

KEYNOTE ADDRESS The Strengths Philosophy: Strengths-based ways of sharing power and creating change

Wayne McCashen

The Strengths Approach takes us into a paradigm that confronts practices (however inadvertent or unintentional) that are based on deficits and blaming, the use of power over others, prescribing solutions to problems, assuming what's best for others, relying on experts, and excluding people from decision making about their lives. In his address to the conference Wayne will articulate the philosophical underpinnings of the Strengths Approach and its practical implications for working for change in just ways with individuals, families, groups, communities and organisations. These include respect for people's dignity, rights, capacities, uniqueness and commonalities; the sharing of power and resources, self-determination, collaboration, inclusion, transparency, and the mobilisation of people's strengths and capacities to meet their own aspirations. Wayne will provide an overview of the key frameworks and core skills and processes that have become integral to the approach.

Building Communities of Hope: Children, women and youth

Wayne McCashen and Dr. Venkat Pulla (Pre & post conference)

This workshop is a step-by-step 'strengths-based' approach to community capacity building. Building Communities of Hope is about a community's capacity to learn, to change, to grow - and to build that most invaluable of commodities - respectful connectedness. This workshop with conversations from participants working in NGOs with predominant focus on children, women's empowerment, youth is focusing on the building of community by the community. How do we strengthen self-determination, 'power-with' and people's right to deep respect? How do we plan with communities to strengthen their competent decision-making and ownership? Topics explored include: 'pictures of the future'; labeling; 'ownership' of the process; the competency cycle; the column approach; appreciative audiences; noticing exceptions; reframing; facilitation skills; sustaining change.

Best Practices of UKS in Media Awareness on HIV/AIDS In Pakistan

Qudsia Mehmood

UKS Research Center on Women and Media has been working on HIV/AIDS for the last 7 years. It's an organization which emphasizes on gender sensitivity and the portrayal of women in the Media. UKS has been involved in Media Sensitization in Federally Administrated Northern Areas (FANA), Kohat, Peshawar and Islamabad for three years. In this project we have travelled to all areas and provided desk trainings to Journalists to address the issue of non serious or no reporting on HIV/AIDS. UKS has been involved in the Sensitization of the National Media on HIV/AIDS with special focus on bringing forth taboo issues that are crucial for understanding HIV/AIDS from a Pakistani and then regional and global perspective. UKS has also looked at how Media and AIDS is a Development Issue? We have tried to mobilise the media persons towards a better understanding of HIV/AIDS from a development perspective. In this process it has also taken up capacity building of media persons for a more responsible coverage of HIV/AIDS issues, and their greater involvement in the national HIV/AIDS prevention efforts. UKS has also tried to gender-sensitize the Urdu language press on HIV/AIDS with the help of experts in the field for clarity and insight into an issue that is largely ignored by the Urdu media. In 2003 UKS became the only Civil Society Organisation in Pakistan to establish a radio production house and launch "Meri Awaz Sunno" (Listen to my Voice) a 15-minute, bi-weekly women's radio programme in Urdu - the first radio programme in Pakistan for women and by women. Its commitment to the issue of HIV/AIDS continued and UKS programmes brought to light the hitherto unaddressed gender perspective to different social issues which have largely been overlooked like HIV/AIDS. Research into such a challenging topic has added to the team's individual learning curve and heightened their own levels of awareness. When UKS ventured into production of commissioned programmes, the team started off with "GHURBAT, AMN AUR INSAF-EIK TIKON" (the Triangle of Poverty, Peace and Justice). In this, UKS in collaboration with The Asia Foundation produced a series of 10 radio programmes based on issues of and around Democracy and Good Governance. HIV/AIDS was an important issue that was taken up in these programmes. AIDS, Hum aur Aap (AIDS and Us) was a 15-minute programme that UKS produced for Amal Human Development Network on World AIDS Day.

Strategies For Improving Productivity Of Knowledge Workers - An Overview

Shri. G.C. Mohanta, Dr. V. Kannan, Dr. K.P.Thooyamani

Knowledge is the awareness and understanding of facts, truths or information gained in the form of experience or learning or through introspection. Two forms of knowledge are: tacit, or implicit knowledge, which can be held in a person's mind and explicit knowledge can be communicated to others and held in written documents and procedures. A knowledge worker is anyone who works for a living at the tasks of developing or using knowledge, such as, planning, acquiring, searching, analysing, organising, storing, programming, distributing, marketing, etc. The basic task in knowledge work is thinking which adds value to work through mental activities. Knowledge-work involves activities, such as, analysing and solving problems, deriving conclusions, and applying these conclusions