

Never doubt that a small group of thoughtful, committed citizens
can change the world
Indeed, it's the only thing that ever has.

- Margaret Mead



media matters, a registered non-profit trust,
works in the area of development communication
with a rights-based, participatory and
process-oriented approach for the past 10 years now.

We work with groups and communities
in urban slums, rural and tribal areas in Maharashtra
and across states.

Our partners include CBOs, NGOs, academic
institutions, government departments, UN and
Other international agencies.

Vision

Facilitating equity, equality and empowerment through participation at all levels in the development process to enable a life with dignity and choice for all.

Mission

Establish and demonstrate sustainable development communication processes with a rights based participatory approach.

Objectives

Create awareness and motivate people to work for participatory development

Provide media related services and resources to organisations and groups

Provide resources - human, infrastructure and any other - to encourage and ensure effective use of media

Conduct capacity building & associated programmes for the study & effective use of media in community development

Document, analyse and disseminate about development efforts

Core Values

Trust in capacities of people to bring about a change in their own lives

Respect for diversity and multiple ideas

Aspire to create space and opportunities for collective reflection and action

Uphold dignity, and respect of every individual and community

Facilitate processes, be a sensitive listener and a keen observer

Explore new, be open to challenges

Participatory Theatre

Rehearsing Change!

In 1996, an informal process with a youth group resulted in *Chhi!*, a one-act play in Hindi on the issue of solid waste management. The story revolved around the struggle of a theatre group to evolve a socially relevant play. A two-year long process and over 50 performances later, media matters formally came into being.

Ten years later, theatre continues to be one of media matters' core areas of intervention exploring, experimenting and demonstrating the scope and possibilities of participatory theatre in development. And yes, the belief in process is further strengthened.

Opportunities have been many “*Geeta, ek glass pani...*”, a campaign play on the issue of child domestic work in Thane city; demonstrating child participation in Amravati district of Maharashtra; training folk performers on community-based theatre in Koraput district of Orissa; scripting an anti-liquor play with women in Pune district of Maharashtra; working with college-going youth to perform for a HIV/AIDS campaign in Mumbai; developing a communication strategy with theatre groups in Chandrapur district of Maharashtra, facilitating a process wherein village women struggled to “perform” for the first time in their lives in Uttar Pradesh; orientation of theatre groups to perform on key behaviour change issues in Jharkhand...

And, consolidating all these experiences, we also organise our annual six-day residential workshops on the concept and practice of participatory theatre bringing together artists and activists from across states.



Capacity Building

Learning Together

media matters believes in a learning-centred approach to capacity building.

The effort is towards creating spaces and opportunities for participants to share, dialogue and discover for themselves. For the purpose we explore and experiment with tools, methods and processes that are enjoyable and meaningful. We strive for an environment that is enabling, content that is relevant, methodology that encourages participation, and facilitation that respects the learner.

We have designed, organised and facilitated a wide range of need-based capacity building programmes child rights, child participation, school in development, adolescent life skills, youth in development, gender, women & community empowerment, reproductive rights, communication skills, counseling skills, facilitation skills, communication strategy and planning, and advocacy.

We have the experience of designing, organising and conducting a six-month full-time para-professional course on development. Our annual six-day residential workshops (a) Participatory Communication & Action and (b) Theatre for Development attract participants from civil society organisations from all across the country.



Learning Calendar 2008-09

June 2008

Children Can!

*Workshop on facilitating
child participation*

September 2008

Advocacy Strategy

*Workshop on designing a
community-led advocacy
strategy*

December 2008

Participatory Communication & Action

*Workshop on design,
development and facilitation
of community media
resources*

March 2009

Participatory Theatre

*Workshop to explore
participatory theatre for
development*

Communication Resources

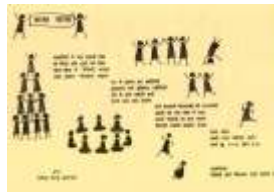
Facilitating Dialogue

media matters seeks to move away from monologue, away from the use of communication resources for delivery of “key messages”. To us, groups and communities are not mere audiences. They are not passive receivers who need to be “spoon-fed” or “hammered” with information.

We believe groups and communities have the capacity to bring about and manage change.

Communication resources therefore should support such a process through reflection, exchange of knowledge, beliefs and experiences, initiating a dialogue that could lead to action. We strive to design and develop media and communication resources that create space for voices that are unheard, in local language, sharing of concerns and aspirations, critical thinking and negotiation. We seek to explore and experiment so that groups and communities can not only review and adapt the existing resources to their own context but also gain the skills to create their own area-specific and need-based communication resources.

We have had the opportunity to design and develop a wide range of communication and facilitation resources to support group and community processes, events and campaigns on children and rights, gender and participation, reproductive health as a right, HIV/AIDS and youth, adolescents and life skills, solid waste management in urban areas, male participation in reproductive health.



Research & Process Documentation

Listening to People's Voices

At media matters, research & process documentation is an ongoing process, integrated into projects and processes.

Most of our R&PD work is participatory. We explore various tools and methods to engage groups in reflection, review and analysis. Studies have then focused on working with groups and communities to understand their views and opinions on issues and bring about a dialogue for change. This ongoing process enables ownership by the stakeholders and throws new questions and challenges for the project team, thereby building a better understanding of issues and concerns addressed by the projects and processes. These learnings feed in to the existing and future projects, programmes and social development interventions.

Our research work includes a study of Media, Methods and Audiences in three districts of Maharashtra, study to understand the status of children in domestic work in Thane city, study carried out to assess the Listenership of All India Radio in three districts of Maharashtra, Participatory Learning & Action (PLA) with women SHGs to understand reproductive health, rights, their information and access to different contraceptive methods and their contraceptive preferences.

Some of our process documentation includes Chhi! - the struggle of a theatre group to evolve a socially relevant play, Daring to Dream - documentation of best practices adopted by 13 Rural Hospitals in three districts of Maharashtra, In Other Words... non-fiction story documentation of the real life struggles, achievements and dreams of 12 working children in

the State of Maharashtra, Tamil Nadu and Rajasthan, Whose Dream Counts? - Documentation of Participatory Learning and Action (PLA) processes facilitated with children's groups at the community level, Suno Sunate Hein! - Photo-documentation of a city level campaign to promote rights of the child, audio documentation of Yuvashakti a radio programme on the role of youth village volunteers in village planning, in three districts of Maharashtra



Video Documentaries

Towards participatory video

Video, in its various forms, has emerged as one of the powerful tools in the area of development communication, be it documenting projects and processes, creating awareness, issue-based campaigns, education and facilitation, promotion and publicity, and participatory video. Till date, media matters has produced a wide range of films partnering with different organizations, on various issues, using different formats, and developing its skills and competencies in every area of video making from concept, script, direction to editing, and dissemination.

media matters continue to work as a resource organization, taking up assignments or projects to make videos for NGOs, donors and other organizations. It will also try to provide related support editing studio, training, etc. We will focus on two specific genres of video for development: (a) issue-based documentaries and (b) participatory video. Wherever provided the scope and opportunity, both can be integrated in the video making process.

media matters has made documentaries and docu-fiction on a range of issues to document learnings of community processes and to bring issues to the fore. Our documentaries have focussed on capturing voices from the community in an effort to place the debate and contradictions within the film. Thereby providing an opportunity for the viewer to reflect, think and draw their own learning through post screening discussions and dialogue. We focus on two specific genres of video for development: (a) issue-based documentaries and (b) participatory video.

We have made following documentaries *The Other Childhood*, *Stop Child Labour*, *Mulanna Kai Kadta!*, *Aamchi Balpanchayat*, *Kaanch Ke Bartan*, PNDT on issues related to children and child rights; *Refuse to Let Lie* and *Palvi* about watsan, cleanliness, solid waste management; *Mulichya Jatila He Shobhat Nahi* about adolescent girls; *VCTC Kade* on HIV, AIDS and counseling





media matters

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