



Sahyog Stakeholder Analysis

Stakeholder: Any person, group or organization who can be positively or negatively impacted by, or cause an impact on, the actions or activities proposed.

List of Stakeholders in categories:

Beneficiaries (from low-income communities)

Direct:

- Young Women
- Children
- Children with disabilities

Indirect:

- Parents
- Family
- Community

Decision Maker

- Trustees
- Employees (Full and part-time employees, consultants and volunteers)

Funding Agencies/Individuals

- Edelgive Foundation
- Rangunwala Foundation
- Barrington Education Initiative
- Asha Education
- Trusts
- Individual Donors

Supporting Groups

- Aanganwadis
- Local Institutions (Police Station)
- Service Providers
- Supporting Individuals



Potential Opponents

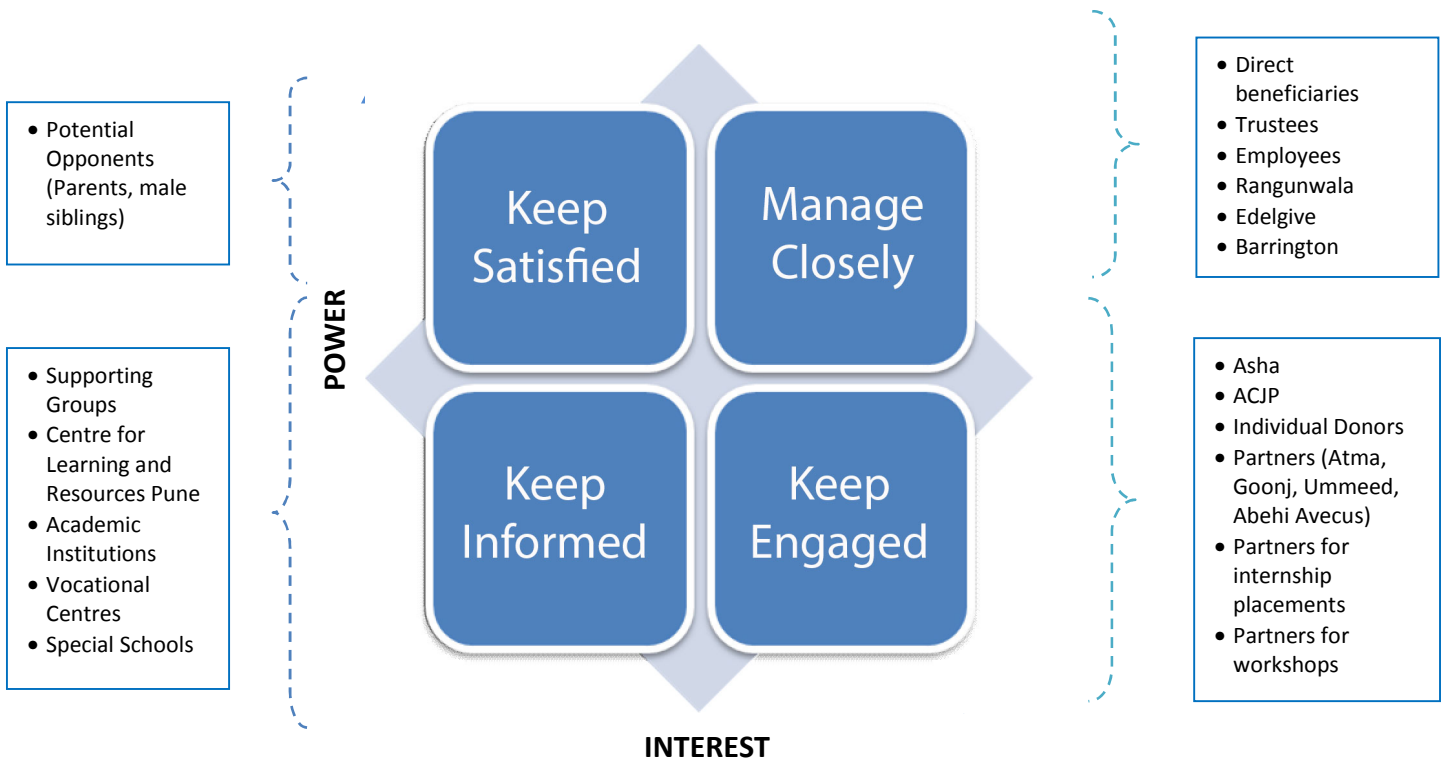
- Parents (Fathers)
- Male siblings
- Conservative/orthodox groups in the communities

Partners

- Atma
- Goonj
- Ummeed
- Abehi Avecus
- ACJP
- NGOs for internship placements (CHIP, FMHC, CSER, SNEHA etc.)
- NGOs who conducted workshops or sessions for Sahyog (Madhya Pradesh Viklang Manch, Committee for the Right to Housing)
- Resource Persons
- NGOs where Sahyog conducted workshops or sessions (Masoom etc.)
- Centre for Learning and Resources Pune (Yuva)
- Other NGOs
- Oberoi International School
- Academic Institutions (TISS etc.)
- Vocational Centres
- Special Mainstream Schools
- NGOs for Children with Special Needs (Save The Children)

Power Interest Grid

The Power/Interest Grid contains four quadrants. Each quadrant gives you an indication of the level of stakeholder management that you will have to employ and may also influence the type of communication style. The four quadrants of the Power/Interest Grid are shown below.





Four Quadrants:

- **Manage Closely**
 - Key Players focus efforts on this group
 - Involved in governance or decision making bodies
 - Engage and consult regularly
- **Keep Satisfied**
 - Engage and consult on interest area
 - Try to increase level of interest
 - Aim to move to the right hand box “Manage Closely”
- **Keep Engaged**
 - Make use of interest through involvement in low risk areas
 - Keep informed and consult on interest area
 - Powerful supporter/goodwill ambassador
- **Keep informed**
 - Inform via general communications: Newsletters, websites, emailers etc.
 - Aim to move to right hand side box