

## South Orissa Voluntary Action About our Logo

The population served by South Orissa Voluntary Action (SOVA) is only 36% literate, includes children, and highly values pictorial representation of their culture. For these reasons, SOVA's logo is an especially important symbol of their focus and work.

### Old SOVA Logo



SOVA's original logo has been used since the organization's founding in 1993. At that time, thousands of Koraput's tribal people were displaced by the construction of the Upper Kolab Hydroelectric Dam. People who had been living for centuries along the reservoirs were forced to move much further uphill, where the land was not as suitable for agriculture and lacked many natural resources. As a result, the infrastructure and institutions of the tribals disintegrated. This sudden deterioration of their already-insecure livelihoods can be thought of as a dark period.

When SOVA joined the tribal peoples' struggle, the organization motivated them to form groups to discuss issues, fight for their rights, plan for their future, and regain their sense of community. This mission of empowerment and capacity-building represented the journey from darkness to light.

Graphically, SOVA's original logo represents this journey from darkness to light. It also captures the transfer of skills from SOVA staff to community members and shows that SOVA work together with the community toward a better future.

### Need for Change

Starting in 13 villages with only a few staff members, SOVA now works in 225 villages with 106 staff members. The mission of capacity-building means that SOVA's current influence and future success is dependent more upon the thousands of tribals spreading key messages and less upon the direct intervention of SOVA staff. Success is measured not by the actions of SOVA staff, but by the actions which are adopted and carried forward by the tribals themselves. This shift in core focus to community and unity required a new logo that better symbolized SOVA's vision and work.

### New SOVA Logo



mission, vision, and values.

The new logo encompasses multiple ideas that are important to SOVA—community organization, unity and togetherness, a holistic approach to development, hopefulness, and optimism. Also, the colours used are commonly seen throughout the area and are attractive to one of SOVA's primary audiences, children. The hand-drawn feel of the logo shows respect for the area's beautiful arts and crafts history. It is SOVA's intention that this new design will better reflect the organization's

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