

Madras School of Social Work

PG Department of Social Work Aided

DAY-2 SOCIAL ADVOCACY

Title of the Programme: Social Advocacy

Date: 09/02/2021

Day: Tuesday

Total No. of Students Attended: 24

Resource Person Profile: Dr. Raj Kumar

Dr. Raj Kumar is a social work graduate from Loyola College and has completed his Post graduate Diploma in Human Resource and Development, M.A in Public Administration, M.Phil. in Social Work, Bachelor of Laws and completed his Ph.D. in Mental Health. He is currently working in Damien Foundation India Trust as Chief Administrative officer.

This session involved student trainees from both Community Development and Medical and Psychiatry specialization. Since the Social Work Forum observed the “Bonded Labour System Abolition Day” the session started at 10 am.

The session started by explaining what is Social Advocacy and later discussed the purpose of Advocacy and the difference between Advocacy and IEC.

Social Advocacy is actively supporting a cause and trying to get others to support it as well by speaking up, drawing attention to an important solution and directing decision making towards a solution.

Few other topics discussed under Social Advocacy are as follows:

❖ MAJOR AREAS OF ADVOCACY

- Leadership development
- Coalition building
- Networking
- Political Lobbying
- Promotive legislative change
- Briefing media

- Counteracting Opposition
- ❖ Stakeholders of Advocacy
 - Decision makers
 - Allies and partners
 - Resistant groups
 - Decision makers
- ❖ Techniques and tactics of Advocacy
 - Sensitizing
 - Mobilizers
 - Dialoguing
 - Debating
 - Negotiating
 - Lobbying
 - Petitioning and pressuring
 - Informing

For all the above topics a relevant video was shown to help the student trainees to get an understanding of the topic and to relate it to the current scenario. It also helped the student trainees to understand how social advocacy is implemented in practical level.

Finally, the student trainees were split into groups and an activity was carried out where the trainer asked questions from the day's session. The student trainees were asked to write their answers in a chart and present it to the class. Each team presented their respective chart works and inputs were given from the trainer so that they get a complete knowledge on the topic. The session got over by and the student trainees were dispersed.



Student Completed List

Sl. No	Register No	Student Name	Attended
1	1915772091025	AGILA D	Present
2	1915772091026	ANGELA DANIEL	Present
3	1915772091027	ARYA V	Present
4	1915772091028	CHRIS NIRMAL A	Present
5	1915772091029	DHARANIDHARAN D	Present
6	1915772091030	JEENA JONES	Present
7	1915772091031	MADHUMITHAA R	Present
8	1915772091032	NIDHIN BABU	Present
9	1915772091034	RAMYA M	Present
10	1915772091035	SANZAY KARTHICK S M	Present
11	1915772091037	SWECHCHA GANAPATI	Present
12	1915772091038	VANMATHI R	Present
13	1915772091039	VISHNU K	Present
14	1915772091040	AKHIL KUMAR PANDULA	Present
15	1915772091041	ANCY BABU	Present
16	1915772091042	CIJU SILPA B P	Present
17	1915772091043	HEMALATHA P S	Present
18	1915772091044	JITHIN KRISHNA	Present
19	1915772091045	LOGANAYAKI S	Present
20	1915772091046	PAUL SOLOMON S	Present
21	1915772091047	POONGKOTHAI T	Present
22	1915772091048	RAZIA K J	Present
23	1915772091049	SANGEETHA JILLIAN B	Present
24	1915772091050	JAYALAKSHMI.M	Present

Johnmarthy



