



# IMW

# Indian Mediation Week, 2019

*Suljhao Magar Pyaar Se*



## Student Ambassadors Guideline Booklet





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Indian Mediation Week (IMW) is India's largest student-run access to justice campaign that aims at increasing awareness about mediation as a means of resolving legal disputes. Student Ambassadors play a major role in IMW campaign as they are responsible for spearheading the movement by spreading awareness about mediation in their cities. Student Ambassadors are expected to be mindful, dedicated and connected to the cause while filling for these leadership roles. This year we will be organising the 3<sup>rd</sup> edition of IMW which will be held in December 2019 where we felicitate our top Student Ambassadors for their efforts.

## **Supporters**

Indian Mediation Week is an initiative of **ODRways (rebranded as SAMA)** that was started by a group of students at **West Bengal National University of Juridical Sciences(WBNUJS), Kolkata** and now has transformed into a national movement for Access to Justice. The event is supported by the **Ministry of Law and Justice**, Government of India and **Supreme Court Mediation and Conciliation Project Committee (MCPC)**. The previous Edition was in collaboration with **NITI Aayog**.

Team IMW is proud to announce that applications for the position of Student Ambassadors, 2019 are now open. Please check the guidelines below to know more about our program, policies, role and responsibilities.

### **GUIDELINES FOR THE MEDIATION AMBASSADOR PROGRAM:**

#### **1. How to Join?**

- a.** Interested law students can apply on the Indian Mediation Week Website and fill up the form for the Mediation Ambassador Program.
- b.** Upon successfully filling the registration form, candidates would become Preliminary Ambassadors to the campaign and will further receive instructions for the next steps.

#### **1.1. Detailed Screening Process Explained:**

Every registered candidate will be deemed as a **Preliminary Ambassador** who *only after complying with the following conditions* would be inducted as an **Official Ambassador** representing their respective college/city for the 2019-20 edition of Indian Mediation Week.

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- a) All Preliminary Ambassadors will be required to conduct a **Minimum of 3 Mediation Awareness Drives**<sup>1</sup>.
  - b) In order for all the candidates to fully understand their scope of work, roles and responsibilities, Preliminary Ambassadors will be required to complete a free of cost training program (**consisting of compulsory webinars**) conducted by our Committee Members in the course of one month.
  - c) Students are encouraged to use this time frame of one month to seek clarifications and clear their doubts related to their roles from Committee Members (contact details are provided below- Clause 5 a).
  - d) Only after fulfilling the aforesaid criteria, candidates will be provided with the status of Official Ambassador for the IMW'19 campaign and their profiles will be made active on the [Indian Mediation Week Embassy](#) website. These ambassadors along with their team will now have to officially undertake multiple activities and will be given points according to the activities undertaken by them.
  - e) These activities have to be around promoting mediation amongst the general public few examples like, by way of mediation awareness drives, some creative events, gathering cases by organizing talks, conferences, workshops, meeting with eminent people and gaining their support, doing street-plays and flashmobs, blogging and content creation for spreading awareness online. These activities are mere indicators of the tasks to be undertaken as an Official Ambassador and not an exhaustive list and each team will be encouraged to come up with different ideas of spreading awareness.
  - f) The deadline for being inducted as a preliminary ambassador is 5<sup>th</sup> August 2019, i.e. Thursday.<sup>2</sup>
  - g) The campaign will begin from 15<sup>th</sup> August, 2019 and will continue for the duration of the following 3 months, i.e., till 15<sup>th</sup> November, 2019.<sup>3</sup>

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<sup>1</sup> Refer to 2.1 of this document.

<sup>2</sup> Kindly check the website for changes/updates in the campaign dates (if any)

<sup>3</sup> Kindly check the website for changes/updates in the campaign dates (if any)



## 1.2. Webinars and Ambassador Training

- a) As a part of the training, the preliminary ambassadors shall attend webinars organised by the IMW coordinators with prior experience in these areas so as to gauge real and practical insights on the campaign, activities and expectations. These webinars shall tackle a range of topics from Mediation 101, how to conduct and what to expect on drives, citizen interaction, how to organize creative events to content generation, leadership, team management and more.
- b) There shall be four webinars in total throughout the induction process. The date and time of these webinars shall be notified to the ambassadors post the application process.
- c) Attending the webinars is **mandatory** for the ambassadors to be inducted as Official Ambassadors as it is imperative that all the ambassadors are equipped with the correct knowledge, skills and tools to effectively carry out these activities as leaders in this campaign.

## 2. Responsibilities of a Student Ambassador

### 2.1. Carrying out a Mediation Awareness Drive

- a) The Mediation Awareness Drives are a core part of the Indian Mediation Week's "Bottom to Top" approach for access to justice.
- b) In a Mediation Awareness Drive, Student Ambassadors, accompanied by their volunteers, step into the local areas of their target cities and approach the general public, including but not limited to consumers, businessmen and professionals and sensitize them about Mediation, and its merits as an alternative dispute resolution mechanism of directly engaging with the public.
- c) A crucial aspect of the Mediation Awareness Drives is Case Collection<sup>4</sup>. When a Student Ambassador carries out a Mediation Awareness Drive, he/she may attempt to collect pending cases and disputes from the citizens informed along with their contact details. Case details and contact

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<sup>4</sup> Refer Clause 2.2 (a).



details must be obtained only upon receiving consent of the person to do the same. Due to the nature of this information being confidential, the team must not disclose it to anybody but the Zonal coordinator or IMW Organising Committee only. The aim of this exercise is to collect the pending cases and attempt to resolve them through mediation with the help of certified mediators associated with this campaign.

- d)** The Organising Committee provides the Student Ambassadors with a poster/flyer templates, which has all the basic information about mediation and the contact details of the IMW Case Management cell. These should be printed and distributed to the public as a means to build a communication with the public while conducting drives. These flyers contain information on mediation and contact details of the IMW Hotline for registration of cases or enquiries. The content is available in Hindi, English and other vernacular languages as well.

For more information on how to carry out a Mediation Awareness Drive, please refer [this link](#).

## **2.2. Case collection**

- a)** As discussed in Clause 2.1 (c), case collection is one of the essential parts of the mediation awareness drive while interacting with the common public. The purpose of this activity is to engage their interest in the process of mediation and to prove the veracity and ingenuity of the entire process.
- b)** All the cases received by Ambassadors from the public are required to be compiled on an official sheet which includes the name of the contact person, their contact details and the manner of case they are dealing with, which includes, for example, bank cheque matters, property matter or a family matter. The template for case collection will be provided to each Ambassador by the IMW core team and case information will be accepted only in the specified format.
- c)** The ambassadors are required to compile the case data after each drive and report it to their respective Zonal Coordinators. Veracity of the cases will only be verified if it is submitted to the Zonal Coordinators. Submission



of this data to anyone else in the Organizing Committee of the IMW will be accepted only upon prior permission for it to be considered.

- d) In case of an ambassador being found to submit any fake cases for the purpose of gathering more points, he/she will be penalized with deduction of points. The Organizing Committee shall hold the discretion to make a decision in such situations. Repeated offences will lead to disqualification for misconduct.

### **2.3. Shout-outs**

- a) In the process of promoting mediation in every section of society, the activities undertaken vary from interacting with local shopkeepers, vendors, families and various legal luminaries and eminent citizens or any famous personality. Ambassadors are expected to get in touch with legal luminaries and eminent people who have made a mark in the field of Law and ADR and inform them about IMW and record a video of them saying "Suljhao Magar Pyaar Se".
- b) Ambassadors are required to submit the pictures and videos of the shout-out to their respective zonal coordinators.

### **2.4. Content creation and blog writing**

- a) The IMW has an online website with a blog hosting facility which discusses recent developments in the field of mediation and articles discussing the related concepts.
- b) Every ambassador or volunteer who submits a blog post will be awarded additional points for the same. The blog should be of 500 words maximum and every entry will go through a check for plagiarism.
- c) Authors will be named and given credit for their work. However, the Organizing Committee can make changes in the entry and will hold all rights over it once it is published on the IMW website.

### **2.5. Important information:**

- a) An Ambassador is required to undertake activities they deem fit for the awareness campaign like drives, creative events, etc. and promote them in their individual capacity.

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- b)** An ambassador should conduct drives with or without their volunteers (it is recommended to at least have 3 volunteers to increase reach) and each individual should at least interact with 20 people. The number of drives conducted in the duration of 3 months should be 20 to be eligible to receive a certificate. The purpose of this specification is to maintain the quality of the campaign.
  - c)** The ambassadors from each city are supposed to maintain a report after every drive or event which specifies the locality/area covered, number of people interacted with, number of cases gathered and also submit photographs of the drive and individuals they interacted with. The report should be submitted to the Zonal coordinator of their respective zones within 24 hours of the drive conducted.
  - d)** Expenses of any such drive or creative event undertaken will be borne by the team itself and not the Organizing Committee.
  - e)** Any case of fake drives, cases, shoutout or exaggeration of the drives will lead to heavy deduction of points.
  - f)** The OC has full discretion to govern the activities you undertake and guide you through the process. Moreover, they have the right to decide on the matters of flouting and their decision will be final and binding.

### **3. Incentives**

- a)** Top 5 Ambassadors shall be provided with a cash prize worth Rs. 1,50,000.
- b)** Top 10 ambassadors and their best volunteers will be awarded with internships of their own choice from the given options. Tier 1 Corporate Law Firms: Cyril Amarchand Mangaldas, AZB and Partners, Trilegal, Samvad Partners, Argus Partners, J Sagar Associates, Jerome Merchant and Partners, 10 internships in India's best ADR centres and 60 internships in Supreme Court of India under Vidhi Legal Internships program. The internships will be awarded on the basis of ranks and the individual with higher ranks will get preference over the others.
- c)** Additionally, there shall be awards and goodies for ambassadors and their volunteers wherein they will be awarded on the basis of regular fortnightly/monthly competitions that will be announced.



#### **4. Point system**

- a)** For every drive, the team shall be awarded 5 points.
- b)** For every creative event, the Organising Committee, in consultation with SAMA shall assess and mark the events and will be awarded points between 0 to 20 and the discretion lies on the OC completely.
- c)** For every case that a team gets, they will be awarded 5 points.
- d)** For every shoutout from an eminent citizen or help from a legal luminary, the points awarded will be between 5.
- e)** For every blog post submitted, the team will be awarded point from the range of 0-10, depending on the quality of the work submitted.
- f)** For every fake drive, fake cases and flouting, the OC holds the discretion to deduct points of ambassadors and the decision of the OC will be final and binding.

#### **5. Miscellaneous**

- a)** In case of any further queries or doubts regarding the campaign or any other doubts related to Indian Mediation Week, you can reach out to us at indianmediationweek@gmail.com or contact us

Rohit Sharma: 8697581888

Balraaj Singh Chhatwal: 8826388919

Aastha Sharma: 8583973520

Apoorva Singh: 9918344934

- b)** After being inducted as an Official Ambassador, your point of contact will be your Zonal Coordinators.
- c)** All the ambassadors and the team of volunteers will be receiving their certificates from Indian Mediation Week Team at the end of the campaign.



## 6. FAQs

### 1. **What is mediation?**

- Mediation, is an Alternative Dispute Resolution (ADR) mechanism, which helps people find solutions to their disputes in an amicable manner. It can save you time and money, and also preserve relationships. It remains strictly confidential and only those directly involved in the mediation will know what is discussed, disclosed or agreed in the meetings. Most mediation sessions are just a few hours and low cost. Most importantly, mediation gives you control over the outcome as it is completely voluntary.

### 2. **What is the Indian Mediation Week?**

- Indian Mediation Week(IMW) is India's Largest Student-run Access to Justice Campaign. Under the Mediation Awareness Program Initiative (MAP Initiative), IMW has conducted over 2400 drives across 102 cities of India with directly engaging with over 1.5 lakhs people and in the process sensitizing over 50 lakh people across the nation.
- In a nation where more than 54 percent of the people still haven't heard of Mediation, IMW is an initiative to not only sensitize people about Mediation but also collect cases from the people and solve them through a pool of expert Mediators across the nation. IMW has successfully solved around 500 cases of the total 2000 odd disputes received.
- Based on the progress and success of the event, we have been encouraged for the 3rd edition (IMW'19) to be expanded to a larger scale

### 3. **What is a mediation awareness drive?**

- In a mediation awareness drive, you along with your group of volunteers directly engage with the general public and tell him/her about the process of mediation. These group of volunteers are generally students from your college who will help in conducting these drives.



#### **4. What are mediation creative events?**

- Creative events to promote mediation can include flash-mob, street plays, musical performances, mediation awareness seminars for start-ups, rotary clubs etc. Some of the events from last year are available at the IMW YouTube channel. You can come up with any idea for a creative event to promote mediation, discuss it with us, and then we can make it happen.