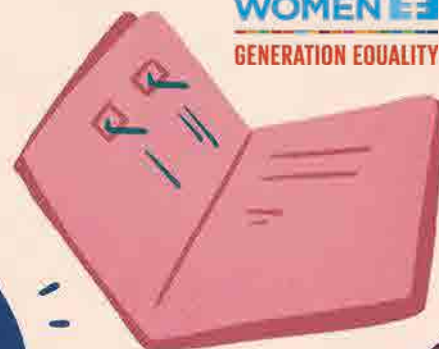


# RESOURCES FOR YOUTH LEADERS AND ACTIVISTS



Founded as a nonprofit trust in January 2015, Gender at Work India uses an intersectional feminist approach to raise institutional standards by building architectures for diversity, gender, equity and inclusion within workspaces in India.

This work is supported by UN Women India.

**Conceptualised by:** Gender at Work India team

*(in alphabetical order)*

Arundhati Sridhar, Jyotsna Siddharth, Shambhavi Shukla,  
Shruti Sharma, Sudarsana Kundu

**Co-authored by:**

*(in alphabetical order)*

Arundhati Sridhar, Nina Sud, Sudarsana Kundu

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*Designed and illustrated by Mrinalini Godara*

*Edited and proofread by Punam Thakur*



[www.genderatworkindia.org](http://www.genderatworkindia.org)

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Instagram : @genderatworkindia

Twitter : @genderatworkind

LinkedIn : Gender at Work India

# TABLE OF CONTENTS

---

- 01**     **INTRODUCTION TO THE PROJECT**
  
- 02**     **INTRODUCTION TO THE TOOLKIT**
  
- 03**     **SECTION 1: CURRICULUMS, TOOLKITS, AND MANUALS**
  - a. Building organisations, collectives and movements
  - b. Building concepts and perspectives
  - c. Building resources and advocacy
  - d. Building feminist and youth leadership
  
- 11**     **SECTION 2: ADVOCACY CAMPAIGN MATERIAL**
  
- 17**     **SECTION 3: RESOURCES FOR CHANGE, WORK AND ACTIVISM**
  - a. Funding agencies and grants looking to aid youth doing feminist work
  - b. Funding agencies and grants funding India-focussed work at the community level
  - c. Funding agencies and grants looking to fund social enterprises, including youth initiatives
  - d. Fellowships available for youth to learn and engage with social change, leadership, feminism, and research
  - e. Courses (outside of traditional educational institutions)
  - f. Crowdfunding websites
  - g. Collective care and well-being
  
- 34**     **SECTION 4: TECH TOOLS**
  - a. For design
  - b. For communication
  - c. To create access
  - d. Take a break!



# INTRODUCTION TO THE PROJECT

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The **Generation Equality Forum (GEF)**, convened by UN Women in 2021, kickstarted a five-year process of intergenerational, multi-stakeholder convergence around the goal of achieving irreversible gender equality. Through this project, Gender at Work India took on the task of advancing the GEF mandate by creating a contextual program around Feminist Youth Leadership Building in India. The objective was to bring together people, knowledge and pedagogy in a way that would build secondary and tertiary impact, and promote just, equitable, intersectional feminist agendas across civil society.

This project is specifically located in the overarching context of a nation mired in deep ideological chasms, shrinking spaces for civil society, and several draconian laws and policies clamping down on movement-building and rights-based work. With a constantly shifting landscape of political realities, youth activism has also morphed and adapted to be more effective, while simultaneously 'calling in' their own movements for lack of diversity and meaningful representation.

The growing need is then to build spaces that can bring together the different strands of the feminist movement in India – across generations, identities, issues and regions – to build more synergistic collaborations and alliances.

As a response to this need, **the goal of our process intervention was three-fold**. The first goal was to map and improve our contextualized understanding of what feminist youth leadership in India may look like in its many current iterations, with a focus on marginalised identities and assertions. This was done through a rigorous and iterative needs assessment, including a literature review of secondary sources, a mapping of curriculums developed for youth and feminist leadership in India, and detailed interviews with youth leaders to understand where the gaps lie, vis a vis access, resources and perspectives, in the praxis of feminist leadership.

The second goal was to borrow from the gap analysis from the needs assessment to build knowledge and pedagogy for feminist youth leadership in civil society in India. Knowledge-building was done through a process of co-creation with young leaders, and other stakeholders that engaged with the project through the eleven months. The shaping of new pedagogy brought in artists and other non-development practitioners to help break out of 'normative' moulds of design, delivery, and dissemination.

The third goal was to pilot the curriculum and pedagogy, and to document some of these process learnings through a white paper. Two feminist labs brought together 27-30 youth leaders to interact with and help further nuance the knowledge developed, and act as pilots from which specific learnings were gleaned and documented. This cohort of leaders will also consciously plug into local, national, and inter-governmental spaces of policy advocacy to further the Generation Equality Forum aims and Sustainable Development Goals.

# INTRODUCTION TO THE TOOLKIT

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This curation of resources hopes to help individuals and small-scale groups led by youth leaders embedded in social justice movements, particularly girls, young women and trans youth in the Global South. It is a breathing document that will hopefully continue to evolve in collaboration with the broader community of activists who use this to find support and overcome challenges.

This collection is by no means exhaustive. It is meant not just to provide you with initial resources across different areas but also to give you an idea of the number of resources out there to help young, socially conscious, feminist leadership flourish.

Work involving gender, youth and movement-building is also never solitary, making it important for you to know the multitude of resources out there, and reach out to learn, grow and get help, when needed. Whether you are looking to build a diverse organisation, fund a good project, delve deeper into advocacy, or just take a break, there are many resources to help further that journey.



*Disclaimer: The information in this resource booklet holds true as of November 2022. Since this is a fast-evolving landscape, details of opportunities, website links and relevance might change over time.*

# CURRICULUMS, MANUALS AND TOOLKITS

## *on feminist youth leadership and organising*

There are innumerable curriculums, manuals and toolkits authored by social change organisations, think tanks, funders and government entities that are simply an internet search away. This section curates a few of those most relevant to young feminist activists looking to expand and deepen their perspectives, build more feminist organisations, and raise resources and evidence for advocacy.





# *Building* CONCEPTS and PERSPECTIVES

---

01

## **FEMINIST LEADERSHIP FOR SOCIAL TRANSFORMATION: CLEARING THE CONCEPTUAL CLOUD** / CREA

This document discusses various definitions of leadership for individuals to examine the different contributions of feminist perspectives and practices as they relate to leadership for social change. It introduces the 'diamond' framework for unpacking feminist leadership, and details the ways in which power, politics, principles and practices are navigated in the lived realities of being a feminist leader. Based on this, JASS has developed an [interactive handout](#) that helps groups come to a collective definition of feminist leadership.

03

## **INTERSECTIONALITY TOOLKIT** / IGLYO

This toolkit takes a more practical approach to intersectionality, examining it in practice through a range of activities designed for individuals and organisations. It also lays out the ways in which we can think about building more intersectional organisations, while constantly acknowledging the play between privilege and discrimination.

02

## **ALL ABOUT POWER & ALL ABOUT MOVEMENTS** / CREA

This two-part curriculum has important primers for anyone looking to activate social change. The first module focuses on power structures and relations and how these operate in society, regardless of socio-economic, political, and cultural contexts. The second part, focusing on movements, looks at how these can challenge the power structures studied in the first module. While they can be read as individual readings, used together they can help you build a solid foundation for working in the social impact sector.

04

## **HOLDING SPACE: DECONSTRUCTING DISABILITY EXPERIENCES AND NAVIGATING ABLEISM** / *Rising Flame*

This is the first part of a series of resources produced by Rising Flame that deconstruct ableism and the insidious ways it shows up in our lives and work. Though this manual is primarily geared towards mental health professionals, it is also deeply meaningful for individuals engaged in social change since it helps examine the lenses we all take to disabilities, disabled bodies and disability narratives.

05

**INTERSECTIONALITY RESOURCE  
GUIDE AND TOOLKIT** / *UN Women  
and UN Partnership on the Rights  
of Persons with Disabilities*

This toolkit is designed as a conceptual starter pack for understanding intersectionality within spaces of social change. It has been created for individual activists, organisations and policy makers to unpack the compounded and intersecting inequalities that come with diverse and layered identities. Recognising that intersectionality is an approach and not merely a mindset, this guide works to build this approach through eight enablers and one action framework.

06

**GENDER AND RIGHTS: A TRAINING  
TOOLKIT TO ANALYSE THE CONCEPT  
OF GENDER AND HUMAN RIGHTS**  
*/ Breakthrough*

This is a training toolkit to help you analyse the concepts of gender and human rights. Comprehensive and in-depth, it provides activities to understand gender through different lenses – from social symbols and media to language. It also analyses the relationship of gender to power and language.





# Building ORGANISATIONS, COLLECTIVES *and* MOVEMENTS

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01

## FEMINIST ORGANISATION CAPACITY STRENGTHENING (FOCS)

TOOLKIT - SET OF 6 | IWDA

This is a set of six toolkits that are specifically designed to help organisations align their practices and work culture with feminist principles. They contain a wealth of resources for facilitators, organisation development practitioners, individuals interesting in building their own organisations, and those looking to raise resources for feminist organisations. They're priced on a sliding scale and are free to small not-for-profits.

03

## THE AMBEDKAR PRINCIPLES

| *International Dalit Solidarity Network*

This booklet lays out the principles and guidelines to address caste discrimination in non-governmental and private sector organisations. With rising calls for diversity, equity and inclusion (DEI) across different sectors, this lists down in clear terms how organisations and companies can put in systems, principles and policies that build an active anti-caste stance in line with international human rights standards.

02

## TRANSFORMATIVE LEADERSHIP FOR GENDER EQUALITY AND WOMEN'S RIGHTS | *UN Women Training Centre*

This is a hands-on workbook for gender justice and women's rights activists to come into their own power, purpose and plan. It is spread over three modules geared towards helping locate motivations, contextual theory, resources and like-minded communities. Each module has clear, detailed individual and group exercises to help someone arrive at their own operating universe of gender equality work.

04

## ACHIEVING TRANSFORMATIVE FEMINIST LEADERSHIP: A TOOLKIT FOR ORGANISATIONS AND MOVEMENTS | *CREA, SRI*

This toolkit was developed to help individuals and organisations dedicated to advancing a feminist social change agenda - an agenda that believes that all development and social justice must be rooted in gender and social equality. It is based on the assumption that such processes require a different type of leadership, termed Transformative Feminist Leadership (TFL). While designed according to the concept paper on TFL, the toolkit contains links to appropriate sections of the concept paper that will assist users in understanding the rationale behind the modules and exercises.

05

### FEMINIST REALITIES: OUR POWER IN ACTION / AWID

In this Toolkit, Feminist Realities are described as 'current, existing practices that people and groups are forging as well as the ideas, ways of thinking and doing, the proposals that are in the works.' These realities go beyond resisting oppressive systems to envision a world without domination, exploitation and supremacy. This Toolkit helps define, seek, document and share ideas for those looking to build on this definition, specifically those seeking to build collectives and movements.

06

### WE RISE TOOLKIT / JASS

This is a unique interactive resource that curates resources and tools for each of the four stages of feminist movement-building: rising up, building up, shaking up, and standing up. Individuals can custom build their own toolkits by adding selected (or all) available tools to download and share.

07

### TOOLKIT FOR INTERSECTIONAL MOVEMENT-BUILDING / YOUNG FRIENDS OF THE EARTH EUROPE

Attempting to answer the question - why is intersectionality important to climate justice movements? - this toolkit builds on concepts, testimonials and session modules with a systems change lens. It is mostly located in narratives of Eastern and Western Europe, but some of the concepts, tools, and questions are adaptable across contexts.



# BUILDING RESOURCES *and* ADVOCACY

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01

## RESOURCE MOBILIZATION TOOLKIT | *FRIDA*

This toolkit supports creative and practical thinking on resource mobilisation for girls, young women, and trans youth. Its primary audience is small-scale start-up groups led by girls, young women, and trans youth leading social justice movements. Spread across five sections, it provides useful tips and tools across all aspects of resource mobilisation from reaching out to seeking funding.

03

## PLAN YOUR POWER: A TOOLKIT FOR WOMEN'S RIGHTS ADVOCACY PLANNING | *IWDA*

This toolkit is based on a women's rights approach to advocacy which recognises the need for long-term structural change if these rights are to be fulfilled. It is intended to support the advocacy planning of women's rights organisations and groups. While it can be followed linearly and all three parts can be used to draw up a comprehensive workshop plan, the exercises in Part Two can also work as standalone exercises and you can pick and choose what works for you and integrate them into your existing planning process.

02

## ARTFUL ACTIVISM TOOLKIT | *ActionAid, University of York*

Built after a three-year long research on the role of art in activism, this is a collection of tools and practices that break away from the mould of traditional ways of 'doing' activism in the NGO space. It urges the practitioner to think of art not just as a way to visualise and beautify movement communication, but to see artists as collaborators to campaigns.

04

## EMBRACING CHANGE: LOCAL FUNDRAISING STORIES | *Cordaid*

This is a collection of case studies of organisations that manage to fundraise against the odds, sometimes using unconventional methods. It culls out specific strategies to start building more sustainable sources of local income rather than relying on large one-time grants from the outside.



# BUILDING FEMINIST *and* YOUTH LEADERSHIP

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01

## **FEMINIST MENTORING FOR FEMINIST FUTURES:**

PART 1, THE THEORY

PART 2, THE PRACTICE

PART 3, THE STORIES

| *CREA*

This three-part curriculum introduces readers to the rationale behind feminist mentoring as a critical adjunct to building feminist leadership. The first two parts outline the mentoring process, the key psycho-social theories underlying it, and key aspects of its practice. While they contain several examples of real-life mentoring situations, part three in the guide presents the detailed stories of mentors and mentees who were part of the project's journey.

03

## **EMPOWERING YOUNG WOMEN TO LEAD CHANGE: A TRAINING MANUAL**

| *UNFPA, World YWCA*

This manual can be used as a flexible tool for learning and exploring issues ranging from human rights and violence against women to body image, self-esteem, and developing leadership skills. It was field-tested by young women in Africa, Asia, the Caribbean, Europe, and Latin America. Designed to put young women in control of educating themselves to take action on key issues, the modules foster self-determined approaches to developing leadership skills and awareness of individual rights.

02

## **A CURRICULUM FOR YOUNG FEMINIST LEADERSHIP BUILDING: EXPERIENCES FROM RURAL INDIA**

| *ANANDI - Area Networking and  
Development Initiatives*

This has been put together as a reference document for designing processes of building young feminist leadership and collectives. It reflects on the need for and the principles of building a young feminist fellowship, while also laying out the details of the actual implementation which happened in Western India. The document reads more universally and can be applied across a range of contexts to design curriculums and fellowships for young women. It also provides ideas for other methods of engagement.

04

## **TRANSFORMATIVE LEADERSHIP FOR WOMEN'S RIGHTS** | *Oxfam*

Transformative leadership challenges structures and ideologies that justify and perpetuate gender inequality and power imbalances. It seeks to ensure that leadership actions contribute to equity, human rights, justice, and peace. This guide offers a comprehensive introduction to the Transformative Leadership for Women's Rights approach (TLWR) approach. Originally aimed at Oxfam's staff, partners, allies, and networks, it is universally accessible and helpful for interested readers from the field. It offers answers to questions as basic as what is TLWR to how to measure the impact from adopting it.

05

**CO-CREATING YOUTH SPACES***| PRAVAH, THE COMMONWEALTH YOUTH PROGRAM (CYP), NYKS*

This guidebook initially focused on bringing to life the CYP's vision for supporting the transformation of work cultures for youth clubs. It was then expanded to be helpful to and inspire others working in similar spaces. It provides youth club facilitators with the tools and guidance for implementing a meaningful process. It also compiles the experiences of members and facilitators, both adults and peers, during the process of forming and running a club.

07

**MANHOOD 2.0** *| Promundo/Equimundo*

This is a gender transformative manual and toolkit that is specifically designed for facilitators and program designers who engage with men and masculinities. Though based on a project that was run in the United States, its modules are transferable and adaptable across different kinds of organisations and work. It also suggests frameworks for monitoring and evaluation of these interventions.

06

**ACTIONAID APPROACH TO YOUTH PROGRAMMING** *| ActionAid*

This report describes ActionAid's process in promoting the rights of young people, as well as the background to the development of a specialist Youth Programming Toolkit. It highlights how they applied methodologies and approaches from the toolkit to various stages of the program cycle, and describes the impact on individuals, organisational processes, and practices. The three major areas focused on are empowerment, campaigning and solidarity.

08

**YAARI DOSTI: YOUNG MEN REDEFINE****MASCULINITY** *| Population Council, CORO, MAMTA, Promundo/Equimundo*

This is a resource for government and non-government organisations that aim to promote gender equity and address masculinity as a strategy for the prevention of HIV infections. It has been validated through community-based research in several urban and rural areas in India. The activities are organised around four key themes including sexuality and reproductive health and violence. The manual can also be found on their website in Hindi.



# ADVOCACY CAMPAIGN MATERIAL

Campaign-building has historically been one of the key tools for injecting energy into movements. This section curates some resources to understand how advocacy campaigns are built and sustained. It also includes excerpts from conversations with two experienced practitioners on how to think about campaigns in our own context.





## 1. THE 21ST-CENTURY ADVOCACY PLAYBOOK

It takes focus, resources, and time to build a strong advocacy campaign team and engagement that is up to the task of creating change in the modern landscape. MobLab created this checklist to help leaders and practitioners work alone or with their team to identify gaps and surface areas for growth – or draw inspiration from to create their own checklist. One can use this checklist to assess readiness to commence a campaign for change.

(If this is helpful, they also offer a range of other simple tools and templates on their website. Such as a worksheet outlining the [six elements of open campaigns](#), or a list outlining [the anatomy of people powered campaigns](#).)

## 2. PRACTICING DEMOCRACY IN EVERYDAY LIFE: LEARNINGS FROM PRIA'S YOUTH-N-DEMOCRACY CAMPAIGN

This report attempts to highlight the concerns of Indian youth that were identified during the Youth-n-Democracy campaign. Each narrative speaks to how college-going youth in India are impacted by their social contexts. These young individuals speak on aspects of their lives that became prominent during their life in higher education. PRIA Youth looks to create safe spaces for conversations for college-going youth in more than 45 cities across India. Understanding the different dynamics of every city, they observed there were many concerns, biases, judgments, and fears amongst the young population. The broad themes were observed to be similar, but what varied were deep-rooted societal norms peculiar to geographical areas.

## 3. DEVELOPING EFFECTIVE ADVOCACY CAMPAIGNS

This guide was produced when during the testing and evaluation process for a handbook on leadership training for women, Women's Learning Partnership realised the need for additional training material in three areas: facilitation, communication and advocacy. It builds on exercises for principled leadership and participatory communication. It contains skill-building activities on ways to define advocacy, analyse the components of an advocacy plan, and implement a successful advocacy campaign.



#### 4. BELL BAJAO: A CASE STUDY

This case study traces the building of the famous Bell Bajao campaign designed by Breakthrough India against domestic violence. From the message development, to dissemination, to community mobilisation – the tracing of the beats of a national level campaign serves up strategies that can be used to design a range of different campaigns.

#### 5. RACIAL JUSTICE MOVEMENT STORYTELLING TOOLKIT

This is a powerful toolkit put together by Purpose to address and bear witness to a time of great racial injustice through the medium of stories. The toolkit helps to unpack social justice narratives and how they relate to different contexts, offers creative resources for impactful storytelling, and identifies strategies for deeper online engagement.

#### 6. PROSPECTS FOR E-ADVOCACY IN THE GLOBAL SOUTH

This report provides a primer on the methods and applications of e-advocacy in today's world. It also surveys the existing constraints and opportunities in the Global South. Created to develop concrete recommendations for the Bill and Melinda Gates Foundation, it looks at a range of related issues from the problem of access to cutting-edge initiatives that could further expand the realm of possibility to drive change.



# PULLING FROM EXPERIENCE

Excerpts from conversations with two practitioners with wide-ranging experience in campaign-building:



**SONALI KHAN** is a global advocate for human rights and for ending violence against marginalised communities, with an emphasis on girls and women. She currently leads Sesame Workshop's educational mission in India. Earlier, she was the India Country Director for Breakthrough, where she spearheaded numerous multiplatform campaigns promoting gender equity.

## WHAT DO YOU THINK IS THE ROLE OF CAMPAIGNS WITHIN MOVEMENTS?

Campaigns are not movements, but they are a part of them. While movement-building has no specific beginning or end, the campaign is much more focused. Campaigns ride specific, contextual momentum and give 'wind' to movements by injecting energy into them. They bring in new people, new language, they provide new ways of revitalising a movement. And that's why the main thing about campaigns is that they must have an end in mind – both an end goal as well as an end date.

## WHAT ARE SOME PRINCIPLES OF CAMPAIGN-BUILDING THAT YOU HAVE FOLLOWED?

1. It is extremely crucial that campaigns talk to the non-converted. Movements can gain strength from within, but campaigns need an element of virality – of appealing to many people.
2. The best campaigns find the point of maximum leverage – which is a combination of the right moment in time, the most effective medium and a collective strike on that which is most likely to bend.
3. There is an explosion of tools and methodologies to seamlessly carry out campaigns online and offline, but it is the authenticity of the voice and representation that is the most crucial.
4. While it is tempting in large campaigns to massify communities, it is important to also recognise that people have individual journeys, and different affiliations and identities. If a campaign has to take everyone along, it has to make room for these different narratives.



# PULLING FROM EXPERIENCE

Excerpts from conversations with two practitioners with wide-ranging experience in campaign-building:

---



**VIJAYA NIDADAVOLU** is a social development professional with over twenty years of experience – specialising in gender, women’s rights, movement building and inclusive practice. She believes in the power of popular culture and alternative/slow media practices in triggering social/behaviour change processes.

## WHAT DO YOU THINK IS THE ROLE OF CAMPAIGNS WITHIN MOVEMENTS? FROM YOUR EXPERIENCE, WHAT ARE SOME THINGS TO REMEMBER WHEN BUILDING CAMPAIGNS?

Firstly, it is important to always keep front and center the people whose voice, experience and interest the campaign represents. Campaigns should speak with the truth of people. So, the form and style cannot replace authenticity of voice and experience. It is a misconception that high tech campaigns are the most impactful. Tech justice and a compelling narrative, that connects to an emotional core, are fundamental to successful campaigning – the audience will immediately pick up on any inauthenticity in that! Secondly, campaigns must build on evidence – numbers don’t lie and in combination with the truth of people, cannot be refuted by the power holders. Thirdly, don’t over-message. Prioritise what is crucial and has to hit home and have a clear call to action. Keep it really simple and sharp – a lesson we can learn really well from mainstream advertising!



## WHAT ARE SOME QUESTIONS WE CAN KEEP IN MIND WHEN TRYING TO DESIGN CAMPAIGNS?

1. What specific issue is your campaign responding to?
2. Is there a specific moment when you want to do this?
3. Whose opinion do you want to change? In what order?
4. How do you want to influence - what messaging and what means?
5. What shift do you want to see in them? What is the journey you expect them to take?
6. What is realistic? How many actions for what influence?
7. How will you make room for measuring change, reflection and course correction?
8. What is it going to cost? What resources do you need? What obstacles do you foresee?
9. How long do you want to carry it out for?
10. How will you saturate? How does it weave into a larger movement?
11. What happens once it launches?
12. What backlash do you anticipate? How do you deal with it?
13. Does the campaign give more people the language to be a part of the movement?



# RESOURCES\* FOR CHANGE WORK/ ACTIVISM OPEN TO INDIAN YOUTH:

*\*some of these will require your organisation to have an FCRA registration*

In feminist and youth organising, one of the consistent crises is that of resource crunch, having a snowball effect on activism and how it is able to operate. However, important pockets of opportunities do exist, as laid out in this section – across specific grants and fellowships to more general possibilities. This is, as always, merely the tip of the iceberg of opportunities – as the excerpt from the expert says: thinking outside the box is the need of the hour!





# *Funding opportunities* FOR YOUTH DOING FEMINIST WORK

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01

## **SOUTH ASIA WOMEN FOUNDATION INDIA**

The South Asia Women Foundation India looks to ensure a continuous flow of resources, both financial and non-financial, to support initiatives led by and working towards advancing the rights of women and trans persons discriminated against due to caste, class, and ethnicity. They run a Small Grants Program not just for women's groups, but also for Individuals attending events, workshops and/or conferences. For further information, one must write to them with details.

03

## **FRIDA: YOUNG FEMINISTS FUND**

FRIDA and the Tides Foundation offer a Collective Action Fund and invite groups led by young women and transgender youth to apply. Sixteen groups are selected through a participatory process that puts decision-making power directly in the hands of applicants. Groups can apply for a grant of USD 6,000 which can be used over a period of 12 months for general support and/or projects and is open to renewal. Annual applications open in March.

02

## **THE STRENGTHENING FEMINIST MOVEMENTS GRANT: WOMEN'S FUND ASIA**

Under this grant program, Women's Fund Asia supports women, girls, trans, and intersex rights activists, groups, and networks, working at the local and national levels. Currently, they prioritise five thematic portfolios: strengthening feminist voices, movement and labour, autonomy, decisions and sexual rights, access to justice, and environmental justice. Individuals may apply for a grant of up to USD 5,000 for a period of one year and organisations can apply for two different grants for an amount up to USD 20,000. The application process closes in July.

04

## **GLOBAL FUND FOR WOMEN**

As funders, the goal of the Global Fund for Women is to provide resources that strengthen the agency, participation, and power of movements working directly in their communities to actionably improve gender equality. If applying, your group's primary focus should be advancing gender justice, with this goal clearly reflected in its activities. Applications are open throughout the year.

05

**GENDER FUND: CO-IMPACT**

The Gender Fund aims to raise and fund predominantly women-led, locally-rooted, organisations, in Africa, Asia and Latin America, with large-scale, long-term, and flexible funding. It supports those working to advance gender equality and women's leadership and prioritises partners' knowledge and expertise of the regions in which they work. It provides a range of grants up to USD 20 million over a period of three to six years, depending on the needs of the initiatives being supported.

07

**ASTREA INTERNATIONAL FUND**

This fund exclusively supports groups, projects and organisations led by lesbian, gay, bisexual, transgender, queer and intersex (LGBTQI) communities working for progressive social change. With grant sizes ranging from USD 7,000 to USD 20,000, organisations and collectives can apply for organisational support grants as well as project grants.

09

**UN DEMOCRACY FUND**

CSOs and NGOs engaged in promoting democracy in their countries can apply to this fund. Women's empowerment and youth engagement are amongst their eight thematic areas, and grants are made for a default two-year cycle. Grants range from USD 100,000 to USD 300,000.

06

**MALALA FUND**

Malala Fund's Education Champion Network supports the work of educators and advocates and helps bolster girls' secondary education around the world. The grants support feminist and women-led movements, groups, and organisations addressing the barriers preventing girls and young women from completing their education. Grants range between USD 75,000 - USD 1,00,000 and can be used for general operating support or projects over a 12-month to three-year period. Applications open in January and are available in a variety of languages, including Hindi.

08

**MAMACASH - VARIOUS FUNDS**

With five different funds that support feminist movement and leadership building, Mamacash's radical approach - participatory grantmaking - offers fantastic opportunities for feminist activists and organisations alike. Four of these five funds - the Resilience Fund, the Radical Love Fund, the Revolution Fund and the Solidarity Fund - are open to Indians.

10

**THE MAYPOLE FUND**

The Maypole Fund is a small, unincorporated grant-giving association aimed at supporting women's direct action, activism, and projects which oppose the many forms of militarism and war in locally relevant and appropriate ways. Ideally, they look for imaginative, non-violent projects on feminist anti-militarism. Applications open twice a year (July and February) and winners receive a grant of up to 1,000 pounds.

11

**RAPID RESPONSE WINDOW:  
SHORT-TERM GRANTS: WOMEN'S  
PEACE AND HUMANITARIAN FUND**

The UN Women's Peace and Humanitarian Fund offers the Short-Term Grants stream as an opportunity for civil society organisations to implement urgent projects that address barriers to women's meaningful participation in a formal peace process or the implementation of a peace agreement. Grants are awarded up to USD 1,00,000 for a maximum period of six months. There is no deadline for applications.

12

**ALIGN MICRO-GRANTS FUND**

Align funds very specific gaps in feminist research with each round of their applications. The grants are up to GBP 20,000 and aim to increase understanding of harmful gender norms and the effect they have on different aspects of the lived reality of women.

13

**CIVICUS SOLIDARITY FUND**

This fund is specifically designed to provide funds to those who struggle to raise resources because of the context they are located in. Built in the spirit of movement collaboration, the grants range from USD 10,000 to USD 100,000. You need to be a CIVICUS member to apply. You can become one [here](#).



# *Funding opportunities* FOR INDIA-FOCUSED WORK AT THE COMMUNITY LEVEL

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01

## **NATIONAL FOUNDATION OF INDIA (NFI)**

NFI makes grants for strengthening civil society and shaping philanthropy, specifically working with the most marginalised communities in the most difficult to access areas. They also have a [Resilience Fund](#) for NGO frontline workers badly affected by the COVID pandemic.

03

## **EDELGIVE FOUNDATION**

Edelgive Foundation funds small to mid-sized NGOs in India committed to empowering vulnerable children, women, and communities. They have a diversified approach to grant-making – dipping into pooled funding and co-funding in addition to non-monetary advisory support to organisations to help with grant-making. They reach out to organisations themselves and do not accept unsolicited applications.

05

## **AMERICAN JEWISH WORLD SERVICE (AJWS)**

AJWS has three program foci in India: ending the practice of child marriage, advancing the rights of women, girls and LGBTQI+ people, and increasing access to food, land, water and other natural resources that communities depend on for survival. They are particularly interested in building the leadership of people from marginalised communities so they may contribute to building and strengthening a rights-based national movement.

02

## **AZIM PREMJI FOUNDATION (APF)**

APF is one of the largest grant-making philanthropies in India. They currently make multi-year grants under ten thematic areas – including gender justice, disability and strengthening civil society. NGOs can register with them and then apply for grants.

04

## **OAK FOUNDATION**

A family-led philanthropy, Oak Foundation pursues rights-based approaches, gender equality and partnerships with organisations. Currently in India, they support work with marginalised groups in West Bengal. Oak Foundation accepts unsolicited requests for funding through a letter of enquiry.

06

## **PAUL HAMLYN FOUNDATION: INDIA OPEN GRANTS FUND**

This Fund seeks to enable vulnerable communities living in priority geographical areas in India to improve their lives. It aims to assist NGOs in consciously designing and developing programs which assist vulnerable communities to build on strengths, ensure rights, and help them deal with the critical factors that make them vulnerable. It has no deadline and accepts applications on a rolling basis.



# *Funding opportunities* FOR SOCIAL ENTERPRISES, INCLUDING YOUTH INITIATIVES

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01

## **THE WOMEN ENTREPRENEURSHIP PLATFORM (WEP): NITI AAYOG**

NITI Aayog established the Women Entrepreneurship Platform (WEP) for providing an ecosystem for new and established women entrepreneurs across the country. In addition to providing funding support to women entrepreneurs it provides services such as free credit ratings, mentorship, apprenticeship, and corporate partnerships. WEP also encourages entrepreneurs to share their entrepreneurial journeys, stories, and experiences to nurture mutual learning. Registration is open on the website and once registered, you can work towards accessing funding through the program partners.

02

## **DBS FOUNDATION: SOCIAL ENTERPRISE GRANT**

The DBS Foundation Grant aims to find small and medium-sized enterprises in certain locations that provide innovative sustainability solutions. It accepts proposals suggesting solutions to reducing energy consumption, waste, or sustainable supply chains. The awardees stand to receive grant amounts of up to 1,00,000 Singapore dollars. The annual application deadline closes in June every year.

03

## **GRAYMATTERS CAPITAL: COLABS**

coLABS is an early-stage investment portfolio seeking to invest in bold, innovative, and widely scalable social enterprises. They look to fund projects that specifically have the potential to dramatically improve the lives of women and girls around the world. They have a proposal guide and a template that can be used to submit applications throughout the year for an amount up to USD 2,50,000.



# PULLING FROM EXPERIENCE

Excerpts from conversations with two practitioners with wide-ranging experience in campaign-building:



**INGRID SRINATH** is the founding director of the Centre for Social Impact and Philanthropy (CSIP) at Ashoka University. CSIP, India's first such academic centre, aims to galvanise the ecosystem for philanthropy and social impact in India towards greater impact, relevance, resilience, and recognition.

## **WHAT ARE SOME SHIFTS YOU'RE OBSERVING IN THE INDIAN FUNDING LANDSCAPE THAT MIGHT HAVE A KNOCK-ON EFFECT ON FUNDRAISING FOR FEMINIST YOUTH MOVEMENTS?**

One is of course the constraints on the FCRA. Though the crackdown on FCRA started in 2011-2012, the actual volume of foreign funding didn't go down immediately, but they held up steady. This year (2022-23) I think for the first time we are going to actually see a precipitous drop in foreign funding. So, the volume of foreign funding has gone down and the composition of foreign funding has changed dramatically. Resourcing for anything to do with research, advocacy, campaigning, rights of any kind, etc. has diminished terribly. The knock-on effect is that Indian donors that want to fund that kind of work are now inundated.

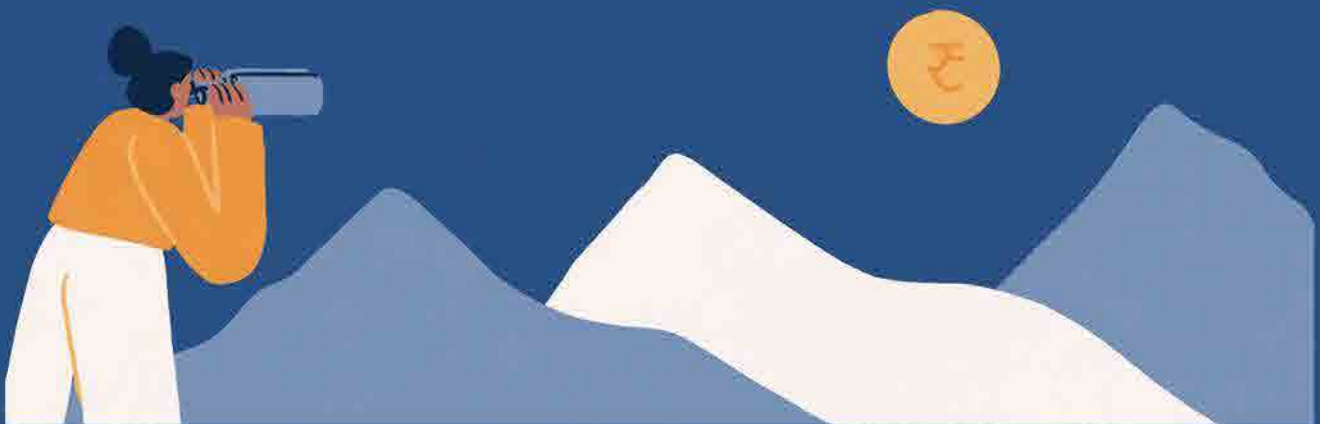
Secondly, on the brighter side somewhat, there is a sharp rise in funding from high net-worth individuals (HNIs) and some increase in foundation funding. As far as we can tell, there is no significant shift in the retail funding. Another big change is, thanks to COVID, there is a greater propensity to use online crowdfunding platforms. Though I don't have hard data for this, increasingly there also seems to be a recognition amongst donors that they need to cover more than program costs. So, these are opportunities.

Thirdly, youth continues to be a sort of a step child of philanthropy generally. I don't know what the reasons are, honestly. I can only wager a guess, and my guess is that it is somehow seen as less serious as compared to poverty, economic empowerment or livelihoods, more generally, or education or health. These are all very tangible national priorities as opposed to the youth, which is somewhere in the SDGs, but not in the top 10. So that is a big preference at the moment: the SDGs. Not the SDGs per say, but the SDGs as reframed by Niti Aayog.

## WHAT ARE SOME (MORE) OPPORTUNITIES THAT YOUNG PEOPLE CAN LOOK AT EXPLORING AS FAR AS MONETARY RESOURCES GO?

At the political end of that work, I think there is some appetite among a few donors. They feel we have lost this battle with adult people and the only route now is to go and try and build constitutional values among youth. So, this sort of the narrative shift, the reframing of how citizens see themselves and their role in society, I think there is some interest in that. There are also some other non-traditional funding opportunities worth looking into. To start with, CSR funding should not be seen as a monolith – there are several corporates looking to do long-term process work – it's a matter of looking for and finding who. Within those, it might be fruitful to look for brands that have a young userbase. In the past for example, we know that causes like LGBTQIA, HIV-AIDS and some of the gender issues were more appealing to youth brands than they were to non-youth brands. Levi's was a yearly funder for these issues.

There are also giving circles, pledges, social venture philanthropists, lots of fellowships for young people – it is time to expand our mind beyond the traditional idea that development sector money should primarily be funnelled through large organisational grants. There are bigger and better opportunities if we think outside the box.



# FELLOWSHIPS *for* YOUTH

## *to learn and engage with social change, leadership, feminism, and research*

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01

### **ACUMEN REGIONAL FELLOWS INDIA**

The Acumen Fellowship program is a leadership development program spread over the course of a year. Twenty Fellows remain in their jobs while participating in five, multi-day immersive seminars and engaging in online activities between seminars. Fellows can come from diverse cultural, geographic and socioeconomic backgrounds and work in any sector, but must be committed to ending poverty and injustice in their community through their work. While all costs associated with participating in the program are covered (such as travel and accommodations), they do not provide scholarships, stipends, or funding. Applications open in the month of November.

03

### **FORD GLOBAL FELLOWSHIP**

This is a year-long program that identifies and connects emerging leaders from across the globe who are advancing innovative ideas and solutions to combat inequality and gives them the support to work better, faster, and deeper. The fellowship focuses on building a growing global community of practice with every passing year, so that these relationships have a multiplier effect on the overall impact.

02

### **THE AIF BANYAN IMPACT FELLOWSHIP**

The AIF Banyan Impact Fellowship is an immersive bi-national volunteer service program that facilitates exchange and collaboration between young professionals from India and the US. Fellows work on projects closely linked to Sustainable Development Goals and conduct fieldwork across diverse thematic areas such as education, public health, Dalit and tribal rights, climate justice, and the arts. Applicants have to be between the ages of 21 and 35. The AIF provides domestic travel from their hometowns in India, insurance coverage, emergency support, and a monthly living stipend. They have multiple rounds for application and the priority deadline closes in January.

04

### **BUDDHA FELLOWSHIP**

The Buddha Fellowship is a 24-month immersive program, open to entrepreneurs who are directly impacting the lives of vulnerable populations in India. Select fellows will receive mentoring support, financial aid, networks and connections for market linkages, and other support as required to scale their enterprises and perfect their business model. The application deadline closes in June.



**05****THE ASHOKA FELLOWSHIP**

This is one of the premier fellowships for social entrepreneurs globally. Fellows can get dedicated stipends for up to three years to hone a unique, pathbreaking new idea and are plugged into a global alumni network for life. You need to be nominated by someone to be considered for the fellowship, but self-nominations are also welcome!

**07****SBI YOUTH FOR INDIA FELLOWSHIP**

This is a thirteen-month immersive fellowship in rural development. Fellows work on a range of projects across 12 broad thematic areas, and get paid a monthly living wage of INR 15,000 (in addition to other financial support). The application closes every year in April.

**09****THE ASIA FOUNDATION DEVELOPMENT FELLOWS PROGRAM**

The Asia Foundation's Development Fellows program provides qualified young Asian professionals with an opportunity to strengthen their leadership skills and gain in-depth knowledge of Asia's critical development challenges. The program offers two weeks of leadership training in Asia and another two weeks in the USA, plus a grant of USD 5,000 to support individual plans for professional development. Applicants should be less than age 40 and have demonstrable experience in one of the program's fields of expertise, which include environment (among others). The application window opens in October.

**06****OBAMA FOUNDATION FELLOWSHIP**

This global fellowship, that selects 20 fellows in each cycle, is focused on supporting civic innovators that are working to transform communities. It is a two-year, non-residential program for people across a diverse range of disciplines - organisers, inventors, artists, entrepreneurs - who may not have global access where they work.

**08****VILLGROW TVARAN**

This is a program that awards five fellowships annually to women who have a go-to-market plan for climate action. Fellows receive market connect, technical assistance and joint mentorship from Villgrow and Cisco. Applications close in November every year.

**10****YOUNG INDIA FELLOWSHIP (YIF): ASHOKA UNIVERSITY**

Offered as Ashoka University's flagship residential postgraduate diploma in liberal studies, the YIF is a one-year residential program that helps Fellows get access and exposure to diverse areas of study, research and practice. Fellows study a curated selection of courses taught by renowned educators, work on a team-based project to solve real-world problems and learn how to think critically and write effectively. They also have a mentorship module within the course. The total fee for the program is INR 9,93,000 but they offer need-based financial aid. The early application round opens in December.

11

**TED FELLOWSHIP**

Individuals thinking through bold new ideas are encouraged to apply to be TED Fellows. It is one of the most competitive programs in the world, but offers the opportunity to access capacity-building initiatives that can catapult an individual to the global stage. Applications close in June for every following year.

12

**GOONJ FELLOWSHIP**

Goonj Fellowship is for young graduates and professionals to understand the practical aspects of working on-ground on social-impact projects in India. This Fellowship is open to applicants between 21 - 30 years and is a year-long program. The fellowship provides a fixed stipend ranging between INR 20,000 - INR 22,000 per month, depending on the city. Applications close in December.

13

**THE IDEOSYNC-UNESCO INFORMATION FELLOWSHIP**

The Ideosync-UNESCO Information Fellowship is the first South Asian Fellowship for young people on social and behaviour change communication (SBCC). It combines current theoretical approaches to SBCC with skill building on audio, video, print and electronic media - and on-job learning. Fellows undergo immersive sessions with expert mentors to understand diverse, relevant topics ranging from media ecology and internet governance to gender, feminism and intersectionality. The fellowship requires a four-month full-time engagement with a commitment to produce audio/video/written Fellowship deliverables. They are supported with a stipend of INR 50,000. Applications close in October and are open to Indian citizens below the age of 30.

14

**CSIP RESEARCH FELLOWSHIP: ASHOKA UNIVERSITY**

The Centre for Social Impact and Philanthropy (CSIP) at Ashoka University launched a research fellowship aimed at building research in the field of philanthropy, strengthening research capacity, and creating high-quality, rigorous output. A selected cohort of 10 fellows spend 9 months conducting research on a topic related to Indian philanthropy and giving trends. The Research Fellowship is conducted digitally, and at the end of the fellowship, fellows are expected to produce an 8,000-word high-quality working paper to be published on CSIP's website. The total fellowship amount granted is INR 9,00,000 per fellowship, which includes stipend and research expenses. The application window closes in September.

15

**LGT IMPACT FELLOWSHIP**

This one-year fellowship offers full-time engagements with companies in developing and emerging countries across Latin America, Africa, India and Europe. Fellows apply professional skills in the field by working one year full-time with for-profit companies or non-profit organisations with the aim to strengthen their organisational capacity, thus contributing to their success. The fellows' compensation allows for basic cost coverage of local living costs such as housing, food, regular transport and communication, and petty cash. Expenses vary by location. Applications open in March.

17

**LEADERSHIP FOR GROWTH (L4G) FOR WOMEN SOCIAL ENTREPRENEURS**

The L4G is a fully-funded leadership development program for female founders across Karnataka, Kerala, and Tamil Nadu. Run with support from the US Consulate General, Chennai, the program is free of cost to selected applicants. You can apply if you are the founder of a social enterprise in a non-metropolitan city in South India and are looking to build connections with women social entrepreneurs across India. The program aims to help women invest in themselves and their journeys to uncover their highest leadership potential while learning from a diverse cohort of peers. Mentorship and guidance are inbuilt into the learning. Applications close in January.

16

**THE YUNUS & YOUTH FELLOWSHIP**

The Yunus & Youth Fellowship Program is a six-month online program designed to empower young social entrepreneurs and help them develop their full potential by strengthening their business models, measuring social impact, and defining a scaling strategy. Fellows have the opportunity to enhance their storytelling and presentation skills by presenting their pitches to an online panel of real investors. The program is delivered through an online platform and there is no fee for those selected. Applications for the next cohort start in January.

18

**THE RED DOOR (TRD) - CREA FELLOWSHIP PROGRAM**

The Red Door (TRD) - CREA Fellowship Program is aimed at nurturing young women leaders who are keen on driving positive change in the areas of disability, mental health, gender and sexuality. The six-month fellowship mentors ten young women, aged 30 and under, who want to make a difference in the world around them, but are looking for direction and a deeper understanding of the complexities of transformative social action. Fellows will be expected to spend four hours a week over the weekends and will receive INR 60,000 over a period of six months to work on a project of their choice, leading to a specific outcome that builds on intersectionality.

19

**THE GENDER LAB FELLOWSHIP**

The Gender Lab Fellowship aims to build an intersectional and inclusive learning experience for women that will focus on building self-awareness, leadership skills, and sisterhood. In a 10-month journey fellows work with 13 and 14-year-old school-going girls across schools in Mumbai on the prevailing social issues in their communities. Anyone identifying as a woman across social identities between the age of 20 and 25 years of age can apply. The remuneration is INR 20,000 per month for nine months with an additional stipend for outstation fellows. The application closes in May.

20

**SI LEADER LAB**

This program is designed to strengthen the capacity of civil society organisations to drive successful advocacy work linked to Sustainable Development Goal 16 (promoting just, peaceful and inclusive societies). It brings together 90 fellows from across South Asia, the MENA region and Eastern Europe for a series of online and onsite workshops and gatherings. Applications close in November each year.





# COURSES (*outside of traditional educational institutions*)

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01

## FEMINISM AND SOCIAL JUSTICE

University of California Santa Cruz offers a free open online course on feminism and social justice. It takes approximately 10 hours to complete and is taught entirely in English. The core course contents are available for free. If you would like a verified certificate, that is available for a fee and financial aid is available for those who qualify. You can start instantly and learn on your own schedule.

03

## FEMINIST LEADERSHIP PROGRAM: WE ARE FEMINIST LEADERS

With a focus on creating a 'feminist classroom' through feminist approaches to learning, this is a 12-week online course that is meant for emerging leaders (people that have recently stepped into positions of formal leadership in their organisations). Batches will be announced on the website, and they offer a number of scholarships to be able to access the course at a subsidised price or for free.

05

## FEMINIST ACTION LAB

The Feminist Action Lab provides an open online course to help you brush up on your knowledge of feminist advocacy and intergenerational activism. It is spread over seven themes you can also explore as individual study guides. Themes range from feminist climate justice to feminist tech tools. These are available for free and can be pursued at your own pace.

02

## FUTURELEARN: COURSES FOR FEMINISTS

FutureLearn offers a diverse set of courses delving into key feminist issues. Subjects vary from female representation to empowerment. Ranging from 3-7 weeks the course load averages three hours per week for most. You can join for free with limited access or subscribe to the courses for 23.99 euros a month or a one-time fee of 44 euros.

04

## COMMONWEALTH100

Commonwealth100 is a free, online leadership program that aims to equip a younger generation with leadership skills. Run online, it introduces the idea of Open Source Leadership, co-created by young leaders, to maximize their impact in both their professional and civic lives. Using an interactive platform, you will work with a diverse group of young leaders. Commonwealth100 is open to young people, aged 18 or over, from across the Commonwealth countries.

06

## DARE TO CARE

Dare to Care is a self-paced online course designed by the Sexual Violence Research Initiative about self- and collective care for people who work to prevent and address violence against women and violence against children. It is a four module course that is open to anyone for free. You can enrol anytime.

# CROWDFUNDING

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**01**  
**CHUFFED**

Chuffed is a global crowdfunding platform specifically for non-profit and social enterprise projects. It takes no fees from those who use the platform, which means all money raised goes towards the cause or project.

**03**  
**IMPACTGURU**

ImpactGuru is a donation-based crowdfunding platform that offers global crowdfunding solutions for NGOs, social enterprises, start-ups and individuals. You can start a fundraiser for free. Depending on your fundraising needs, a certain percentage is deducted from the amount you raised as fees.

**05**  
**FUEL A DREAM**

Fueladream.com is a crowdfunding platform by a Bengaluru-based team. The platform is for individuals, charities, and firms that are looking to raise funds for creative ideas, causes, charities, and community-led activities in India. The pricing, comparatively low, varies depending on the campaign and is waived off for certain kinds of fundraising projects such as medical emergencies.

**02**  
**GOCROWDERA**

Crowdera is a free crowdfunding platform targeted towards individuals and non-profit organisations. It charges no platform or success fee and you get to keep all the money raised for the goal, even if you don't meet the end target.

**04**  
**MILAAP**

Milaap is India's largest Free crowdfunding platform for personal and social causes. While it commonly advertises for fundraising in medical emergencies - it also allows people to raise funds towards community and social-impact projects. The site would be more apt for small-scale projects than for raising larger amounts.



# COLLECTIVE CARE *and* WELL-BEING

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01

## TARSHI

Tarshi provides some great readings and activities on self-care and resources, primarily worksheets, that are simple “exercises” of different kinds. Some help you identify things that give you joy, and others are to help you understand your emotions, reactions and responses. They even have an ideas section to help you expand your self-care into what works best for you.

03

## WHAT’S THE POINT OF REVOLUTION IF WE CAN’T DANCE?

This book brings together the experiences of over 100 activists from around the world. They talk about the intensely personal and inextricably important side of activism that leaves so many fatigued, isolated, and ill. Many highlight the simple and complex strategies they use to stay well and safe. The book concludes with a call for a revolution within activism that will ensure that we can sustain ourselves and our movements.

05

## RAISING VOICE: CREATING AND MAINTAINING A CULTURE OF SELF-CARE AND COLLECTIVE CARE

This is a case study of an organisation and how it is navigating self-care and collective care within and outside an institution: presenting questions, ideas and strategies for others to follow suit.

02

## GROWING TOGETHER: A GUIDE TO COLLECTIVE CARE

In growing together writer Minxi Chua and artist Namsai Khaobor present a detailed (and very beautifully created) take on self-care and why just that alone is never enough. The end of the comic contains some additional readings from Bell Hooks and the Audre Lorde Project.

04

## THE COLLECTIVE OF CARE: RESPONSIBILITY, PLEASURE, CURE PART 1 & PART 2

The pandemic has placed care at the forefront of conversations internationally but failed to adequately highlight how specific aspects of care have been side-lined, especially those that operate through the collective realm. This two-part essay looks at the histories, politics, and ethics of care, as well as their collective influence on how care is understood today. It is a long, but comprehensive read for anyone looking to further explore the importance of collective care.

06

## SUSTAINABLE ACTIVISM & AVOIDING BURNOUT

This two-page flyer created by the UK-based group, Activist Trauma Support Group, will help you understand burnout, what causes and contributes to it, and how to identify it. This understanding will help you build a routine for self-care guided towards spotting and preventing burnout and they add in ideas for inspiration.

07

### **TAKING CARE OF OUR DIGITAL BODY: REFLECTIONS OF A VIRTUAL TEAM**

The pandemic has led to an increase in the number of teams working remotely and in the time we spend creating and sharing our work through screens. Many cause-driven projects depended on energy and inspiration through physical proximity to keep work going, but has become impossible for some. This booklet was put together by the Urgent Action fund, in Latin America and the Caribbean, to help their team come out stronger in a virtual world of work. These tips and experiences will be helpful to anyone looking to continue the reflection on creating increasingly healthy and careful spaces for online work.

09

### **PRACTICING INDIVIDUAL AND COLLECTIVE SELF-CARE AT FRIDA**

FRIDA has resources for self and collective care both for its team and for its grantees. It considers self and collective care to be an essential part of the feminist political strategy to ensure the sustainability of the feminist movement. This list contains working principles for young feminists who work in high-pressure environments, to ensure that they maintain a healthy work-life balance, and foster resilience, but would be useful for all non-profit organisations.

11

### **SELF-CARE AND SELF-DEFENSE MANUAL FOR FEMINIST ACTIVISTS**

This manual is founded on the need for activists to connect with themselves as people and not just activists, and to reflect on the treatment of themselves and their loved ones and the nature of their relationships. It helps to identify the tools and skills needed by activists to be equipped to care for themselves, and the importance of self-love and fun! Covering relationships, workplaces and self-defence amongst other themes, it's a comprehensive yet friendly guide to help you reflect deeper on your self-care practice.

08

### **MARIWALA HEALTH INITIATIVE**

Mariwala Health Initiative is a funding agency for innovative mental health initiatives, with a particular focus on making mental health accessible to marginalised persons and communities. They offer a free resource book for mental health practitioners, social workers, other stakeholders, and those working on gender and sexuality. The book provides a balance of information, perspective, skill and a set of pedagogic tools to engage with the content that is drawn from the lived experiences of queer-trans realities. This can help you understand and respond in affirmative ways to the challenges faced by those marginalised on account of their gender and sexuality.

10

### **FROM SELF-CARE TO COLLECTIVE CARE**

Self-care is a broad concept that includes a wide variety of measures that contribute to well-being and build resilience. However, for human rights defenders and activists working in organisations, self-care is most effective when it is institutionalised. This calls for a shift in mindset from self-care to collective care. This article discusses the need for this shift and suggests some possible practical features of a collective care approach at organisational level.





# FOR DESIGN

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- **VISTACREATE** is a platform to create graphics, animated graphics, logos, videos, presentations, and ad copies. It has pre-designed templates and offers a free version with access to customizable templates. For those looking to build websites, social media pages or PowerPoint presentations, it's a good place to pick up interesting visual additions.
- Not only providing visual elements, **EASIL** is the drag-and-drop graphic design tool to create visual content. The Brand Kit lets you store and access the right colours, fonts, logos, videos, and imagery in one place, making it easy to create a catalogue of exclusive brand templates when you're starting to work on a group's branding and communication.
- Fonts can be confusing to those who haven't studied them but are extremely important to communication efforts. **FONTBRIEF** is a free tool, accessible by subscribing to a newsletter, that enables you to find the right font for your project intuitively by searching for attributes of your brand personality.
- **OTO255** is a colour tool that makes it easy to find lighter and darker colours, or tints and shades, based on any colour. This makes it perfect for button hover states, gradients, borders, and more. It's a very handy tool for quickly finding colours while you're designing or developing a brand image or to just play around with for smaller things like reports. Similar to Font brief, it doesn't require you to deep-dive into learning about colour to be able to come up with professional, effective combinations.
- **OPENPEEPS** offers a free hand-drawn illustration library. You can use it for product illustration, marketing imagery, comics, product states, storyboarding, invitations...or anything else not on this list. The library is in the public domain which means you can copy, modify, distribute, and remix, the work, even for commercial purposes without needing permission.
- Sometimes you don't need big illustrations of high-quality stock photos, it can be hard to find simple, free icons to be used on a website or on a PowerPoint presentation. **THE NOUN PROJECT** is a website that aggregates and catalogues symbols that are created and uploaded by graphic designers around the world - and they're all available for free (though certain customisations can be bought through a subscription).
- **FLIPPING TYPICAL** provides a simple way for you a way to explore the popular typefaces you have on your computer. Type in some words and they instantly display in the typefaces you have installed. Compare your fonts to make sure you choose the right one for your project/report or website.

# FOR COMMUNICATION

## EXTERNAL

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- **MAILCHIMP** is an all-in-one marketing platform that provides free templates for beautifully designed campaigns, and data analysis. The free marketing plan is ideal for beginners who want to grow their audience and create campaigns and newsletters while testing out some of Mailchimp's tools and features. It includes all the basics and you can share directly with up to 2,000 contacts, with a daily send limit of 2,000 campaigns.
- **SURVEY MONKEY** makes it easy to gather opinions and uncover powerful insights – whether within your team or an audience. It can also be used to build fun surveys to gather ideas and information from within your community. You can create surveys, quizzes, and polls for any audience and then gather feedback. You can also export and analyse. The free version allows you to share unlimited surveys with up to 10 questions.
- **GRAMMARLY** is a popular tool that can be used through their website to ensure your work has no grammatical errors, spelling mistakes of unreadable sentences. It can also be used as a chrome extension to ensure your emails have been checked too.
- **HEMINGWAY EDITOR** helps improve writing concision and phrasing. The app has a simple interface and requires no login. There's a free-writing mode that removes all the suggestions and errors. It also has a reading and speaking time, word count, help section, and a link to download the desktop version.



# FOR COMMUNICATION

## INTERNAL

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- **SLACK** is a messaging program designed specifically for a team, but has also been adopted for personal use. It offers features such as persistent chat rooms organised by topic, private groups, and direct messaging. In addition to these online communication features, Slack integrates with other software. For those exploring options of internal team communication outside of Gmail – it offers a reliable, easy-to-use alternative.
- **PUMBLE** is a free team chat app that allows teams to collaborate and cut down on email. It offers access to an unlimited number of users and access to complete chat history along with direct messages, channels, threads, and easier file sharing.
- **WEB WHITEBOARD** is a digital interactive whiteboard enabling visual collaboration for teams and provides a space for instant sharing. You can sketch, brainstorm and share your ideas. It is free and requires no sign-up.
- **OFFICEVIBE** is an online platform that offers managers a common tool for them to build better relationships with their team and create the conditions for great work. They focus on creating a positive change for a team in a safe, honest, environment. Easy to use, customize, and scale it is available for free for small-businesses with up to ten users.
- **STORYBOARD** aims to help you build a more engaged team with private podcasting & audio storytelling. It can help you streamline communication in your organisation by using audio for company updates, team training, culture, and engagement. It can be used for free for up to 50 users.
- State of the Sector and other reports that come out every year show that communicators, in vast numbers, don't have a plan. This content calendar template for **INTERNAL COMMS CONTENT TRACKER** can help you be more strategic with how, when, and what you communicate for better results and develop campaigns to get better results and engagement. You can also build off the template to create a plan that works better for you.



# TO CREATE ACCESS

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- **CHROMELENS** is a Google Chrome extension that provides a suite of tools to help with web accessibility development. It has a lens to let you interact with a website as a completely/partially blind or a colourblind person and a tab tracker to help you visually track the flow of navigating a website. It also provides an accessibility audit where you can run a website through a series of accessibility rules and easily discover elements in your website that do not comply with them.
- **CREATING CONTENT FOR EVERYONE** compiles easy tips to help ensure your work can be understood by the widest possible audience. A few simple actions can help recipients get the most out of your content. You'll not only expand your reach by including people with disabilities, you'll also make your content more readable and compelling for everyone.
- **WEBSITE VOICE** lets you turn all your website articles into high-quality audio in a short amount of time for free. This will help you empower visitors with visual impairment and reading disabilities to still completely consume your content.
- **OTTER.AI** can make team meetings more productive and collaborative with automated meeting notes and transcription that include key takeaways. You can connect your Google or Microsoft calendar and schedule the Otter Assistant to auto-join Zoom, Microsoft Teams, or Google Meet to take and share meeting notes. It has varying pricing plans but is free to use for individuals and businesses that are just getting started.
- **BRITISH DYSLEXIA ASSOCIATIONS** provides a style guide detailing principles which can help ensure that written material considers the difficulties experienced by dyslexic individuals and allows for the use of text to speech to facilitate ease of reading. Adopting best practices for dyslexic readers has the advantage of making all written communication easier on the eye for everyone. It should be considered in combination with other accessibility guidelines such as the Web Accessibility Content Guidelines (WCAG).
- **DYSLEXIA FONT** is a typeface specially designed for people with dyslexia, which enhances the ease of reading and comprehension. For home and individual use, a subscription costs USD 79. You can also buy it for commercial or office use, and prices vary depending on the size of your team.
- Without realising it, we all use language that is subtly 'gender-coded'. Society has certain expectations of what men and women are like, and how they differ, and this seeps into the language we use. This linguistic gender-coding shows up in job adverts as well, and research has shown that it puts women off applying for jobs that are advertised with masculine-coded language. The **GENDER DECODER** site is a quick way to check whether a job advert has the kind of subtle linguistic gender-coding that has this discouraging effect. It can be used by those seeking jobs but is as helpful for those about to post job or volunteer information for their collective.

# TO TAKE A BREAK!


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- **THE OATMEAL** is a webcomic that is varied enough but still light to let you take a break from everything else. Ranging from evil scheming kittens to English grammar, there's a hook for everyone who visits.
- A variation to the 'hot and cold' game children across the world have grown up playing, **FIND THE INVISIBLE COW** is a website that lets you play the game to find a cow that screams 'cow' faster as you get closer to it. You can drag your mouse (or finger) around to find it. The game is a lot easier to play than it is to explain – but we would suggest wearing headphones in the office before hitting play for a break.
- **LITTLE OLD LADY COMEDY** features daily humour articles from over 500 contributors. Articles range from the 'Bechdel Test Updated for the Coronavirus Pandemic' to 'Actions More Challenging Than Wearing a Mask' and can definitely elicit a few laughs, if not more.
- **A SOFT MURMUR** is an online background noise generator designed to help you relax, focus, and tune out unpleasant sounds from your environment. With some very relaxing sound effects, it offers a simple and visually appealing interface so you can go from ambient sounds for work to meditating or taking a nap with just a few slider adjustments.
- **THE WAYBACK MACHINE** is a digital archive of the web founded by the non-profit Internet Archive. Created in 1996, it allows the user to go "back in time" and see how websites looked in the past. It's a fun break for going to visit your older social media websites or for sites that you loved but no longer operate. It can also help you discover and learn from the brand evolution of your favourite web pages and brands.
- Sometimes, taking a break means you don't want to read an article or thread or watch a video. Music can be both calming and appealing to get away from text/visual heavy work and the **CHROME MUSIC LAB** is a great collection of activities for that purpose. Meant to make learning music more accessible through fun, hands-on experiments, you can use the site to play around with sound and even make and share your own tracks.




 [www.genderatworkindia.org](http://www.genderatworkindia.org)

 [info@genderatworkindia.org](mailto:info@genderatworkindia.org)

 [genderatworkindia](https://www.instagram.com/genderatworkindia)

 [GenderatWorkInd](https://twitter.com/GenderatWorkInd)

 [Gender at Work India](https://www.linkedin.com/company/gender-at-work-india)

