



## STAND UP AND TAKE ACTION AGAINST POVERTY FOR MDGS

### List of Actions / Millennium Development Goals driven / Focused

Main concept	Types of Actions / Activity	Nature of Event	Possible Policy and Practice change	Constituencies we are mobilising	Potential for building new constituencies	Media outreach / Impact
1. General Mobilising campaign / advocating for MDGs	<b>MDG and SUTA camps</b>	Organize MDG camps wherein students undertake related activities like planting trees, sanitation, holding adolescent education classes; adult education	MDG Camps will try and make some change at the particular location in relation to all 7 goals	Schools and colleges and educational bodies and institutions		Good story for International and regional media coverage.
	<b>MDG quiz, debates, poster and essay competition</b>	Organise competitions at various forums	Mobilize students to speak out and demand actions from national/regional leaders. Leverage student voices to pressure the govt. to improve education and health services	Schools and colleges; educational institutions like scouts, cadet corps, etc.	This can be part of online action bringing in communities from social networking sites like orkut, facebook_	Web media, print and electronic, direct communication
	<b>Issue based MDG flag march or rally</b>	Issue based march or rally like women empowerment, marginalized group issues, discrimination, environment consciousness, global partnership, education etc Organize action oriented MDG rallies,	Plan meetings with stakeholders and officials from the ministry and key-government institutions; Highlight key issues to fast track MDGs.	Partner organization; CSOs, national coalitions; educational institutions; FBOs	Include Online community for a web-based symbolic support.	National and regional media; feature stories and articles on specific issues in print media; electronic media coverage of the events.

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		march with policy agenda/demands: Organise specific rallies march with marginalized groups with policy demands.				
	<b>Online/web and sms action</b>	<ul style="list-style-type: none"> <li>Encourage users to create and post their 1-2 min MDG videos (mobile videos) with strong messaging on our portals</li> <li>Encourage users to send in SMS petitions during the SUTA period. Work with mobile service providers to organize and validate messages.</li> </ul>	Engaging the online community which gives huge numbers will be strong effort. Individuals videos, messages and online petitions will act as first-hand information and a strong source of putting pressure on government and also raising awareness.	Online community; blogging community; people hooked on to Social networking sites;	Online community and bloggers; mobile users	Web media; online social network for word of mouth publicity; mobile users; posting of video on video sites
	<b>Filing Right to Information (RTI) letters and petitions</b>	<ul style="list-style-type: none"> <li>Write to government using Right to Information law.</li> <li>Getting information on progress made on development issues especially MDGs.</li> </ul>	Pressure on government; Right to information letters will pressurize government to extract and assemble information related to MDGs and take notice of the progress in the field;	Partner organizations; CSOs; national coalitions;	Online constituencies; schools students	General interest print media story; feature articles
<b>2. Poverty and Hunger related campaign</b>	<b>Free lunch</b>	Organise a free lunch for students and family at schools, at	This activity can serve both hunger and health related issues.	CSOs, Youth, FBOs		Local print media / Radios

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		the same time can educate both parents and children on session of food and nutrition.				
<b>3. Education and Youth</b>	<b>Each One teach one</b>	Organise teaching classes by individuals or groups at various locations	Education extension programme for realization of Goal 2, universal primary education	Schools and colleges may participate in a big way	FBOs; Corporates and business confederation and federations who have CSR in their agenda	Web opportunity with social networking sites for publicity; print and electronic media
	<b>Donate used books / Stationeries</b>	Used books to be donated at arranged sites e.g. City Hall / Train station etc. Collected books then be distributed to schools in remote area or public libraries	Goal 2: Remind government on providing basic necessities for school children	General public / CSOs / Youth groups	Local Authority	Local print media / Radios
	<b>Build / reconstruct community schools</b>	Build / reconstruct / Paint schools by volunteer students and/or community workers in 3 days	Goal 2 and community capacity building and livelihood	Youth group / CSOs / FBOs	Local Authority	Local print media / Radios
	<b>Slipper Campaign</b>	Organize rural student's morning march to school Provide slippers to children who go to school barefoot..	Achieve a component within goal 2. There are many students who go to school barefoot in the heat, rain, and cold. Remind the govt. of the vast section of student population who should be taken care of	National coalitions to identify and undertake such march; and private sector to sponsor the same.	Private sector	Event specific media story; Event has good potential for regional and national print coverage owing to ground level action and symbolism. Good

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						opportunity especially for electronic media coverage.
<b>4. Health and Public Sanitation</b>	<b>Blood donation camps</b>	Organise blood donation camps	Pressurize govt. to activate health resources for combating diseases. Build a huge blood bank which may directly help to ameliorate goal 4,5 and 6. we may donate it to various hospitals through our constituencies	Schools, colleges, educational institutions like scouts, guides, cadets; FBO's like AOL, muslim federations; national coalitions	Hospitals and clinics; We may add many more schools and colleges and give them an easy way for taking ACTION.	Event specific media story Centralized camps at a chosen place gives visual appeal for media stories. Print and electronic media
	<b>Sanitation activities:</b>	Mobilize communities to improve (public) basic sanitation facilities.	Goal 4, 5 and 6. Symbolic action for government to look into slum dwelling problems, (which mainly comprises of marginalized section of society and poor)	National Partners, educational institutions and agencies, government organisations	Potentially involve corporations as well; FBOs	Event specific media story Visually and content wise powerful story for both print and electronic media; also for community radio
	<b>Mosquito Nets distribution</b>	Distribution of bed nets to families in malaria endemic areas.	Goal 6: remind government of reversing the spread of malaria. (remind the government of either putting in place a policy/ies or implement one already in place to effectively address the problem)	National partners; FBOs; educational institutions	Corporates and PSUs	Media opportunity for print, radio (especially community radio) and television media
	<b>Free Medical check ups at hospitals / clinics</b>	Organise a Free Medical check ups with hospitals and	Remind government to fight such basic diseases more	Privately and government run Hospitals; FBOs;	Hospitals; Doctors; FBOs and Corporates	Print and electronic media opportunity;

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	<b>or medical check-up camp at City Halls</b>	clinics like polio malaria, measles vaccination,	effectively and urgently; Goal 6 (as above)	national coalitions and state partners; educations institutions;		
	<b>Rights to vaccination</b>	Organise a camp for free vaccine distribution for children	Goal 4 and 6: Remind Government on reducing child mortality rate / Preventive measures (as above)	Privately and government run Hospitals; FBOs; national coalitions and state partners; educations institutions	Hospitals; Doctors; FBOs and Corporates	Print and electronic media opportunity;
	<b>Focus Medical Camps for Children and Mother</b>	Organise a Medical check-up camps for mother and children, including educate them on basic intuitions related to health	Mother and child health activity, Goal 4,5 and 6 (as above)	Privately and government run Hospitals; FBOs; national coalitions and state partners; educations institutions	Hospitals; Doctors; FBOs and Corporate	Print and electronic media opportunity;
	<b>Voluntary testing camps for HIV/AIDS</b>	Organise a 1-3 days free testing for HIV/AIDS at the Public Hospitals / Clinics	Goal 6	Youth Groups, FBOs, CSOs, Hospital	Women Groups, Corporate	Print and electronic media opportunity;
	<b>Free distribution of condoms</b>	Free distribution of condoms in University campus / shopping malls	With a message of safe sex and prevention of sexual transmitted diseases. Remind Government to allocate budget for preventive measures which is more efficient than curing measures (Remind the government to pass laws guaranteeing sufficient allocation of budgetary resources to	Youth Groups, CSOs	Women groups, corporate	Print and electronic media opportunity;

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			the sector for sustainable management of the problem)			
<b>5. Environment sustainability and reverse loss of resources</b>	<b>Tree plantation campaign</b>  <b>Mobilise community to protect the trees</b>  <b>Mobilise community to build / clean / maintenance of public park</b>  <b>Mangroves forestation</b>	<ul style="list-style-type: none"> <li>Encourage people to plant a tree each and count the number of trees planted during the stipulated action period;</li> <li>Bring up sense of nurturing / protecting the trees among families and communities.</li> <li>Mobilise public to engage in mangroves forestation / preservation</li> </ul>	<p>Goal 7: Inform government on easy ways to reverse environmental degradation. Build awareness among the communities to protect trees.</p> <p>The mangrove forest plays many roles such as coastal stabiliser, dispersant of energy of storms, tidal bores and wind, barrier to invasion of inland area by salt water, producer of nutrients and forest resources such as fuel, charcoal, fodder, timber and a wide variety of animal species. It is also a convenient nursery area for fish, shrimp, and crabs</p>	CSO / NGO and UN Specialised agencies engaged in environment and climate change; education institutions; all individuals; FBOs	Private sector, as part of CSR	Web and mobile media apart from specific stories in Print media
	<b>Car Pool Day / Car Free Day</b>	<ul style="list-style-type: none"> <li>Reduce a number of miles you drive by walking or taking mass transit whenever possible</li> <li>car pool amongst city dwellers; bio-</li> </ul>	Goal 7; practice change in individuals to reduce pollution levels; energy-saving consumption	General public	All stakeholders	National / Regional / Global media opportunity with number counting

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		efficient; usage by rural community;				
	<b>Waste recycle / no plastic bags</b>	<ul style="list-style-type: none"> <li>• Recycling waste</li> <li>• Conducting sessions to educate community on ways to reduce waste and encourage efficient-energy consumption</li> </ul>	Goal 7: Practice change in individuals and communities to reduce waste	General public / Local government / local community / School and Youth group	Private sectors, as part of their CSR	Local print media / Radios

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