



# 2011 Public Service Award



Asia 21  
Society



## Leadership for a Shared Future

We invite you to nominate an organization that deserves to be considered for the Asia Society's Asia 21 Young Leaders Initiative 2011 Public Service Award (PSA). The winning organization receives US\$10,000 along with the ongoing support of the Asia 21 Class of 2011 Fellows.



# Overview

## Asia 21 Young Leaders Initiative

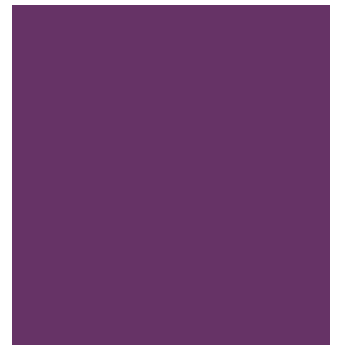
**The Initiative.** The Asia Society's "Asia 21 Young Leaders Initiative" brings together dynamic young leaders from across the Asia-Pacific region. The Asia 21 Class of 2011 Fellows, a core group of young leaders selected by the Asia Society, are pleased to announce the launch of the Asia 21 Young Leaders Initiative 2011 Public Service Award (PSA). The award recognizes an organization that serves underprivileged social and economic groups, communities and the public in the Asia-Pacific region.

**The Goals.** The PSA aims to:

- Recognize the achievement of a small to medium-sized organization engaged in public service in the Asia-Pacific region.
- Provide an award to recognize the work of the organization.
- Provide ongoing support for the organization through the assistance of the Asia 21 Class of 2011 Fellows.
- Replicate successful activities of the organization in other countries.



“The Asia 21 Public Service Award represents substantial support for our ongoing programs while also offering us access to the Fellows’ intangible services.” HOME, Singapore, Winner of the 2010 PSA



**The Award.** The PSA consists of a US\$10,000 cash prize. In addition, the Award winner will be given access to the Asia 21 Class of 2011 Fellows’ network for successful program development and transfer of best practices. This in-kind aid aims to position the award-winning organization with the tools to expand to a higher level of service and to other regions around Asia.

For a link to the profiles of the Asia 21 Class of 2011 Fellows, please see below:

<http://www.asiasociety.org/policy-politics/asia-21/asia-21-fellows-class-2011>.

**PSA Selection Committee.** The PSA Selection Committee consists of the Asia 21 Class of 2011 Fellows, with technical support from Asia Society and partner organizations.

**Past Winners.** The previous winners of the Asia 21 PSA have furthered their success and have remained in contact with Asia 21 Fellows. These are:

2010: Humanitarian Organisation for Migration Economics (HOME), Singapore

2009: Prisoner Assistance Nepal, Nepal

2008: Mashhad Positive Club, Iran

2007: Odanadi seva Samsthe, India

2006: Chi Heng Foundation, Hong Kong

See website for more details:  
<http://www.asiasociety.org/policy-politics/asia-21/public-service-award>

**Eligibility Criteria.** The organization should meet the following eligibility criteria:

#### *Essential Criteria*

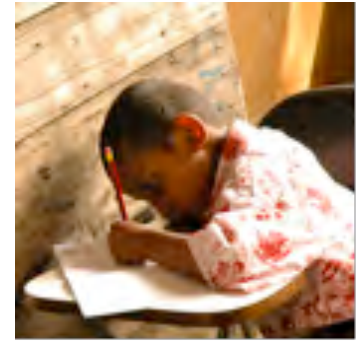
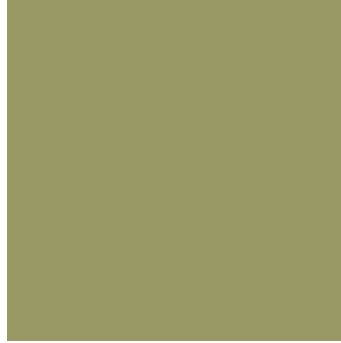
All organizations applying for this award must:

- Be nominated by an Asia 21 Fellow or Delegate of a past Asia 21 Young Leaders’ Summit;
- Be based and conduct activities in the Asia-Pacific region;
- Have a plan to engage actively with and accept ongoing support from the Asia 21 Class of 2011 Fellows;
- Have permission to accept funds from the United States of America;
- Demonstrate positive impact from their work at the time of submission of their application;
- Have an annual budget of less than US\$ 3,000,000; and
- Have a transparent accounting process for finances.

#### *Desirable Criteria*

It is highly desirable that a successful organization:

- Conduct work that is innovative and sustainable over the long-term;
- Conduct work with specific and measureable impact that can be tracked over time;
- Have a clear mission statement and focus;
- Conduct work that meets the needs of a specific underprivileged group or community; and
- Conduct work that has the potential to grow and be extended to other countries in the Asia-Pacific region.



# Timeline and Key Steps

**Nomination Procedures.** Current and previous Asia 21 Young Leaders (including Delegates and Fellows) are invited to nominate one or more organizations for the Asia 21 2011 Public Service Award. The organization should complete the following application form, including the name and year of the nominating Asia 21 Delegate or Fellow.

The application, including the document described on the following page, should be submitted by email as a single PDF document. All nominations shall be written in English.

**Nomination Deadline.** Complete nomination, application forms and required information therein must be submitted by 12:00 Midnight, Eastern Time (ET) on June 30, 2011.

**Submission of Nomination Forms.** Nomination for the PSA shall be submitted by email only to:

Award Administrator  
Asia 21 Class of 2011 Fellows  
Email: [Asia21PSA@asiasociety.org](mailto:Asia21PSA@asiasociety.org)

## Timeline.

### May 6 – Jun 30 Call for Nominations

All proposals for the Asia 21 2011 PSA should be submitted by email to the Award Administrator.

### Jun 30

### Closing Dates for Applications

### Jul 1 – Aug 15

### Review of Proposals and Selection of Top Five Organizations

Proposals will be reviewed against the selection criteria mentioned on the previous page. The top five organizations will be duly published on the Asia Society website on August 15.

### Aug 15 – Sep 15

### Final Selection Process by Asia 21 Class of 2011 Fellows

The PSA Selection Committee will conduct interviews with the shortlisted applicants.

### Sep 16

### PSA Winner Notified

All unsuccessful applicants will be notified by email before September 16, 2011.

### Nov 19

### Award Ceremony

Asia 21 2011 PSA Presentation Ceremony at the Asia Society's 2011 Asia 21 Young Leaders Summit in New Delhi, India.



## Award + Activities

**Award Ceremony.** Asia Society will cover the cost of travel for a senior representative from the award recipient organization to attend the award presentation ceremony at the Asia Society's Asia 21 Young Leaders Summit in New Delhi, India on November 18 – 20, 2011. The recipient is encouraged to provide a handout or a booklet to promote the organization's work at the Summit. The PSA Committee shall screen a two-minute audio/visual presentation of the recipient's work at the Summit, if available.

**Fellows Engagement.** The winning organization will receive active support from the Asia 21 Class of 2011 Fellows and their networks for one full year, in accordance with the proposed activity in the application. After one year, the award recipient is expected to report back to the Asia 21 Class of 2011 Fellows on specific results and impact that can be attributed to the PSA.





# Past Asia 21 PSA Winners



## Humanitarian Organisation for Migration Economics

**HOME** responds to the very specific and special needs of a growing number of migrant workers in Singapore, now numbering approximately 900,000.

Apart from providing temporary shelter, food, and medical services to those who face work-related problems including abuse from their employers, **HOME** has also extended help desk services, legal aid and financial assistance to its beneficiaries, as well as vocational skills training in such areas as English language proficiency and IT.

"Improving their employability is one way to break the poverty cycle," **HOME** President, Bridget Tan, stated. "Our training courses aim to be a part of that process and this Asia 21 grant represents substantial support for our ongoing programs while also offering us access to the Fellows' intangible services."



## Prisoners Assistance Nepal

Founded in 2000, PA Nepal provides a home for children who would otherwise be in jail with a convicted parent, and further allows them the opportunity to attend school. It continues to rescue children from prisons around the country and currently supports more than 300 youth across Nepal, ranging in age from 18 months to 18 years.

Ms. Ranamager overcame extreme poverty and gender discrimination, became a schoolteacher, provided literacy classes for women, and worked in country jails. Her work was inspired by her meeting with renowned Nepali writer and human rights activist Bishnu Kumari Waiba ("Parizat"). "It was then that I saw the work that needed to be done," Ranamagar says. "It has meant that I have been able to work with the most vulnerable and the most desperate and I have been able to give them hope and assistance."



## Mashhad Positive Club

This Iranian-based organization works with people living with HIV/AIDS in Iran. Its activities include Positive Prevention, Psychosocial Support to PLHIV, Peer Education and Counseling services. Mashhad Positive Club was also one of the recipients of UNAIDS's Red Ribbon Award in 2008.

In line with its long-term strategies, MPC has established a new **Harm Reduction Center**, which uses an innovative Management Information System based on RFID (Radio Frequency Identification Data) recording. Harm Reduction refers to policies, programmes and practices that aim to reduce the harms associated with the use of psychoactive drugs in people unable or unwilling to stop. The defining features are the focus on the prevention of harm, rather than of drug use itself, and the focus on people who continue to use drugs.

Beneficiaries are identified by unique RFID cards and all services delivered to them are recorded by operator. Reports can be obtained daily, weekly, monthly or any other specified duration.





# Asia 21 Class of 2011 Fellows

A major component of the Public Service Award is the opportunity for the winning organization to tap into the networks and skill sets of the Asia 21 Class of 2011 Fellows. Nominees are encouraged to give consideration to how they would like to take advantage of any aspect of the Class of 2011 Fellows' collective experience to build on the work of their organizations. The Award Committee will take these points into account when selecting the finalists and award winner. The Fellows come from a diverse range of geographical and professional backgrounds, including but not limited to the following:



## Professional Backgrounds

- Business
- Civil Society
- Environment
- Health & Medical Practices
- Media
- Government Ministry
- Science/Technology

## Collective Skills and Specialties

Human Rights Advocacy	Public Policy & Campaigns
Women's and children's rights	Government lobbying
Integration of Medicine and Public Health	Letter writing
Health policy reform	Outreach
Creative health-related inventions	General campaign/project planning
Use of media on health-related activities	Implementation & evaluation
Negotiation & Conflict Resolution	Effective use of media for work
Documentation	Social & Youth Education
Interview of survivors/victims	Health Education
Outreach & post-conflict support	Sports & Outdoor Activities
(emergency relief & community support groups)	Planning & implementation of sport-related activities
Organization Management	Strategic Planning
Youth Outreach	Operational efficiency
Use of Radio, Television and Print Media	Resource allocation
	Strategy modeling
	General and project planning

Images courtesy of Asia Society, Media Indonesia, YCAB Foundation, Adam Gilmore, Rabi Karmacharya and Martin Tan



# Asia Society

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[www.AsiaSociety.org](http://www.AsiaSociety.org)



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Web: [www.AsiaSociety.org](http://www.AsiaSociety.org)

## Nomination Form

2011

### Instructions

Nominations for the 2011 Public Service Award should be submitted **by email only**. Please scan these documents and include them all in a **single PDF document**. Please endeavor to keep the PDF file to a maximum size of 10MB. You can merge a number of separate PDF documents by using various programs available free on-line.

**Award Administrator for the Asia 21 Class of 2011 Fellows:** [Asia21PSA@asiasociety.org](mailto:Asia21PSA@asiasociety.org)

Additional information about previous award winners can be obtained from the Asia 21's website at:  
<http://www.asiasociety.org/policy-politics/asia-21/public-service-award>

### Deadline for Nomination

Completed nomination forms, including all the required supporting information, must be submitted by 12:00 midnight, Eastern Time (ET) on June 30, 2011.

### 1. Nominator Information

Name	<input type="checkbox"/> Asia 21 Delegate <input type="checkbox"/> Asia 21 Fellow
Class/Year	

### 2. Nominee Information

Organization Name	Year Started
Field(s) of Activity	Country/Region of Operation

Contact Person		
Position in Organization	Email	
Contact Address		
City, Province		
Country	Post Code	
Website	Telephone	Fax

### 3. Benefits to Communities

What specific benefits to disadvantaged individuals/communities has this organization provided? Identify measureable indicators where possible. (max. 500 words)

### 4. Essential Criteria

(Mark ☒ in the following items)

The organization:

- ☐ is prepared to work actively with the Asia 21 Class of 2011 Fellows
- ☐ has permission to accept funds from the United States of America (this must be confirmed prior to the receipt of the award)
- ☐ has a total annual operating budget of less than \$3,000,000. US\$ \_\_\_\_\_

What contribution(s) does the organization anticipate from the Asia 21 Class of 2011 Fellows, based on the skill sets provided in this document? (max. 200 words)

#### 4. (continued from page 2)

How are finances managed transparently within this organization? *(max. 200 words)*

#### 5. Desirable Criteria

How does your work meet the desirable criteria?

This organization conducts work that is innovative and sustainable over the long-term. *(max. 200 words)*

This organization conducts work with specific and measureable impact that can be tracked over time.  
*(max. 200 words)*



**5. (continued from page 3)**

This organization has a clear mission statement and focus. *(max. 200 words)*

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This organization conducts work that meets the need of a specific underprivileged group or community. *(max. 200 words)*

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This organization conducts work that has the potential to grow and be extended to other countries in the Asia-Pacific region. *(max. 200 words)*

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## 6. Additional Documentation

### (Scan and include all documents with your submission)

Please include all of the following documents, merged into one PDF, in the following order:

1. Completed nomination form
2. Two (2) reference letters from individuals and/or organizations clearly indicating their support for the nomination for the Asia 21 2011 PSA and attesting to the nominee's contributions. These letters must come from appropriate project stakeholders (e.g. project beneficiaries, government officials, or private sector).
3. Most recent Annual Report of the organization from 2009-2010 or 2010-2011, including an annual financial statement (please include only the latest report).
4. Additional information that supports your application (such as press releases, reports or other data relating to projects mentioned in your application). The additional information should be a maximum of five (5) pages. This is not essential to your application. We may request additional information during the review process.