CEDAR'S 'Strategy on a Page'

REGISTERED UNDER TRUST ACT
ESTD. 1994

Our Vision: A world where the rights of every child and young person is protected

Our Purpose: To inspire and enable children and young people to express their creative potential

Our Mission: To use art and alternative media to transform the lives of marginalized young people

We believe…

1. all children are creative and are the future
2. in a world free from poverty, discrimination and violence
3. in living in harmony with nature
4. in the inclusion of the marginal

Our Values:

- Creativity
- Excellence
- Accountability
- Empathy
- Inclusivity



Our Strategic Goals for 2019 - ???

Co-ordinating the 'New Generation Network'

Key activities: Creating and developing a movement for change by convening a network of individuals and organisations committed to protecting the rights of children

Developing an arts and media company

Key activities: Creating and developing a self-sustaining alternative arts and media production company that has global reach

Functioning as a key local delivery partner for JHC

Key activities: Co-ordinating and networking with JHC's partners, implementing local fundraising, developing local programmes as well as conducting monitoring and evaluation

Delivering capacity building for NGOs

Key activities: Offering capacity building for NGOs in areas such as strategic development and review, child rights and project management

The New Generation Network

Our Purpose: We exist to protect the rights of children

Our Mission: To create and develop a movement for change

Youth engaged with our programmes will be motivated to create and develop movement for change throughout their lives, mobilising others in their communities and beyond

Our Three Strategic Goals:

1. **Strengthen Policy** – we will carry out advocacy to improve state policy and we will work together to help ensure that policy is effectively implemented
2. **Develop our model** – we will develop child hubs in 302 deprived areas in Madurai by 2030; in doing this we will generate a replicable model which we will promote widely, including mainstreaming in within the Tamil Nadu State Government
3. **Encourage enterprise** – we will develop and integrate social enterprise initiatives in all of our activities to help inspire and enable young people to lead independent and resilient lives

Our Approach:

- We will ensure that our network is inclusive and welcoming towards a diverse range of people and organisations
- We will encourage people and organisations from different sectors to participate
- We will increase the visibility of the network with a wide range of stakeholders within Tamil Nadu, across India and internationally

How we will work together:

1. Having a deep commitment to our mission
2. Working for the people and communities we serve
3. Being a learning network
4. Having democratic, participatory decision making, including distributed leadership and multi-stakeholder engagement
5. Sharing knowledge within and beyond the network
6. Trusting members at every level and being supportive and empathetic
7. Being courageous
8. Having a collective vision and strategy and a roadmap of how to get there
9. Ensuring good governance
10. Being innovative and creative

Alternative arts and media company

A self-sustaining alternative Arts and Media production company that has global reach

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Our Purpose: To inspire and enable children and young people to express their creative potential

Our Mission: To use art and alternative media to transform the lives of marginalized young people

Our Three Strategic Goals:

1. **Infrastructure development**
   - In house income generation
   - Physical and human infrastructure (?)
   - Rental of infrastructure and equipment
2. **Alternative media and traditional arts**
   - External income generation
   - Develop alternative film makers
   - Social enterprise -
3. **Capacity building**
   - Investment
   - Building professional capacity and capability within the core team
   - In house capacity building model

Our Envisaged Future by 2030:

- We will be a self sustainable documentary filmmaking centre
- We will be sending out 200 high profile Alternative filmmakers
- We will have replicated our model in15 Vocational Guidance Centres for youth
- We will help build the capacities of 30 NGOs in the children's Art and Alternative Media sector
- We will have a suite of products such as NGO films, corporate films and adverts etc.



Income generation ideas:

- Having a suite of products and services such as documentaries, NGO films, consultancy, adverts, accredited courses, local crafts etc.
- Rental of infrastructure, equipment, training etc.
- Having a cadre of young people from marginalised communities training in film making skills that can be monetised
- Capacity building for other NGOs, businesses and universities

Key local delivery partner for JHC

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Capacity building for NGOs

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