

Centre for
Communication
and Development
Studies

:: Annual Report 2004 - 05

research
&
documentation

infochange
agenda

news
&
features

open space

library



ABOUT CCDS

CCDS is a social change resource centre focusing on the research and communication of information for change.

The core competence of CCDS is the strategic and innovative use of communications – web-based, print and electronic – to inform, initiate and inspire change in societal attitudes and public policy. Our activities are designed to strengthen civil society by promoting a deeper understanding of issues related to sustainable development, justice, equity and rights.

CCDS aims to....

- >> Develop communication channels – including web-based communication, newsletters, dossiers and information packages – on issues of public interest, particularly those that affect the lives and livelihoods of the marginalised.
- >> Document civil society initiatives that strengthen gender equity, collective citizens' action and social entrepreneurship.
- >> Build alliances and networks for social change, including a credible and powerful network of researchers, development activists and communications specialists who believe in social equity and sustainable development.
- >> Initiate and facilitate interactive and creative public spaces where students, artists, journalists, activists, development workers and public-spirited citizens can exchange ideas, network and synergise citizens' action.
- >> Develop a resource centre that would provide accessible and timely information on rights, justice and development issues to activist groups, researchers, students and other citizens.
- >> Take the messages of pluralism, diversity and sustainable development to all concerned citizens, particularly the youth, strengthening their capacity to institute change.

CENTRE FOR COMMUNICATION AND DEVELOPMENT STUDIES

ANNUAL REPORT 2004-05

2004-05: Landmarks

In the past 12 months, CCDS has used a host of communication processes to reach out to civil society -- the print medium (through *InfoChange Agenda*), new media and the Internet (www.infochangeindia.org and www.openspaceindia.org), workshops, discussion groups, readings, lectures, theatre, music, art, literature and cinema (through Open Space).

Our online resource base, InfoChange News & Features, at www.infochangeindia.org, currently in its fourth year, saw a sharp increase in readership and visibility this year. We registered close on 400,000 visitors in the past year alone, and dozens of our articles have been reprinted and linked on some of the world's most prestigious development portals/journals.

The inaugural issue of our quarterly print journal, *InfoChange Agenda*, has been well-received. Content from this journal has been picked up by mainstream media -- from the *Dawn* in Pakistan to *New Kerala* in South India -- and used by academics at institutions for seminars and by CSOs for advocacy.

Open Space, which opened to the public in April 2004, has been a runaway hit in the city of Pune. We have held dozens of programmes and reached out to all sorts of citizens -- from graduate students and postgraduate students of law, management and mass communications, to young professionals, filmmakers, artists, journalists, activists and academics. CSOs working in diverse fields such as gender, mental health advocacy, environment education, governance and disaster management have sought our collaboration in organising outreach programmes. We have held collaborative events with more than 20 different CSOs. We already have institutional tie-ups with eight leading educational institutions in Pune, and are being invited into several other schools and colleges. Our documentary film resources and small collection of books are much in demand as resource material with local NGOs and institutions. Around 2,000 citizens have registered themselves with Open Space; 70% of them are students and young professionals, the groups we would really like to reach.



1. InfoChange News & Features (www.infochangeindia.org)

www.infochangeindia.org, the daily development news website managed by CCDS, updates readers on development and social justice issues in India in particular and South Asia in general. The website provides accessible, readable and contextualised facts, figures, news and views on a wide range of issues such as poverty and livelihoods, education, agriculture, the environment, water resources, public health etc. It highlights alternative models of development and brings agents and avenues of change into sharp focus.

Infochangeindia is fast emerging as India's leading cross-sectoral online resource base on sustainable development, rights and social justice. Content is uploaded on a daily basis. The content is generated by an inhouse team as well as a network of over 150 journalists-activists spread across India.



Site statistics

The site statistics have registered a sharp incline in the last 12 months. We have logged over 3,85,000 visitors in the course of the year, considerably more than the 2,40,000+ visitors for the previous 12 months.

Month	Unique visitors	Number of visits	Hits	Pages	Bandwidth
April 2004	17893	25245	622370	96967	4.79 GB
May 2004	16912	23949	556383	75748	4.31 GB
June 2004	16184	22676	536697	80700	4.87 GB
July 2004	17357	24650	574057	87304	5.19 GB
August 2004	16853	24714	569438	90538	5.20 GB
September 2004	18278	26172	599414	92790	5.75 GB
October 2004	19393	27925	637779	99161	6.36 GB
November 2004	17906	25342	591873	95179	6.26 GB
December 2004	17063	23792	587474	98351	6.80 GB
January 2005	20621	29803	691304	103457	6.88 GB
February 2005	19557	28879	704760	97789	6.81 GB
March 2005	21227	31548	778780	118151	7.98 GB

Roughly 100,000 visitors to our website are regular readers, who log on directly to the URL. Simultaneously we have reached, in the course of the year, around 260,000 new (unique) readers. A small percentage of these new visitors will become regular readers. Our statistics over the years reveal that between 3-4% of our unique visitors bookmark the site to return to. For instance, 770 of 20,621 unique visitors in January bookmarked the website and will come back to it either regularly or occasionally. In the month of December 2004, there were 17,063 unique visitors to the site. 637 of them bookmarked the site. This is a reasonably accurate and conservative measure of the rate at which our *regular* readership is growing.

Reader profile: Who are these 3,85,000 visitors?

Over the last three years, we have built up a fairly accurate profile of our readers from reader response, reader requests and the keyphrase searches that bring readers to our site. Readers writing in include:

- >> students of social sciences, environment studies, human rights, law, social work, gender studies etc – many of them from universities in the US and Europe -- looking for further information/reading or permission to cite our content for dissertations, papers, debates etc. The occasional school student also logs on
- >> civil society organisations from India and neighbouring countries, either writing in with news about their work/campaigns that we could cover, or expressing solidarity, or asking for information on issues, organisations and campaigns connected with their work
- >> volunteers and donors, wanting details of CSOs and individuals profiled on our site or donors and volunteers writing in response to particular events such as the tsunami
- >> like-minded alternative media /development organisations/ publishing houses asking for partnerships, reprint rights etc. Journalists and researchers offering editorial contributions; documentary filmmakers looking for a forum for their work
- >> mainstream media, asking for information on stories they can follow-up
- >> citizens looking for assistance for personal problems which are connected with issues we cover – such as domestic violence, the rights of women, mental illness, governance, ecology, water stress etc
- >> concerned citizens writing in with their reactions to particular articles. These citizens include members of the administrative services, defence services, housewives, retired people, teachers and other professionals.

What are these readers looking for? Evaluating the relevance of our content

The keywords logged on our site indicate that our readers are looking for very specific information on events such as the tsunami, sex ratio in India, panchayati raj, women's rights, population statistics, poverty status, child rights, etc. They are also looking for information on institutions and individuals in the social sector. We receive several calls every week from readers working in/covering the social sector, asking to be put in touch with institutions and organisations working in development and rights. This, coupled with the ever-increasing traffic on our site and the increasing number of websites using/linking to our content, suggests that:

- 1> *there is a clear need for the kind of information provided on www.infochangeindia.org*
- 2> *there are very few independent, free-access, informed and accessible cross-sectoral resource bases for civil society on development/rights/justice issues in India/South Asia*
- 3> *www.infochangeindia.org has become a regular and well-established resource base and reference point for information and analysis on development and social justice issues in India*
- 4> *www.infochangeindia.org is not only a source of credible information, but a growing civil society network.*

Partners and collaborating organisations that use InfoChange content

3,85,000 visitors logged on to our website in the last 12 months. But it is important to note that *our content reaches many more readers through reproduced articles on other sites.*

Global development portals such as oneworld.net, opendemocracy, digitalopportunities channel, the learningchannel etc link to InfoChange content several times a week. BBC News provides a link to InfoChange News from their country profiles section. Several other websites/journals reproduce our articles in entirety, sometimes with credit and sometimes without. Several Indian development channels including propoor, charityfocus and socialwatch reprint our content on a regular basis, with credit. InfoChange content is also reproduced by Third World Network, and occasionally by reputed publishing houses such as McGraw-Hill, University of Southern California etc. Our content is linked on sites including TERI, Development Resource Centre, New Zealand, Development Gateway (World Bank), Population First and Global Health Council.

2. Open Space

Open Space has been conceived as a programme that promotes new modes of thought for civil society, helps citizens clarify ideas related to diversity, pluralism, rights, social justice and sustainable development, brings citizens together with CSOs and activists, and builds networks for citizens' action.

In the first year Open Space focused primarily on student outreach, going into some of Pune's leading educational institutions with lectures, films and discussions. Themes that have been addressed have been wide-ranging – terrorism, nationalism, ecology and biodiversity, social and communal divides, women's rights, gender and sexuality, sustainable consumption, monopoly control over the media etc.

In its first year, Open Space has established itself as a space where:

- » Something new and different is always happening: a Sufi music concert affirming the principle of diversity, a workshop on Noam Chomsky's *Manufacturing Consent*, a campaign to promote organic food and organic Holi colours
- » Young people who "want to make a difference" get together, share their views, build capacity or volunteer with local campaigns
- » CSOs can make presentations, hold seminars, discussions etc and interface with citizens
- » Young artists, filmmakers and writers can express themselves and present their work

Highlights of the year's activities

CINEMA

Three major film festivals were brought to Pune:

- 1) Point of View's International Women's Film Festival, "Made by Women"
- 2) Vikalp: Films for Freedom: Public screenings of documentary films on social issues
- 3) Breakthrough's Tri Continental festival of films on human rights: Sixteen films on human rights from Asia, Africa and South America

Attendance ranges from 400 to 40 people, depending on the size of the venue and the themes of the films. Audiences comprise students, activists, academics, journalists, professionals and other interested people. Almost all our screenings are followed by discussions.

Open Space organised several other film-related events, sometimes in collaboration with CSOs such as Amnesty International, Greenpeace, Bapu Trust, Right Now and the British Library.

We organised a screening of Anjali Monteiro and K P Jayasankar's documentary *Naata* on identity and communal divides, along with a presentation of Dharavi residents Bhau Korde and Waqar Khan's film *Ekta Sandesh* on the importance of pluralism.

To mark the 20th anniversary of the Bhopal gas disaster, Open Space held screenings of Nina Subramani's *Miles to Go*, a documentary on several toxic hotspots in India, Mahesh Mathai's feature film, *Bhopal Express*, and *The Dark I Must Not Name*, Shaan Khatau's documentary on the lives of Bhopal survivors. The screenings were followed by discussions on environmental toxins and industrial pollution, moderated by Sanjeev Gopal, Greenpeace campaigner.



Dozens of screenings of documentary films have been organised by Open Space at different colleges, including Symbiosis Society's Law College, Fergusson College, University of Pune's Department of Communication Studies and Karve Institute of Social Work. As many as 600 students turned up for the screening and discussion of Michael Moore's *Fahrenheit 9/11* at Fergusson College.

WORKSHOPS, SEMINARS, PRESENTATIONS

Filmmaker Paromita Vohra took a two-day workshop on audio-documentaries for self-expression and advocacy. Participants made two audio documentaries.

Rahul Srivastava of PUKAR, Mumbai, led a workshop on the ways in which big brands manipulate needs, desires and aspirations.

Open Space, along with Right Now, a group of young law students, observed Hiroshima Day at Symbiosis Law College with a presentation about the consequences of nuclear war.

Open Space held a series of talks on world politics (the conflicts in the middle-east, women and conflict, and US foreign policy) by visiting scholars.

Open Space launched *100 Years, 100 Voices*, Meena Menon and Neera Adarkar's book on the social, economic and political history of Girangaon, Bombay's textile mill district.

On the 20th anniversary of the Bhopal gas disaster, Open Space organised the release of Centre for Environment Education's manual on disaster management. A candlelight vigil and human chain were held in collaboration with Greenpeace and local groups.

Open Space, in collaboration with the National Centre for Advocacy Studies and RSCD, Pune, hosted a day-long seminar with members of the Mahila Rajsatta Andolan, an organisation helping women make their voices heard in local self-government institutions.

REGULAR PRESENTATIONS AND DISCUSSION GROUPS

A monthly Right to Information clinic is held at Open Space. Citizens walk in with their queries and are guided on how to proceed with their proposed action.

The Samapathik Trust, which works with HIV-positive people, holds a monthly presentation and discussion on divergent sexualities, HIV/AIDS and allied themes.

Open Space and Aalochana collaborate to organise a regular discussion group on gender and women's issues, attended mainly by students.

THEATRE

Smell written by Rahee Dahake and directed by Atul Kumar, a play that deals with inter-personal relationships and the violence inherent in them, was brought to young people in the city. Two performances were held, both followed by a discussion. This programme was in collaboration with the British Library and entry was free for students.

A five-day theatre workshop for students was conducted by Atul Kumar, director, Company Theatre, Mumbai. Students learnt the basic techniques of theatre, working a script around an issue, and maximising the visibility of their performance. Later, one of the workshop participants independently wrote and performed a play on euthanasia.

LITERATURE

Open Space for the Word (occasionally in partnership with the British Library) is a monthly literary evening coordinated by poets Dilip Chitre and Priya Sarukkai Chhabria. Urdu novelist Manzoor Ehtesham and poets Keki Daruwalla, R Raj Rao and Rukmini Bhaya Nair have read their work at Open Space.

OPEN SPACE WEBSITE

www.openspaceindia.org has been launched as the programme website. The website outlines the concept and objectives of Open Space, lists resources, events, schedules and activities, and also posts articles, views and news on subjects related to social justice, rights, development, the arts and ideas.

3. Documentation Centre

CCDS's documentation and resource centre is located at Prabhat Road, in the heart of Pune's educational and business district. The doc centre stocks 12 daily newspapers, including a few in Hindi and Marathi, and around 25 national and international magazines, journals and periodicals, including mainstream news publications and niche journals.

Clips from all these journals/newspapers are available to students and researchers for reference. Subjects range from natural resource management and ecology to child rights, governance, poverty and livelihoods, IPR, globalisation, public health, education etc. The entire system of classification has been reworked in consultation with documentation specialists.

We have a small but eclectic collection of books. Following several requests for lending facilities, OS has decided to make books available to members of the doc centre starting April 2005.

We have a growing collection of Indian documentary cinema on themes such as gender, ecology and pluralism. And a small collection of world cinema classics. Our documentary film resources are much in demand with local institutions and CSOs who borrow our films for public screenings, awareness sessions etc.

4. Print journal: InfoChange Agenda

The inaugural issue of *InfoChange Agenda* was released in December 2004. *Agenda* has been conceived as a quarterly dossier that informs civil society on crucial issues of sustainable development and social justice, issues that are being pushed into the margins. It is designed to enable concerned citizens to marshal salient information, perspectives and reportage, so that they can clarify their ideas and participate in drawing up an agenda for a more equitable and sustainable world.

The first issue of *Agenda* focused on industrial pollution and hazards 20 years after Bhopal. Rather than focusing on the survivors of the Bhopal gas tragedy, *InfoChange Agenda* focused on the many Bhopals waiting to happen. We sent out our reporters to some of the worst industrial hotspots in the country:

- Mavoor and Eloor in Kerala
- Sipcot industrial estate, Cuddalore, Tamil Nadu
- Roro Hills, Jharkhand
- Oswal fertilisers, Paradip, Orissa
- The chemical bazaars of New Delhi
- Hema Chemicals, Vadodara
- and to Bhopal itself

We also focused on workers' struggles against pollution in the workplace, how much has changed in the law on industrial hazards and pollution, the situation in Bhopal 20 years after, the health effects of chemical pollution, and much more.

Exclusive articles were contributed by several well-known experts working in the field: Nina Subramani, the filmmaker who travelled 6,000 km on the toxic trail in India; Dunu Roy of the Hazards Centre; Shailendra Yashwant, Campaign Coordinator, Greenpeace India; Nityanand Jayaraman, environment and human rights campaigner; Usha Ramanathan, specialist in environmental law; Suroopa Mukherjee of We for Bhopal, and others.

InfoChange Agenda was mailed out to 800 CSOs and policymakers, mainstream media and alternative media houses, foreign correspondents, development journalists and researchers, institutions and research organisations. The journal was also mailed to several regional language publications in different states of India. A range of publications cited *Agenda* as a reference for stories they filed. The content was also used as background material and cited in reports filed by news agencies such as India Abroad News Service and Inter Press Services. Copies of the journal were distributed to the global media at a press conference in Bhopal on the occasion of the 20th anniversary, and copies were also presented to elected representatives.

This is exactly the kind of impact we had envisaged:

- > to provide mainstream media, including regional language publications, with facts, figures, background and perspective, to enable them to file informed stories on rights and development issues
- > to serve the advocacy needs of various CSOs
- > to provide pointers to policymakers
- > to serve as a credible instrument of record/reference on the chosen subject.

5. Financial statements

bs-04-05

CENTRE FOR COMMUNICATION AND DEVELOPMENT STUDIES
PUNE,(INDIA)

INCOME & EXPENDITURE A/C FOR THE YEAR ENDED 31.3.2005

EXPENDITURE	AMOUNT	INCOME	AMOUNT
To Project Expenses	[D] 2398386.86	By Grant in Aid	[B] 2398386.86
To Misc. Expenses	6646.00	By Income from other Sources	[F] 66857.00
To Depreciation	[E] 147675.94	BY Donation	1000.00
		By Interest Received	17330.00
		By Deficit for the year c/f to B/s	89134.94
	<u>2552708.80</u>		<u>2552708.80</u>

As per our report of even date

For Raghunathan D. Ayar & Co.
Chartered Accountants

Raghunathan
Proprietor

[Signature]
TRUSTEE

[Signature]
TRUSTEE

Date: 31/05/05



5. Financial statements

bs-04-05

CENTRE FOR COMMUNICATION AND DEVELOPMENT STUDIES
PUNE,(INDIA)

BALANCE SHEET AS AT 31.3.2005

LIABILITIES	AMOUNT	ASSETS	AMOUNT
TRUST FUND & CORPUS:	0.00	FIXED ASSETS	[E] 317824.56
FORD FOUNDATION (CAPITAL		CASH & BANK BALANCES	[C] 1561696.39
EXPENDITURE) UTILISED A/C. [A]	477022.50		
		INCOME & EXPENDITURE A/C	
GRANTS IN AID	[B] 1472623.39	Bal.B/f	1190.00
		Add.During the year	<u>69134.94</u>
			70324.94
	<u>1949645.39</u>		<u>1949645.39</u>

As per our report of even date

For Raghunathan D. Aiyar & Co.
Chartered Accountants
Raghunathan
Proprietor

Date : 31/05/05



[Signature]
TRUSTEE

[Signature]
TRUSTEE

6. CCDS Trustees

CCDS is a registered public trust (Registration No E 3657 Pune)

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Renu Iyer (Assistant Programme Officer)
Gita Vasudevan (Copy editor)
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