



SOCIAL MEDIA
for EMPOWERMENT
AWARD 2014

AGENDA

**2nd Social Media for Empowerment
Summit and Awards Gala**

November 20th, 2014

Eros Hotel, Nehru Place, New Delhi, India

Organiser



Partner



www.socialmedia4empowerment.net

Programme

8.30AM Onwards

Registration

9.30AM – 11.00AM

Inaugural Session

Welcome note by

OSAMA MANZAR

Founder & Director
Digital Empowerment Foundation

Key note by

GAUTAM CHIKERMANE

New Media Director
Reliance Industries Limited

The inaugural session focuses
on powerful discussion on :



- How social Media has changed the landscape of the traditional media
- How social media is affecting everyone's life
- How social media is challenging the Governance
- How social media has emerged in the South Asian countries
- How Social Media has emerged as a strong communication medium
- Roles of Social Media in Socio-Economic development
- Social Media success stories
- Future of social media in the South Asian Countries

Inaugural Panelists



- Jessica Edwardsen, Press Officer and the Social Media Coordinator for the U.S. Embassy in New Delhi
- Osama Manzar, Founder Director, Digital Empowerment Foundation
- Gautam Chikermane, New Media Director, Reliance Industries Limited
- Danish Karokhel, Founder & Director, Pajhwok Afghan News, Afghanistan
- Anil Prasad Ghimire, Marketing Technologist, CloudFactory Nepal.
- Abdul Halik Azeez, Advisor, UN Youth Advisory Panel, Sri Lanka

11.00AM – 11.15AM

Expo Inaugural

11.15AM – 11.30AM

Networking Tea

11.30AM – 1:00PM

Parallel Session - 1

Quick look

8:30 AM to 9:30 AM
9:30 AM to 11:00 AM

Registration Inaugural Session

- Social Media- Redefining Regional & Cultural Cooperation
- Jessica Edwardsen, Press Officer and U.S. Embassy New Delhi Social Media Coordinator
- Osama Manzar, Founder Director, Digital Empowerment Foundation
- Gautam Chikermane, New Media Director, Reliance Industries Limited

11:00 AM to 11:15 AM
11:15 AM to 11:30 AM
11:30 AM to 01:00 PM

EXPO Inaugural Tea Break @ Lutyens Parallel Interactive Sessions - 1

1.1 Social Media for Women Empowerment & Public Relation

1.2 Social Media for Citizen Journalism

1.3 Social Media for Community Mobilization

01:00 PM to 02:00 PM
02:00 PM to 03:30 PM

Networking Lunch @ Lutyens Parallel Sessions - 2

2.1 Social Media for Social Games, Entertainment & Apps

2.2 Crowd Funding | Social Games and Entertainment

2.3 Social Media for Communication, Advocacy & Development Activism

3:30 PM to 3:45 PM
3:45 PM to 5.00 PM

Tea Break Award Gala

Award Gala



Keynote Address by

Gul Panag, Actor, producer, political activist, Fitness enthusiast, Adventurist



Award Ceremony moderator:

Osama Manzar, Founder & Director, Digital Empowerment Foundation

Facilitation of award to the award winners by Guests of honour like:

Emily White, Program Director, American Center | Gautam Chikermane, New Media Director, RIL
Shrikant Sinha, COO, Nasscom Foundation | Gautam Gandhi, New Business Dvelopment, Google
Meera Venkat, President at RAISE GLOBAL | Meetasen Gupta, Education Strategy, Policy and Research | Kapil Gupta, Founder CEO, OMLogic | Ashis Sanyal, Independent eGov and ICT4D Consultant | Arpan Shrestha, Managing Editor, nepalnews.com | Pradeep Chopra CEO, Digital Vidya | Abdul Halik Azeez, Advisor, UN Youth Advisory Panel | Danish Karokhel, Founder & Director, Pajhwok Afghan News, Afghanistan | Vikaas Bagri, Social Media Advisor, Gov. of Chattisgarh, India | Nalliah Ashokbharan, Editor-in-chief, Law Student Association of SriLanka | Shayantani Twisha, Head-Communication, D.net, Bangladesh | Anil Prasad Ghimire, Managing Editor, Aakar, Nepal | Anshul Tiwari, Founder & Editor in-chief, Youth ki Awaaz | Saurav Dhakal, Director, Nepal InfoPark, social media activist, Nepal | Pantha Rahman Reza, Bangla Blogger and Senior Copyrighter, Mediacom Ltd, Bangladesh

Women Empowerment | Public Relations

Session Highlights

- Showcase the best Social Media practices that lead to the women empowerment
- How social media will lead to increased economic and political participation of women
- How social media will emerge as a strong tool for women empowerment in future
- Showcase the best practices using social media for Public relations
- Discussion on the effectiveness of social media to generate Public relations value
- Future of social media as a public relation platform

Presentations

- The Whisper Campaigning by Quasar
- MARD by EveryMedia Technologies
- Jharkhand Mobile Vani by Breakthrough
- FightBack by TechMahindra
- Thomson Reuters Foundation
- Maharashtra Housing and Area Development Board (MHADB)

Panelists:

- **Sairee Chahal**, Founder & CEO, Sheroes
- **Pradeep Chopra**, CEO, Digital Vidya
- **Saurav Dhakal**, Director, Nepal Info Park, Social media Activist, Nepal
- **Mahima Kaul**, Internet and Cyber Expert, ORF Magazine

Moderator: **Saurav Dhakal**, Director, Nepal Info Park, Social media Activist, Nepal

Parallel Sessions 1.2

@Viceroy Hall

11.30 AM – 1:00 PM

Citizen Journalism

Session Highlights

- Showcase the best practices using social media for Citizen Journalism
- Discussion on how social media has encouraged Citizen Journalism and community reporting.
- How content gets generated through social media for Citizen Journalism
- Future advancements in Citizen Journalism by the use of social media tools

Presentations

- Video Volunteers
- The Better India
- Baztab by MegaSharks
- POOCHH by Light Information System Pvt. Ltd.
- Equal Access Nepal by Digital Broadcast Initiative
- Impassion Afghanistan

Panelists:

- **Kapil Gupta**, Founder CEO, OMLogic
- **Arpan Shrestha**, Managing Editor, nepalnews.com
- **Karuna Nain**, Public Policy Manager, Facebook

Moderator: **Kapil Gupta**, Founder CEO, OMLogic

Community Mobilization

Session Highlights

- Showcase the best practices using social media for community mobilization
- How social media helps relationship building for community mobilization purpose
- Discussion on how social media will engage civil society and community at large
- Role of social media in future community mobilization and developmental needs

Presentations

- Blood Connections by Social Wavelength
- Hyderabad Traffic Police by Omnipolis
- Zepo Technologies Pvt. Ltd.
- Facebook Dindi
- Sankalp Forum by Intellectap

Panelists:

- **Abdul Halik Azeez**, Advisor, UN Youth Advisory Panel
- **Danish Karokhel**, Founder and Director, Pajhwok Afghan News, Afghanistan
- **Vikaas Bagri**, Social Media Advisor, Govt. of Chhattisgarh, India
- **Jyotika Malhotra**, Senior Knowledge Manager, Blogworks.in

Moderator: **Vikaas Bagri**, Social Media Advisor, Govt. of Chhattisgarh, India



Social Apps

Session Highlights

- Showcase the best practices using social media for social app development
- How content is aggregated using social media for app development
- How social media serves as a resource platform

Presentations

- IMC Pune
- Thiruvananthapuram City Police App by UST Global
- DIT Government of Maharashtra
- Gurgaon Police App by Foetron Inc.
- Shout Appss

Panelists:

- **Nalliah Ahokbharan**, Editor-in chief, Law Student, Association of Sri Lanka
- **Soumya Sarkar**, National Editor, Mint
- **Anil Prasad Ghimire**, Managing Editor, Akar, Nepal

Moderator: **Soumya Sarkar**, National Editor, Mint

Crowd Funding | Social Games and Entertainment

Session Highlights

- Showcase the best social media practices used to raise funds and for development, marketing of Social games and entertainment
- Relation between the Social Media and Crowd funding
- How social Media helps run fundraising and crowd funding campaigns
- Future outlook of crowd funding thorough social media
- Implementation challenges faced by organizations
- Discussion on Future developmental trends
- Discussion on how social media can serve as a distribution platform

Presentations

- AiyoSalli
- Tweet for cause Nepal
- Ethinos Digital Marketing
- Nima Tshering Facebook Page
- Mera PM koun by Neeti Solutions

Panelists:

- **Anshul Tiwari**, Founder & Editor-in-chief, Youth ki Awaaz
- **Shayantani Twisha**, Head Communication, D.net. Bangladesh
- **Rupom Chetia Bora**, Head Marketing & Communication, RENGONI TV

Moderator: **Anshul Tiwari**, Founder & Editor-in-chief, Youth ki Awaaz

Communication, Advocacy & Development Activism
| Social Commerce & Enterprises

Session Highlights

- Showcase the best practices implemented for social commerce, enterprises, Communication, Advocacy & Development Activism purpose
- How social media helps data collection for social commerce and future implementation of social media for social commerce and enterprises
- To discuss how social media has evolved to be the strongest communication and Advocacy medium
- How social media will bring Policy changes in this sphere of influence

Presentations

- Youth Net Opportunity Express by Nagaland
- Shorob.com
- Nalibeli by Accountability Lab
- Board the Bus by Breakthrough
- Eko India Financial Services Pvt.Ltd.

Panelists:

- **Meeta Sen Gupta**, Education Strategy, Policy and Research
- **Pantha Rahman Reza**, Bangla blogger and Senior Copyrighter, Mediacom Ltd., Bangladesh
- **Gautham Gandhi**, New Business Development, Google

Moderator: **Meeta Sen Gupta**, Education Strategy, Policy and Research

Outreach Partners

