

Action for Transformation

Integrated, sustainable and strategic
solutions for a better world.



**Integral
World** 

www.IntegralWorld.org



**We help you
transform people
and the planet
through
prosperity, peace
and partnership**

Progressive Affirmative Action

We all live in an Integral World, and our vision is to help you make our world positive, pleasant, protected, pacific, and purposeful.

We believe in complementing and strengthening the existing development infrastructure to bring about lasting change. We are proponents of collective action and trust the United Nations initiatives towards creating a better world. In this regard, we closely follow the affirmative actions related to the Un's 17 Sustainable Development Goals adopted in 2015.

The 17 SDGs are categorised into 5 segments; 5 goals each related to People, Planet, and Prosperity; and, one each for Peace and Partnership. Integral World aims to directly contribute towards SDG17, which is about "partnerships for the goals. The official UN wording is: "Strengthen the means of implementation and revitalize the global partnership for sustainable development". SDG 17 refers to the need for cross sector and cross country collaboration in pursuit of all the goals by the year 2030.

We particularly focus on the target 17.17, to encourage and promote effective public, public- private, and civil society partnerships, building on the experience and resourcing strategies of partnerships.

A successful sustainable development agenda requires partnerships between governments, the private sector and civil society. These inclusive partnerships built upon principles and values, a shared vision, and shared goals that place people and the planet at the center, are needed at the global, regional, national and local level.



**SUSTAINABLE
DEVELOPMENT
GOALS**



A woman with brown hair tied in a bun, wearing a black tank top, is smiling and looking down at a small potted plant she is holding. The plant has green leaves and a thin stem. In the background, another person is visible, slightly out of focus, working in a garden. The overall scene is outdoors with greenery and a warm, natural light.

**We help you
Express, Engage,
Encourage,
Emancipate,
Evolve, Empower
and make an
Equitable World.**

Action for Impact

Our actions are programmed purposefully. Our idea of being the change is to help you – the ‘changemaker’ – to carry the actions to the best of your capabilities. The better you perform, the better the world will be. We actualise this by integrating with you strategically to plan, propagate, and perform your mission to the tee.

We look at communication as catalyst, medium, and force multiplier. We believe intention to act should be accompanied by integrating communication right through the phases of Planning, Promotion & Practice.

Our proprietary Communication as Core (CaC) development model insists upon adopting strategic communication thinking, right from the start and maintaining it through out the journey. We are social creatures and rely on stories, messages, images, etc. in our daily life, as well as our work life. Thus, we recommend communicating the actions, well before the act, continue during the act and culminate long after the mission is accomplished.

First, with strategic solutions we help you device, define, decide and the right ‘Course of Action’. Second, our outreach-related solutions are designed and calibrated towards ‘Making Actions Speak’. Finally, our action-oriented solutions are meant to make you ‘Spring into Action’ to bring about social, ecological, economical transformations for lasting impact.

Together, we believe we can usher in a compassionate, sustainable, equitable, harmonious, and an Integral World.



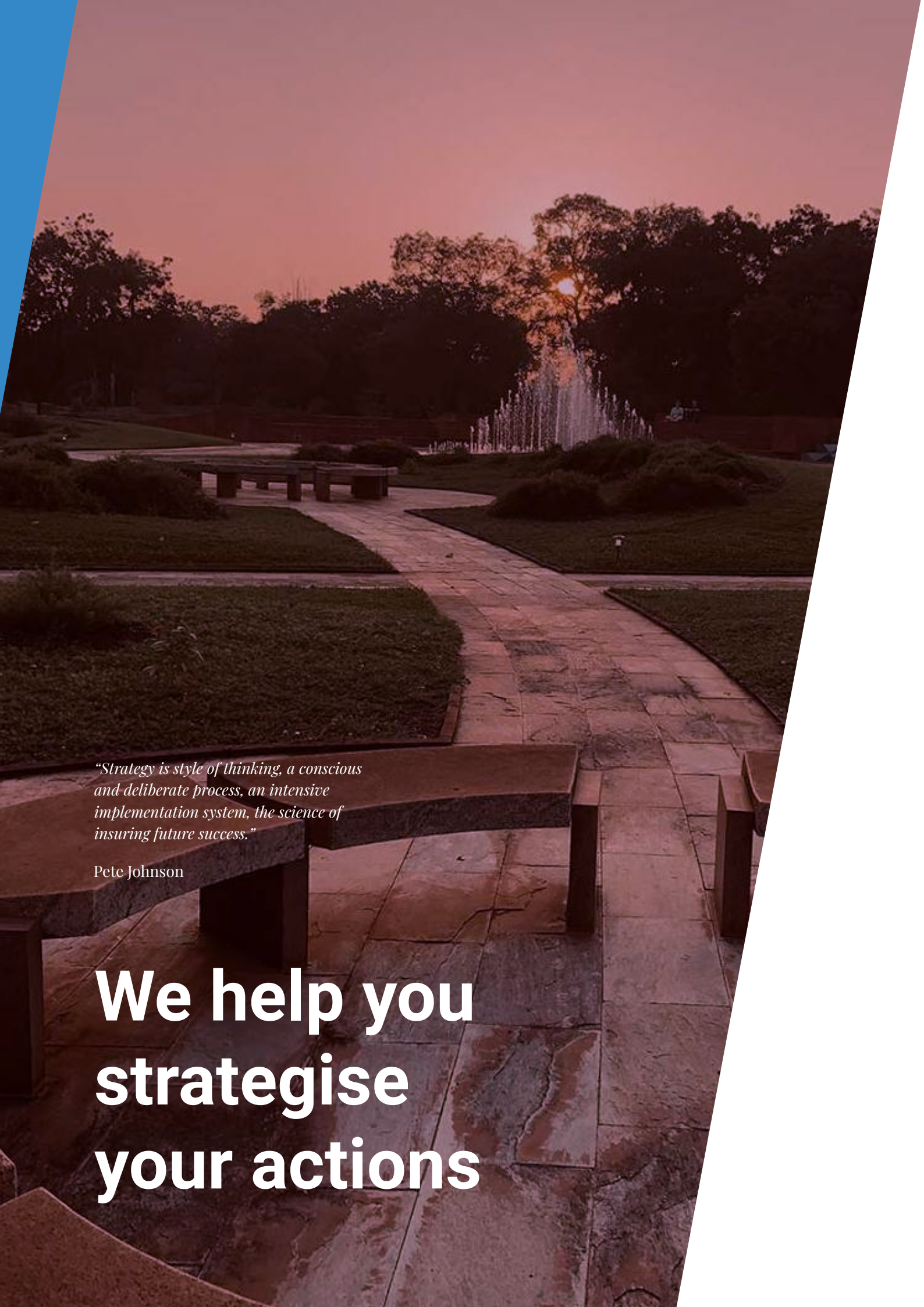
STRATEGY



OUTREACH



ACTION

A photograph of a park at dusk. A stone path leads from the foreground towards a fountain in the background. There are several stone benches along the path. The sky is a deep orange and pink, and the trees are silhouetted against the light. The overall mood is serene and contemplative.

"Strategy is style of thinking, a conscious and deliberate process, an intensive implementation system, the science of insuring future success."

Pete Johnson

**We help you
strategise
your actions**

Course of Action

We know that you want to succeed in your mission.
We also understand that your resources are limited.
The only way to victory is by strategizing and
streamlining your actions.

We really begin at the beginning of it all. That seeding dream or that burning motivation. We try to understand the core of your purpose. Its paramount that the leadership, the team and the infrastructure is aligned with the larger purpose of the organisation. It is also important to align the organisation with the operating environment and specifically with the sector. The provided solutions should be aligned with the targeted problem. Alignment is required with the constituents or audience also. However, to engage them actively, the message and means too needs to be lined up accordingly.

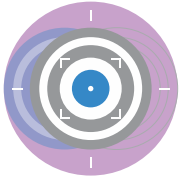
Any best laid strategy would fall flat without the implementation plan. We can help you in recognising and aligning the required resources to the defined programme design. Many also believe that perception management is equally important to project management. We can help you invest wisely on brand building.

While executing the plan, regular monitoring, periodic assessment and tactical realignment is part of the game. When we integrate and align with you, we help you streamline at multiple levels. All at once or one by one, as per your preference.



STRATEGY

We are adept at aligning with your thoughts. When we integrate with you, we learn about your purpose and build strategies to realise it, in accordance with your priority, preference, and provision.



Purpose Definition

We sail with destination in mind. Else, it's just wandering without meaning. We help you find and define your purpose before you embark on any adventurous journey.



Systemic Analysis

We need to be aware of the surroundings and the environment we work in. When you're well versed with the terrain, you can forecast the future and take calculated risks.



Programme Designing

We have to look at practical and doable ways to reach our goals and objectives. The actionable programmes need to be carefully designed to advance your quest.



Brand Building

We help you stand out and make a mark. We help you create your own identity, find and align attributes, bring forth the vital essence and position you positively.



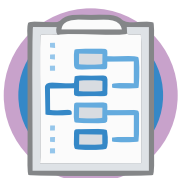
Engagement Strategy

We create strategies to engage the senses of your audience. We let them discover you; invite them to experience you; and, make it easier for further exploration.



Resource Mobilization

We know without proper backing, your dreams will remain a dream and thus we help you secure the required resources to fulfil your mission and successfully reach your vision.



Implementation Plan

We enable you to plan meticulously and optimally utilise your available resources or find feasible substitution to successfully accomplish your vision.



Monitoring and Evaluation

We help you navigate and set your reasonable targets and ways to make sure that the targets are met and correct courses if required.

Case study:

giz

Strategizing the media campaign to promote Women Entrepreneurship



Brief

(GIZ), on behalf of the (BMZ), is implementing a project titled “Economic Empowerment of Women Entrepreneurs”. The project advises the MoSDE on how to increase access of women to government support programmes for entrepreneurs, with the aim of strengthening incubation support for women wanting to start businesses as well as women entrepreneurs wanting to scale up their businesses.



Challenge

GIZ consulted with us on the media campaign strategy for their initiative to empower women. We subsequently prepared a report summarizing the outcomes from the workshops wherein teams from GIZ along with us strategized the aims of the media campaign.



Solutions

Analysing the ecosystem of women entrepreneurs and understanding the various audience layers allows us to build out a media campaign that is nuanced in its targeting and specific in its messaging.



Impact

For us, as well as GIZ and MoSDE, the project has an afterlife as a movement that is equally crucial. Supporting, encouraging, and enabling women's entrepreneurship is among the UN sustainable development goals. Through our pan-India media campaign, we envision that this project becomes a movement on its own, going beyond the current target areas.



An aerial photograph of a village nestled within a dense, lush green forest. Several traditional houses with thatched roofs are visible, interspersed among the trees. In the center of the village, a cluster of modern solar panels is installed on a cleared patch of ground. The image is framed by a blue diagonal border on the left and a white diagonal border on the right.

*"Good communication is the bridge
between confusion and clarity."*

Nat Turner

**We help you
reach your
audience**

Making Actions Speak

We understand your need to communicate with your stakeholders in a profound manner and establish a far deeper connection to create a better world together.

Communication is at the core of human interaction. All actions or aspirations will remain limited to a small group if it is not communicated properly with the outside world. It becomes almost imminent provided in some cases outside support and goodwill is irreplaceable.

We look at communication from a very deep intuitive level. Generally communication is thought of as an intellectual activity and thus a lot of emphasis is laid on providing information, broadcasting the news, and trying to influence the stakeholders. Another set of practitioners would get a step further and try to think of the emotional aspects and may suggest ways to impress, hold a conversation and find ways to become an inspiration to continue communicating. Our approach takes it a notch up and looks at it from a spiritual perspective too. We explore ways to initiate the audience into a deeper experience, look for ways to make human connections, and use communication as a medium to bring about transformation.

With the above said outlook we look at organisational communication from a larger perspective, two towards bringing the focus to the cause and inspiring change. We look at the programs and projects as a means to initiate transformation and engage the donors and your constituents through media, public relations, or directly for having positive influence.



OUTREACH

We can lead you in right direction to rightful space. Our initiative and motive is to take you to the right audience, with the right message, through right means, at the right time and place.



Organisational Communication

We are sure as an organisation you must be performing extraordinarily, but communicating your aspirations and actions are equally important.



Cause Campaigning

Sometimes it takes a little bit of nudging to make things right. Campaigning is a great tool of communication to drive people to do the right thing.



Programme Outreach

We support in successfully carrying out your programme by clearly defining your purpose and enabling others to assist you in your journey.



Project Promotion

We focus on the purview of a project and make it stand out. We support further by creating enabling materials with local flavour and diligently document it.



Donor Engagement

We understand your need to connect, inspire, and canvass support from your donors on a regular basis, to continue your great work in a sustained manner.



Constituent Engagement

We take the information to your constituents in a responsible manner and inspire them to change their behaviour, increase participation and build their capacities.



Public Relations Management

We support you to laterally manage engagement, indirectly impress your donors, positively influence the policies and subtly manage your brand public perception.



Publicity & Marketing

We navigate you through your cause related marketing requirements, public interest campaigns, and promoting your products and services to help achieve your objectives.

Casestudy:



Transforming lives, livelihoods, and landscapes in Andhra's most deprived districts



Brief

Rural Development Trust (RDT), headquartered in Andhra Pradesh's Anantapur district, has been undertaking development programmes across the state for half a century. RDT approached us for finding a brand voice, appropriate for Indian donors and beneficiaries.



Challenge

RDT has built a presence across 8 districts of Andhra Pradesh, working in such diverse areas as ecology, health care, tribal welfare, education, sports, etc. Despite this near-phenomenal success, RDT is virtually unknown outside the region. Efforts to raise funds or hire new talent in Mumbai or Delhi therefore proved unsuccessful.




Solutions

We categorized and documented their thematic programmes and multiple representative projects. We chronicled relevant case studies and success stories, interviewing various stakeholders and beneficiaries. Then, together with the management team, we devised a strategy that would focus on the Bangalore region given its proximity to Anantapur district.



Impact

We helped revamp RDT's brand identity via crafting their story in a manner that accurately depicted the scope and dimension of their programmes and successes. Our accomplishment was not merely the creation of a suite of communication products - we set in motion a communication sequence which testified RDT's long and rich experience in one of India's most resource-deprived regions.

A photograph of a group of people, mostly of South Asian descent, holding their hands in a large circle. In the center, a man with a mustache and a bright smile is looking towards the camera. The hands are holding various types of soil or sand, some dark and clumpy, others lighter and more granular. The lighting is warm and golden, creating a sense of unity and shared purpose. The image is framed by a blue triangle on the top left and a white triangle on the bottom right.

*"The result of bad communication is a
disconnection between strategy and
execution."*

Chuck Martin

**We help you
implement
the plan**

Spring into Action

Our actions are oriented towards successfully producing and delivering communication activities in accordance with your organisational strategy.

We actualise your plan to ensure all your aspirations are touched and tapped to its potential. Without timely initiated actions, you will lose the precious opportunities and the momentum could be slowed or lost. We minutely study your analysis and strategy and orient our efforts to be in sync with it. We know the perils of paralysis by analysis and we consciously refrain from overdoing it, but wisely make use of it to maximum extent. All the attention seeking communication ideas and creative concepts will be rendered toothless ineffective if it is not launched and gauged for its efficacy. We being a communication and strategy organisation, our production and delivery standards are of highest nature and social impact is our primary purpose.

We keep the purpose of your organisation in the forefront and perform to always maintain your advantageous position. We act as an extended arm of your entity and we take our role very seriously and with utmost responsibility. Even amongst our partners, we never allow any space for complacency or overconfidence.

We can assume responsibility for carrying out a single action or hold the complete project in place on a turnkey basis. Our focus always remains on the quality of the produce while being conscious of the cost implications and thus manoeuvre smartly to avail the best of both worlds.



ACTION

We execute to make your plan a success. We help you materialise the plan by giving you training and support to execute the project. And finally we help you analyse, document and report it.



Research and Analysis

We look deeper into your stakeholder and situation related topics, to find patterns and insights to match up to your aspirations and actions.



Promotional Activities

We bring attention to your cause, actions, and organisation through carefully designed promotional activities which will in-turn lead to change and create a better world.



Technology Integration

We look out for new technological developments and find ways to integrate them to the welfare initiatives to positively impact people and the planet.



Report and Documentation

We document your work's process and progress with deft and diligence to be comprehensively and contextually reported to different stakeholders and for your own records.



Monitoring and Evaluation

We carefully observe the work process and independently measure the results to assess and evaluate the progress and suggest ways to correct your course, if required.



Capacity Building

We train and transform individuals and groups in different capacities; may it be in your organisation or constituents outside, we better the usual and unique alike.



IEC Resources

We make information accessible to everyone in an effective manner, educate your stakeholders about your purpose and processes, and communicate your angle successfully.



Turnkey Production

We efficiently and effectively innovate, produce, and manage multiple creative production work, in alignment with your needs and capacities.



Casestudy:



Ensuring the holistic development of an adolescent population

"The storytelling approach of the project helped deliver the messages to the children from different backgrounds and locations in a most simple way. The strategic approach and the creative presentation further helped in bringing key messages interactively to our target audience. I am glad to have Integral World as our communication partner on this project." ~ Abinash Lahkar, Save the Children



Brief

Save the Children and Mondelēz International Foundation have partnered together to develop an integrated programme approach for holistic development of children in four States in India – Madhya Pradesh, Himachal Pradesh, Maharashtra and Tamil Nadu.



Challenge

To create a communication tool that would capture the attention of most people across Shubh Aarambh's diverse target groups. The tool should aid the groups in improving feeding practices, seeking healthy behaviour, establishing community-based health, nutrition and childhood development services, and strengthening future resilience.



Solutions


We understood that the kind of community focus envisioned for Shubh Aarambh required an end-to-end connect, across the entire age spectrum. Muppet-centered animation videos were created to depict characters that were very much drawn from the community.



Impact

Shubh Aarambh reached approximately 40,421 beneficiaries directly, and many others indirectly, with the endline survey reflecting significant progress through improved knowledge as well as attitudinal and behavioural shifts among children and mothers on nutrition and general health.





**We help anyone
and everyone
who is concerned
with the positive
change, being
respectful of its
origin, size,
model, exposure,
focus, etc.**

Integrated & Sustainable Actions

We help you help align with progress. The only way for us to progress is together. We need a concerted effort to marshal the resources, without losing sight of the bigger picture and the roadmap. Thus, we work with closely with the following five major development segments to achieve maximum impact.



NONPROFIT

We help you add value to your actions. We believe in you, if you're courageous enough to believe in a new world. We intend to support, sustain and scale your work to higher standards with enhanced capabilities and integral capacities.



BUSINESS

We help you pursue Corporate Social Responsibility. We value the importance of means, along with the motivation and method to make any real difference. We ensure your investment reaps bountiful social impact while aligning with your brand aspirations.



INSTITUTION

We help you build powerful institutions. Through patterned interactions that are predictable, institutions exist in the transformatory capacity in every sphere of our lives, the social, economic and political.




GOVERNMENT

We help you serve the people better. We are cognizant of the might of state run organisations and the impact it can have on the lives of the citizens. People give power to its representatives in anticipation of prosperity and protection in return.



FOUNDATION

We help you deepen your foundations. We understand exactly what it takes to make a difference. We offer intellectual frameworks, data driven insights, tools and practical solutions to enable your initiative and make impactful decisions.



*"Never doubt that a small group of
thoughtful, committed citizens can
change the world; indeed, it's the only
thing that ever has."*

Margaret Mead

**Our aim at
Integral World
is to help you
make our world
positive, pleasant,
protected, pacific,
and purposeful.
We're passionate
about progress
and conscious
change.**

Better World Together

We are a social enterprise and we are in the business of transforming the world holistically. We believe we live in an ever so integrated world, like never before. Everyone's progress matters. We wish to be a catalyst that unifies and binds the efforts together for conscious and collective development.

Our mission is to progress by integrating rightful actions to benefit all. We are an experienced, nonprofit entity specifically working with the development sector, using the strategic and comprehensive approach to tell stories, to improve understanding, to delve deeper into the issues, and find solutions for lasting change.

We believe meaningful work done rightly can change the world. Our utopian idea of a better world is where everyone is cared for and no one is left behind. We want to ensure that all human beings can fulfil their potential in dignity and equality and in a healthy environment, and take urgent action on climate change. We want to undo present and previous wrongs to leave a better place for future generations.

We are committed to help you ensure that all human beings can enjoy prosperous and fulfilling lives and that economic, social and technological progress occurs in harmony with nature. We wish to live in a world where we work for the benefit of each other, not against. We are insistent to help you foster peaceful, just and inclusive societies which are free from fear and violence. There can be no sustainable development without peace.

Integral Process

Our six-step process cycle is designed to deliver consistently.

We take our steps consciously, for we know the direction and success of the forthcoming actions depend on it. Each informs the other and many such journeys have formed our intuition. This proprietary 6I Model of Integral World is the core of all our actions – strategic planning, outreach and implementation.



Actionable Next Steps

We help you help deliver the change. If your vision is great, the mission noble, and the values intact, we want to partner with you in your expedition. Our skills and capabilities are yours to take advantage of. Here are the means to integrate:

Consult

We counsel you to address the issues at hand, integrally
We have the right experience, understanding, and sensitivities to walk you through the new world of opportunities.

-  Organisational way forward
-  Thematic Programme
-  Stand-alone Project




Collaborate


We can unite and cooperate with you to innovate to break new grounds. We can get together, club together and work together to integrate resources to form a new initiative or idea. We can collaborate and share resources to create a new:

-  Project
-  Event
-  Product
-  Workshop
-  Campaign
-  Research
-  Network
-  Publication

Contribute

We invite you to share and articulate your valuable views. We need to debate, discuss and deliberate about choosing the right kind of transformation in our integrated world.

-  Sharing your expertise
-  Volunteer for our cause
-  Donating towards our initiatives



*"Coming together is a beginning; keeping together
is progress; working together is success."*

Henry Ford

Let's Integrate!
We should
partner together,
multiply forces
to tackle the
pressing
problems.

About Auroville

Auroville's raison d'être is to realise Human Unity. Auroville is an experimental universal township envisaged by a visionary named Mirra Alfassa, reverently referred to as 'The Mother'. It is established to contribute significantly to the progress of humanity towards its splendid future by bringing together people of goodwill and aspiration for a better world.



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Integral World is a unit registered under Auroville Foundation. An autonomous body under the Ministry of Education, Government of India.

Donations to Auroville Foundation are exempt from Income Tax under Section 80 (G), section 35.1.ii or 35.1.iii of the Indian Income Tax Act.

Auroville is also a UNESCO recognised Centre of Excellence for Peace.