Nagpur Workshop II

Date: May 5th, 2023 (Friday) from 10:30 am to 4:30 pm

Venue: Chitnavis Center, Ground Floor, Lounge Hall, 56, Temple Rd, Dobhi Nagar, Civil Lines, Nagpur, Maharashtra 440001

Report compiled by Tanzeel Allapur

The Phase II workshop was organized by Parisar to strengthen engagement, increase participation, and improve the conversation around the concept of low carbon mobility in Maharashtra. The workshop aimed to build on the foundations of the previous workshops and focus on the 'Solutions' and translate them into actionable, feasible, and community-driven initiatives/campaigns through consultations with local civil society networks. The workshop involved local civil society networks in developing low carbon mobility initiatives in Nagpur through a participatory process. This approach ensures the participation of the local community and aims to create sustainable initiatives by empowering the local networks to advocate for the adoption of these initiatives by the government.

Below is the flow chart of the workshop which explains the flow of the workshop and the final result.
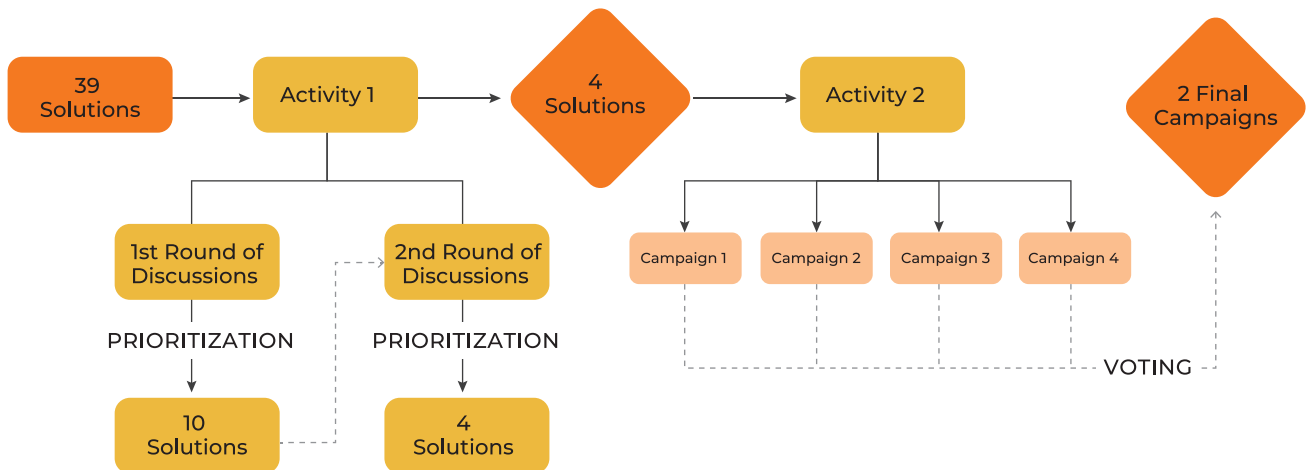

Activity 1: Prioritization of Solutions:

The objective of the activity was to prioritize the solutions that can be turned into successful campaigns. This activity was further divided into two rounds. The aim of the first round was to get each participant to prioritize and vote for two solutions within each category (walk, cycle, public transport, shared mobility and reduction of vehicles/vehicle km traveled). To accomplish this in the first round the participants were divided into five groups and each group was provided with a list of solutions and each participant was provided ten pink stickers. Each sticker corresponded to one vote and each participant was instructed to use only two stickers per category to vote for two important, efficient and feasible solutions after a group deliberation. Every group was allotted 15 minutes to discuss, finalize and vote for the most agreeable solutions. After every 15 minutes the list of solutions was passed to the next group which ensured that every group gets a new list of solutions. Once all participants finished round one, the two or three (in case of a tie) solutions that received the highest tally of stickers were further shortlisted. The solutions that were low on tally were struck off by the facilitators to avoid confusion. In round two the participants were given one green sticker each to further select one solution from the highest tallied ones. After a successful completion of this round, the four highest voted solutions were taken forward for the next activity.

Outcome: The four shortlisted solutions after two rounds of prioritization activity:

1. Building Bus stops in close proximity to communities and residential areas to reduce commute time. **(14 votes)** [Public Transport]

2. Inclusion in the political manifesto for reducing the use of private vehicles. **(6 votes)** [Reducing Private Vehicles]

3. Creating a lead group to advise the government of ways in which cycling and walking can be promoted. **(4 votes)** [Walking]

4. Formulating a plan endorsed by decision makers with mapping/zones advocating for a non vehicle day. **(3 votes)** [Walking]
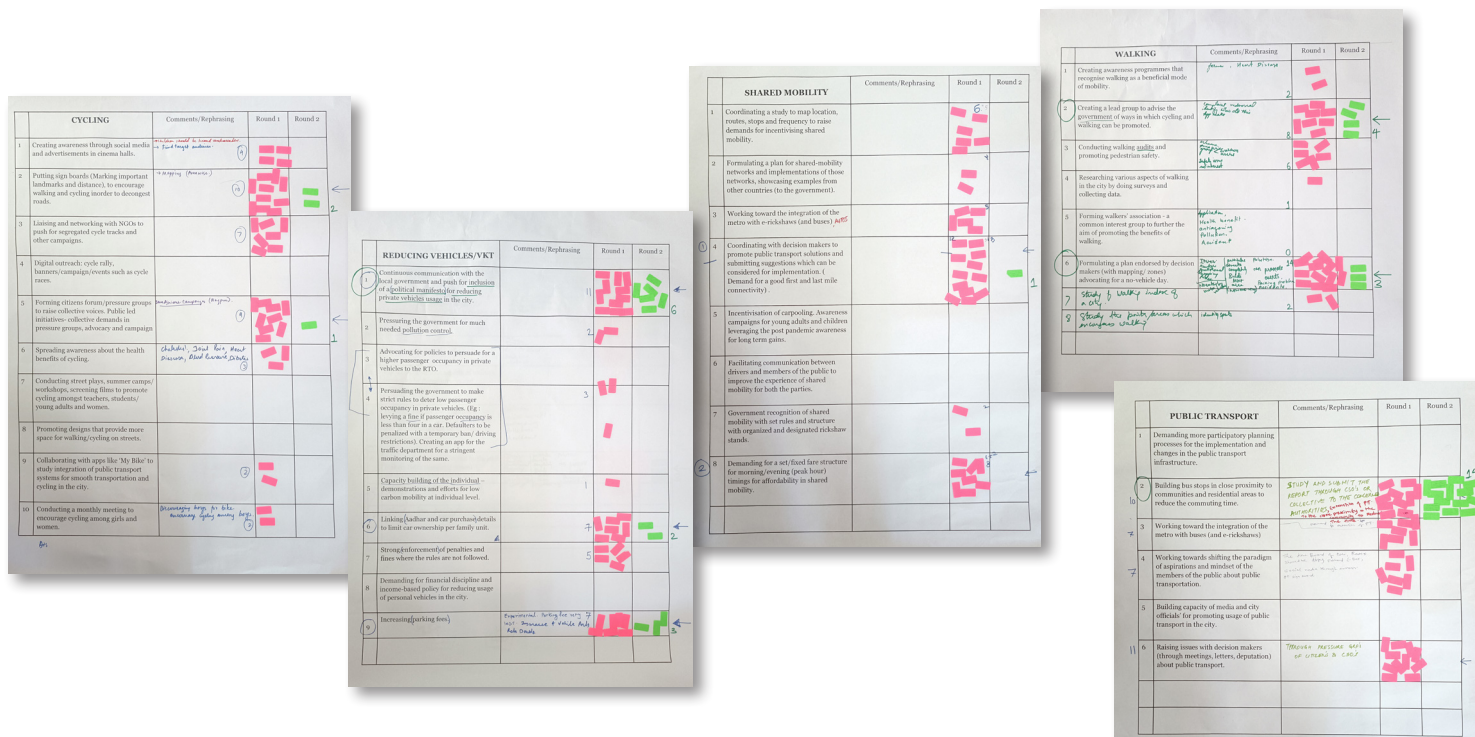
Activity 2: Campaign Design and Presentation:

The objective of this activity was to design a campaign from the four top voted solutions. The participants were divided into 4 groups and each group received the Campaign Checklist. The groups were allotted one solution each from the four solutions shortlisted in the previous activity, to design a campaign. The facilitators guided the participants with question prompts to help define the campaign's objective, identify the target audience, and develop a unique selling proposition. Each group was given a chance to present their campaigns. Finally each participant was provided one vote to select a campaign which has the potential of having the most impact and is feasible. The two highest voted campaigns were selected as initiatives that will be taken ahead by the network of CSOs present for the workshop.

Outcome: Two campaigns voted to be taken forward by the CSOs:

1. Building Bus stops in close proximity to communities and residential areas to reduce commute time.

2. Co-existence zones for Hawkers and Pedestrians.

After the workshop, the local networks will jointly decide which initiatives to take forward in a participatory and consultative process, ensuring fairness and acceptance through locally driven decision-making.

The workshop successfully achieved its objective of building on the foundations of the previous workshops and focusing on the 'Solutions' and translating them into actionable, feasible, and community-driven campaigns. The prioritization activity was an effective way to ensure that the team is aligned on the most important solutions and has a clear understanding of which solutions will be turned into a campaign. The campaign design checklist helped the participants to design a brief campaign and have a good enough understanding of what the campaigns will look like. Overall, the workshop was successful in building community-driven initiatives for low carbon mobility in Maharashtra.

SOLUTION:

Building Bus stops in close proximity to communities and residential areas to reduce commute time.

GROUP: 1

1	Name of the campaign	
2	Issue being addressed	1) Bus Stop 2) Fleets (Services)
3	Target audience (decision-maker)/ (who needs to be convinced?)	1) Urban Local Body
4	Demography which already supports the cause	1) Local Community (Yuva,Women, Senior Citizens)
5	Ways to increase the involvement of supporters	1) Through awareness programs (Corner Meetings) (Benefits) Problem Posing- Solutions) 2) Through Social Media (Interviews)
6	How will the final demand of the campaign be presented?	- Through letters(Common/Youth/Women) Elected Reps - Signature Campaign - Tagging* Interviews on Social Media(*Decision Makers)
7	The actual plan (Give a brief idea of the campaign process, content and channels)	1) Research - Report 2) Awareness - Community Involvement and Community Support. 3) Deputation - Letters, Signature and Submit 4) Follow ups 5) Social Medias - Consistently 6) Local MLA, ULB, Local Minister - Letter (Endorsements)
8	Hashtags/Tagline	#SafeYatra #BusTravel #BusKaSafarMeraAdhikar #MeriBusMeriSuvidha
9	How will you capture the attention of the target audience? (USP/campaign uniqueness)	Posters, Key Local Contacts-Information, Through elected reps and Senior Citizens
10	Goal or Target to be achieved (Measure of success)	Bus stops in places where the community needs it (WIth proper services)
11	Duration of the campaign. Proposed time period.	6 Months
12	Location/Part of the city	Chikali Basti/Gorewada Pitesur

13	Logistics			
		Who/What	**Quantity/Time**	**Approx cost**
	People	Students/Active Public Transport using citizens		Survey-INR 50,000 Actual Work
	Materials	Stationery, Poster		INR 25,000
	Transport/Meetings	Transport Charges+Several meetings		INR 60,000
	Other			

VOTES

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TOTAL

7

GROUP: 2

1	Name of the campaign	
2	Issue being addressed	Creating acceptance for walk/cycle/pt (over pvt vehicle)
3	Target audience (decision-maker)/ (who needs to be convinced?)	Political Parties, Individual candidates
4	Demography which already supports the cause	- Residents who are fed up with vehicles - Seniors/School Children/Working/Cycling Groups - Women's groups, Env. NGOs, Med Assoc, Gen Public
5	Ways to increase the involvement of supporters	- Impact of too many pvt vehicles(adv)(Delhi/Bangalore) - Health (Individual level)
6	How will the final demand of the campaign be presented?	Memorandum submitted (Which has been endorsed by..) (administration)
7	The actual plan (Give a brief idea of the campaign process, content and channels)	- Situational picture: Appealing, Status report - Provide the alternative - Build a team/network of individuals and groups who can approach supporters and party workers - Reach out to potential candidates and party workers - (Workshop - can help you draft a manifesto) - online/offline to get support from the public - Some public events, street play
8	Hashtags/Tagline	
9	How will you capture the attention of the target audience? (USP/campaign uniqueness)	Catchy Title -"Do you go by bus/cycles /walk?" Stories MLA hostel Vidhan Bhavan (Bus)
10	Goal or Target to be achieved (Measure of success)	Reach every candidate
11	Duration of the campaign. Proposed time period.	1 month-document, 1 month-Reach out, 2 months-Outreach
12	Location/Part of the city	Full City

13 Logistics

	Who/What	Quantity/Time	Approx cost
People	Tech Tr./Graphic Design/ Research/Social Media person/ Volunteers/Co-ord.		
Materials	Placards/Banner/Poster/ Leaflet/Badges		
Transport/Meetings	Meeting with stakeholders/ Workshop		
Other	Office space (planning)		

VOTES

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TOTAL

2

Formulating a plan endorsed by decision makers with mapping/zones advocating for a non vehicle day.

GROUP: 3

1	Name of the campaign.	Pedestrian day/Chalo aur Chalne do/Make way to walk/Aao hamare saath chalo.
2	Issue being addressed.	- Reduce Traffic, Accidents of senior citizens, Convenience & safety of pedestrians,hawker designated spaces.
3	Target audience (decision-maker)/ (who needs to be convinced?)	Traffic Controller, RTO, Municipal Commissioner, Nagar Sevak, Corporator.
4	Demography which already supports the cause.	Elders, Area residents, school students, pet owners, visitors. Objectors: mall owners in these markets spaces, shoppers, parking agency, senior citizen who cannot walk.
5	Ways to increase the involvement of supporters.	Showcase solutions, Highlight issues,advocacy, nukkad natak, case studies, personal stories, carfree day experiences from elders, safety feeling, walking activity. Ask some imp people to join and support.
6	How will the final demand of the campaign be presented?	Application with signatures of residents, paper media publicity.
7	The actual plan (Give a brief idea of the campaign process, content and channels).	- Channels - media (Print+digital+radio)+ website. - Forum for feedback: Suggestions for improvement, frequency of such days, experience sharing, ratings, days slot/time slot for shop goods, hawkers goods, avoid crowd, ambulance - exceptions allowed. - Leaflets to share with public (how,why) - Application. - Meet with authorities. - Demo survey to decide if continuable (Trial, if successful amplify): Survey before presentation, Data to show stories of experience, footfall survey, study commercial shipping time,vehicle usage pattern,complaints received. - Finalize area. - Day of execution: Games to engage, exhibition in mkt, poster competition, students tell about the day. - Replicate. - Report survey study of the day.
8	Hashtags/Tagline.	#SayNoToPaidStrain #ChaleChalo #PaidStrainKoBhagao #PedestrianKoApnao #GaadiHataoWalkingApnao #BejhijakChalo
9	How will you capture the attention of the target audience? (USP/campaign uniqueness)	- Present study with facts and data, Success stories from other regions, reduction of complaints, part of smart city plan.
10	Goal or Target to be achieved (Measure of success).	- Safety in market w/o hurdles, Noise free zones (honking), Time of pedestrian decreased, ease of business increased, Weekly a day main market street.
11	Duration of the campaign. Proposed time period.	1 month to prepare+3 months demo(feedback+improvements), Can go on once successful.

12	Location/Part of the city.	Sitabuldi (center), Itwari(center), Mahal(center), Momenpura(center), Jaripatka(North).		
13	Logistics.			

		Who/What	Quantity/Time	Approx cost
	People	Volunteers, Radio, Media person, Ngo, Data Analyst, Accounts, Theater artist, sale expert, flashmob		
	Materials	Leaflets, stationery, computer, flex, mic, banner, camera, stall, speaker, mandap,		
	Transport/Meetings	Petrol, car rent, coordinator, tea snacks, bouquets.		
	Other			

VOTES

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TOTAL

3

SOLUTION:

Creating a lead group to advise the government of ways in which cycling and walking can be promoted.

GROUP: 4

1	Name of the campaign.	Co-existence zones - Hawkers and pedestrians (tentative title).
2	Issue being addressed.	- Encroachments. - Insecurities of vendors. - Proper security.
3	Target audience (decision-maker)/ (who needs to be convinced?)	
4	Demography which already supports the cause.	
5	Ways to increase the involvement of supporters.	
6	How will the final demand of the campaign be presented?	- Framing policy for inclusive space making.
7	The actual plan (Give a brief idea of the campaign process, content and channels).	- Participatory consultation (Vendors +Pedestrians). - Involving stakeholders in planning. - Framing the policy.
8	Hashtags/Tagline.	#WalkerKaSaathAurHawkersKaVikas #CreatingPathsThrough-FootPaths #LetsLookOutForEachOther #LetsCoExist

9	How will you capture the attention of the target audience? (USP/campaign uniqueness)	Content on social media promoting coexistence.
10	Goal or Target to be achieved (Measure of success).	Submitting final policy for Nagpur Development Plan.
11	Duration of the campaign. Proposed time period.	6 months-8 months.
12	Location/Part of the city.	Nagpur City.
13	Logistics.	

	Who/What	Quantity/Time	Approx cost
People	General Public, Architects, Urban Designers etc.		
Materials	Stationery, refreshments.		
Transport/Meetings	Conveyance cost, Transport facility, traveling allowance, venue cost.		
Other	Printing cost.		

VOTES

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TOTAL

5