



patrika

foundation

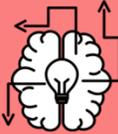
AMPLIFYING IMPACT THROUGH SYNERGIES

PATRIKA FOUNDATION: WHO ARE WE?

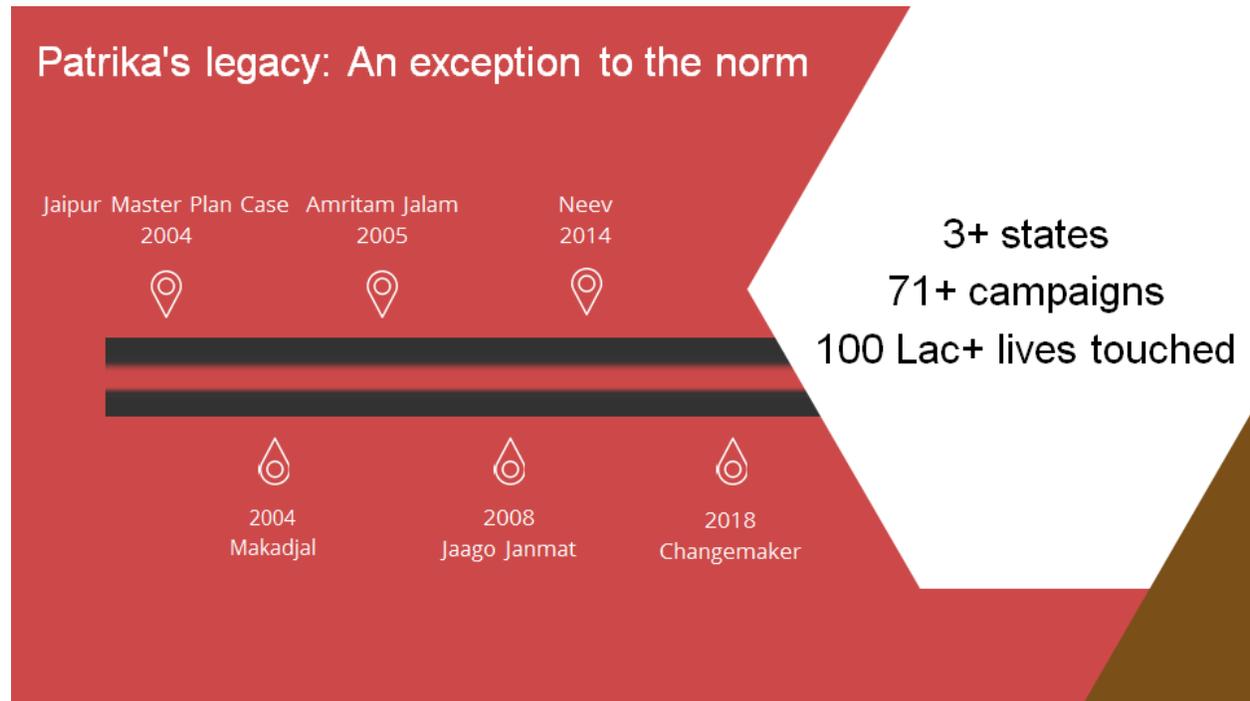
The challenges of the 21st century are complex- necessitating intense deep dives and long-term sustainable solutions. Patrika foundation is a vertical inside Patrika Group working towards a goal of affecting adaptable and systemic solutions through an emphasis on the principles of ‘developmental communication.’ The Foundation believes that solutions in today’s world need to be at-scale, and ones which can be amplified by multi-stakeholder collaborative efforts. Taking forth Patrika’s legacy of building campaigns for social change, the Foundation gives itself the mandate of ‘amplifying impact through synergies’. At Patrika, we believe that most solutions ought to be bottom-up and demand-driven. Our commitment lies in rethinking the status quo for the better and creating more inclusive narratives that generally do not find place in the mainstream discourse. The Foundation hopes to carve for itself a niche at the intersection of media and public policy in pursuit of the larger, common good.

Born under the aegis of the Patrika Group, the Patrika Foundation gives itself the mandate of ‘Amplifying impact through Synergies’.

Our mission:

			
Further developmental communication	Create sustainable change	Citizen-centric development	Sustain bottom-up demand

The story behind the inception of Patrika Foundation



The ethos of Patrika is to relentlessly situate itself outside of the conventional media role by envisioning a long-term agenda for media in the country's democracy. Since its establishment, Patrika has helmed over 70 public campaigns in diverse domains of democracy, urbanization, gender, health, environment and education. The compelling disruptions created by the COVID-19 pandemic pushed the group to a move to professionalize and formally cement its orientation to social impact through the establishment of Patrika Foundation.

A glimpse inside our minds: How we envision change

Tools of intervention

Being the catalyst: Patrika Foundation seeks to carve out a strategic role of harmonizing the synergies between various stakeholders invested in reimagining the public policy landscape of the country. By affecting an alignment of incentives of diverse stakeholders, we envision a triangular collaborative model between the media, domain experts and corporates.

Capitalizing our reach: The unique position of the organization as a vertical under a national media house such as Patrika lends it multimedia platforms that have huge penetration in terms of numbers and pan-Indian spread with a hyperlocal focus in terms of geography. Value-added media coverage, multimedia platforms, ground interventions, media-led channels of public engagement become a few of the weapons in our arsenal as we attempt to affect sustainable change.

Drivers of Impact

Aggregated voices and numbers: The Foundation is dedicated to communicating public policy to the masses. It is only when our horizons of impact are broadened that we can ideate scalable solutions that may easily be adaptable and sustainable. Patrika's regional reach in the Hindi heartland and the southern part of the country combined with the diversity of geographies that our partners hail from, strengthens our efforts to amplify and represent the voices of a huge pan-Indian citizenry.

The power of collaboration: We firmly believe that we don't know it all. Any substantial change or developmental progress therefore is firmly based on a mutual and sustained exchange of ideas, efforts and resources. Patrika Foundation thus casts itself not as a singular entity but as a 'team of teams'.

What success looks like for us?

Demand-informed progress: Consciously shedding a partisan focus on the ‘supply-side’ of public policy, our efforts by design seek to generate bottom-up demand for policy reform and implementation. Our campaigns hope to co-create impact through the participation of beneficiary groups and the citizenry at large by providing them the tools to be active agents of their own development.

Participative agenda-setting: Through our work, the Foundation wishes to create a climate in which policy discourses that grip the popular imagination are broadly defined, substantive, and inclusive in nature. Once again, we hope to ensure that voices of the citizenry take center stage while defining policy agendas and priorities.

Sustained Momentum: The organization realizes that there exists a pressing need to move beyond efforts at ‘mitigation’ to efforts at ‘transformation’. Hence, our efforts in various domains such as democracy and urbanization hope to be holistic, each campaign interconnected to one other in a progressive theory of change, to culminate in a long-term impact agenda on various thematic nodes of intervention.

Changing Mindsets: Besides the macro orientation of our efforts, our campaigns seek to affect measurable shifts in perception and behavioral change. The ultimate aim to create a fertile climate or erect a ‘choice architecture’ in which individuals are encouraged or nudged to create positive social impact in their everyday lives.

Our Focus Areas:

Our work is channelized at Patrika Foundation through the two verticals of Democracy and Urbanization. The two spheres of actions enjoy considerable intersectionality of varied thematic policy areas and act as the location in which such discourses are played out.

Urbanization



Urban URJA (Urban Reform through Joint Action) is Patrika Foundation's umbrella campaign in Urbanization. Rooted in urban realities that affect the lives of the country's 377 million urban residents, our work is directed towards themes such as urban governance, urban mobility, municipal finance, urban health, urban planning and the like.

Our aspirational areas:

Urban URJA is predicated on the furthering impact in the domains Urban Finance, Urban Transport, Urban Planning, Urban Climate, Urban Infrastructure and Urban Settlements.

Project Pipeline:

- **Municipal Finance:** In partnership with Janaagraha Centre for Citizenship and Democracy, the campaign is being piloted in the cities of Jaipur, Jodhpur and Kota. The media advocacy campaign follows a trajectory of municipal budget analysis of these cities and their simplification, citizen awareness and positioning of the importance in popular imagination, citizen participation

in municipal finances through participative budgeting and finally advocacy of reforms in municipal budgets through stakeholder consultations.

- **Urban Transport:** Sustainable changes in urban mobility is the particular need of the hour of Jaipur city, wherein public transport infrastructure has insufficient development. Reforms in this space begins from repositioning the image of means of public transport in order to create greater public demand for these services. In collaboration with domain experts such as Urban Works, the campaign shall focus on public buses through participative and advocacy-based interventions- the ultimate objective being to affect supporting budgetary allocations in upcoming budget cycles.
- **Urban Planning:** Patrika has had a long journey of litigation towards implementation of the master plan of Jaipur. Patrika Foundation hopes to bring the larger question of Urban Planning into the mainstream public imagination. Through a multi-stakeholder collaboration model, we wish to thematically break-down the technicalities of Master Plans into a language and format comprehensible to the general citizenry and thereafter inform a bottom- up demand for the better formulation and implementations of master plans and zonal plans.

DEMOCRACY



Jaago Janmat is Patrika Foundation’s umbrella campaign in Democracy. With the mandate of informing and widening political will and electoral choice, our work in the Democracy vertical has twin concern with both electoral and substantial forms of democracy. Jaago Janmat is predicated on various pillars such as of electoral processes, governance, sustainable development, inclusive growth, self-governance and democratic empowerment.

Our aspirational focus areas:

Electoral Processes: The nodes of intervention in electoral democracy have been mapped along the various tangents of the electoral cycle beginning from political socialization and political leadership to public accountability and measurability of performances of electoral representatives.

Governance: Our thematic focus in governance hopes to be channelized through interventions such as policy challenges, legal literacy and aid, incubating experiential learnings in administrative governance, pre-legislative consultation and leadership in local-governments.

Inclusive Growth: Jaago Janmat identifies inclusive growth that is sensitive to intersectional realities of various underrepresented communities in the country’s democratic life. Our interventions hope to be designed around the pillars of skill development, incubating entrepreneurship, transforming last-mile access and fostering leadership among minority communities.

Sustainable Development: While various focus areas under Jaago Janmat are informed by diverse Sustainable Development Goals, a particular inclination to Sustainable Development is informed by the desire to make these goals actionable and localized in the geographies that we impact. This shall involve

innovating in the development and dissemination of knowledge around SDGs, increasing public engagement in their achievement and arriving at toolkits for their implementation informed by localized learnings.

Self-governance: With citizens being the central protagonist of Jaago Janmat's focus, providing citizenry with the knowledge tools, platforms and resources to take ownership of their governance is the culmination of our efforts in democracy. This may manifest through interventions to facilitate community-based associations for the exploration of constitutional values, simulating self-governance mechanisms as well campaigns on democratic health and perception.

Project Pipeline:

- **Democracy ki Pathshala:** A campaign designed towards political socialization of the citizenry. The campaign hopes to disseminate political literacy through mass-media innovations on themes of constitutional know-how, fundamentals of political ideologies and concepts as well as governance structures of the country.
- **Changemakers:** An extension of Patrika's past efforts at 'Clean Politics' (which gave Rajasthan its 48 sitting MLAs), the campaign is designed to prospect, upskill and provide mass visibility to aspiring political leaders who might otherwise find the entry-barriers to politics insurmountable.