
GOVERNMENT toolkit





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WHY CELEBRATE #daanutsav?

From Railways to NSS at the Centre, from Police to Education departments across State Governments and various departments of Municipal corporations and District Administrations, several Government Departments and Institutions help citizens celebrate #DaanUtsav and experience the joy in giving. These initiatives bring the citizen and State closer to each other.



Circular Logic

Various Govt Departments like education (school & college), Panchayati Raj, NSS, etc. send out circulars asking schools, colleges, panchayats, NSS clubs, etc. to celebrate #DaanUtsav in their networks.

Shadow An Officer

Public gets to bid in an auction for a chance to shadow various Govt officials for a day. Proceeds go to a charity of the official's choice or a cause supporting temporary/ contract staff.

On Track!

One NGO is allowed to talk about its cause and solicit donations on each long-distance train, during the week of #DaanUtsav.

Journey of Life

Ask the Railways to allow groups of people to come and paint the trains from inside, writing simple things like- 'You are enough', 'You are beautiful', etc.

Kindness Challenge

Ask the Railways to make announcements related to kindness like asking people to give their seats to someone else or asking people to be more conscious of their way of entering trains and going out of their way to be a little more kinder.



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Stall 'em

NGOs put up stalls sharing their work or selling products at platforms of railway stations.

Fistful of joy

Schools, colleges, offices, apartments, clubs encourage students, employees & members to donate a fistful of grain/ sugar which is collected and given to an NGO of their choice.

Clean up drive

Organise an event to clean up public spaces like beaches, lakes, bus stands, stations, parks, govt hospitals, etc.

Gandhi For Gram

Identify a village nearby and get students/employees/members to visit and volunteer there for a day, to promote greater understanding of the challenges of rural life in modern times.

Run/Walk for a cause

A walk/ run for a cause, where participants donate and fundraise to support the chosen cause.

Seva Mela- NGO stalls

In a school, college, corporate, club or large apartment complex, NGOs put up stalls showcasing their cause and selling their products.



GOVERNMENTideas

MKG 150 festival

Organise a festival in your school, college, office, club, group, association or apartment to celebrate Gandhi's 150th birth anniversary. The festival can include debates, essay contests, Khadi shows, films and other activities that represent Gandhi's values. Audience/ participants donate to take part and the proceeds go to Gandhian charities.

DaanDe March

Organise a march/walk involving your students/employees/members and also other organisations near your institution, raising awareness about causes and inviting the public to contribute in cash and kind

Tree plantation

Carry out tree plantation campaigns in nearby school/college campuses and grounds, parks, office campuses or in nearby plantation areas identified by environmental NGOs. Plantation can also be done in nearby rural areas.

Beautification Drive

Organise an event to beautify public spaces like compound walls, bus stands, stations, parks and gardens, govt schools & hospitals, shelter homes, etc.

Kuch Achha Karao-ke

Sing for a cause on karaoke, the audience buys tickets to listen, proceeds go to charity.



GOVERNMENTideas

Plog Run

Get participants to go on a run and collect all the plastic they encounter on the run, from the streets. The collected plastic is given to a recycler.

Collection Drive

A drive to collect and donate new or old books, toys, bags, stationery, uniform, newspapers, shoes, clothes and other stuff and donate them to NGOs.

Jail & Bail

Leaders (CXOs, Principals, Directors, Trustees, Office bearers) are “jailed for doing good” and others have to “bail them out” by donating to a charity of their choice.

Charity Raffle / Housie

A raffle, housie or “tambola” where members donate items as prizes (spare new phones, crockery, travel accessories, bags, watches, etc.), and everyone buys tickets with the proceeds going to charity.

Card Carrying Membership

Poker, rummy, bridge or other card games where everyone “buys in” and nominates a charity, money goes to the winners’ nominated charities.

Visits to NGOs

Visits to nearby shelter, old age home, orphanage, special needs org, etc.



GOVERNMENTideas

Seva Mela- Fun for a Cause

In a school, college, corporate, club or large apartment complex, NGOs put up stalls with food and games, and all proceeds go to charity.

MasterChef Kaun?

in schools, offices, clubs, apartments, a Masterchef contest, where each participant creates, others “buy” food coupons, proceeds go to charity. The winner’s charity gets a special prize. Can focus on men cooking to change stereotypes.

Date Auction

In colleges, offices, clubs, gyms, a lunch or safe dinner date with the popular members is auctioned and proceeds go to the charity of their choice.

Blood donation camps

In association with nearby blood banks and hospitals or groups like Lions that conduct such camps.

Food drive

Preparing, collecting and distributing food to those in need on the streets or at shelter and care homes, or even to auto drivers at a stand, etc.

Seva Sandwich

Individuals in a group contribute various ingredients of a sandwich, get together and make sandwiches and distribute them to those in need.



GOVERNMENTideas

Kindness Fridge

Set up a “kindness fridge” in a public place like an apartment, school, college, hospital and create groups of people who will ensure the fridge is stocked.

Thank’Em

Thank class 4 staff of school, college, corp, club, apt, etc. – serve them, have fun WITH them, treat them as equals.

Record Audio Books

Everyone records an audio book for the blind.

Change Festival

In colleges, clubs, theatres, large corporates, large apartments, a TEDx/ Litfest type format featuring social enterprises, ticket donations to charity.

Bake Sale/ Art Sale

People exhibit their talents in baking/ other arts and sell their products, proceeds go to charity.

Adopt an Institution

Help a govt school, bus shelter, night shelter, newspaper stand, park get a complete makeover and take care of it through the year.

The Tiny Flea Garage Sale

Flea market within school, college, corp, apartment, club etc. where members bring items and others buy them, all proceeds go to charity.



GOVERNMENTideas

Cycle/ Bike/Car Rally for a cause

A rally for a cause, where participants donate and fundraise to support the chosen cause.

7 Days 7 Givings

Pick 7 different acts of giving, 1 for each day of the #DaanUtsav week and get students/residents/employees/members to contribute. The 7 acts could simply be 7 different items to be given (books on 1 day, clothes on another, etc.) or 7 types of activities (money, material, time, blood, skills, etc.).

Street Store

Organise a collection drive for items in good condition, clean, mend and pack the donated items nicely and set up a "store" on a street nearby. Offer "coupons" to potential beneficiaries which they can use to "buy" the items that THEY choose from the street store, instead of being handed over something that someone else chose for them.

Wish Tree

Set up a "Wish Tree" and allow members to fulfill wishes sourced from a local nonprofit that you wish to support.

#DaanUtsav Booths

Pop-up #DaanUtsav booths in public spaces provide opportunities to donate for a particular NGO/cause.



GOVERNMENT faqs

Why should government departments celebrate #DaanUtsav?

A democracy will work really well only if every citizen stands up and takes responsibility from society. A festival like #DaanUtsav provides a wonderful opportunity to reach out and engage with citizens and give everyone a chance to experience what governance feels like.

So whether it is an ordinary citizen visiting a police station and doing something there or spending a day at a traffic light, along with the traffic policemen or actually going and spending time with a sweeper or a municipal corporation garbage collecting team, they would get to understand what all challenges the government faces on day to day basis. This helps build a lot of respect for government officials in the eyes of the citizens.

Equally important is when people start realizing that as citizens it is their duty to do more than just vote for once in 5 years. Instances like where a police station celebrated a birthday of a woman who belonged to a slum actually help in building trust between the citizen and government. That's another thing that is lacking these days and extremely needed.



GOVERNMENT faqs

What kind of events/ideas work for various departments?

Ideas will vary across departments. For example:

Education department:

The easiest thing for the government is to reach out to various schools and colleges, send them a circular with ideas of how they could celebrate #Daan Utsav and encourage them to do so. In teacher trainings planned from July to September, they could encourage the faculty member to talk briefly about #Daan Utsav, so that teachers who attend get exposed to the ideas, to the possibilities and when they go back to the respective schools and colleges, they are able to ensure that #Daan Utsav is celebrated in those institutions.

Departments like police:

Can actually do a whole lot of stuff. E.g., prisons celebrating #DaanUtsav with inmates making bars of soap for children living in orphanages, to construction companies offering a skill building course for inmates in the prison.

Railways and transport:

Corporations have celebrated #DaanUtsav, by using their vehicles as a means to spread the word around as well as to give people and children a joy ride. Simple ideas that are easy to implement work best with the Govt.

Who in the department can one approach for getting permissions to organise an event?

A lot depends on who are you in the government. The first thing to identify is to know what kind of event you want to organise and whether you need access to government infrastructure or government employees to identify the right department to speak to. Contact information for everybody in the government is available on the website- they actually list the names of the officers/ministers and their contact numbers. Usually the secretary of the department is the best person to reach.

Some departments like the police, corporation, etc. have commissioners, have commissioners, deputy commissioners, etc. who are the right people to reach. Sometimes there are officers- like the educational officers at the district level or a block development officer or a district development officer, collector. These are the people in the government that people can reach out to.

The beauty of the government is irrespective of who you reach, they will quickly guide you on to who is the right person you could reach and go to for permissions and support. From the chief secretary of the state down to the junior most person in administration, everybody is accessible to the public.

As a citizen any one of us can literally walk into the chief secretary's office of the state and as long as you are willing to wait for 2-3 hours, you will get a chance to speak to them.



GOVERNMENT faqs

How does one pitch the concept of #DaanUtsav to them?

The easiest thing to do is to just explain that #DaanUtsav is a festival to clarify that it is not an organisation and that the government department is free to celebrate it the way it chooses, with the beneficiary partners it chooses to work for it. Share at least three ideas that the Govt could use to celebrate.

The other thing that really works well with the government is to go to the department with a very specific ask. For example, to the post and telegraph department with a specific request that can we request all the postmen in the area to distribute this leaflet in the area along with all the letter that they will deliver. Or, to the municipal corporation to request the education officer to issue a circular to all the school principals for celebrating Daan Utsav along with a draft of the circular.

In general, if you want the government to send out a circular or a notice, then having your draft available in both English and in the regional language.



GOVERNMENT faqs

What are some of the objections/questions raised and how does an event organiser or volunteer address them?

One of the most people ask question is that how can we work only with you and not with anybody else and this objection is easily answered when you clarify that DaanUtsav is not an organisation but just an idea and therefore they can celebrate it the way they want to.

The other objection that comes is “who are we giving permission to celebrate to?”. For example if you want permission to felicitate all the municipal workers then there must be a request letter written on that organisation’s letterhead that is organising it. That makes life much much easier.

The third is when people reach out asking for money. Governments processes for giving small amounts of money are complex and it is not recommended for #DaanUtsav activities.



GOVERNMENT contact

To know more, write to daanutsav@gmail.com, or visit www.daanutsav.org

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