

Centre of Excellence – Municipal Council of Beau-Bassin/Rose-Hill

*Strategic Campaign to raise awareness on need to fight poverty through
empowering women and the community.*

“ Fight against Poverty”

Synopsis

The Workshop on Strategic and Sustainable Campaign is a follow up of the Centres of Excellence for gender mainstreaming in local government. This follow up workshop seeks to ensure that the Municipal Council of B.Bassin/R.Hill with the collaboration of Gender Links brings together stakeholders to develop a campaign that will create multiplier effects to all the Wards of Beau-Bassin/Rose-Hill.

Objective

To mainstream gender including the empowerment of women to combat poverty at the local level through a sustained campaign.

The workshop includes:

Political support : Getting buy-in from the Deputy Mayor and the Chief Executive of the Council.

Evidence-based: Discuss with stakeholders and high officials of the Municipal Council regarding strategic needs of the locality

Specific interventions : Work with NGOs to know the needs of the community and how to address the problems of poverty

Community mobilisation : the Municipal Council in collaboration with the NGOs to do community mobilisation through workshops, capacity building, skills development programmes and sensitisation campaigns to develop a strategic campaign to fight poverty.

Capacity building : Training of the housewives, needy unemployed women to get skills in curtain making, jewellery, composting and growing mushroom inter alia so that they can fend for themselves and contribute to family's budget.

Applications skills : The launching of the campaign will take place end July with a proposed job fair and be part of an event for 16 days as well as the Gender Justice and Local Government Summit.



Background

During the whole of 2010 the Satellite Office of Gender Links in Mauritius has worked with all localities of Mauritius and has helped them to develop a Gender Action Plan. One of the strategic objective of the plan is "To raise awareness on gender issues and challenge the belief that gender is a "women's issue". The action that was agreed upon was "Engage in campaigns to raise the profile of gender".

The workshop

Six women and four men from the Municipal Council of B.Bassin/R.Hill, eleven women and one man members of NGOs attended a half day workshop on Wednesday 15th June 2011. The time table and the registration list are enclosed at Annexes A and B.

Introduction

Mary Coopan made a recap of the work done so far by Gender Links in all the Local Authorities and especially the participation of this Council to the 2 Local Government Summits. She explained that the workshop was to develop a sustainable campaign that will help citizens of B.Bassin/R.Hill to address one or two issues that were of great concern to them and which were not conducive towards a good environment free of gender based violence. She made it clear that it was now for the Council to take ownership of the Centres of Excellence project and be involved in all the process.

Keynote address

The workshop was opened by the Assistant Chief Executive Officer, Mohinee Jalim who thanked the participants for their presence and explained that the workshop is one step ahead in the collaboration of the Council with Gender Links.

The Campaign

Priority : The locality identified for intervention is Camp Levieux. After discussion it was agreed that the priority of the locality is the problem of poverty and that the latter is one of the mains causes of GBV.

Who : The campaign will be a collaboration of the Municipal Council and two Community based organisations present affiliated to the Council. The CBO's will enlist the collaboration of other associations of the area.

Process : The campaign will be as follows:

1. The two CBO's will meet next week to fine tune their action.
2. A meeting will be convened with all community leaders and councillors of the ward to inform about the campaign, ensure buy in from all and identify the needy ones.(1st week of July)
3. A Job fair will be held in collaboration of specialised agencies like SEDHA, Development Bank of Mauritius, Ministries (end July)
4. Training of unemployed women by specialised training agencies(August to October)
5. Ongoing information campaign from different Ministries and other stake holders
6. Specific activities in context of the 16 Days against GBV.

Partners in the processes : Municipal Council of B.Bassin/R.Hill and CBO's of one locality, that is, Camp Levieux, specialised agencies and Ministries.

Resources Available : All resources of the Municipal Council, contribution of human resources from various departments and others e.g. venue, electricity, tables and chairs, banners.

Budget needed : A token budget of Rs 10,000 out of Welfare budget has been identified and the CBO's will also tap for sponsorship.

Implementation:

The CBO's will identify and motivate unemployed women to attend to the fair, training



courses and other activities.

The Council will give support and provide all logistics.

Target beneficiaries : Citizens of "vieux Camp Levieux" , area from Cretin Avenue and Ratsitatane Road.

Measuring of Impact : Impact will be measured through the number of participants to the meetings, number of persons visiting the job fair, the number of women following the training courses and number employed.

Slogan for the campaign : "Camp Levieux Refize to povrete: anu bouze" "Camp Levieux refuse poverty: let's move"

Conclusion

The Deputy Mayor, Ms Lovena Sowkee having participated for some time in the discussion is agreeable to the campaign and the Assistant Chief Executive Officer will overhead the whole process. The Principal Welfare Officer will contact the specialised agencies and Ministries for the Job fair, the training courses and talks and effect monitoring.

The Principal Health Inspector has agreed to seek information from the Agricultural and Extension Research Unit(AREU) regarding the possibility in training for the composting and mushroom cultivation at home based level.

The Senior Librarian will help with photocopying communication materials and help in design of e.g flyers, pamphlets.

The campaign will be launched with the Job Fair and will be part of the 16 days campaign against Gender Violence as well as the Gender Justice and Local Government Summit.