

IDENTIFYING DIFFERENT STAKEHOLDERS IN A PROBLEM

STAKEHOLDERS are people who are connected to our problem directly or indirectly



DIRECT STAKEHOLDERS

Directly experience the problem. They are the target group for whom solution is being created.



INDIRECT STAKEHOLDERS

They don't face the effects of the problem directly and might have extra information about the problem.



OTHER STAKEHOLDERS

People who are either solving or are trying to solve a similar problem.

Let us hear from Farah how she picked her Stakeholders for her selected problem

PROBLEM : A lot of plastic waste is seen in rivers in my community



I identified **FISHERMEN** as one of the Direct Stakeholder
But, Why are they Direct Stakeholders?



Plastic waste gets stuck in their fishing nets, sometimes even breaking them. Many times they also find dead fish in plastic waste in the sea.

I identified **TOURISTS** as one of the Indirect Stakeholder
But, Why are they indirect Stakeholders?



I found that a lot of tourists visiting the place are throwing plastic waste on the ground. I wanted to understand why they buy so much plastic

I identified **PEOPLE CLEANING PLASTIC WASTE AT SEA** as one of the other Stakeholder
But, Why are they indirect Stakeholders?



There are some volunteers (social workers) who pick plastic waste from the sea. Since they are already trying to solve the problem, I wanted to understand from them what else can be done.

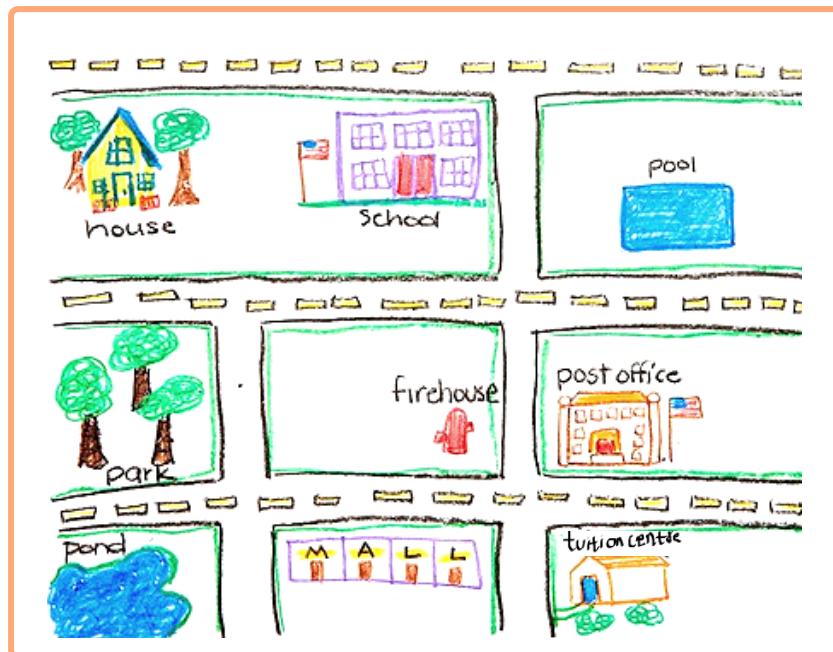
IDENTIFYING STAKEHOLDERS FROM A COMMUNITY MAP

Let us look at an example problem

Amir observed that **Children carry heavy school bags, which is leading to back pain for them.**



Let us help Amir in identifying stakeholders for the problem using the community map



There are **three** simple steps in identifying stakeholders

Step 1



On the community map, identify places where your problem is occurring.

This problem can occur in all those places where children carry their bags. Look at the community map carefully, and we can see 3 such places:

- School
- House
- Tuition Centre

} Children are seen with their bags in all these places

Step 2



Make a list of the people who are connected to these places.

- | | |
|------------------|---|
| • School | : Teachers, Other Children, Non-teaching staff, Principal |
| • House | : Parents, Brothers, Sisters, Neighbouring children and their parents |
| • Tuition Centre | : Tuition teacher, Children from other schools |

Step 3



Identify people who are connected to your problem and group them into different types of stakeholders

For Example,

- | | |
|--|---|
| • Other students | : They are directly suffering from the problem |
| • School and Tuition teachers, Principal | : They can help in reducing the load of books |
| • Parents | : They might be interested in solving the problem |

HOW TO TAKE INTERVIEWS TO UNDERSTAND YOUR PROBLEM DEEPER

Remember? You had taken Interviews previously to **FIND** problems in your community.

Well! You can take interviews once again to **EXPLORE** your selected problem much deeper. Let us look at a few things to prepare for this Interview !



Using your Mind-Map, make a list of the stakeholders you want to Interview.

- 1 =
- 2 =
- 3 =

Make sure your list has atleast one direct, indirect and other stakeholder each.



Prepare for different questions to ask for each of these stakeholders.



Remember that some questions can be common for all stakeholders



Also, if needed, add questions while you are talking to them.



Before returning from your interview, think whether you got all the information needed.

UNDERSTANDING THE DIFFERENCE BETWEEN INTERVIEWS IN FIND AND EXPLORE STEP

FEEL & FIND INTERVIEW

VS

EXPLORE INTERVIEW

Interview is taken to ask people about different problems they are facing



Interview is taken to know in detail about the particular problem chosen.

You can Interview anyone you feel will help you find problems



You interview the stakeholders identified to understand the problem deeper.

Your questions are designed to help people think about the surrounding problems and hence the questions can be same for everyone.



You may have to design different questions for every stakeholder, as each of them may have different information about the problem you identified.

Discussion is not around solutions but is around problem identification



You discuss with stakeholders also to find out if they are aware of any existing solutions and their effectiveness

STEPS TO BUILD A MIND MAP

In your problem solving journey, creating a mind map is an important step. Building a mind map involves a lot of steps and sometimes can be confusing. Follow the below 5 steps on how to build your mind map.



Write: After you select the problem that you want to solve, write it down.



Identify stakeholders: Around the problem, write down all your stakeholders who are connected to the problem.



Identify places: Also, write down if there are any new places you identified where this problem is occurring or this problem is creating an effect.



Draw links: Then draw a link between these stakeholders and places to the problem.



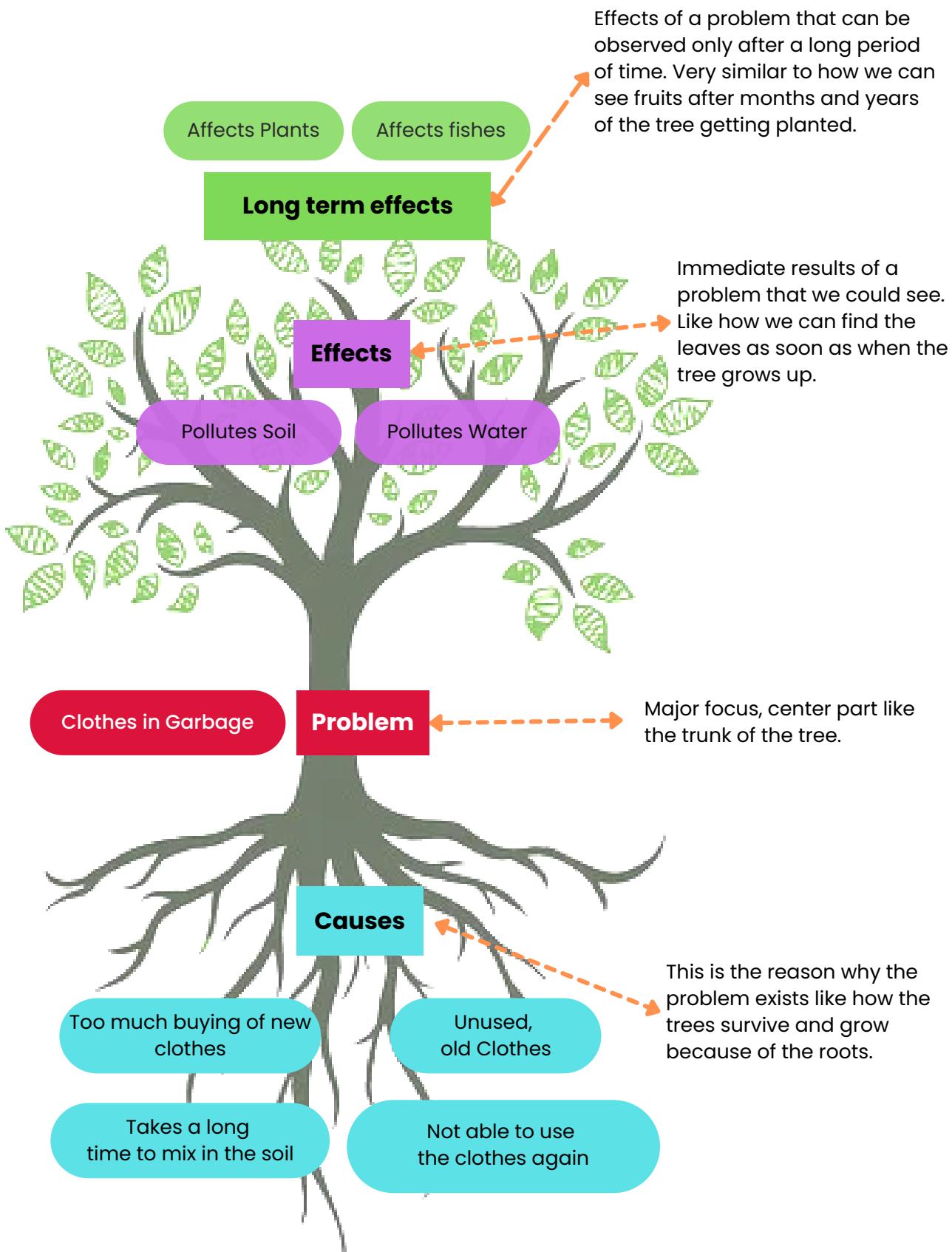
Identify Actions: On the link, identify and make a note on the actions that are connected to the problem.

Pay attention to all stakeholders. Some stakeholders are contributing to the problem, some are affected by the problem and some are involved in the problem.

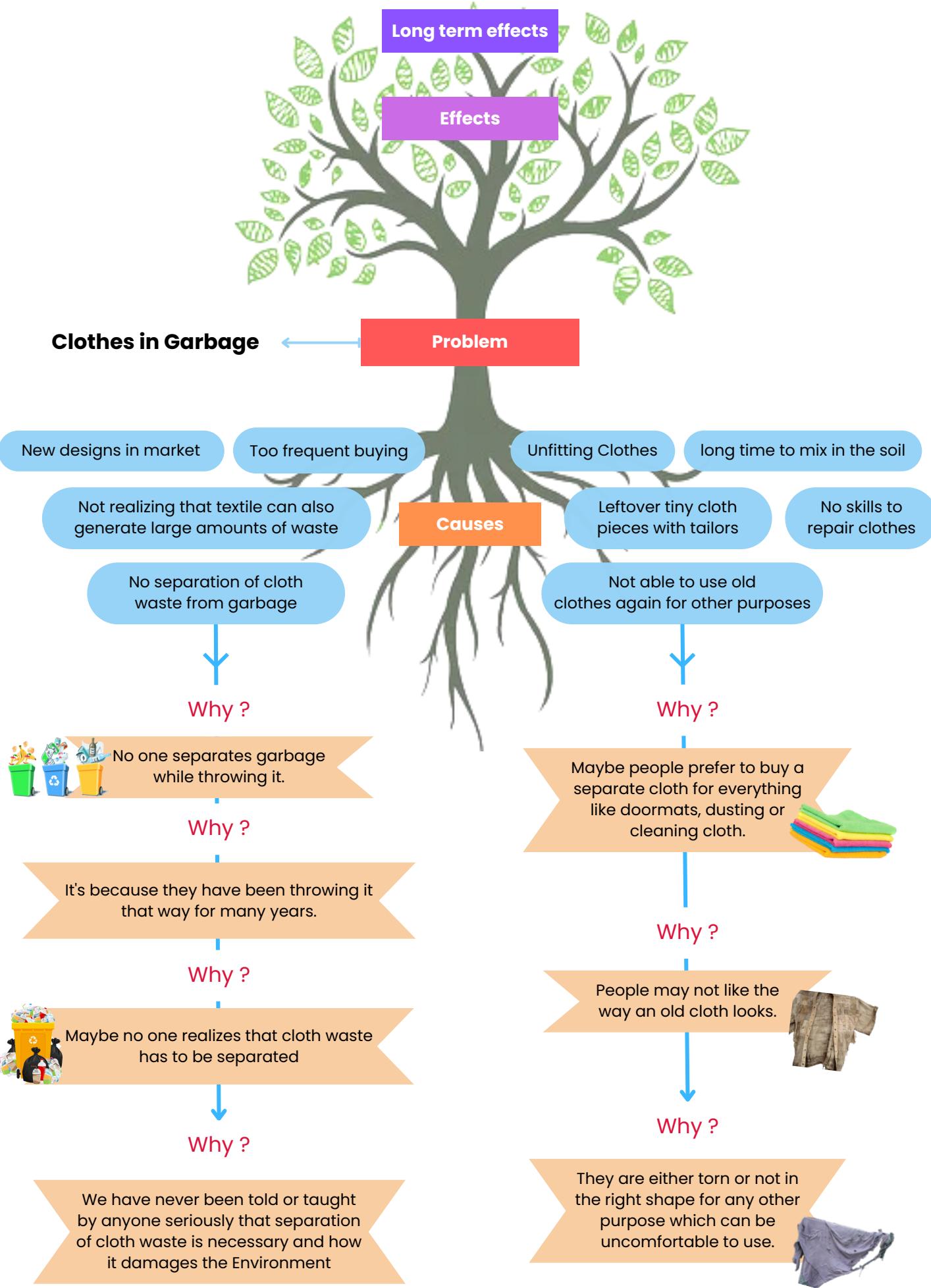
Pay attention to all places. In some places, problems are occurring and some places are affected by the problem.

Understand your stakeholders deeply - some of them are knowingly contributing to the problem while some of them might be unknowingly getting affected by the problem.

UNDERSTANDING PROBLEM TREE

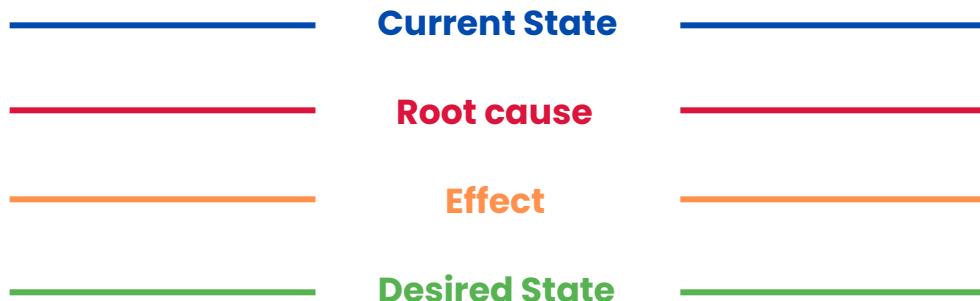


HOW TO USE 'WHY'S' TECHNIQUE



WRITING A PROBLEM STATEMENT

A problem statement has four important components in it



Remember the problem statements discussed previously in '**I SEE - I WISH' technique?**
Let us look how their **Problem Statements** can be framed

Problem Statement 1

A lot of plastic wastes being thrown away is a problem caused by the usage of single use plastic items like plastic bottles, spoons, containers etc. This can lead to piling up of plastics on the water bodies and the land, affecting the environment. Avoiding plastics by opting for Eco-friendly materials will help us address the problem.

Problem Statement 2

People are facing difficulty while walking using the normal walking stick. This is a problem caused by the lack of special features and technology in the walking stick. This can lead to them becoming more dependent on others to move around. Old aged and blind people being able to walk around on their own comfortably without much help from others will help us address the problem.