


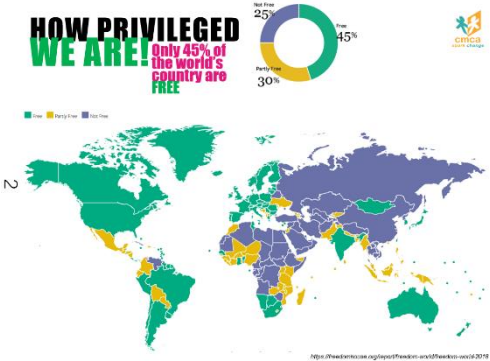



DEMOCRACY AND ACTIVE CITIZENSHIP CAMPAIGN

CAMPAIGN: Democracy and Active Citizenship	
Name of the campaign	Democracy and Active Citizenship
Expected outcomes	<ul style="list-style-type: none"> • Awareness of Active citizenship in a Democracy for students and visitors • Democracy and its privileges • How can I redeem democracy
Synopsis of campaign	<ul style="list-style-type: none"> • This is an exhibition campaign with 10 posters. • It talks about democracy and its importance in India • You can conduct this campaign at PTMs or other similar events where parents / visitors come to school • You can also have CMCA members conduct the Snakes & Ladders Game. This is as an optional activity.
Target group	<ul style="list-style-type: none"> • Students • Staff • Visiting parents
Objective /purpose of campaign	To sensitize visitors to their role as citizens in a democracy
Time required	<ul style="list-style-type: none"> • Pre-campaign preparation - None • Campaign Duration - Half a day
Background information /fact sheet/Instructions for CCMs	Attached below
Mode of conducting the campaign	<ul style="list-style-type: none"> • Poster Campaign • CMCA members explain exhibits • CMCA members conduct the Snakes & Ladder Game (optional activity)
Instructions	<p><u>For TC</u> Take the required permissions for the exhibition (time, place, arrangements, etc.)</p> <p><u>For CEs:</u></p> <ul style="list-style-type: none"> • Go through this campaign kit and familiarize yourselves with all the exhibits and instructions • Place Exhibits labeled “a”, “b” and so on together as they are connected in messaging to each other • Get the required permissions and spaces for the exhibition


	<ul style="list-style-type: none"> • Choose club members to present the exhibits - this must be done prior to the day of the campaign • Briefly explain each exhibit to the CMCA members presenting and give them the relevant instructions (explanation sheets) so they can familiarize themselves with what they have to say • give them time to practice and request the support of your teacher coordinator in this
Materials required	<ul style="list-style-type: none"> • 10 Posters to Exhibit • Printout of explanation sheet for CMCA members • 1 Snakes and Ladder game • 2 dice for the Snakes and Ladder game • Flashcards • CMCA banner • Twine (clothesline nylon ropes would do), • Clothes clips • Pens • Feedback form • Stamp pad • Cellophane Tape

Democracy and Active Citizenship- Instructions Sheet

EXHIBIT	EXPLANATION
 <p style="text-align: center;">1</p>	<p style="text-align: center;"><u>Exhibit 1: Nationality gives us an identity</u></p> <ul style="list-style-type: none"> ▶ We are students of X standard and members of CMCA club. As a part of our CMCA club activities we are creating awareness about the importance of protecting the DEMOCRATIC values of our great country ▶ Are you an American / Chinese / South Indian, North Indian, Punjabi, Bangalorean??? ▶ You may be from different regions and cities, but You are an INDIAN. ▶ Our nationality gives us an identity
	<p style="text-align: center;"><u>Exhibit 2:</u></p> <ul style="list-style-type: none"> ▶ India is lucky to be a democracy! We are among 45% of the world's countries who are FREE ▶ But India has moved down 10 spots, from 32nd place in 2016 to 42nd in 2017, and remains classified among "flawed democracies". ▶ Why flawed? While people enjoy rights often rights and freedoms get taken away, especially from the poor and backward citizens ▶ But India is lucky that though it may be flawed, we still have a democracy that ensures our rights and freedoms
	<p style="text-align: center;"><u>Exhibit 3: The Privileges of Democracy</u></p> <ul style="list-style-type: none"> ▶ Democracy gives us the freedom to choose our Leaders ▶ This means leaders have to keep the promises that they make to us and the country and if they don't, we can question them and even have them removed ▶ Our Constitution guarantees our Rights


FREEDOM IS OURS AND YET...

INEQUALITY



DISCRIMINATION
CASTE AND SOCIAL CLASS
GENDER
RELIGION
UNREST

CORRUPTION
POLITICS OF GREED




4

Exhibit 4

- ▶ 71 years as an independent nation YET....
 - Inequality: the rich are getting richer and the poor continue to get poorer
 - Unrest: Caused by rising levels of intolerance
 - Discrimination: Caste, gender and class based discrimination.
 - Corruption: The poor pay the heaviest price because of corruption. Often crimes against them are not registered, they face corruption in government hospitals, when they try to avail schemes introduced by government and even to collect their food rations

WHY A FLAWED DEMOCRACY



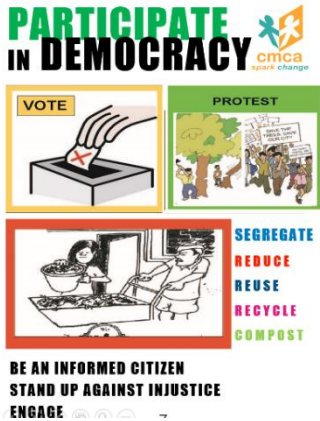
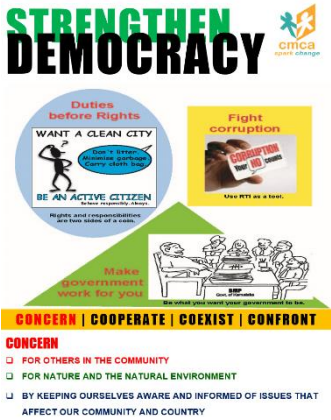
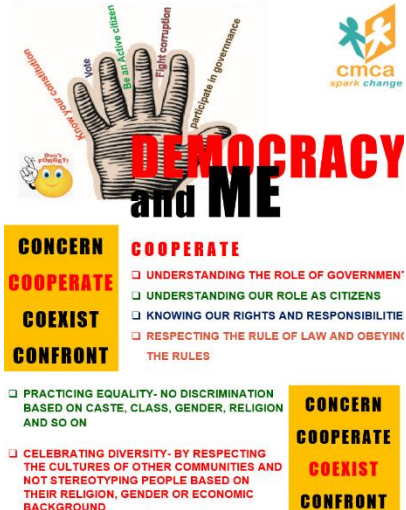
IS IT BECAUSE WE LACK FRATERNITY


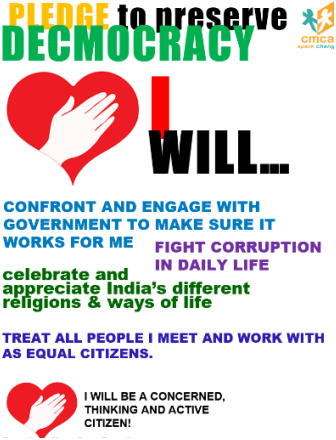

EMPATHY **NATIONAL PRIDE**
SPIRIT OF ONENESS **UNITY**

5

Exhibit 5

- ▶ Why are we considered a flawed democracy?
 - Our freedom is often under attack through actions of violence or threats.
 - We do not understand the importance of Fraternity (which is a sense of oneness and a principle in our Preamble). We do not come together, stand up for each other, especially for our poor.
 - We ourselves do not take responsibility – we break laws, we do not vote seriously and do not participate in working on issues that do not immediately affect us
- ▶ We claim to have national pride but often do and say things that are to the contrary – being prejudiced against some religions or castes, discriminating in our daily lives, breaking rules and laws, defacing and destroying national monuments, polluting

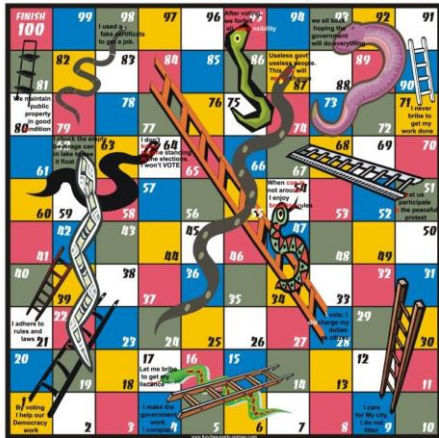
	<p>sacred rivers and destroying forests</p>
 <p>PARTICIPATE IN DEMOCRACY cmca spark change</p> <p>VOTE PROTEST</p> <p>SEGREGATE REDUCE REUSE RECYCLE COMPOST</p> <p>BE AN INFORMED CITIZEN STAND UP AGAINST INJUSTICE ENGAGE</p>	<p><u>Exhibit 6: We must participate in democracy by:</u></p> <ul style="list-style-type: none"> ▶ Being informed citizens ▶ VOTING for the right candidate ▶ PROTESTING to be heard ▶ CONFRONTING to secure our rights ▶ COOPERATING – doing our bit at home – segregation and composting our waste ▶ ENGAGING with our government
 <p>STRENGTHEN DEMOCRACY cmca spark change</p> <p>Duties before Rights WANT A CLEAN CITY BE AN ACTIVE CITIZEN</p> <p>Fight corruption Use RTI as a tool.</p> <p>CONCERN COOPERATE COEXIST CONFRONT</p> <p>CONCERN</p> <ul style="list-style-type: none"> <input type="checkbox"/> FOR OTHERS IN THE COMMUNITY <input type="checkbox"/> FOR NATURE AND THE NATURAL ENVIRONMENT <input type="checkbox"/> BY KEEPING OURSELVES AWARE AND INFORMED OF ISSUES THAT AFFECT OUR COMMUNITY AND COUNTRY 	<p><u>Exhibit 7: We can Strengthen democracy: by being Active Citizens</u></p> <ul style="list-style-type: none"> ▶ Understand Rights as well as responsibilities ▶ Discourage and fight corruption ▶ Make government work for you ▶ Use RTI as a tool for good governance ▶ Be what you want your government to be ▶ Be CONCERN for people and about issues
 <p>DEMOCRACY and ME cmca spark change</p> <p>CONCERN COOPERATE COEXIST CONFRONT</p> <p>COOPERATE</p> <ul style="list-style-type: none"> <input type="checkbox"/> UNDERSTANDING THE ROLE OF GOVERNMENT <input type="checkbox"/> UNDERSTANDING OUR ROLE AS CITIZENS <input type="checkbox"/> KNOWING OUR RIGHTS AND RESPONSIBILITIES <input type="checkbox"/> RESPECTING THE RULE OF LAW AND OBEYING THE RULES <p><input type="checkbox"/> PRACTICING EQUALITY- NO DISCRIMINATION BASED ON CASTE, CLASS, GENDER, RELIGION AND SO ON</p> <p><input type="checkbox"/> CELEBRATING DIVERSITY- BY RESPECTING THE CULTURES OF OTHER COMMUNITIES AND NOT STEREOTYPING PEOPLE BASED ON THEIR RELIGION, GENDER OR ECONOMIC BACKGROUND</p> <p>CONCERN COOPERATE COEXIST CONFRONT</p>	<p><u>Exhibit 8: Democracy and ME</u></p> <p>Know your constitution</p> <ul style="list-style-type: none"> ▶ By knowing our constitution, we can become aware of what our rights and also get to know about our duties. We can understand what legal provisions are available to make our government work for us <p>Vote</p> <ul style="list-style-type: none"> ▶ We need to actively participate in electoral process ▶ You can Volunteer for candidates you support <p>Fight Corruption</p> <ul style="list-style-type: none"> ▶ Don't encourage or practice corruption ▶ Fight against divisive politics of religion, caste, money, etc. <p>Participation in local governance</p> <ul style="list-style-type: none"> ▶ Hold elected representatives accountable ▶ Stay informed on issues at local, state and national levels

	<ul style="list-style-type: none"> ▶ Stay informed on performance of the government and elected representatives BE AN ACTIVE CITIZEN!
 <p>DEMOCRACY IS FRAGILE</p> <p>CAN BE TAKEN AWAY!</p> <p>HANDLE WITH CARE</p> <ul style="list-style-type: none"> □ MAKING SURE THAT OUR GOVERNMENT WORKS FOR US; THAT IT KEEPS THE PROMISES IT MADE TO US AND MAKING SURE IT DOES NOT BREAK THE RULES □ STANDING UP FOR OUR RIGHTS □ FIGHTING AGAINST INJUSTICE AND PROTECTING OUR RIGHTS AND THE RIGHTS OF THOSE WHO DO NOT HAVE A VOICE- POOR PEOPLE, UNDERPRIVILEGED GROUPS OF PEOPLE AND EVEN NATURE! <p>CONCERN</p> <p>COOPERATE</p> <p>COEXIST</p> <p>CONFRONT</p>	<p><u>Exhibit 9: Fragile Democracy needs care</u></p> <ul style="list-style-type: none"> ▶ Democracy is so fragile that it can be taken away. Therefore, protecting democracy is a continuous process. <p>As Active Citizens we can protect our democracy by:</p> <ul style="list-style-type: none"> ▶ Making sure our government works for us and keeps their promises ▶ Standing up for our Rights ▶ Fight injustice and stand up for the poor and less-privileged
 <p>PLEDGE to preserve DEMOCRACY</p> <p>I WILL...</p> <p>CONFRONT AND ENGAGE WITH GOVERNMENT TO MAKE SURE IT WORKS FOR ME FIGHT CORRUPTION IN DAILY LIFE</p> <p>celebrate and appreciate India's different religions & ways of life</p> <p>TREAT ALL PEOPLE MEET AND WORK WITH AS EQUAL CITIZENS.</p> <p>I WILL BE A CONCERNED, THINKING AND ACTIVE CITIZEN!</p>	<p><u>Exhibit 10: Pledge to preserve democracy</u></p> <p>## Visitors take the pledge and sign or put thumb impression on the pledge handmade chart.</p>
	<p>TIP</p> <ul style="list-style-type: none"> ▶ CCMs campaigning could wear aprons like this to stand out during the campaign and attract visitors!! ▶ Do not use cellophane tape on any exhibit

A healthy democracy is in the hands of the active citizens.

Democracy is reflected in our daily life as our quality of life.

Our rights being secured and how we fulfil our responsibilities.

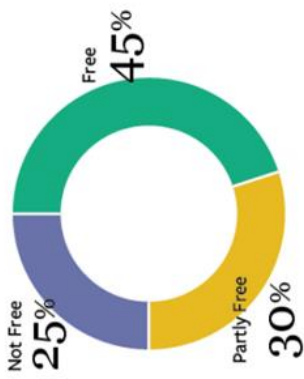


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Optional Activity: Snakes and ladders game (roll of dice)

- ▶ Ask the visitor to roll two dice, the number decides the act visible on the banner.
- ▶ Every Good (democratic) act takes you up the ladder and every undemocratic act results in a snake bite that brings you down to the tail!
- ▶ (at the foot of ladder is a good democratic act) (at the mouth of snake is the undemocratic act)
- ▶ Every act as a citizen takes Democracy forward towards progress or backward towards.
- ▶ See for yourselves.
- ▶ A healthy democracy is in the hands of Active citizens.
- ▶ Always be an Active citizen

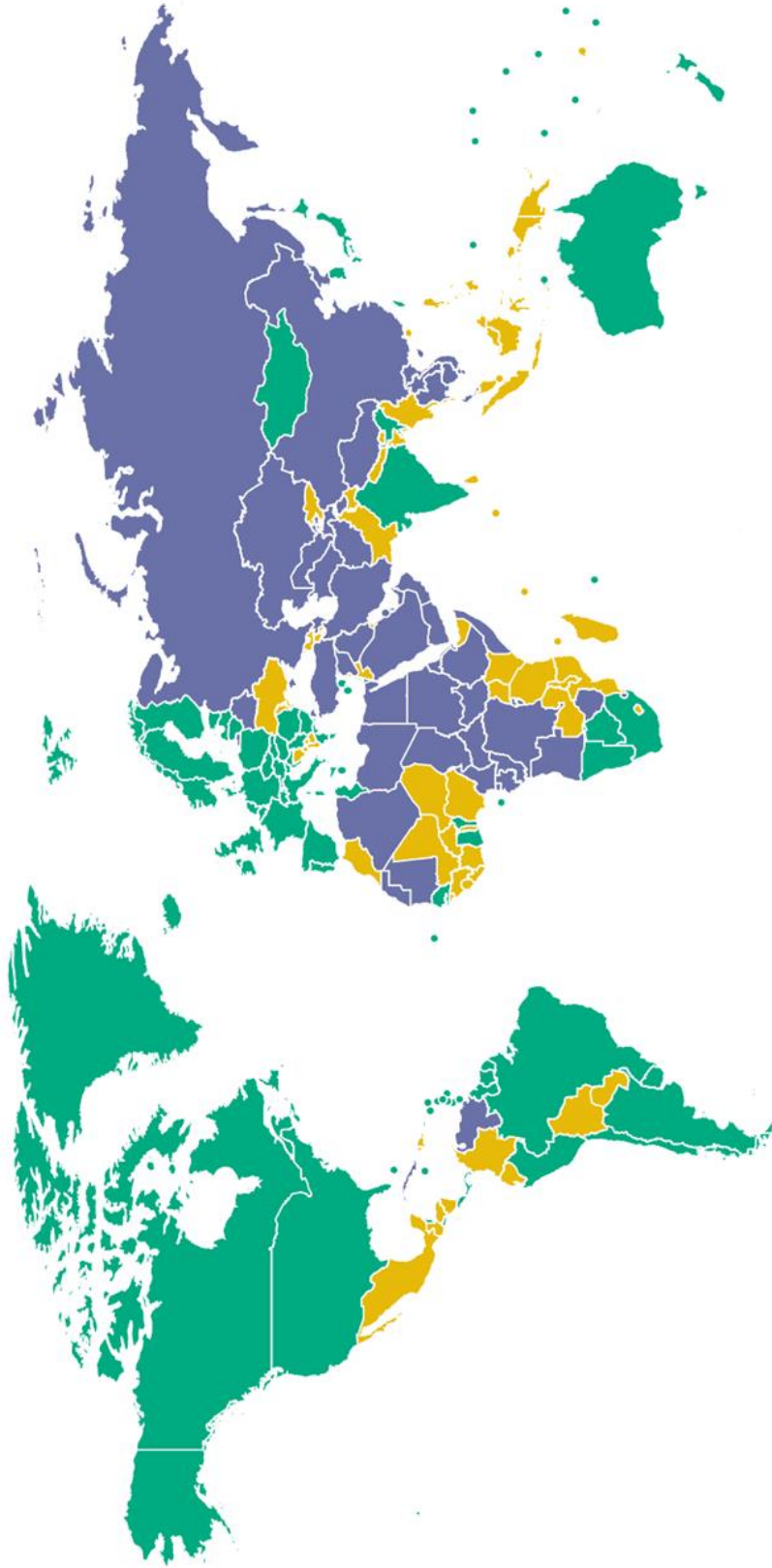
ANNEXURE: POSTERS



HOW PRIVILEGED WE ARE!

Only 45% of the world's country are FREE

Free Partly Free Not Free



HOW PRIVILEGED WE ARE!



Nationality
gives Identity.



What Freedom Means To You?

Power to fulfill one's own potential.



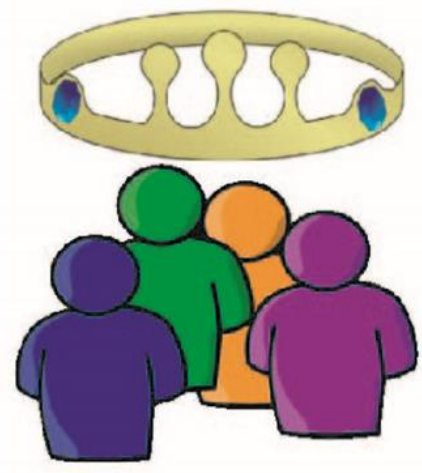
Democracy
gives Freedom.



People have Rights secured.



Constitution
gives Rights.



People have the power

FREEDOM IS OURS AND YET... INEQUALITY



DISCRIMINATION
CASTE AND SOCIAL CLASS
UNREST
GENDER
RELIGION



WHY A **FLAWED** DEMOCRACY



**IS IT
BECAUSE
WE LACK
FRATERNITY**

EMPATHY

NATIONAL PRIDE

SPIRIT OF ONENESS

UNITY

PARTICIPATE IN DEMOCRACY



SEGREGATE

REDUCE

REUSE

RECYCLE

COMPOST

**BE AN INFORMED CITIZEN
STAND UP AGAINST INJUSTICE
ENGAGE**

STRENGTHEN DEMOCRACY

Duties before Rights

WANT A CLEAN CITY



Don't litter. Minimise garbage. Carry cloth bag.

BE AN ACTIVE CITIZEN
Be have responsibly. Always.


Rights and responsibilities are two sides of a coin.

Fight corruption



Use RTI as a tool.

Make government work for you



Be what you want your government to be.

CONCERN | COOPERATE | COEXIST | CONFRONT

CONCERN

- FOR OTHERS IN THE COMMUNITY
- FOR NATURE AND THE NATURAL ENVIRONMENT
- BY KEEPING OURSELVES AWARE AND INFORMED OF ISSUES THAT AFFECT OUR COMMUNITY AND COUNTRY



DEMOCRACY and ME

CONCERN
COOPERATE
COEXIST
CONFRONT

COOPERATE

- UNDERSTANDING THE ROLE OF GOVERNMENT
- UNDERSTANDING OUR ROLE AS CITIZENS
- KNOWING OUR RIGHTS AND RESPONSIBILITIES
- RESPECTING THE RULE OF LAW AND OBEYING THE RULES

- PRACTICING EQUALITY- NO DISCRIMINATION BASED ON CASTE, CLASS, GENDER, RELIGION AND SO ON
- CELEBRATING DIVERSITY- BY RESPECTING THE CULTURES OF OTHER COMMUNITIES AND NOT STEREOTYPING PEOPLE BASED ON THEIR RELIGION, GENDER OR ECONOMIC BACKGROUND

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DEMOCRACY IS FRAGILE



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- MAKING SURE THAT OUR GOVERNMENT WORKS FOR US; THAT IT KEEPS THE PROMISES IT MADE TO US AND MAKING SURE IT DOES NOT BREAK THE RULES
- STANDING UP FOR OUR RIGHTS
- FIGHTING AGAINST INJUSTICE AND PROTECTING OUR RIGHTS AND THE RIGHTS OF THOSE WHO DO NOT HAVE A VOICE- POOR PEOPLE, UNDERPRIVILEGED GROUPS OF PEOPLE AND EVEN NATURE!

PLEDGE to preserve **DEMOCRACY**



I
WILL...

**CONFRONT AND ENGAGE WITH
GOVERNMENT TO MAKE SURE IT
WORKS FOR ME**

**FIGHT CORRUPTION
IN DAILY LIFE**

**celebrate and
appreciate India's different
religions & ways of life**

**TREAT ALL PEOPLE I MEET AND WORK WITH
AS EQUAL CITIZENS.**



**I WILL BE A CONCERNED,
THINKING AND ACTIVE
CITIZEN!**

The board game board consists of 100 numbered squares arranged in a 10x10 grid. The numbers are: 100 (FINISH), 99, 98, 97, 96, 95, 94, 93, 92, 91, 81, 82, 83, 84, 85, 86, 87, 88, 89, 80, 79, 78, 77, 76, 75, 74, 73, 72, 71, 70, 61, 60, 59, 64, 63, 62, 65, 66, 67, 68, 69, 51, 50, 41, 40, 39, 38, 37, 36, 35, 34, 33, 32, 31, 21, 20, 19, 18, 17, 16, 15, 14, 13, 12, 11, 10, 9, 8, 7, 6, 5, 4, 3, 2, 1.

Key text on the board includes:

- 91: we sit back hoping the government will do everything
- 94: Useless govt useless people. This gov will never change
- 96: After voting we forfeit all responsibility
- 97: I don't know anyone standing in the elections. I won't VOTE
- 98: I used a fake certificate to get a job.
- 99: We maintain property in good condition
- 81: We maintain property in good condition
- 80: I chuck the empty beverage can in lake to see if float
- 61: I chuck the empty beverage can in lake to see if float
- 51: I never bribe to get my work done
- 50: I never bribe to get my work done
- 41: I enjoy breaking rules
- 31: I care for My city. I do not litter.
- 21: I adhere to rules and laws
- 1: By voting I help our Democracy work

Illustrations include ladders and snakes. A large cartoon snake is in the center, and several smaller cartoon snakes are on the board.