

## Movement building and public awareness through various cultural activities of IDO.

IDO believes that the implementation of development projects alone is not sufficient to establish a sustainable and equitable society; what is needed is the collective strength of a conscious, organized, rights-aware, and responsible populace. With this goal in mind, alongside its various development activities, IDO has been placing special emphasis on movement building, public engagement, and raising social awareness. Key objectives of these initiatives include strengthening the voices of the people, organizing them to secure their rights, and involving them in leading social change.



IDO believes that culture touches the hearts and minds of people and can serve as a powerful medium for social change. Therefore, important social and developmental messages are conveyed to the public in an accessible, engaging, and acceptable manner through theatre, street plays, folk music, songs of the masses, poetry, recitations, cultural events, art, debates, quizzes, exhibitions, rallies, human chains, discussion meetings, and various social campaigns. Through these activities, women, children, youth, workers, farmers, marginalized communities, teachers and students, public representatives, civil society, and local social organizations are specifically engaged.



Through these cultural and community-oriented activities, public awareness is raised regarding workers' fair rights and dignity, the rights of women and children, education and health, social justice, the reduction of inequality and deprivation, the conservation of the environment and biodiversity, addressing climate change risks, human rights, safe working environments, and social harmony. At the same time, the public is encouraged to learn about their own issues and rights, raise demands, and take initiatives for collective solutions at the local level.



A key aspect of IDO's movement-building activities is not merely raising public awareness, but organizing the informed public and transforming them into active partners in social change. To

this end, efforts are made to foster local leadership and volunteerism, enhance connectivity and cooperation among diverse communities, facilitate social dialogue, and encourage collective action in support of just demands. Consequently, opportunities arise for individual-level awareness to gradually evolve into social initiatives and collective movements.



The core philosophy behind IDO's activities is: "From awareness to organization, from organization to collective action, and from collective action to sustainable social change." Through this sequential process, IDO continues to work towards strengthening the voices of marginalized and disadvantaged people, establishing their rights and dignity, reducing social inequality, and building a participatory, inclusive, and equitable society.



By uniting cultural strength, public engagement, and collective social initiatives, IDO is committed to advancing a movement aimed at building a conscious, organized, and rights-based society

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