



SOCIAL MEDIA

for EMPOWERMENT

Concept Note

2019

BACKGROUND

Social media is changing the way communication is perceived. It is reducing social barriers and connecting people through emotions and human values. Social media is empowering individuals, groups and communities in various ways, by giving them a platform to communicate their views, thoughts, ideas, feelings emotions and even businesses in the most simplistic of ways or even in the most creative way.

Social media has become the most promising tool for development and empowerment in the recent years, world over to promote vision, purpose, and activities; spread news; build support; attract volunteers and donors; and engage with interested segments of the population. In India alone, there are over 200 million individuals who use Facebook and WhatsApp even as only 30 per cent of the country is online.

Social Media for Empowerment (SM4E) is a platform that identifies, recognises and honours initiatives that leverage the power of social media to bring about a change. The project also facilitates workshops in Tier II and III cities to strengthen civil society organisation, community-based organisations, bureaucrats, youth, academicians and entrepreneurs in their effective use of social media.

Social media aficionados, who are enthusiastic to gain insight from social media experts and willing to share their own ideas and practices, are invited to attend the Awards. The Social Media for Empowerment Summit and Awards (SM4E) provides all the participants and attendees an opportunity to connect and become a part of social media experts' network to gain a greater understanding of social and digital media usage as well as share their own best practices, campaigns and experiences.

We encourage government stakeholders, young journalists, activists, professionals, entrepreneurs, civil society, private stakeholders, social media network providers, social media stakeholders, students, experts, and individuals to participate.

THE PROGRAMME IS UNIQUE BECAUSE

it works out concrete ways to increase understanding, cooperation and peace among the region;

it gives social media practitioners a platform to scale up their dreams;

it benefits the communities through ICT revolution through workshops and action-oriented sessions, which will be extremely helpful

it promotes healthy and constructive communication among participating countries

OBJECTIVES OF THE PROGRAMME

- To synergise efforts and dialogues on social media to use it as an efficient tool for real work and inspire others to utilise it in bringing positive change;
- To make a vast pool of talent of social media evangelists to share and feed knowledge so that decision making can be improved;
- To recognise, honour and encourage best social media practices in South Asia;
- To organise workshops to impart knowledge on social media tools in order to empower communities;
- To create a regional network of social media experts to facilitate the use of social media among participating countries and create regional cooperation, collaboration and network;
- To demonstrate the best social media initiatives, practices and success stories from eight South Asian countries;
- To provide attendees with a wider forum for strategic alliances, partnership building and structured network opportunities;
- To build a tribe of followers through social media that grows organically and contributes to overall development of the region;
- To create effective community network that shares authentic information on social changes and developmental activities through social media;
- To provide a platform to the existing as well as upcoming social media initiatives for scaling up

AWARD CATEGORIES

1. BLOGGING, VLOGGING & STORYTELLING



This category recognises the initiatives which used blogs, vlogs and/or storytelling to successfully and effectively put across views and right messages to the desired audience.

3. COMMUNITY MOBILISATION



This category recognises group or community efforts and initiatives that use various platforms of social media effectively for social and developmental purposes.

5. SOCIAL COMMERCE, CROWDSOURCING AND GROWD FUNDING



This category recognises group or community efforts and initiatives that use various platforms of social media effectively for social and developmental purposes.

2. CITIZEN MEDIA & JOURNALISM



This category acknowledges initiatives by open media enthusiasts who use social media platforms as a channel to broadcast their views, real time stories and pictures for those who are voiceless and may not have any mainstream media platform.

4. COMMUNICATION, ADVOCACY & DEVELOPMENT ACTIVISM



This category recognises efforts and initiatives that use social media mechanism and platforms as a tool for advocacy, building opinions and converting them into development activism. Initiatives taken to improve online safety and security associated with using social media will be nominated under this category.

6. INCLUSION



This category acknowledges social media practices that include and are vocal about issues related to diversifying gender (women empowerment), LGBTQIA+ differently-abled, inclusive of religion, caste, race and ethnicity.

TIMELINE

NOMINATIONS OPEN
FEBRUARY 11

NOMINATIONS CLOSE
MARCH 15

GRAND JURY
APRIL 20

AWARD GALA
JUNE 07

AWARD ELIGIBILITY CRITERIA

Any Individual, NGO/NPO, corporate, students, teachers, farmers, startups, government organisations, mobile app developers, academicians, scholars, entrepreneurs marketing experts who uses social media as a platform can apply.

The social media presence of the initiative should be minimum six months old at the time of applying.

Nominations are welcome from the following South Asian countries: Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan, and Sri Lanka.

There is no limitation regarding the platforms, cost or channels the projects work with.

Entries should focus on execution and impact rather than level of reach and engagement.

Award nominations from past year winners for the same project will not be considered.

GENERAL GUIDELINES

- ★ There are no charges applicable for nominating any project in Social Media for Empowerment Summit and Awards.
- ★ There are no limitations on submitted number of nominations from any organisation i.e. one can submit more than one nomination for different projects from the same organisation.
- ★ Any partner to Social Media for Empowerment Awards is eligible to apply for the nomination process of any of their projects as Jury is completely independent process, irrespective of Social Media for Empowerment programme stakeholders.
- ★ Any false or misleading information submitted about the project will immediately lead to permanent disqualification of the nominee.
- ★ There is no limitation regarding the platforms, cost or channels the projects work with.
- ★ One project shall only be submitted for one category.
- ★ The same project can be applied again if it is not a winning entry of past year/s.
- ★ Irrespective of the product/project language, all producer and project information must be in English.
- ★ Applicant shall receive an acknowledgement mail to their email address after submitting the nomination form successfully.
- ★ Any applicant may edit/modify the details in the nomination form till the last date of accepting the nomination form using their credentials. (if we're taking nominations via Google form, it will not happen).
- ★ The fields marked mandatory in nomination forms are necessary to fill by the nominee.

EVALUATION CRITERIA

NOMINATION FORMS MUST BE FILLED OUT ENTIRELY. JUDGING WILL BE SCORED ON:

CONTENT & SERVICES:

Quality of content and services delivery; relevance of content and its utility value

CAUSE BEHIND THE INITIATIVE:

The major reason behind initiating the campaign/project

IMPACT AND ACCESSIBILITY:

Social impact & the commercial viability of the application

BENEFIT &

UTILITY: The real beneficiaries of the campaign/project

OVERALL EXPERIENCE:

Challenges the applicant/s faced during the execution of the project

STRATEGIC VALUE:

Uniqueness and comprehension value of the idea & strategy

FUNCTIONALITY:

The user friendliness & interactive nature of the application.

OPPORTUNITIES

@SOCIAL MEDIA FOR EMPOWERMENT AWARDS

PARTICIPATION

A networking platform to promote and campaign best social media innovations work through the strong Social Media for Empowerment Summit and Awards fraternity.

NOMINATION

The best platform to shine across South Asian countries and get recognition from bureaucrats, ministers, politicians, diplomats, filmmakers, artists, academicians, corporates and social media aficionados who are looking to explore pioneering business initiatives and networking opportunities.

SPONSOR

Promotion of your brand being a sponsor, especially addressing the specific needs of emerging markets in South Asian countries.

EXHIBITION

An immense platform to showcase the best initiatives in Social Media across South Asian countries, including wider target audience during the Awards, conference and exhibition.

PARTNER

Talk about association of Social Media for Empowerment Awards with your brand to identify and explore the most innovative challenging social media innovations in the smallest regions of the world.

SPEAKER

Get an opportunity to speak about your initiative and experience about the role of social media in the empowerment and development of the country.

SM4E PAST WINNERS



GOONJ.. a voice, an effort



YOUTH KI AWAAZ
Mudgipura An the Youth

LOOKING BACK AT SM4E 2018



*3rd Floor, 44 Kalu Sarai, Next to Naraina Academy,
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Organiser



Co-organiser



Institutional Partner



Event Partner



Livestreaming Partner

