

आम आदमी को आध की बढ़ाना
असान है अगर हम उसकी मदद
को आवश्यक प्रशिक्षण और
कर सकें, स्कूलों और
सकम होने चाहिए
बदतर रोजगार और
कर तैयार
भारत

कोष और पशुपालन की उनकी क्या
दक्षता है. इसी प्रतियोगिता में कृषिियों के
गायों को दुह कर
प्रतियोगिताएं के का
फिर से धीप और
हैं, जो हमारी ताकत है
अगर हम भयी तक
इसी में समझें

India's competi
*Our citizen's standard of living can
adequate emphasis on increasing la*

HUMAN LEG

*Youth from the city
spread happiness
among orphans, poor
children this Diwali*

PUNE: Living up to the true
spirit of the upcoming festive
season, a group of youth from
organisations have
under the 'Ek

**A review of ~80 CSOs, non-profits, and social enterprises
working in the active citizenship space in India**

HOW TO UNDERSTAND AND SUPPORT ACTIVE CITIZENSHIP?

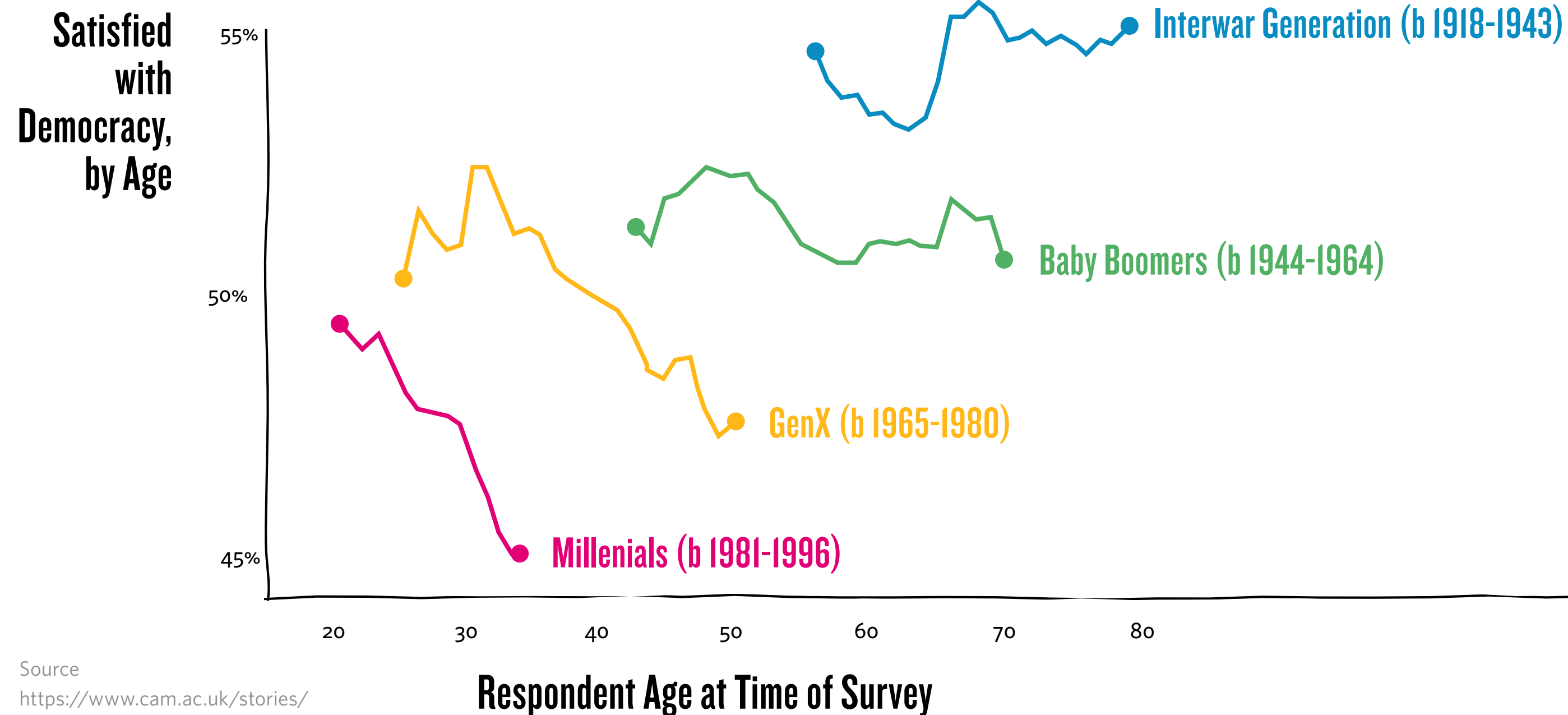
RESEARCH QUESTIONS

- › What is active citizenship, and how may it be understood?
- › How do different stakeholders interact with the practice of active citizenship to shape the ecosystem?
- › How can active citizenship be catalysed in the Indian context?

METHODOLOGY

- › A review of seminal literature around citizen participation and democracy in action
- › Detailed profiling of ~80 organisations doing purposeful work in the space.
- › Primary interactions and consultations with close to 20 practitioners

WE FACE MANY CHALLENGES TODAY



Source
<https://www.cam.ac.uk/stories/youthanddemocracy>

- > Climate change and an increase in natural disasters
- > COVID-19 has claimed 4.5 million lives, and an estimated 150 Mn additional people have been driven back into extreme poverty (USD 1.9 per capita) over the last 18 months
- > Structural economic inequality has worsened – the wealthiest 1% of the population captured ~16% of the total income in 1980 versus ~21% of the total income in 2016
- > Public faith in democracy has weakened (see chart)

**Technology allows for
rapid dissemination
of information and
mobilisation**

**India Against Corruption
Nirbhaya
#metoo
Black Lives Matter
Hong Kong protests
CAA – NRC protests
Farmer agitation**

**One of the early examples of
media-led mobilization was the
reopening of the Jessica Lal case**

**This has turbo charged
movements on the ground**

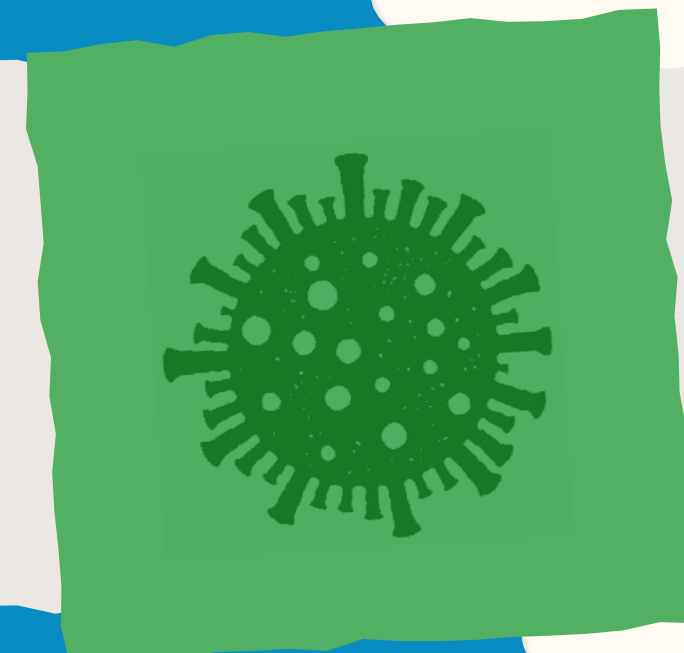
But resistance/ mobilization are not the only expressions of civic action



Individual acts of charity are at their highest today -
The India Giving Report 2021 said 85% of all respondents reported given goods or money to a charity, community service or friends and family.



In response to the PM's appeal to give up LPG subsidy, 10 Mn households gave up their subsidy by early 2016.



The pandemic witnessed volunteering at a scale like never before.

CIVIC ENGAGEMENT IS SEEING HEADWINDS

Lack of trust
in institutions

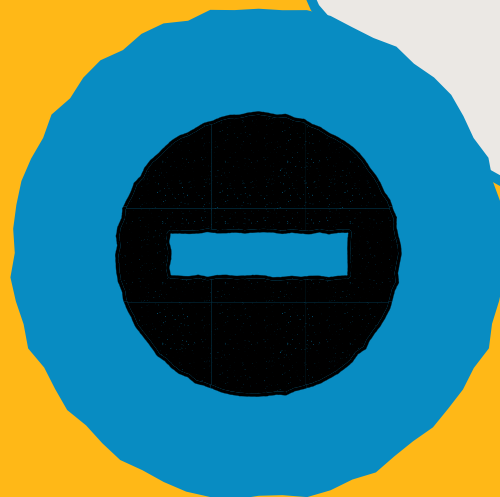


Increasing
binaries



Forces
shaping
citizen
apathy

Exclusion of
specific groups



Shifting
technological
paradigm



HOW TO UNDERSTAND AND SUPPORT ACTIVE CITIZENSHIP?

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DEFINING ACTIVE CITIZENSHIP

GOI MEITY

Citizenship encompasses social rights, social responsibilities, and social accountability. Active engagement gives the right to hold others accountable, and accountability is the process of engaging in participation.

OBAMA FOUNDATION

Action civics means young people are actively engaged in identifying a problem in their local communities, researching solutions, and advancing them through civic channels, including organising and presenting their findings to policymakers.

FIVE WAYS IN WHICH A CITIZEN'S IDENTITY EXPRESSES ITSELF

1

VOLUNTEERING

- › Volunteering leading to moving up the ladder of engagement

2

CLAIM-MAKING

- › Empowered communities
- › Social movements for non-institutionalized means of action
- › ladder of engagement

3

CO-CREATION

- › Civic initiated action

4

ELECTORAL PARTICIPATION

- › Participation in elections
- › Engagement with elected representatives
- › Free and fair elections

5

RESISTANCE

- › Protest and mobilization
- › Non-cooperation

SOME ACTIVE CITIZENSHIP AND SAMAAJ MOVEMENTS IN INDIA POST- INDEPENDENCE

DALIT MOVEMENT · CASTE BASED MOVEMENT

Since the launch of the Dalit Buddhist Movement by B.R Ambedkar in 1955, multiple Dalit movements have challenged the caste system and promoted Dalit rights

EMERGENCY MOVEMENT · SOCIAL MOVEMENT

Multiple organizations, political parties and communities like the RSS, CPI(M), the Sikh community among others participated in peaceful protests against the emergency and curtailment of fundamental rights

MANDAL COMMISSION · CASTE BASED MOVEMENT

Bandhs, hartals and dharna against the implementation of the recommendation of the Mandal Commission report, which suggested caste based reservation in government jobs

RIGHT TO INFORMATION · SOCIAL MOVEMENT

The Mazdoor Kisan Shakti Sangathan led a decade long movement that eventually led to the operationalisation of the RTI Act, 2005

NIRBHAYA PROTESTS · WOMEN'S MOVEMENT

Country-wide protests post the Nirbhaya incident resulted in women's safety in India becoming an international concern

1953 ●

● 1973

CHIPKO MOVEMENT · ECOLOGICAL MOVEMENT

The forest conservation movement would eventually create a precedent for starting non-violent protest in India

1975 ●

● 1985

NARMADA BACHAO ANDOLAN · ECOLOGICAL MOVEMENT

The agitation against construction of large dam projects saw widespread participation from notable personalities across the country

1990 ●

● 2000

JHARKHAND STRUGGLE · TRIBAL MOVEMENT

A multi-year struggle by tribals (Santhals, Hos, Mundas, etc) led to the formation of Jharkhand as a separate state, carved out of Bihar

2005 ●

● 2011

JAN LOKPAL BILL · SOCIAL MOVEMENT

Led by Anna Hazare, it was the largest anti-corruption movement in modern India

2021 ●

● 2020

FARMER PROTESTS · CLASS BASED MOVEMENT

Farmers across the country protested three farm acts passed in the parliament, with nationwide strikes involving 250 million people


BUT ACTIVE CITIZENSHIP IS TRICKY AND COMPLEX



**ACTIVE CITIZENSHIP
IS DYNAMIC**



**ACTIVE CITIZENSHIP
IS GEOGRAPHICALLY UBIQUITOUS**



**ACTIVE CITIZENSHIP EXPANDS
BEYOND BASIC CIVIL DUTIES**



**ACTIVE CITIZENSHIP
IS NON-BINARY**



**ACTIVE CITIZENSHIP
OPTIMIZES FOR ACTION OVER IMPACT**



**ACTIVE CITIZENSHIP
NEED NOT REQUIRE A DIRECT INTERFACE
WITH GOVERNMENT AND DEMOCRACY**



**ACTIVE CITIZENSHIP
EXIST AS PART OF A MULTI-DIRECTIONAL,
MULTI-STAKEHOLDER, FLUID UNIVERSE**

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**We (India) potentially has
1.3 billion problem solvers**



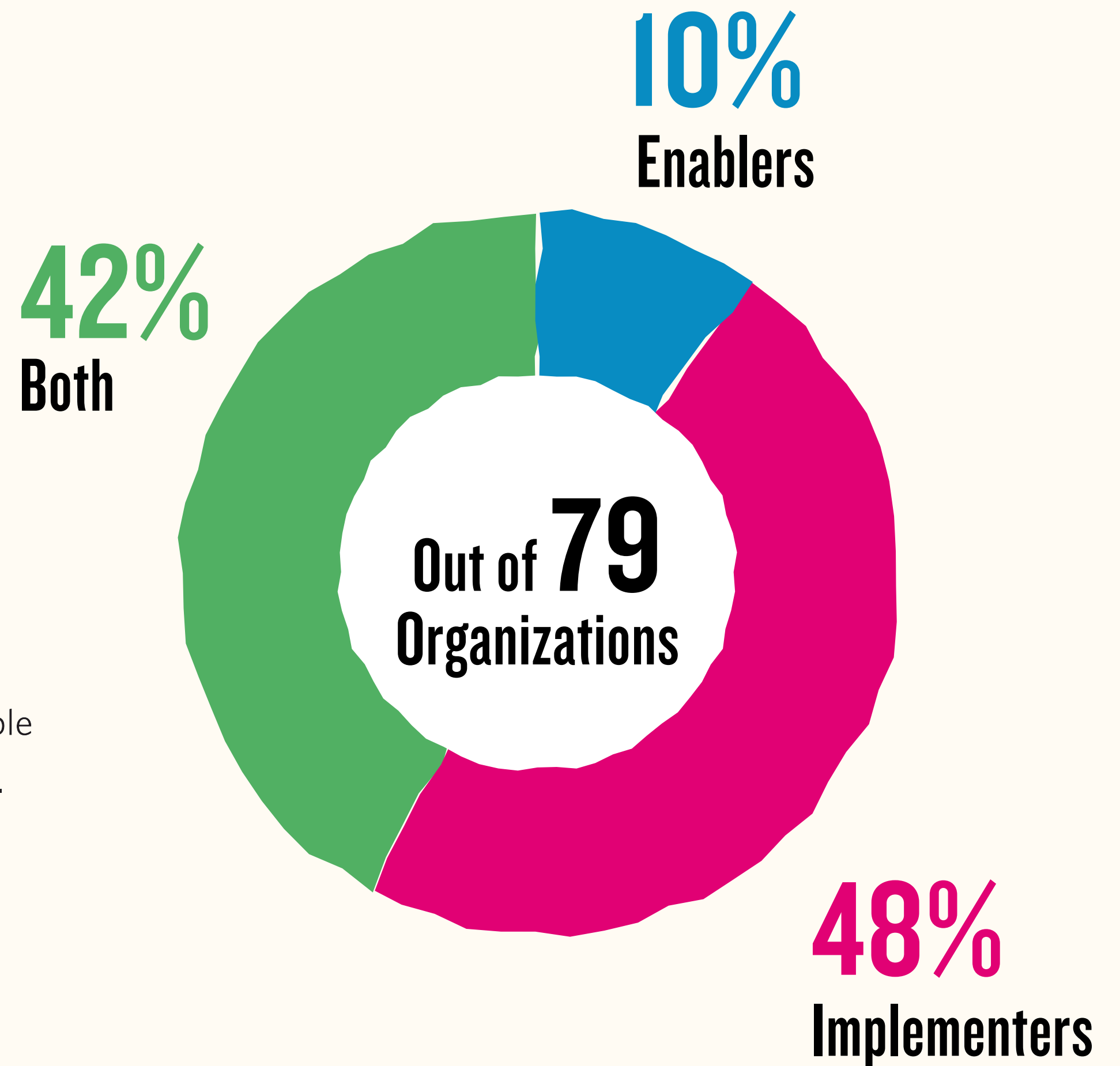
ENABLER OR IMPLEMENTERS

ENABLERS

Organisations that foster active citizenship through indirect pathways such as creating knowledge, supporting dissemination and amplification etc.

IMPLEMENTERS

Organisations that create direct pathways or feedback loops to enable active citizenship are implementers.



PATHWAYS FOR IMPLEMENTATION AND ENABLING

ACCA

FRAMEWORK

creating

Awareness

facilitating

Connection

building

Capacity

driving

Action

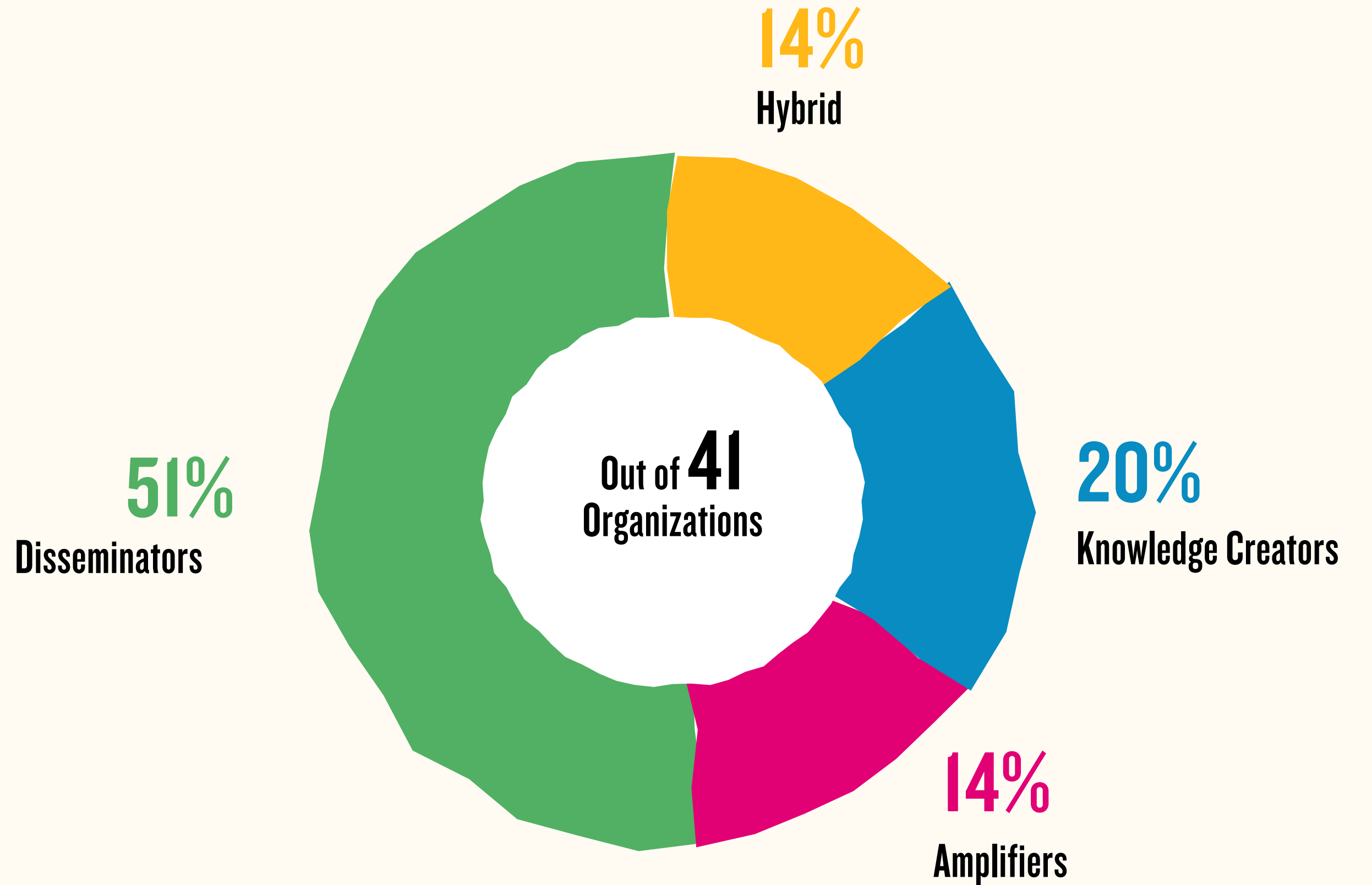
ACCA FRAMEWORK

Creating **Awareness**

Facilitating **Connection**

Building **Capacity**

Driving **Action**



41 out of 79 (53%) organisations enable active citizenship by driving awareness - informing citizens and amplifying their voice

Organisations working in the "awareness" space work on one of three dimensions - as knowledge creators, as amplifiers, or as disseminators

ACCA FRAMEWORK

Creating

Awareness

Facilitating

Connection

Building

Capacity

Driving

Action

14 OF 41

KNOWLEDGE CREATORS

Knowledge creators provide other institutions such as other enablers, implementers, sarkaar actors etc. with the information and evidence they need to drive citizen action more effectively. These organisations may have a slight policy bent and create evidence and frameworks for the space.



6 OF 41

AMPLIFIERS

These are typically grassroots media organisations. They amplify citizen voices on the ground. These organisations help surface and amplify grassroots issues while also providing a platform for concerned citizens to raise their voices



27 OF 41

DISSEMINATORS

Information on government schemes, public issues, and government engagement exists and is readily available - however, citizens often find it challenging to understand and navigate the embedded bureaucracy. Some organisations working to generate awareness help source and organise information and then provide filtered, simplified and targeted insights to drive citizen interest. Many of these organisations tend to work as "implementers".



ACCA FRAMEWORK

Creating Awareness

Facilitating Connection

Building Capacity

Driving Action

33 out of 79 (41%) organisations offer programmes to help citizens engage with other fellow citizens or create an interface for engagement between citizens and government

CITIZEN-CITIZEN

21 of 33 organisations facilitate citizen-citizen engagement.

Jhatkaa's Save Bangalore's Trees campaign signed by 160,000 members stopped the construction of a flyover, saving 800 trees.

Socratus Foundation brings together people from different sectors to brainstorm over development challenges.

Citizen -
Citizen



64%

Citizen -
Government



42%

Note: the chart above adds up to >100% as some organisations facilitate both citizen-citizen and citizen-government connections

CITIZEN-GOVERNMENT

14 of 33 organisations facilitate citizen government engagement on a variety of issues:

democratising filing of RTIs (YouRTI, OnlineRTI), public consultations (Civis), smoothing claim making processes (Haqdarshak) and increasing government accountability (Janaagraha and Praja).

ACCA FRAMEWORK

Creating Awareness

Facilitating Connection

Building Capacity

Driving Action

LEADERSHIP DEVELOPMENT

- › Over 95% of organisations in this space are working on areas like capacity building through leadership development. These organisations focus on developing leaders and problem solvers of the future.
- › Indian School of Democracy (ISD) and Netri working in political leadership, Centre for Civil Society and Citizens for Public Leadership working in policy leadership, and Yuva Shakti and CORO in grassroots leadership.

GOOD GOVERNANCE

- › A small number of organisations are working to create efficiencies in the active citizenship process by building public goods that capacitate other organisations or the government.
- › E Gov Foundation's DIGIT Urban Stack is a set of Open APIs, services, and reference implementations set up as a public good.

ACCA FRAMEWORK

Creating Awareness

Facilitating Connection

Building Capacity

Driving Action

PROBLEM SOLVING

- › 45 out of 79 (56%) organisations help citizens to (individually or collectively) own the problem-solving process and directly implement solutions on the ground.
- › Action could mean signing a petition for organisations like Jhatkaa and Change.org, organising a successful people-powered movement for Haiyya, or responding to public consultation for Civis.

ELECTORAL PARTICIPATION

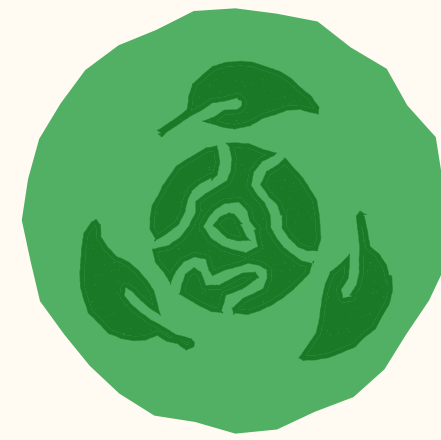
Interestingly “voting” as an action pathway has witnessed limited traction from CSOs. Political parties in India have strong grassroots networks at the forefront of a lot of organizing work (including voter turnout), reducing the scope and role of apolitical intermediaries in the space. Finally, it is difficult to take on a subject like voting and stay away from “politics”, and consequently, we see fewer funders willing to back efforts in this space, resulting in fewer non-profits and social enterprises thriving. Therefore most organisation are entering this space through leadership development.

Themes
Geographies
Beneficiaries
Outcomes
Modes of delivery

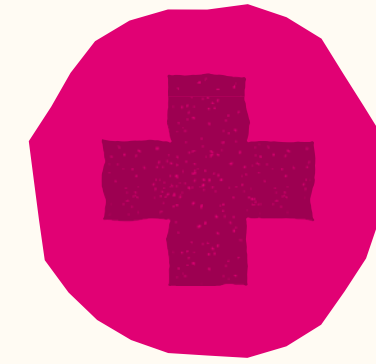


Themes

- › A majority (59 of 79) of the organisations profiled have a horizontal focus or are sector agnostic.
- › The underlying assumption is that once people's civic skills have been built, they can use the same to engage across different sectors or issue areas that interest them.



10%
ENVIRONMENT



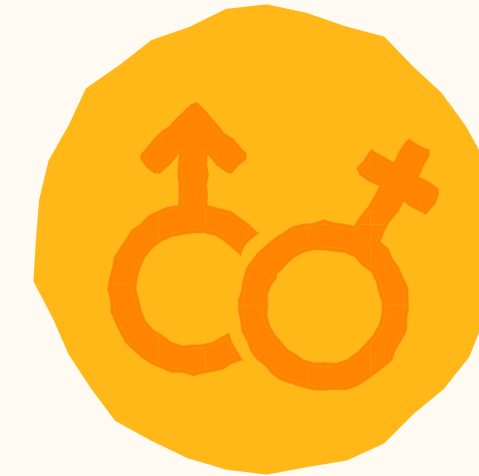
5%
HEALTH



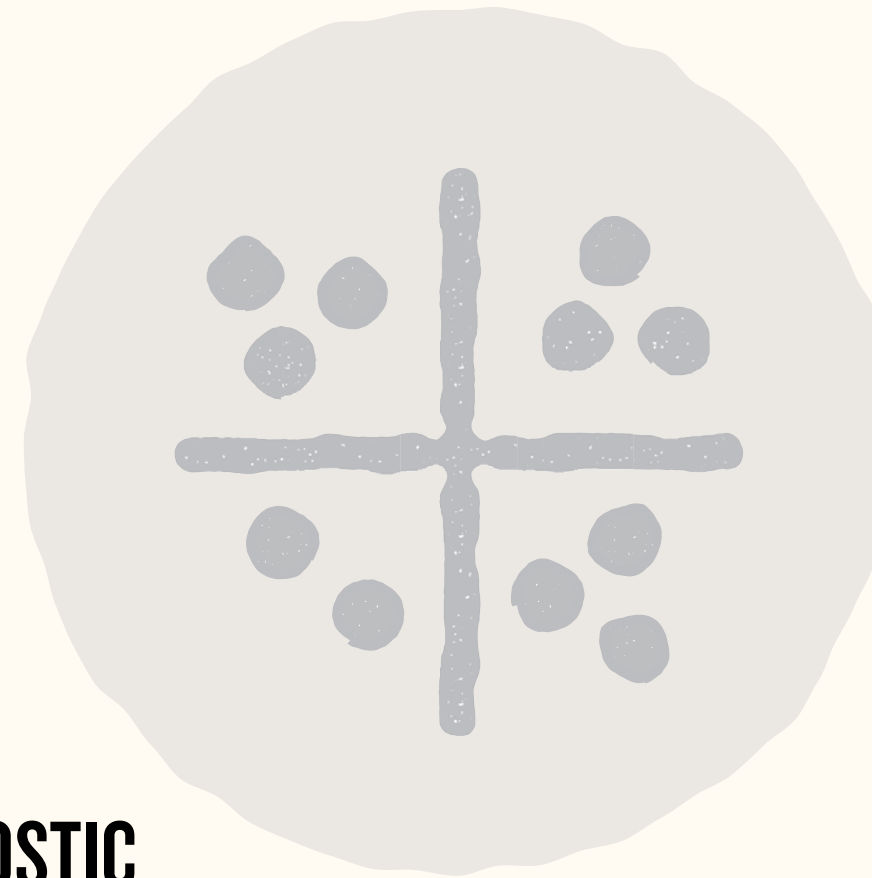
8%
WASH



5%
EDUCATION



11%
GENDER



75%
SECTOR AGNOSTIC

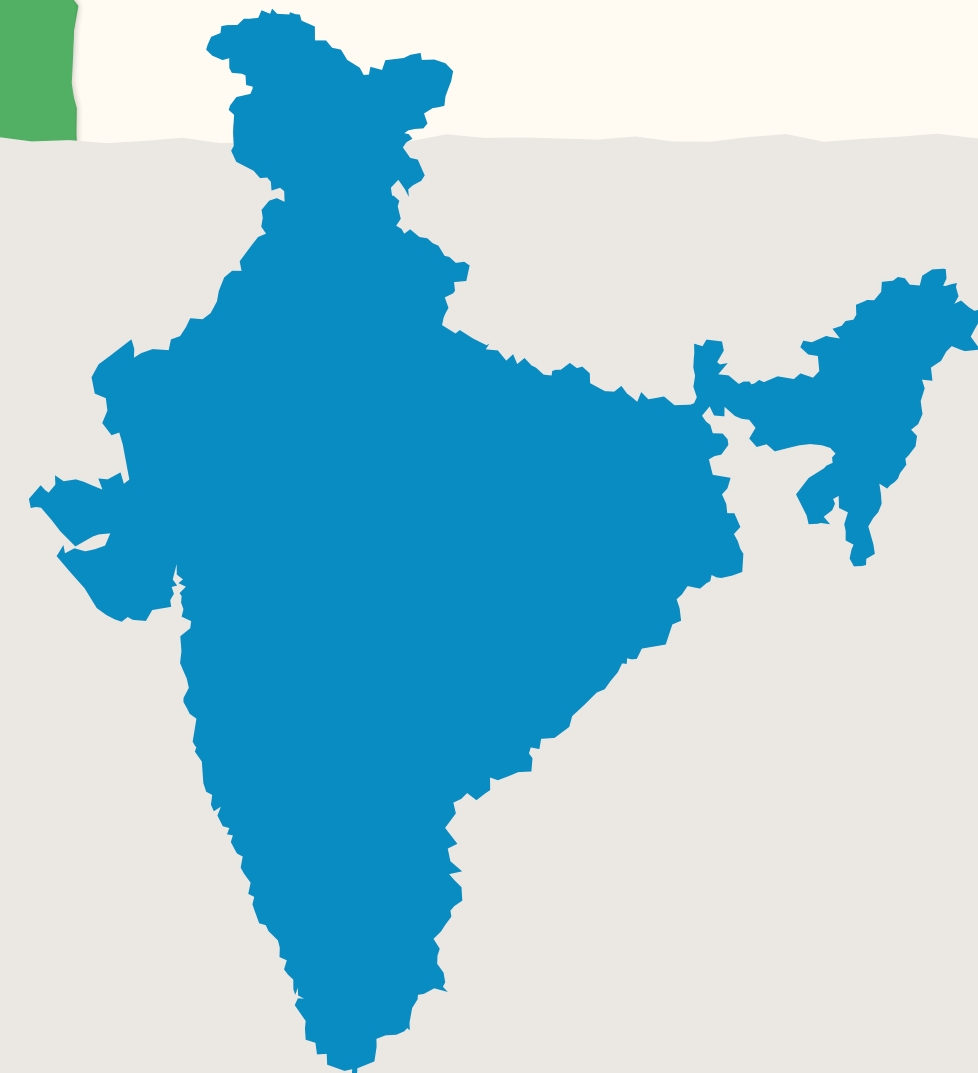


10%
LIVELIHOOD

Note: the figure above adds up to >100% as some organisations have multi-thematic programmes

Geographies

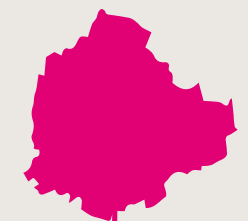
- › In terms of geographic reach, we find that over 70% of the organisations are present in 10 states or more.
- › This trend is observed for pure-play implementers (74% have a national scale) and for pure-play enablers (100% have a national scale).
- › Technology has been a key to helping organisations reach this scale, and we examine this in detail later in this presentation



72%
NATIONAL



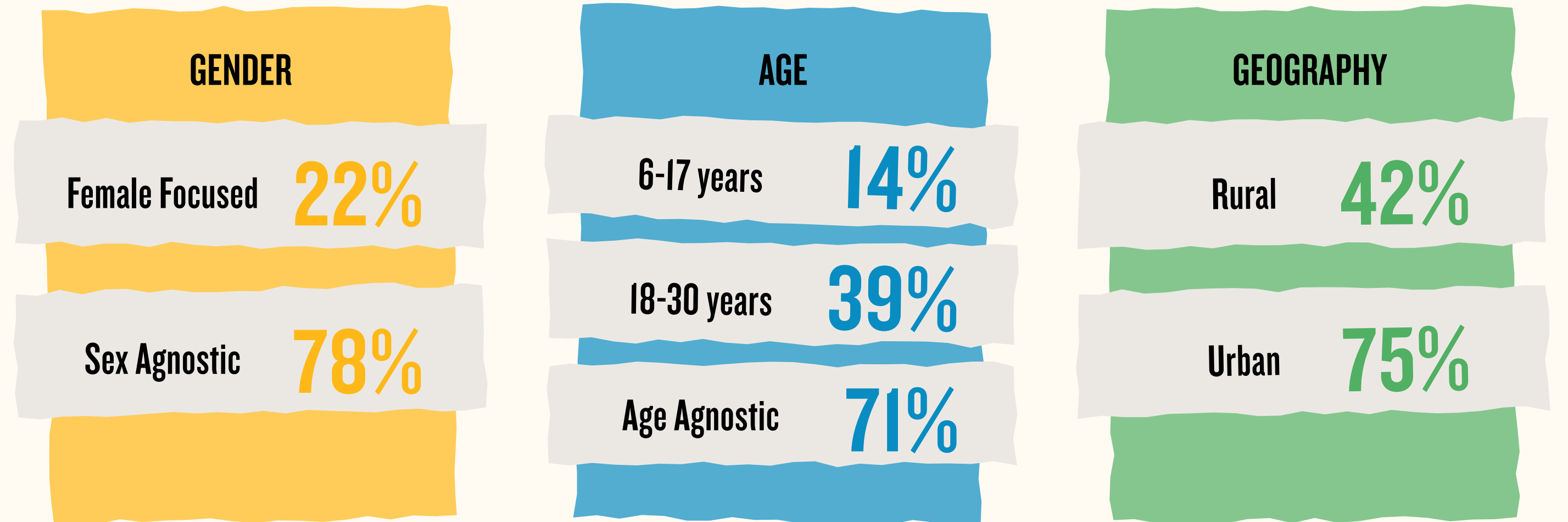
9%
REGIONAL



19%
LOCAL

Beneficiaries

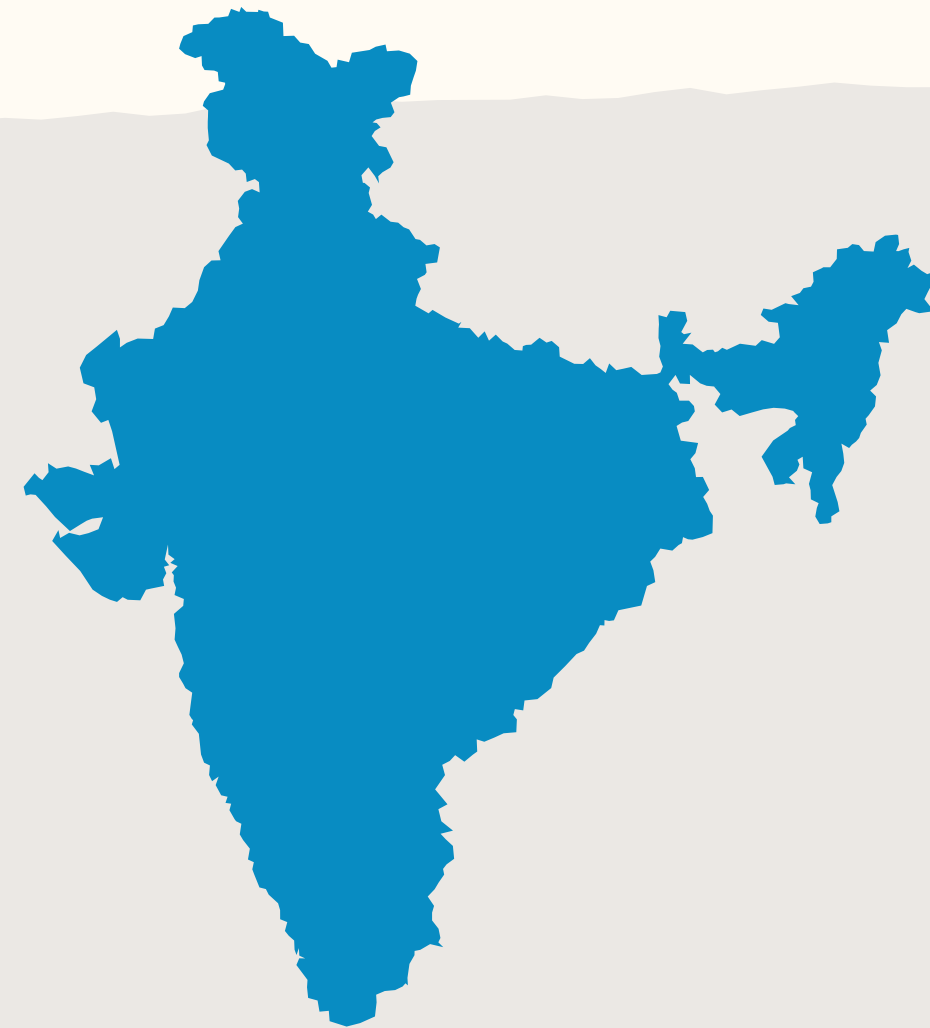
Only 17 of 79 (22%) organisations take an intentional gender lens
- Pure-play implementers take a more gender intentional approach compared to pure-play enablers (26% are female-focused vs 12%).



Most of the practitioners were cognizant of the missing gender intentionality owing to the difficulty in finding talent (especially for tech-first organisations) and barriers to mobilising women.

Outcomes

- › Close to half the organisations have programmes designed to influence outcomes at the national level. The proliferation of technology in the space has aided organisations to achieve scale rapidly and enabled citizens to mobilise resources and overcome geographical barriers to solve more complex issues collectively.
- › Through technology-first crowdfunding platforms Milaap, Ketto, and GiveIndia collectively raised ~USD 161 Mn from 2.7 Mn donors for COVID relief campaigns in a span of a few months



41%
NATIONAL



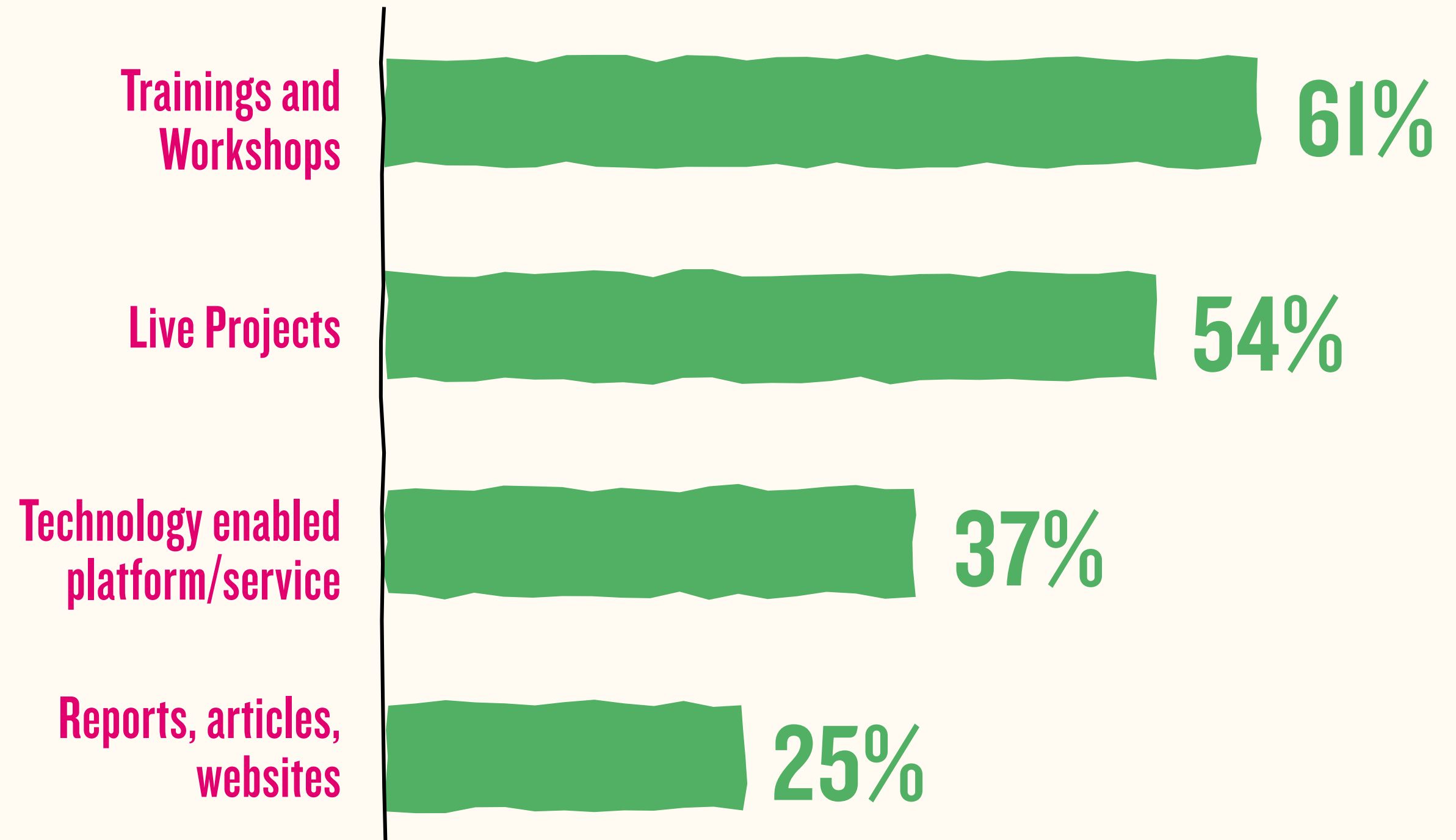
39%
COMMUNITY



22%
INDIVIDUAL

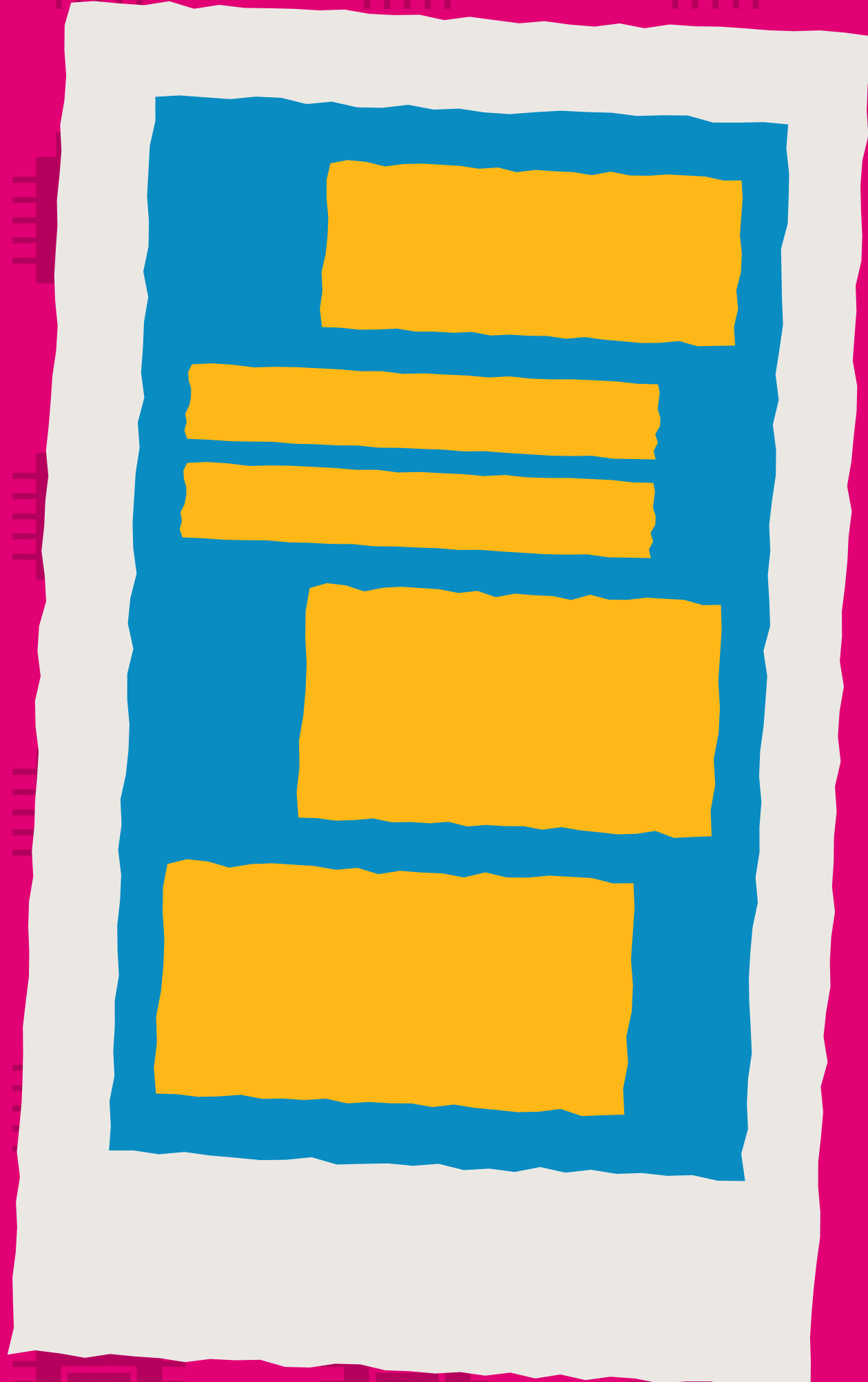
Modes of intervention delivery

Over half of all organisations target citizens through training/ workshops and live projects. Through training and live/ on-ground projects, CSOs aim to capacitate citizens to drive meaningful change in a way that a technology-first approach may not be able to



Note: The chart above adds up to >100% as some organisations' use different delivery modes for different programmes

TECHNOLOGY AND ACTIVE CITIZENSHIP



There is a global conversation on the rising importance of civic-tech organisations.

Technology seen as vital for expanding access, scale, transparency, speed, and state capacity.

AAPTI INSTITUTE

Civic technology is any technology that enhances the citizen experience, which involves both citizen-citizen relations and citizen-state relations.

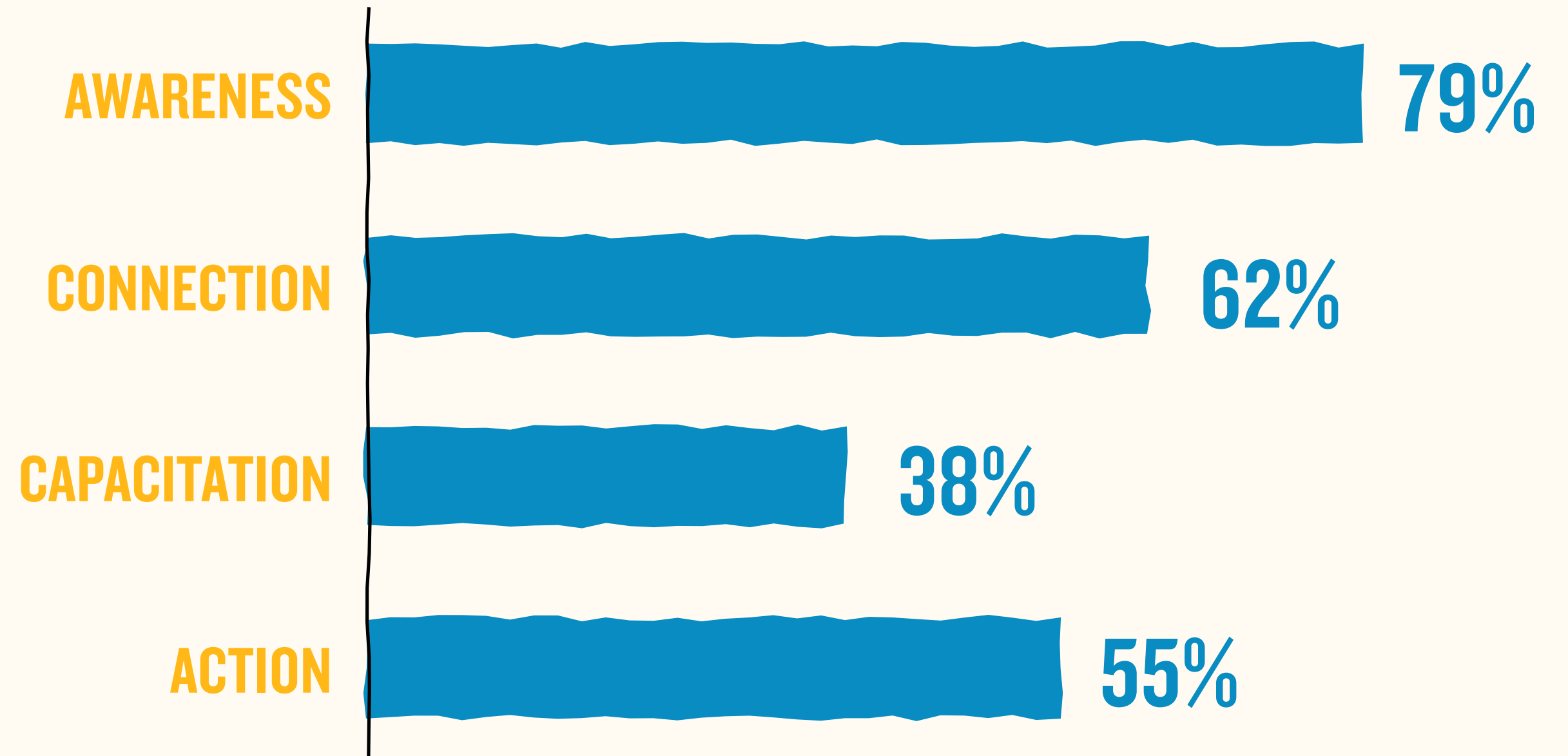
KNIGHT FOUNDATION

Technology that informs and encourages civic engagement, from simplifying voter registration to hosting virtual government town halls to launching crowdfunding campaigns supporting civic assets.

There is a global conversation on the rising importance of civic-tech organisations.

- › The core offering of 29 out of 79 (~37%) organisations is technology-first (civic-tech organisations).
- › Pure-play enablers have done especially well in using technology to deliver their programmes more effectively — 50% of them are tech-first in nature.
- › On the other hand, pure-play implementers still prefer a more hands-on, interpersonal, and offline approach (only 16% are tech-first in nature).

TECH-FIRST ORGANISATIONS ACROSS THE ACCA FRAMEWORK



- › 23 out of 29 tech-first organisations, offer programmes under awareness and 18 under connection. Technology can facilitate the generation, storage, and real-time communication of data (awareness) to help build knowledge and inform citizens as well as policymakers on timely decision making and action.

E.G, DROR LABS

- › Technology also helps build online communities that aren't constrained by size or geographic barriers and offer citizens alternate and efficient ways to connect in a more remote world.

EG: ENABLE VAANI, AND GRAM VAANI

Technology comes with some riders

- › If digitisation is not combined with auxiliary inputs to expand access, it can be exclusionary.
- › Access to technology needs to be linked with change management. Else it ends up distancing citizen from state versus bringing the together (makes the physical “State” less accessible)
- › Technology also exacerbates extant structural issues
- › Concerns around digital rights and data privacy need to be discussed as well

70% of the youth in India are engaged – actively or passively – in one or more forms of civic engagement on social media



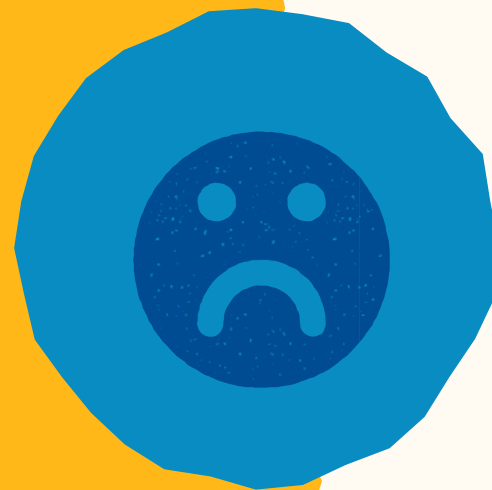
A cautionary tale...



SPREAD OF MISINFORMATION · A fact-checking website, BOOM, conducted 178 fact checks on COVID-19 related information on social media platforms and found that as much as 35% of the information shared in the form of posts/ videos was fake.



CLICKTIVISM is a new kind of civic activism enabled by social/digital media: The "sign up" to "show up" funnel is very narrow - a CSO leaders shared that there is a drop off from ~ 1 million individuals (who have signed a campaign in the last 6 months) to participation only from 2,000-3,000 volunteers on the ground.



BREEDING CYBERBULLYING · Due to online anonymity, trolling and bullying is easier online, and harder to bring to account.

The structural framework for governing modern India is in many ways based on the tenets of open government - transparency and (to a lesser extent) participation are vital drivers of open government initiatives in India.





India has had a rich legacy of open, local, and participatory government. The roots of democratic decentralisation can be traced back to ancient India when republics existed, which were essentially areas without kings. These included the Vaijjian confederacy in Vaishali around 600 BC in the times of Lord Buddha. Since then, there have been recurring evidence of self-contained and self-governed village republics in India. Sir Charles Metcalfe, who was the acting governor-general of India in 1830, wrote, "The village communities are little republics, having nearly everything they want within themselves and almost independent of any foreign relations."

Key frameworks and interventions that the government is using to drive public participation in India

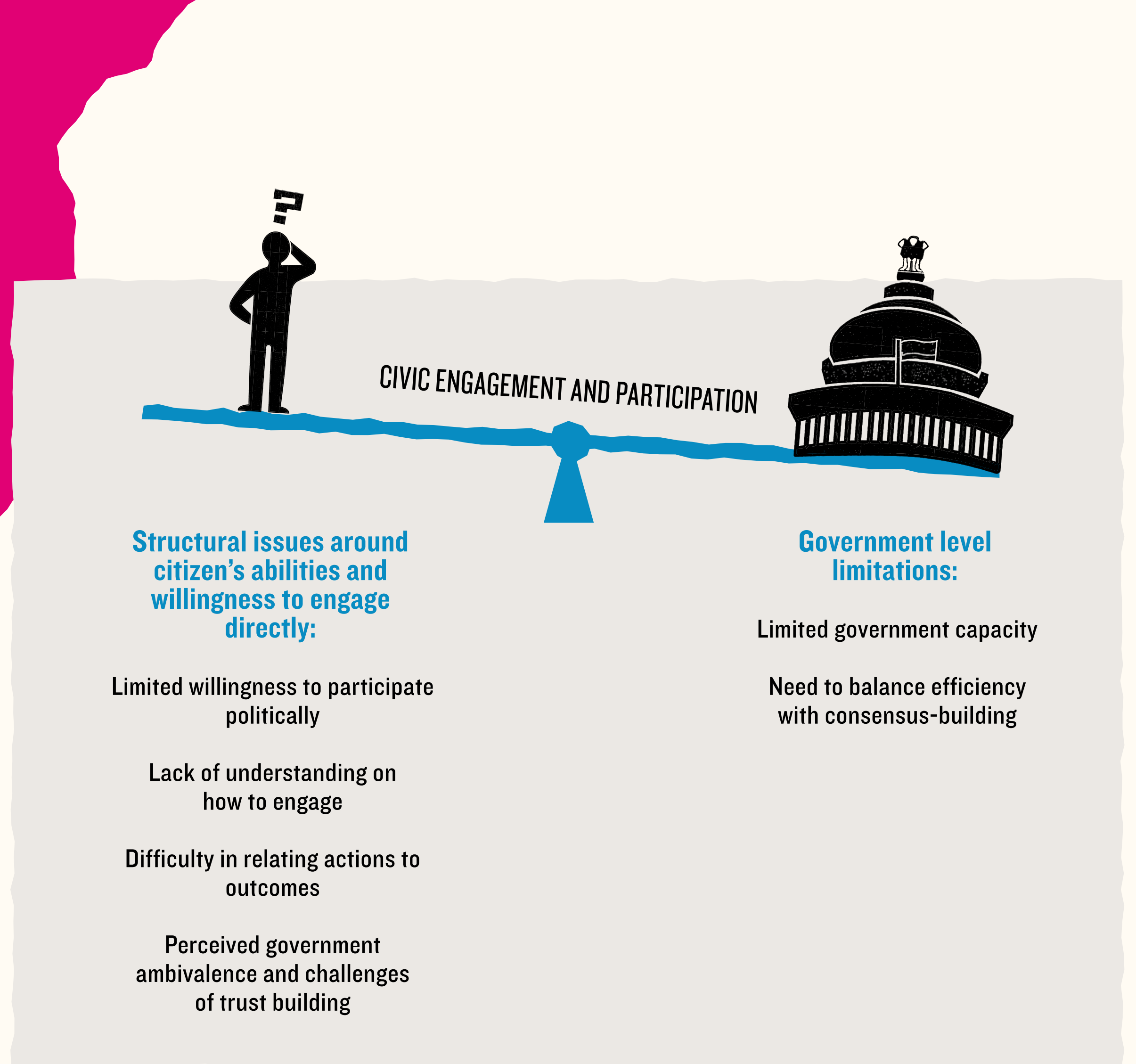
Local, decentralised governance
(participation and accountability)

Open data
(information)

E-Government
(information and participation)

Other new and innovative tools used by the government such as participatory budgeting, community scorecards, social audits, citizen charters

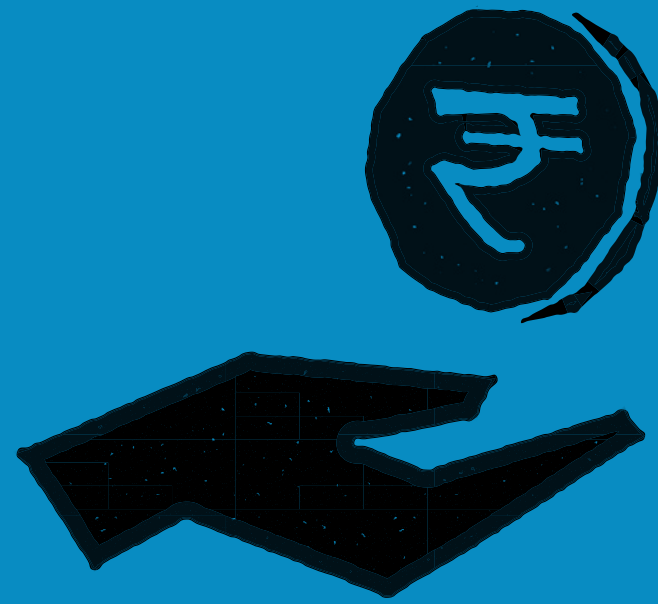
Even though government has taken steps towards open government, there are structural challenges for deep and sustained civic participation



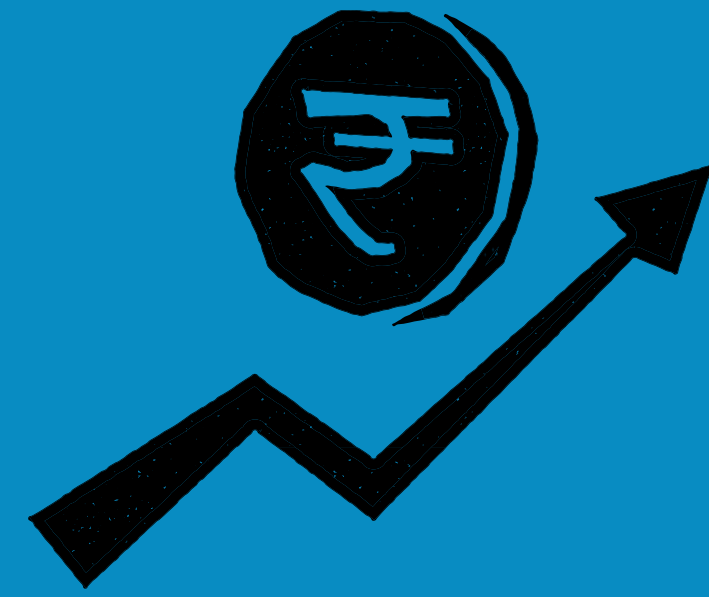
**Since its very creation,
bazaar has had a self-
interest in maintaining a
balance of powers with
sarkaar and samaaj**



BUSINESS AND CHARITY



The first wave of formalisation of corporate citizenship saw a shift in philanthropy from individual to corporate social responsibility.



The second wave of corporate citizenship has risen from recognising the “triple bottom line” and moved businesses to think about corporate responsibility as core strategic issue.

WHAT IS INFLUENCING BAZAAR?

- › Changes in values held by employees are pulling organisations to be good corporate citizens
- › Changes in values and preferences of customers are pulling organisations towards good corporate citizenship as well
- › Rapidly deteriorating environmental context is driving firms to alter their plan of action
- › Young entrepreneurs are likely to prioritize “doing well by doing good
- › Investors are also pushing firms to be more intentional around good corporate citizenship by focusing on long-term value creation
- › Mandatory reporting on triple bottom line parameters, e.g. ESG is coming from regulators

Fifty of the top 100 companies based on market capitalisation have increased the use of renewable energy. CEOs of 16 large Indian companies, including six with the largest market cap, stated that water scarcity and climate change are core threats to their business.

BUILDING THE FIELD



HIGH CIVIC ENGAGEMENT = A GOOD SOCIETY

- › Researchers have found that **active citizens** enjoy better mental and physical health and higher levels of confidence and optimism about life
- › The networks of trust and horizontal solidarity created by engaging as active citizens enable the development of anticipatory, absorptive, adaptive, and transformative capacities that drive resilience for communities
- › Active citizenship also improves governance, builds trust between the citizens and state, and drives development and economic growth for communities

ROLE OF CSR AND PHILANTHROPY

- › An analysis of the Hurun EdelGive list of India's biggest philanthropists (2020) suggests that less than 1% of private domestic philanthropic capital is directed to citizenship.
- › An analysis of 22 of India's top philanthropists who have devoted funding of INR 100 Bn (2019-2020). Only one donor primarily focuses on citizenship, while 3-4 donors support civic engagement as adjacencies.

FUNDING HEADWINDS

- › Several Indian philanthropies tend to focus on “verticals” where the impact is measurable and attributable, not the “horizontal
- › The perceived “political” colour of active citizenship also deters funders
- › CSR funds are another avenue for CSOs to access funding in India. However, governance/democracy are not yet a part of the mandated list of areas company CSR arms can spend on.



LOOKING TO THE FUTURE

We conclude this research with two key questions for us as citizens

1

How can we sustainably co-own problem-solving for our communities?

2

What is our role in holding the institutions to a higher standard?