

Certificate Course in People- centered Advocacy (PCA) in Odisha and Maharashtra

In its endeavor to mainstream learning from over two decades of work on advocacy and 12 batches of the Internship Programme, NCAS has launched a Certificate Course in People-Centred Advocacy. We plan to conduct these courses in collaboration with leading academic institutions in different parts of the country.

In the year 2014-15, the course was conducted in collaboration with two institutions, one in Maharashtra and the other in Odisha.

- ✓ **DK Shinde School of Social Work, Chhatrapati Shahu Institute of Business Education and Research (CSIBER), Kolhapur, Maharashtra** in which 17 students from the MSW joined the course.
- ✓ **Department of Social Work, National Institute of Social Work and Social Science (NISWASS), Bhubaneswar, Odisha** which saw participation of 30 students pursuing MSW second year, mostly from SC-ST communities.

The Certificate Course in People Centred Advocacy is aimed at grooming young and dedicated professionals who are committed to social activism. It is an academic programme that caters to the need of social activism today. This course undertakes to enrich the students with the political perspective, knowledge and skills required for effective public advocacy.

The course was conducted through sixty clock hour sessions spread over three months. The course content included sessions on basics of advocacy, understanding Indian society, stakeholders in advocacy, tools and strategies of advocacy, legislative and media advocacy, and advocacy campaign planning. Other than NCAS members, resources persons involved in organizing and mobilizing people with issues of tribals, women dalits, working with media, environment and human rights also interacted with the students regularly. The students were evaluated on the basis of assignments and participation in sessions.



Session in progress



Certificate distribution