

ENSURING SAFETY AND DIGNITY OF HUMAN LIFE

PROJECT REPORT: SEPTEMBER 2021



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ACKNOWLEDGEMENT

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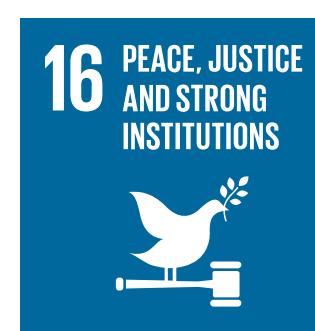
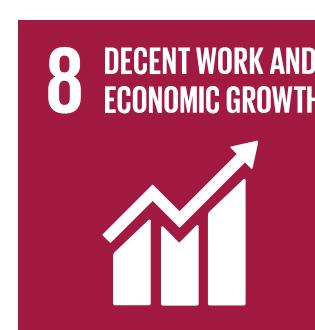
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Volunteer
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CLIENT OVERVIEW



TAMIL NADU, INDIA



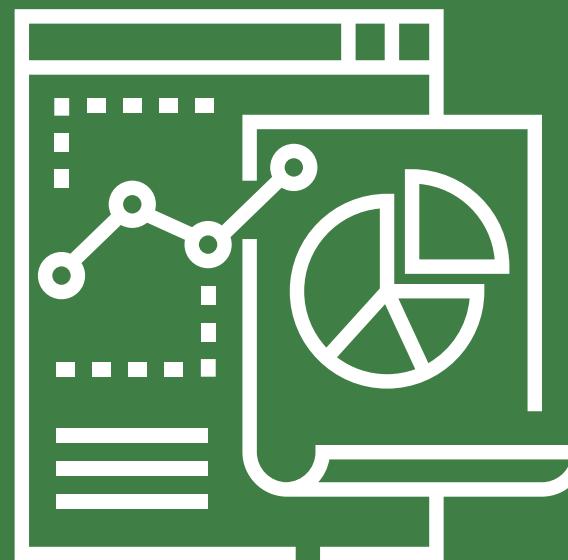
The client (the client) is a non-profit organization established in 1993 that works primarily within the domain of Gender, Tribes, Human Rights, Education, Minority, and Kid & Youth Development, to name a few. It promotes the academic, economic, and cultural well-being and welfare of Asians. In addition to this, they aim at working for the promotion and protection of human rights particularly those of underprivileged, backward, and downtrodden teams, regardless of caste, creed, race, community, or faith.

One of the client's supposed social movements involves the destruction of manual scavenging practices among the foremost marginalized. Manual scavenging refers to manually cleaning up, disposing, or handling in any manner, human waste from dry lavatories and sewers.

The client aims at the destruction of manual scavenging from the basis, by generating revenue for the affected communities by combining individual resources and skills to provide merchandise and services for internal consumption and export and mobilizing social attitudinal amendment, reengineering the norms whereby the foremost marginalized members of society should endure such humbling work. It believes in people's democracy and aims at providing social and property development in defense of the laden and exploited Dalits United Nations agency involved with manual scavenging.



RESEARCH REPORT



- ISSUE TREE
- INDIA'S APPROACH
- INDUSTRY ANALYSIS OF TAMIL NADU
- POLICY REVIEW

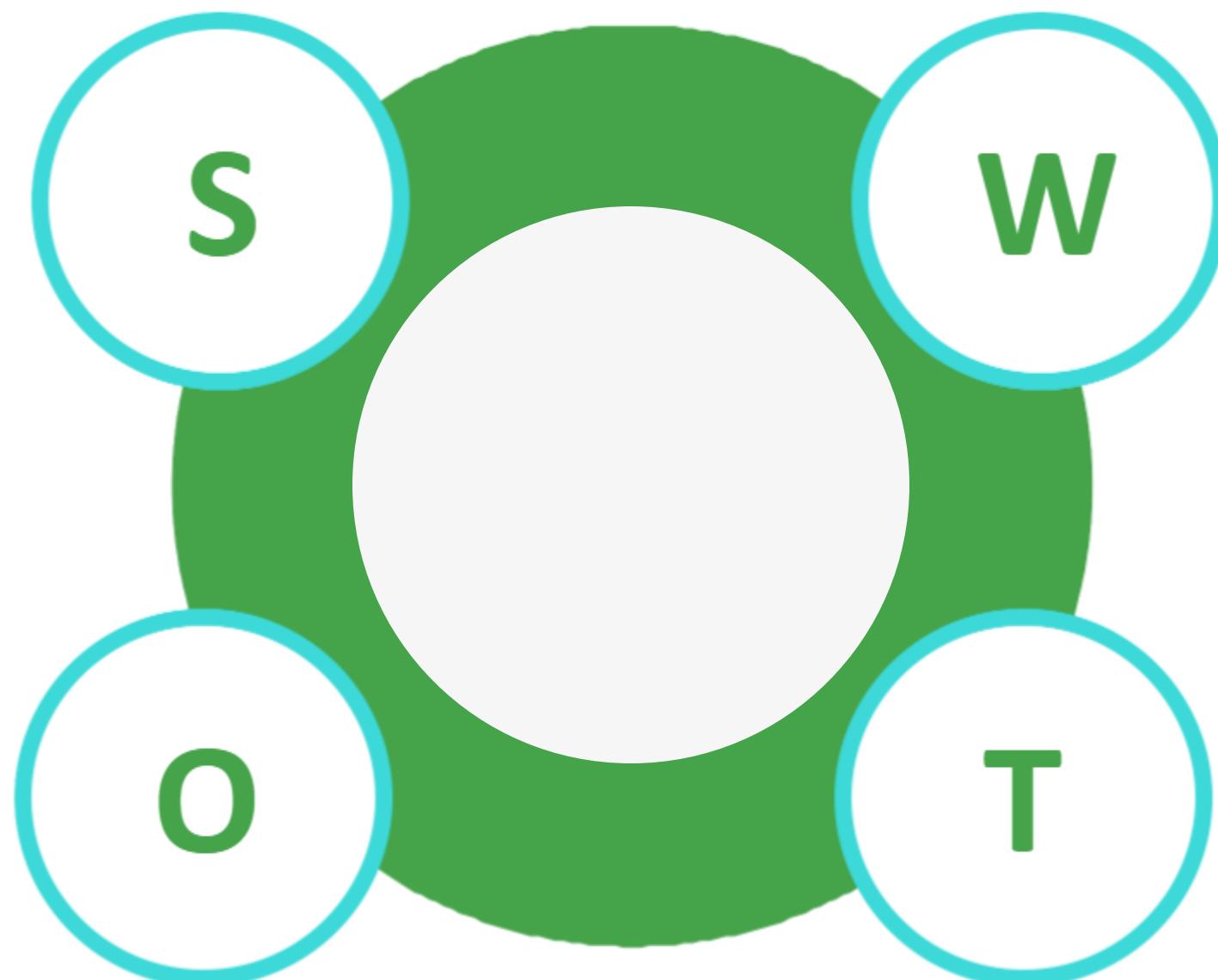
Before beginning with their campaign, the client wanted intensive research on the reasons for the prevalence of the practice, India's Approach so far, Existing Government Schemes, and Industry analysis of the state of Tamil Nadu to identify the industries to reallocate jobs for the MS community.

STRENGTHS

- Established since 1993
- Strong connections and partners
- Committed workforce on field
- Coordinated and Organised
- Proper monitoring

OPPORTUNITIES

- Collaborations
- Government fundings
- Youth volunteer acquisition
- Media coverage and good marketing



WEAKNESSES

- Restricted to Tamil Nadu
- Lack of funds/donations
- Small scale operations
- Time consuming work
- Inefficient marketing

THREATS

- Strong caste system
- Slow administration
- Political pressure and hinderance
- Competition from NGOS for donations
- Ignorance & attitudinal problem of target community

RUN THROUGH



Manual scavenging is banned under the Prohibition of Employment as Manual Scavengers and their Rehabilitation Act, 2013. First banned in 1993 it continues clandestinely and overtly.



Tamil Nadu(TN) reported the highest number of deaths at 213 out of 941 such deaths since 1993 (HT, 2021). The TN division of Safai Karmachari Andolan has recorded 55 deaths while the government figure is 43 (The Newsminute, 2021).



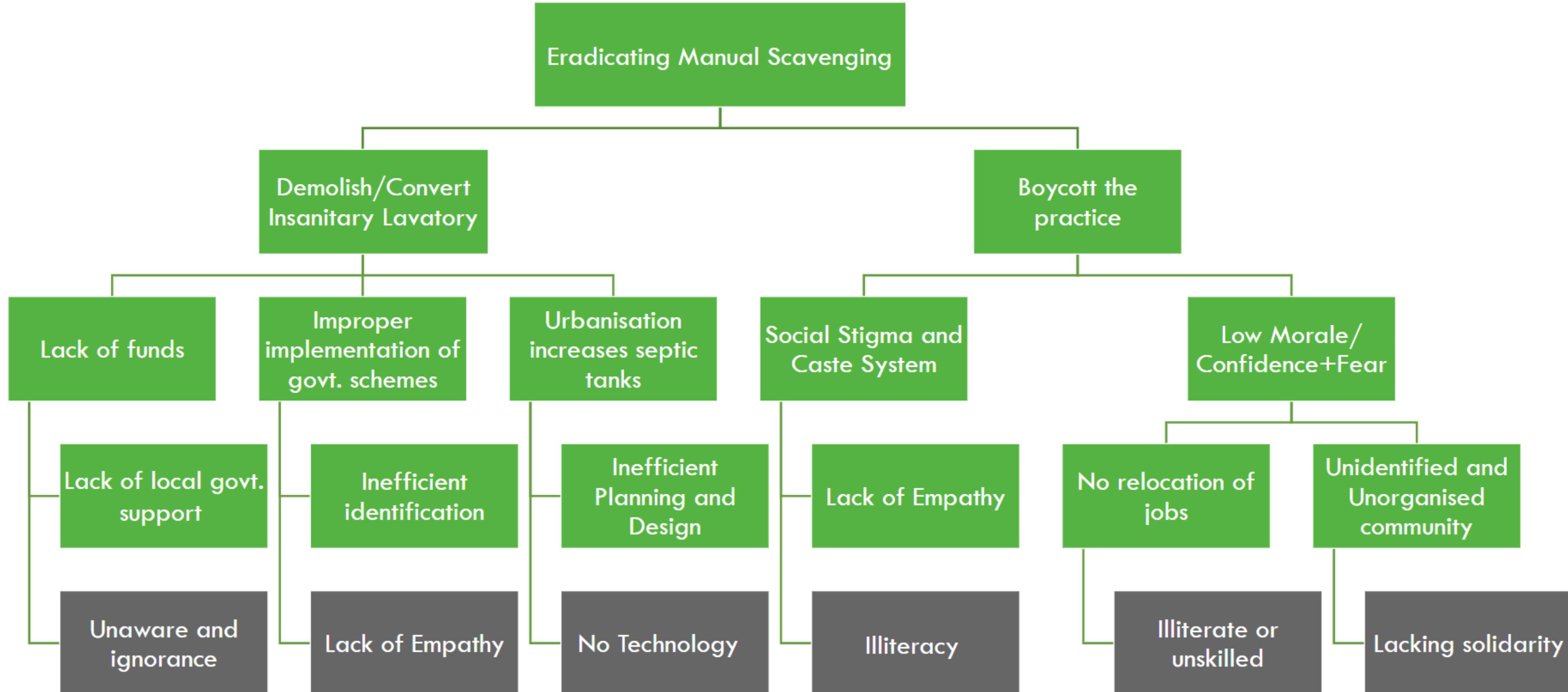
Manual scavengers are exposed to two types of violence that are social violence (violence associated with caste discrimination) and physical violence wrongly justified by the caste system in India.



Inside the sewer lines, the decomposition of garbage and fecal matter leads to increased levels of methane, hydrogen sulfide, carbon monoxide, and ammonia which reduces oxygen levels and this causes hypoxia that leads to immediate death.



ISSUE TREE



RESOLUTION OF ISSUE TRUE

The identified root causes of Manual Scavenging could be resolved by the following potential solutions by working in different areas with different stakeholders.

1. Involvement of different officials and community

include the District officials, Relations officer, Chief Medical Officer, and District Supply Officer among any other relevant officials along with the communities. Seeking suggestions from officials and the community will help in coming up with an informed decision.

2. Creating Awareness

Government officials should inform on the legal implications that are related to engaging in scavenging and having dry toilets. The awareness campaigns should address the dangers of scavenging, an alternative method of making money and about their rights and the laws that protect them from abuse by their employers.

3. Rehabilitation and reintegration of Manual Scavengers

The creation of more employment is one of the most important rehabilitation processes. The jobs created would aim to offer equal opportunities to the locals. Loaning schemes in India that would help manual scavengers are Special Component Plan, MGNREG Act, and scholarships.

4. Low-Cost Lavatory Model

The same old model of pit lavatory used by the community can be used to construct small pit toilets in a cost-effective manner. In order to ensure that the villagers fully participate in the activity, they can be provided with building materials and shown how to construct the lavatories.

WORKABLE IDEAS

Mechanizing the process of sewage cleaning and incorporating Technology-Based Interventions will ensure establishing a robust system to eradicate the need of manual scavenging.

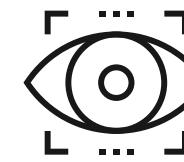


1. BANDICOOT ROBOT

BY GENROBOTICS, KERALA-BASED STARTUP



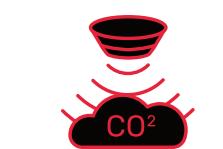
PORTABLE



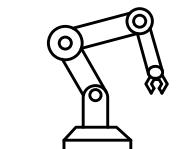
VISUAL
SENSOR



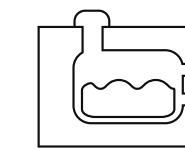
TRAINING
ASSISTANCE;
EASY UI



GAS SENSOR



MULTIFUNCTIONAL
ROBOTIC ARM



NO MANUAL
ENTRY

- Focused on making India's sewage cleaning human intervention-free
- One robot costs up to ₹32 lakhs
- It can clean up to 10 manholes a day
- Requires minimal maintenance
- Comes with a one-year warranty.

GUJARAT'S VADODARA MUNICIPAL CORPORATION (VMC)



The robotic scavenging machine has been provided to VMC by Madhya Gujarat Vij Company Limited (MGVCL) under its corporate social responsibility (CSR) initiative

- Requires only two people to operate
- Designed to clear sewage choking
- Operated by solar energy
- Has cameras for live streaming
- It is GPS enabled device and has a gas sensor
- Has a system that separates undissolved plastics

DELHI GOVERNMENT'S INITIATIVE



The Delhi Jal Board officials said the machines have been provided to skilled manual scavengers making them 'sani-entrepreneurs'.

Delhi government distributed 200 sewer cleaning machines to sani-entrepreneurs' These machines will put an end to the practice of sanitation workers entering manholes and septic tanks for cleaning

It will ensure cleaning of sewage in narrow lanes in the city through it.

INDIA'S APPROACH

- Manual scavengers are provided with some government rehabilitation - one-time cash assistance of Rs. 40,000, loans up to Rs. 15,00,000 at a concessional rate of interest, and scholarship schemes for their children.
- JALODBUST is a system that aims to rid the involvement of human intervention in septic tank cleaning with its IoT-based technology and easy operation.
- The Indian railway is the largest institution in the country that uses dry latrines, which can be resolved by the construction of bio-toilets in railway stations and trains.



2,00,000+
Female manual scavengers
liberated

1749
Towns are dry-lavatory free

160835
Toilets constructed

Prominently worked in the two towns of Alwar and Tonk in Rajasthan; Now a Nationwide movement.

Aims achieved by the organization are; Awareness and advocacy, Education, Skill training, Development, and Substituting dry latrines by Sulabh Toilets.



46
Women operated CBOS in 5
states

41000
MS identified

90%
Families successfully
rehabilitated

2124
Places untouchability
eliminated

Prominently worked in the two towns of Alwar and It has worked across 200 districts in 18 states and has helped the rescued manual scavengers with financial support.



20%
Urban houses openly
defecate

25%
State Govt will pay for toilet
projects

75%
Central Govt will match

Government of India (GOI) launched the Swachh Bharat Mission (Urban) [SBM (U)], with the vision of ensuring hygiene, waste management and sanitation across the nation

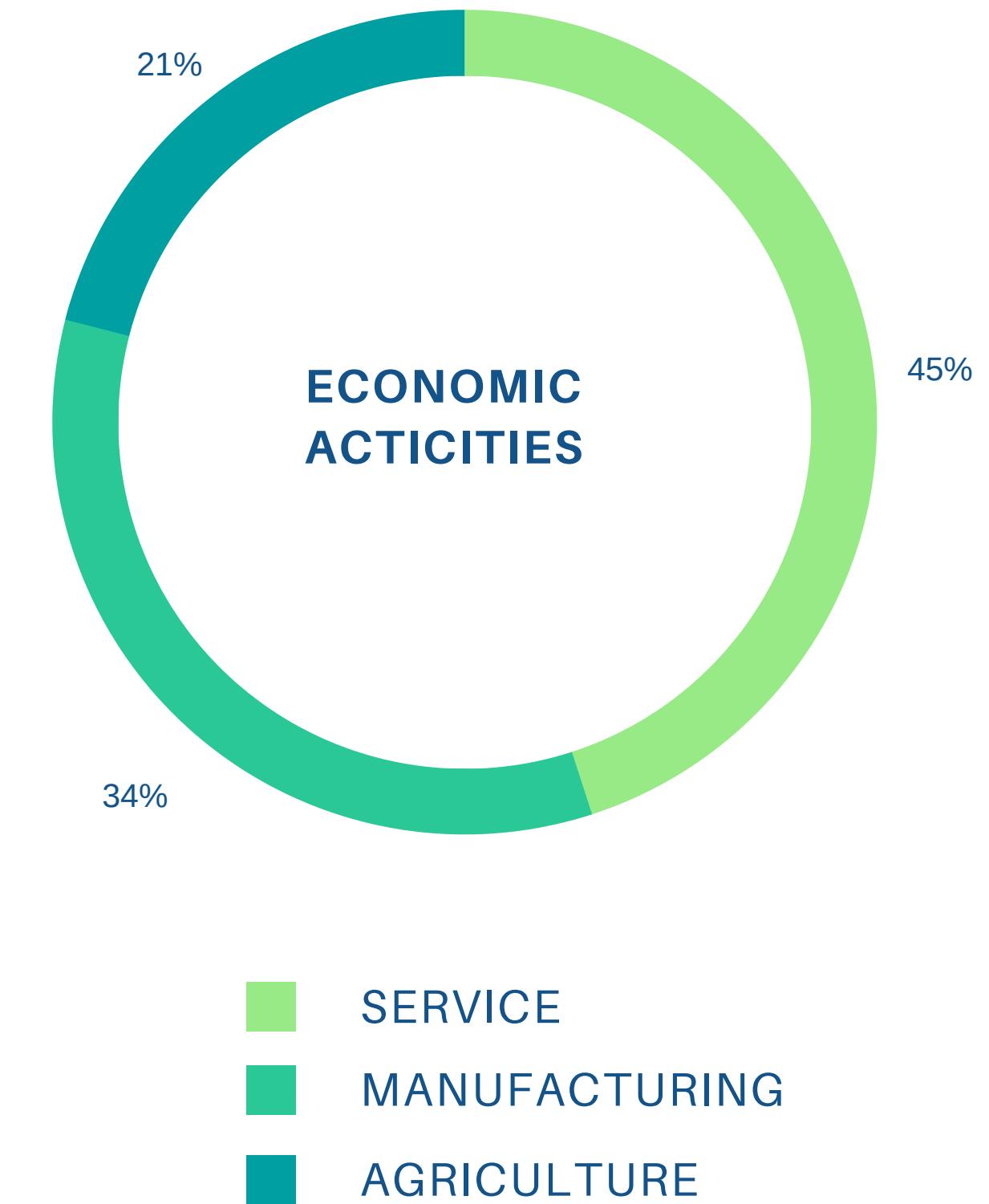
INDUSTRY ANALYSIS OF TAMIL NADU



- The second largest economy in India
- The most industrialized state
- The most urbanized state.
- 113 industrial parks
- Ranked first by the Economic Freedom Rankings for the States of India.

**US\$270B
Nominal
GDP**

**6.89Lakh
Registered
MSME**





Tamil Nadu has the largest number of Small and medium enterprises (SMEs) in India.

Tamil Nadu accounts for the largest number of (15.07 Percentage) Micro, Small and Medium Enterprises (MSMEs) in the country with 6.89 lakhs registered MSMEs, producing over 8,000 varieties of product for a total investment of more than Rs. 32,008 crores.

Agriculture, automotive, manufacturing, transportation, textile, electronics, leather, fireworks, mining, energy and tourism are the most potential sector of the state.

LABOUR FORCE PARTICIPATION IN TN

Table No.11.1 Population and Potential Labour force in Tamil Nadu

Category	Tamil Nadu	
	2001	2011
Population (millions)	62.41	72.15
Labour force (15 – 59 years) (millions)	40.00	47.76
Workers ¹ (millions)	27.88	32.88
Labour force as % to total population	64.10	66.20
% of workers to labour force	69.70	68.84
% of non-workers ² to labour force	30.30	31.16

**Source: Directorate of Census Operation,
Tamil Nadu**

23,991,586
People
Employed

38.16%
Labour Force
Participation
Rate

The State's total population grew from 62.41 million in 2001 to 72.15 million in 2011, the decadal growth being 11.6 percent. The estimated labour force (15-59 years) went up by 1.19 percent per annum from 40.00 million in 2001 to 47.76 million in 2011. Consequently, its share in total population improved from 64.10 to 66.20 percent.

All the things considered, the rate of growth of labor force exceeds the rate of growth of workforce besides the absolute numbers.

WORKFORCE PARTICIPATION IN TN

Table No.11.2 Work Participation Rate (WPR) - Tamil Nadu and All-India				
Category	Tamil Nadu		All-India	
	2001	2011	2001	2011
WPR - By Demographic Segment (%)				
Rural	50.3	50.7	41.7	41.8
Urban	37.5	40.2	32.3	35.3
Overall	44.7	45.6	39.1	39.8
By Sex (%)				
Males	57.6	59.3	51.7	53.3
Females	31.5	31.8	25.6	25.5

Source: Directorate of Census Operation, Tamil Nadu

45.6%
Work
Participation
Rate

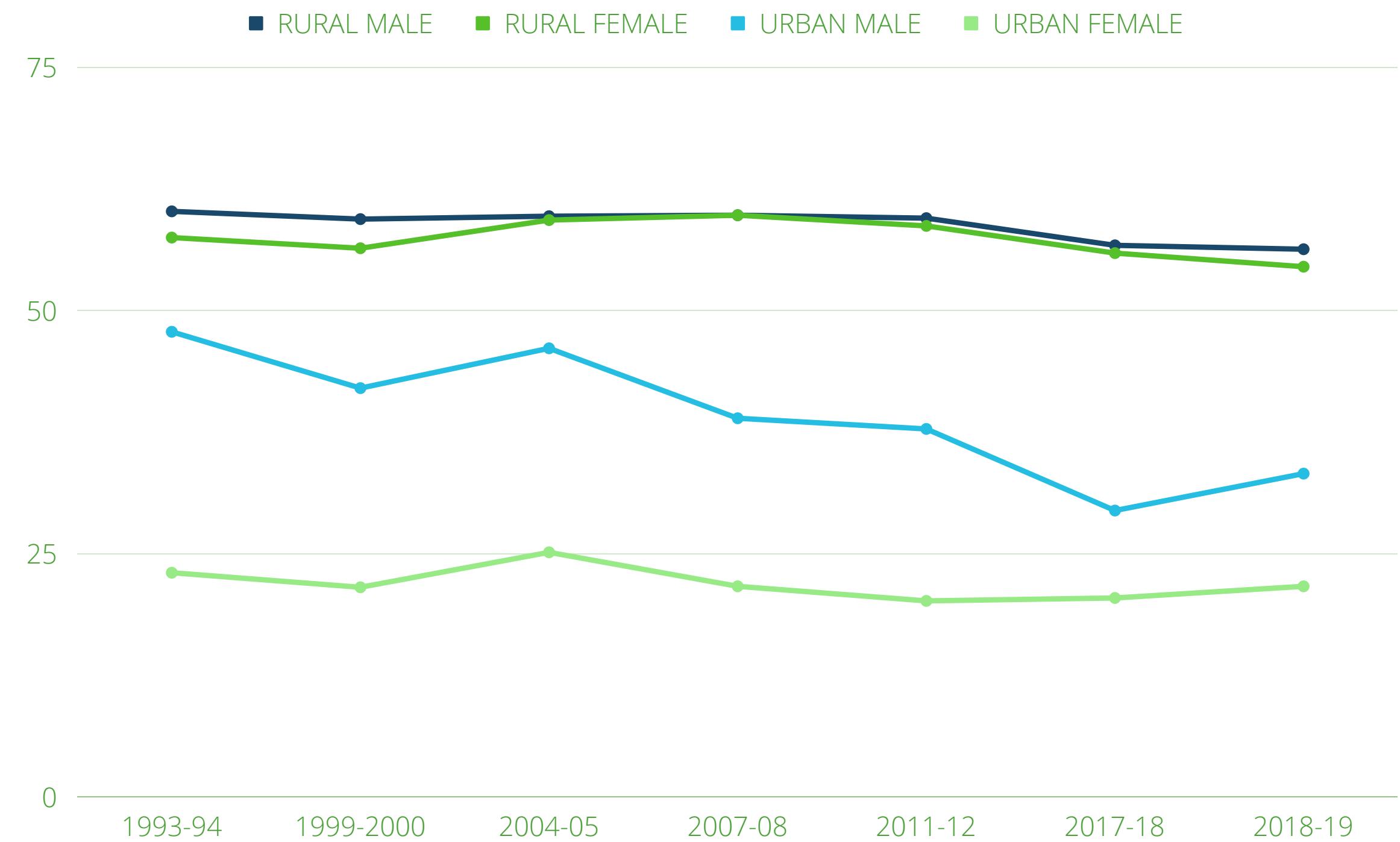
40.2%
Urban
Participation
Rate

50.7%
Rural
Participation
Rate

The working population in Tamil Nadu increased from 27.88 million in the 2001 Census to 32.88 million in the 2011 Census witnessing an annual compound growth rate of 1.18 percent. The Work Participation Rate (WPR) i.e., the proportion of workers to the total population in Tamil Nadu edged up from 44.7 percent in 2001 to 45.6 percent in 2011.

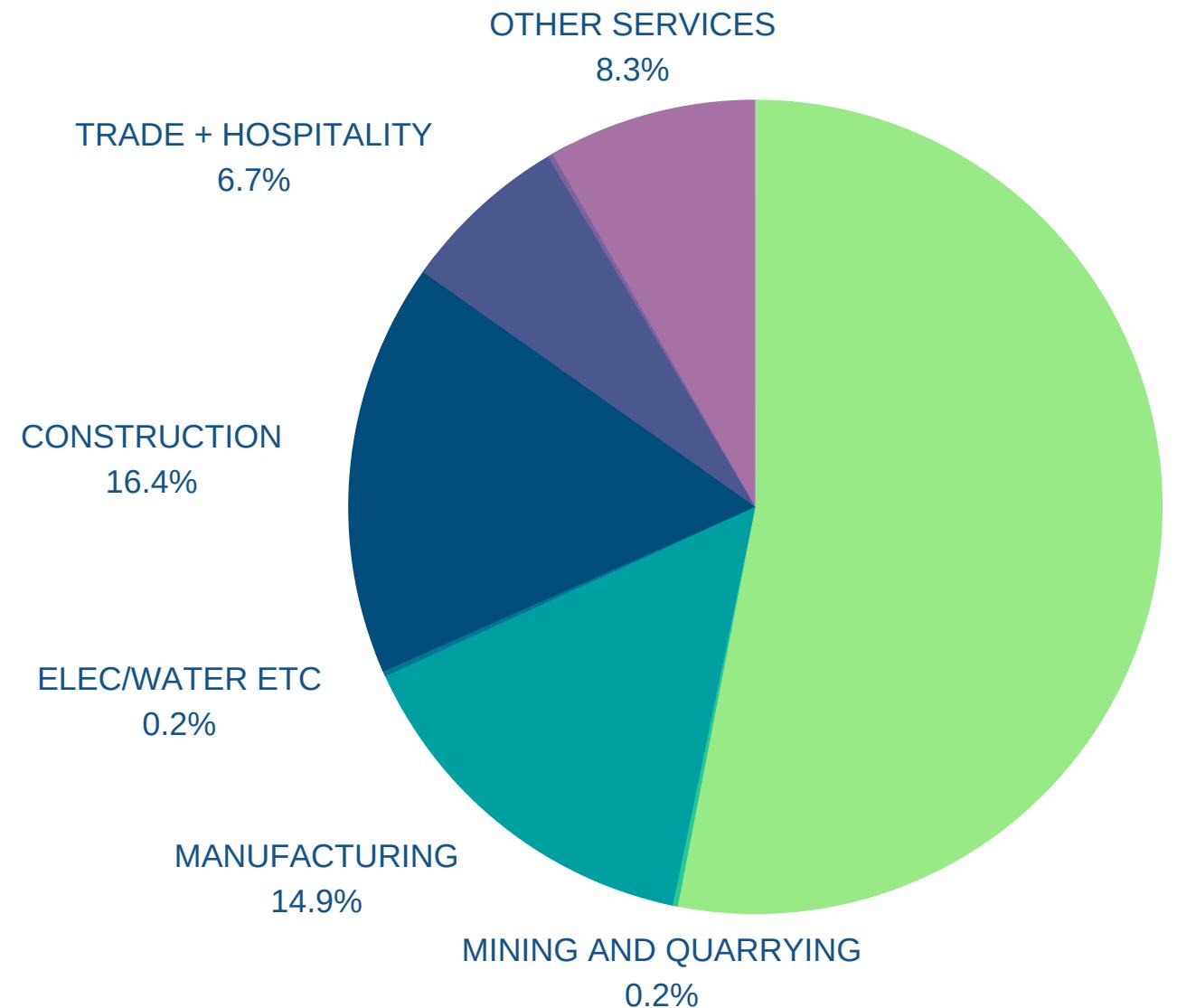
TRENDS IN WORKFORCE PARTICIPATION IN TN

- Periodic Labour Force Survey (PLFS) 2018-19 finds that rural FLFPR within the state is 35.1 percent, which is 15.4% points higher than the national figure.
- Urban FLFPR in TN is 23.6 percent, 7.5% points higher than urban FLFPR recorded for all of India.

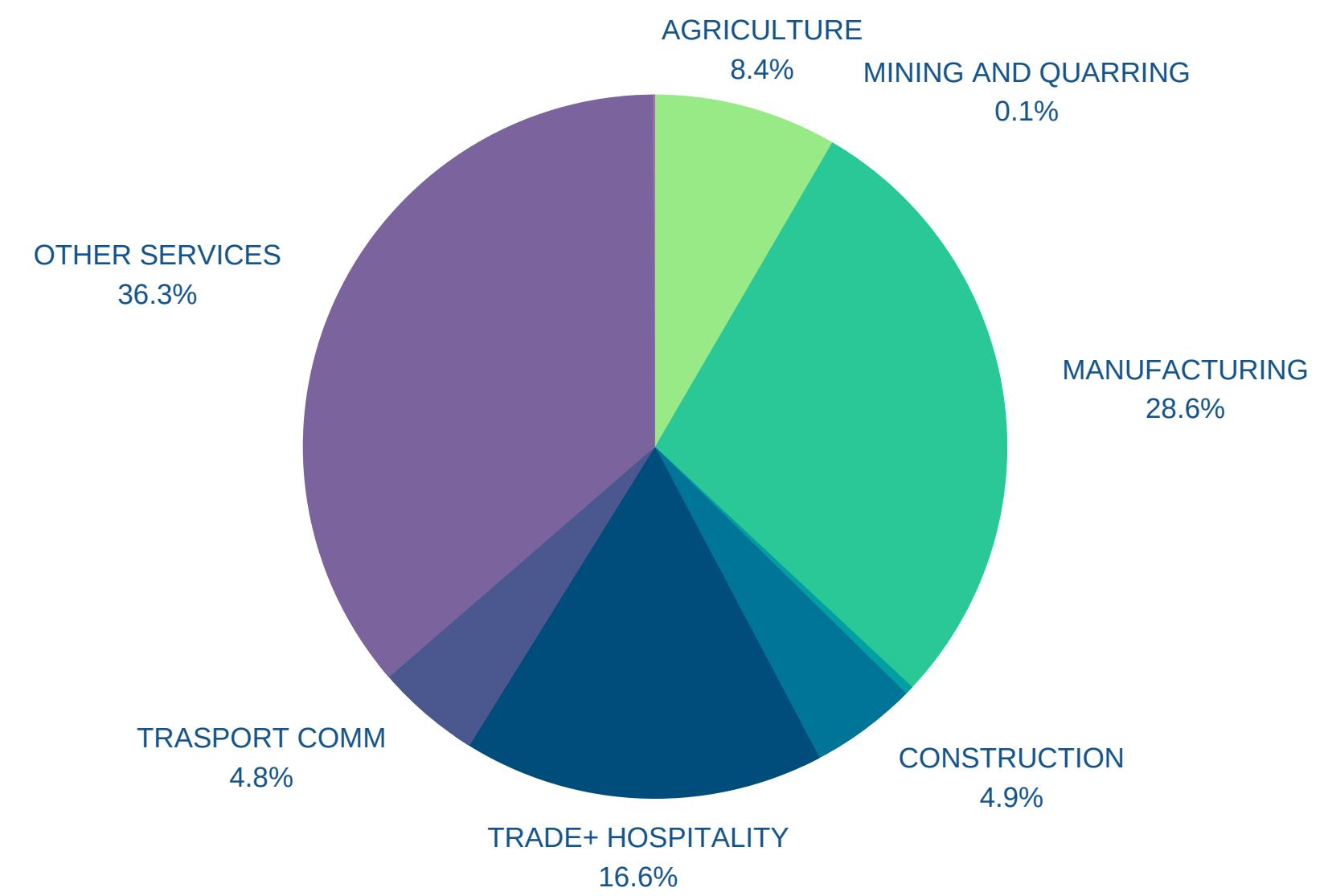


Female labour force participation rate within the state is
35.1%
which is
15.4%
higher than the national figure

DISTRIBUTION OF FEMALE WORKFORCE



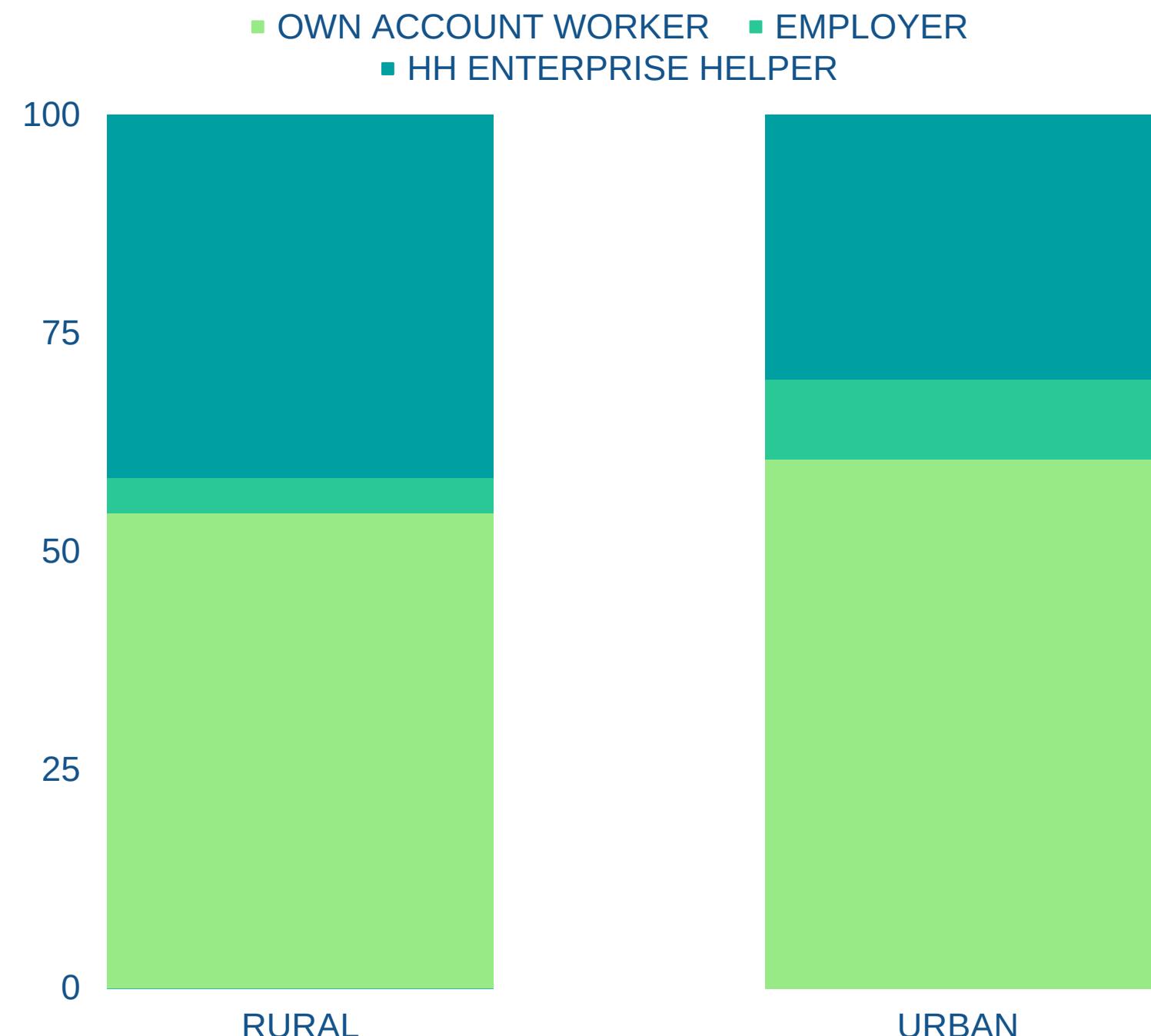
RURAL



URBAN

DISTRIBUTION OF FEMALE WORKFORCE IN SELF EMPLOYED CATEGORIES

- TN ranks fourth among all states in terms of the number of establishments situated within the states.
- It also has the largest share in the number of establishments under women's entrepreneurship.
- In particular, 13.5 percent of women-owned establishments in India are located in TN.
- The crucial role played by the government of TN in enabling and facilitating the establishment of businesses by women. Coupled with this is a strong culture of Self-Help Groups, which has had an empowering effect on women, especially financially.
- Considering the feasibility of setting up of a women-centered business unit in the state, we have listed a few businesses that can be considered.





JOB REALLOCATION FOR MANUAL SCAVENGERS



- ENVIRONMENT ANALYSIS (PEST)
- MICRO-SCALE MANUFACTURING UNITS
- SELF-EMPLOYMENT FOR WOMEN
- DAILY-WAGE EMPLOYMENT

the client wanted to support the marginalized community when they BOYCOTT the practice of Manual Scavenging.

They wanted 180 DC JMI to identify Job Diversification options for the manual scavengers, who when leave or boycott scavenging, can shift into some other income generation livelihood.

PEST analysis is followed by the selected income diversification options is mentioned.

THE CLIENT

P

- Government schemes and implementation
- Lack of cooperation from local body
- Registration of target community by the State Gov.
- Proposed lockdown in wake of Covid19

E

- Government funding
- Erratic Donations
- Success of fundraising campaigns
- "Quick money" nature of scavenging job
- Judicious use of stipend provided(if any) to the community

S

- Caste System
- Social boycott
- Physical abuse
- Ignorance and attitudinal problem
- Reluctancy to make a switch
- Denial and/or rejection and non-acceptance

T

- Substitute technology for manual scavenging
- Skill training equipment
- Provision of fixed investment to the trainees

INCOME DIVERSIFICATION

the client can categorize the skilled/unskilled laborers and provide them with the necessary assistance in any of the categories.

1.

MICRO-SCALE MANUFACTURING

2.

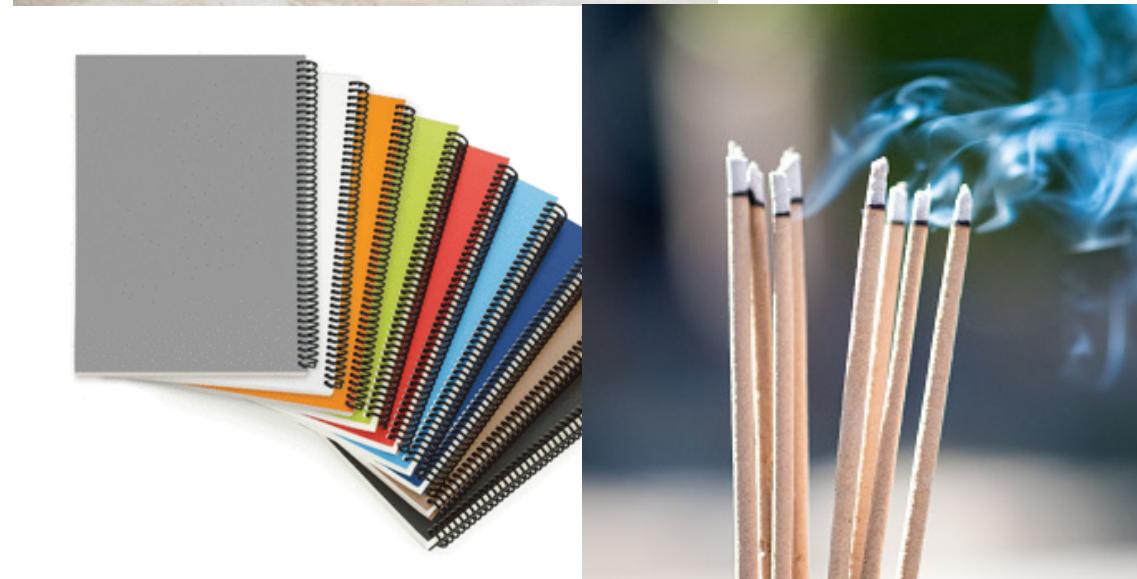
SELF-EMPLOYMENT FOR WOMEN

3.

INDIVIDUAL JOBS

1. MICRO-SCALE MANUFACTURING UNIT

SERVICES	REMARKS	INVESTMENT	PROFIT MARGINS
1. ECO-FRIENDLY PAPER PLATES AND CUPS	Tamil Nadu is one of the leading silver paper plate manufacturers. Small companies offer machines to interested people and supply raw materials.	A single machine unit: ₹45000-1 lakh, Entire facility: ₹10-12 Lakhs(paper plates) ₹12-15 Lakhs(paper cups)	Cups: ₹140-200/kg Plates: ₹110-150/kg. Estimated margin: 37-40% .
2. SPIRAL NOTEBOOKS MAKING	It requires a paper cutting machine and a binding machine. Binding can also be done manually.	Paper cutting machine: ₹12000 onwards per piece Paper rolls : ₹38 per Kg A small, functional unit ₹3-4 lakhs.	₹5-6 in retail ₹4-5 in wholesale
3. ECO-FRIENDLY PAPER BAGS	Raw materials easily available in TN. (straw fiber, coconut husk, sugarcane waste, jute twine, recycled paper, and elephant excreta)	₹ 50,000 (manually operated); Below ₹3 lakh for semi-automatic; 8 Lakh (fully automatic paper bag manufacturing machine)	0.10 paise/piece
4. INCENSE STICKS MAKING	Agarbatti's is a popular in worship places in Tamil Nadu. can also help in reducing the social stigma of the target community.	₹30,000 and onwards for manual production Machine production investments require about ₹80,000-1.5 lakhs.	Raw incense sticks can give you a profit of ₹10/kg, scented will give ₹25-30/kg. A recovery of ₹500-700 can be earned each day.
5. Coconut Shell-Craft	Easily availability of coconuts, coconut shell handicraft will be an innovative, eco-friendly startup. Can sell online in platforms like villagersindia.	₹1 lakh and above	30-35%



2. SELF EMPLOYMENT FOR WOMEN

	REMARKS	INVESTMENT	PROFIT MARGINS
1. CANDLE MAKING	Special statecraft of Coconut candles, made using coconut shell as the mold, can also be considered due to the availability of coconuts in the state.	MANUAL: ₹ 25,000 to 50,000 only AUTOMATED: ₹2.5 Lakh	25-50%
2. APPALAM (PAPAD) MAKING	Popular primary food item in Tamil Nadu on every occasion, celebration etc, Appalam(Tamil for Papad).	MANUAL: ₹10,000-40,000 SEMI-AUTOMATED: ₹1 lakh FULLY AUTO: ₹5 lakhs	25-30%
3. PRE-PACKED CHAPPATIS	Licensing: SSI registration (Udyog Adhar), Panjayath or municipality license, FSSAI, GST for sale.	₹2.5Lakhs	₹7500 can be procured per day
4. IHANDMADE BISCUITS	The essential raw materials are wheat flour, grinder, mixer, and an electric oven for the biscuit-making process. A license would be required	₹30,000 and upwards	30-35%

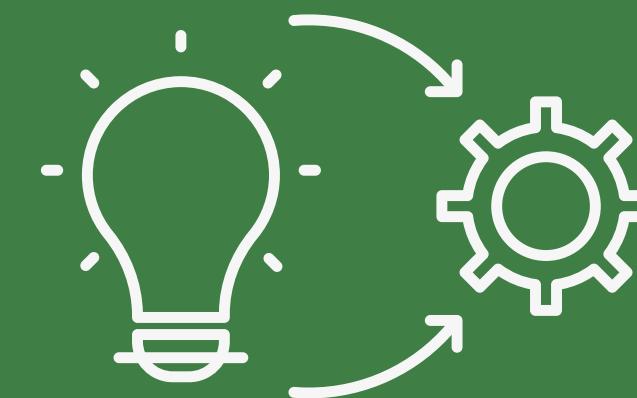


3. OTHER INDIVIDUAL JOBS TO CONSIDER

- **LIFEGUARDS:** Since beaches attract tourists, there arises a need for their safety. Hence jobs for lifeguards can also be a good opportunity with a bare minimum or no educational qualification.
- **NIGHT PATROLLING:** They can be given jobs of night patrolling since it's needed commonly almost everywhere.
- **VALET PARKING:** Keeping in mind that urbanization is leading to the building of Malls, they also have parking lots. Governments charge ₹12 per vehicle + No. Vehicles are also increasing. The manual scavengers can be employed in Valet Parking.
- **PORT WORKERS:** South India has many oil refineries working alongside the coast. People can be deployed as port workers or manual laborers here.
- **PLUMBERS/CARPENTERS:** Tamil Nadu also has a water problem. So they can be employed as plumbers to see whether there is no wastage of water in the state.
- **SHOPS/START-UPS:** Tamil Nadu is a place of culture, there are festivals celebrated throughout the year. Small business startups or shops concerned with the sale of festivities, lamps, flowers, and decorations would run really well. Additionally, lemonade stalls, tea stalls, water bottle stalls near bus stops, railway stations, roadside, etc can be considered as well.
- **E-RICKSHAW DRIVERS:** There are various govt. schemes running throughout for the employment and well-being of the underprivileged people, eg: PMKVY. The government also provides e- rickshaws for the people to work and earn through such schemes.



IMPLEMENTATION STRATEGY



- TARGET SEGMENTATION
- EDUCATION PROGRAMME
- TRAINING PROGRAMME

For proper rehabilitation of the Manual Scavenging community, the client wants a strategy to properly educate and train the community.

The Implementation is devised to help target the community based on its needs.

TARGET SEGMENTATION

What is a segment?

A segment is a group of people with similar needs/traits who are part of the target market. By understanding segments of consumers, the service or message can be constructed and delivered to more precisely meet the needs and interests of that segment.

Why Segment Consumers?

Campaigns and content targeted to unique needs and challenges, that resonates with and convert the segment.

Often non-profit organisations do not segment their market and therefore targeting decisions attempt to meet the very different needs of a variety of consumers.



For HRF, the best-suited segmentation for its target market will be the NEEDS BASED SEGMENTATION

- Segregating the target community will not only help the client in implementation of income diversification suggestions, but will assist in the social-outreach campaign as well. This will ensure the empathy values, along with the economic needs of the targeted community are satisfied, in return mitigating relapse from the campaign and creating increased impact.
- Example: In the context of HRF consumers, there may be a group of consumers requiring more education/formal training than others, some consumers will have a greater level of education, some will be more ready to travel while some would prefer working from the comfort of their vicinity.
- A few factors which can be considered to perform a viable segregation are as follows:



- These factors, combined together will help tackle the diverse target community and will ensure a systematic segregation and grouping of the community is done for effective implementation.

SUGGESTED SEGMENTATION CRITERIA

Uneducated/Partially educated children

Uneducated children or partially educated children who did not complete schooling and have no basic education, Aged 10-17; who do not want to get involved in manual scavenging in future.

- Provision of Quality education
- Collaboration with education-centered NGOs
- Scholarships and sponsorship

Educated Youth/Skilled Youth

Youth, aged 18-35, with basic level of education/graduation/or any vocational skilled acquired overtime; who do not want to continue a life in manual scavenging. Most important group to prioritize.

- Vocational Training
- Setting up of small-scale business

Stretched Families

Middle-aged (over 35), community members involved in scavenging, with a stretched family to sustain and hence are reluctant to quit their job.

- Urgent relocation of jobs
- Promotion of Monthly Savings
- Provision of groceries at a subsidized rate via Ration Card

Gender can be a sub-criteria under each segmentation, which will allow better suited training and jobs suggestions.

EDUCATION PROGRAMME

Manual Scavenging is a family occupation for most of the people involved in it where the children of manual scavengers become manual scavengers. Education for their children will act as a nudge for manual scavengers in the social campaign to drop out of this practice and mitigate relapse.

SCHOLARSHIP PROGRAMME FOR PRIMARY EDUCATION

the younger generation can be provided with scholarships to attain at least basic education so that they never start the practice of manual scavenging like their parents.

COLLABORATING WITH OTHER NGOs

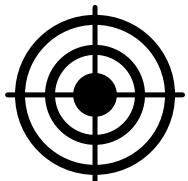
NGOs that provide free education to children by imparting quality education to most disadvantaged, victimized and marginalized children by unique educational interventions.

Chudar Education, Chennai	Eureka Child Foundation
Akshaya Patra Foundation	Save The Children
Teach for India	Sankalp Ek Prayas
Child Rights and You (CRY)	The Akanksha Foundation

SUGGESTED EDUCATION PROGRAMME

40/60 HOUR EDUCATION PROGRAM FOR THE CHILDREN

It could be devised as a 40-60 hour education program where the volunteers can provide basic education to these children so that they end-up being capable of getting admission in a govt. school



AIM OF THE PROGRAM



PERKS FOR THE VOLUNTEERS

- To educate and enroll children in primary govt schools.
 - Inculcate desire for a better lifestyle.
- Certificate
 - Letter of Recommendation
 - Quality experience



TRAINING PROGRAMME

The role of the client will be substantial if it is able to connect the community with suitable training programs. Volunteers can make the manual scavengers aware of the various, available training programs (Government or NGO) and help them enroll in the program of their choice.

Partnerships With Training Centres/ NGOs

CEEMA: the abbreviation for Centre for Education and Empowerment of the Marginalised is an NGO based in Tamil Nadu whose aim is to provide employment to marginalized people, especially Dalits. 3,29,705 people benefitted through 12 projects during the year

Training With The Help Of Workshops

Volunteers can organise workshops and training sessions for the manual scavengers to make them familiar with some basic skills like basic english phrases

Industry Specific Training By Factory Heads Only

If the manual scavengers can be rehabilitated in some factory workers then they can be provided with the training of the technical know-how and other things required by the factory heads or foreman only.

Technical Training Like Plumbing Under Mentorship:

Manual scavengers can be trained as plumbers, carpenters, painters, masons, etc. under the mentorship program where they will work under their mentor and eventually work individually.



CAMPAIGN AND OUTREACH STRATEGY

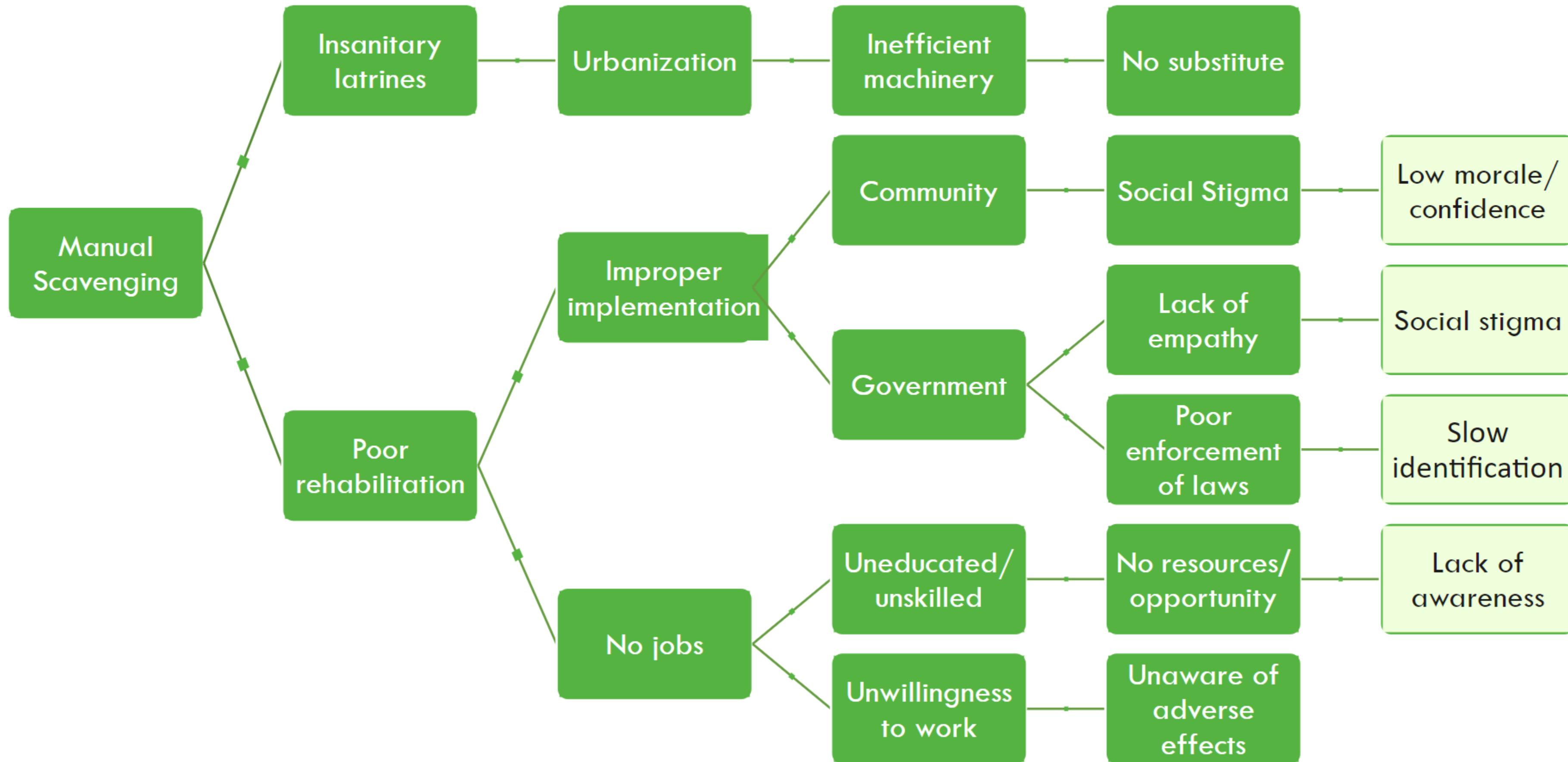


- ROOT-CAUSE ANALYSIS
- EMPATHY ANALYSIS
- CAMPAIGN ELEMENTS
- CAMPAIGN MESSAGES

the client wants to run a social activism campaign to disseminate awareness of the evils of manual scavenging.

180 DC JMI targeted the campaign audience to market accordingly.

ROOT-CAUSE ANALYSIS



THINK AND FEEL

- The government does not support them
- No other job for them
- There is no way out
- Nothing will get them dignity
- This is the only way of survival

SAY OR DO

- " No one does this kind of work by choice. We are stuck in this profession."
- " This work is so awful I don't feel like eating. I want to do something else."
- " I know this is discrimination, but what can I do?"
- " I studied commerce and banking, but I couldn't find work."
- " I want better lives for my children."

EMPATHY MAPPING

SEE AND HEAR

- Son beaten by the teacher for touching utensils belonging to an upper caste child.
- " We will beat you up. We will not let you live in peace."
- " If you miss one day we will not give you any grain or cloth during festival times."
- " This is your job. Who will do it, if not you?"

THE FEAR

- " Will not be able to feed the family."
- "I have to go. If I miss a single day, I am threatened."
- " I'm afraid that they will hurt my family if I refuse."
- " I am afraid to lose my house."
- " How will we eat? Where will we live?"

CAMPAIGN DESIGN STRATEGY

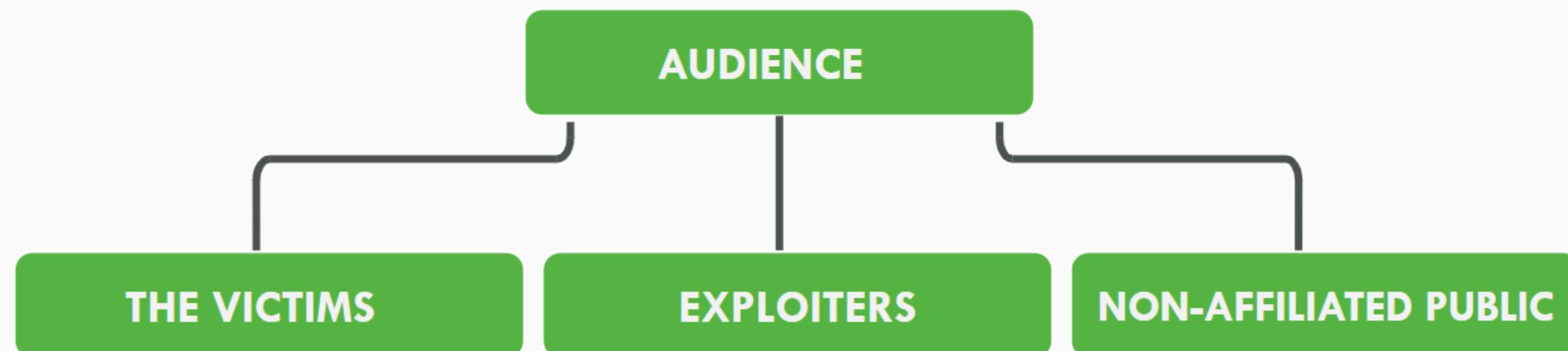
A quick Roadmap to Campaign Essentials



TARGETING THE AUDIENCE

The key objective of any social campaign is the message that has to be publicised. In order to disseminate a message among the public, the primary implementation technique is to target the audience and accordingly deliver catering to their interest. Divergency in the message promoted, keeping in mind the audience targeted will help secure an effective campaign. Compatibility of the message delivered to the correct audience in the words they comprehend better will imply smart and impactful strategic campaigning.

In order to approach the campaign this way, 180 degree consulting Jamia Millia Islamia suggests trifurcating the society into the following broad categories:



THE VICTIMS

- Includes the manual scavenging community
- Empathy mapping and root cause analysis signals at the prevailing low confidence, self esteem, helplessness and fear.
- Social campaign should aim at tackling the above mentioned flaws.
- Campaign message should instill the value of togetherness and acceptance along with solidarity amongst the community members.
- Convey they are not destined to do the work and can rehabilitate too.
- Key message of “YOU'RE NOT ALONE”; “YOU ARE SEEN AND HEARD” ; etc. can be contemplated.

THE EXPLOITERS

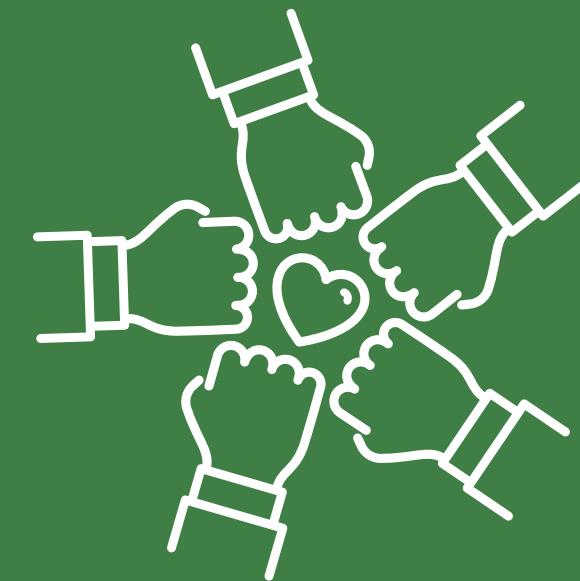
- Includes the people who employ the manual scavengers.
- Their ignorance and denial to accept the act as inhumane and illegal is the major setback.
- Active, field awareness campaign must be undertaken to educate the concerned community about the Supreme Court judgment of its prohibition, the crime they are committing in the eyes of the law and the legal penalties they are accountable for.
- Additionally, convince them to demolish the dry-latrines, avail Swachh Bharat Abhiyan's benefits and construct proper toilets.

NON-AFFILIATED PUBLIC

- Includes the proportion of society which isn't directly involved in the cause and has no direct influence. Eg: students, metropolitan city's residents etc.
- They still are important audience members as they work campaign supporters and help bring the concerned issue to limelight.
- Social media is a powerful tool which can build a wide social movement.
- With influencers speaking about the cause and hence re-introducing the problem to the mainstream.



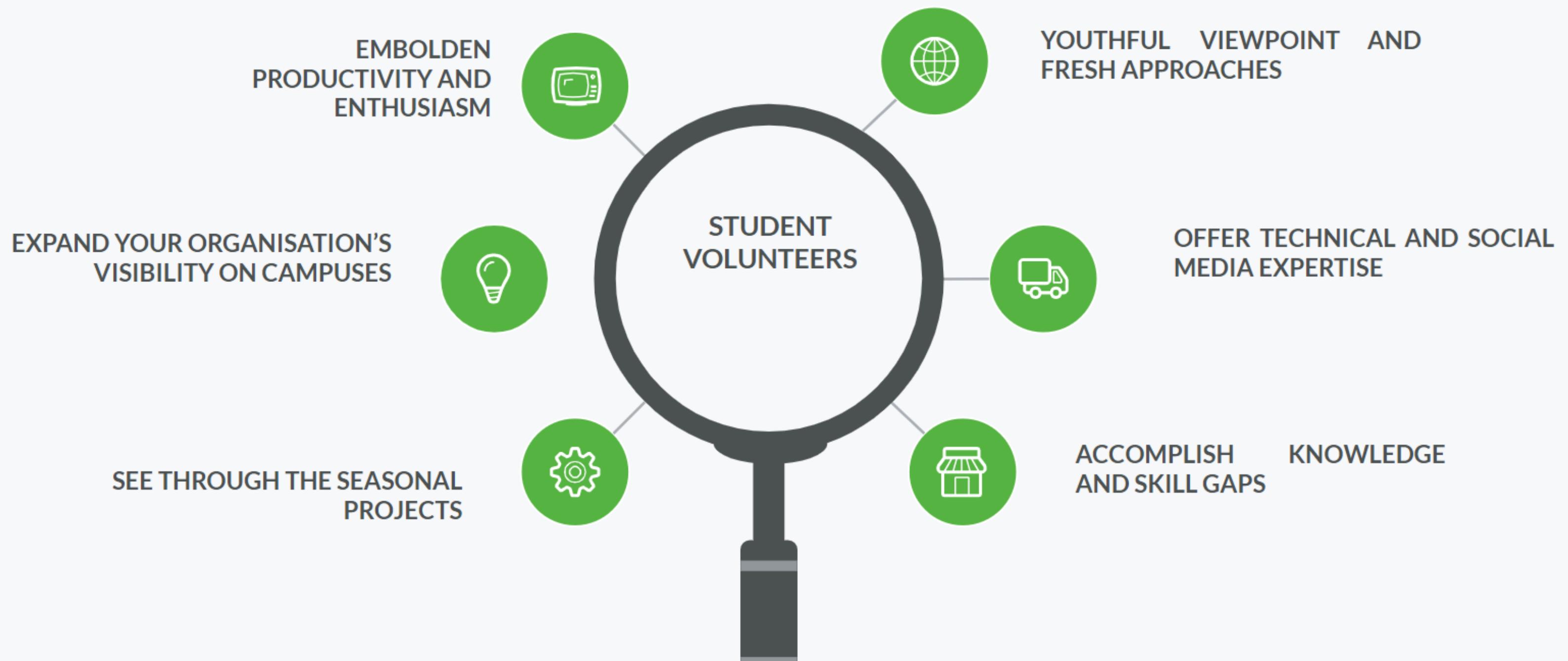
VOLUNTEER AQUISITION AND MANAGEMENT



- BENEFITS
- RECRUITING CHANNELS
- ONE-YEAR PLAN
- VOLUNTEER MANAGEMENT

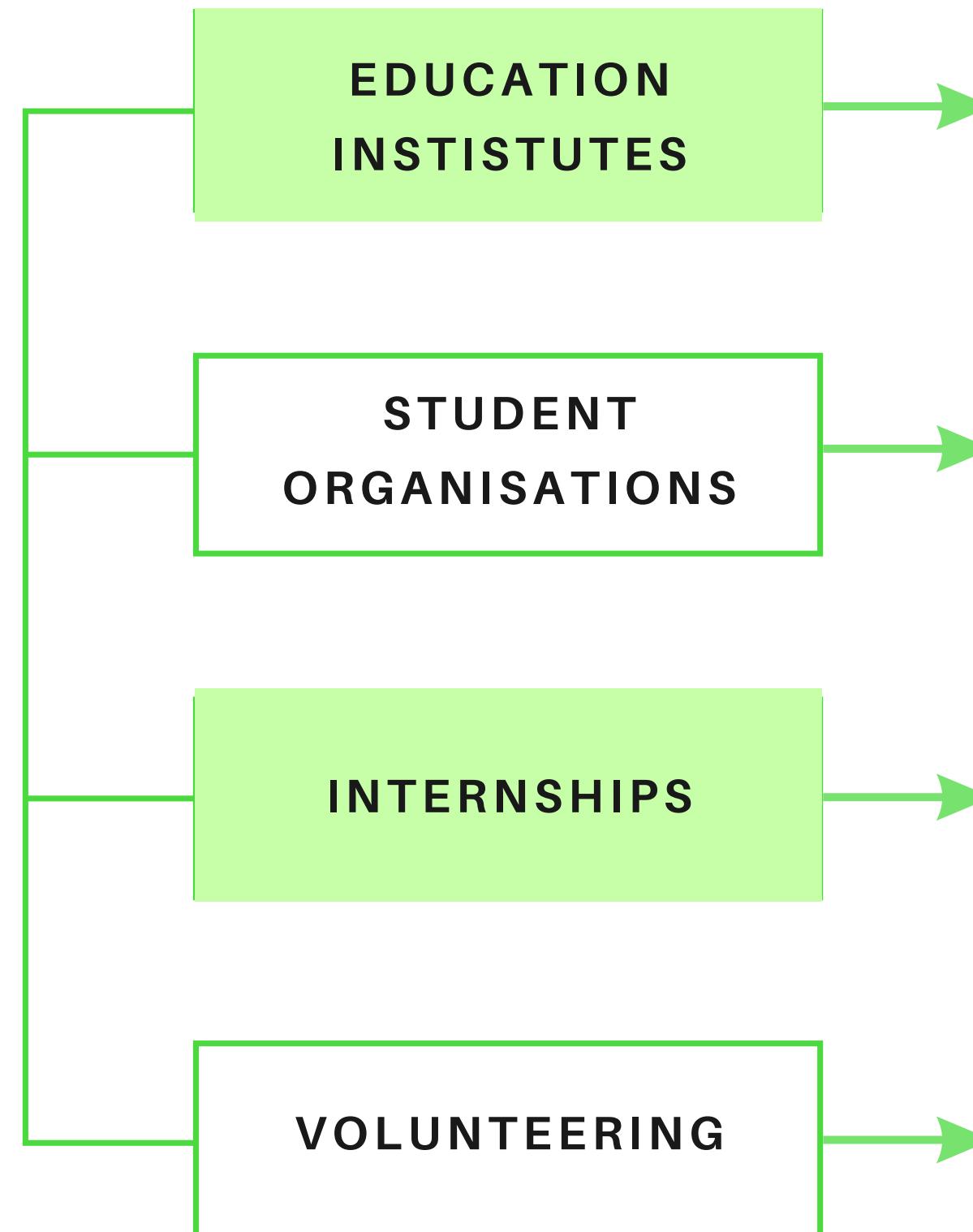
- The organization has experienced low participation of students and community members to work as volunteers with them.
- The organization lacks to have a wider viewer base because of the limited involvement of the university crowd.
- As a large percentage of manual scavengers are between 15 to 40 years of age and young will relate to young students to a greater extent.
- In view of the same, a workable recruitment strategy is suggested and has been devised to meet the purpose.

WHY RECRUIT STUDENTS?



VOLUNTEER RECRUITMENT CHANNELS

Many organizations run into practical barriers that inhibit their recruitment of volunteers as they fail to determine the channels of acquisition.



SRM University, Veerasamy Street, 12 Min Drive
Genius College, Balaji Nagar
Vishwaksena Global School, Ekkattuthangal
IIM, Tiruchirappalli, Ekkattuthangal, 3 Min Drive
Career Institute Of Technology, 5 Min Drive
Army Public School, Nandambakkam, 10 Min Drive



NSS



NCC



enactus
ENACTUS



CDF

1. UNPAID
 - SHORT (1-2 MONTHS)
 - LONG (3-5 MONTHS)
2. PAID
 - 6 MONTHS- A YEAR

Easy application and providing LORs, certificates and incentives will attract a lot of volunteers as well.

SUGGESTED ONE-YEAR PLAN



VOLUNTEER MANAGEMENT

Volunteers should be valued and recognized. Their position, role, and work should be clearly defined. Workshops for acquiring additional skills and acknowledgment sessions should be held occasionally to motivate them to keep up the hard work.

Evaluation to keep the work process in check is necessary and will create a sense of accountability as well. A healthy work environment without any discrimination should be maintained to make all volunteers comfortable. Feedback/suggestions/complaints should be taken seriously to improve and adjust accordingly.

**GIFTS AWARDS
MOMENTOS**

**RECOGNITION FOR
ACHIEVEMENTS AND
HARD WORK**

**CONSISTENT
COMMUNICATION**

**FEEDBACK
MECHANISM**

**INCENTIVES, LORs,
TITLES FOR MOTIVATION**

**REGULAR EVALUATION OF
VOLUNTEERS**



CONCLUSION



We at 180 Degrees Consulting Jamia Millia Islamia shook hands and partnered with the client (the client) to launch a consulting project with the intention of helping the non-profit create a significant income diversification, implement its mission in the right way, design scalable outreach campaigns, reach more volunteers, manage its network of volunteer supporters and to execute its marketing techniques more effectively and in the best way possible. Our team of talented student consultants worked relentlessly upon devising new strategies for the client so that they can revamp their whole working plan, operations and strategy.



Five of our consultants have worked exclusively on this project together with our branch executives. They have devoted over 150 hours to come up with some fresh project ideas presented earlier. We believe that the suggestions and frameworks tailor-made by our trained consultants will help the organization maximize its social impact, and we are grateful to have gotten this opportunity to help the organization achieve the same.

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Thank you!

Contact us if there are any questions.

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