



NEGOTIATION, ADVOCACY, NETWORKING AND COLLABORATION

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Joint session with Dr Satish Kumar

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MY PART OF JOINT SESSION PLAN

Discussion & some experience sharing on:

- Collaboration
- Advocacy
- Networking

DR SATISH'S PART OF JOINT SESSION PLAN

- All of the above &
- Negotiation



WHAT IS COLLABORATION?

- Cooperation
- Collaboration
- Coordination



WHAT IS ADVOCACY?

- The act of pleading or arguing in favour of something.
- Highlights to change the “what is” into a “what should be”
- A process by an individual or group which aims to influence policy and resource allocation decisions within political, economic, and social systems and institutions.
- Advocacy can include many activities that a person or organization undertakes including media campaigns, public speaking, publishing research, policy briefs etc.



KEY ACTORS ?

- *Peers*
- *Think Tanks*
- *Bureaucracy*
- *Media*
- *Civil Society*
- *Political Class*
- *Judiciary*



TECHNIQUES AND TACTICS - WITH DIVERSE STAKEHOLDERS?

Advocacy techniques and tactics	Audience/Stakeholder Category			
	Beneficiaries	Partners	Adversaries	Decisionmakers
Sensitization				
Mobilization				
Dialoguing				
Debating				
Negotiating				
Lobbying				
Petitioning				
Pressuring				

WHEN OPPORTUNITY KNOCKS

- A one-minute message includes:
 - The statement of the issue
 - An example of the problem
 - Evidence to support the issue
 - The desired policy action
- Ideally, only one main point should be communicated or, if that is not possible, two or three points at the most.



NETWORKING- HOW?

- An arrangement where several individuals or organizations share a common interest.
- The main activity is information sharing and facilitating.
- Well-functioning networks usually have an efficient “node/coordinator” or secretariat.



ROAD AHEAD..

*Evidence- based policy modification, planning
and/or implementation as per area specific
requirements*

and

*Advocacy, networking as well as capacity building
at all levels.*



REQUESTING DR SATISH TO CONTINUE CONTRIBUTING FURTHER

