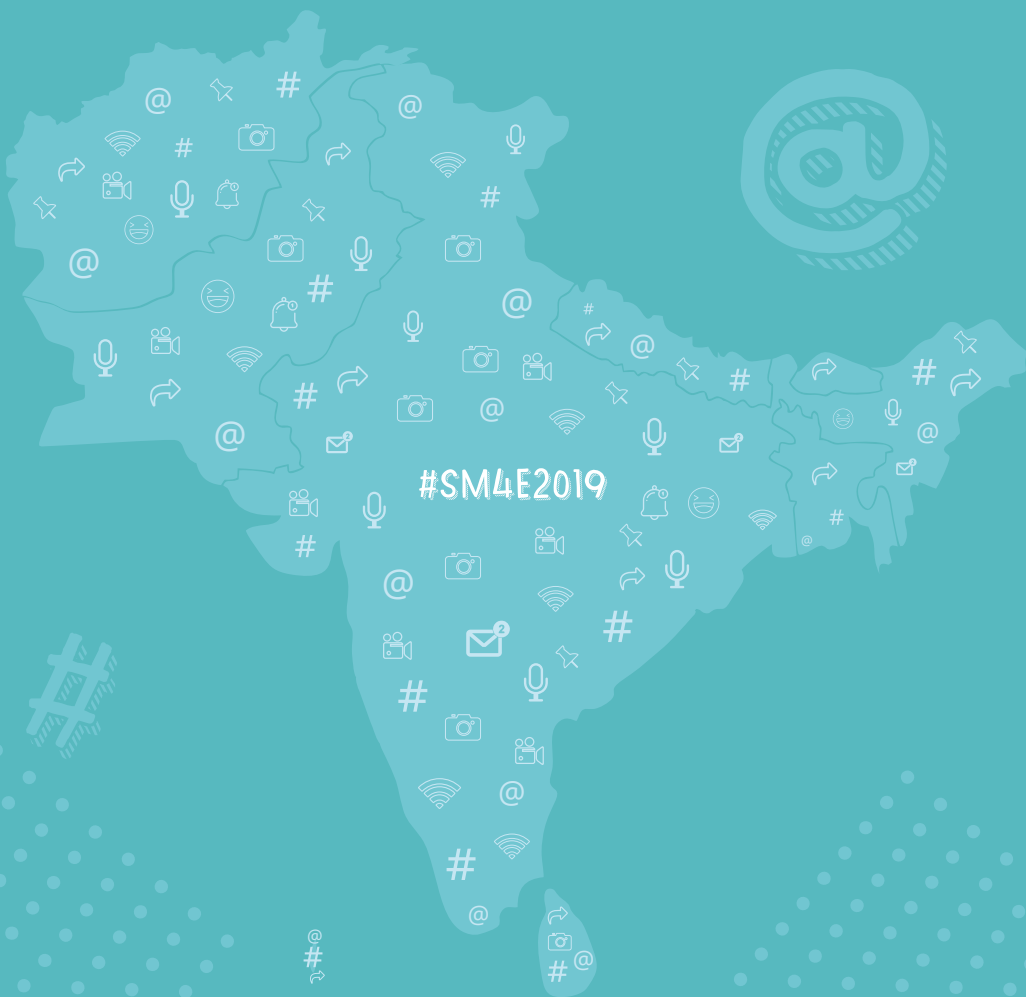




SOCIAL MEDIA
for EMPOWERMENT
POWER OF PEOPLE & PARTICIPATION

STATE OF SOCIAL MEDIA

Learnings from South Asia





STATE OF SOCIAL MEDIA

Learnings from South Asia

'STATE OF SOCIAL MEDIA: Learnings from South Asia' a book published by Digital Empowerment Foundation, under its Social Media for Empowerment Awards platform, to explore and share how some of the best social media initiatives from South Asia are leveraging the power of social media to reach out to a wider global audience and initiate social change.

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CELEBRATING SOCIAL MEDIA MILESTONES

Osama Manzar
Founder-Director
Digital Empowerment Foundation
 @osamamanzar

Welcome to the 6th edition of Social Media for Empowerment Awards 2019! This is a platform that was launched with much love in 2013 when we realised that social media could no longer be an awards category under our flagship initiative, the Manthan Awards. It was time that social media be given its due and an exclusive platform that would recognise and honour the best social media practices from South Asia. Today, social media has become synonymous with our digital lives.

While it has strengthened communication in more ways than one, it has also made us aware of its vices. We must understand that social media is nothing but a reflection of the conversations that one has offline. The difference being, social media conversations can be anonymous and are not restricted by physical space and geography, which has its advantages, but along with that there is a danger begin misused. However, it is our responsibility, as conscious netizens, to decide how we leverage the medium. India, with around 34 percent Internet penetration (World Bank 2017), already has more than 241 million users of Facebook alone (The Next Web Report, 2017). Twitter has more than 41 million users in India (Statistica 2018). While we're talking about social media, we cannot ignore the penetration of WhatsApp, which has reached more than 200 million users in India (Mashable 2017). Thus, social media plays a significant role in both fighting hate speech and magnifying it. Social Media is an empowering tool for communicating perceptions, views, thoughts, ideas, feelings and emotions. It acts as a bridge between the business and the consumer. It is an enabling mass communication tool for community mobilisation and advocacy.

It has made governments accessible to the common man. It has reached the interiors of the country and given birth to citizen journalists at the last mile. It has empowered women to voice their opinions freely. Artistes, innovators, entrepreneurs, civil society groups have found a new platform for raising funds. It has even turned young minds, with expertise in the fields of food, travel, fashion and more, into thriving bloggers who have found careers through their passions. I welcome the Grand Jurors and hope they have an exciting time selecting the winners of Social Media for Empowerment Awards 2019, as much as we have enjoyed collating some of the best practitioners in social media for development and governance across South-Asia. I would also like to particularly thank Facebook for supporting and co-organising Social Media for Empowerment Awards 2019.



BRINGING THE WORLD CLOSER- ONE STEP AT A TIME

Dr. Amit Nagpal
Storyteller, Social Entrepreneur and Author
 @DrAmitInspires

"Understanding languages and other cultures build bridges. It is the fastest way to bring the world closer together and to the truth. Building empathy and understanding, people will be able to see their similarities before the differences", Suzy Kassem beautifully puts up how we can build bridges between cultures. Social media has become an important platform for people from across the globe to converse with and understand each other.

Social media has democratised storytelling and has empowered individuals and organisations to share their stories. With so many parts of the world currently going through conflict, it is all the more critical to build cultural bridges between nations and cultures by sensitising people. Social media often provides alternate narrative to mass media and creates a balance. Stories on borderless social media can evoke empathy, and help us appreciate similarities & respect differences thus creating better understanding between people across borders.


Human stories are powerful tools for building bridges between cultures and people. The classic example is the "Humans of New York" (HONY) Facebook page which has inspired many pages in India like Humans of Bombay, Humans of Delhi, Humans of Bangalore and so on. HONY now has over twenty million followers on social media, and provides a worldwide audience a peep into the daily lives of strangers on the streets of New York City. Over the past five years, it has also expanded to feature stories from over twenty different countries.

These social media pages prove to us that stories of humans all across has the same vulnerability and people go through similar struggles, experiences, emotions, successes, and failures throughout their entire life. It is evident that people all across the world have similar desire for love and belonging. To build global bridges between cultures, nations and people we need to focus on these very similarities rather than our differences.

SM4E Awards is a good example of encouraging use of social media to build global bridges. The awards are open to organisations from South Asia and therefore build bridges between people of South Asian countries. The role of SM4E awards become all the more critical since SAARC has been an inactive platform in the recent years.



SOCIAL MEDIA LOOMS LARGE

Sonal Singh
Head Corporate Communications
Jindal Stainless Ltd. (JSL)
 @singhmusing

Few years ago, before Instagram became a rage, I was resigned to an opinion that Information Age has led us to live two lives; one in physical world, and the other on social media. The way it has come to be, until both the worlds converge, the cycle of life isn't complete for most of us. Such is the impact of social media on our lives, that often the virtual existence overwhelms the reality.

Social Media undoubtedly has an overpowering presence in our lives, and as much as we like it or not, none of us can afford to ignore it, whether it's an institution or individual. Social Media looms large in the underpinnings of the government, corporate, thought leadership, advocacy or any stakeholder group that is looking to establish itself in the Information Age. Social Media budgets are closely competing with traditional media budgets for marketing and promotion, and it won't be long before social media takes the key spot and perhaps the only space for reaching out to people quickly and effectively.

Hence, being a responsible user of social media becomes extremely important because it's a huge power. Social Media for Empowerment Awards is playing a vital role in perpetuating best social media practices. It's identifying and acknowledging social media campaigns, which have leveraged the power of social media effectively for empowerment, development and governance. The winners of SM4E awards have an opportunity to use the spotlight to further sharpen their skills and increase the reach and impact of their innovative campaigns.

The evaluation process of SM4E nominations was a revelation and an enriching experience for me personally as a Juror. It has introduced me to incredible work and immense possibilities that can be achieved through social media.

NOMINATION STATISTICS

180

TOTAL ENTRIES

168

NOMINATIONS AFTER VIRTUAL JURY

63

VALID NOMINATIONS

38

TOTAL FINALISTS

13

WINNERS

05

SPECIAL MENTIONS

03

CHAIRMAN'S DISTINCTION

COUNTRY WISE NOMINATIONS (180)

Afghanistan – 01
Bangladesh – 15
Bhutan – 12
India – 139
Nepal – 03
Pakistan – 06
Sri Lanka – 04

COUNTRY WISE SHORTLISTED (38)

Afghanistan – 01
Bangladesh – 02
Bhutan – 01
India – 30
Nepal – 02
Pakistan – 01
Sri Lanka – 01

CATEGORY WISE WINNERS (13)

Blogging, Vlogging & Storytelling – 02
Citizen Media & Journalism – 03
Communication, Advocacy & Development Activism – 03
Community Mobilisation – 03
Social Commerce, Crowdsourcing And Crowd Funding – 01
Social Inclusion – 01

CATEGORY WISE SPECIAL MENTIONS (05)

Blogging, Vlogging & Storytelling – 02
Citizen Media & Journalism – 01
Communication, Advocacy & Development Activism – 01
Social Inclusion – 01

CATEGORY WISE CHAIRMAN'S DISTINCTION (03)

Communication, Advocacy & Development Activism – 01
Citizen Media & Journalism – 01
Social Inclusion – 01

CATEGORY WISE NOMINATIONS BREAK-UP (180)

Blogging, Vlogging & Storytelling – 21
Citizen Media & Journalism – 19
Communication, Advocacy & Development Activism – 53
Community Mobilisation – 41
Social Commerce, Crowdsourcing And Crowd Funding – 15
Social Inclusion – 31

SM4E AWARDS INDIAN STATE-WISE NOMINATIONS (139)

Andhra Pradesh – 02
Assam – 03
Bihar – 01
Chhattisgarh – 04
Delhi – 30
Haryana – 02

Gujarat – 02
Himachal Pradesh – 01
Jharkhand – 01
Karnataka – 12
Kerala – 01
Madhya Pradesh – 04
Maharashtra – 19
Odisha – 07
Punjab – 03
Rajasthan – 05
Tamil Nadu – 08
Telangana – 07
Uttar Pradesh – 19
Uttarakhand – 02
West Bengal – 06

THE SOCIAL AWARD SOUTH ASIA: WINNERS (13)

Blogging, Vlogging & Storytelling

Ayman Sadiq – Bangladesh
Nand Kishore – India

Citizen Media & Journalism

Khabar Lahariya – India
Filmbooth/Greatwallsofindia – India
Everyday Pakistan – Pakistan

Communication, Advocacy & Development Activism

Odisha Police – India
Menstrupedia – India
Feminism in India – India

Community Mobilisation

Unbound Digital – India
Ankita Anand (Individual) – India
#WhereIsMyName – Afghanistan

Social Commerce, Crowdsourcing And Crowd Funding

Ketto – India

Social Inclusion

Personal/Individual Account – India

THE SOCIAL MEDIA AWARD SOUTH ASIA: SPECIAL MENTIONS (05)

Blogging, Vlogging & Storytelling

Ebong Alap – India
Shivya Nath – India

Citizen Media & Journalism

UNICEF – India

Communication, Advocacy & Development Activism

Bhutan Toilet Org – Bhutan

Social Inclusion

AHanna Listen Foundation – Sri Lanka

CATEGORY WISE CHAIRMAN'S DISTINCTION (03)

Citizen Media & Journalism

ChalChitra Abhiyaan – India

Communication, Advocacy & Development Activism

Adivasi Lives Matter – India

Social Inclusion

Hidden Pockets – India

THE SOCIAL MEDIA AWARD SOUTH ASIA: FINALISTS (17)

Citizen Media & Journalism

The Logical Indian – India

Aadiwasi Janjaguti – India

The Stories of Change – India

Communication, Advocacy & Development Activism

Asia Safe Abortion Partnership – India

Rethink Aadhaar – India

Let India Breathe – India

Akshara Centre – India

Community Mobilisation

Daily Dump – India

Breakthrough – India

Good Universe – India

Robi-10 Minute School – Bangladesh

Social Commerce, Crowdsourcing And Crowd Funding

Tisser Rural Handicraft Pvt. Ltd. – India

BD Parenting Infotech Pvt. Ltd – India

Pink City Rickshaw Company – India

Green Growth Pvt. Ltd. – Nepal

Social Inclusion

Gaon Connection Pvt. Ltd. – India

Bihani Social Venture Pvt. Ltd. – Nepal



In the following pages, you will find brief descriptions of 38 initiatives and projects from across eight countries in South Asia that have leveraged the power of social media to reach out to a wider audience and also create impact within their communities.

**21
WINNERS**

**5
SPECIAL MENTIONS**

**3
CHAIRMAN'S DISTINCTIONS**

**38
FINALISTS**





BLOGGING, VLOGGING
& STORYTELLING

AYMAN SADIQ

Ayman Sadiq is a teacher, trainer and educator who has been developing ways to facilitate access to quality education for students in Bangladesh, since 2013. He is the Founder and CEO of 10 Minute School, the largest online educational platform in Bangladesh that provides online education to more than 350,000 students every day. So far he has touched the lives of 1 million students across the country.

Furthermore, through his personal Facebook and YouTube accounts, he shares free online tutorials and vlogs on self-development, communication skills and corporate grooming that reaches over to 300,000 students every day. His goal is to reach out to 40 million students in Bangladesh, which includes students in the rural and remote parts of the country, where the school dropout rate is normally high, and enable them with relevant skills for quality employment and entrepreneurship.




WINNER

#SM4E2019


Ayman Sadiq 

Ayman Sadiq 

@ayman_sadiq 

@aymansadiq10 

www.aymansadiq.com 

Dhaka, Bangladesh 

DESI KHETI

Nand Kishore is a farmer from Bhimukh village in Madhya Pradesh. A class 12th passout, Nand Kishore created his Youtube channel after learning bee farming by watching Youtube videos. His videos educate farmers about efficient alternatives to traditional farming. For example, when there is less availability of water during summers, farmers should grow Tilli (black sesame) because it needs less water and is resistant to diseases.

He shoots videos on his phone and edits them using free editing softwares. These videos are not only a rich source of information for illiterate farmers, they also help in building farmer's communities. His most watched video - 'How Water comes to a Well', raked in 9.3 lakh views. He got the opportunity to travel to Nigeria when a Nigerian farmer saw his Youtube video on 'Five Secrets of Papaya Farming' and invited him to advise on Papaya farming.



DESIKHETI

WINNER

#SM4E2019

DesiKheti 📍

Nand Kishore 🧑🏿

@kishorsagitla 🐦

www.facebook.com/kishorsagitla 📘

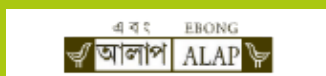
NA 🌐

Madhya Pradesh, India 📍

EBONG ALAP

Ebong Alap is a Kolkata-based non-profit society, which began its journey in 2003. 'Ebong Alap' in Bengali means 'beginning a conversation' or 'dialogue'. They publish both online and offline content through books, website, blogs and social media platforms like Facebook, Twitter, Instagram and YouTube in colloquial Bengali for readers/users who can't easily access resources in English.

They primarily focus on gender issues and amplifying marginal voices, such as enabling women from grassroots communities access education and information through digital and non-digital means. They have been working with the women of Bali island in Sunderban since 2009. Their blog 'Ekhan Alap' has received 'The South Asian Laadli Media & Advertising Awards for 2017'. They also work extensively with young people and their teachers to make educational institutions gender-sensitive and inclusive.



SPECIAL MENTION

#SM4E2019

Ebong Alap 📍

Ebong Alap 🍌

@EbongAlap 🐦

@ebongalapngo 📺

www.ebongalap.org 🌐

West Bengal, India 📍

THE SHOOTING STAR

Shivya Nath runs the award-winning travel blog, 'The Shooting Star', with over 80,000 monthly readers and 1,25,000 organic social media followers. It focuses on sustainable, solo and offbeat travel. Her stories shed light on social and environmental challenges through the lens of travel, and seek to inspire individuals to adopt creative solutions. Her journey has been featured on BBC Travel, National Geographic Traveller India, NDTV and other national and international publications. Shivya is also the author of a bestselling travel memoir.

Shivya charted out her own path in life after quitting her full-time corporate job, giving up her apartment and selling most of her belongings. Now she uses her writing, blogging and social media skills to raise awareness about social and environmental causes close to her heart, while encouraging more Indian women to seek financial independence and chase their dreams.



SPECIAL MENTION

#SM4E2019

The Shooting Star 📍

Shivya Nath 🍌

@shivya 🐦

@theshootingstarblog 📺

www.the-shooting-star.com 🌐

Uttarkhand, India 📍



CITIZEN MEDIA &
JOURNALISM

ME TOO OPEN LETTER

In the conversations around #MeToo, the voice of the rural and small town women reporters from lesser privileged circumstances and socio-economic situations, with little or no access to support groups or social media platforms have been glaringly absent. In light of this, Khabar Lahariya, an Indian newspaper, started the '#MeToo Open Letter' to draw attention to the rural and small town women journalists. Khabar Lahariya is an Indian newspaper, published in various rural dialects of Hindi, including Bundeli, Bajjika dialect and Avadhi. The newspaper was started by Nirantar, a New Delhi-based non-governmental organisation which focuses on gender and education. Initially seen as a women-only publication, it now covers local political news, local crime reports, social issues and entertainment, all reported from a feminist perspective.

Their initiative was featured in various English language digital media platforms and Hindi print media, which led to Khabar Lahariya editors being invited on TV shows, panels, and interviews.



WINNER

#SM4E2019

Me Too Open Letter 📍

Khabar Lahariya 🌐

@KhabarLahariya 🐦

@khabarlahariya 📘

www.khabarlahariya.org 🌐

Delhi, India 📍

EVERYDAY PAKISTAN

Everyday Pakistan is helping its viewers form a balanced view about Pakistan and its people, as opposed to the echo chambers that the media has become, which is propagating biased perspective of the country.

For decades, Pakistan has been visually documented through the eyes of foreign photographers. This has created a long legacy of stereotypical images. 'Everyday Pakistan' is providing a platform to the native photographers to tell their own stories. As a result, it has had a tremendous impact in bridging the gap between cultures, and creating a space for dialogue and understanding. So while the initiative provides viewers with a nuanced visual narrative on Pakistan, it also successfully erased the stereotypes associated with Pakistan through the visual medium. The discussions surrounding visual vocabulary that the platform facilitates has enriched the emerging photographers from the subcontinent.



Everyday
Pakistan

WINNER

#SM4E2019

Everyday Pakistan 📍

Everyday Pakistan 🌟

@everydaypak 🐦

@everydaypakistanproject 📘

www.everydaypakistan.org 🌐

Punjab, Pakistan 📍

GREAT WALLS OF INDIA

GreatwallsofIndia has been curating and collecting beautiful walls across the country and have built an entire community around it, with a hashtag that went viral. Their entries range from traditional Indian art and mythology to modern graffiti and abstract art. Currently, the community on Instagram has more than 12,000 followers and more than 30+ regular contributors from all over India.

Initiated by Gaurav Raturi, who is the co-founder of Filmbooth, a film community to promote short and independent filmmakers of India, GreatWallsofIndia is a project he has been working on for the last three years. The community has crowdsourced and documented more than 1,200 wall arts from across India. They have also been collaborating and networking with art enthusiasts, graffiti artists, and designers to take their mission forward and spread relevant social messages through that.



[filmbooth]

WINNER

#SM4E2019

GreatwallsofIndia 📍

Filmbooth 🍷

@greatwallsofind 🐦

@filmbooth 📘

www.filmbooth.in 🌐

Delhi, India 📍

SMART BETIYAN

UNICEF India initiated 'The Smart Betiyan' to ensure adolescents and young women become active participants in their communities by building their skills to become capable storytellers in their own right. The Smart Betiyan campaign was powered with the perspective that the districts that witness high cases of child marriage, adolescent girls are the ideal candidates to seek out to tell the stories in order to fight child marriage.

UNICEF India works in over 190 countries to protect the rights of every child, and has spent 70 years working to improve the lives of children and their families. UNICEF provides technical assistance to the Government for social protection schemes related to children through policy and advocacy support, evidence generation, capacity development and monitoring and evaluation.



SPECIAL MENTION

#SM4E2019

Smart Betiyan 

UNICEF India 

@UNICEFIndia 

@unicefindia 

www.unicef.org 

Uttar Pradesh, India 

CHALCHITRA ABHIYAAN

ChalChitra Abhiyaan is a film and media collective based out of Western Uttar Pradesh in India. The collective produces a range of video formats like documentary films, news features, interviews and live broadcasts. They bring to the fore local issues that concern different underserved communities in their own voices issues that are often glossed over by the mainstream media because of corporate control, the stranglehold of strong political parties or caste, class, religious and gender biases.

Part of their endeavour and a very important aspect of ChalChitra Abhiyaan's work is to train people from local communities to tell their own stories through videos. These stories are evolving into a movement to challenge the propaganda machinery that's constantly dividing communities.

CCA CHALCHITRA ABHIYAAN

CHAIRMAN'S DISTINCTION

#SM4E2019

ChalChitra Abhiyaan 

ChalChitra Abhiyaan 

@ChalchitraAbhiyaan 

@ChalChitraAbhiyaan 

www.chalchitraabhiyaan.com 

Delhi, India 

THE LOGICAL INDIAN

Logical Indian is an independent and public-spirited digital media platform for Indian millennials. They report news and issues that matter and needs to be taken up by people actively. The combination of newsworthy storytelling and digital activism to drive action is what makes this initiative unique. From individuals to local communities to non-profits, they provide a platform to everyone to talk about topics and causes that deserve attention.

THE STORIES OF CHANGE


The Stories of Change is a digital news platform that writes and publishes unheard stories from the grassroots communities with a mission to drive social change. Started in 2017, within 2 years of its commencement, 'The Stories of Change' has published hundreds of stories from remote locations of India. Their stories have created small and large scale impact. They primarily work with independent journalists from the grassroots to scout lesser-known stories of social change.




FINALIST

#SM4E2019


The Logical Indian 

The Logical Indian 

@LogicalIndians 

@logical.indian 

www.thelogicalindian.com 

Karnataka, India 



FINALIST

#SM4E2019

The Stories of Change 

The Stories of Change 

@TheSOCtweets 

@thestoriesofchange 

www.thestoriesofchange.com 

Karnataka, India 


AADIWASI JANJAGRUTI


Aadiwasi Janjagruti has trained youth to make short videos, using their mobile phones, on the prevailing circumstances in their area, in their local language. They screen these movies using projectors in different villages to create social awareness. Their video production team has gained recognition and will also venture into film making on themes like Agriculture, Sickle Cell, Swacch Bharat and Digital India.



FINALIST

#SM4E2019

Aadiwasi Janjagruti 

Aadiwasi Janjagruti 

NA 

NA 

NA 

Maharashtra, India 

CIRC

Community Information Resource Centre

Digital Access, Information & Empowerment for All



Community Information Resource Centres (CIRCs) are community-oriented infrastructure and information hubs built to create digitally literate, information-empowered and equitable communities across the country. The CIRCs primarily offer digital literacy, digital services, information services, citizen services and business development services to create information-rich society under a sustainable model.

www.circindia.org



Initiated by



For more information

🌐 www.defindia.org
✉ def@defindia.net



COMMUNICATION,
ADVOCACY &
DEVELOPMENT ACTIVISM

ODISHA POLICE

Odisha Police in collaboration with UNICEF initiated a unique, one-of-a-kind collective action against child sexual abuse comprising of short-term and long-term strategies focused on prevention and response. A short-term campaign in this direction was designed to connect the dots of various stakeholders and help them collectively come on board to prevent child sexual abuse.

The campaign, called “PAREE PAYEE KATHA TIYE” (A Word for the Little Angel) was implemented over 15 days from May 28 – June 12 2018, in the first phase across the state of Odisha, and reached out to the millions who lack awareness and support. The campaign was designed as an effort to institutionalise “People-Friendly Policing” by removing fears and inhibition towards police, while creating an enabling environment for active reporting of cases of child sexual abuse.



WINNER

#SM4E2019

Odisha Police 📍

Odisha Police 🧑🏻

@odisha_police 🐦

@OdishaPoliceOrganisation 🌐

www.odishapolice.gov.in 🌐

Odisha, India 📍

MENSTRUPEDIA HELLO PERIODS

Menstrupedia aims at eliminating the social stigma and discrimination around menstruation. It's being achieved by creating educational materials like 'Menstrupedia Comic' and 'Hello Periods' that make it extremely easy for parents and teachers to overcome their inhibitions and teach young girls about menstruation at the right age. By enabling widespread menstrual awareness they are eliminating the age old myths and restrictive customs around menstruation, which are extremely detrimental to the growth and development of the young girls. Girls who are prepared for their periods do not drop out of schools during menarche, which results in reduction of gender gap.

They have already educated and shared their educational materials with more than 250,000 girls, 120 NGOs and more than 6000 schools, who have incorporated these materials as a part of their curriculum. Their materials are also being used by six state governments and several MNCs for their CSR initiatives.



WINNER

#SM4E2019


Menstrupedia Comic 

Menstrupedia 

@menstrupedia 

@Menstrupedia 

www.menstrupedia.com 

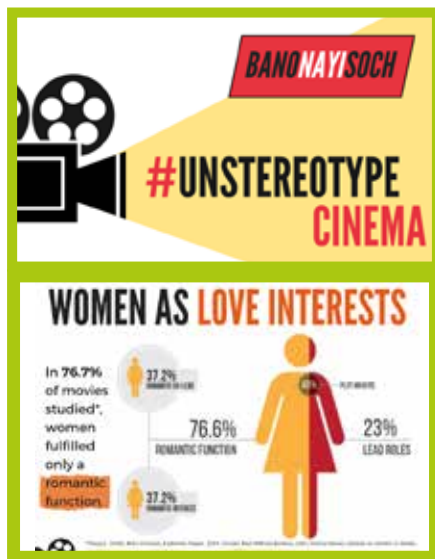
Gujarat, India 

#INDIANWOMENINHISTORY

Feminism in India (FII) is an award-winning digital intersectional feminist platform to learn, educate and develop a feminist consciousness among the youth. It is required to unravel the F-word and demystify all the negativity surrounding it. FII amplifies the voices of women and marginalised communities using the tools of art, media, culture and technology community.

#UnstereotypeCinema is a campaign by FII, supported by Oxfam India, to take a hard look at the films filling theatres today, and look at how they contribute to a society of violence and rape culture. This campaign attempted to break the normalisation of sexism and misogyny in films by using a mixture of videos, infographics and social media chats to discuss it.

Another notable social media campaign by FII #IndianWomeninHistory celebrated the contributions of India women who created a permanent space for themselves through their achievements.



WINNER

#SM4E2019

Feminism in India 📍

Feminism in India 🧑🏽

@feminisminindia 🐦

@feminisminindia 📘

www.feminisminindia.com 🌐

Delhi, India 📍

BHUTAN TOILET ORG

Bhutan Toilet Org (BTO), founded in 2015, started as a Facebook campaign to name and shame dirty public and institutional toilets in Bhutan. However, after observing no improvement in the condition of toilets, they raised over 300 volunteers to gather across the country and clean and repair over 50 public toilets.

Thereafter, people of Bhutan realised the importance of the initiative and it was formally established as an organisation. Now they are seen as a credible organisation working towards sanitation that the government and other organisations seek advice and partner with.

They continue to effectively use Facebook to share stories of their campaigns, engage in advocacy on pertinent issues, garner support for campaigns and raise funds.



SPECIAL MENTION

#SM4E2019

Bhutan Toilet Org 

Bhutan Toilet Org 

NA 

@BTO.org 

www.bhutan toilet.org 

Thimphu, Bhutan 

ADIVASI LIVES MATTER

Adivasi Lives Matter (ALM) is an initiative started by Ankush Vengurlekar and Isha Chitnis in late 2017 with an aim to increase the representation and recognition of India's indigenous peoples in media, both traditional as well as online.

Journalists, photographers and filmmakers from indigenous communities are barely known. The narrative of indigenous people has usually been decided by non-indigenous people who are insensitive to representation. The aim of ALM is to amplify the voices of India's indigenous peoples by enabling and incubating indigenous talent. They aim to be a part of the increasing indigenous pride movement by providing a platform to the indigenous storytellers to tell their own stories; increase affirmative representation on social media platforms and build empathy among indigenous and non-indigenous peoples to reduce violence and discriminatory behavior.



CHAIRMAN'S DISTINCTION

#SM4E2019

Adivasi Lives Matter 

Adivasi Lives Matter 

@AdivasiMatter 

@AdivasiLivesMatter 

www.youthkiawaaz.com/adivasilivesmatter 

Maharashtra, India 

RETHINK AADHAAR

Rethink Aadhaar was a pioneering effort in advocating that privacy is as much a right of the poverty stricken & the underserved and not merely an elitist issue. Citizens cannot be asked to barter their right to privacy for their right to food, which the government has repeatedly asked them to do. They believe both welfare and privacy are fundamental rights. The initiative is working to widen the conversation around India's Unique Identification or Aadhaar project, and its impact on the lives and livelihood of Indians.

SAVE AAREY TREES

Founded to file objections and suggestions against the concretisation of Mahim Nature park for building slum rehabilitation projects, 'Let Mumbai Breathe' is now actively working towards making environmental issues a part of everyday activism and conversations. They connect researchers, environmentalists, citizens who care about their surroundings. It is endorsed by thousands of Indians as a platform to make some noise, educate people and convert big talk into meaningful action. They believe, development needs deeper thought, which is where they step in and help amplify voices.



FINALIST

#SM4E2019

Rethink Aadhaar campaign 📍

Rethink Aadhaar 🍌

@no2uid 🐦

@no2uid 📘

www.rethinkaadhaar.in 🌐

Delhi, India 📍



FINALIST

#SM4E2019

Save Aarey Trees by Let Mumbai Breathe 📍

Let India Breathe 🍌

@LetIndBreathe 🐦

[@letindiabreathe.in](http://letindiabreathe.in) 📘

www.letindiabreathe.in 🌐

Maharashtra, India 📍

GAANA REWRITE

Akshara was founded in 1995 as a women's resource centre based in Mumbai with the intent of forging a convergence between Women's Studies and the Women's Movement in India.

Often, the lyrics of popular Bollywood chartbusters make rampant use of derogatory words themes against women. Akshara Centre initiated a national competition called #GaanaRewrite in collaboration with – One Billion Rising and Eksaath - and invited people from all over the country to submit entries with rewritten lyrics of sexist songs that often become tools for sexual harassment in the streets and public places.



FINALIST

#SM4E2019

Gaana Rewrite 

Akshara Centre 

@AksharaCentre 

@AksharaCentre 

www.aksharacentre.org/Location 

Maharashtra, India 

THATS WHAT SHE SAID!

Asia Safe Abortion Partnership (ASAP) has served as a forum for information sharing, strategic thinking and planning. They have developed a significant online and social media presence and work towards bringing together, for their members and partners, accurate data, information, and opportunities for advocacy and capacity building. ASAP also works in collaboration with key partners to build synergies and create appropriate tools and forums for ensuring visibility and legitimacy to the issue of safe abortion access.



FINALIST

#SM4E2019

Thats What She Said! 

Asia Safe Abortion Partnership 

@asapasias 

@AsiaSafeAbortionPartnership 

www.asap-asia.org/may-28/# 

Delhi, India 



MAKERSPACE FOR KNOWLEDGE, EDUCATION & EXPLORATION

Envisioning functional education through the pedagogy of
discovery-based self-learning towards Science,
Technology, Engineering, Arts and Mathematics

**Inculcate
Problem-Solving
Approach**

**Explore New
Concepts**

**Nurture Creative
Thinking**

**Enhance Rural
Innovations**

**Cultivate Critical
Thinking**

**Broaden Experiential
Learning**

**Promote Peer
Learning**



House No. 44, 2nd Floor Kalu Sarai, (Near IIT Flyover) New Delhi – 110016

Tel: 91-11-422-33-100 Email: def@defindia.net



COMMUNITY
MOBILISATION

#THETHINKCAMPAIGN

In the aftermath of the tragic Karbi Anglong incident of lynching following misinformation on social media in July 2018, which triggered a violent response from many sections calling for “revenge” and violence, Assam Police revamped its Social Media cell and felt that there’s a need to raise awareness among citizens on fake news, rumour mongering and mob violence. To do so, they focussed on the connections that can form between users and the objects they use/see, and the emotions that can arise from them. The emotions a graphic elicits can strongly influence users’ perceptions of it. They created content to raise awareness and engage the audience with informative, witty and humorous graphics and multimedia. The theme of the graphics and videos included topics, such as Fake News, Misinformation, Cyber Safety, Mob Violence and more. It’s the first time an Indian State police department used pop culture and design elements on social media to address the prevailing issues of mob violence and rumour mongering on social media.



WINNER

#SM4E2019

Online Safety and Fake News by Assam Police #TheThinkCampaign 

Unbound Digital 

@assampolice 

@police.assam 

www.police.assam.gov.in 

Assam, India 

#WHEREISMYNAME

#WhereIsMyName was started by Bahar Sohaili, a freelance journalist and women's rights activist. She campaigned on Facebook by challenging women to reclaim their most basic identity, and to break the deep-rooted taboo that prevents men from mentioning their female relatives' names in public in accordance with the cultural practices of Afghanistan. Phrases such as 'Mother of Children', 'My Household', 'My Weak One' or sometimes even 'My Goat' or 'My Chicken' are used to address women by their husbands, fathers and brothers. Women also may be called 'Milksharer' or 'Black-headed'. The go-to word for Afghans to call a woman in public, no matter her status, is 'Aunt'. However, this social media campaign was started to challenge and change this patriarchal custom.



WINNER

#SM4E2019

#WhereIsMyName 📍

#WhereIsMyName 👥

#WhereIsMyName 🐦

#WhereIsMyName 📘

www.rferl.org/ 🌐

Shahre naw, Afghanistan 📍

ANKITA ANAND

Ankita Anand is an independent journalist based in Delhi and a recipient of the European Commission's Lorenzo Natali Media Prize, the Statesman Award for Rural Reporting among many more. Through her campaign against the representation of women survivors of violence in media, she forced mainstream media to move towards gender sensitive reporting. The images carefully chosen with any news about violence against women always consisted of a scared figure crouching in a corner or with outstretched arms pleading for help, with tattered clothes etc. With the belief that these images end up doing more damage than creating awareness, Ankita started a voicing against the reinforcement of the stereotype of women as "easy preys" and "victims". She asked Network 18 to set an example by boycotting damaging representational images and using those that are gender sensitive. This campaign forced Network 18 to remove all the images that objectified women and replace them with more neutral images. They also committed to training their staff in gender sensitive reporting.



WINNER

#SM4E2019

Against disrespectful images of women in sexual violence reporting 

Ankita Anand 

@anandankita 

<https://www.facebook.com/ankita.anand.904> 

www.change.org 

Delhi, India 

#STANDWITHME

#StandWithMe was launched with a sole focus on addressing the issue of online safety from a gender lens. Primarily a campaign focussed on adolescents and youth, #StandWithMe focussed on how safer spaces can be created for young people where they can express, share and reach out with issues of harassment and abuse that they may have faced or are facing. It also spoke about the need for non-judgemental support from parents and teachers and other communities for young people to be able to access the online space freely and without any fear. Majority of conversations on online safety for girls and women are centered around a list of dos and don'ts to be safe online. A solution which enables access to online spaces, gives a sense of community and does not reinforce fear, regulation (self or otherwise) is what makes #StandWithMe unique

ROBI-10 MINUTE SCHOOL

Robi-10 Minute School is the largest online educational platform of Bangladesh that teaches academic subjects, software and employability skills to over 350,000 students every day for free through its website. It has 12,000 video tutorials, 50,000 quizzes, 850 live classes and 1,000 SmartBooks which have so far taught 13,00,000 students all across Bangladesh for free. The platform teaches individuals software and employability skills and aims to equip students, including school dropouts, with essential training to thrive not only in the job market, but also in life. It aims to diminish all barriers to quality technical, vocational and tertiary education for everyone and equip learners with relevant skills for employment, decent jobs and entrepreneurship.



FINALIST

#SM4E2019

#StandWithMe 📍

Breakthrough India 🍌

@INBreakthrough 🐦

@BreakthroughIN 📘

www.inbreakthrough.org 🌐

Delhi, India 📍



FINALIST

#SM4E2019

10 Minute School LIVE Group 📍

Robi-10 Minute School 🍌

@10minuteschool 🐦

@10minuteschool 📘

www.10minuteschool.com 🌐

Dhaka, Bangladesh 📍

DAILY DUMP

Daily Dump is a design led company that provides easy home composting solutions to every citizen. Their vision is to constantly re-imagine the relationship of humans with earth, with each other and within urban spaces; and thus create awareness about the rising waste problem in the country. With the strong belief that they can make a difference to the planet, however small it may be, they mobilise people and get them to see that each and every one of them can make a change in the approach to waste thereby contributing to a cleaner city.



FINALIST

#SM4E2019

Daily Dump 

Daily Dump 

@Compostwali 

@compostwali 

www.dailydump.org 

Karnataka, India 

GREEN PERIOD

The initiative 'Green Period' by Good Universe aims to provide education and create awareness among women about sustainable menstrual practices. The initiative also brought to light the disadvantages of using plastic sanitary pads impacting their health and also how these affect the environment. Because the carbon footprint of feminine hygiene products is astronomical and causes adverse health effects, educating women on sustainable menstrual practices and training them on how to use it, becomes imperative. Men are also targetted in these awareness workshops. This campaign not only promotes 'green period' but also provides information on specific health issues like PCOS, PMS, and PMDD.



FINALIST

#SM4E2019

Green Period 

Green Period 

@GooduniverseNGO 

@GoodUniverseNGO 

www.gooduniverse.org 

Telangana, India 



SOCIAL COMMERCE, CROWDSOURCING AND CROWDFUNDING

KETTO

To empower individuals, NGOs, the corporate community, creative folk and entrepreneurs to fund and raise funds for their favourite causes and ideas using social media and e-commerce, Ketto envisions to help raise funds for the underserved and rural folks. Based out of Mumbai, Ketto is Asia's most popular online crowdfunding space for social, creative and personal causes. Ketto's primary objective is to use technology to optimise efficiency, reduce redundancy and increase impact. They work with grassroots non-profits on technology enablement (including capacity building) to achieve their goals. Currently, Ketto campaigns are raising over Rs. 4 crore per month for various causes. With a database of 5 lakh people and 10,000+ NGOs Ketto has been helping people pay for their life-saving surgeries, cheering them to chase their dreams and supporting NGOs as they make a difference to some of India's most pressing problems.



The Ketto logo is displayed on a white rectangular background. It features the word "Ketto" in a bold, black, sans-serif font. A small, stylized blue bird icon is positioned above the letter 'o'.

WINNER

#SM4E2019

Ketto

Ketto

@ketto

@ketto.org

www.ketto.org

Maharashtra, India

TISSER RURAL HANDICRAFT

Tisser is a social venture established to uplift the lives of rural Indian artisans. With the mission of fighting poverty through job creation in the rural artisan clusters, Tisser wishes to bring a paradigm shift in handloom and handicraft sector. They create jobs for those in extreme poverty, through a supply chain of strongly connected 10000+ artisans through cluster development and harnessing cluster entrepreneurs. Present in 18 states and associated with 10000 Artisans/SHGs pan India, Tisser provides end to end support to the artisans.

BABY DESTINATION

Baby Destination is the largest content-community for new and expectant mothers in India. Connections with mothers are made in two different ways: They reach out to millions of moms monthly with informational content on planning, pregnancy and parenting in multiple languages across all digital touch points like Facebook, website, WhatsApp; and run a community of over seven lakh moms on Facebook, WhatsApp and their website to facilitate mom-to-mom conversations, in order to get answers and recommendations from other moms.



FINALIST

#SM4E2019

Tisser

Tisser Rural Handicraft Pvt. Ltd.

@TisserIndia

@TisserIndia

www.tisserindia.com

Maharashtra, India



FINALIST

#SM4E2019

Baby Destination

BD Parenting Infotech Pvt. Ltd.

@babydestination

@Babydestination

www.babydestination.com

Delhi, India

GREEN GROWTH

With the vision of establishing sustainable food ecosystem throughout the country, Green Growth Group is working on promoting sustainable living. The idea is to link the producers to the consumers directly by using new media technology along with less environmental degradation. Leveraging social media platforms, they enable the value chain management for channelising local, natural and organic products. Their vision is to manage the supply chain of organic foods and other systems associated with sustainability with respect to the producer and farm owners.

PINK CITY RICKSHAW


The Pink City Rickshaw Company has 200 enthusiastic, well trained women from the slums and low income areas of Jaipur driving a 'one of a kind', stylized environment friendly e-rickshaw in the pink city. It seeks to provide a new livelihood source and economic empowerment for young women from undersevered communities. Pink City Rickshaw Company has successfully established a profitable public limited company with equity participation by the women and offer an eco-friendly option to address the problem of growing emission in the city.



FINALIST

#SM4E2019

Green Growth 

Green Growth Pvt. Ltd. 

@greengrowth01 

@greengrowthsince2016 

www.greengrowth.life 

Province, Nepal 



FINALIST

#SM4E2019

Pink City Rickshaw Company 

Pink City Rickshaw Company 

NA 

@pinkcityrickshawcompany 

www.pinkcityrickshawcompany.com 

Rajasthan, India 



SOCIAL INCLUSION

HUMANS OF SIGN LANGUAGE

Humans of Sign Language was started as a digital movement through a Facebook Page aiming to provide a platform for deaf people to share their ideas. Oshin Dhawan started this initiative because of a deep-seated interest in learning about differently-abled communities. Humans of Sign Language focusses on the empowerment of the deaf community through creative collaboration. With regular interaction with the deaf community, Oshin developed immense love and respect for the language of silence – Indian Sign Language. Humans of Sign Language leverages social media for creating awareness on Indian Sign Language. A YouTube channel was started to bridge the gap between the deaf and hearing community through the sign language. Videos about sign language and the deaf culture with the deaf people was extensively talked about on the YouTube channel.



HUMANS OF SIGN LANGUAGE

WINNER

#SM4E2019

"Humans of Sign Language" 📍

Personal/Individual Account 🧑

NA 🐦

@humansofsignlanguage 📘

NA 🌐

Delhi, India 📍

AHANNA LISTEN FOUNDATION

Ahanna Listen Foundation seeks to promote the well being of persons with hearing disabilities in Sri Lanka through a range of services including development of innovative communication software, skill development, and catalyzing employment of youth with hearing disabilities. With the aim to take formal sign language to the deaf community through visual medium, Ahanna Listen Foundation introduced an application called 'Sanvaadha'. Offering the text and audio facility for the general public to communicate easily, Sanvaadha uses GIF animation technology to reach out to the deaf. This application plays a role of sign language interpreter in the everyday life of children and adults with hearing impairment. It concentrates on different skill areas such as sign language, lip reading, along with regular reading and writing. Focus on computer literacy for the children with hearing impairments is also ensured through the application.



SPECIAL MENTION

#SM4E2019

Bridging the disability gap through provision of an effective communication system 

Tisser Rural Handicraft Pvt. Ltd. 

@askfromkasun 

@ahannalisten 

www.ahanna.org 

Matara, Sri Lanka 

POCKETSHALLA

Pocketshalla, an initiative by Hidden Pockets, is trying to create conversations around sexual and reproductive health in cities of India along with conducting research on the same. Pocketshalla is series of audio podcasts in a story format on six themes related to sexuality. It primarily focuses on providing information on affordable health services to young people, individuals from LGBTQI+ groups or any other groups looking for information. The collective works with government school students and with children from underserved communities. The podcasts are designed to aid teachers who are shy to introduce these topics to the students. In fact, the content of these podcasts was created with the help of government school students who were asked what they would want to learn about these topics.



CHAIRMAN'S DISTINCTION

#SM4E2019

Pocketshalla 

Hidden Pokcets Hidden Pokcets 

@hidden_pockets 

@Hidden-Pockets 

www.hidden-pockets.com 

Karnataka, India 

BIHANI SOCIAL VENTURE

Established in 2013, Bihani Social Venture is Nepal's first and only social enterprise working in the field of ageing. Bihani works towards addressing societal barriers and exclusions based on age thereby fostering communities that are inclusive of senior citizens in an environment that enables active ageing and living meaningfully. Bihani's innovative and diverse services and activities related to health, social engagement and participation, and organisational development promotes the formation of new bonds and exchange of knowledge/capacities across generations. They address the issues of loneliness, dependency, and loss of confidence due to retirement through social engagement activities.



FINALIST

#SM4E2019

Addressing societal barriers
and exclusions based on age

Bihani Social Venture Pvt. Ltd.

@bihaninepal

@bihanisocialventure

www.bihanisocialventure.wordpress.com

Kathmandu, Nepal

GAON CONNECTION NEWSPAPER

Gaon Connection is India's biggest rural media platform, a two-way street that takes information to knowledge-starved rural communities and brings information about everything from problems to role models from media-dark areas to urban India. Stories on their website and epaper are from inaccessible areas across the rural India which are not frequented by journalists. Focussing on women, these stories serve as an inspiration for lakhs of women. Gaon Connection has several key verticals which includes digital, video, print, audio, and a massive ground presence of smartphone-armed cadres at the district, block and gram panchayat levels.



FINALIST

#SM4E2019

Gaon Connection newspaper

Gaon Connection Pvt. Ltd.

@GaonConnection

@GaonConnection

www.gaonconnection.com

Uttar Pradesh, India

SOCIAL MEDIA GRAND JURY 2019

The Grand Jury for the 6th edition of Social Media for Empowerment Awards 2019 was successfully held on June 21, 2019. This year we received 180 entries across 06 categories. The virtual Jury members managed to filter 168 nominations, out of which 38 were shortlisted for the final evaluation by the Grand Jury. A panel of 13 jurors looked into the filtered nominations.

The list of Winners and Special Mentions will be revealed on stage at the 6th Social Media for Empowerment Awards 2019 at Eros Hotel, Nehru Place, New Delhi on August 2, 2019.





Moderator

OSAMA MANZAR

Founder & Director, Digital Empowerment Foundation

Osama Manzar is a global leader on the mission of eradicating information poverty from India and global south using digital tools through Digital Empowerment Foundation, an organisation he founded in 2002. A British Chevening Scholar and an International Visitors Leadership Program Fellow of the US State Department, Osama is a social entrepreneur, author, columnist, impact speaker, angel investor and mentor. He is a member of the advisory board at Alliance for Affordable Internet and sits on several government and policy committees in India and on international organisations working in the areas of Internet, access, and digital inclusion. Osama is also the chairman of Manthan and mBillionth Awards, and has co-authored NetCh@kra–15 Years of Internet in India and Internet Economy of India. Osama writes a weekly column in Indian financial daily Mint and tweets at @Osama Manzar.



SONAL SINGH

Head of Corporate Communications, Jindal Stainless

Sonal Singh currently serves as the Head of Corporate Communications for Jindal Stainless Group, a USD 3 billion company. She has over 13 years of multi-faceted experience in managing corporate, marketing, and leadership communications. Equally adept at Hindi and English, Sonal brings to the table the power of vernacular in her communication strategy. While at SAIL and Government of India, Sonal served as a bilingual compere for several Ministerial functions, which she ascribes to her voracious reading and writing habits. Sonal is a 2005-06 Gold Medalist from the Indian Institute of Mass Communication. A regular half marathoner and swimming enthusiast, Sonal is trained in Kathak, and is equally passionate about all other forms of dancing.



DR. AMIT NAGPAL

Author, Entrepreneur,
Storyteller

Dr. Amit Nagpal is a business storyteller with a special interest in personal brand storytelling on social media. Inspirational storytelling is close to his heart. In his spare time he likes to write short stories on wisdom and love. He is the co-author of Amazon's bestseller, "Personal Branding, Storytelling and Beyond".

From Marketer to Professor to Storyteller, the six words tell his life story. He has been on a journey from unconscious storytelling in childhood to conscious storytelling in adulthood. He believes storytelling is omnipotent and can inspire, heal and build both bonds and brands.



NATASHA BADHWAR

Film-Maker & Author and
Columnist

Natasha Badhwar is an independent film-maker, media trainer and columnist. She is the author of 'My Daughters' Mum', a heart-warming book on essential subjects, such as selfhood, faith, parenting and marriage. At its core, it is searingly personal, and yet the emotions and experiences are astonishingly universal. Recently, she published her second book is, 'Immortal for a Moment'. She also writes a weekly column on relationships, family and society in Mint Lounge. Natasha began her career in broadcast journalism with NDTV as the first female videographer in news television in India. She quit 13 years later as Vice President, Training and Development.



SONALI KHAN

Managing Director, Sesame Workshop India

Sonali Khan as the Managing Director of Sesame Workshop India, spearheads Galli Galli Sim Sim, a multiplatform initiative that combines the power of mass media with educational outreach to prepare children for school and life. Under her leadership, the organisation develops and implements ground breaking programmes to reach children everywhere – especially those who need it most. She is also a global advocate for human rights and for ending violence against marginalised communities, with an emphasis on girls and women. She is a proud recipient of the prestigious Nari Shakti Puraskar (Women's Empowerment Award) from the President of India. In 2016, she also received the Skoll Award for Social Entrepreneurship for her work in ending child marriage.



SAIKAT DATTA

Director, The Centre for Internet and Society

Saikat Datta is the Director of 'The Centre for Internet & Society', a Consulting Editor with online news platform Scroll.in, and a consultant on cybersecurity with IIM, Bangalore. His investigative reporting has been awarded the International Press Institute Award (2007), the Jagan Phadnis Memorial Award (2008), and the National RTI Award for Investigative Journalism (2010). He is the author of 'India's Special Forces', a seminal book on the history and the future of India's special operations capabilities. He regularly conducts training sessions on hostage rescue operations for Mumbai Police's 'Crack Anti-Terrorism' outfit, Force One.



BILAL ZAIDI

Founder and Executive
Director, OurDemocracy.in

Bilal Zaidi has been at the forefront of building a culture of crowdfunding to promote democratic interventions. His organisation is behind successful Crowdfunding campaigns for Kanhaiya Kumar, Atishi Marlena, Jignesh Mevani, Paranjay Guha Thakurta and many others. He is the recipient of SM4E Award in 2018 and Ketto Social Media Influencer of the Year Award, 2019. He has over a decade of experience working with organisations like Awaaz Foundation, Times Now and NDTV among others.



AARTI WIG

Founder and Country
Director, Yunus Social
Business India

Aarti Wig is the co-founder of 'Yunus Social Business India', along with the Nobel Peace Laureate, Muhammad Yunus, to support social business creation in India. She has catalysed the creation of two social impact funds in Mumbai and Bengaluru, and India's first incubator with Tata Trusts, 'the Indian Corporate Action Tank', for large corporates to create in-house social businesses. She is a regular speaker at social enterprise events held at national and international level. She is a Kamalnayan Bajaj Fellow of the Aspen Global Leadership Initiative and was voted to the Asia 21 fellowship for young leaders making a difference in the Asia Pacific region in 2014.



HITESH RAJWANI

Founder, Social Samosa

Hitesh Rajwani heads Social Samosa, an online publication reporting insights, trends and breaking stories on social media marketing. A passionate maven and a self-motivated entrepreneur, he has co-founded a couple of ventures in the space of Digital Content. His other areas of interest include social commerce, digital intellectual properties and hyper local commerce. Over the years, he has consulted and trained small & medium businesses on their social media marketing strategies.



NIKHIL PAHWA

Founder & Editor,
Medianama

Nikhil Pahwa has covered the business of digital media in India for over 4 years. Prior to founding MediaNama, he was the Editor of ContentSutra (now owned by the Guardian Media Group). Over the years, he has helped bring a pan-media perspective to digital media reportage, highlighting industry issues, identifying opportunities and problems, and questioning the efficacy of decisions being made by some large media companies.



NASR UL HADI

Int'l Center for Journalists
(ICFJ)

Nasr ul Hadi helps run PROTO, a startup exploring applied research and co-learning models for civic media in India, in partnership with the International Center for Journalists (ICFJ). As a Knight Fellow, he has instigated innovation experiments across print, broadcast and digital media, both in India and the United States. He regularly speaks about his work in leading media conferences held in USA, Europe, Africa, Middle East and Asia. Beyond work, he has also taught digital storytelling at postgraduate level.



PRAGYA MISRA MEHRISHI

Communication and Policy
Manager, WhatsApp

Pragya Misra Mehrishi is a Policy Communications Manager for WhatsApp, the world's largest end-to-end encrypted messaging platform. She manages communications and public policy issues related to privacy, security, and economic empowerment in India which is currently WhatsApp's largest market. Previously, she was with the Danish Foreign Ministry, where she was responsible for increasing trade from Denmark private and/or public enterprises to India & South Asia.



NEHA POONIA

Journalist

Neha Poonia is a broadcast and multimedia journalist who has worked for networks around the globe. Her stories can be watched on Singapore's Channel News Asia, Turkey's TRT World, China's CGTN, South Africa's SABC and Israel's i24. Formerly, she was an anchor and news presenter for CNN's India affiliate - CNN News18 - wherein she lead the network's pan-India coverage for major breaking stories. She has also written extensively on the issue of gender and equality for CNN-News18's digital platform- news18.com, working as its Gender Editor.



TRIPTI VARMA

Social Media & Website
Head, British Council
Limited

Tripti Varma heads Digital Communications for India at the British Council. Having worked with prominent names in the Indian media industry – from Network 18 to Zee News to NDTV – Tripti comes with 10 years of experience in digital strategy, social media campaigns, content and brand marketing, and creative solutioning. Prior to the British Council, Tripti led the digital initiatives at NDTV GoodTimes – India's first premier lifestyle channel. She is an alumnus of College of Art, Delhi (Lalit Kala Mahavidyalaya), from where she obtained her specialisation in Applied Art. An aspiring minimalist, Tripti feels strongly about causes related to environment protection and wildlife conservation.

PARTNERS



Organiser – DEFIndia

Digital Empowerment Foundation aims to connect unreached and underserved communities of India in an effort to bring them out of digital darkness and empower them with information access through last mile connectivity, digital literacy and digital interventions. With the motto to 'Inform, Communicate and Empower', DEF aims to find sustainable ICT solutions to overcome information poverty in remote and rural locations of India. In an effort to achieve this aim, DEF has adopted a multi-stakeholder approach and a six-fold path to enable communities, governments, schools, civil society organisations and micro-enterprises to avail the benefits of the Information Age. Under this six-fold programme approach, DEF initiates projects in the areas of Access & Infrastructure; Education & Empowerment; Governance & Citizen Services; Markets & Social Enterprises; Knowledge Hub & Network; Research & Advocacy.



Co - organiser - Facebook

Founded in 2004, Facebook's mission is to give people the power to build a community and bring the world closer together. People use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them. To know more about Facebook – <https://newsroom.fb.com/company-info/>



Institutional Partner - World Summit Awards (WSA)

The World Summit Awards (WSA) is a global activity to select and promote the world's best e-Content and most innovative ICT applications. It offers a worldwide platform for all who value the creative use of ICTs and who are committed to making today's information society more inclusive. WSA was initiated by Austria in 2003 in the framework of the United Nations' World Summit on the Information Society (WSIS) and is organised by a global partner network, coordinated by the International Center for New Media. WSA partners come from governments, private sector and civil society in over 178 UN member states.

Institutional Partner - UNESCO

UNESCO is responsible for coordinating international cooperation in education, science, culture and communication. It strengthens the ties between nations and societies and mobilises the wider public so that each child and citizen has access to quality education, a basic human right and an indispensable prerequisite for sustainable development; they may grow and live in a cultural environment rich in diversity and dialogue, where heritage serves as a bridge between generations and people; they can fully benefit from scientific advances; and can enjoy full freedom of expression; The basis of democracy, development and human dignity.

UNESCO's messages are of increasing importance today, in a globalised world where interconnections and diversity must serve as opportunities to build peace in the minds of men and women.



Country Partners – BMCI

Bhutan Media and Communications Institute (BMCI), primarily a training and consultancy firm based in Thimphu is a social enterprise with a deep-rooted value system that respects and regards all aspects of life. The diversity and nature of programmes and projects handled by them is a testimony of their quiet and diligent effort towards social service. Their recent venture into international computer skills certification as ICDL Asia's partner in Bhutan and social media trainings in partnership with DEF, Social Friendly and other organisations is exploring new grounds to empower different sections of the society. Inspiration, empathy, respect and support for each other and for partners and participants form the essence of its organisational culture.



Country Partners - FDE

Forum for Digital Equality (FDE) has been working in the area of cyber security awareness, policy discussion and capacity building. They have also designed ICT plan for various District Development Committees (Kathmandu, Tanahun and Morang) and also drafted the Information, Communication and Education (IEC) Strategic Plan for Local Governance and Community Development Project (LGCDP) (2009) for Ministry of Local Development, Government of Nepal.

Country Partners - Sarvodaya-Fusion

Sarvodaya-Fusion is a social enterprise focused on ICT4D with the mission “e-empowerment of rural communities”. It’s a unit of Sarvodaya movement, the oldest and largest charity non-profit organization in Sri Lanka. In its scope of social engagement, Fusion has successfully designed and delivered programs providing Digital Literacy, Digital Access and Digital Benefits.



Live Streaming Partner - GoNews

GoNews is India’s first-of-its-kind app-based television news channel that delivers personalised news to viewers on their smartphones and smart TVs at a time of their choosing. The recently launched channel is collaborating with content generators in rural India to offer news and stories, not more than 90 seconds long, which often go unreported or which are not available at other commercial news outlets. The narratives are specific, crisp and compelling; and cover a wide variety of Indian and global subjects like politics, agriculture, technology among many more. It is also the first digital news platform in the country to adhere and abide by the self-regulatory mechanism of the News Broadcasters Association.



Outreach Partner - MP Post

mppostInternet media is active for the last 2 decades and it is coming out in new design. In Hindi speaking states, it is in infancy stage of Internet journalism. Looking at possibilities of Internet journalism first Hindi Internet newspaper MPPost was started from 1st January, 2005.

Organiser



Co-Organiser



Institutional Partners



In partnership with
New Delhi Office
Cluster Office for Bangladesh,
Bhutan, India, Maldives,
Nepal and Sri Lanka

Country Partners



Event Partner



Livestreaming Partner



Outreach Partner





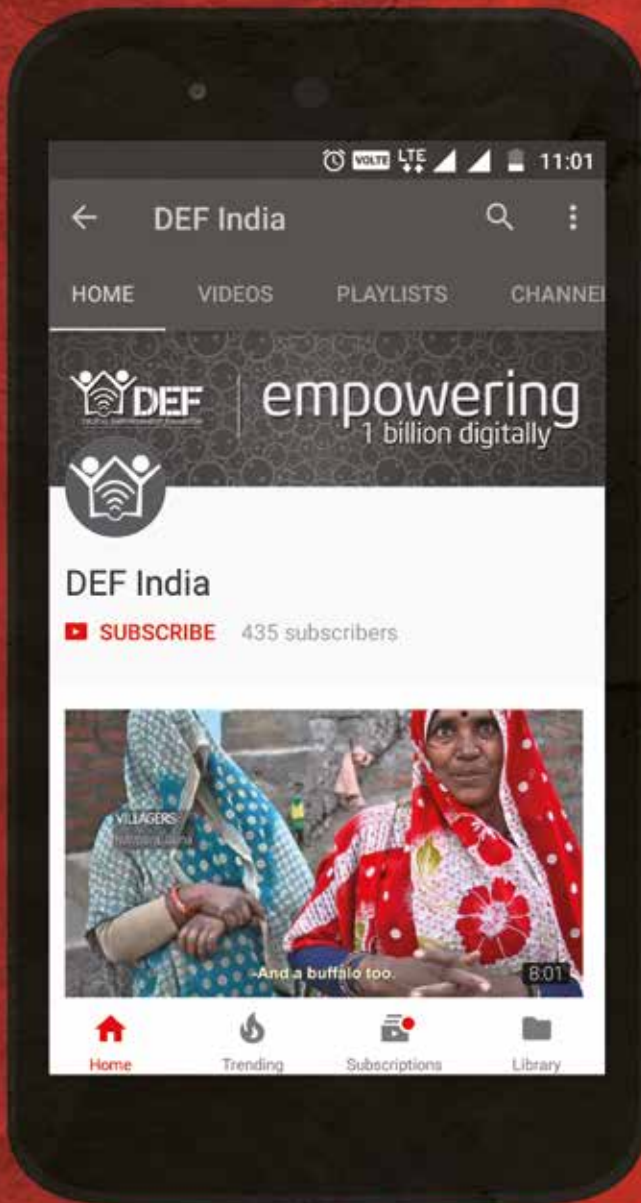
DIGITAL EMPOWERMENT FOUNDATION

Digital Empowerment Foundations' YouTube channel is a repository of thousands of videos from rural India that represent transforming lives, courtesy digital tools and technology.

Want to see how weavers of Chanderi are using advanced design software? Want to see how Internet has connected the people of Nichalagarg? Want to know which app is initiating a change in the society? Then visit DEF India's YouTube channel!



WWW.YOUTUBE.COM/DEFINDIA



'STATE OF SOCIAL MEDIA: Learnings from South Asia' is a book published by Digital Empowerment Foundation, under its Social media for Empowerment Awards platform, to explore, learn and celebrate some of the best social media innovations from South Asia that are successfully leveraging the power of social media to reach out to a wider global audience by initiating social changes.

ORGANISER



CO-ORGANISER



INSTITUTIONAL PARTNER



In partnership with
New Delhi Office
Cluster Office for Bangladesh,
Bhutan, India, Maldives,
Nepal and Sri Lanka