

Organising Strategies

Overview

Community organising

Digital organising

Talking to the
Government

Community Organising

What is community organising?

The coordination of cooperative efforts and campaigning carried out by local residents to promote the interests of their community.



People support

- Involve people in forming your objective and the plan of action. Do it with absolute transparency. Make people the heart of your movement!
- You can sell the idea of organising people by emphasising that a collective can have other benefits
Eg. A lawyer can expand his practice by networking.
- Goals inspire us, but stories get us moving. It helps in touching an emotional chord with people
Eg. Narendra Modi used his childhood story(from tea seller to Prime Minister) and development in Gujarat as Chief Minister to connect with people
- Focus on your local issues so that people in your neighbourhood are able to relate to it

Build relationships-through conversations

- Find volunteers and increase your support base.
- Volunteers initiate conversations with individuals to identify the supporters, motivate people to act, and engage in other organising activities.

What canvassers do:

2. Interview people.
3. Go door to door
4. Meet people at public places
5. Conduct surveys



Demonstration/Show of strength

Demonstration in various ways to oppose or express dissent against a particular event, policy, person or situation is a protest.

WAYS OF PROTESTING:

1. Rallies
2. Flash mobs
3. Civil disobedience
4. Boycotts
5. Sit-Ins
6. Strikes



Digital Organising

Communication

- Create groups on Facebook, WhatsApp, Instagram, Snapchat etc. These are a few platforms to disseminate information quickly and to a large number of people
- Not everyone uses Facebook or Whatsapp! For a formal communication, have an e-mail list. This will also help to keep a record of all the events
- Pool with experts and have webinars for guidance over how to deal with your issues
- Publish snippets, news stories and other content (a few platforms are medium,wordpress, Facebook Notes)
- Use satire to gain attention
- Train people to capture videos, stream videos of meetings/protests/ rallies online. If possible publish minutes and documents for every meeting

Talking to the government

Tools

- **Identify the power-structure/decision making authority** *Eg: Garbage related issues in Mumbai fall under purview of the Solid Waste Management department in BMC*
- **Come up with legislative initiatives/policy suggestions and conduct a signature, email or digital campaign to garner support**
Eg: Right to Information was suggested by people and every few years the government asks people for suggestions.
- **Meet your local corporator regularly.** This will make him/her feel accountable towards the citizens. Your relationship built with the corporator would also help to tackle your local issues
- If you are seeking for some information from a government department/office, you can file an RTI (Right To Information). If you have evidences proving corruption in a department or against an officer, you can file a complaint with [State Lokayukta](#)