

WE, THE PEOPLE ABHIYAN

ANNUAL REPORT 2020 - 2021

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1. Foreword

The Constitution of India envisages a society that is just, free, equal and woven together with a sense of fellowship. In moving towards such a society, the citizen plays a critical role in securing his or her own rights, recognizing the rights of others while actively practicing his/her responsibility in personal and social spheres. WTPA's work is in service of this Constitutional vision. We focus sharply on building citizens capacities to own, understand and practice their role and responsibility and thereby make their lives and communities better.

Perhaps, at no other time have these values been tested as much as last year, as COVID-19 impacted people all across the country. Issues of equity, access to basic healthcare and food, displaced livelihoods and poor governance have been at the forefront, as all of us struggled to cope and help each other.

For us, at We, The People Abhiyan, last year has been tremendously challenging in serving schools and civil society organizations as the spread of Covid affected the overall functioning. Schools struggled to provide online curriculum but even in this, government schools faced a big dilemma regarding equitable access. Given the situation, our team rallied around and explored ways to help. We started with helping teachers with content suitable for online dissemination. Then moved towards online training workshops for teachers and students in Delhi Government schools. Through this time, we worked on content development for online curriculum and for creating new curriculum to be used when schools start again. The work we have done on curriculum for DoE, Delhi and Government schools in Gujarat are cases in point.

Picking on what we could do quickly and tying into the efforts on-ground, we moved our training for community workers online. Our civil society partners got together to make this happen. Soon we had people sitting in far flung places – sometimes in fields and sometimes from outside their houses – joining us for online training. Additionally, we started offering online workshops every week right from April 2020. These were widely attended by community workers, teachers and the youth. As isolation became a common impact due to Covid, these online workshops kept spirits and interest alive – for the participants and us. We used various interactive methodologies to keep everyone engaged and I think on that count, we have scored very well. The overall response to these workshops indicate that they were different and more interactive than any that participants were attending in other places. For us, that was a big positive feedback.

Meanwhile, the online medium gave us a lot of learnings and we discovered its potential for reach. We also discovered its many limitations. We identified and focused on the few things we could do well and effectively. This led to the creation of a Foundation Education on Constitution (FEC) programme, that we have developed for online outreach. This is a basic foundational course on the Constitution and Citizenship, its essence gathered in a 6-hour workshop. We have tested this with adolescents and youth groups and have received a very encouraging response.

We have learned immensely from our experience last year. We are determined to act on these learnings in the coming few years as we factor in a pandemic-affected world. We will continue to work harder and hope that we all rally around and emerge more conscious of basic human values and the need to stand by each other.



2. Programme Insights

2.1 Citizenship Education Programme

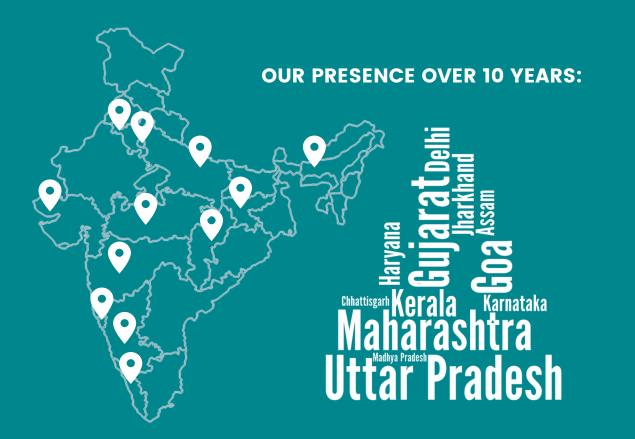
The Citizenship Education Programme is an intensive, foundational, capacity building programme for citizens aimed at enhancing Attitudes, Knowledge and Skills. This programme is facilitated in partnership with other organisations: Educational Institutions and Civil Society Organisations (CSOs). Here are the numbers of CEP outreach over the last 10 years:







Partners	Trainers Trained	Active Citizens	
1.320	1.791	17.47.400	



COVID-19 and the lockdown presented a huge challenge for our capacity building programs. All our trainings have always been on-site with a focus on experiential and activity-based learning. With the lockdown, we had to completely rethink our model and design. And this was a very stimulating process for us. In a tremendously difficult year, we have been able to initiate new partnerships, revamp our entire training model and create ground-breaking content for taking constitutional understanding to scale.



01.

Continuing our partnerships from last year, we were quickly able to convert our training design into an effective online model and deliver our capacity building programmes with Utthan, CORO and PRADAN. We trained their community leaders and team members to facilitate constitutional understanding in the communities that they work in.



02.

We undertook a widespread outreach effort to connect with all SCERTs across the country to offer online sessions and materials for teachers. This effort helped us in establishing connections with SCERTs of Chhattisgarh, Goa, Kerala and Uttar Pradesh (UP). We conducted five online sessions with SCERT teachers of Chhattisgarh, Goa, Kerala, UP and Delhi during the lockdown. The sessions were very well received by the teachers and they have requested for more such sessions going forward on a regular basis. A total of 3000 teachers participated.

https://www.youtube.com/watch?v=vPdvcWB3qGA



03.

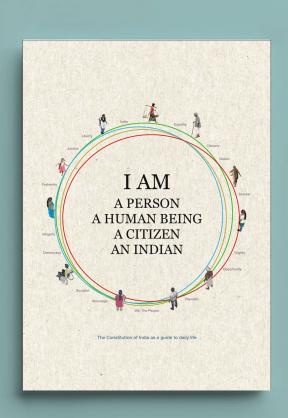
Our partnership with government education departments also focused on creating curriculum. We worked on developing Deshbhakti Curriculum as Knowledge partners with the Directorate of Education (DoE) and SCERT, Delhi. WTPA will also be conducting teacher training before the launch of Deshbhakti Curriculum which is planned for Aug 2021. This curriculum will be rolled out in all 1024 government schools of Delhi for all students of classes K-8th. Additionally, this year we partnered with Prabuddha Kutch, an organisation working with government schools of Kutch, Gujarat. We built a curriculum for students of classes 6-8th. This curriculum will be used in 100 schools with 20,000 students to begin with and will be extended to more schools in years to come.



04.

Acting on our learnings from last year, we have created materials for Foundational Education on the Constitution (FEC) with support of Mission Samriddhi. This is aimed at creating constitutional learning at a large scale. We intend to work with multiple ministries, government institutions, like NIRDPR and networks for a widespread outreach. FEC includes a workshop and support materials, film, booklet and a leaflet. All material is open source and available in Hindi and English

https://drive.google.com/drive/folders/1_NO6i01Lx3JmoOkge-dx4XCxZhc7CHhJ?usp=sharing





Learnings that have emerged from this year:

01.

Part of capacity building, especially the knowledge component, can be delivered with high efficacy through online medium. This can be a great option to reach not only larger numbers of people but also different regions.

02.

Consistent and conscious innovation in the design and method of intervention needs to continue to overcome challenges and reach scale.

03.

To be able to work with any State agency, consistent prospecting and having a contact within the institution are important. To take a program forward, we need to identify a champion within the institution and work closely with them. It requires constant follow ups and relationship building for the process.

04.

Monitoring & Evaluation (M&E) is critical for all interventions, online and on-site, to build demonstrable model for scale-up.

Feedback

"We knew that Constitution exists. But till date we did not know how can we connect it to our lives. How can it be made applicable? The facilitative method in the sessions was very impactful."

- Sheetal, Jan Sahas

"Samvidhaan ki uddeshika bahot baar padhi hai.. par aaj apne civics teacher par bahot gussaa aa raha hai.. aaj samajh aaya ki us uddeshika ka matlab kiya hai."

- Community Volunteer, AALI

"संविधान की व्याख्यान बहुत ही बढ़िया है। ज्ञानवर्धक, उपयोगी एवं अनुकरणीय है। धन्यवाद।"

Omprakash Sahare,
 Chhattisgarh School Teacher

"सत्र बहुत ही मजेदार था। 3.30 घण्टे के सत्र में कही भी ऐसा नही लगा कि सत्र फ्लो में नही है या बोरिंग है। पूरा सत्र मजेदारी के साथ हुआ तथा भागीदारी के साथ हुआ"

- Anjali, Synergy Sansthan

"This is best online training I've attended so far"

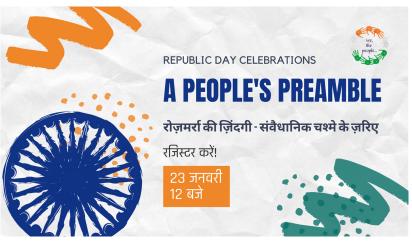
Ram, MissionSamriddhi

2.2 Constitution Connect

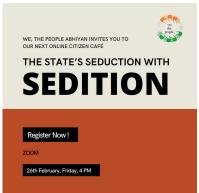
Constitution Connect is the programme area that focuses on creating wider awareness about the Constitution. The singular purpose is to help citizens recognise the connect between the Constitution and their everyday life. This is primarily done through facilitating short workshops and events like Citizen Cafés, on-ground and online.

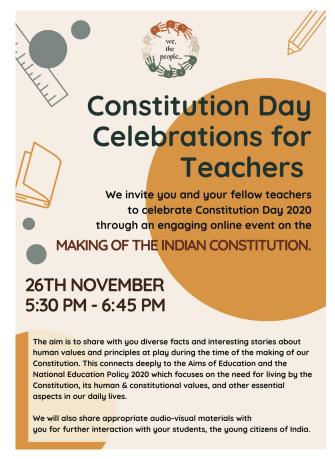
This being the 'hero' of unusual years, we were still able to organise and be a guest at 52 online Citizen Cafés. We could conduct our Citizen Cafés with diverse groups of citizens and across different digital media platforms – Zoom and Live on Instagram, YouTube and Facebook. We connected with nearly 7,400 citizens across the country ranging from our network of CSOs and educational institutions and audiences on our social media platforms.

2020 brought us closer to our Constitution. This was due to several instances which led to reflections on our core constitutional values and the role of citizens and the State. This gave space for us to support citizens in developing a constitutional lens or perspective to view those situations and talk about the ways we need to uphold the Constitution. We jointly built an understanding on constitutional values, rights, responsibilities, working of the Constitution and its key principles.









We were able to increase our youth reach on Instagram by inviting activists and influencers to do a collaborative Instalive with us. This enabled us to reach their large audience and create awareness on topics in the news. We got in touch with various SCERT and other education departments of different states and were able to accommodate teachers in the 1000s after shifting from Zoom meetings to streaming on YouTube through Zoom. This also boosted our YouTube subscriptions. Further, we engaged with students from Amity University, JK Lakshmipath University and Sharda University across different courses.

Here are the links to some of these Citizen Cafés:

Session on Making of Indian Constitution with Amity Students

<u>Live session on Women's Rights Are Human Rights</u>

We actively worked on Constitution museum concept and created content and design for a youth-centric experiential space. The idea was to have a space where school children can learn and engage with aspects of our Constitution. However, this concept did not see fruition. We drew some solace from the fact that part of this content was used for the special exhibition on Constitution Day 2020 at the Statue of Unity in Gujarat. This was inaugurated by the Speaker of the Lok Sabha, Shri Om Birla.

Here is a media report on the same.

The past year was also about several knowledge sharing activities in which we engaged with other organisations. Few are listed below:

- Facilitated two sessions for Path Foundation's Certificate Course on Constitutional Morality
- Supported We, The People of India campaign by Yogendra Yadav with our open-source materials to spread constitutional awareness

Media Coverage Of Our Work

Sisodia reviews progress of 'Deshbhakti' curriculum development

The Delhi government will launch the curriculum in all its schools for children of classes KG to 8.



Delhi's Deputy Chief Minister Manish Sisodia addresses a press conference ahead of the Civic body election, in Ahmedabad on Saturday. (ANI Photo)

Delhi Deputy Chief Minister Manish Sisodia on Monday reviewed the progress of the Deshbhakti curriculum development and said the syllabus will be aimed at instilling among children a sense of pride for India and respect for values enshrined in the Constitution.

The Delhi government will launch the curriculum in all its schools for children of classes KG to $8. \,$

The curriculum committee is assisted by teachers of Delhi government schools and organisations like Teach for India, ComMutiny - The Youth Collective, Pravah, and We The People Abhiyan.

About our work

Our partnership with the DoE Delhi

Article published in Scroll

Scroll.in

INTERPRETING THE CONSTITUTION

Republic Day musings: Cricket, consultation and our Constitution

While the technical aspects of the law are critical, the spirit is what ultimately counts.

Vinita Gursahani Singh Jan 26, 2021 · 12:30 pm





Feedback

"Discussion worked as an eye opener about the conflicting rights during #COVID19."

Ila Verma, Mentor Teacher, Delhi

"Thank you so much for reinforcing the Preamble. It reminds me of one Hindi word "Bhaag Io", so it is important to take part in the situation which makes you uncomfortable.. not to run away from that. So, take part by thinking or through small or big actions."

Laxmi, Team Member, Magic Bus

https://www.instagram.com/tv/CAsPhukFckF/? igshid=1mw64nq66ipu5

Sunita Mehlawat, Mentor Teacher, Delhi

"Thank you very much for arranging such an informative and wonderful session wherein we got to learn so many things. The Preamble was explained like it has been never before in our schools. It took me back to my Political Science classes back in school. I enjoyed the session very much and it came as a positive change from Science to Social Sciences to me."

Disha Gupta, Student, Sharda University

2.3 Content Development

Content development is at the core of WTPA's functioning. The pandemic gave us a lot of time and opportunities to focus on content creation and curation. As the on-ground programmes stalled, we prioritised projects related to content creation.

We worked on recognising the needs of our diverse audience and developing better understanding of alterations in ways of methods and pedagogy to suit their needs. Also, as the programmes moved to the online platforms, we had to equip ourselves with tools to retain their attention and deliver our intensive 3-4 day on-ground training through bite-sized sessions across 5-6 days.



We also created diverse materials other than session plans for online training. These include curriculum for school students, booklets, leaflets, films, workshop modules and supporting material, guides for essential documentation requirements and content for social media platforms.

Here are the details related to different projects and areas we worked on:



01. Training Programmes

Most of the Citizenship Education Programme, with in-depth training, was shifted to Zoom calls and involved a lot of tweaking and changing of execution of activities and session plans. Nevertheless, we ensured that learning outcomes are not compromised.





02. Sessions for Teachers

We conducted short online workshops, Citizen Cafés, for school teachers across Chhattisgarh and Goa. We conducted them on Zoom and also streamed them live on YouTube. For this, we kept the core of the sessions in sync with the National Education Policy, 2020 and the Aims of Education as they connect to the importance of constitutional values and citizenship in our daily lives.



03. Curriculum for Children

We created a simple, reflective, experiential curriculum for students across grades 6 to 8 for students in Delhi government schools as well as students across government and private schools in Kutch, Gujarat. These included explanations on topics related to the Constitution and its making as well as several engaging activities to be conducted in the classroom and at home.

This made way for us to collaborate with different organisations working in the field of education and Constitution. As a collaboration, we realised that our specialization lies in the space of spreading knowledge about the entire framework of the Constitution and its principles; rather than restricting to few aspects of the Constitution.

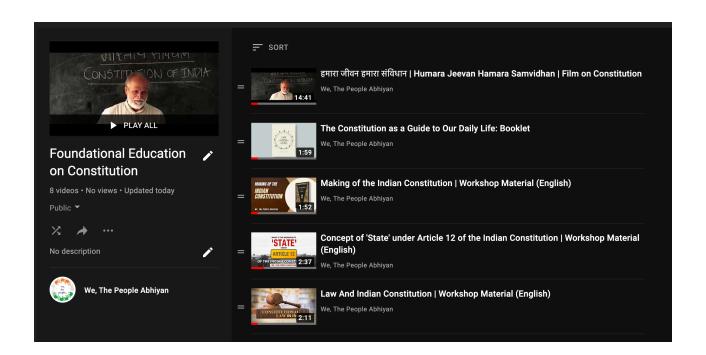
Curriculum for Kutch students is 'first of a kind project' for us as we specifically designed it for direct use by students. We experienced the process of developing simple, experiential and context-driven content for students to read, conduct activities within classrooms and experience linkage of different aspects of the Constitution to their life. We connected with teachers and the curriculum development team at Prabuddha Kutch, our partner organisation. It helped us create content that is relevant to the context of the students.



04. Foundational Education on Constitution

We also developed materials for wider dissemination which holistically cover aspects of the Constitution - values, principles & its framework in a short time capsule of 6 hours. This helped us create an overall experience and exposure to engage with people from a broad spectrum, intellectually as well as visually.

https://youtube.com/playlist?list=PLwHqKyuklv53c_cHakK8wg2vdHq5y9h5g





05. Guide for Documentation Requirements by Citizens

Another piece we created for wider dissemination includes a process guide for documentation requirements by citizens, specifically the ones in the age group of 17-19 across rural and urban areas. This is also aimed at adolescents in institutionalised care (Care Homes) who turn 18 and seek job opportunities. This is a step towards enabling people to access their rights and entitlements as provided by the Constitution. This widens the space for us to connect with youth.



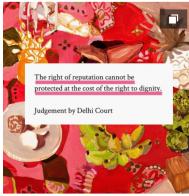
06. Social Media

The content for social media was created specifically keeping the youth in mind who gather knowledge on social media, specifically Instagram. It had to be turned around quickly, based on trending news, visually attractive, simple and extremely crisp. We also wrote articles on topical issues and provided the constitutional lens to citizens to view those situations and events. These included topics like right to privacy during Covid and review of the year 2020.









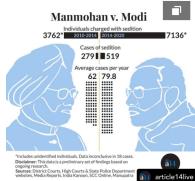














07. Content Curation

We created a list of nearly 300 materials developed by institutions and individuals primarily in India, on the Constitution. This includes a wide variety of materials like training plans, curriculum, booklets, toolkits, articles, books, songs, videos, poems, games, models, etc.



08. Knowledge Sharing

The past year was also about several knowledge sharing activities in which we engaged with other organisations. Some of them are listed below:

- Supported Synergy Sansthan in reviewing their content
- Supported Gurushala in converting our open-source workshops to suit their Social Sciences teacher groups

Learnings that have emerged from this year:

01.

Being a capacity building organisation, we engage largely in training people on ground. With the pandemic, we shifted our work online and this was possible only because we could proactively learn ways of working online and shifting our modules to fit the online space. This shift also included actively engaging our audience on digital media platforms like Instagram, to connect their daily life with the Constitution.

02.

Working with State agencies gave us the opportunity to collaboratively work on curriculum and understand the dynamics and beauty of co-creation of curriculum.

03.

For the first time we created content for direct use by children. This experience led us to simplify our language and adopt examples and references which can be very basic and simple for children to understand.

04.

With the experience of creating guides for essential documentation requirements, we realised that it is necessary to be open to different kinds of projects.

Feedback

"Zoom app पर कार्यशाला होना मेरे लिए नया अनुभव था। संविधान और उद्देशिका के बारे में सरल और सहज भाषा में समझाया गया।"

- Yash Shukla, Jan Sahas

"In this session, we focused on understanding what is authentic information and its sources. That was a very impactful exercise."

- Komal Khairnar, Jan Sahas

"We knew that Constitution exists. But till date we did not know how can we connect it to our lives. How can it be made applicable? The facilitative method in the sessions was very impactful."

- Sheetal, Jan Sahas

"We have built a good understanding of fundamental rights and how they are connected with our everyday life. The methodology of training was simple and effective."

- Rohit Saindane, Jan Sahas

"मौलिक अधिकार और नीति के निदेशक तत्व पर ग्रुप डिस्कशन जो हुआ उससे हमारी विचार प्रक्रिया अच्छी बन रही थी।"

Rajvaibhav, CORO

3. Organisation Insights

3.1 Communication



YouTube Monetisation 1 Million+

YouTube Impressions **Rs. 600**

YouTube Earnings

7 Lakhs

Online Donation
Campaign

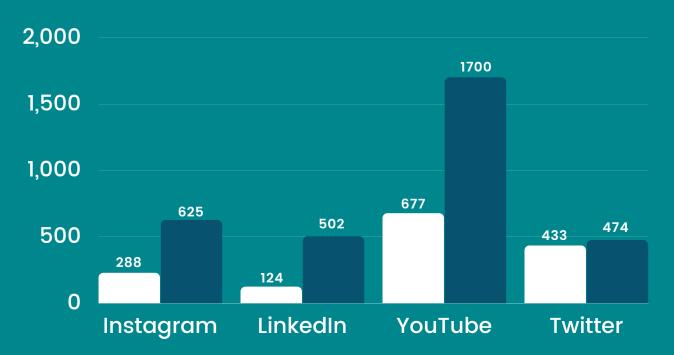


Revamp

150+ Applicants

for New Positions through
Online Platforms

Increase in outreach over the last year:



Covid-19 presented an opportunity for us to assess our communication strategy. We instantly realised moving into the lockdown period that there is a need for a more responsive Social Media Marketing Strategy. As people are spending more time on social media, working remotely and looking for virtual connections, we set up a plan in place for three posts in a week across all platforms. We also predicted that this would stick around even once we are through the pandemic.

Following lockdown orders, we realised there was also a shift in the optimal time of posting. In addition to this more users started turning to Instagram for engagement. We were also able to leverage the power of social media to successfully achieve our first fundraising target. As people became more comfortable with their digital devices during the pandemic, they provided us with a captive audience engagement. Due to this, we were able to shift all our training workshops to Zoom and to tackle the large audience (Zoom limit 100 users), we used YouTube to get thousands of teachers and other participants through the feature of live streaming. This also helped us retain more subscriptions.

With this increase in audience, we significantly improved our YouTube channel, posting audio-visual material monthly and re-doing all our titles, thumbnails and descriptions which made all our content more searchable. Further, we revamped our website, made it more user friendly and accessible. Because of this our readily available open source material on our resources page became easier to use. In the latter half of the year, we fully upgraded our LinkedIn page, leading to substantial interest from young interns and volunteers.

We could see a strategic shift in Instagram with increasing 'topical' and 'news-driven' content. We were able to build 'social listening' into our strategy and deliver content that the youth audience on Instagram wanted to engage with and issues in the society that they cared about. We were also able to increase our reach in youth groups by inviting several activists/social influencers as guests on our Instagram live, helping us reach their audience at large.

3.2 Team

Our team of 5 core team members – Vinita, Neha, Sana, Asmyta, and Prachi have emerged stronger this year. Bhakti and Sonal continue as Mentors who contribute significantly in training and facilitation and content development, though on a part time basis. And, our Accounts and Admin team of 3 people (Uma, Sarala and Sandip) have pitched in their best from Nashik where they are based as a shared resource with another NGO, Pragati Abhiyan.

In the last year, we lost one member of our team, Pawan Sinha, Program Manager responsible for on-ground implementation. This was largely due to issues on skill set alignment. He continues to work with us on a part time basis, in areas more suited to his capabilities. During last year, we did not replace this position as on-ground implementation was in fact not possible due to Covid. As the need opens up, we will look at finding a suitable person for working with Neha on program management.

We also lost Arunima, (Communication Manager), responsible for managing communication on all our online platforms. She also managed on-ground awareness events. This was a big setback, especially as a lot of work moved online. However, we got an excellent team member in Prachi who handles PR and communication with expertise and passion.





In a normal year, we have always facilitated workshops to explore and embed vision and culture. But in the last year, we used weekly online meets to connect and deepen the exploration. And the year gave us a lot of opportunity to explore who we are and what we stand for. As a capacity building organization, which worked entirely on training onsite, we suddenly had to face the prospect of a dramatically changed landscape. Right at the start, we came together and built scenarios – pessimistic and realistic and optimistic. It helped that we had people of those natural tendencies on the team!

The most pessimistic scenario was that we would have no work. It was a huge blow to even think about this. But the adversity helped us innovate and hang in with each other, motivating each other to find ways to remain present and relevant to the needs of young students and teachers and communities in these difficult times. And by doing this, we deepened our shared culture.

Another example is how we debated and discussed salaries. Again, given a pessimistic scenario, we could see that we may have a difficult financial position with the covid related uncertainty. But in recognition of our joint efforts in the past year, we held on to salaries with reasonable increases. We surmised that we will push ourselves to find ways to monetarily support the entire team and ensure no economic hardships.

So, we can only say that we have used last year to intuitively teach us resilience, fortitude and steadfast service.

// WTPA

3.3 Finance

We have stayed on course and afloat. And with the year that was, that was an important achievement. Our individual donors continued to support us. And we had a significant inflow from institutional donors. Expenditures were predominantly on salaries, as travel reduced substantially due to Covid.

INCOME		EXPENDITURE	
Individual Donors	946999	Operations/Program	342311
Institutional Donors	2634576	Salaries	2523570
Programme Fees	1069462	Capital	9999
In-kind Salary Donation	540000	Administration	92865
In-kind Rent Donation	300000	In-kind Rent	300000
		In-kind Salary	540000
TOTAL	5491037		3808745

We are very thankful to each of our individual, institutional and in-kind donors who have supported us over the years. Without them, we couldn't have reached where we are. We would like to acknowledge each one of them who have supported us in the financial year of 2020-21. Here is the complete list:

Individual Donations	Institutional Donations	In- Kind Donations
Dipesh Shroff Kewal K Nohria Kishor Manas Fuloria Vipul Jain	Polaris Foundation Wipro Foundation Shroff Family Charitable Trust Development Management Foundation GiveIndia	Nisha & Bhupender Singh Vinita Singh

This year saw us foraying into new territory of crowd-funding through the GiveIndia platform. We launched our appeal on 20th January, a few days before Republic Day and ended it on 31st January. The entire team and members from the Board, put our efforts together and overall, we had a very encouraging response and way beyond our modest expectations. We raised nearly INR 7 lakhs from more than 150 donors.

Along the way, we had enormous learnings. We learnt that while it is important to spread the word as wide as possible, it is equally important to personally connect with a small set of contacts more actively. Some of these people actually became our champions and started reaching out to their contacts. We also learnt to start small but not be afraid to increase fundraiser targets if we receive a favorable response. Finally, we realized that lots of people support good work if we are transparent and clear about how we are going to invest that into making a difference on the ground.

This is a list of all the people who contributed towards our mission through the GiveIndia platform.

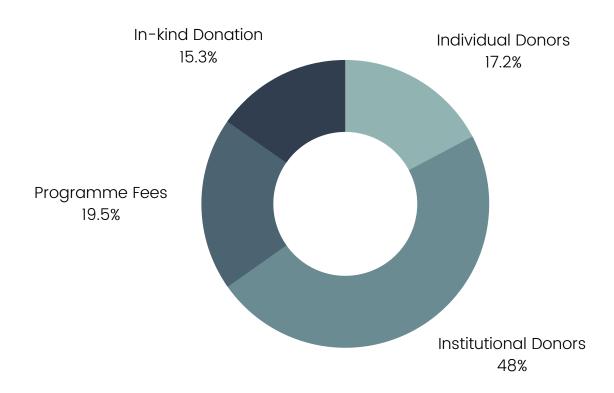
Virendra Sumesh George Vaibhav Gadodia Anuradha Sen Harsimran Kaur Piyush Tiwari TG Srinivasan Sushma Sharma **Ashutosh Garg** Rajmani Srivastava Mahesh Agrawal Kamlesh Murtuza Darukhanawalla Rakesh Jinsi Suhas R Kulkarni Nandishkumar Thippeswamy **RK Purohit** Brahmaprakash Singh Vijay Kapil Girish Pai **Ajay Gupta** Taher Badshah Renuka Mahesh Bongale Orlanda Ruthven **Arushee Donated Jasjit Singh** Harminder Soni Roopkumar Gursahani Arshad Siddiqi Nikhil Mendiratta

Madhavi Arora Vipinkumar Ramchandra Shinde Sheetal Vidyadhar Satoskar Shamsher Sindhu Santosh Deshpande **Indra Sood** Sameer Khera **Prabhat Agarwal** Leena Borkar Veena Padmanabhan Kshitij Nerurkar **Tushar Singal Sharad Agarwal Nitesh Agarwal Manish Vyas** Sandeep Jain Bela Nirmal Bathwal Suparna Vashisht Rakesh Maskara **Sudip Gupta Tushar Kapoor** Eshan Babbar **Pradip Bathwal** Navneet Jhunjhunwala Ishan Jinsi Latha Prashanthi Sindhura Tridandapani **Manoj Papisetty** Chithra Soundarya Dhana

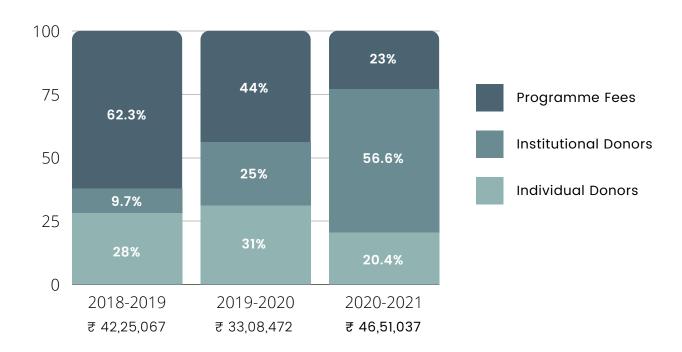
Rossari Biotech Limited

Preksha Puttegowda Pranita M Bhagya Bala Raju Gokul Krishna Ranganath Raju **Mohit Hooda** Pesari Sai Mani Manaswini Pallavi R Vamsi Priya Pagadala Ramya Meruva Kunjan Gandhi Priyanka Gupta **Amit Rai** Anirudh Kannan Sanath Rajagopal Ravi Shankar Krishna Adarsh Kaasula Naresh Pendem Jatin Puri Siddharth Tyagi Swetha Satish Kumar Vidiyala **Madhuri Papisetty** Adyanth H Mavya Papisetty Sai Manohar Konduru Avinash Sirdeshpnade Viren Popli Venugopal Nair

Income Composition this year:



Snapshot of Income Sources over the years:



RESOURCES

Available on our Website

www.wethepeople.ooo



ENGAGE WITH US!









