

THE POWER OF COMMUNITY ENGAGEMENT...

Enabling Grassroots Institutions

Mobilizing for Collective Action

Participatory Social Impact Assessments



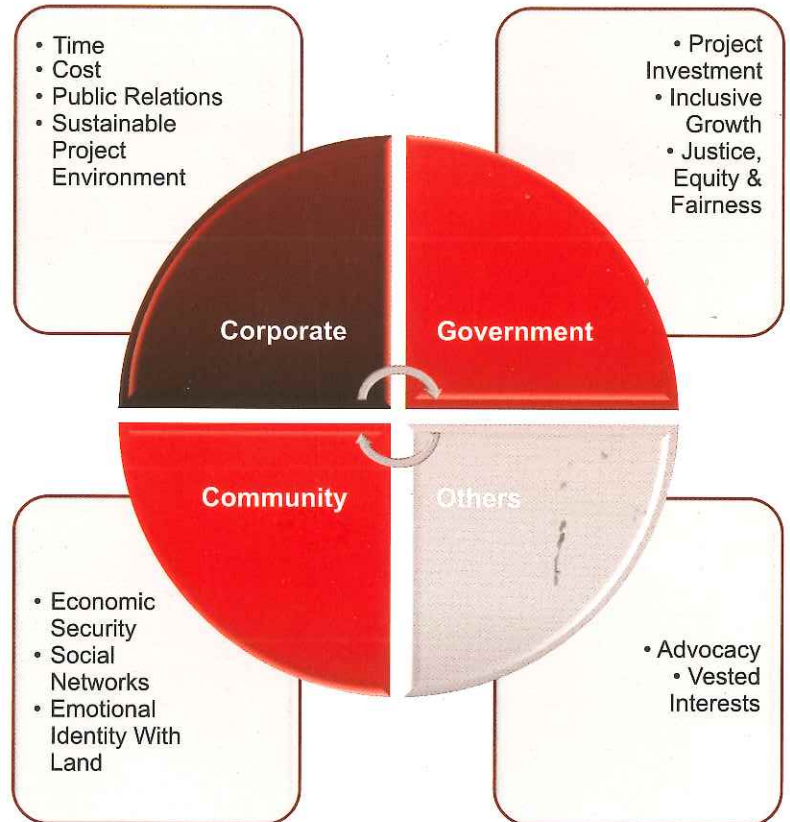
Nurturing Community Change Agents Mainstreaming

Confidence Building Measures

Mainstreaming Marginal Groups

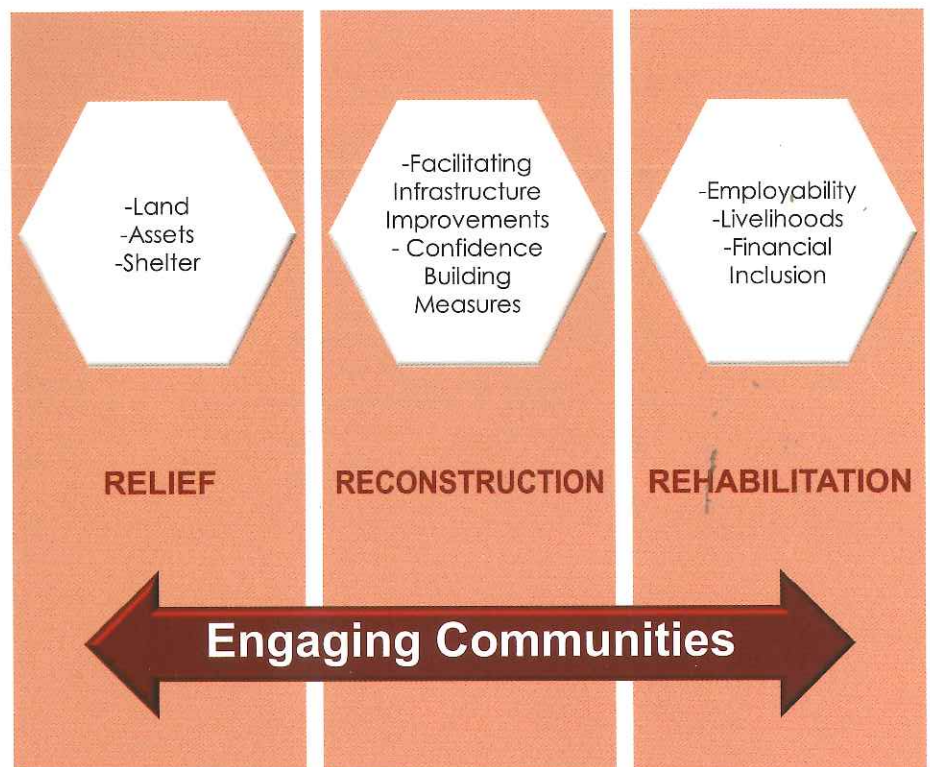
.....PAVING THE WAY TOWARDS SUSTAINABLE BUSINESS EXPANSION

In any development project, there are multiple stakeholders, with apparently conflicting interests.



CLeAR: An approach to align the needs

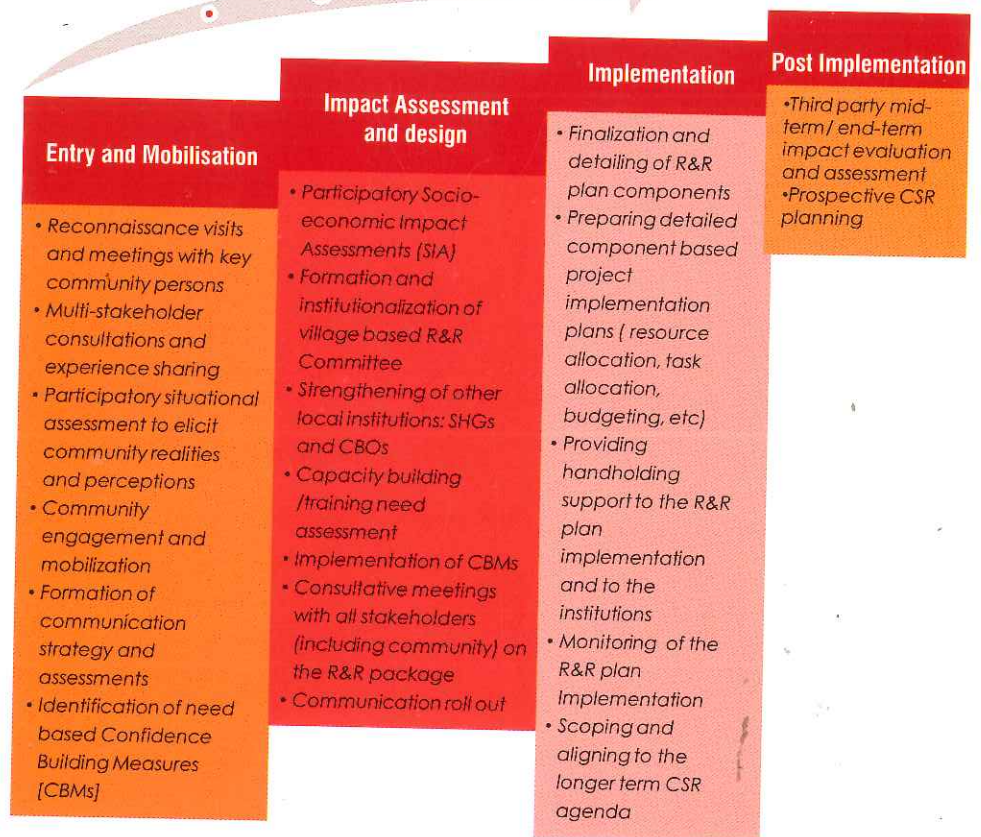
Conventional approach to land acquisition is **transactional** in nature with key focus on **Relief...**



The Feedback Model

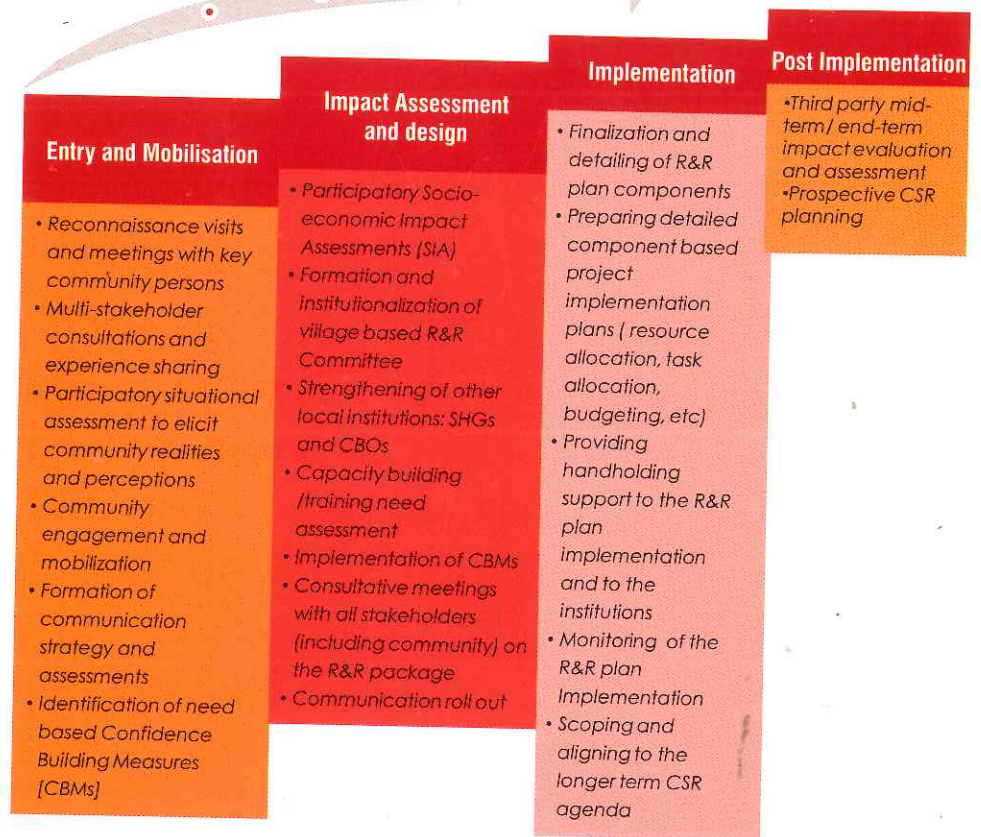
How does CLeAR work?

The roadmap.....



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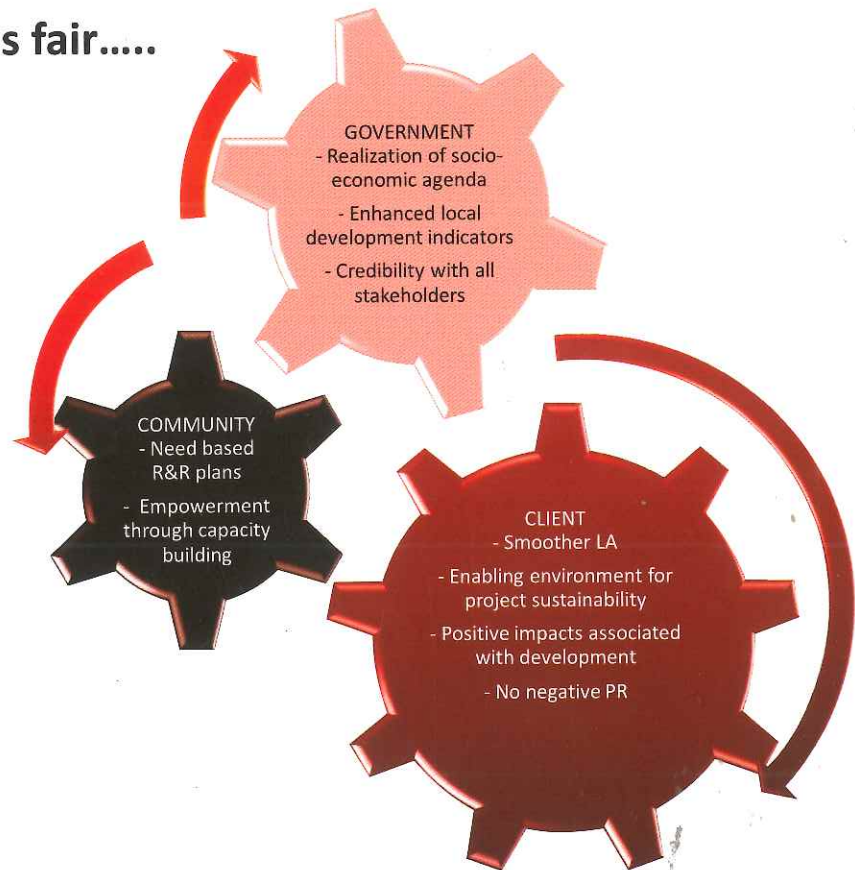


How is CLeAR different?

	Conventional Approach	CLeAR Approach
Focus of Project	Compensation	Trust and Equity
Legislation	Edict Led	Community Led
Priority	Land acquisition before R&R	R&R before land acquisition
Focus on Resource Planning	Land Acquisition	Development
Process	Activity Driven - Sporadic	Process Driven - Sustained
Consultation	Transactional	Participative
Timeline	Short Term: Until Land Acquisition	Long Term: Till Rehabilitation
Focus on Community	Seen as "Beneficiaries"	Seen as "Partners in Progress"
Infrastructure	Physical infrastructure	Social and physical infrastructure
People	Employment	Employability (skill-building)
Conflicts	Ignored, legal wrangling and social fragmentation	Resolved or minimized by stakeholder interaction

How would CLeAR benefit the stakeholders?

It is fair.....



It makes strategic sense.....

- With Feedback handling RRR, management bandwidth of the corporate is free to focus resources on other tasks of project development
- CLeAR allows the Client to dovetail relevant programs into its CSR agenda, thereby increasing its corporate social equity
- With Feedback leading the process, the Client does not get directly involved, hence minimizing chances of negative publicity. The CLeAR process actually generates positive PR for the project.

CLeAR's credibility

Voices from the community ...

Ask our existing clients..



Tukaram Kadam, 28, of Pune district, did not even have a Matriculate certificate, was unemployed, with a large family of 9 persons to provide for. Their only source of livelihood - 2.4 hectares of ancestral property was being acquired for a proposed SEZ pushing him into penury and desperation. Guided by the **Feedback** team, Tukaram realized that given his education and physical build, the security guard training course being offered in the R&R package was best suited for him. Now, Tukaram guards a wind mast at Rishiraj Enterprises in Kanesar village.

Ownership



The little children of Kanhersar were everyday squeezed in a tiny room of a local residents' house, which served as their primary school. The **Feedback** team played a facilitators role to build consensus among all stakeholders i.e. the affected community, the Pranth and the Developer to decide for a new school premises . The school was constructed as Confidence Building Measure and a resolution was passed in the Gram Sabha to this effect.

Inclusive



5.33 acres of Dattatray Namdev Bhagade's total 25 acres was being acquired for an SEZ. The land was unproductive, so parting with it was very welcome by the cash-deprived family who wanted to mobilise more resources for the cultivable land. **Feedback** specially targeted such people with capacity building interventions like wealth management sessions & counselling. Today Dattatray has wisely invested the money in constructing a 'pucca' house, purchasing a tractor and building savings for his daughter to continue higher education.

Sustainable



Mahindra

