



चरखा™  
CHARKHA™

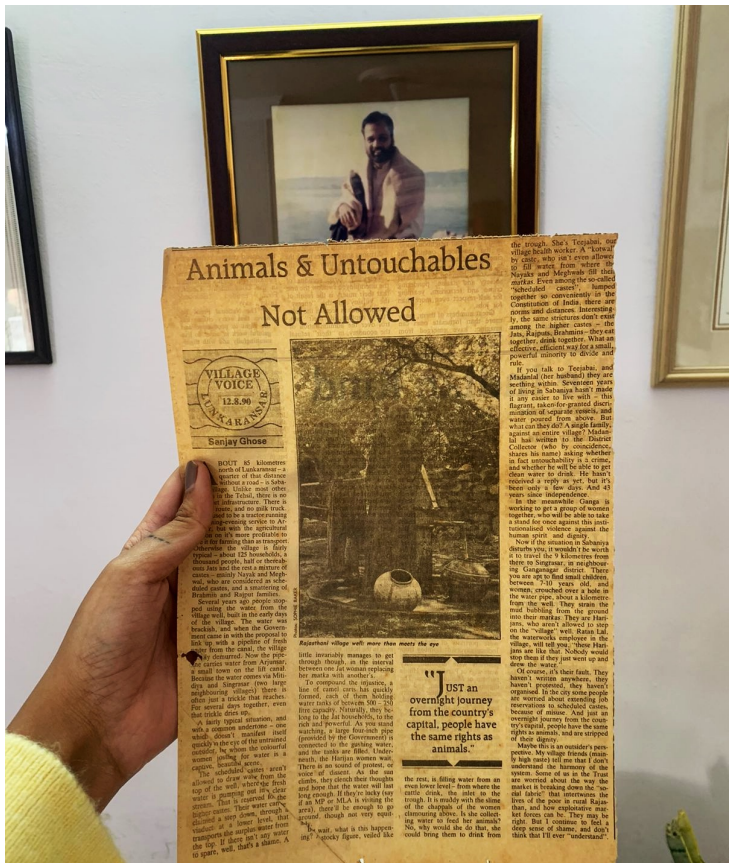
DEVELOPMENT COMMUNICATION NETWORK



December 10, 2022

# Presentation - IDS

# History



**SANJOY GHOSE**  
1959 - 1997

Sanjoy Ghose, a visionary and social activist, set up Charkha on October 24, 1994, to carry the voices of the rural poor to those who fluence policy. His abduction by ULFA militants from Majuli, the world's largest riverine island, in July 1997, has been an irreparable loss to the institution and the development sector at large.

Visionary Social Activist, Sanjoy Ghose believed media to be one of the most significant actors in shaping public conscience

He established Charkha in 1994 giving shape to his dream of an equitable India that uses the democratic power of the media to amplify the voices of its unheard, disadvantaged citizens

After his abduction and subsequent murder by ULFA militants in Majuli in Assam, Joy's father, Shankar Ghose took over Charkha

Today, the organization has evolved staying true to Joy's vision working with rural youth especially adolescent girls and women in inaccessible, media dark zones

(FCRA renewed for next five years till 2028)

# Purpose



To enhance the capacities of young members of communities to highlight their development issues using an intersectional lens through the creative use of media and improve their access to State Delivery Mechanisms

# Charkha's Work Model



- Charkha's interventions engender change through social advocacy.
- Programs typically follow a process of identifying young individuals from the remote, disadvantaged communities as promising advocates.
- Through intensive, module-based workshops and regular community sessions, these advocates are nurtured as change agents and also as rural writers
- The cadre of media and social advocates created in the community are motivated, supported to continue their work and also grow the community of advocates by training others in the work that they do.
- They challenge the wrongs that have been normalized – caste, class, gender and how it hinders their development – write articles, make videos, poems, arts and other forms of expression
- Disseminated through Charkha's Award Winning - Trilingual Feature Service in Hindi, English and Urdu

# Current Interventions



## Rural Reporting During Times of Crisis

- Border district Poonch in Jammu Division, Union Territory J&K – 8 Blocks, 67 Villages
- Muzaffarpur district in Bihar – 7 Blocks
- Leh District in Ladakh – 10 Villages
- Working with young boys and girls from vulnerable regions in these areas

## Project Disha: An integrated program to address the multiple needs of adolescent girls through Knowledge, Information and Skills.

- Garur and Kapkot Block in Bageshwar district, Uttarakhand
- 15 highly inaccessible villages
- Direct intervention with over 300 adolescent girls from disadvantaged socio-economic backgrounds

## Stories of Changemakers

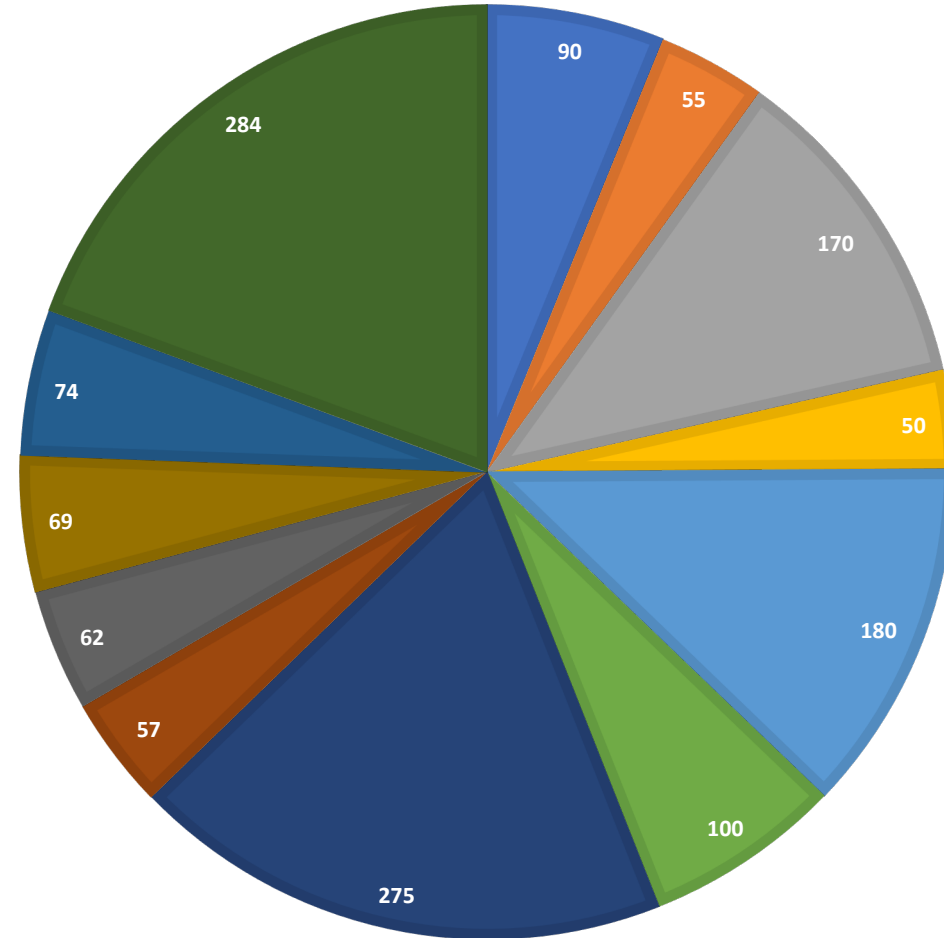
- To publish 30 stories from remote villages of Maharashtra about children changemakers, their contribution to climate change and sustainability
- Working with journalists, social activists in Maharashtra

## Work: No Child's Business

- Publish stories on Child Labour written by winners of WNCB award. Run media campaigns to amplify stories of child labour and demand better policies and intervention at state and national level

# Overview

Total Features Published: 1466  
Themes Covered: 12



- Agriculture
- Changemaker
- Child Rights and Protection
- Disability Rights
- Education
- Environment
- Governance
- Health
- Tourism
- Violence Against women
- WASH
- Women Empowerment

# Impact

April 2022

Grassroots 7

## A school without toilets

Water, sanitation, and hygiene (WASH) play an important role in girls' education. Lack of water and sanitation facilities often prevents girls from attending schools, leading to an uncertain future. The Maigri Estate Inter College in Garur Block in Bageshwar District of Uttarakhand is a government institution with good classroom infrastructure and a sports ground. Yet, it lacks the most basic structure-toilets. About 21 kms away from Bageshwar, this inter-college offers education from class VI to XII and has a student population of around 400, half of them girls

**KHUSBU BORA**, Pinglo Village, Garur Bageshwar District, Uttarakhand

Babita, a student of 11th Standard, wants to attend school every day, but the biggest hurdle to achieving that is the lack of toilet facilities. "Coming to school during men-

struation is a problem. There is no facility for clean drinking water, which results in various sicknesses and our education gets hampered. Due to the lack of such facilities, many parents avoid their home

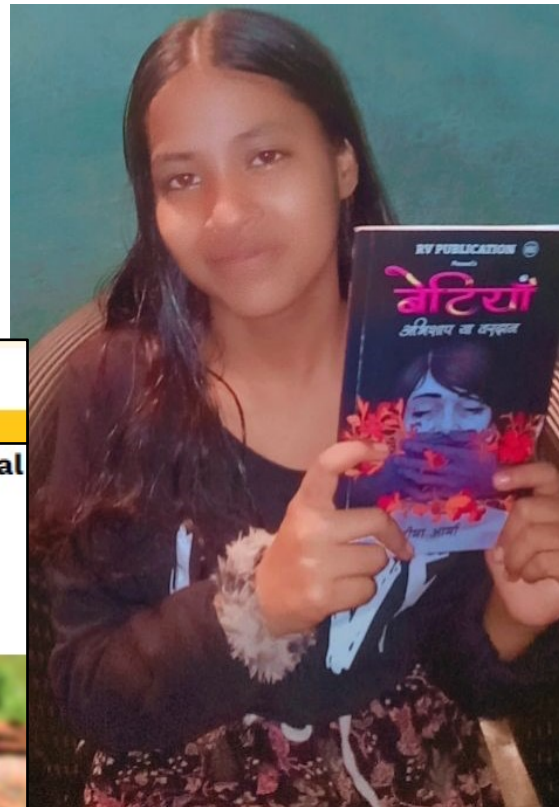
A UNICEF report also underlines how essential safe, single sex and hygiene facilities are for menstrual hygiene management (MHM) without which girls can struggle to attend and

Teachers make every effort to provide quality education to the students, which shows in their results. But when girls quit school because of a lack of basic facilities, it is a waste of our

time and money. It is a waste of another hour back to their villages. Walking such distances and staying in a place without proper toilets and clean water for extended periods of time can be hazardous to their health



Student writer Khusbu Bora.



### Immediate Impact

- Regular publication of articles, follow up with local authorities has led to immediate action – toilets, roads, water connections, distribution of houses, PDS, healthcare facilities etc. and other governance related aspects

### Long Term Impact

- Charkha has long advocated for inclusion of voices of disadvantaged rural communities into the mainstream, to reach the policy makers and a change can be observed the way policies are made today.

### Changes at local level

- Relationship between local communities and administration strengthened
- Representation of rural voices especially young girls and women – their issues, their writings have increased
- Addressing the Gendered Digital Divide
- First step towards economic independence
- Parents have started believing in their girls; they are stepping out of their houses to participate in events at state and national level



## Lack of Awareness On Menstrual Hygiene Among The Gujjar-Bakarwal Community

While distributing sanitary pads, the girls were reluctant to take them as they associated them with taboo.

Charkha features



# Proposed Project



- **Project Abhivyanjana:** Strengthening the voices and increase the participation of adolescent girls in mainstream and alternative media from extremely remote villages of Bikaner district, Rajasthan

- **Problem:** 59.4 literacy rate, 28.3% women are forced into marriage before turning 18, No access to digital literacy, poor health indicators

- **Intervention:** Charkha will identify and work with 100 adolescent girls from this border district of rural Rajasthan over 5 years

- **Expected Impact:** Enhanced leadership skills among 100 girls with strengthened understanding of gender and related concepts, how it hinders their development, building their confidence to question unjust practices, and supporting them in challenging the patriarchal and gender-inequitable attitudes. A minimum of 500 well-researched articles, poems, videos and other art forms will be generated targeting the problem and advocating for changes at state and national level

- **Budget** – INR 10-15 lakhs/ year



A group of approximately ten young girls are sitting on a colorful, patterned rug outdoors. They are dressed in a mix of casual and school-like clothing. The girls exhibit various expressions, some looking towards the camera, others looking slightly away. The background shows a simple outdoor setting with a brick wall and some greenery. The overall lighting is soft and natural.

Thank you!