Dr. Ambedkar International Center
Ministry of Social Justice & Empowerment, GOI

MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES GOVERNMENT OF INDIA

RIS
Research and Information System for Developing Countries

teri
THE ENERGY AND RESOURCES INSTITUTE

NITI Aayog
National Institution for Transforming India
Government of India

NSIC
ISO 9001 : 2015

ONGC

UN GLOBAL COMPACT
Network India

UNITED NATIONS
ESCAP
Economic and Social Commission for Asia and the Pacific

UN@HABITAT

World Health Organization
Regional Office for South-East Asia

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Fighting Neglect, Discrimination & Isolation

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REEL ON SOCIAL

स्वच्छ भारत
एक कदम स्वच्छता की ओर

150 YEARS OF CELEBRATING THE MAHATMA

SDG Choupal
एस.डी.जी. चौपाल

Collective initiative for **SUSTAINABLE DEVELOPMENT GOALS** *and* **ACTION** *in India*

Wednesday, 2nd October 2019

Dr Ambedkar International Centre, 15, Janpath Road, New Delhi – 110 011

1 NO POVERTY
2 ZERO HUNGER
3 GOOD HEALTH AND WELL-BEING
4 QUALITY EDUCATION
5 GENDER EQUALITY
6 CLEAN WATER AND SANITATION
7 AFFORDABLE AND CLEAN ENERGY
8 DECENT WORK AND ECONOMIC GROWTH
9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
10 REDUCED INEQUALITIES
11 SUSTAINABLE CITIES AND COMMUNITIES
12 RESPONSIBLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION
14 LIFE BELOW WATER
15 LIFE ON LAND
16 PEACE, JUSTICE AND STRONG INSTITUTIONS
17 PARTNERSHIPS FOR THE GOALS

SDGChoupal – Empowering Rural India, Enabling SDGs

About

The SDGChoupal is a collective community initiative of NITI Aayog, Dr Ambedkar International Centre, Ministry of Social Justice Govt. of India, MSME Govt. of India, NSIC, RIS, TERI, Nagrik Foundation (Philanthropy Arm of Dainik Bhaskar), UNHabitat, FICCI-ARISE India, CII India@75, WHO, UNESCAP, ONGC, GCNI in collaboration with other stake holders.

It is dedicated to support the UN system, national and state Governments, and institutions on advocacy and community engagement for SDG implementation in India. The United Nations Sustainable Development Goals (SDGs) are a set of 17 goals and 169 targets that all 193 UN Member States, including India have committed to achieve between 2016 and 2030.

Based on the basic principle of engaging people with policy makers, the initiative endeavours to create awareness about the SDG Agenda, empower and inspire people across the communities to enable achievement of the Sustainable Development Goals (SDGs) while generating political will, and help make the Goals attainable by 2030.

In our continuing mission to educate people about their role and responsibilities, and to make SDG Agenda a reality in India, NITI Ayog has been our inspiring partner since many years. The SDGChoupal is envisioned as 10-year continual programme and is launched at a time where critical SDG milestones are being evaluated at the international level. In September 2019, world leaders will be reviewing progress on the goals at the High-Level Political Forum and a number of key indicators will need to be met by 2020. As the global community approaches the '10 years to go milestone', now is the time for actors at every level to renew their commitments towards achieving the goals together.

With the proven policy tools, expertise and experience, NITI Aayog has been working on the Goals to ensure reaching the targets set out in the SDGs by 2030 through its national interventions. As the same cannot not be addressed alone, achieving the SDGs requires the partnership of governments, private sector, civil society and citizens alike. This initiative envisages to bring all stakeholders, Policy makers to Community members, at one platform for creating a positive understanding about the goals.

Ministry of Social Justice & Empowerment Centre of Excellence Dr. Ambedkar International Centre for study, research, analysis and Policy making in the field of Socio-Economic Transformation. The main focus of the Centre will be to reduce Socio-political and economic inequalities by conducting rigorous and authoritative research is a lead ministry supporting the initiative.

BRIEF OF PROGRAMME

The Sustainable Development Goals (SDGs), otherwise known as the Global Goals, are a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity. These 17 Goals build on the successes of the Millennium Development Goals (MDGs), while including new areas such as climate change, economic inequality, innovation, sustainable consumption, peace and justice, among other priorities. The goals are interconnected – often the key to success on one will involve tackling issues more commonly associated with another. The SDG Choupal, a continual joint initiative of Nagrik Foundation, The Cradle and Worth & Trust, is an endeavour to educate and aware every stakeholder of the SDG Agenda whether they are Government functionaries, Corporate world or Civil societies. The programme envisages to bring together the policy makers and community people to work in tandem for achieving the targets and making the goals a reality.

Key Commitments

The Sustainable Development Goals will only be achieved if everyone, Policy Makers to Community, acts in tandem. The overall aim of the SDGChoupal is to mobilize, inspire and connect stakeholders to strengthen SDG action. Throughout the next ten years of campaigning, evidence-based advocacy, and coalition building will be critical to keep the momentum on commitment to the SDGs and on the 2030 Agenda for Sustainable Development.

Therefore, with overall aim to gather and inspire SDGs campaigners and multi-stakeholder partners

to scale up and broaden the action for the SDGs in India, the SDGChoupal commits to:

- ▶ Recognize, celebrate and raise the visibility of the most effective SDG change-makers

- ▶ Engage stakeholders and individuals to support government and UN Country Teams in the SDGs implementation through direct people's engagement.

- ▶ Encourage public ownership of the SDGs in every field of life through creative and innovative communications, campaigning and policy advocacy.

- ▶ Sponsor people-driven processes to strengthen accountability mechanism and monitor SDG progress through generation/collection of data, evidence, and sentiment about the impact of the SDGs.

- ▶ Strengthen current SDG partnerships, explore new alliances and leverage the presence of SDG actors to discuss strategies and joined initiatives around key milestones.

- ▶ Inspire new partners from new sectors to join the global movement to take action for the SDGs.

SDG Actions under the SDGChoupal

The SDG Choupal is launched to span up to 2030 till the SDG Agenda are met, and will engage people with following initiative on continuous basis:

1. **SDG Sankalp Jyoti:** During the Choupal, a SDG Sankalp Jyoti (Inspiration for a better world) will be installed at DAIC which will remain aflame till 2030 reminding everyone of us regarding our role and responsibility towards a better world.

2. **SDG Insignia:** An SDG Insignia shall be installed at the Dr Ambedkar International Centre which will remain there till 2030 as reminder and inspiration to every stakeholder.

3. **SDG Awards:** The SDGChoupal celebrates individuals, civil society organizations, local governments and others who are taking action to advance the 2030 Agenda across a range of categories. The Awards aim to recognize change-makers from across the nation, especially from the rural community, who may be mobilizers, connectors, campaigners, visualizers, includers, creatives and storytellers. The recognition of achievements will not only serve to showcase the incredible initiatives being led by awardees but will also serve a meaningful inspiration for community to connect, share stories and further those critical connections. Awardees will have the opportunity to lead the campaign in their respective areas of activities.

4. **SDG Ambassadors Drive:** The initiative envisions to educate each and every villager and urban citizens the goals and laurels of SDG, their roles and responsibility and actions on advancing SDGs , and getting them together to participate and contribute in nation building. Around 1 million youth are estimated to be enrolled as SDG Ambassador in first year.

5. **SDG Resource Centre:** The DAIC will have a SDG Resource Centre to showcase the activities of UN Agencies and various Ministries of Govt of India on SDG Agenda. It will also serve a co-ordination centre for interchange of data, information and good practices shared by stakeholders. The centre would also be a converging point of intellectuals and their research and experiences in the field of SDGs.

6. **Distts & Village Basic Dashboard on SDG 2030** will be launched as an adaptable platform for citizen-generated data and engagement with the SDGs. It will allow people to engage with the UN System and Government machinery at Distt & Village levels. Besides sharing data, the platform will also share human faces and stories of change.

7. **World We Want** is a joint venture between the UN and Civil Society, which the Choupal will launch in India. The World We Want enables people to engage, visualize and analyse people's voices on sustainable development. The platform hosts a series of SDGs focused consultations intended to ensure the voices of the most marginalized communities are considered during key development moments at the global, regional and local levels.

8. **Campaign for SDG India Logo on Government/ Corporate Stationary:** The Choupal will unveil a SDG India Logo and will undertake to launch

a campaign to put that logo on all government and corporate stationary to remind all of us for contributing towards SDG agenda.

9. **SDG Think Hub:** The Choupal will launch a space, virtual and real-time "Nagrik Dialogue-Think & Action Forum ", for inviting interaction of SDG leaders, luminaries and think tanks, sharing innovations and registering feedback on progresses made on SDG agenda. The Hub will have periodical meeting and the outcome will come covered in Nagrik Dialogue.

10. **SDG Poster & Sticker Campaign:** The Choupal endeavours to launch a campaign to put on SDG Posters on all Government Buildings, Public Spaces and Transport. The youth will also be driven to put stickers on their private vehicles making SDG a true peoples movement for a better world.

Programme Themes

Within the overall aim to mobilize, inspire and connect key stakeholders to implement SDG action, the Choupal will evolve around 10 interconnected themes:

1. **Campaigning:** Creating, developing or leading impactful communications campaigns (local/national/international) to raise awareness about the SDGs and/or people's voices and role in SDG action

2. **Mobilization:** Approaches, tools and effective models employed to mobilize individuals, organizations or networks to act for the SDGs.

3. **Sensitization of Government Machinery:** Sensitizing and invoking imagination of Government official towards their crucial role for making the dream of SDGs a reality.

4. **Community Participation:** Creating community awareness on SDGs and garnering active participation of common citizen-urban and rural- from grassroot level.

5. **Visualization:** Harnessing data and applying visual approaches to transform complex concepts into digestible messages in order to tell powerful stories to convince decision-makers and the public of the importance of the SDGs

6. **Networking:** Innovative or impactful ways to engage multiple stakeholders or building networks to generate the transformational change needed to make the SDGs a reality

7. **Inclusion:** With a motto of 'Leave No One Behind' (Sabka Saath Sabka Vikas), tangible and effective approaches to ensure that excluded groups become part of the SDG dialogue and decision making in their community or at international levels

8. **Creativity:** Harnessing artistic expression to spur SDG action and awareness through creativity, empowering and connecting people.

9. **Sharing Stories:** Capturing and communicating powerful human stories to demonstrate and share the importance, impact and interconnectedness of the SDGs to people's lives through different mediums

10. **Common Good:** Achieving goals brings common good to all, improves human happiness and environmental protection for a better world.

The SDGChoupal is envisioned as 10-year continual programme and is launched at a time where critical SDG milestones are on the horizon at the international level.