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# DEVELOPING CREATIVE CAMPAIGN SKILLS OF CBO WORKING FOR SEXUAL AND GENDER DIVERSITY

A Training Session in Mumbai India, Coordinated by Humsafar Trust and Implemented by sogicampaigns.org Program

6<sup>th</sup> & 7<sup>th</sup> April 2018

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## The Story Behind the Story

The partnership between Humsafar Trust and Sogicampaign.org forged at ILGA Asia 2017 Conference at Phnom Penh when representatives of both interacted their common interest and shared motives.

Sogicampaign.org is motivated to develop creative campaigning skills of CBOs working for sexual and gender diversities. Their rationale is to change the traditional attitudes of people towards the sexual and gender minorities. To tackle this sensitive issues, significant professionalism and creative accuracy are required. CBOs are at the forefront of communications with the public and need a vast range of skills to ensure effective impacts. Sogicampaign.org works as capacity development forum for the CBOs.

This message sparked immediate interest with the Humsafar Trust. The Humsafar Trust is working in India for last 24 years and substantially stands for LGBTQIA community with a holistic approach to the rights and health of sexual minorities and promoting rational attitudes towards sexuality. While working with numerous other CBOs Humsafar Trust is working on the mission to strive for the human rights, social well-being of sexual minorities and provide them comprehensive health services.

It was quickly agreed that this needed to explore more and that training for Indian CBOs should be envisaged. Following the productive interaction, Humsafar Trust got into action to coordinate the Creative Public Campaigning.

A selection process allowed for the identification of activists from CBOs working in 16 different States across India, who gathered for two full days in Mumbai.



## The Story

The workshop for the creative campaign skill building was held at Hotel Emerald, Juhu, Mumbai. The fresh environment and collective motives sustained the propensity of creative learning in two days thoroughly. The objectives of the workshop were as follows:

- Clarify critical concepts around campaigning. This included to focus on attitude change campaigns specifically and to define campaign objectives and target groups.
- Gain insights into the essential theoretical elements of social psychology and campaigns communication. This included an in-depth reflection and lots of practical exercises on building values-based campaign messaging. We examined the role of messaging of language, visuals, metaphors, tone, messengers, and played around to develop locally relevant frames.
- Generate tactical thinking on public campaigning. We examined a lot of the tactics documented on the [sogicampaigns.org](http://sogicampaigns.org) resource centre and discussed their relevance in general and their applicability to local contexts. The process generated creative ideas for action, with a specific focus on the upcoming International Day against Homophobia, Transphobia and Biphobia.



Joel Bedos facilitated the workshop. Joel delivered the training while keeping the session interactive and easing the communication for participants to contribute their values in campaign building. While building both theoretical and strategic understanding of participants, several innovative campaign ideas took shape. Participant presented their plans and strengthened their visions and mission with creative feedback. Participants developed hundreds of attractive and convincing messages as output. Exchange of creative ideas and productive critics made the workshop extensively successful.

Participants were felicitated and awarded with workshop completion certificate after the workshop. As follow-up participants were encouraged to take the creative and innovative work of two days out on the fields, and the opportunity of IDAHOT month (May 2018) was envisioned to run the campaign in respective states. Humsafar Trust fosters the thought by announcing seed grants for campaigns.

Participants and organisers ended the two-day campaign building training with stronger visions and motives. This workshop not only contributed to the LGBTQIA movement for social rights and citizenship but also sculptured new generation of skilled social workers.

## Voices of Participants

**“Impressive and fabulous”**. **“Thank you for helping me reach new potential”**. **“It cleared concepts in the simplest ways – something I can use for my everyday work too”**. **“We feel inspired and enriched. This is so important for us”**. **“I am lucky I learned too many things. Learning was never such fun”**. **“Not only had our ideas but our approach of looking at problem changed”**.