

Engaging Citizens in Research: Design, Methods and Data

Regional Studies Association Research
Network on Citizen Entrepreneurship

Presentation by

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26 May 2021

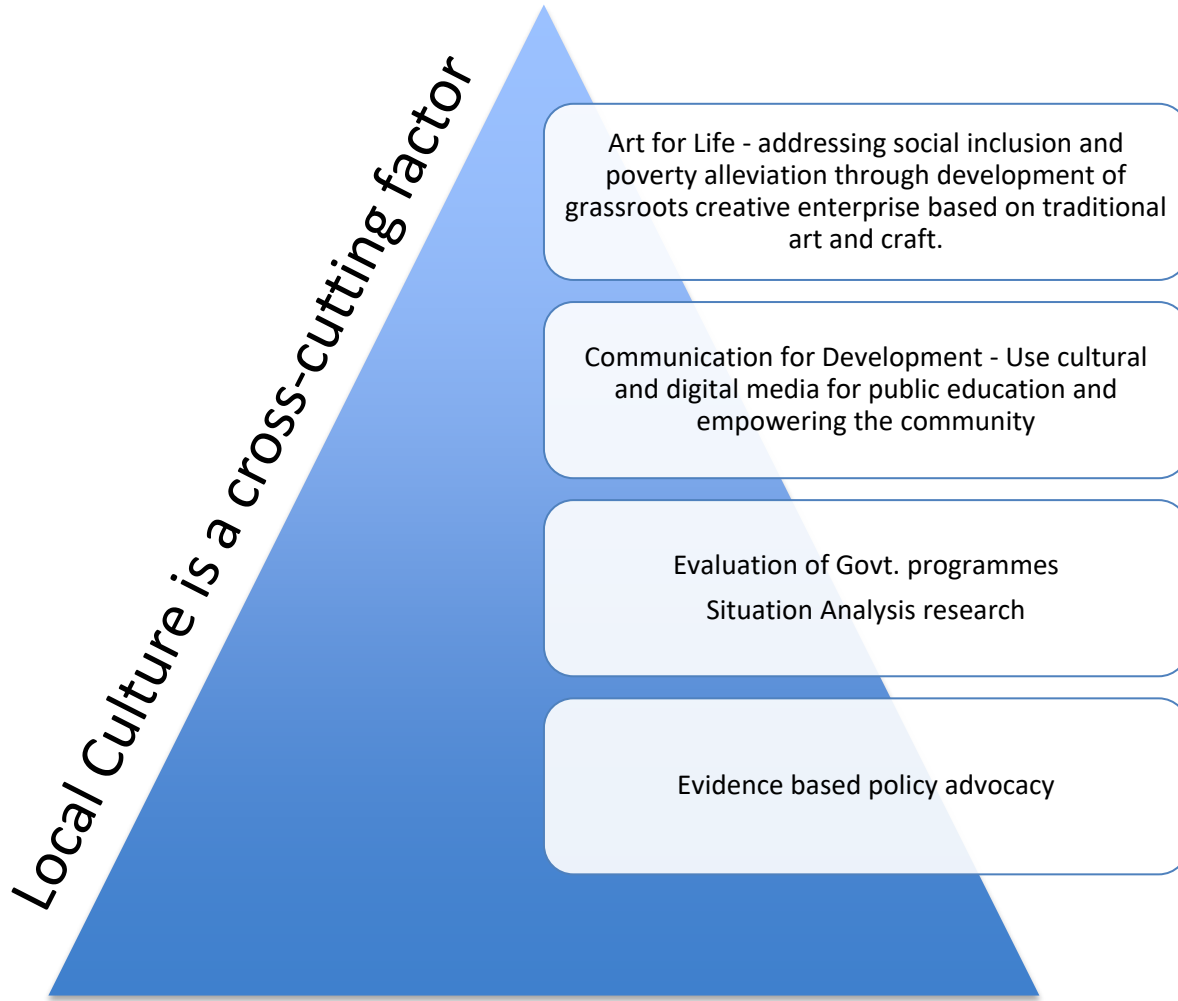
Who we are? About Contact Base



Social enterprise (trading style www.banglanatak.com) working across India for inclusive and sustainable development using culture based approaches.

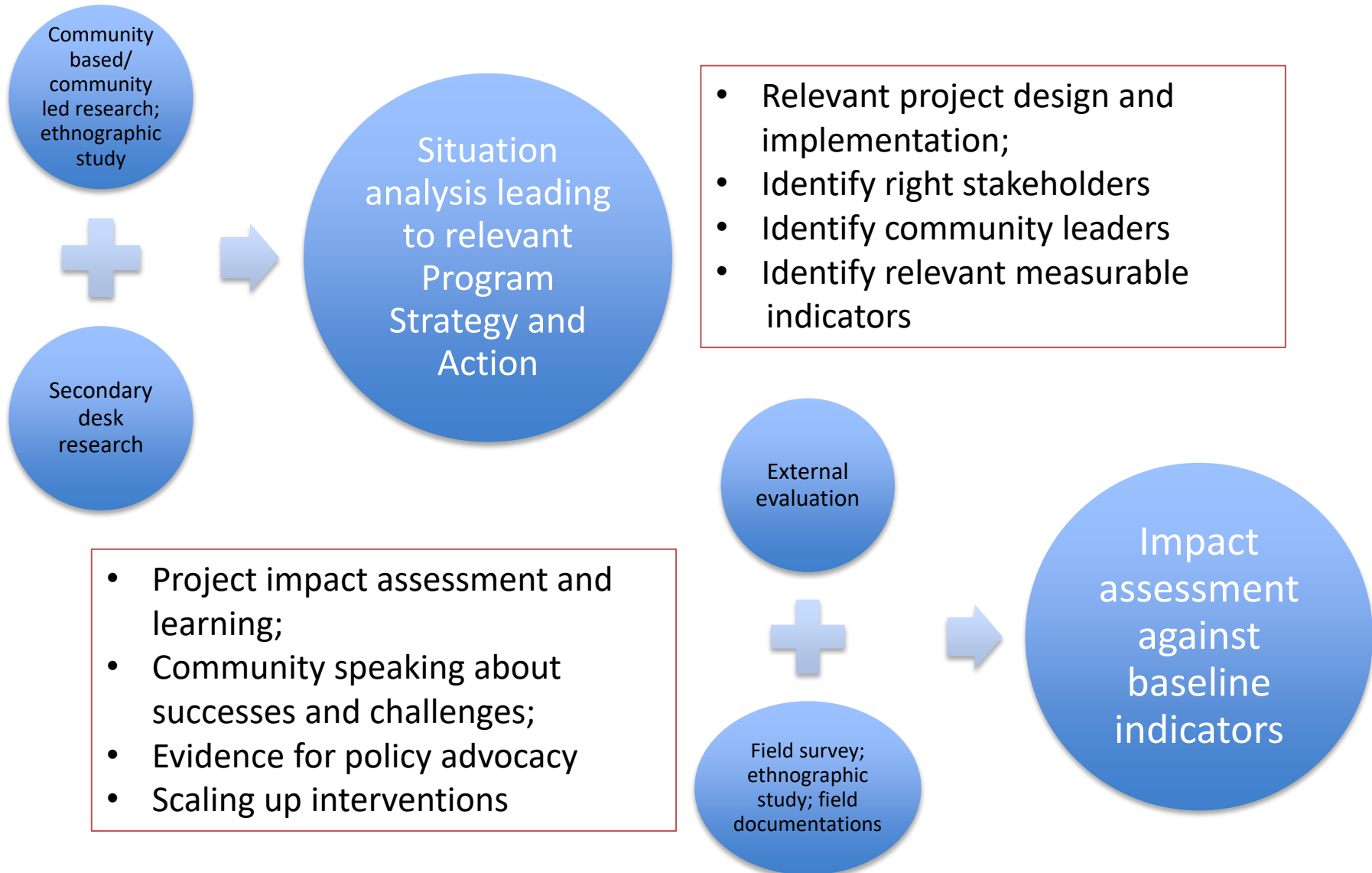
- Special Consultative Status with UN ECOSOC (2013)
- Advisory Status to UNESCO 2003 ICH Committee (2010)
- Global partner of UNWTO for promoting responsible and cultural tourism (2015)
- National partner of UNESCO New Delhi Office for rolling out Art for Life (2011)

What we do



We undertake socio-economic research, strategy and policy formulation, evaluation studies.

Role of Research in our Work – whose agenda are we fulfilling?



How we do it

Methods we use:

- Observation
- Focus Group
- In-person Interviews (structured)
- Ethnography
- Case study
- Theatre for Development

Types of data representation:

- Empirical summaries
- of quantitative data
- Textual narrative - reports
- Audio visuals
- Photographs
- Blog articles

Art for Life Process

Covered 40000 rural artists , crafts persons, weavers in three states

	Manganiyar		Durrie
	Langa		Handloom
	Pottery		Jutti
	Puppetry		Applique work
	Miniature Painting		Kalbelia
	Block Printing		Usta Art



**Cultural mapping
& Inventorying**



**Skill transmission &
Design development**



Institution Building



Business skill development



Direct Market Linkages



Cultural Exchange & collaboration



**Community Owned Village Folk
Art Centres**

What we measure

Economic indicators

- ✓ Income
- ✓ Size of business
- ✓ Markets/ orders
- ✓ Production efficiency
- ✓ Standard of living
- ✓ # of entrepreneurs
- ✓ # of job workers
- ✓ Skill up gradation and professionalization

Social indicators

- ✓ Child education
- ✓ Girls' education
- ✓ Health
- ✓ Sanitation
- ✓ Women's participation in the economic activity

Well-being indicators

- ✓ Confidence
- ✓ Decision making power
- ✓ Exposure
- ✓ Recognition
- ✓ Pride
- ✓ Happiness
- ✓ Collective resilience

Environment indicators

- ✓ Village based creative industries based on local resources
- ✓ No outmigration for unsafe and unsecured menial jobs



- **Communities of artists are taking ownership in achieving SDG goals.**
- **55% of artists have their own land.**
- **93% of artists are linked to bank.**
- **75% of handicraft artists and 22% of performing artists are credit linked.**
- **100% of artist homes have electricity.**
- **77% of artist homes have sanitation.**
- **Children of artists are completing school education**

Action Research Project — Applying Heritage-sensitive Intellectual Property & Marketing Strategies

Community empowerment

- How are we organized?
- How do we interact with other stakeholders?
- How do we promote ourselves?
- How do we protect ourselves?

Reputation

- How do we value our tradition?
- How do others see us?
- What do potential customers know about us? Is this knowledge right or wrong?
- Are there similar products/services offered by third parties?
- Are customers prepared to offer a fair price for our products/services?
- What is the social media conversation about our tradition; who dominates it?

Heritage skills repertoire

- What knowledge and materials do we need to practise our tradition?
- What skills do we need to perform our traditions and make our products?
- How do we transmit and maintain those skills, knowledge and access to materials?
- Are there any challenges in doing so?

Heritage-sensitive innovation

- What kinds of innovation keep our tradition alive?
- What kinds of change threaten the tradition?

- Communities consider the meanings and values of the heritage underpinning the commercial products or services and its current place in the market.
- Communities identify risks and benefits of heritage promotion in the market, relating to the four quarters of the canvas.
- They may also wish to consider other issues not mentioned here.

Communication for Development



Community participation develops sense of ownership, improves retention and ensures sustainability

Measurement Indicators:

- ✓ Outreach details
- ✓ Awareness level
- ✓ Community action
- ✓ Access to entitlements/ reduced vulnerability

Advantages

- Deep seated myths and prejudices
 - Understanding local needs, preferences, perception and situation
- Identification of the target groups, and local resources.
- Bottlenecks in proper service delivery

Participatory Research with Community

Creating Youth Agency Community led action

To map and sensitise vulnerable persons and families and to ensure access to entitlements, **social security**, livelihood and food security, in coordination with Panchayats and Child Protection Committees.

Understand their own communities and identities



Report and prevent child marriage, child abuse and human trafficking



Work as agents of change in their own lives and that of their peers



Map vulnerable persons and families, school dropouts, children engaged in work



Raise and strengthen voice against violation of child and gender rights



Swayangsidha is a unique initiative to prevent human trafficking and child marriage, spearheaded by West Bengal Police with active support and participation of community and district administration



Children mapping village resources and social schemes.



Taking research findings back to beneficiaries in the form of sensitization/ education tools

- 370+ students were made aware of on gender, child rights and helpline numbers.
- We developed films on gender equality for children to promote and encourage learning of life skills, healthy habits and positive values in them.
- We trained teachers on the tools and how they can bring gender responsiveness in the classroom.

- 13 schools, 8 classrooms, 26 teachers and 600+ students covered
- 24 textbooks (Class 1 - 8) - Assamese, English, Hindi, Environmental Studies & Social Science reviewed



Evaluation/ Social Audit Projects

Women's safety audit in 6 tea gardens of Udalguri district, Assam –

- a participatory process for mapping of vulnerabilities related to safety and allied issues;
- holding discussions with the vulnerable groups and associated stakeholders; conducting on-ground research including exploratory walks to assess the situation of the vulnerable areas.

Evaluation of Mid Day Meal Govt. Programme

Evaluation of UNESCO Seal of Excellence Award

Social Audits of govt. programmes and schemes

Measurement indicators:

- ✓ Poverty
- ✓ Economic status,
- ✓ transportation
- ✓ Physical infrastructure
- ✓ Surveillance
- ✓ Social attitude

Measurement indicators:

- ✓ Program process and management
- ✓ Stakeholders involved
- ✓ Infrastructure and Equipment
- ✓ Benefits as per objectives
- ✓ School attendance
- ✓ Social attitude
- ✓ Funds utilization

Evidence based Policy Advocacy

State Governments

UNESCO

UNWTO

Other policy platforms and networks

Articles in Journals

COVID-19

- **Direct outreach: 7500-10000**
- **Villages: 350-400**
- **Districts: 25 (WB: 16, Raj: 4, Bihar: 4, Orissa: 1)**

- Community Interactions
- On-ground Data gathering
- Evolving indicators for sustainability and well-being
- Role of local economies becoming increasingly important
- Cultural assets – huge economic resource
- Local tourism in focus

Why is community participation effective?

Non-threatening - make inroads into the community easily

Participatory - community mobilized to narrate their own story

Transparency – builds community trust and relationship

Equal stakeholders – builds community ownership