, that is, the knowledge of how to build new networks. Equally important is the need to sustain or change existing networks according to needs and demands of the goals of the profession. The following tools are very

useful for social workers and civil society organizations to form networks and increase their reach to resources needed for social work practice:

1. **Social media:** Social Media enables people to communicate and instantly share information and resources with local, national and international audiences. It gives a wider audience at low cost and has an amplified reach compared to other modes of communication. Facebook, WhatsApp, YouTube, Twitter and Google+ are the most commonly used platforms for social media users.

2. **Professional memberships:** Both for professional growth and increasing alliances with different organizations working on social justice issues, professional memberships are a very important step. In India, we have social work professional bodies like National Association of Professional Social Workers in India (NAPSWI) that offer networking opportunities to social workers in India.

3. **Alumni groups:** Extended institutional groups such as alumni associations offer ample networking opportunities to social workers. Attending the meetings of such affinity groups is very helpful to form long lasting and useful networks to support the social work goals.

4. **Seminars/conferences/ workshops/ meetings:** Attending professional events like seminars, conferences and meetings are effective ways to establish newer alliances within the profession.

5. **Common issue-based forums:** Aligning oneself with issue-based forums and groups is a important strategy to remain up to date. These alliances are not just important for advocating a case, in fact, such association gives opportunities to participate in the macro level policy change initiatives. For example, Kutch Nav Nirman Abhiyan is a collective of grass root local NGOs and was founded as a response to the devastating cyclone in Kutch in 1998.

An example of strategies needed to build and support networks is given by Maquire (1991). who suggested activities that a social worker might use to network self help groups. These are as follows:

1. Providing a place to meet

2. Contributing and arranging for funds

3. Providing information to members

4. Training members as leaders

5. Referring people to the group

6. Publicizing group activities

7. Accepting referrals from the group

8. Providing credibility in the larger community

9. Providing credibility in the professional community

10. Serving as a buffer between group and other agencies/ organizations

11. Providing social and emotional support to group leaders

12. Consulting with group leaders.

This list is relevant for planning networking in case of self help groups by social workers. Some of the activities may be useful for other types of networking too. For example, a place is a requirement for all networks that need to conduct meetings and events like campaigns, rallies, etc. But this may not be the requirement for virtual networks.

Check Your Progress II

Note: a) Use the space provided for your answer.

b) Check you answer with those provided at the end of this unit.

1)	Define informal and formal network.
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2)	List the strategies of networking.
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2.7   LET US SUM UP

Networking is evolving as a very important contemporary method of social work. It is important for sharing of information, resources, common interests and opportunities for the achievement of the goals of social justice and human rights; that are guiding principles for all social work endeavors. Social workers may be involved with networking from many different angles and at various levels- local, national and international level. Networking is essential to ensure that the marginalized receive needed assistance. The role of the social worker through networking is to use support and network strength to link the local problems to the global issues. Also networks are important to address larger problems in the community.

2.8   SUGGESTED READINGS

1. Coulshed, V. and Orme, J. (2006). Social work practice: an introduction. Basingstoke: Palgrave Macmillan.

2. Folgheraite, F. (2004). Relational Social Work: Toward Networking and Societal Practices. London: Jessica Kingsley Publishers ltd.

2   Gilchrist, A. (2004). The well connected community. Bristol: Polity Press.

3   Kirst-Ashman, K.K. & Hull, G. H. (2006). Generalist Practice with Organizations and Communities. Belmont: Brooks/Cole.

4 Maguire, L. (1991). Social Support Systems in Practice. Silver Springs, MD: National Association of Social Workers Press.

2.9 ANSWERS TO CHECK YOUR PROGRESS

Check Your Progress I

1) Gilchrist (2004) suggests that in networks the "existence and vitality of linkage are determined by personal choices, circumstance or occasionally sheer coincidence. Cooperation between members relies on persuasion and reciprocity rather than coercion or contracts … the most important and useful aspect of a network is its pattern of connections, which often reflects on underlying value basis, shared interest or simply the geography of overlapping lives".

   Based on this understanding of networks with symbiotic relationships, Folgheraiter (2004) defines networking as a "deliberate action by one or several social workers which takes the form of a relationship- in practice, joint action- with a network of people i.e. with other pre-existing or potential relationships."

2) Networking is a very planned and intensive process. It is very important that the following essentials of networking are taken into consideration for an effective networking:

   - Data base: Creation of database of information and resources essential to all partners in networking is important. Without this, there will be gaps in information sharing and communication which would lead to ineffective networking.

   - Building Sustainable relationship: It is important that the networking relationship is symbiotic, guided by mutual goals and common interests because only these prerequisites can ensure a sustainable network.

   - Communication: Information sharing is the key to effective networking. If the partners in the networking exercise do not share information of common interest regularly then it might lead to mistrust among the networking partners.

   - Shared Confidentiality: Trust and confidentiality promote smooth communication and alliance among all the partners in a network.

Check Your Progress II

1) Informal and formal network:

- Informal Network: Informal network includes the personal relationships like family, neighbors, and friends on whom one can rely for support. They are also known as natural networks. This is the network that should be tapped first by the social worker for planning and intervention.

- Formal Network: This refers to any professional group formulated to promote networking among its members. They can also be referred to as a planned and structured support groups.

2) An example of strategies needed to build and support networks is given by Maquire (1991), who suggested the activities that a social worker might use to network self-help groups. These are as follows:

- Providing a place to meet.
- Contributing and arranging for funds.
- Providing information to members.
- Training members as leaders.
- Referring people to the group.
- Publicizing group activities.
- Accepting referrals from the group.
- Providing credibility in the larger community.
- Providing credibility in professional community.
- Serving as buffer between group and other agencies/organizations.
- Providing social and emotional support for group leaders.
- Consulting with group leaders.

UNIT 3 RESOURCE MOBILIZATION AS A CONTEMPORARY METHOD OF SOCIAL WORK

Dr. Malathi Adusumalli & Dr. Namita Jainer

Contents

3.0 OBJECTIVES

After studying this unit, you will be able to:

- Define resource mobilization;
- Explain resource mobilization framework and process;
- Learn about the types, sources and essentials of resource mobilization;
- Highlight the challenges to resource mobilization.

3.1 INTRODUCTION

* Dr. Malathi Adusumalli & Dr. Namita Jainer, Department of Social Work, University of Delhi

The principles of social justice and human rights are the guiding force for all social work practices. The justice seekers are helped by the social work professional in the restoration of their rights. Social workers and the other justice seekers themselves cannot undertake and accomplish this task alone; so they reach out to other agencies and individuals who can assist them in accomplishing their goals. This process of mobilizing the necessary resources and assistance is called resource mobilization. One of the key aspects of social justice is related to providing equal access of resources. Thus, resource mobilization is an important goal and undeniably a significant method of social work.

3.2 DEFINITION OF RESOURCE MOBILIZATION

When working with people, the social workers most often have to undertake the task of helping people in gaining access to the necessary resources. For example, a medical social worker helps the persons with disability to get access to necessities like wheel chair. This method employed by social workers to find and allocate needed resources and linking people with them is called resource mobilization.

Norton (2003) defines "resource mobilization is about an organization getting the resources that are needed to be able to do the work it has planned. Resource mobilization is more than just fundraising - it is about getting a range o f resources, from a wide range of resource providers (or donors), through a number of different mechanisms."

Very often, the term "resource mobilization" is only equated with fund raising. It is worth noting that raising funds or money is only a part of resource mobilization; in fact, resources can be both financial and non-financial. For example, resource building may include forming valuable contacts and networks, garnering the interest, support, in-kind contributions of people, money, skills, time contributions and services of people, equipment and materials.

3.3 RESOURCE MOBILIZATION AS A METHOD OF SOCIAL WORK

Resource Mobilization can be considered the oldest method of social work. Ensuring access to resources and their availability to the marginalized is one of the goals of the social work practice. Social Work as a profession began with the advent of industrialization and it involved provisioning of resources like education, health and sanitation facilities to the industrial workers who lived in inhuman conditions. All other methods of social work like case work, group work

and community organization also rely on resource mobilization for effectively engaging with the clients in order to help them with their problems and concerns. For example, the Community Chests in the United States and Canada were fund-raising organizations that collected money from local businesses and workers and distributed it to community projects.

It is also worth noting that resources mobilization is linked to many other terms in social work practice. For example, "grassroot-work" is in fact resource mobilization from below, "social-planning" is resource mobilization from above and "social management" is about internal and external resource allocation by social agencies. Thus, resource identification, mobilization and management are in- built components of all of social work activities and services.

The entire voluntary sector / development agencies working for the vulnerable have taken up resource mobilization or fund raising to act as a catalyst for empowerment and self-sustainability. It is considered critical to any social work practice for the following reasons:

1. It ensures provision of resources and services to the justice seekers.

2. It addresses issues and concerns of resource deprivation and creates opportunities of growth.

3. It provides continuity, stability and sustainability to social workers and the social welfare organizations in their work and mission (figure 1).

4. It helps in establishing a link between resources, resource providers and resource seekers.

Figure 1

[Source: Food and Agriculture Organization (FAO), 2012]

3.4 RESOURCE MOBILIZATION FRAMEWORK

The process of resource mobilization entails three key components- resources, resource providers and the resource mobilization mechanisms (Figure 2). The social work professionals form an essential link between these three.

1. **Mechanism:** These include submission of grant proposals for programmes/projects, special events, small businesses and applications for donations.

2. **Means/Resources:** These include- cash, technical support, human resource, subsidized services and facilities, equipments, information and goods.

3. **Resource Providers:** These may include: International NGOs, bilateral and multi-lateral agencies, cooperatives, government and businesses among others.
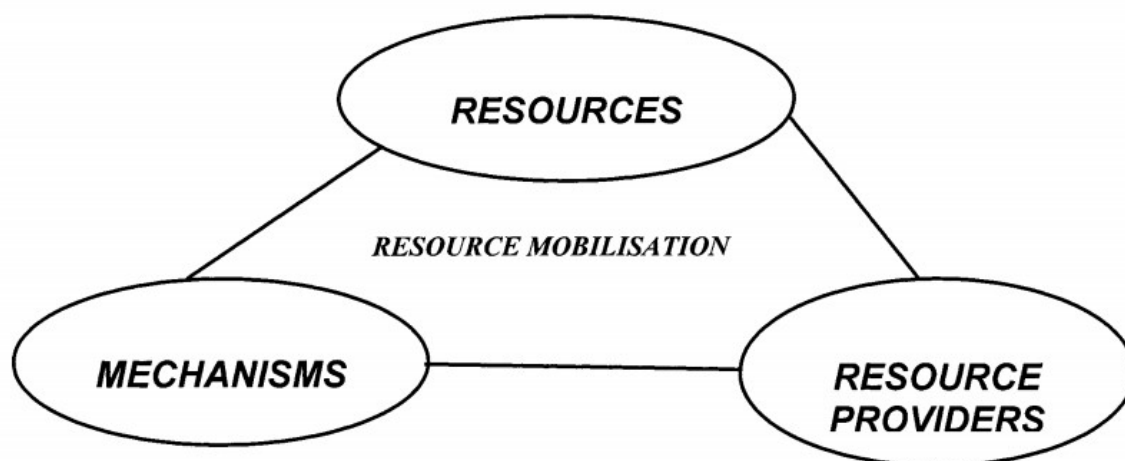
Source: Norton (2003)

Figure 2

The lack of such resources is one of the causes of distress. The unavailability of resources leads to deprivation and constraints on opportunities and growth. Resource mobilization is an effective tool to address such social problems of deprivation. Thus, resource mobilization has to be understood as a process that includes identifying, building and managing relationships with people who share the same values and concerns of social justice and human rights.

3.5 TYPES Of RESOURCES

Edwards & McCarthy (2004) have delineated a list of various types of resources integral to resource mobilization process. Their list has been modified and adapted to enlist varying types of resources that need to be tapped by social workers for effective practice as follows:

1. **Moral resources** include resources like solidarity and empathy. Usually family, friends and relatives of the person in need provide the necessary moral support in the time of distress. For example, elderly in the home usually provide guidance and support with their knowledge and experience related to health to other members of the family and also in the neighborhood.

2. **Human resources** are both more tangible and include resources like experience, skills, expertise, ideas and leadership. For example, in India we have elderly giving advice in terms of calamities or disasters, both in terms of skill and knowledge. It may include potential learners, volunteers, facilitators, leaders elected to local administrative bodies, influential personalities, religious leaders, parents, etc. Also, peer to peer learning is strongly used in HIV-AIDS prevention and rehabilitation.

3. **Social or Political resources** include partnerships, good will, reputation and favorable policies. Social networks and social networking in the contemporary times has evolved as important resources for spreading messages and mobilization for campaigns. Sometimes such resources are also negatively used by the community such as in cases of caste based networks like *Khap Panchayats*.

4. **Financial (Cash or Kind) resources** are related to access to credit and may include monetary contributions from individuals or groups. They include grants from local authorities or other community organization, user fees for participation in various activities, membership fees paid by members, fundraising events, sponsorship, etc. For example, in rural areas, the concept of *Shram-dan* is popular for undertaking various community works such as pond cleaning and temple maintenance. Also, in religious places like *Gurudwaras,* community kitchens (*Langar*) are run regularly to serve the poor. In Himachal Pradesh, the community practice of sharing agricultural work especially in transplanting paddy is routinely undertaken, saving both cost and time.

5. **Infrastructural resources** include resources like space, office supplies, etc., needed for the operation, sports and recreational equipment for playgrounds or youth programs, food and drinks to offer to volunteers or beneficiaries, etc. For example, *Mahila Mangal Dals* in Uttarakhand have essential equipment for marriage celebrations like tent, huge vessels, chairs, etc., which are lent to the community members for their wards' marriages.

3.6 RESOURCE MOBILIZATION PROCESS

Resource mobilization is not an easy task. It demands a very strategic approach and mechanism to receive resources through expansion of relations with the resource provider; right use of resources; knowledge and skills to mobilize resources. The steps to resource mobilization process are given below:

1. **Assess or "Assess the current situation"**: The first and foremost step is the assessment of the current situation. This step entails defining the goals and activities that need to be carried out for the achievement of the goals. For example, an organization working with adolescent girls in an urban community may find that the girls are interested in gaining computer literacy. So they plan to open a computer literary course for the girls. . The activities should be planned systematically and the modus-operandi should be decided specifically. The expected deliverables is another area that requires clarification. An assessment of the current situation places the project within the broader context. There is also a need to prepare proposals keeping in view the immediate requirements and long term requirements both for project implementation and infrastructure development.

2. **Identify needed resources**: After the assessment of current scenario and defining of goals, the next logical step is the identification of resources. For example, in order to open a computer literacy course, the organization needs resources like computers, a place to teach etc. There is a need to enlist all the resources needed for the project and the potential sources for mobilization. It is essential to maximize the use of already existing resources and to consider resources for short term intervention and long term requirement. It includes manpower, finance, legal expenses, infrastructure, transportation, equipment, raw materials, etc. Social work skills and capacities of the individuals have to be identified and utilized for proper conduct of any program or implementing any project. It is inevitable to compare the needs of the clients/group/community with the available resources and the gaps should be noted for installation of required resources through networking.

3. **Compare what is needed and what is available to determine the gaps:** In the process of identification of the resources, it is important to assess the resources that already exist and resources that need to be mobilized from external sources. This is to determine the gaps and identify the resources that are missing but are essential for activities and achievement of goals.

4. **Identify potential sources of needed resources:** This is a crucial step in the resource mobilization process. It involves identification of potential donors and partners who would be interested in partnering with the social worker or the social work organization with the objective of contributing to the desired goals and mission. Donor motivation and accountability need to be factored in to any resource mobilization strategy. This step demands intensive environment search and donor mapping for resource mobilization.

5. **Outline best strategies for approaching stakeholders (donors and partners):** Approaching the donors and partners for resources is a very strategically planned activity. It is not a onetime activity rather it is about creating relationships based on mutual interests embedded in principles of social justice. The most often used tool for this step is the 'proposal'. It is the face of the organization or the project for the donors and partners. The proposal should be comprehensive and lucid in approach. It should reach out with a diversified portfolio of instruments that are both direct contributions and innovative finance strategies. A system has to be followed while approaching the donors. As an initial step of targeting the associates, informal request can be made over phone, e-mails, meetings over lunch, tea, etc. In a formal environment, it is always appropriate to get an appointment with the donor for initial contact. To introduce the organization to the donor, it is appropriate to send an introductory letter along with the details of the organization and its objectives. Drafting a project proposal and submitting it to a donor in the prescribed format ensures better chances of success. All these efforts need to be properly coordinated and channelized. Usually, organization employs liaison officers and programme coordinators having social work background to deal with such assignments.

6. **Document all activities:** All the activities pertaining to mobilizing the resources must be recorded with high promptness at all stages. It is crucial to include metrics at each stage and the expected deliverables should be indicated for every activity. It is important that all activities by social workers and social work organizations are well documented. This step is significant for effective monitoring and review by the all the stakeholders. Monitoring is a process of collecting and analyzing data to measure performance. It is focused on the regular collection of information to track project activities and check whether activities have been accomplished as planned.

Although these steps in the resource mobilization process are given but it is important to note that resource mobilization is not a sequential or linear process. But the knowledge of all steps and their significance is essential for carrying out the task of resource mobilization effectively.

Check Your Progress I

Note: a) Use the space provided for your answer.

b) Check you answer with those provided at the end of this unit.

1) Define resource mobilization.

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2) Explain the framework of resource mobilization.

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3.7 ESSENTIALS FOR RESOURCE MOBILIZATION

Resources mobilization is a strategic activity and the following essentials must be taken into consideration in the process of resource mobilization:

1. **Resource mobilization should be based on a robust situational analysis:** It is important that the project proposal submitted to donor or partner agencies are based on situational analysis. One of the important components of the strategic plan is the costing of the plan. A good plan therefore provides justification for allocating resources. Need assessment study will help to have a better understanding about the current scenario of any issue. Moreover, the situational analysis should also provide valuable information on different actors currently involved in supporting or implementing the project. This is necessary for providing valuable information on the need of social work intervention. One of the most common examples is the rescue and rehabilitation programmes during national calamities wherein a whole lot of people and agencies including the government get involved.

2. **Resource mobilization activities should be meticulously planned:** Planning is a key component in resource mobilization strategies. This helps in working with a clear vision and mission reflective of a sense of commitment. Planning is important for prioritizing resources, proposing programs and projects that will yield results. There is a need to be cautious about the deadlines of the funding agency. It therefore makes sense for the professional to make a resource mobilization plan well in advance so that one is certain about getting positive responses. It is also appropriate for NGOs to apply to different agencies so that even if one agency is unable to provide support as proposed, one can pursue with other donors for positive response.

3. **Good relationships are the foundation for effective resource mobilization:** Building relationships is just as important as raising funds in resource mobilization. People do not give money to causes; they give to people with causes. So resource mobilization goes beyond fund raising and it is friend-raising as well. The resource mobilization activities should be planned and carried out in collaboration with all the actors within a particular sector. Coordination within the sector will help to minimize overlaps in funding requests, and to ensure that requests are aligned to the sector plan. Coordination with the other stakeholders, particularly the concerned departments, will help to ensure that duplications are avoided. One of the well known examples is the local fund raising campaigns of the Helpage India especially from schools across the country.

4. **Transparency and accountability bring credibility to resource mobilization:** Two central pillars of good governance are transparency and accountability. Transparency serves three purposes: it deters violations of norms; it reassures actors that others are not misusing resources; and it may also reveal problems with the existing regime that actors have not recognized before. Transparency is fostered by consistent, timely, accurate and comprehensive reporting of activities by implementers. Some of the values of social work that make evident transparency in matters associated with the resource mobilization include, responsibility and commitment, loyalty to profession, integrity, service and hard work. Financial management for safeguarding the resources raised, program monitoring, timely auditing, submission of utilization certificates and management of overall program performance are important for ensuring stakeholders' trust. Good governance ensures good reputation, credibility, and a positive image and aids in resource mobilization efforts.

5. **Regular communication:** Communication among all stakeholders is necessary via regular meetings and exchange of information. This involves information exchange with

representatives of local government, businesses, institutions, other NGOs, media and other social leaders to inform them about activities and objectives. It is important to send regular updates to these stakeholders and invite them to visit your office, project site, events and website to see the impact of work being undertaken. The familiarity with work and activities of your organization is likely to get more support and good will.

6. **Publicizing successes is important for resource mobilization:** The evidence of past accomplishments is one of the key strengths in garnering resources for future projects and endeavors. This aids in ability to attract, create, and sustain new resources. Also it is important to analyze and tell others about successes. Packaging good news and success stories are important by being generous in publicizing donor contributions. Acknowledging and appreciating the donors is very important. The value of integrity, social justice and service before self enables an organization to be transparent by publicizing success stories of the organization. This practice would also contribute to the knowledge base of the profession and would motivate other agencies and professionals to adopt similar practices.

7. **Diversification in resource mobilization:** In the highly competitive environment, it is necessary for the organizations to devise mechanisms to diversify their approaches beyond writing proposals, for example, fund raising events.

8. **Media coverage:** It is one of the most effective ways to raise public awareness of the organization and its goals. Various events and actions can be organized that both raise financial resources and increase public interest in project activities. For example, organizing a singer's concert who has interest in your work can be a fund raising event. Ticket sales can raise funds and the event can also be used to educate concert goers about the cause.

3.8 RESOURCE MOBILIZATION SOURCES

All welfare organizations rely on a variety of sources for funding projects, operations, salaries and other overhead costs. Resource mobilization is important for the NGO's existence, achievement of its goals and fulfillment of its mission. The following are significant resource mobilizations sources.

1. **Grant Giving Organizations:** Submitting proposals to a typical donor agency is the most conventional way of getting support. Many non-government organizations secure substantial funding from governments, quasi-government agencies, bi-lateral agencies, multi-lateral agencies, international organizations, private sources and grant giving foundations or trusts.

This potential source can be tapped by monitoring the donor trends and then responding appropriately to them. They have their set criteria in terms of geographical and sectoral areas of support, recipient standards and governance structures. For example, some funding agencies have delineated the issues and concerns they want to fund and support. One of the examples of grant giving organization in India is Sir Dorabji Tata Trust. Various governmental departments also provide grant in aid to various organizations to undertake their projects.

2. **Corporate Alliances:** Various corporate partnerships and alliances are potential funding agencies for non-profit organizations. Section 135 of the companies Act 2013 encourages companies to spend at least 2% of their average net profit in the previous three years on corporate social responsibility (CSR) activities.

3. **Individual Giving:** Individual private donors comprise a significant source of support for non-profit organizations. This mode of resource mobilization is utilized quite often to find immediate resources for disaster struck areas.

4. **Others:** some other sources of resource mobilization include activities such as organizing fundraising events where you invite guests and request donations for your organization, requesting small amounts of money from public through donation boxes, collecting in-kind contribution such as used clothes, furniture, books, vehicles or even buildings, seeking volunteer support where volunteers provide their time and resources to support the work.

3.9 CHALLENGES TO RESOURCE MOBILIZATION

Individuals and institutions, corporate enterprises and people's movements share the same need for resources. This creates a highly resource competitive environment and poses multiple challenges for resource mobilization. Batti (2014) listed some of the frequently faced challenges during resource mobilization as follows:

1. **Capacity Limitation within Organizations:** This is an internal challenge faced by many organizations due to lack of human resource and other resources to pursue appropriate funding. This problem especially pertains to local organizations or new ventures.

2. **Competition among organizations in the same sector**: Many a times, one can find multiple NGOs offering same services within the same geographical area. Such duplication of resources can be reduced by cooperation and collaboration in the activities. Networking can help organizations to work together towards common interest rather than competing for

resources. Many donors are currently looking to fund organizations that are in networks or working together.

3. **Inadequate Awareness on Available Opportunities:** Many organizations are unable to exploit available resources because of lack of information and awareness. Sometimes the organizations, in spite of having awareness about the potential sources of funds are not able to avail the funds because of technicalities of procedures required to access the funds. The rules and regulations that govern accessing and applying for government funds and resources make it difficult for organizations to access resources.

4. **Governance:** Ineffective governance structures fail to provide strategic leadership in ensuring mobilization of resources. Governance instruments such as constitutions, policies and guidelines aid in resource mobilization. Without such governance structures, organizations are unable to communicate effectively about their work and achievements. This inability to communicate means the visibility of the organization is poor and they are not able to effectively market their programs. This eventually affects their capacity to mobilize resources.

5. **Donor/ Partner Priorities:** Donor preferences continue to change and at times dictate the goals of organizations while applying for funds. Many young organizations face the challenge of not being known and donors do not give money as they are not aware of the competencies or track record of the organization.

Check Your Progress II

Note: a) Use the space provided for your answer.

b) Check you answer with those provided at the end of this unit.

1) Give a brief note on moral resources.

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2) List the challenges to resource mobilization.

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3.10   LET US SUM UP

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Mobilizing resources is integral to all methods of social work. Resources are the inputs that are used in the activities of a program. Resource mobilization is the process by which resources are solicited by the program and provided by donors and partners. It is a very strategic endeavor and needs skills and knowledge base to identify and mobilize the resources of the community. Resource mobilization process must follow certain steps keeping in view the current situational analysis. Resource mobilization strategies and processes may be constrained by parameters or rules established by the partners at the inception of the program and recorded in the charter or initiating legal documents. Some elements of successful resource mobilization are related to having a clear mission and objectives that can be shared with potential contributors, a good track record and excellent programs, and credibility.

3.11   SUGGESTED READINGS

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3.12   ANSWERS TO CHECK YOUR PROGRESS

Check Your Progress I

1) Norton (2003) defines "resource mobilization is about an organization getting the resources that are needed to be able to do the work it has planned. Resource Mobilization is more than just fundraising. It is about getting a range of resources, from a wide range of resource providers (or donors), through a number of different mechanisms."

2) The process of resource mobilization entails three components-resources, resources providers and resource mobilization mechanisms. The social work professional forms an essential link between these three.

- Mechanisms: These include submission of grant proposals for programs, projects, special events, small business and application for donation.
- Means/Resources: These may include cash, technical support, human resource, subsidized services and facilities, equipment, information and goods.
- Resource Providers: These may include; International NGO's, Bi-lateral and multilateral agencies, cooperatives, government and businesses among others.

Check Your Progress II

1) Moral resources include resources like solidarity and empathy. Usually family, friends and relatives of the person in need provide the necessary moral support in the time of distress. For example, elderly in home usually provide guidance and support with their knowledge and experience related to health to other members of the family and also in the neighborhood.

2) Batti (2014) listed some of the frequently faced challenges during resource mobilization as follows:

- Capacity limitation within organization.

- Competition among organizations in the same sector.

- Inadequate awareness on available opportunities.

- Governance.

- Donor/partner priorities.

Unit 4 STRENGTHS BASED PRACTICE AS A CONTEMPORARY METHOD OF SOCIAL WORK

Dr. Minimol K. Jose

Content

4.0 OBJECTIVES

After studying this unit, you will be able to:

* Understand the concepts of strengths and strengths based practice;
* Understand the principles and core assumptions of strengths based practice;
* Know the strategies to elicit strengths of clients;
* Advantages of strengths based approach in social work.

4.1 INTRODUCTION

The terms deficits, disease, and dysfunction, have become deeply rooted in the helping professions. The focus of assessment has continued to be, one way or another, diagnosing pathological conditions and providing treatment. Yet the proposition that strengths are central to social work practice is slowly gaining popularity among social work educators and practitioners. Strength-based practice is now becoming one of the most influential perspectives in the field of both social work theories and practice. Originally developed in mental health practice concepts (O'Hanlon and Rowan, 2003), strengths perspective is adapted for a broad range of social work practice contexts.

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* Dr. Minimol K. Jose, Vimala College, Thrissur

4.2   DEFINITIONS

A definition of Strengths Based Practice (SBP) put forth by Saleebey (2010) posits that operating from a strengths based practice means that "everything you do as a helper will be based on facilitating the discovery and embellishment, exploration, and use of clients' strengths and resources in the service of helping them achieve their goals and realize their dreams (p. 1)". In addition, central to SBP is the belief that clients are most successful at achieving their goals when they identify and utilize their strengths, abilities, and assets (Rapp, 2006). Strengths base practice assists clients in recognizing and utilizing the strengths and resources they may not recognize within themselves, thus aiding clients in regaining power over their lives (Greene, Lee, & Hoffpauir, 2005). The strengths perspective demands a different way of looking at individuals, families and communities (Saleebey, 1996)–seeking to develop in clients their natural abilities and capabilities. It is based upon the assumption that clients come for help are already in possession of various competencies and resources that may be tapped into, and which have the potential to improve their situation.

According to Saleeby (2002), the strengths approach entails a fundamental view of human beings as being capable of change emphasizing the strengths of client. In short, the strength-based approach shifts the emphasis of the intervention from what went wrong to what can be done to enhance functionality, and builds on family strengths and resources that enable mastery of life's challenges and the healthy development of all family members (Sousa *et al.*, 2006, pp 190–191). Strengths perspective in practice has been advocated as consistent with social work values (Bogo, 2006) as the idea of building on people's strengths has become axiomatic in professional social work (Saleebey, 2006). The strength-based model inculcates resilience, empowerment and hope among individuals, groups and communities. Motivational Interviewing, solution focused brief therapy, etc., are strengths based specific techniques.

Comparison: traditional and strengths-based approach (Saleebey, 1996, p. 297)

Traditional	Strengths based
Therapy is problem focused	Therapy is possibility focused
Emphasis on Category/classification	Emphasis on Client's desired outcome
Emphasize solutions to match problems	Emphasis on exceptions, past successes
Worker as the expert	Client as the expert
Resources for work are the knowledge and skills of the worker	Resources for work are the strengths, capacities of the client
Good/bad, black/white	Different alternatives
Intervention	Collaboration
Question: what is the problem?	Question: in what situation is the client?

4.3 HISTORY

The strengths perspective is a relatively recent development in social work theory. The purposeful amplification of the strengths perspective as an approach to social work practice began in the early 1980s at the University of Kansas, School of Social Welfare (Saleebey, 2008). In 1989, Weick, Rapp, Sullivan, and Kishardt coined the term "strengths perspective" to address a system in which practitioners recognize the authority and assets a client possesses in the client's frame of reference to their life story. Strengths-based approach was a stance taken to oppose a mental health system that overly focused on diagnosis, deficits, labelling, and problems, initially implemented in case management, moving into other areas of social work and the helping professions. The new model, the strengths-based case management, was developed to deal with the main problems faced in the social work practice when applying the traditional deficit-focused perspective.

It has been used in a variety of contexts including schools, correctional settings, child protection and with a wide range of clients including adolescents, couples, families and elderly.

4.4 BASIC ASSUMPTIONS OF STRENGTHS BASED PRACTICE

The following are some of the assumptions on strengths based practice (Rapp & Goscha, 2006; Alvord & Grados, 2005):

- All people have strengths and capacities
- People can change.
- Given the right conditions and resources, a person's capacity to learn and grow can be nurtured and realized
- People change and grow through their strengths and capacities
- People are experts of their own situation
- The problem is the problem, not the person
- Problems can blind people from noticing and appreciating their strengths and capacity to find their own meaningful solutions
- All people want good things for themselves and have good intentions
- People are doing the best they can in light of their experiences to date
- The ability to change is within us – it is our story

4.5 PRINCIPLES OF STRENGTHS BASED PRACTICE:

The principles that are given below are the guiding assumptions and regulating understandings of the strengths perspective:

1. **Every individual, group, family and community has strengths**
    It is essential to be aware that all individual clients, groups or communities who seek help from social workers possess assets, resources, wisdom and knowledge. Strengths

perspective is about discerning those resources and respecting them and realizing their potential for reversing misfortune, countering illnesses, easing pain and reaching goals. To detect strengths, the social worker must be genuinely interested in and respectful of client's stories, narratives and their own interpretations of their experiences.

2. **Trauma, abuse, illness and struggle may be injurious but they may also be sources of challenge and opportunity**

   The strengths based model is opposed to the 'damage model' of helping that only leads to discouragement, pessimism and the victim mind-set. Individuals exposed to a variety of abuses, especially in childhood, are thought always to be victims or to be damaged in ways that override any strengths or possibilities for redemption or rebound. People do not just learn from successes, but from their difficulties and disappointments as well. People do suffer and bear scar due to negative experiences, but they also may acquire traits and capacities that are preservative and life affirming. There is dignity to be drawn from having prevailed over obstacles to one's growth and maturing.

3. **We do not know the upper limits of the capacity to grow and change and take individual, group and community aspirations seriously**

   Everyone has innate wisdom, intelligence and motivating emotions and that these, even if muted by circumstance, are accessible through education, support and encouragement. Everybody has knowledge and talents, skills and resources that can be used for pressing forward towards a life defined in their own terms- towards their hopes and dreams, the solution of their problems, the meeting of their needs and the invigoration of the quality of their lives-individually and collectively

4. **Securing clients by collaborating with them**

   A helper may best be defined as a collaborator or consultant. Strengths perspective adds the importance of collaboration along with the quality of helping relationship in the helping process. The goal of collaboration is to develop helping plans 'with' people not 'for' them. There is reciprocal relationship where the client and worker share co-responsibility for the work process. The worker and the client view themselves as equals. They co-create the practice goals, objectives and tasks.

5. **Every environment is full of resources**

   Even in the most demanding, tough, lean, and mean environments there is a bounty of resources available - individuals, families, associations, institutions, etc. No matter how harsh an environment, how it may test the mettle of its inhabitants, it can also be understood as a potentially lush topography of resources and possibilities. While some communities are clearly more abundant than others, all neighborhoods have access. There are individuals, associations, groups, and institutions which have something to give, something that others may desperately need. The community has the will and the resources to help itself.

Check Your Progress I

Note: a) Use the space provided for your answer.

b) Check your answer with those provided at the end this unit.

1) What are the basic assumptions of strengths-based practice?

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2) Give a brief note on any two features of strengths-based practice.

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4.6 MAIN FEATURES OF STRENGTHS BASED APPROACH:

1. **Goal orientation**: Strengths-based practice is goal oriented. The central and most crucial element of any approach is the extent to which people themselves set goals they would like to achieve in their lives.
2. **Strengths assessment**: The primary focus is not on problems or deficits, and the individual is supported to recognize the inherent resources they have at their disposal which they can use to counteract any difficulty or condition.
3. **Resources from the environment**: Strengths proponents believe that in every environment there are individuals, associations, groups and institutions which have something to give, that others may find useful, and that it may be the practitioner's role to enable links to these resources.
4. **Explicit methods are used for identifying client and environmental strengths for goal attainment**: These methods will be different for each of the strengths-based approaches. For example, in solution-focused therapy, clients will be assisted to set goals before the identification of strengths, whilst in strengths-based case management, individuals will go through a specific 'strengths assessment'.
5. **The relationship is hope-inducing**: A strengths-based approach aims to increase the hopefulness of the client. Further, hope can be realised through strengthened relationships with people, communities and culture.

6.   **Meaningful choice**: Strengths proponents highlight a collaborative stance where people are experts in their own lives and the practitioner's role is to increase and explain choices and encourage people to make their own decisions and informed choices.

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4.7 KEY CONCEPTS OF STRENGTHS-BASED APPROACH

Key concepts of strengths-based approach are:

Resilience: Resilience means that humans often survive and thrive despite risk factors for various types of problems. George Vaillant defines resilience as the 'self righting tendencies' of a person "both capacity to be bent without breaking and the capacity, once bent, to spring back".

Empowerment: Empowerment underpins the strengths model's view of people as active participants in service delivery rather than diagnostic categories.

Hope: Hope is defined as the perceived capability to derive pathways to desired goals.

Partnership: Partnership and collaboration in the helping process is meant to enhance the sense of control over person's own life.

Ecological approach: Ecological perspective takes into account the wider social support networks, analyzing both formal and informal sources of support that may be available to the individual, family, group, or community.

4.8 ASSESSMENT OF STRENGTHS

Before understanding strengths assessment, we should be clear about what is considered as a strength.

Almost anything can be considered a strength under certain conditions.

- What people have learned about themselves, others, and their world, their struggles, coping, experience of trauma, illness, confusion, oppression and even their own fallibility.
- Personal qualities, traits ad virtues that people possess, what people know about the world around them.
- The talents that people have can surprise the worker as well as the clients as some talents were dormant over the years e.g. playing a musical instrument, telling stories, cooking, home repairing, writing, carpentry, etc. These are additional tools and resources to be utilized and encouraged.
- Cultural and personal stories are often profound sources of strength, guidance, stability, comfort and transformation.

- Pride about their success: People who have leapt over obstacles, who have rebounded from misfortune and hardship which is called 'survivor's pride" (Wolin&Wolin, 1994).

Strengths-based practice contains a systematic means of assessing strengths (Rapp et al., 2005). Assessment for, and documentation of, strengths occurs in a methodical way that avoids a primary focus on problems, pathology or deficits (e.g. Rapp & Goscha, 2006). The questions one might ask for discovering strengths are classified into survival questions, support questions, exception questions, possibility questions and esteem questions.

Survival Questions:

- How have you managed to survive (or thrive)?
- How have you had to contend with?
- How have you been able to rise to the challenges put before you?
- What was your mind-set as you faced these difficulties?
- What have you learned about yourself and your world during your struggles?
- Which of these difficulties have given you special strength, insight or skill?
- What are the special qualities on which you can rely?

Support Questions:

- What people have given you special understanding, support and guidance?
- Who are the special people on whom you can depend?
- What is it that these people gave you that was exceptional?
- How did you find them or how did they come to you?
- What associations, organizations, or groups have been especially helpful to you in the past?

Exception questions

- When things were going well in life, what was different?
- In the past, when did you feel that your life was better, more interesting, more stable?
- What parts of your world and your being would you like to recapture? Reinvent? Or relive?
- What moments or incidents in your life have given you special understanding, resilience and guidance?

Possibility Questions

- What do you want out of your life now?
- What are your hopes, vision and aspirations?
- How far are you from achieving these?
- What people or personal qualities are helping you move in these directions?
- What do you like to do?
- What are your special talents and abilities?
- What fantasies and dreams have given you special hope and guidance?

- How can I help you achieve your goals or recover those special abilities and times that you have had in the past?

Esteem Questions

- When people say good things about you, what are they likely to say?
- What is it about your life that gives you pride?
- How will you know when things are going well in your life? What people, events and ideas are involved?

These questions are meant to be possibilities rather than protocol. Social workers may use these questions to stimulate thinking about strengths, assist in identifying strengths that otherwise would not be thought of and provide foundation for a case plan that is based on client competency and capability rather than inadequacy. This will also foster worker confidence and belief in the client.

ROPES Model of assessing strengths

ROPES Graybeal (2001) refers that in their daily work, many social workers experience a tension between conflicting paradigms. He indicates that the challenge for social workers is to incorporate the strengths perspective, even in settings where there is little understanding, acknowledgment, or acceptance of it as relevant. In order to support them in doing so, he proposes the ROPES-model.

ROPES MODEL

ROPES	Content areas
Resources	Personal Family Social environment Organizational Community
Options	Present focus Emphasis on choice What can be accessed now? What is available and hasn't been tried or utilized?
Possibilities	Future focus Imagination Creativity Vision of the future What have you thought of trying but haven't tried yet?
Exceptions	When is the problem not happening? When is the problem different? When is part of the hypothetical future, solution occurring? How have you survived, endured, thrived?

Solutions	Focus on constructing solutions, not solving problems What's working now? What are your successes? What are you doing that you would like to continue doing? What if miracle happened? What can you do now to create a piece of the miracle?

4.9 STRENGTHS BASED PRACTICE- EXPECTED OUTCOMES IN THE CLIENT

The following are the expected outcomes in the client after application of strengths based practice:

- Feel special and appreciated
- Strong sense of hope and optimism
- Learned to set realistic goals and expectations for themselves
- Rely on productive coping strategies that are growth fostering rather than self-defeating
- View obstacles as challenges to confront
- Become aware of their weaknesses and vulnerabilities, but purposefully build on strengths
- Have effective interpersonal skills and can seek out assistance and nurturance from others (formal and informal relationships)
- Know what they can and cannot control in their lives

4.10   LET SUM UP

- The strengths perspective as a philosophical principle of social work practice emanates from social work values: self-determination (the act of giving clients the freedom to make choices in their lives and to move towards established goals in a manner that they see as most fitting for them), empowerment (lays the groundwork for informed self-determination), inherent worth and dignity (a core value of the profession is respect for every human being) (Cummins, Sevel, & Pedrick, 2006).
  - Strengths-based approaches values the capacity, skills, knowledge, connections and potential in individuals and communities.
  - One of the principles of strengths-based approach is the notion of a client as the expert of his/her situation.
  - Focusing on strengths does not mean ignoring challenges, or spinning struggles into strengths.

- Practitioners working in this way have to work in collaboration - helping people to do things for themselves. In this way, people can become co-producers of support, not passive consumers of support.

- The strengths approach to practice has broad applicability across a number of practice settings and a wide range of populations.
- There is some evidence to suggest that strengths-based approaches can improve retention in treatment programmes for those who are substance abusers.
- There is also evidence that use of a strengths-based approach can improve social networks and enhance well-being.

Embracing a strength based approach involves a different way of thinking about people and of interpreting their patterns of coping with life challenges. With a strength based mindset, one asks different questions and communicates in ways that invites a curious exploration based upon a clear set of values and attitudes. The strengths approach as a philosophy of practice draws one away from an emphasis on procedures, techniques and knowledge as the keys to change. It reminds us that every person, family, group and community holds the key to their own transformation and meaningful change process.

Check Your Progress II

Note: a) Use the space provided for your answer.
       b) Check Your answers with those provided at the end of this unit.

1) How is strength based practice different from traditional approaches?
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2) How do you discover strengths and capacities in clients?
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3) What are the possible client outcomes of strengths based approach?
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4.11   SUGGESTED READINGS

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4.12   ANSWERS TO CHECK YOUR PROGRESS

Check Your Progress I

1. The basic assumptions of strengths-based practice are:
   a. All people have strengths and capacities.
   b. People can change.
   c. Given the right conditions and resources, a person's capacity to learn and grow can be nurtured and realized.
   d. People change and grow through their strengths and capacities.
   e. People are expert of their own situation.
   f. The problem is the problem, not the person.
   g. Problems can blind people from noticing and appreciating their strengths and capacity to find their own meaningful solutions.
   h. All people want good things for themselves and have good intentions.
   i. People are doing the best they can in light of their experiences to date.
   j. The ability to change is within us-it is our story.

2. Goal orientation: Strengths-based practice is goal oriented. The central and most crucial element of any approach is the extent to which people themselves set goals they would like to achieve in their lives.

Strengths assessment: The primary focus is not on the problems or deficits, and the individual is supported to recognize the inherent resources they have at their disposal which they can use to counteract any difficulty or condition.

Check Your Progress II

1)   Traditional approach:
   - Person is defined as unique.
   - Talents, resources add up to strengths.
   - Therapy is problem focused.
   - Emphasis on category/classification.
   - Emphasize on solution to match problems.
   - Worker as the expert.
   - Resources for the work are the knowledge and skills of the worker.

- Good/bad, black/white.
- Intervention.
- Question: what is the problem.

Strength based approach:

- Person is defined as unique
- Talent, resources add up to strengths.
- Therapy is possibility focused.
- Emphasis on clients desired outcomes.
- Emphasis on expectations, past successes.
- Client as the expert.
- Resources for work are the strengths, capacities of the client.
- Different alternatives.
- Collaboration.
- Question: in what situation is the client.

2)   Strengths based practice contains a systematic means of assessing strengths. Assessment for, and documentation of, strengths occurs in a methodical way that avoids a primary focus on problems, pathology or deficits. The questions one might ask for discovering strengths are classified into:
- Survival questions.
- Support questions.
- Exception questions.
- Possibility questions.
- Esteem questions.

3)   Expected outcomes in the client for strength-based practice are:
- Feel special and appreciated.
- Strong sense of hope and optimism.
- Learn to set realistic goals and expectations for themselves.
- Rely on productive coping strategies that are growth fostering rather than self-defeating.
- View obstacles as challenges to confront.
- Become aware of their weaknesses and vulnerabilities, but purposefully build on strengths.
- Have effective interpersonal skills and seek out assistance and nurturance from others (formal and informal relationships).
- Know what they can and cannot control in their lives.

UNIT 5 PUBLIC INTEREST LITIGATION (PIL) AS A CONTEMPORARY METHOD OF SOCIAL WORK

Contents   *Dr. N. Ramya*

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5.0 OBJECTIVES

The Constitution of India guarantees fundamental rights to all citizens. If the fundamental rights are violated by the State, the individual can seek justice through the courts of law. Due to lack of financial support, the poor cannot approach the courts of law for justice. Besides, under the Indian legal system, only aggrieved people can approach the court of law for seeking enforcement of his/her fundamental rights. Therefore, social organizations, on behalf of the poor people cannot approach the court for enforcement of fundamental rights of poor people. Realizing this obstacle, the Supreme Court of India over the period has evolved the concept and held that any member of public even if not directly involved, but having "sufficient interest can approach the High Court under Article 226 for redressal of the grievances of the persons who cannot move the court because of poverty, helplessness or disability or socially/economically disadvantaged position through the

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* Dr. N. Ramya, School of Social Work, IGNOU, New Delhi

concept of Public Interest Litigation (PIL)". Thus, introduction of PIL is a very important development in the history of the legal system. The most important contribution of PIL in India is to bring courts closer to the poorest of the poor, the disadvantaged and marginalized sections of society such as prisoners, destitute, child or bonded labourers, women, and scheduled caste/tribes. It thus helps social workers to approach the court in the interest of the public in general as well as the disadvantaged or under-privileged segments of the society for ensuring their rights.

The traditional social work methods such as case work, group work, community organization, social welfare administration, social research and social action were developed over the period. All these methods are being deployed to address problems of individuals, family, community and society. However, in the modern society, social problems such as child labour, bonded labour, prisoner's rights, the protection of the environment, corruption-free administration, right to education, sexual harassment at the workplace, relocation of industries, rule of law, good governance, etc., are complex in nature. These complex problems either directly or indirectly affect the individual and the society at large or could not be effectively addressed through traditional social work methods. The contemporary methods including an awareness campaign, resource mobilization, networking, strengths based practice, PIL and advocacy have given a new ray of hope to address the contemporary social problems. It is, therefore, essential to understand the relationship of PIL with other methods of social work.

After reading this unit you should able to understand:

- The objectives and nature of PIL,
- The adequate changes brought about by the Supreme Court in the concept of 'locus standi' and the simple procedures adopted by it for filing PIL,
- The kind of issues which can be taken up by a group of victims of human rights violation or public-spirited persons or organizations working for the protection and promotion of these rights.
- To understand the relationship of PIL with other traditional and contemporary methods of social work.

5.1 INTRODUCTION

PIL plays a vital role in the civil justice system. It gives priority to the interest of the public. It aims to ensure social and collective justice. It offers justice to disadvantaged, oppressed and marginalized sections of society. It provides an avenue to enforce, diffused or collective rights. It enables civil society not only to spread awareness about human rights, but also allows them to participate in the decision-making process of the government. It contributes to good governance by keeping the government accountable.

Before the emergence of PIL, justice was a remote reality for the illiterate, underprivileged and exploited masses. In the traditional interpretation, only a person who had suffered a legal wrong can seek remedy through the court of law. The Hon'ble Supreme Court has reinterpreted the concept of 'locus standi' and removed one of the major hurdles faced by the poor for easy access to courts of justice. The new position is that if a legal wrong is done to a person or a class of persons who, by reasons of poverty or any other disability, cannot approach a court of law for justice, it is open to any public-spirited individual or a social action group to file a petition on his/her or their behalf. This new approach has brought justice to the poor and the oppressed and thus has increased the scope of achieving the constitutional objectives of socioeconomic justice for all.

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5.2 MEANING OF PIL
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Public Interest Litigation means a legal action initiated in a court of law for the enforcement of public interest or general interest, in which the public or a class of the community has pecuniary interest or some interest by which their legal rights or liabilities are affected. Therefore, PIL is a proceeding in which an individual or group seeks relief in the interest of the public and not for its own purposes.

In the globalized world, poor, particularly the oppressed sections of society, are facing a lot of difficulties in realizing their legal rights through court of law. Considering their demands, the courts have made efforts to bring the courts closer to the poor. This change is gradually taking place. PIL as a legal instrument is playing a major part in bringing this change. For social workers who are change agents, PIL has emerged as one of the methods of social work in the new millennium.

Check Your Progress I

Note a) Use the space provided for your answers.

     b) Check your answers with those provided at the end of this unit.

1) Why was justice a remote reality for the poor before the emergence of PIL?

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2) In the past, why most poor people who were victims of injustice or exploitation could not get justice through courts of law?

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   3)   Which obstinate stand was removed by the Supreme Court to pave way for the poor to have easy access to counts of justice?

5.3 ORIGIN OF PIL

The origin of PIL can be traced back in the mid-1960s in the United States of America. In the later part of the nineteenth century, the various legal aid movements have contributed to the emergence of the public interest law in the USA. In the 1960s, the PIL movement gained momentum. This encouraged lawyers and public-spirited persons to take up cases of the under-privileged and fight against various issues like--threats to the environment, harms to public health, exploitation of vulnerable masses, exploitation of consumers and injustice to the weaker sections. In the United Kingdom, the PIL made a mark during 1970s. In India, PIL had begun towards the end of 1970s and further developed in the 1980s.

In India, the civil and political rights of the poor people existed only on paper. Due to cumbersome procedures and high cost, the poor and the illiterate were not able to access judicial relief from the courts of law. However, after the advent of PIL in India, the access of judicial relief for the poor has increased. Justice V.R. Krishna Iyer and Justice P.N. Bhagwati are considered as the pioneers in the emergence of PIL through their landmark judgements. Justice P.N. Bhagwati had encouraged PIL as the chairperson of the committee for implementing legal aid schemes. The Supreme Court thus realized its constitutional obligation to intervene to mitigate the misery arising from repressive practices of governments, lawlessness and administrative negligence and indifference. Judges play a vital role in the cause of social justice and tilt the balance of power in favour of the poor.

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5.4 NATURE OF PIL

The aim of PIL is to give access to the poor to obtain legal redressal from a court against injustice done to the poor. According to Justice V.R. Krishna Iyer, PIL is a process, of obtaining justice for the people and of voicing people's grievances through the legal process. Justice P.N. Bhagwati, opined that "PIL is not in the nature of adversary litigation, but it is a challenge and an opportunity to the Government and its officers to make basic human rights meaningful to the deprived and vulnerable sections of the community and to assure them social and economic justice which is the signature tune of our Constitution". Thus, in PIL, unlike traditional dispute resolution mechanism, there is no determination, or adjudication of individual rights, but it is filed against the injustice or infringement of the rights of a large section of people.

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5.5 CONSTITUTIONAL PROVISIONS

The movement of PIL is an outcome of the new and liberal interpretation of the fundamental rights enshrined in Part III and the Directive Principles of State Policy in Part IV of the Constitution of India. Articles 32 and 226 of the Constitution give power to any citizen to move the Supreme Court or High Courts, whenever there is an infringement of a fundamental right.

Article 32 (1) guarantees the right to move the Supreme Court by appropriate proceedings for the enforcement of the fundamental rights. Article 32(2) states that the Supreme Court shall have the power to issue directions or orders or writs, including writs in the nature of habeas corpus, mandamus, prohibition, quo warranto and certiorari, whichever may be appropriate for the enforcement, of any of the rights conferred by Part III of the Constitution.

Article 226 states that notwithstanding anything contained in Article 32, every High Court shall have power, throughout the territories in relation to which it exercises jurisdiction, to issue to any person or authority, including writs in the nature of habeas corpus, mandamus, prohibition, quo warranto and certiorari; or any of them, for the enforcement of any of the rights conferred by Part III (fundamental rights) and for any other purpose.

The Supreme Court and the High Courts have equal powers to issue writs, orders or directions for enforcement of the fundamental rights. The Supreme Court expanded the meaning and scope of the fundamental rights in favour of the weaker sections of society. The meaning and scope of Articles 14, 21 and 32 of the Constitution were given a wider interpretation in favour of the weaker sections. The right to life was interpreted to mean a right to livelihood as well. Similarly, the right of equality under the law guaranteed by Article 14 was interpreted to provide a right against the executive and administrative arbitrariness in any decision making.

5.6 ISSUES RELATED TO PIL

The following issues can be taken up for PIL:

1) Basic amenities such as roads, water, medicines, electricity, primary school, primary health centre, bus service, etc.

2) Rehabilitation of displaced persons

3) Identification and rehabilitation of bonded and child labourers

4) Illegal detention and arrest

5) Torture of people in police custody

6) Custodial deaths

7) Protection of prisoner's rights

8) Jail reform

9) Speedy trials of undertrials

10) Atrocities against SCs/STs

11) Neglect of inmates of government welfare homes

12) Children in custody

13) Adoption of children

14) Corruption charges against public servants

15) Maintenance of law and order

16) Payment of minimum wages

17) Legal aid to the poor

18) Starvation deaths

19) Indecent television programmes

20) Environmental pollution

21) Unauthorized eviction of poor people from slums

22) Implementation of welfare laws

23)   Violation of fundamental rights of weaker sections
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5.7 PROCEDURE TO FILE PIL

As part of the liberal interpretation by the Supreme Court, to file a PIL, it's not necessary to follow all the prescribed procedures and formalities of a writ under Article 32 of the Constitution of India.

PIL can be filed in the Supreme Court and High Courts in the following ways:

- Sending registered letter petitions with relevant facts and documents to the Chief Justice of the concerned court.

- By directly filing the PIL in the court through the Free Legal Service Committee of the court.

- Directly filing the case with the help of any lawyer.

- Filing the case through NGOs or PIL firms.

Check Your Progress II

Note a) Use the space provided for your answers.

   b) Check your answers with those provided at the end of this unit.

1) What is the nature of PIL?

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2) What is the main assumption behind PIL?

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3)   Which Articles of the Constitution gives power to the citizens to move the Supreme Court or High Court whenever there is an infringement of a fundamental right?

5.8 PIL AND ROLE OF SOCIAL WORKER

PIL can be used as an effective method of intervention by the social workers. In this process, social workers can play an important role in the delivery of justice especially to the weaker sections. Social workers help in the implementation of social justice for juveniles, prostitutes, SC/ ST, poor and needy, and prisoner's rehabilitation, who need legal assistance. In fact, social workers can carve out a meaningful and constructive role for themselves through PIL.

Is PIL a tool of social change? Some social scientists believe that law cannot lead to change, it can only follow the change. Thus, it cannot be an instrument of the basic transformation of values and attitudes. On the other hand, there are experts who are of the view that PIL is an important enabling method of bringing social change. It would not be incorrect to say that law alone, cannot be truly effective unless, it is supplemented and supported by public opinion and administrative reforms. Despite its limitations, PIL can be a powerful and effective tool in the hands of the professional social workers to fulfill their commitment to the weak and the marginalized sections of the society.

Since social work aims at resolving problems and issues related to structural inequalities, mass poverty, socioeconomic injustices and deprivation, one of the major tasks of social workers during the present time would be to promote social change by empowering people. In order to focus on the philosophy of social work in the present day context, let us re-define professional social work as: "Social work on the one hand is a practice profession that works with people across the board to empower and liberate them from socio-economic and cultural inequalities by bringing about change and development at par with national standards, while on the other hand it is equally engaged in mitigating the plight of the disadvantaged and the poorest of the poor living under neglect and non-conducive environment".

Social workers attempt to relieve and prevent hardship and suffering. They have a responsibility to help individuals, families, groups and communities through the provision and operation of appropriate services and by contributing to social planning.

They work with, on behalf or in the interests of people to enable them to deal with personal and social difficulties and obtain essential resources and services. Their work may include, but is not limited to, personal practice, group work, community work, social development, social action, policy development, research, social work education and supervisory and management functions in these fields. PIL can be used by professional

social workers as a tool for social advocacy and empowerment to ensure basic human rights, dignity, and conducive environment. In other words, the overall thrust of social work will be on developmental, remedial and rehabilitative dimension with non-elitist approach. Thus, PIL works as a tool for social reform, social welfare, development and change while reaching out to the poorest of the poor who are neglected and powerless to address their own problems.

5.9 PIL AND ITS RELATIONSHIP WITH OTHER METHODS OF SOCIAL WORK

The traditional social work methods such as case work, group work, community organization, social welfare administration, social research and social action were developed over the period. All these methods are being deployed to address problems of individuals, family, community and society. However, in the modern society, social problems such as child labour, bonded labour, prisoner's rights, the protection of the environment, corruption-free administration, right to education, sexual harassment at the workplace, relocation of industries, rule of law, good governance etc., are complex in nature. These complex problems either directly or indirectly affect the individual and the society at large or could not be effectively addressed through traditional social work methods. This chapter explores the relationship between PIL and the other eleven methods of social work.

Group Work

Social group work is a method that helps persons to enhance their social functioning through purposeful group experiences and to cope more effectively with their personal, group or community problems (Marjorie Murphy, 1959). The social worker plays a vital role in this method. Social worker identifies problems and organizes the affected individuals to help them find solutions to their problems. According to Brown (1994), the group work provides a context in which individuals help each other; it is a method of helping groups as well as helping individuals; and it can enable individuals and groups to influence and change personal, group, organizational and community problems. Sometimes group work helps the social worker to identify the problems which could be resolved through legal remedy. In such cases, filing PIL in the court of law is a promising solution for enforcing the legal rights of the aggrieved

individuals. For example, PIL was filed on behalf of the poor farmers, against forcible eviction and atrocities committed by the forest officers and the police on the Gudalur farmers in the state of Tamil Nadu in South India. The court intervened and stopped the destruction of crops and forcible eviction of farmers. In another PIL of Ratlam Vs Vardichand case, a group of aggrieved citizens had sought direction against the local Municipal Council for removal of open drains that caused stench as well as diseases. The Court recognizing the right of the group of citizens asserted that the centre of gravity of justice is to shift from the traditional individualism of *locus standi* to the community orientation of public interest litigation. Thus, the method of social group work helps to identify the larger legal issues which can be resolved through PIL. Both these methods are complementary to each other.

Community Organization

The community organization method is interrelated with other methods which brings supplementary and complementary effect. Murry G. Ross (1967) defines the community organization as a "process by which a community identifies its needs or objectives, gives priority to them, develops confidence and will to work on them, finds resources (internal and external) to deal with them, and in doing so, extends and develops cooperative and collaborative attitudes and practices in the community". Kramer and Specht (1975) states that "Community organization refers to various methods of intervention whereby a professional change agent helps a community action system composed of individuals, groups or organizations to engage in planning collective action to deal with special problems within the democratic system of values". One of the best examples for this method is the Narmada Bachao Andolan movement. It is one of the most popular movements in modern India. This movement was started in the year 1970 against the Narmada River Valley Project. The movement had undergone several transformations. At the initial stage, Dr.Medha Patkar, a professional social worker, worked towards the proper re-habitation of displaced people through community organization. Several PILS were filed on re-habitation and environmental issues through planned collective action and community organisation. In another PIL case of Shriram Food & Fertilizer Industries, M.C. Mehta, an eminent lawyer, filed a PIL to claim compensation for the losses caused. Several people died in the vicinity of industrial cluster due to release of hazardous gases. The court directed those industries to close the manufacturing activities and processing of hazardous and

lethal chemicals. Thus, it is found that community organization method through planned collective action helps to address larger legal issues through PIL.

Social Action

Social Action has been described as a method concerned with mass solution of the mass problems. Social action often brings relief to many individuals with similar afflictions, possibly quicker than is otherwise possible. Social action and social legislation are complementary to each other in fulfilling the objectives of social justice, welfare, and development. Social action plays a vital interventional role for new laws, repeal or modification of an older one, and an honest implementation of existing ones. According to Hill (1951) social action is an organized group effort to solve mass social problems or to further socially desirable objectives by attempting to influence basic social and economic conditions or practices. Baldwin (1966) defined social action as an organized effort to change social and economic institutions as distinguished from social work or social service, the fields of which do not characteristically cover essential changes in the established institutions. The relationship of this method with PIL can be explained through Parmanand Katara Vs Union of India case. In this case, the court held that it is a paramount obligation of every member of the medical profession to give medical aid to every injured citizen as soon as possible without waiting for any procedural formalities. In this case, a mass solution for mass problem has come into reality through PIL. In another case, the mass social action of Narmada Bachao Andolan movement, through PIL, got direction from the court for proper re-habilitation of the displaced tribal population.

Social Welfare Administration

It is basically the execution of social policies, social programmes and social legislations by philanthropic, religious and charitable organizations which provide services and benefits for the general population in need. In a recent ruling, the Supreme Court of India through PIL filed by B.L.Wadere and Almitra Patel held that large area of public land was covered by the people living in slum areas. As the growth of slums tended to increase, the court directed the concerned departments to take appropriate action to check the growth of slums and to create an environment worth suitable for living. Similarly, through PIL, the Supreme Court ordered the government to convert government owned buses to use compressed natural gas (CNG) as an environment friendly fuel to address the issue of environmental pollution. Subsequently, it was extended to auto rickshaws for addressing pollution problems in Delhi. In recent years, through

PIL, the Supreme Court has taken on the mantle of monitoring forest conservation measures all over India, and a special "Green Bench" has been constituted to give directions to the concerned governmental agencies to maintain judicial supervision to protect the forests against rampant encroachments and administrative apathy. Through PIL, Right to Education Act,2009 was passed in India in which Right to Education has been recognized as a fundamental right under Article 21-A of the Constitution.

Social Work Research

It is through the application of research method in social work that creates additional knowledge and skills for social workers to solve problems that they confront in the practice of social work. The objective of research work in social work is to search for answers to questions raised regarding interventions or treatment-effectiveness in social work practice. It attempts to provide knowledge about what interventions or treatments really help or hinder the attainment of social work goals. Thus, social work research is the systematic and professional investigation of social problems and social work practice to enhance the quality of social work practices. Social work professionals must undertake in-depth study on various legal issues and identify infringement of any fundamental human rights to take up the matter through the court of law of restoring the legal rights through PIL. In several PIL cases, social workers have undertaken research methods such as quantitative and qualitative analysis of various data to prove the cause of social problems. For example, in the Shriram Foods and Fertilizer case, quantitative data collected proved that the hazardous gases and chemicals released from the industries had directly caused the disease and death which paved way to file a PIL against the infringement of basic rights and sought relief for victims. Social work professionals, NGO functionaries and legal experts extensively use the outcomes of social work research for filing PIL.

Resource Mobilization

Resource mobilization is a one of the new methods being promoted as contemporary methods of social work. It emphasizes the importance and need for resources for social movement, welfare programmes and socioeconomic development. Resources include knowledge, money, media, labour, solidarity, legitimacy and internal and external support from various services. Resource mobilization is a process of raising different types of support for an organization and/or for a cause. It can include both cash and kind support. For example, under the community organization programme, a professional may require resources for making certain

infrastructure for the community for their frequent meetings. The resources may be in terms of manpower, money, material and time. The social worker by making use of this method identifies the availability of the resources within the community or outside the community and on the other hand makes the people aware of the sources of resources and the ways to tap such resources. Obviously, resources are required for filing PIL. It is both in terms of money for engaging legal professions and in terms of manpower to collect necessary data to prove the cause of social problems. Social workers are by and large working for underprivileged people. They do not have enough resources to approach the concerned authority to enforce their rights. Therefore, resource mobilization is prerequisite for approaching authorities, including the court of law in enforcing legal rights through PIL. Under certain special circumstances, the channel of PIL can be sought for court's intervention for resource mobilization to cater to the needs of the most vulnerable and the deprived in difficult circumstances.

Networking

Networking is defined as "the exchange of information or services among individuals, groups, or institutions; specifically: the cultivation of productive relationships for employment or business" (Merriam-Webster Dictionary, 2012). This is one of the new methods being adopted by social work professionals. It is the concept of exchange of information and services through various communication media. The benefits of networking are long -lasting and continuous. Networking is a tool, whether through social media outlets or face to face meetings, provides opportunities to talk with people, exchange ideas and gain knowledge. For example, an NGO working against Koodankulam Nuclear Power Project (KNPP) in the state of Tamil Nadu in South India had to network with various groups of people, organizations and donor agencies to file PIL against KNPP. Finally, the government was forced to implement a development package for the people living in and around KNPP vicinity.

For initiating PIL against any cause, institution or government, one must have a wide network with the affected clients, their supporters, decision makers, legal experts and the affected community itself. The network would help in pooling resources from various sources, including media publicity, research inputs, and responses from experts who had taken up such issues earlier.

Strengths based Method

Strengths based approach is considered as the method which has shifted the focus from a deficit oriented approach to the possibilities or what works. In contrast to a deficit approach, the strengths-based perspective offers a way to assess, treat and empower children and youth to assist them in achieving their highest potential (Racco, A., 2009). It operates on the assumption that people have strengths and resources for their own empowerment. It recognizes that for the most part of life, people face adversity, become resilient and resourceful and learn new strategies to overcome adversity. Thus, strengths based approach is using client's personal strengths and in discovering resources in the environments to fulfill the client's needs and to enhance the client's resilience (Norman, 2000). It is an alternative to the conventional methods. PIL can play a complementary role to the strengths based methods. PIL filed in the field of protection of the environment, corruption free administration, right to education, rule of law, good governance and accountability are attempts to enhance resilience. Strengths based approach in-fact helps to identify the positive aspects which have capacity to enhance resilience. PIL can help the clients to draw strengths from one's own hidden energies. Social work professionals can facilitate clients to become aware of the supports and reliefs that one can get by approaching the court of law through PIL. This is another way of educating the clients about the strengths available within one's own reach to address various problems being confronted by them.

Awareness Campaign

Awareness campaign as a method of social work contributes significantly to other methods of social work. It is strongly interrelated with traditional and contemporary methods of social work practice. Awareness campaign is an organized, systematic effort through various communication media to alert the general population of a given area on anything of significant interest or concern. This method also has a complementary effect on PIL. The social worker engaged in the process of resolving problems can highlight the problems of the affected people through various media. Sometimes, socially sensitive lawyers may take up these issues through PIL to address the policy gap, ensuring enforceability of legal rights and enhance the scope of fundamental rights. For example, Hussainara Khatoon vs. State of Bihar (1979) was filed through an Advocate, based on the newspaper article published in Indian Express regarding the hardship of under trial prisoners within the prisons of Bihar. Similarly, in the case of Hindustan Times vs. Central Pollution Board, a newspaper cutting was taken as a complaint by the court of law. Anna Hazare's movement against corruption had followed well planned awareness campaign to

achieve its objectives. Awareness campaign had played a crucial role in the PIL cases being filed in the Supreme Court of India.

The awareness campaign method can certainly facilitate people from all walks of life to seek remedial measures from a court of law through PIL. In a democratic society like India with wide geographical coverage and home to nearly 1.25 billion people, the issues and problems confronting the poorest of the poor are far too many. One of the most hopeful means or methods of social work intervention is to seek directions from a court of law through PIL when the rights of people are being compromised. The method of awareness campaign can go a long way in ensuring better and satisfying response for the exploited and the oppressed through PIL.

Advocacy

The dictionary meaning of advocacy is: "the act of pleading for, supporting or recommending". It is an ongoing process aimed at changing attitudes, actions, policies and laws by influencing people in power systems and structures at different levels for the betterment of those affected by the issues. Advocacy is defined as "the process of working with and /or on behalf of clients to obtain services or resources for clients that would not otherwise be provided; to modify extant policies, procedures, or practices that adversely impact clients, or to promote new legislation or policies that will result in the provision of needed resources or services" Hepworth and Larson (1986). Advocacy requires a series of well-planned and interconnected areas to be implemented over a period. It is about promoting change and challenging injustice at both individual level and systemic levels. PIL is related to advocacy as well. PIL also includes promoting social changes and challenging injustice. The only difference is that PIL can be used when fundamental and enforceable rights are infringed, but in case of advocacy, it can be used for other social problems as well. But both are complementary to each other in the context of social work.

In a broader sense, PIL facilitates advocacy. PIL can promote policy changes as well as policy formulation in the context of social issues, particularly those affecting the marginalized and the poorest of the poor. Social work professionals can move to the court of law to address problems arising out of industrial disaster, food adulteration, environmental pollution, like river/water pollution caused by industries. Other significant issues may include safety of women, acid attacks, relief to victims of accidents, inhuman condition of undertrials, elimination of bonded labourers and child labourers, rights of the sex workers and the specially abled, and so on. In several cases, courts not only give immediate relief to the victims, but also direct the

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governments for amendments of existing legislations or enactment of new legislations to provide justice to the affected and punishment to those violating human rights.

Check Your Progress III

Note a) Use the space provided for your answers.

b) Check your answers with those provided at the end of this unit.

1) Is PIL a tool for social change?

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2) How PIL is used by social worker?

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3) What are the contemporary methods of social work?

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4) Discuss the relationship between PIL and social action.

5.10 LET US SUM UP

The Constitution of India guarantees fundamental rights to every citizen. The State has an obligation to enforce these rights. When these rights are violated by the State and its agencies, citizens have the right to take the matter to the constitutional courts for enforcement. But in the past, deprived sections of society could not make use of the

constitutional provisions to get justice due to ignorance of their legal rights and lack of means.

With the advent of the Public Interest Litigation (PIL) in western countries, the Supreme Court of India expanded the concept of 'locus standi' to enable public spirited persons and organizations working for the welfare and development of the weaker sections to approach the constitutional courts to seek justice on their behalf. Thereby, the Supreme Court has expanded the scope of fundamental rights and simplified the proceedings. The main assumption behind PIL is that radical changes could be brought into society through the courts of justice if fundamental rights of poor citizens are enforced effectively.

Today public-spirited persons can file writ petitions in the Supreme Court under Article 32 or in High Courts under Article 226 to get appropriate orders for the enforcement of fundamental rights. Many PILs filed in the Supreme Court in the recent past on matters related to basic amenities, rehabilitation of bonded labourers, illegal detention of women and children, custodial death, environmental pollution, unauthorized eviction of people living in slums, spurious drugs, etc., have helped the victims of human rights violations to get justice. It is now left to the social activists and non-governmental organizations interested in the development of the weaker sections of society to make the best use of the recent development of the judicial system in India to enforce the fundamental rights guaranteed by the Constitution and to bring adequate socioeconomic transformation in society.

From the above discussion, it is evident that PIL has played an invaluable role in advancing constitutional philosophy of social transformation and improving justice. PIL has come of age to be considered as one of the methods for social work profession. PIL is an ideal form of "Indirect social work practice" for providing justice to client at large. Furthermore, PIL can be used only when rights are infringed or when legal provisions are missing to address certain human rights problems. PIL always plays complementary and supplementary role to the other methods of social work. However, it is a growing and promising area to address complex social problems through constitutional and legal methods. Through Judicial Activism, the courts are proactively protecting the rights of citizens from legislative and administrative apathy, particularly those of the underprivileged and poor voiceless people. Therefore, social work professionals should make use of PIL as one of the new methods to address the emerging complex social problems at large.

It is seen that all the social work methods are mutually exclusive and complementary and supplementary to each other.

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5.12 ANSWERS TO CHECK YOUR PROGRESS

Check Your Progress I

1. a) Lack of awareness of their legal rights.

    b) Lack of assertiveness due to their low socio-economic status.

    c) Lack of an effective machinery to give them legal aid.

2. The poor victims were not aware of their legal rights. Even if they were aware of their legal rights they did not have the means nor the will to go in for expensive litigation in courts.

3. The obstacle of the traditional concept of 'locus standi' which did not permit any public-spirited person to file a writ petition on behalf of the weaker sections of society.

Check Your Progress II

1. PIL is a type of litigation initiated in a constitutional court by any Indian citizen when their fundamental rights are violated by the State authorities or agents.
2. Radical changes in society would come about through courts of justice, if fundamental rights of the weak and poor citizens are enforced effectively.
3. Article 32 and Article 226 respectively.

Check Your Progress III

1. Despite limitations, PIL can be a powerful and effective tool in the hands of the professional social workers to fulfill their commitment to the weak and the marginalized sections of the society.
2. Social workers can network with legal system and help in the implementation of social justice for juveniles, prostitutes, SC/ ST, and poor and needy, and prisoner's rehabilitation, who need legal assistance.
3. The contemporary methods are Networking, Strength Based Method, Awareness Campaign, Advocacy and PIL.
4. The Social Action leads to mass solution for mass problem and the same is possible through PIL.

UNIT 6   AWARENESS CAMPAIGN AS A CONTEMPORARY METHOD OF SOCIAL WORK

*Dr. Archana Kaushik

Contents

6.0   OBJECTIVES

The aim of this unit is to provide you conceptual understanding of one of the contemporary methods of social work practice – awareness campaign. In this unit, you will be oriented about the meaning, definitions and core elements in awareness campaign. You will also learn about the principles of awareness campaign. You will gauge the process of the method and some of the prominent tools and techniques of designing awareness campaigns. After reading this unit, you will be able to:

- Define awareness campaign,
- Understand the relevance and process of awareness campaign,
- Learn about the principles of awareness campaign,
- Explain the tools and techniques used in awareness campaign; and,
- Comprehend the relation between awareness campaign and other conventional methods of social work practice.

* Dr. Archana Kaushik, Department of Social Work, University of Delhi

6.1   INTRODUCTION

You may have seen many awareness campaigns in your locality or in print and electronic media. Polio, a dreaded disease, was recently eliminated from India, thanks to the concerted and rigorous efforts of the government through launching of campaign strategies like 'Do-Boond-Zindagi-key', 'Polio-Ravivar' (Sunday), etc. In 1999, super-cyclone in Odisha had taken toll of more than ten-thousand lives. In 2013, the Phailin cyclone, with almost the same intensity, could not claim even 100 lives, and the credit goes to awareness campaign. India is a disaster prone country and it is often said that a fully aware, well informed and properly trained population is the best guarantee of safety and of successful response to any disaster. Awareness campaigns have been playing critical role in reaching out to community and preparing it to deal with disasters, thereby reducing the ruinous impacts to a great extent.

Whether, it is disaster management or public-health programmes (such as universalizing immunization, reducing IMR, MMR), educational initiatives (enrollment drive, girl-child education) or electoral reforms, awareness campaigns have demonstrated crucial first-step in influencing behavior and affecting lasting social change.

Awareness-raising is one of the pillars on which public participation can be built. Moreover, it is the basis for taking the right choices and the appropriated decisions. The goal of public awareness, by disseminating information and education, is to develop knowledge, understanding and skills to behave and act for the protection of natural and cultural environments and promote sustainable development.

6.2   AWARENESS CAMPAIGN: MEANING, CONCEPT AND SCOPE

Awareness-raising is taken as a process that provides opportunities for information dissemination in order to improve understanding and develop competencies and skills necessary to enable changes in social attitude and behaviour. Sayers (2006) maintain that to raise awareness on something – good, bad or indifferent – is to promote its visibility and credibility within a

community or society. It is also to inform and educate people about a topic or issue with the intention of influencing their attitudes, behaviours and beliefs towards the achievement of a defined purpose or goal. It is a constructive and catalytic force intending to bring positive change in the behaviours and actions of the target people. The target people can be individuals, groups, organisations, communities or societies.

While awareness-raising is increasing the level of knowledge or information among the target people on the topic at hand, awareness campaign is a method that is directed to create/enhance awareness among comparatively larger audience. It is promoting an idea/attitude/behavior/action for a social cause. Awareness campaigns are often the first step to introduce the audience to new services, programmes, facilities or actions. It is aimed at building familiarity to a desirable behavior, say, promoting immunization or improving public health.

Thus, the purpose of awareness-raising is to influence a community's attitudes, behaviours and beliefs with the intention of influencing them positively in the achievement of a defined purpose or goal (Sayers, 2006).

Raising awareness is not the same as telling the public what to do – it is explaining issues and disseminating knowledge to people so that they can make their own decisions. However, providing information and creating awareness about an issue does not automatically lead to behavioural change. Attitudinal and behavioural change is highly complex and complicated process, which requires understanding of human behaviour and then meticulously chalking out steps to bring the desired change in the behaviour of the people. For this, people must be encouraged to move through successive stages to reach the point where new behaviours can be maintained. There are different ways to raise public awareness. Awareness campaigns can be manifested through specific planned events, poster campaigns, websites, documentaries, newspaper articles, etc. Strategies of awareness campaigns are carefully chosen keeping in mind the socio-demographic profile of the target group and cultural and political context of the area.

Mass media has played a crucial role in propagating awareness campaigns. While traditionally, information passed on in one-to-one setting, say, doctor to patient, with the advent of mass media the reach and scope of awareness campaigns has expanded many folds. Even the 'limited reach' print media such as brochures, pamphlets, posters and newspapers have given way to electronic

media driven strategies such as television, video-conferencing, blog-spots, web-circulation, SMS, etc. In fact, due to these awareness campaigns, media have become a vehicle for advocacy for social, political and legislative changes in society.

The scope of social work is omnipresent. Social work interventions are at preventive, curative, ameliorative, rehabilitative, promotive and management levels and awareness campaigns, too, are directed for preventing certain harmful behaviours, promoting healthy practices, curbing negative acts and managing activities for harm-reduction. Social work interventions and awareness campaigns are commonly witnessed in the areas of health and hygiene, education and skill-development, safety and security, disaster-management, dealing with abuse, inequality, exploitation and marginalization. Both, social work and awareness campaigns aim at bringing desirable and positive change in the attitudes and behaviours of the target individuals, groups and communities.

Check Your Progress I

Note: a) Use the space provided for your answer.

     b) Check your answer with those provided at the end of this unit.

     1) Define awareness campaign in your own words.

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6.3   APPROACHES AND MODELS

Let us first discuss various approaches that are commonly used in awareness campaigns. These may be grouped into five broad categories as:

1. Personal communication

2. Mass communication

3. Education

4. Public Relations (PR)

5. Advocacy

Personal Communication

A personal approach is often the most effective means of selling a good idea, particularly if the sender of the message has recognized credibility. Personal communication helps in making the audience feel more connected with the message of the campaign and understand the significance of that message in relation to their life. Examples of personal communication include:

→ Word of mouth: that is, person to person: ANM and anganwadi workers create awareness on maternal and child health within the community using this method.

→ Community and stakeholder meetings: Extension workers telling the farmers about innovative techniques in agriculture is an example of this.

→ Public forums, presentations and workshops: Gender sensitization workshops conducted for community people by NGOs may be included in this.

→ Social events: Many NGOs working on HIV-AIDS awareness and prevention organize 'condom party' for couples and flash mobs for condom promotion and raising awareness on safe sex practices.

→ Folk media: In certain societies, where oral traditions dominate, role-plays, story-telling, songs, dances, plays and poems on specific issues are presented in group-situations. For example, college students using street plays and theatre as media to create awareness on elder-abuse.

Mass Communication

Though personal communication is considered most effective means of raising awareness on issues in smaller groups and communities, it is not always the most efficient strategy for communicating a message widely. For wide dissemination of information, mass-communication using mass-media is apt. This approach is manifested in awareness creation using printed materials (like billboards, brochures, cartoons, comics, pamphlets, posters, resource books, newspapers, magazines, etc.), audiovisual resources (such as pre-recorded cassettes, videos, CDs and DVDs), and electronic media (radio and television are popular media in creating awareness on social issues). The internet is the recent but the most powerful and cost effective medium of creating awareness, say, through websites, email-discussions, web-logs, etc. These are relatively recent innovations but have the potential to greatly assist awareness-raising campaigns in regions

and communities where the internet is available. Also, mobiles are a ubiquitous media technology of the new age. Broadcast SMS messages to mobile telephones and personal digital assistants (PDAs) have been gaining popularity as effective tools for spreading message including message on social causes.

Education

It may be reiterated that raising awareness on an issue/social cause does not necessarily bring lasting changes in attitudes/beliefs and behaviours. To achieve long-term benefits, awareness campaigns should be designed in such a way so as to provide audiences with the skills and incentives to change their habits/behaviours. Education as an approach in awareness-raising can be quite effective if it addresses necessary changes in attitudes and corresponding behaviours. Two types of education are relevant to awareness-raising campaigns:

1. Formal education - content and skills that are included in school curricula and taught in the context of local needs and issues.

2. Informal education - workshops, presentations and other approaches designed primarily to impart information and skills to adults.

Education approach is seen in awareness campaign strategies like – training of trainers' workshops, formal and informal educational programmes presented in local schools, colleges, adult learning centres and libraries, static and travelling exhibitions and displays.

Public Relations (PR)

Public Relations or PR is broadly related to the activities designed to establish and maintain the credibility of awareness campaigns. The Chartered Institute of Public Relations in Britain describes PR as "the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organisation (awareness-raising campaign) and its publics (audience and stakeholders)". The PR includes analysis of public perception, modifying/designing organisation's policy/programmes in consonance with public interest and then executing the programmes for communication with the public. Organisations make use of various media for public relations such as the press, television, radio, posters, charts, brochures, hoardings, films, puppet show, street theatre, and so on. Personal contacts, visual media, printed or written words and spoken words are also important PR tools.

Advocacy

Advocacy and lobbying efforts are sometimes overlooked when planning awareness campaigns but can be vital in ensuring ongoing support from governments and civil society organisations. Advocacy may be done at various levels — personal level (raising issues concerning daily life), family level (gender discrimination, age related issues like child abuse, elderly abuse; etc.), community level (any section of community not getting equitable share and discriminated against on account of ethnicity, religious, caste bases), national (influencing policy intervention, human rights, etc.) and international (issues related to world trade treaties, international loan, global warming, etc.).

Models of awareness campaign:

Let us appraise three main models of awareness campaign in this section – Awareness-Raising, Social Marketing and Behavioural Change Communication.

Awareness-Raising

In this model, the central message of a campaign is communicated to a selected target audience using different approaches and techniques. A communication mix is necessary to ensure better receptivity of the message. There are four key components of an effective awareness raising campaign: Message (M); Audience (A); Strategy (S) and Timing (T).

Social Marketing (SM) is the planning and implementation of programmes designed to bring about social change using concepts and principles of commercial marketing. Across the world, SM principles are being widely used to improve community health. Kotler (1975) defines social marketing as, "the design, implementation, and control of programmes seeking to increase the acceptability of a social idea or practice in a target group(s)". It utilizes concepts of market segmentation, consumer research, idea configuration, communication, facilitation, incentives, and exchange theory to maximize target group response. According to Andreasen (1995), "Social Marketing is the application of commercial marketing technologies to the analysis, planning, execution, and evaluation of programmes designed to influence the voluntary behaviour of target audiences in order to improve their personal welfare and that of their society".

It may be noted that SM is not social advertising; it is much more than mere publicity or promotion or media outreach only. It is a multidimensional and dynamic approach meant for

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enhancement of positive behaviour and well-being in the society. 'Exchange' is the key factor in SM, where benefits of adopting desired behaviour/product are highlighted and barriers are de-emphasized. It is based on the fact that before adopting any new behaviour or product, human mind calculates or weighs the pros and cons in terms of exchange. For instance, buying a Pepsi would cost Rs.15 and in return the buyer gets a Pepsi (a thirst quencher + good taste + fun + youthful feeling + adventurism). Let us take another example of buying a condom – cost of a condom (say, Rs.5 + embarrassment at the time of buying + loss of pleasure) and benefit (protection against pregnancy +STIs + HIV + sense of control + peace of mind). People go through 'cost-benefit' analysis when they have to make a choice in buying/adopting a new product/behaviour. When perceived benefits overweigh the perceived cost, clients adopt the 'desired behaviour/product'.

Behaviour Change Communication

Behaviour change communication (BCC) is bringing about desired change in the behaviour of people by using effective communication strategies. It is the strategic use of communication to bring positive changes in the health and living conditions of people. Neill McKee offers a comprehensive definition of BCC as, "It is a research-based, consultative process of addressing knowledge, attitudes, and practices through identifying, analyzing, and segmenting audiences and participants in programmes and by providing them with relevant information and motivation through well-defined strategies, using an appropriate mix of interpersonal, group and mass-media channels, including participatory methods".

Before the conception of BCC, Information Education Communication (IEC) was a popular strategy of development communication. Let us differentiate the two terms. IEC is the development and application of communication strategies to promote positive behaviours among individuals and communities. On the other hand, BCC is more about identifying the barriers to behaviour change and overcoming the same. It is about understanding the communities, contexts, and environments in which behaviours occur. Evidences show that merely informing people which behaviour is appropriate and should be adopted, is not enough to bring about behaviour change.

Check Your Progress II

Note: a) Use the space provided for your answer.

   b) Check your answer with those provided at the end of this unit.

   1) Explain the basic features of Behaviour Change Communication.

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6.4   PRINCIPLES OF AWARENESS CAMPAIGN

Principles of awareness campaign

Awareness campaigns are based on the following principles:

Principle of social work values: Social work values like equality, social justice, and empowerment form the foundation of awareness campaigns.

Principle of community and client needs: The awareness campaigns are based on the needs (rather felt needs) of the community people. This is important for the acceptability of the campaigns.

Principle of cultural-context: Social workers need to understand the socio-cultural setting of the community as it greatly influences the success or failure of the campaigns.

Principle of client-centric approach: The entire design of awareness campaign revolves around the client or target-audience. Knowledge about the socio-cultural and psychological make-up of the clients, their attitudes and belief systems on the issue at hand is an essential pre-requisite to design the campaign.

Principle of goal clarity: The success or failure of a campaign depends on the clarity of defined goals. The action and/or awareness that the target audience should adopt must be specifically and vividly defined.

The Principle of planning: As a technical component, the process of continuous planning is fundamental to the development of a meaningful campaign. In the context of social-work, planning should be participatory, as far as possible, involving the service users.

Principle of message specificity: Message development is of utmost importance. It should bring about the desired change or outcome and be appealing to the target audience.

Principle of participation: People's active participation forms the crux of awareness campaigns. They should not be perceived as passive receptors of information.

Principle of communication: Culturally-sensitive, and two-way communication is essential to effective awareness campaigns.

Principle of sustainable and positive change: 'Guided social change in the positive direction' is the aim of an awareness campaign. The campaigns designed should lead to holistic and positive change in the society and should not be an on ad-hoc basis or should not be confined to betterment of a select few.

Principle of theoretical framework: Campaigns that have been guided by theoretical frameworks are more successful than those that are not.

Principle of cost-effectiveness: Based on the socio-cultural context and resource-availability, media channels should be carefully chosen with most efficiency and cost-effectiveness. Campaigns using multiple delivery channels are more successful.

Principle of Feedback: Creating systems for continuous monitoring and feedback are essential to gain insight and make it a successful campaign.

6.5   PROCESS, TOOLS AND TECHNIQUES

The process of designing an awareness campaign requires many steps, which are delineated as follows:

Planning phase: The first step is to conduct a 'situation-analysis', which is done through baseline data collection. Knowing the 'target-audience' is vital for designing an effective campaign. Social problems are often multidimensional – for instance, there are multiple reasons of child-marriage and varied consequences. Concentrating on a single factor of cause-effect would give misleading results. Using ecological approach, all the factors are studied for holistic analysis of the situation. Background studies are carried out so as to gather relevant and realistic information, covering dimensions like political scenario, policies, legislations and programmes, financial and other resources at hand, socio-cultural milieu, geographical locale, lack of or presence of adequate infrastructure and sophisticated technology, etc.

The next step is 'analysis of the information/problem' on the theme of awareness campaign. Various tools such as problem matrix, problem tree analysis, etc., may be applied for this.

Designing phase: Based on the information gathered and analysis done in the previous phase, concrete, measurable **objectives** of the awareness campaign are chalked out. It should be clearly spelled out whether awareness campaign would confine itself to disseminating information only or aims to bring about behavior change. The objectives, thus set, would decide the approach and model of the campaign.

In view of the detailed profiling of the community done in the baseline data collection stage, covering dimensions like their age-group, educational level, occupational status, etc., the **target-group(s)/audience** should be vividly enlisted.

After setting the objectives and demarcating the target-audience, next step is structuring the **key messages**. Appropriate messages are defined based on socio-demographic profile of each target group, socio-cultural milieu, the issues that are to be addressed and the behaviours/habits to be changed, major obstacles in adopting 'healthy-behaviour' and the available human and financial resources.

Identifying and communicating the correct messages are crucial to the success of awareness campaign. Generally, a campaign has either one central message or a group of closely related

subsidiary messages that are linked to a common theme, say, family planning, mother and child health, etc. Often messages with slogans or short phrases (with less than 10 words) are planned so that target audience can 'retain' easily. It is vital that the messages should be concise and give minimal scope for misunderstanding. Moreover, they should not raise false expectations. In order to make the audience 'feel included', the messages should have some personalisation. More often than not, messages should have positive tone. Sayers and Richard (2006) have identified two types of messages – awareness messages (give information that can be used to reinforce importance of informed action and behavioural change) and action messages (describe in detail the actions that should be taken to adopt particular behaviours).

The next step is selecting channel for communicating the message. Depending upon the resources available, profile of the target audience, targeted reach and coverage of awareness campaign, etc., the channels are decided. Some of the common strategies and tools that are used in awareness campaigns are:

Mass-media – television, radio, newspapers and magazines. Now-a-days, many programmes and documentaries, featured articles and discussions cater to wide range of awareness campaigns. Community radio is a recent innovation that is being used for creating awareness on community-specific issues.

Audio-visual media – newsletters, books and pamphlets, brochures, posters, charts, flip-charts, CDs, VCDs, DVDs, etc., are commonly used in awareness campaigns. They are cost effective but have limited reach.

Exhibitions, rallies, mobile libraries, cycle-theatre, community-meetings, etc., are used to create awareness on one-to-one basis. They are highly effective strategies but have limited coverage.

Merchandising as calendars, agendas, printed clothing, caps, bags, badges, now-a-days used as PR material are effective strategies for awareness campaigns as well.

Monitoring is a crucial step in the design of awareness campaign. Though it begins after the campaign is launched but indicators of monitoring and evaluation are chalked out at the planning stage itself. Based on the objectives, indicators of success or positive impact of campaign are enlisted. Sometimes, before and after the campaign, awareness levels of the target group on the issue at hand are measured and compared. Often qualitative and quantitative data collection techniques are used in evaluation of awareness campaigns.

Pre-testing of the message is a must exercise and based on the findings, message should be changed, if required, before it is launched in a big scale. Systems to get feedback of various stakeholders including the target audience should be well built in the awareness campaign itself.

Check Your Progress III

Note: a) Use the space provided for your answer.

   b) Check your answer with those provided at the end of this unit.

   1) Enlist the principles of awareness campaign.

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6.6   RELATIONSHIP WITH OTHER METHODS OF SOCIAL WORK

Creating awareness is the primary task of social workers, in almost all the social work interventions. Though traditionally, social work interventions are categorized into six methods – three primary, casework, group work and community organization and three secondary or auxiliary, social welfare administration, social work research and social action, awareness campaigns are intrinsically related to all these six methods. Behaviour change communication (BCC), which is a model of awareness campaign, is widely practiced in casework and group work situations. In fact, BCC is practiced in one to one and one to group situations in Targeted Interventions for HIV prevention/management. Community organization extensively uses Information Communication Education (IEC) and Education approaches. Creating awareness in a

community frequently adopts strategies of social marketing (SM). Lobbying and legislative advocacy, other approaches of awareness campaign, are employed by social action for policy level changes. Baseline data collection and evaluation research form part of social work research. Like social welfare administration, awareness campaigns make use of POSDCoRB (planning, organizing, staffing, directing, coordinating, reporting and budgeting) principles.

All the methods of social work including awareness campaigns, rest on the values, ethics and principles of social work and aim at creating a better, just and egalitarian society.

6.7   LET US SUM UP

In this unit, you have gained an understanding about awareness campaign as a method of social work practice. The concept and meaning of awareness campaign were delineated. You learnt about the principles and process of designing awareness campaigns. Some of the major models and approaches of awareness campaign were described.

6.8   KEY WORDS

Awareness Campaign: It is a type of intervention where appropriate media are utilized to raise awareness among the public on issues of social cause with the purpose of enhancing public good.

Behaviour Change Communication: It is defined as the strategic use of communication to promote health and well-being based on proven theories and models of behavior change.

Public Relations: It is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.

Advocacy: It is an activity by an individual or group which aims to influence decisions within political, economic, and social systems and institutions.

6.9   SUGGESTED READINGS

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6.10   ANSWERS TO CHECK YOUR PROGRESS

Check your progress I
1) Awareness-raising is a process that provides opportunities for information dissemination in order to improve understanding and develop competencies and skills necessary to enable changes in social attitude and behavior.

Check your progress II
1) Behaviour Change Communication (BCC) is bringing about desired change in the behaviour of people by effective communication strategies. BCC is more about identifying barriers to behaviour change and overcoming the same. It is about understanding the communities, contexts, and environments in which behaviours occur.

Check Your Progress III
1) Principles of awareness campaign:
- Principle of social work values.

- Principle of community and client needs.

- Principle of cultural-context.

- Principle of client-centric approach

- Principle of goal clarity.

- Principle of planning

- Principle of message specificity.

- Principle of participation.

- Principle of communication.

- Principle of sustainable and positive change.

- Principle of theoretical framework.

- Principle of cost-effectiveness.

- Principle of feedback