

# Introducing and Facilitating the ABCD Process

*Experiences and Lessons from South Asia*



**SEWA**

**Self Employed Women's Association**

**COADY**

INTERNATIONAL INSTITUTE  
ST. FRANCIS XAVIER UNIVERSITY

**Igniting Leadership**

ABCD Festival

Goa, India

15-20 January, 2017

# The Coady International Institute Antigonish, Nova Scotia, Canada



# The Antigonish Movement

*"They will use what they have to secure what they have not"*  
(Moses Coady – *Masters of their Own Destiny*, 1939)



# ABCD Experiences in South Asia

# 2001 Earthquake



# SEWA's engagement with ABCD

- SEWA's response to the 2001 earthquake was to rebuild the villages through **participatory and asset-based approach**
- This required building **sense of ownership and empowerment**
- Development of **processes and tools** for community engagement and leadership

- **Inv** the **es of**



# SEWA

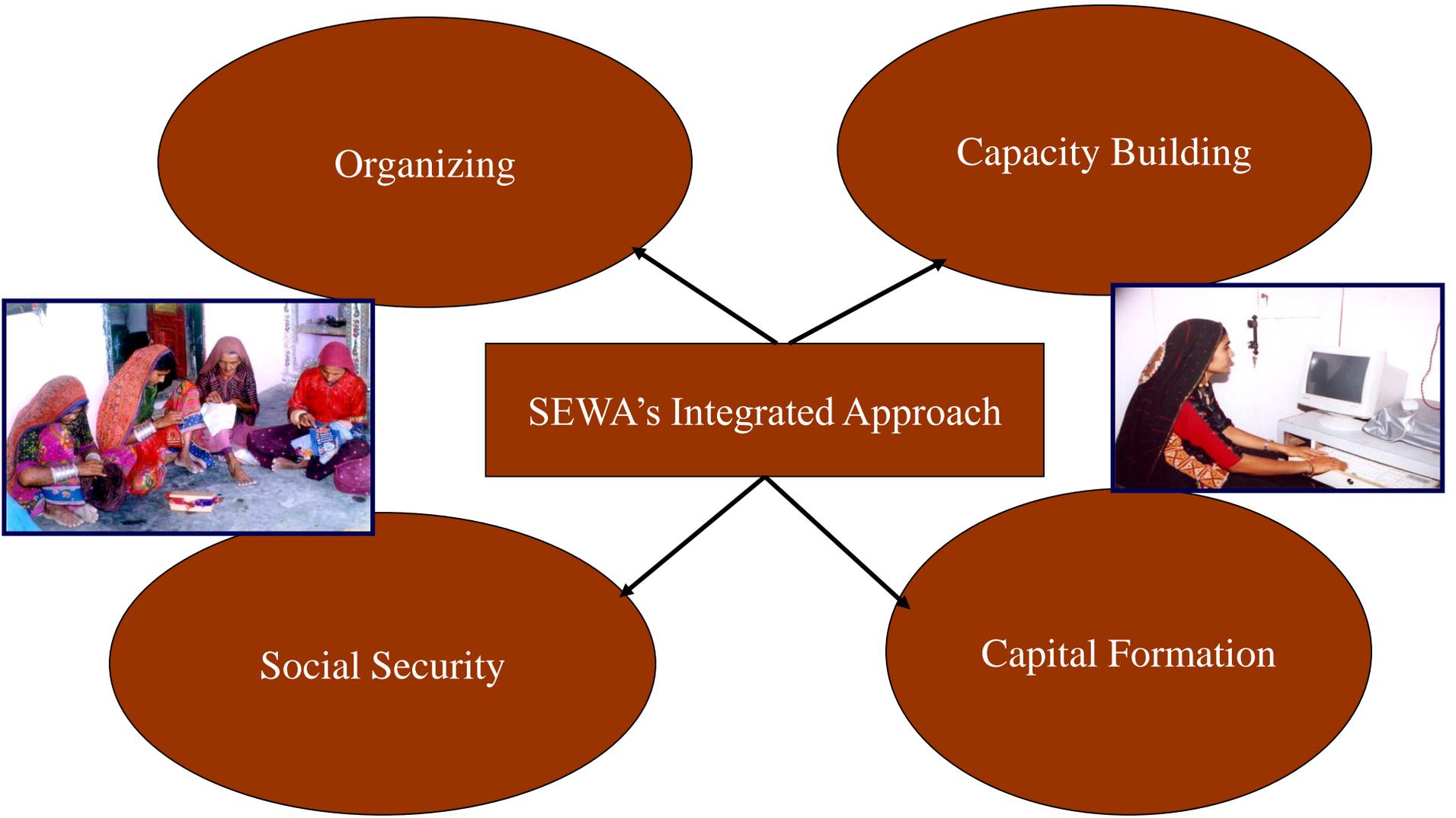
*A Four Decade Long Constructive Struggle of  
Organizing the Informal Economy Women Workers*



# SELF EMPLOYED WOMEN'S ASSOCIATION (SEWA)

- Established in 1972 by Shri Elaben Bhatt
- Inspired by the Gandhian Principles
- **1.8 million members** across 14 states in India
- Twin objectives for organizing
  - **Full Employment**
  - **Self reliance**
- International outreach includes: Afghanistan, Bhutan, Pakistan, Bangladesh, Nepal, Maldives and Sri Lanka.





***Lead Towards  
Building organizations of the poor and leading to  
Economic Empowerment of women***

# ABCD at SEWA



Grassroots women taking lead in Micro planning: **women have control over the decision-making processes across all dimensions of their lives**



Capacity Building on ABCD Approach

# Outcome of ABCD

- ABCD cultivated positivity and hope among communities in spite of the daily struggles
- Communities ownership and leadership in the rehabilitation after the 2001 earthquake
- Creation of member-based enterprises like
  - 11 district associations
  - The Trade Facilitation Centers
  - RUDI Multi-trading Company
  - Over 1100 Women's groups
- Self sustainability of the organization
- Organised strength makes the informal sector competitive to attract the formal sector to forge partnerships



# ABCD in South and East Asia : By SEWA



War affected Afghan Women Training through ABCD



# Myanmar Burma

Leaky Bucket helped women of remote Chin state of Myanmar to identify additional livelihoods opportunities

Leaders of women organisation of Falam, Burma Learning Leaky Bucket

Weavers of Nabuwa Village of Burma





“SEWA gave Fishing rode instead of Fish.Now we can rebuild ourselves after every disasters”

Sri Lanka's war affected women using ABCD Techniques



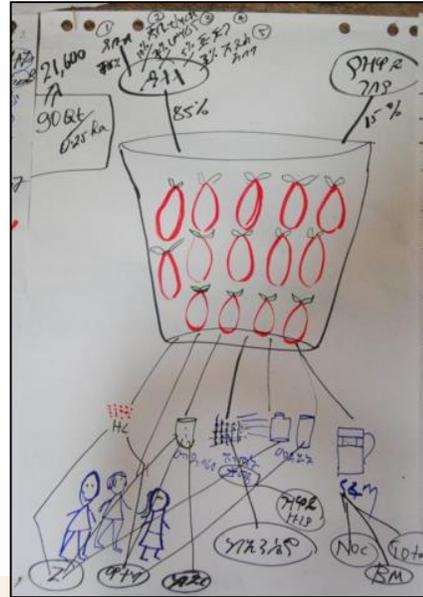
# Experiences with the informal sector

- Education is key
- Value and knowledge (asset) based-organizing provides access to
  - Justice
  - Markets
  - Services
  - Peace
- Investments in building community agency
- Continuous dialogue, motivation, knowledge/learning exchange is required



# Way forward

## Advancing ABCD to build Inclusive Economies



Name: [HINE ABCD COMMUN](#)

Timeframe:  year

**Inflows:**  
Identify and evaluate the various economic inflows relevant to the community.

total: Br 16,672,500.00

**Outflows:**  
Identify and evaluate the various economic outflows relevant to the community.

total: Br 6,052,800.00

**Save:**  
Choose to save a snapshot 'IMAGE' of the current exercise and/or save the 'DATA' as a data file for future reference.

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# Linking Economic Development and ABCD

*Tools, methodologies and experiences in the Global South*

2:00-3:00 PM Thursday at Abolim Conference Hall

By Brianne Peters and David Martin

Innovation series  
No. 3

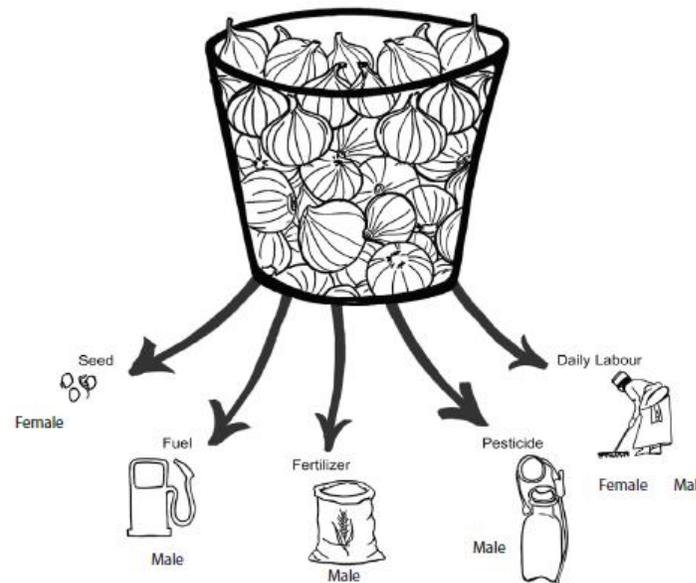
**Producer-led value chain analysis:  
The missing link in value chain development**

A tool for effective engagement of small producers

Yogesh Ghore  
March, 2015

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**INNOVATIVE PRACTICE**



NAME OF ORGANIZATION	LEADER(S)	WOMEN	MEN	IMPORTANCE IN VILLAGE LIFE		
				😊	😞	😞?
Amriti	Dinaben	8	3	✓		
Mer's ft Group	Ramiben	8	0		✓	
Ashrayee Mandal	Leelaben	10	0	✓		
Worshippers of common land	Bipinbhai	4	7		✓	
Worshippers bank group	Darikaben	11	6		✓	
Worshippers Coop	Bansibhai	8	3	✓		
Worshippers	Nandaben	11	0	✓		
Worshippers committee	Smitaben	9	4		✓	
Worshippers	Goaben	7	2		✓	
Worshippers group	Sanaben	9	5		✓	

# Thank You



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