



Localising Millennium Development Goals Campaign

October 16-18, 2009



DHAN Foundation

Madurai, India

DHAN Foundation's Localising MDGs Campaign

Background

STAND UP TAKE ACTION is a worldwide call to take action against poverty and inequality and for the Millennium Development Goals. This Campaign is led across the world by the Global Call to Action against Poverty (GCAP) and the United Nations Millennium Campaign (UNMC). STAND UP is a unique global mobilisation which calls upon civil society, schools, faith groups and NGOs to band together with the same message – that we must end poverty and inequality now. People from all nations, all creeds, all races and all walks of life, join together by hosting or attending events in their local community. At each event participants STAND UP together to symbolise their unity with millions of other STAND UP participants across the globe. Event and participant numbers are registered and tallied with all participant numbers forwarded to Guinness World Records to enable official world record holder achievement. In 2006, 23 million people Stood Up. In 2007, 47 million people Stood Up. Last year, 116 million people Stood Up and Took Action.

For the fourth year in a row, millions of people around the world will Stand Up and Take Action to show their support for the fight against poverty and for the achievement of the MDGs. With just six years left to the 2015 deadline for the achievement of the Goals, we cannot afford to let this happen. This year, the Millennium Campaign will again join forces with the Global Call to Action against Poverty (GCAP) and a wide range of partners worldwide to mobilize millions more people to STAND UP and TAKE ACTION NOW and to set a new Guinness world record. The challenge will take place over 72 hours between Oct 15th midnight to Oct 18th midnight.

DHAN Foundation's Localising MDGs Campaign 2009

The Stand Up and Take Actions (SUTA) campaign's total numbers in India were about 14 million in 2008, and DHAN Foundation was a very significant part of that total. Last year, more than 50 events/actions have been organized by DHAN Foundation as a part of the SUTA 2008 Campaign across India with participation of over 3.35 lakhs people.

This year, DHAN Foundation will again be part and participate actively in the global campaign against poverty and to achieve MDGs. In this regard, DHAN Foundation along with its thematic institutions and people institutions is planning to organise a national campaign titled "Localising MDGs" as part of the global stand up and take action campaign 2009 on October 16, 2009 across the country.

Purpose of DHAN Foundation's Localising MDGs Campaign

- To respond and to be part of the global campaign against poverty and to achieve Millennium Development Goals
- To create awareness on MDGs among the people with whom we work, staffs and general public at a large
- To mainstream/integrate MDGs with all its development programmes
- To share and review the impact of the various development programmes of DHAN Foundation with the view of achieving MDGs

This year, the DHAN Foundation will again organise various events and activities involving SHG members, staffs and people associates, school and college students and general public across the country to take actions on achieving and meeting the MDGs on October 16, 2009. DHAN Foundation have planned to mobilise 5 lakhs people in different parts of the country for the Stand Up and Take Action 2009 events of the DHAN Foundation as part of the global STAND UP and TAKE ACTIONS campaign by Global Call to Action against Poverty (GCAP) and the United Nations Millennium Campaign (UNMC).

DHAN's events and actions at a glance in 2008

- ✓ **55 events** across India & participation of **over 3.35 lakhs people**
- ✓ **489 books donated** to Village Information Centers of ICT locations in Melur, Kottampatti & Alanganallur
- ✓ **110 Tress** Planted
- ✓ **86 people** donated blood
- ✓ Over 150 school students participated in MDG Quiz program at Sailana, Madhya Pradesh
- ✓ One **village** near Madurai was **adopted** by Tata-Dhan Academy

- ✓ Initiation of **two evening tuition centers** for poor school students in Cuddalore district
- ✓ Pamphlet on MDGs disseminated to over 15, 000 people through bit notice in and around Madurai
- ✓ Over 1.5 lakh people taken **oath against poverty** and to work towards achieving MDGs
- ✓ Lecture organized on Importance of Blood Donation for staffs of DHAN Foundation in Madurai
- ✓ Awareness on global poverty & MDGs through SMS actions

PROPOSED ACTIONS

DHAN Foundation invites all its People Institutions and organizations to join and take part in the STAND UP and TAKE ACTION campaign against Poverty and for the Millennium Development Goals on October 16, 2009.

**This year STAND UP is all about TAKING ACTION
Below are some examples of actions you can take,**

- Mobilise community to share the impact of the development programmes with the view of achieving MDGs in your SHGs/Federations
 - Training/workshops on MDGs to members
- Train and encourage leaders and staffs to speak on MDGs during SHG meetings
- Prepare handouts on MDGs and distribute to your members and general public to make them aware about MDGs and this campaign
- Organise a free lunch for orphans/old aged in and around your locality
 - Donate used-books or stationery to the poorest students
 - Host a Blood donation Camp
 - Conduct awareness camps on MDGs for SHG members
- Organise free health camps and anaemia check up camps
 - Pidi arisi (distribution of rice to needy)
- Organise MDG camps & Quiz for students through Village Information centres
- Mobilise your community to protect trees & planting trees
 - Involve in tank renovation works or shramadhanam

- Send sms/mail to your friends/relatives about MDGs
 - Perform joint prayer for the welfare of the society
- Make pledge to read out at your event highlighting the Millennium Development Goals and your commitment to end poverty and inequality
- Contact local media to capture your event and ask them to telecast to reach more people in your locality

Let your creativity be the limit...!

Visit www.standagainstopoverty.org for latest updates on planned events around the world to see the different kinds of actions that people are taking for this cause.

ORGANISING YOUR EVENTS/ACTIONS

1. Plan your events

- Study the materials, translate, and print (as required)
- Contact DHAN Foundation for further information or e-mail us at standuptakeaction2009@ghan.org

2. Register your event

- Register your event in the attached format and send it us through e-mail or by post/courier or call us at 0452-2300032/98948-35600
- Promote your event across your location/region and encourage others to participate by sending press/media release and distributing handouts on your event
- Update your event details (as when required)

3. Organise your events on October 16, 2009

4. Count and capture your event

- Count (or estimate, in the case of really large events) the number of people that physically or symbolically participate
- Capture these actions via film, digital cameras, or videos

- Ensure you have a witness who is independent of the organization or organizing team to verify your event

NOTE: *STAND UP and TAKE ACTIONS events should only happen from 6 a.m. on October 16 to 9 p.m. on October 18 to count towards the Guinness World Record challenge.*

5. Report your event

- IMMEDIATELY after counting the number of people who participated in the STAND UP and TAKE ACTION, report your event by filling the reporting sheet provided to you and e-mail it us at standuptakeaction2009@dhan.org or call us at 0452-2300032/98948-35600
- Please also send any photos or videos of your event(s) during this time through e-mail.

PHOTOS of last year events/actions

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