



SOCIAL MEDIA
for EMPOWERMENT
WORKSHOP 2015

**Paving the way
for
Digital Integration**

POST EVENT REPORT

ORGANISER



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Paving the way
for
Digital Integration

Post-Event Report
Social Media for Empowerment Workshop 2015



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Contributing Writer: Gurpriya Singh
Editors: Ravi Guria & Osama Manzar
Design & Layout: Jaspreet Singh

Contact:
Digital Empowerment Foundation
House No. 44, 2nd & 3rd Floor (Next to Naraina IIT Academy)
Kalu Sarai, (Near IIT Flyover), New Delhi – 110016
Tel: 91-11-26532786 / Fax: 91-11-26532787
Email: def@defindia.net | URL: www.defindia.org

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EXECUTIVE SUMMARY

The last decade has seen a massive shift in how people consume and interact with information. The internet's communication channels, in conjunction with the advent of social media and social networking technologies, have forever changed how people interact with each other. Social media refers to online communication channels that facilitate interaction and media distribution between people.

Wireless communication tools, especially mobile phones are crucial to finding solutions to health, social, environmental and development challenges. It can connect families separated by disaster, help emergency relief workers respond more quickly, empower farmers to ask for better prices in markets, help track the impacts of climate change, and so much more. Millions of youth and adolescents across the globe have embraced ICTs, particularly mobile, websites and social media. Local voices weave different cultures together but using and creating a common language is very important. From hinterlands and cities alike, voices are to be heard and understood all across the world. Social media communication facilitates social and behavioral change giving rise to engagement and participation of individuals and communities.

In the light of the above, In 2015, Social Media for Empowerment workshops were initiated by Digital Empowerment Foundation (DEF) in collaboration with Friedrich Naumann Foundation(FNF).

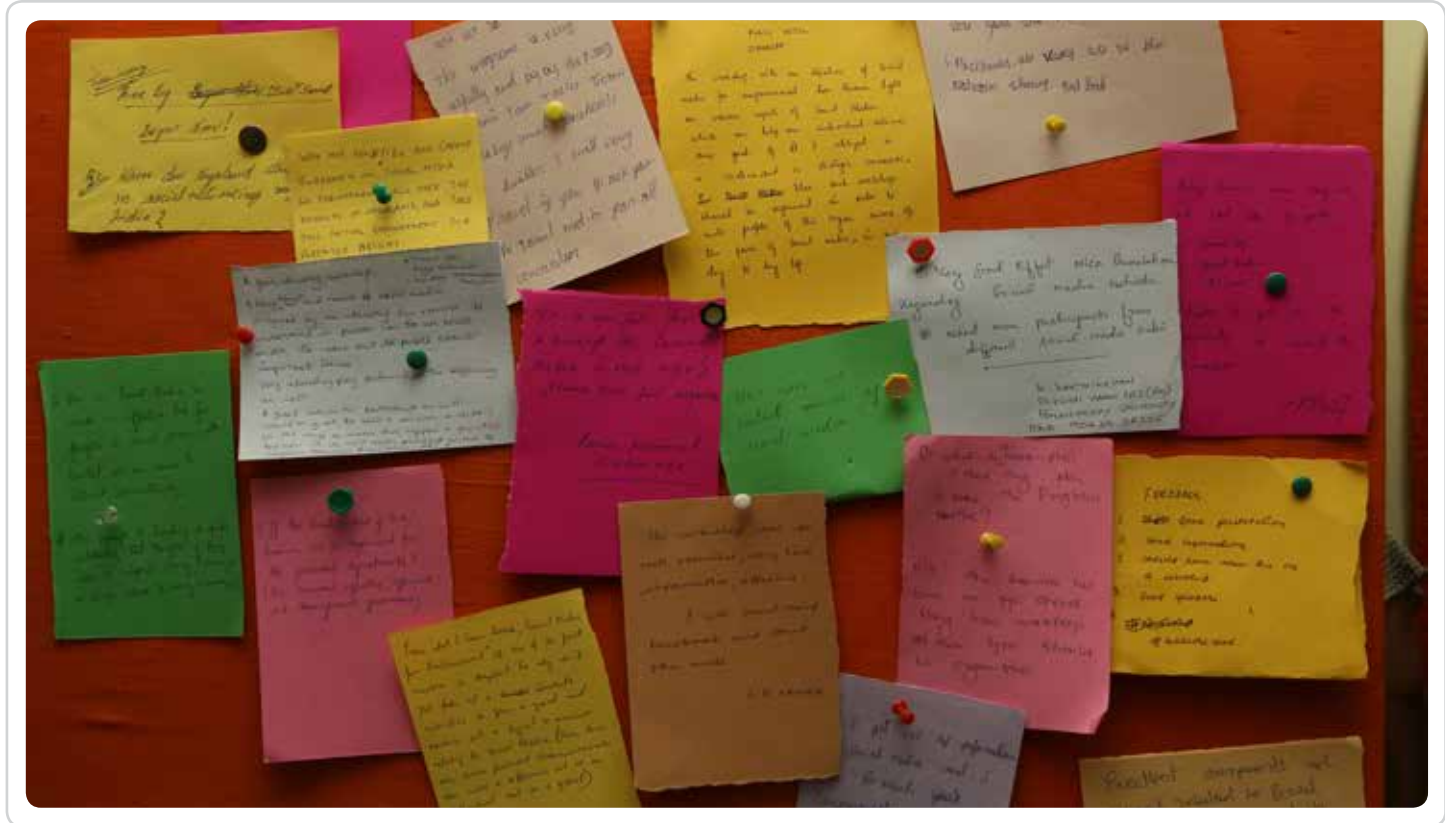
First of its kind, the workshops stemmed to address different issues at various locations to strengthen the social media capacities of different communities. *4 Social Media for Empowerment workshops were conducted in tier 2 and tier 3 cities*, which are still uninitiated to the power of social media, across the country— Itanagar, Tehri, Puducherry, and Jodhpur.

The workshops were primarily planned and organised to promote the use of social media as an instrument of activism and communication which could lend dynamism to the flow of information, knowledge, awareness, understanding and opportunities.

The key outcome that emerged from Itanagar was that #maketheroad, an online campaign was launched by the youth to voice their opinion; in Tehri, the local community radio created a facebook page called 'Tehri Development' which features local news, events, voices and daily updates; in Jodhpur, enthusiasts volunteered to become 'social media agents' to bring other community members on

various platforms to preserve and showcase music to a wider audience; in Puducherry, students and entrepreneurs created an online campaign called '#ignitetheyouth' to build

an online community to suggest changes in the education system.



INTRODUCTION

Today, India has 243 million Internet users – more than the United States and second only to China. Information and communication technologies (ICTs) play a major role in accelerating globalisation. The social, economic and cultural divides have greatly decreased with the increase influence of technology in every facet of life.

Social media creates a network of networks which increases rapidly. Organisations can take advantage of this information to achieve their business goals of communication and outreach, marketing and branding. The network can thus grow by leaps and bounds. Competence in social media is becoming a critical component of every activity in order to make an impact.

The main focus of an organisation is to showcase its work and build a strong volunteer base and connections. Thus, utilising social media becomes of utmost importance for them. Social media is a way for non-profit organisations to spread awareness about key issues, mobilise supporters, create online advocacy movements, build communities, showcase transparency and accountability.

Like never before, connecting with someone sitting miles away has become very easy, instantaneous and convenient. New information and communication technologies have opened new avenues and created greater possibilities of generating income, employment and support. New forms of interaction and communication have resulted in the increase in the participation in the public sphere. Communication facilitates social and behavioural change in the environment of engagement and participation of individual and communities. Thus, it is a very important tool.

Information has the power to change lives. It can increase the quality of human experience, create new environments to realise our dreams and help us to get beyond problems that trouble our lives. Hence, information has become mandatory to empowerment and equality.

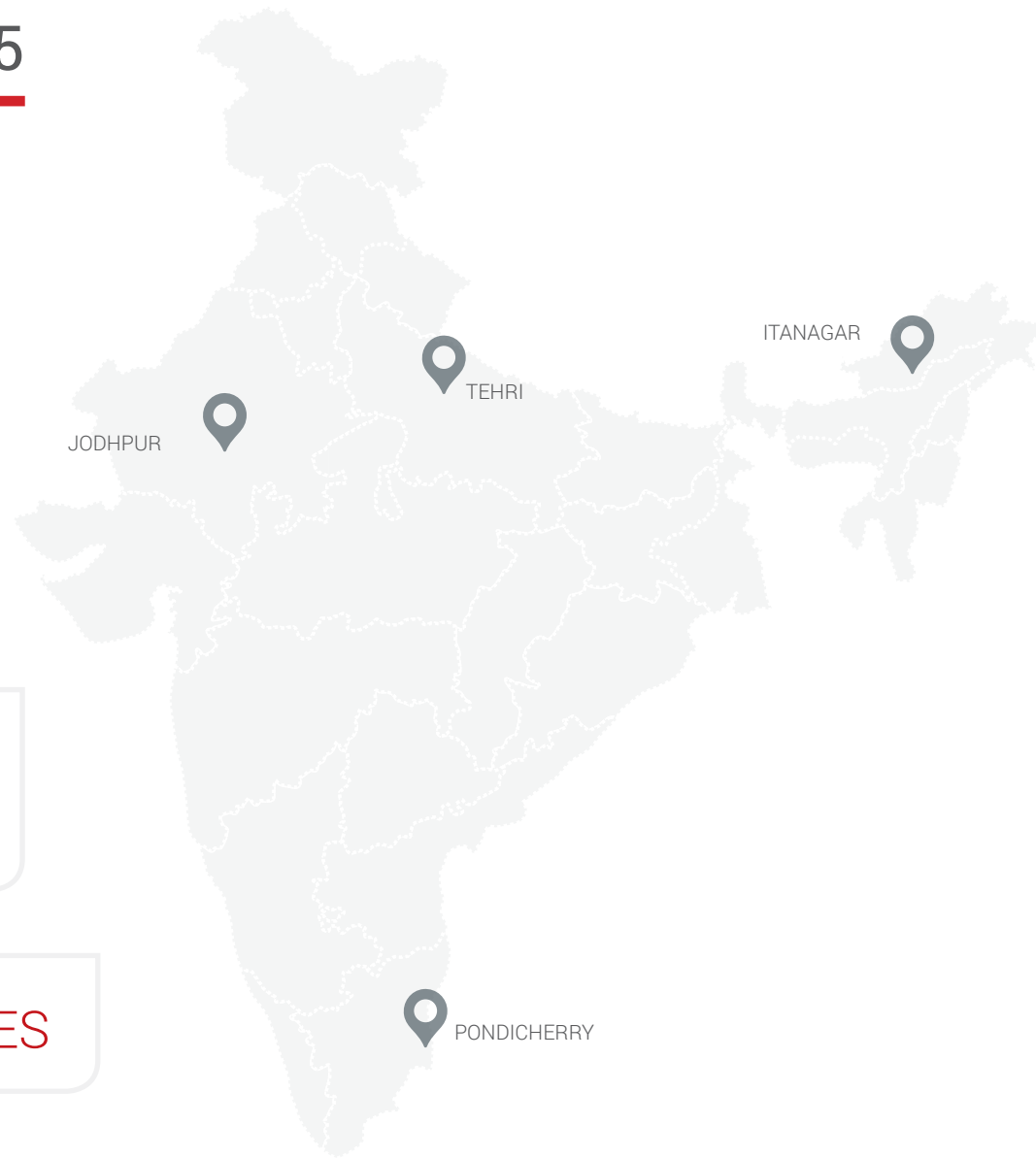
Millions of youth and adolescents across the globe have embraced ICTs, particularly mobile, websites and social media. Social media has the power to bring to people fair and balanced information. It allows us to connect with people all over the world. It gives people the power to call out injustices, inaccuracies and misrepresentations and brings about better understanding of other cultures and people.

This report is a summary of all the four workshops- its individual objectives and overall outcomes, testimonials and learnings. This report seeks to contribute to the understanding of how social media can be used efficiently

for different communities across the country ranging from fishermen community, folk musicians, NGOs, SHGs and Young Entrepreneurs.



ABOUT SM4E 2015



320
PARTICIPANTS

4 STATES

PARTICIPANTS:

1	FISHERMEN COMMUNITY	5	NON-PROFIT ORGANISATIONS
2	PUPPETEERS	6	SELF-HELP GROUPS
3	FOLK MUSICIANS	7	MEDIA PROFESSIONALS
4	ENTREPRENEURS		

ELEMENTS OF THE WORKSHOPS

1	ICE-BREAKING SESSIONS	6	MOTIVATIONAL EXERCISES
2	GROUP ACTIVITIES	7	CREATE CAMPAIGN
3	INTERACTIVE SESSIONS	8	SHARE
4	HANDS-ON SESSIONS	9	QUES & ANS SESSION
5	SOCIAL MEDIA AGENTS		



HOTEL PYBSS, ITANAGAR, ARUNCHAL PRADESH



OCTOBER 6, 2015

SPECIFIC OBJECTIVES

- To mainstream North-East with connectivity & access
- To recognise & promote social media campaigns which have brought in a change
- To promote methods of e-governance
- To highlight best practices of social media for start-ups & entrepreneurship

OVERALL OUTCOMES

- Delegates launched a collaborative campaign called "Make the Road".
- Delegates supported and joined YouthNet's campaign "#OneIndiaStrongIndia" that was launched in 2014 at a similar workshop and boasts of an existing community of 13000 people.

FACILITATORS

- Subodh Aggarwal, Coordinator South Asia, Friedrich Naumann Foundation. He tweets @subodhtweet
- Higio Zerngam, Executive Member, Hutto Welfare Society
- Avesta Choudhary, Former Communication Officer, Digital Empowerment Foundation. She tweets @avestachoudhary
- Nune Chase, Training Lead, YouthNet Nagaland
- Sunny Sharma, Founder of Foetron. He tweets @sharmasunny
- Milo Ankha, Instagram Blogger. She tweets @ankhaaa
- Rishabh Chandra, Founder of Script Technology
- Ravi Guria, Deputy Director, Media and Communication, Digital Empowerment Foundation. He tweets @raviguria



BACKGROUND

Northeast India comprises of eight states— Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Tripura and Sikkim. The Northeast region is most often in the news for its social and political issues; widespread violence and insurgency.

Regardless of many perceived problems, Northeastern states continue to move and upward. The rise of digital tools and social media is rapidly developing the region, accentuating digital economy, innovation, growth and competitiveness.

The Northeastern states are full of untouched and unexplored natural beauty, unexplored places and a home to several tribes. Through social media, its people can showcase its beauty, tap into its high value tourist economy and move towards inclusivity.

In the light of the above, the 1st Social Media for Empowerment workshop was organised by Digital Empowerment Foundation in partnership with Friedrich Naumann Foundation (FNF) and in collaboration with a local NGO, Hutto Welfare Society, on 6th October, 2015 at Hotel PYBSS, Itanagar, Arunachal Pradesh.

By training the youth, the aim was to make them more aware, confident and empowered through social media so that they can address issues, run campaigns and stay connected with social media. The workshop focused on training young entrepreneurs, changemakers, college students, SHGs, private and government professionals and media representatives.

SESSION 1: INTRODUCTION

Ravi Guria, deputy Programme Director, Media and communication, Digital Empowerment Foundation welcomed all the participants for the workshop and said that social media happens to be a very powerful technology that can be harnessed for development and progress. It has become an intrinsic part of our lives. Social Media has given voice to the voiceless.

Mr. Subodh Agarwal, coordinator South Asia, Friedrich Naumann Foundation, spoke about the activities of FNF. He talked about a major paradigm shift in the strategy of social media. It has moved from friendly exchanges to creating



a major economic impact. He motivated the participants saying, "with similar workshops and programmes like this, we can exchange positive ideas for economic cooperation, human rights and good governance."

Attending the workshop as Chief Guest was Mrs. Jarjum Ete. She expressed her enthusiasm about networking with people on social media and highlighted the importance of using social media in the right way. She also opined that communication on social media with unclear messages can lead to miscommunication at times and thus, appealed to the crowd to be responsible individuals while using social media.

SESSION 2: GOVERNMENT'S PERSPECTIVE WITH REGARDS TO SOCIAL MEDIA IN ARUNACHAL PRADESH

Ms. Higio Zarngam, Executive Member at Hutto Welfare Society shared Government's perspective with regards to social media in Arunachal Pradesh. While interacting with the participants, one of them said, "We are sometimes frustrated with bad governance. Hence facebook is the only channel we have to vent out anger." Zarngam agreed and added that facebook gives you a sense of civil society, community and change. She stated a few examples of how social media has become a tool for good governance— Narendra Modi has mobilised youth by broadcasting 'Mann Ki Baat', India against corruption, thousands of people

collectively came together to address the Nirbhaya rape case.



SESSION 3: BASICS OF SOCIAL MEDIA

Avesta Choudhary introduced techniques that would help enterprises to reach out to larger audiences while using these platforms. She emphasised on selecting the right hashtag for each post. Each platform requires different kind of digital content and hashtags. Sometimes due to higher altitudes, connectivity and access to the internet can be an issue. Here comes a need to schedule updates, news, blog posts. This she said could be done by signing up on www.hootsuite.com. This website is free of cost and lets you manage various social media platforms, schedule posts etc. She also suggested for-profit entrepreneurs to

try “sponsored” posts, which is a paid service provided by Facebook and Twitter to reach out to relevant people to increase brand engagement.

SESSION 4: INSIGHTS FROM SOCIAL MEDIA WORKSHOP IN KOHIMA

As a representative from YouthNet, Nagaland, Nune Chase talked about Social Media for Empowerment Workshop held on 31st March, 2015, in Kohima. As a result of the workshop, they started a campaign called H2O- a rain water harvesting project to help create a sustainable mode of development to counter water scarcity issue in Kohima. She also spoke about how YouthNet is promoting “ONE INDIA STRONG INDIA”, a campaign to build an India of friendship, peace and tolerance, and make hatred and racism history. With more than 13 thousand supporters



on Facebook across the country, she suggested the need for collaboration with the delegates in the workshop to promote this campaign in Arunachal Pradesh.



SESSION 5: BEST PRACTICES IN SOCIAL MEDIA

Mr. Sunny Sharma, Founder of Foetron Inc, shared on the Best Practices in Social Media. He encouraged the audience to come together and share ideas for the development of the state. He mentioned that lack of infrastructure or government schemes should not stop us from initiating projects or programs. All participants raised their hands and pledged that they will collaborate and start a campaign at the end of the workshop. "One India Strong India" is a success story of 14000 people coming together after there was a social media workshop in Kohima in 2014.

He stressed on the need and importance of Collaborating. He motivated the participants to reach out to people, network and figure out ways to integrate further to address local issues.

SESSION 6: BLOGGING

Ms. Milo Anka, candidly shared how blogging through Instagram helped her find identity when she was at a crossroad. She was back to her hometown, Arunachal Pradesh, after a long time. To deal with an identity crisis that she was facing, she travelled across the Northeast region with no contact with mobiles, internet access and technology. There are so many tribes in Northeast, their histories, their culture goes unheard of. There was a dire need for stories to be told and scenic beauty to



be showcased. Milo Ankho started using Instagram to share stories, create characters, show the scenic beauty. Instagram demands good human stories. She also said that to reach out and to be heard, tips & tricks don't work; only quality stories do. Instagram lets you connect with people from all across the world. She aroused interest in all the participants and inspired them to share their stories on these platforms.

SESSION 7: SOCIAL MEDIA & ENTREPRENEURSHIP

Mr. Rishabh Chandra showed how the private sector/ entrepreneurs can benefit by using social media to promote businesses in a cost effective way. He emphasised on leveraging digital marketing platforms— it is the cheapest and the most credible way of reaching out, added with a pinch of word of mouth. Reviews always work. Nobody wants to risk their experience with any kind of service. Create content that works. Break the stereotypes! Take the road less travelled. Turn these platforms into creating something productive. He then went on to highlight a few of these platforms—Whatsapp groups help businesses a lot,

FoodtalkIndia is a group on facebook which lets you share experiences, reviews and photographs. Wix.com helps you create content for free.

SUMMING UP

After a lot of deliberation, in conclusion, the delegates from Arunachal Pradesh decided to launch a campaign called "Make the Road." Make the Road campaign breaks barriers and motivates people to end social and political crisis in the region. The day long workshop came to an end with a Q&A and a feedback session.



TESTIMONIALS

“ I was in dark. Got to know about things which I was clueless about. Met very interesting personalities.
#ONEINDIASTRONGINDIA ”

“ This workshop gave us ideas to change and develop our state-Nagaland without the help of local politician with our own creativity. ”

“ Such workshops should be planned to further penetrate into the districts of Nagaland and North-East to sensitise and create awareness on social media for empowerment. ”

“ From what I learn, SM4E is one of its first inception in Nagaland. From here-on, communities like YouthNet should take up a concrete initiative- venture out a project on social media for empowerment. Since there are prominent personalities who can make a difference not as an individual but as a group. ”

“ Nagaland needs to adapt to the current situation. The program, I hope, will be a big wake up call to the government and local NGOs. ”

“ If the similar kind of task/ seminar will be organised for the government departments? (for economic, efficient and transparent governance) ”





HOTEL RISHABH PALACE, TEHRI, CHAMBA



NOVEMBER 2, 2015

SPECIFIC OBJECTIVES

- To overcome the challenge of outreach through alternative mediums
- To learn tricks & techniques of twitter to reach out to the Government to address local issues
- To showcase local culture, food, traditions of the Himalayas through popular blogs like Instagram
- To bring the community radio on social media platforms to take local news beyond the broadcasting range

OVERALL OUTCOMES

- Participants created a facebook page called "Tehri Development" to share events and developments that happen in the city.

Link to the page- www.facebook.com/Tehri-Development-542656845889142

FACILITATORS

- Ravi Guria , Deputy Director, Media and Communication, Digital Empowerment Foundation. He tweets @raviguria
- Avesta Choudhary, Former Communication Officer, Digital Empowerment Foundation. She tweets @avestachoudhary
- Abhinav Chandel, Instagram Blogger, Entrepreneur, Photographer, Poet. He tweets @ABHlandNOW
- Aastha Chauhan, Head & Digital Outreach Delhi I Love You She tweets @aasthak234
- Kush Sethi, Digital Outreach Delhi I Love You. He tweets @kush_sethi



BACKGROUND

Chamba, near Tehri Garhwal district, is a small town situated at the foothills of the Himalayas in the state of Uttarakhand.

Due to high altitude, harsh weather conditions and other terrestrial challenges, people in Chamba are not well connected.

Active use of social media can help them connect with the rest of the country and world as well as come up with campaigns online to make their voices heard. Through social media and active communications, self-help

groups and NGOs can generate revenues.

The 2nd Social Media for Empowerment workshop was conducted in Chamba on 2nd November, 2015. Close to hundred people attended the workshop. They were representatives of NGOs, media persons, students and young entrepreneurs. The enthusiasm and excitement was palpable in the room to learn about digital content, Facebook, Twitter and Instagram.



SESSION 1: BASICS OF SOCIAL MEDIA AND DIGITAL CONTENT

The workshop started with a short play conducted by Team DEF to make people aware about the power of social media. Followed by the play was a session on basics of social media by Ravi Guria and Avesta Choudhary. Suddenly, a surge of energy could be felt that overwhelmed the hearts and minds of everybody. Avesta Choudhary, in her presentation, highlighted Facebook and Twitter for outreach. She explained the following: creating an account on twitter, following relevant people, increase user followers, retweeting, using the right hashtag, page rating on facebook, creating events amongst other things.

Further, Ravi Guria spoke about segregating digital content for different platforms. He spoke about various techniques to create good cost-effective digital content.

SESSION 2: HANDS ON SESSION

Soon after, participants were divided in groups to test and practice the skills on on digital content creation and then posting them on social media. A few groups created their twitter profiles and wrote the first tweet, others went on to create content in the form of poetry, stories, presentations and photographs which were later uploaded on the facebook page that was created.



SESSION 3: BEST PRACTICES IN SOCIAL MEDIA

Experts on social media Aastha Chauhan and Kush Sethi conducted a session on relevance of social media and how social media can empower people living in interior cities.

They talked about the efficacy of Twitter for people in such region and how it can act as a powerful medium in sharing information with Government officials and other influential people. Considering Chamba is a tourist location the experts talked about how locals in the region can promote their city and its culture through social media which can increase the number of visitors in the town and thus help the economy of the town grow. As Chamba is a hilly region and faces a lot of issues of transport and various other inconveniences, Aastha and Kush encouraged the youth to address the local issues to the government and ministries via Twitter. Tehri has an active community radio session. The Social Media experts threw light on how social media page on Facebook and Twitter about the Community radio station can catch eye balls amongst people in the state and nearby region thus promoting the city as a whole.



Aastha and Kush went on to share the success story of a poetry competition that they had launched through campaigning extensively on Twitter. #MyDilliStory received more than 8000 entries through twitter and offline mediums. The campaign got support of Arvind Kejriwal, Daler Mehendi amongst other prominent personalities. The social media platforms can be used in various ways to mobilise users for activism, creative projects, events, etc.

SESSION 4: SOCIAL MEDIA AND ENTREPRENEURSHIP

The last session was taken by Abhinav Chandel, an Instagram blogger & Entrepreneur . He encouraged participants to create instagram account to share with the world about the beauty of the place they live in. He referred to various other bloggers who are now world known just by sharing their culture to the world.

SUMMING UP

At the end of the workshop a facebook page called 'Tehri Development' was created where participants posted all their group activities during the day. It was decided that this page will address as the official page for people in Tehri

where they will be able to share information and important events in the city. A productive day came to an end with the selection of two social media agents who would take forward the initiative started by the workshop.



TESTIMONIALS

“ I run a community radio here. When I think of social media, all I just think of is facebook. But here I learnt about twitter and instagram also. They seemed so difficult at first but at the hands-on session I prepared my organisation's twitter account. It is easy to use. All these platforms are similar but serve different purposes. ”

“ I made an account on twitter, but never opened it again. Probably because I didn't understand the importance of it or I did not know how to use it or I did not know how to make twitter a tool for knowledge, but after today's workshop, like I use facebook and whatsapp, I'll start using twitter too to take the message of the community to the world. ”

“ When I heard that there is a social media workshop being conducted in our region by experts from Delhi, I thought that it is going to be about facebook, whatsapp. I did not know that there are so many platforms beyond that also. I think I'll share my poetry on twitter and stories accompanied with photographs on Instagram. ”

“ I work at the Soochna Seva Kendra, there are so many problems that people have due to lack of knowledge or resources. To resolve their problems, way always took to the conventional methods. But now that I have learnt how to use twitter, I'll start tweeting to the concerned person (government official) and share the problems directly. ”



SHENBAGA RESIDENCY, PUDUCHERRY



NOVEMBER 7, 2015

SPECIFIC OBJECTIVES

- To introduce the fishermen community to weather & disaster forecasting applications
- To help fishermen community get direct access to the market through e-commerce to eliminate the hierarchical structure of middle-men
- To build capacities of the youth and fishermen community in using Social Media tools for outreach, tourism and marketing

OVERALL OUTCOMES

- To address the gap in the primary education system, participants joined hands to run a campaign called #ignitetheyouth.
- Three social media agencies were appointed to keep the participants active and take the learning of the workshop forward.
- The fishermen community decided to create a group community on facebook to keep themselves updated with the latest news, weather forecast and market conditions.

FACILITATORS

- Ravi Guria , Deputy Director, Media and Communication, Digital Empowerment Foundation. He tweets @raviguria
- Avesta Choudhary, Former Communication Officer, Digital Empowerment Foundation. She tweets @avestachoudhary
- Abhinav Chandel, Instagram Blogger, Entrepreneur, Photographer, Poet. He tweets @ABHlandNOW
- Sunny Sharma, Founder of Foetron. He tweets @sharmasunny



BACKGROUND

Situated 160 kms south of Tamil Nadu, Puducherry is a union territory of India. The union territory has a coastline of 45 kms and a home to more than 50 fishing villages. It still boasts of French Architecture. People from all across the world converge at this quaint place to explore and discover themselves. Hence, the city is a melting pot of young entrepreneurs who are pursuing innovative ventures. It is known for its unique fusion of culture, traditions and customs.

Young entrepreneurs need to harness the power of social media for promotion, networking and marketing. Fishermen don't have direct access to the market. Hence, they get stuck with middle men who earn profit on sales. Social Media can help them upscale their business and

get in touch with the market directly.

To boost the spirit of the ever-growing community of young entrepreneurs and the shrinking community of fishermen, the third edition of the Social Media for Empowerment workshop was conducted on 7th November 2015 in Puducherry.

The day long SM4E workshop was attended by over 90 social media enthusiasts consisting of young entrepreneurs, NGOs, self-help groups, fishermen communities and students.

SESSION 1: BASICS OF SOCIAL MEDIA AND DIGITAL CONTENT

Ravi Guria and Avesta Choudhary introduced basic techniques of social media. The participants were well acquainted with Facebook however they had little idea about twitter, instagram and YouTube channels. Ravi Guria further went on to share creative ways, tips and tricks of creating good digital content.



Fishermen don't have direct access to the market. Hence, they get stuck with middle men who earn profit on sales. Social Media can help them upscale their business and get in touch with the market directly. Learning how to keep in touch with others within their own fishermen community and the world at large via Twitter and Facebook and also sharing pictures on Instagram was most useful for them. The fishermen decided to create their own small

community on Facebook so that they could have regular updates regarding weather and markets amongst each other.

Moreover, people from all across the world converged on Puducherry to explore and discover themselves. Hence, the city is a melting pot of young entrepreneurs who are pursuing innovative ventures. And they are more than keen to harness the power of social media for promotion, networking and marketing.

SESSION 2: HANDS ON SESSION

The participants were divided into groups of 2 or 3. Each group had to share their interpretation of the picture that was displayed on the screen. The groups shared their perspectives in the form of a story, poem and presentation.





The content that the participants shared, once uploaded on any digital media platform would become digital content. Ravi spoke about the benefits of digital media. The reach out increases manifold, the stories can be read sitting miles away, without actually being present. The Hands On session got over with a selection of the best and the most create content. All groups were motivated to experiment with different techniques to create impactful digital content

SESSION 3: SOCIAL MEDIA AND ENTREPRENEURSHIP

Abhinav Chandel treated social media from the entrepreneurial perspective. He talked about leveraging social media to drive the freelance economy. Through Instagram blogging, Abhinav has started his own company; collaborates with companies and conducts Insta-walks. Through Instagram, users share their stories through compelling photographs supported with a few words.

Abhinav emphasized on sharing real stories of people, experiences and places.

He further spoke about building connections through meaningful hashtags. Hashtags are primarily instant communities who share a similar experience or a problem.

SESSION 4: SOCIAL MEDIA BEST PRACTICES

Sunny Sharma compelled the participants to realise that Puducherry is a remarkable city. It has a strong historical background about which very less is still known. Sunny stressed on the importance of sharing the city's glorious past, its culture through social media. Sunny shared the success story of an online campaign, 'One India Strong India' that was born out of a similar workshop at Kohima. The campaign reached out to a very large audience and was endorsed by corporates, famous personalities and film stars. This example encouraged the participants to use



social media to address local issues.

He shared a few techniques to gain maximum out of social media platforms: be real, nothing artificial stays on social media for very long, experiment with digital content- combine text, pictures and videos, identify and approach remarkable people who have strong credentials and share strong connection with your cause, get familiar with Facebook, then twitter, youtube, pinterest and LinkedIn (maintain the order), collaborate and share your skills, cross share posts and updates on each other's social media platforms. He further suggested a few platforms that the participants can look up to for inspiration and learning: www.ted.com, www.mashable.com, [techcrunch](http://techcrunch.com), [courser](http://coursera.org), [mooc](http://mooc.org) and [edx](http://edx.org). Wikipedia is the first thing people see on the internet to get acquainted, he said that if you



know something about the city that other's don't—take the responsibility to update the Wikipedia page.



SUMMING UP

The participants desired to come together and launch a social media campaign. A few problems that were listed by them were: public transport, traffic and primary education. The majority wished to address the critical gaps in primary education through a campaign. The participants interacted and a lot of suggestions came in: #educatetheyoung, #preventdropout, #igniteyoungminds. After a lot of deliberation, the facilitators and participants agreed upon going forward with #ignitetheyoung campaign. Three social media agents were appointed to execute the campaign and take the vision and mission of social media workshop forward.

TESTIMONIALS

“ I will take 3 points back – Dream Big, Start Small, Act Now. Thanks for giving this opportunity to attend this workshop. ”

“ The seminar has been an eye-opener. Many more such workshops should be organised. ”

“ Leaving the workshop as a wiser, better and a more responsible social media user. ”

“ The concept of seeding is quite interesting. The thought of being able to impact change through a single idea is very encouraging. ”

“ Entrepreneur is someone who jumps of the cliff and builds a plane on the way down. Thanks for sharing valuable ideas and empowering knowledge. ”

“ This is an exciting moment! I assure you to put all my learnings in practice. To begin with, I shall put a lot of pictures for awareness on twitter and facebook. ”



ARNA JHARNA- THE DESERT MUSEUM, JODHPUR, RAJASTHAN



DECEMBER 21, 2015

SPECIFIC OBJECTIVES

- To introduce folk musicians to various digital platforms on the internet
- To guide musicians to strategies their social media plans for exploration & expansion
- To create a sense of responsibility towards archival and revival of folk music through Khamayati
- To disseminate knowledge of digital content-techniques of recording music

OVERALL OUTCOMES

- Folk musicians formed a community on whatsapp called 'social media workshop' through which they share audio recordings, photographs and stories.
- Three Social Media agents from the community have pledged to take the initiative forward.
- Folk musicians created their facebook and instagram profile

FACILITATORS

- Osama Manzar, Founder & Director, Digital Empowerment Foundation. He tweets @osamamanzar
- Kuldeep Kothari, Secretary, Rupayan Sansthan
- Ravi Guria , Deputy Director, Media and Communication, Digital Empowerment Foundation. He tweets @raviguria
- Sunny Sharma, Founder, Foetron. He tweets @sharmasunny
- Shweta Rao, Project Manager, Khamayati



BACKGROUND

Rajasthan is known for its desert, forts and palaces, cuisines, folk music and folk dances amongst others.

In the recent past, the threat of commercialisation of the musical heritage has affected the artists and their tradition deeply. The folk musicians have to fight against the tide of popular (modern) music and its intrusion. The form, content and context of their traditional role are threatened. They are being steadily eased out of their role as a community which played an important part at festivals and fairs. The modern music market has lionized some of them, but is hardly concerned about the condition of thousands of musicians.

Social Media will help preserve the culture through various platforms and present its rich holdings to a wider audience across the globe. It would also enhance

community collaborations and open new possibilities for learning, identifying and procreating cultural heritage, music, folklore and history in the digital age.

Social Media for Empowerment workshop was held for folk musicians, puppeteers, bangle-men, artists of Rajasthan on 21st December 2015 in collaboration between DEF and FNF, and with Rupayan Sansthan as a local strategic partner. The workshop was held in Arna Jharna- The Desert Museum, situated near Jodhpur. It was the first social media workshop ever brought held in this region.

More than 90 folk musicians from Langa, Mangniar, Kalbeliya, Dhadhi, Bhopa and Bhat community, puppeteers and banglemen gathered to learn about social media.

SESSION 1: INAUGURAL & INTRODUCTION

The workshop started with a performance by the musicians of Langa Community. DEF has been working towards digital empowerment of folk musicians of Rajasthan for a long time and this workshop took that effort a step further. Founder and Director of DEF, Osama Manzar, enumerated his vision that one day technology will be integrated with their lives in such a way that it would be as easy as breathing.

The younger generation already had smartphones and knew a little about whatsapp. Some had even heard about facebook, but had never been on the platform. The older generation was the least initiated into technology. However, they acknowledged the importance of technology to keep pace with the modern world.

Osama Manzar said that people come from all across the world to listen to you. However, unlike you thousands of musicians go unheard of.



Folk tradition of Rajasthan is on a gradual decline. And the reason for this unfortunate situation could be attributed to the fact that folk musicians are not aware and educated enough to promote and market their folk art and music to the world. They have to depend on middle-men who exploit them at their will.

Technology has the power to change this situation, if folk musicians learn to use social media then they can reach out to the world with their music directly. However, there's still many a miles to go to realise that dream.

The Chief Guest, Vijay Singh Nahta, SDM of Shergarh district, also expressed the will and inclination of the government to be a productive and effective medium for the change to happen sooner than later. Nahata said that the word 'empowerment' is very subjective and can mean

a lot of things. But all kinds of empowerment are joined together when the voice, the music is heard. Media has, thus, played a roll of a global village.



SESSION 2: CHALLENGES FACED BY FOLK MUSICIANS

Nobody would understand the importance of this workshop more than Kuldeep Kothari, son of late Komal Kothari. He has seen his father's frustration, pain and struggle to empower the folk musicians for several years. And now his father's dream is finally taking shape. Arna Jharna- The Desert Museum, was conceived and built by the legendary folklorist and ethnomusicologist, Late Komal Kothari, who is also lovingly and respectfully called Komal da. Komal da received Padma Shree in 1983, followed by Padma Bhushan in 1984 for his extraordinary work with the folk musicians of Rajasthan, by the government of India.

Kuldeep Kothari dreams of collating art and knowledge in a repository. He highlighted the importance of culture revival by creating a community. This workshop, he said, marked the inauguration of the museum for the very reason that he envisions that Digital Empowerment Foundation would be able to take its message forward globally and through such workshops empower the folk musicians.

The folk musicians are dwindling in numbers, thus the community faces challenges, however, Kothari said that these challenges would be addressed later through one-to-one communication channels.

SESSION 3: SOCIAL MEDIA & DIGITAL CONTENT

Ravi Guria, Dy. Programme Director, Media and Communication started the session by showing a video of an African woman playing the guitar. Seeing a music video that was shot continents away and its music that originated centuries ago and hearing it, sitting together in the midst of a desert in India. The two learnings from this video were, Guria added," Techniques of showcasing musicians in front of an audience and No expensive instrument is required to shoot a good music video."

He further spoke about how to create digital content. The art of creating content for social media is about telling your story in as few words as possible. One can even share stories in the form of a film, photographs or just sound.



Folk musicians were truly fascinated when they were told that the most important tool for creating stories for social media is in their hand—smartphone.

In a simple language, social media is nothing but an act of interacting, sharing, informing and discussing with people who share your vision and aspirations. Having said that, being on social media is one thing, but if the folk musicians don't know how to create impactful digital content then the whole effort is an exercise in futility.

They were oriented towards how to create impactful content by using the smartphone, which was followed by a hands-on session.

HANDS ON SESSION

The participating folk musicians were divided into groups

and they began creating content. The content that they have created is being uploaded in the facebook page that is specially created by the name of 'SM4E workshop for the folk musicians of Rajasthan'.

SESSION 4: SOCIAL MEDIA FOR FOLK MUSICIANS

As the day progressed, the workshop also gained intensity. Khamayati was conceived by Barefoot College and DEF to bring folk musicians of Rajasthan on one digital platform. To preserve the rich folk culture of Rajasthan, Khamayati, an online repository of art, culture, folk music, musicians' lives. The Khamayati website will record the vibrant repertoire and enable lovers of this great tradition to connect directly with the musicians. The project will look at their music, and the community's socio-economic conditions. Shweta Rao, Project Manager, Khamayati spoke eloquently about why it is important for the folk musicians to represent themselves directly to the world. She engaged the folk musicians in a discussion to make Khamayati website more user friendly.

SESSION 5: BEST PRACTICES IN SOCIAL MEDIA

Sunny Sharma put forth a simple question—What do you want to achieve, what are your expectations if you use social media tools?

The musicians collectively answered: archive so that the generations to come can identify with the music, to move

ahead, to take this art to places, to have a name, share information to help each other in the community.

Sharma enthralled the folk musicians with some of the inspiring best practices all across the world where musicians have effectively leverage the power of social media platforms such as Facebook, Instagram, Whatsapp and Soundcloud, and achieved success beyond their preliminary imagination. The participants' posture reflected the surge of energy within them. All of them sat on the edge of their seats rearing to go and replicate the inspiring stories articulated by Sunny.



SUMMING UP

Ravi Guria stressed on the importance of being able to interact directly with the world without the help of middle-men who most often than not misrepresent them and also claim major pound of the flesh. It's a battle half won if the musicians can understand the importance of social media. And then it is the process of making that extra effort to learn and educate themselves so that they can truly be empowered. Through the workshops like this and other efforts we can only show the path, but the main thrust to achieve that goal has to come from the communities themselves. And the vigour and zeal was more than evident during the workshop. All the folk musicians who participated in the workshop have an email id and are all connected to each other through a whatsapp group called 'Social Media Workshop'. Futhermore, they also have their facebook and instagram profile now. Three Social Media agents from the community have pledged to take the initiative forward.

The day concluded with a performance by the Langa community who expressed their inclination and enthusiasm towards the knowledge and skills imparted to them with an exhilarating performance that would be remembered for a very long time.

TESTIMONIALS

“

I have an account on twitter, facebook and gmail. I upload videos on YouTube. I like seeing Salman Khan's music videos there. I know a bit of technology, I have made 200 facebook accounts of people in my village and at workplace. Social media is essential and beneficial for musicians. People will see, they'll appreciate their work, they'll get appreciation. I have friends on facebook. We haven't met. We are virtual friends.(quirks). I haven't gone to school but I was always interested in studying. While communicating on platforms, I use a hindi to English translation dictionary.

Shakil Langa- Bangleman, Jodhpur

”

“

People are uneducated in the lineage of folk musicians. Education is not artsy but it can take way ahead. I have cleared engineering exams also. I practice music in my free time. Social media platforms will give the Langa community a stage to perform for the virtual audience.

Farook Khan

”

“

In 2010, I joined Facebook, I started posting videos on several artist groups, that helped me get a booking of 50,000 Rs. Sometimes I spend all day on facebook, I like browsing on it. Facebook is a great platform for musicians, they can maintain their profiles on it. Searching musicians on Facebook helps you connect with them. Nowadays, I use whatsapp for work. I can share images with the clients instantly.

Mahendra Chamga

”

Media Coverage

THE INDIAN EXPRESS



JODHPUR PATRIKA





Social media can save folk and oral wisdom

Despite illiteracy, the current generation of Rajasthani folk musicians is fast adopting digital tools and media to leverage their traditional skills

Published: Wed, Mar 02 2016. 12 52 AM IST

Mahendra Chamga who is in his late 20s has used Facebook since 2010 and once bagged a Rs.50,000 gig after uploading his group's Bhangra performance on Facebook. Photo: Bloomberg

This is a story of communities whose world of knowledge, skills and wisdom lies in oral and audio visual communication. Despite being functional illiterates, their current generation is fast adopting digital tools and media to leverage their traditional skills, like folk music—not just to survive but to flourish.

Qadir Khan is 65 and he remembers more than 250 songs. He can sing them without looking at any paper. He can't read or write. Qadir Khan is a Langa singer from Bernawa village in Barmer district of Rajasthan. He claims his father knew more than 500 folk songs and hundreds of traditional stories and tunes. Askar Khan and Mehruddin, in their early 50s, claim they can easily remember more than 200 folk songs, including musical scores and stories, that were passed down to them from their parents and elders in the Langa community. They were part of a group of about 95 people from various parts of Rajasthan who had gathered to learn about social media and how it can help propagate folk music—perhaps even save several traditional folk instruments from extinction.

In the middle of a conversation with senior folk musicians, Nek Mohammad, 54, quipped, "You have your pen as your sword

but for us our sword is our tongue and our voice." The Langa community claims that even a newborn, when it cries, is in tune and rhythm. Each and every child in the Langa community and Manganiyar community, learns music in the family. Family members and neighbours are their teachers and mentors, and the entire village is like a living school. On 21 December 2015, we held a workshop with folk musicians of western Rajasthan. The topic was How social media could help traditional and folk musicians. The venue was Arna-Jharna: The Desert Museum of Rajasthan, located on the outskirts of Jodhpur in memory of the late Komal Kothari, a folklorist and oral historian who was awarded the Padma Bhushan in 2004.

"The Arna-Jharna Museum can be described as a process of interactive learning experience linked to traditional knowledge systems", according to the museum website. We thought this place could be apt for holding such a workshop. More than 65 musicians from places like Jodhpur, Jaisalmer and Barmer confirmed their participation. But the final tally of participants crossed 100. Three generations of folk musicians from communities like Langa, Manganiyar, Kalbeliya, Dhadhi, Bhopa and Bhat turned up to learn about social media.

It was quite interesting how different generations have different approaches to media, practice, and leisure. While the older generation gave an outstanding performance to start the

workshop, as soon as the performance was over and the meeting began, they started leaving. They would be outside, chatting and smoking.

I decided to walk out with them and start a banter. Their gesture was highly respectful, so much so that they stood up as soon as I sat with them on the floor. And they continuously addressed me as malik or hukum (Lordship)—a feudal custom prevalent all over Rajasthan—and prefaced every sentence by saying: “We don’t know much since we are illiterate and uneducated.”

I got a little upset and told them, “Actually we are the ones who are illiterate and you are not. You know music, I don’t; you know raaga, I don’t; you know how to make musical instruments, I don’t; you know singing, I don’t; you remember hundreds and thousands of songs and stories, and I have to refer to an electronic device for every bit of information; you know your language, I don’t.”

And then to prove my point further I asked them what instruments they made and played. Their list was noteworthy: Sindhi Sarangi, Algoza, Sarinda Sarangi, Murli, Morchang, Matka, Dhol, Dholak, Khartaal, and so on. There are, however, several instruments that have become extinct and some from this list could also vanish soon.

Here comes Sakil Khan Langa. He is only 21 and hails from the same village, Bernawa, where the elders travelled way from. His father is a Khartaal player, but he makes bangles and sells them in Jodhpur; never went to school, but speaks English; does not have a smartphone, but has set up 200 Facebook accounts for others; he has a passion for the Internet and social media, his Facebook account is full of postings about his bangles; he has 150 friends on Facebook, including one from Germany whom he talks a lot about.

Sakil, and about 47 of the 95 who participated, turned out to be those who use WhatsApp and other social media; most have a Facebook account to promote themselves, their programmes, their music, their shows and performances. Mahendra Chamga who is in his late 20s has used Facebook since 2010 and once bagged a Rs.50,000 gig after uploading his group’s Bhangra performance on Facebook. Chamga said, “With social media we are easily traceable and that has made us visible and reachable.”

The elders and the best known of the musicians who participated in the workshop were not terribly keen on social media, but they were very happy that their younger generations were taking the music to the masses through digital and social media. Yet they warned, “Unless you are very good in what you do, no media is going to help, and that needs a lot of practice, not hours in front of your mobile screen.” Qadir Khan, who was the leader of all the elders, added, “If you really want to help our community and our music with digital media, please come to our village in Bernawa and establish a digital resource center there so that all our women and men learn the modern technologies without leaving their space.”

So we created a WhatsApp group of folks musicians of Rajasthan with 47 members to start with, and we established a digital resource center in Bernawa so that the oral history and wisdom of the artistes could be taken to the world outside through digital media and by the community themselves.

Osama Manzar is founder-director of Digital Empowerment Foundation and chair of Manthan and mBillionth awards. He is co-author of NetCh@kra—15 Years of Internet in India and Internet Economy of India. Tweet him @osamamanzar.

Event Partners

THE FRIEDRICH NAUMANN FOUNDATION

drich Naumann
STIFTUNG FÜR DIE FREIHEIT

The basis of all freedoms is that of human rights and the rule of law. This can only be true in a society where all life is valued equally, and judged fairly. FNF and her partners promote the value of each individual to live a life of dignity. A society, whose citizens are not able to feed themselves, is not truly free. Therefore, FNF promotes economic liberty through an open market mechanism that is bound by laws that make sure that each actor has a fair opportunity. This has been the greatest engine driving human prosperity. In India, economic liberalization has lifted hundreds of millions of people out of poverty. But the story has only begun as India achieves its rightful place on the world stage.

FNF believes in the creativity and responsibility of every individual. Open societies need clear and just rules so that liberty is neither unduly constrained nor exploited. We are working to help create transparent, accountable and responsive governance systems. These will make India's urban spaces into zones of creativity and dynamism, where citizens are empowered to shape the future. FNF believes that the pursuit of liberty is an essential goal of humanity. The pursuit of freedom is balanced by the responsibilities that all individuals assume over their actions. It looks to create a world where an individual has the greatest liberty possible, without interfering or undermining the freedom of any other individual.



DIGITAL EMPOWERMENT FOUNDATION

With the motto to 'Inform, Communicate and Empower,' Digital Empowerment Foundation started its journey in the month of December, 2002. Based out of New Delhi and registered as not-for-profit under the Societies Registration Act XX1 of 1860, the effort at DEF has been to find sustainable Information Communication Technology (ICT) solutions including digital and new media to address digital divide in under-served and unreached regions and communities. With a non-political approach, it was founded to contribute to an enabling social and economic order in India as well as in developing societies with the need based support of ICT tools and means. With ground since 2003, DEF has reached over 22 states and 8 countries.

DEF believes access to the Internet together with digital literacy can empower people to use information and knowledge to improve their lives on their own in various ways using different digital tools. DEF has adopted a multi-stakeholder approach and a seven-fold path to enable communities, governments, schools, civil society organisations and micro-enterprises avail the benefits of the Information Age. It promotes more extensive use of ICTs for development and has created platforms for discovering and honouring ICTD innovators and practitioners so as to create a knowledge hub and database and an ecosystem that can enable digital innovators to share knowledge, forge partnerships and scale up. It is also engaged in advocacy and research on all digital areas and such issues as Internet rights and right to information.

Local Strategic Partners

HUTTO WELFARE SOCIETY- ITANAGAR

Hutto Welfare Society, was established in 1991, primarily to cater to the educational need of the state and in the process, empower women in particular to be at par with men. Arunachal Pradesh, being wholly dominated by tribals, has been reeling under many gender related issues, specific to tribal areas. Polygamy, child marriage are common here. It is therefore, very important to ensure that girl child is educated to a level where they can take their own decisions and make life choices.

Apart from Green Mount School at Itanagar that caters to the education of students from all sections of the society, the NGO runs Kasturba Gandhi Balika Vidhayala at Keming in remote Kra Dadi district. With no schools in the area, the village has neither road connectivity, nor telephone connectivity nor electricity. The school, an all girls, is an English medium school and has classes till 8th standard where students from nearby villages have also taken admission. Alumni from the school are now educated and working in different parts of the state.

The NGO also organises medical camps, workshops and seminars in regular intervals.

RUPAYAN SANSTHAN- JODHPUR

Rupayan Sansthan works to collect folk tales and folk songs to bring out the richness of the Rajasthani language, which is the mother tongue of millions of people of Rajasthan. Since its inception, Rupayan has expanded its scope from merely research and archiving, to educating Rajasthanis on traditional livelihoods and cultures and working with traditional performing arts communities on development issues. Rupayan Sansthan runs programs and activities such as the desert museum of Rajasthan and outreach with performing arts communities and villages surrounding the museums.

Arna-Jharna: The Desert Museum of Rajasthan is an attempt to re-imagine what a museum could be. Instead of being enclosed in a box, it celebrates the open spaces of the desert, including its flora and fauna, as part of a larger holistic exploration of the museum as a place of learning.

Envisioned by the late Komal Kothari, one of India's leading folklorists and oral historians, the Arna-Jharna Museum can be described as a process of interactive learning experiences linked to traditional knowledge systems.

SOOCHNA SEVA KENDRA- CHAMBA

The Soochna Seva project is a joint initiative of the Digital Empowerment Foundation and the European Union. Launched in 2014, objectives are to aggregate information on all kinds of central and state government schemes and entitlements to improve access to information for people and communities living in backward districts of India. The project involves setting up 1,200 public scheme information delivery and access points (Panchayat Soochna Seva Kendras) over the next five years for final gains in entitlements in five identified backward districts in six key areas of education, health, livelihood, employment, financial inclusion and social security. Soochna Seva Kendra (SSK) serve as the public access points/offices, equipped with ICT and non-ICT tools including PCs, Laptops, Internet, Mobile phone, call center service (toll free number) at selected 125 Panchayats and 25 blocks in all five districts. The location of the Soochna Seva Kendra at Chamba, Tehri Garhwal is: Soochna Seva Kendra, Massoori Road, Chamba, Tehri Garhwal, Uttarakhand – 249145

PYAR TRUST- PUDUCHERRY

Pyar Trust is a foundation to create an opportunity and ambience for “not so privileged children” of our world and lend a helping hand to make them grow into a well-integrated human being physically, mentally and spiritually so that they can occupy a rightful place in society.

It runs an activity center for children from age 3 to 16 years after their school hours wherein they are engaged in creative, innovative and recreational mode of education. Exposure to music, dance, drama, crafts and arts is an integral part to refine their senses and bring them closer to the cultural values of our society. Computer education forms an integral part of their activities. It is also involved in counselling of parents and teenage students.

Annexures

ANNEXURE 1

AGENDA - ITANAGAR



The image is a flyer for a workshop titled "SOCIAL MEDIA for EMPOWERMENT". It features a blue sky background with a cartoon bee character. Logos for DEF (Digital Empowerment Foundation) and "FÜR DIE FREIHEIT" are visible in the top right. The text provides details about the date, time, location, objective, and a detailed schedule of the workshop activities.

DEF **FÜR DIE FREIHEIT**

SOCIAL MEDIA for EMPOWERMENT

Date: Tuesday, October 6, 2015 Time: 9 a.m. to 4.30 p.m.
Location: Hotel PYBSS, Itanagar, Arunachal Pradesh

Objective

Social Media for Empowerment Workshop for Youth, NGOs, Start-ups, Musicians and Social Media Enthusiasts

Schedule

9:00 am to 09:30 am	Registration
9:30 am to 09:45 am	Opening Remarks Facilitator- Mr. Subodh Aggarwal, Coordinator South Asia, Friedrich Naumann Foundation
09:45 am to 10:15 am	Chief Guest Address
10:15 am to 10:30 am	Government's perspective with regards to Social Media in Arunachal Pradesh Facilitator- Hajo Zangene, Executive Member, Huto Welfare Society
10:30 am to 11:30 am	Basics of Social Media Facilitator- Anvita Choudhary, Communications Officer, Digital Empowerment Foundation
11:30 am to 11:45 am	Tea Break
11:45 am to 12:15 pm	Insights from Social Media Workshop in Kohima Facilitator- Anne Chasi, Training Lead, YouthNet Nagaland
12:15 pm to 1:15 pm	Best Practices in Social Media Facilitator- Sunny Sharma, Founder of Feetran
1:15 pm to 2:00 pm	Lunch
2:00 pm to 2:30 pm	Blogging Facilitator- Mile Anika, Blogger
2:30 pm to 3:30 pm	Social Media and Entrepreneurship Facilitator- Bishesh Chandra, Founder of Script Technology
3:30 pm to 4:15 pm	Interactive session
4:15 pm to 4:30 pm	Vote of Thanks

Moderator: Ravi Garcia, Dg. Programme Director, Digital Empowerment Foundation

AGENDA - TEHRI



DEF INSTITUT FÜR DIE FREIHEIT

**SOCIAL MEDIA
for EMPOWERMENT**

Date: *Tuesday, November 2nd, 2015* Time: *10 a.m. to 5:30 p.m.*
 Location: *Hotel Rishabh Palace*

Objective
 Social Media for Empowerment Workshop for Youth, NGOs and Social Media Enthusiasts

Schedule

10:00 am to 10:30 am	Registration
10:30 am to 10:45 am	Opening Remarks Facilitator- Ravi Guria, Dg, Programme Director, Digital Empowerment Foundation
10:45 am to 11:15 am	Chief Guest Address
11:15 am to 12:00 pm	Basics of Social Media and Digital Content Facilitator- Ravi Guria & Anisha Choudhary
12:00 pm to 2:00 pm	Hands on Session
2:00 pm to 3:00 pm	Lunch
3:00 pm to 4:00 pm	Social Media and Entrepreneurship Facilitator- Abhinav Chandel
4:00 pm to 5:00 pm	Best Practices in Social Media Facilitator- Anisha Chauhan & Kush Sethi
5:00 pm to 5:30 pm	Tea and Q&A

AGENDA - PUDUCHERRY



DEF INSTITUT FÜR DIE FREIHEIT

**SOCIAL MEDIA
for EMPOWERMENT**

Date: *Saturday, November 7, 2015* Time: *9 a.m. to 4:30 p.m.*
 Location: *Shenbaga Residency, Puducherry*

Objective
 Social Media for Empowerment Workshop for NGOs, Fishermen, Self Help Groups, Youth, and Social Media Enthusiasts

Schedule

09:00 am to 09:30 am	Registration & Tea
09:30 am to 09:45 am	Opening Remarks Facilitator- Ravi Guria, Dg, Programme Director, Digital Empowerment Foundation
09:45 am to 10:00 am	Chief Guest Address
10:00 am to 11:00 am	Basics of Social Media and Digital Content Facilitator- Ravi Guria & Anisha Choudhary
11:00 am to 01:00 pm	Hands on Session
01:00 pm to 02:00 pm	Lunch
02:00 pm to 03:00 pm	Social Media and Entrepreneurship Facilitator- Abhinav Chandel
03:00 pm to 04:00 pm	Best Practices in Social Media Facilitator- Sunny Sharma
04:00 pm to 04:30 pm	Tea and Q&A

AGENDA - JODHPUR



**SOCIAL MEDIA
for EMPOWERMENT**

Date: December 21, 2015 (Monday) Time: 9:00 am to 5:00 pm
Location: Rupayan Sansthan, Jodhpur, Rajasthan

Objective

Rajasthan is the land of folk music. However, folk traditions are gradually dying due to rapid commercialization. Hence, most of the folk musicians in Rajasthan are trying hard to save their traditional music. Social Media for Empowerment workshop is an initiative to initiate and orient folk musicians into social media so that they can leverage technology to market and promote themselves and their work. Through the workshop we are also looking at creating a campaign to build awareness towards saving folk music that is the soul of Rajasthan.

Schedule

9:00 am to 09:30 am	Registration & Tea
9:30 am to 10:00 am	Opening Remarks Facilitator- Dusha Mangar, Founder and Director, Digital Empowerment Foundation
10:00 am to 10:15 am	Address by Chief Guest
10:15 am to 10:30 am	Challenges faced by folk musicians and how Social Media can help Facilitator- Kuldeep Kothari, Secretary, Rupayan Sansthan
10:30 am to 11:30 am	Basics of Social Media and Digital Content Facilitator- Ravi Arora, Deputy Programme Director, Media and Communications, Digital Empowerment Foundation
11:30 am to 01:00 pm	Hands on Session
01:00 pm to 2:00 pm	Lunch
02:00 am to 03:00 pm	Social Media for Folk Musicians Facilitator- Sharda Das, Project Manager, Kamayan
03:00 pm to 04:30 pm	Best Practices in Social Media Facilitator- Sunny Sharma, Founder of Tiberin
04:30 pm to 05:00 pm	Tea and Q&A

ANNEXURE 2

SOCIAL MEDIA DIAL-UP

#SM4E15



Great folk musicians all ears to how social media can help them #SM4E15 @FNFSouthAsia @DEFIndia pic.twitter.com/FDuIL3WAcc



Performance by Musicians 4m Langa Community. Social media enablement is needed. #sm4e15 @OsamaManzar @DEFIndia pic.twitter.com/yYoUWgKKH



Lhanga community folk performing as participants at social media for empowerment meet at desert museum #sm4e15 pic.twitter.com/EOb0zqLa5P



Delighted to be here amongst folk @ Desert Museum of Rajasthan, Arna Jharna, Jodhpur #sm4e15pic.twitter.com/9EaW8yQnjd



Social media for empowerment workshop! @raviguria #SM4E15 pic.twitter.com/JLnbGSvHLg



Close to 90 people have pledged to put #Pondicherry on the Social media map #SM4E15 @FNFSouthAsia @DEFIndia pic.twitter.com/fJ9bJmuLFU



@ABHlandNOW on photography,travel and social media&entrepreneurship #sm4e15 @OsamaManzar @DEFIndia @FNFSouthAsia pic.twitter.com/vsZILuvmvV



Photo session in #SM4E15 pic.twitter.com/PA8v47PYKa



Henvalvani radio station is actively participation in social media workshop in tehri...#sm4e15
pic.twitter.com/jbRelCvcU7



Performance by @DEFIndia team illustrating benefits of using social media. #SM4E15 @raviguria@avestachoudhary
pic.twitter.com/e8PnEeUa5G



Young men and women of #Tehri are already beginning to have a voice now #SM4E15 @FNFSouthAsia @subodhtweet @DEFIndia
pic.twitter.com/dfSsg74x4w



#Tehri rocks...More than 70 social media enthusiasts have turned up #SM4E15 @FNFSouthAsia @subodhtweet @DEFIndia
pic.twitter.com/ZKvUVSHpvh



[@RAVIGURIA](#)

Women are as excited to learn social media as men
 #SM4E15 @FNFSouthAsia @subodhtweet
 @DEFIndia #Tehri pic.twitter.com/iZl5Snfr3l



[@ANKHAAA](#)

#sm4e15 #oneindiastrongindia pic.twitter.com/GeBUwgui1Q



[@AVESTACHOUDHARY](#)

Supporting #oneindiastrongindia campaign at
 #sm4e15 workshop @Zarngam @DEFIndia
 @FNFSouthAsia @OsamaManzar pic.twitter.com/a4LoQlgnsa



[@AVESTACHOUDHARY](#)

Milloanka talks about @instagram and @Blogging
 at #sm4e15 itanagar @DEFIndia @FNFSouthAsia
 @OsamaManzar pic.twitter.com/QNN8fmegFX



“Dream Big, Start Small, Act Now”, says Sunny Sharma @foetron at the #sm4e15 workshop @DEFIndia @FNFSouthAsia pic.twitter.com/bhGceQAI3h



#sm4E15 today's workshop. pic.twitter.com/wz1K1dCY9h

ANNEXURE 3

VIDEO LINKS

VIDEO LINKS

Itanagar

http://youtu.be/q2dWgPNGH_o

Tehri


http://youtu.be/d08s-v_Qszw

Jodhpur

<http://y2u.be/eX36YUdte80>

Puducherry

<http://y2u.be/EbFdFU8UNkc>



Facebook: www.facebook.com/socialmediafordigitalempowerment

Twitter: [@SM4Empowerment](https://twitter.com/SM4Empowerment)

Website: www.sm4e.org