



evolution of  
SOCIAL MEDIA



Social media

for

empowerment

.net



A new home for people using  
social media for empowerment!



evolution of  
SOCIAL MEDIA



# evolution of SOCIAL MEDIA



Editor and Concept: Shaifali Chikermane & Anamika Garg

Design and Layout: Shaifali Chikermane, Sapna Subba & Jaspreet Singh

Writing and Documentation: Lucky Tamang and Dharendra Pratap Singh

Research and Statistics: Ritu Srivastava

All Rights Reserved

Except for use in a review, the reproduction or utilisation of this work or part of it in any form or by electronics, or other means now known or hereafter invented, including xerography, photocopying, and recording, and in any information storage, transmission or retrieval system, including CD ROM, online or via the Internet, is forbidden without the written permission of the publishers.

Published and Distributed by INOMY Media Pvt. Ltd

Buy online at [www.inomyservices.com](http://www.inomyservices.com)

For more copies, contact:

INOMY Media Pvt. Ltd

2nd Floor, 44, Kaalu Sarai, Near IIT Flyover, New Delhi - 110 016, India

TeleFax: 91-11-26532786/87

ISBN No: 978 - 81 - 927717 - 6 - 2

Price: ₹200; \$10

Printed in India by Wings Marketing Communication

# Contents



Acknowledgement	6
Introduction	7
Experts Views	
Ankhi Das	10
Madanmohan Rao	11
Aditya Gupta	12
Statistics	13
Finalists	14
Let me Know	15
India Politics	16
Chinh Early education web channel	17
India Untravelled	18
Online Application for Registration of Private Warehouses	19
Mahila Shakti	20
Sevamob	21
Wild Blossoms Project	22
Youth Incorporated	23
Madam Let Me Tell You One Thing	24
People's Movement to Help Drought Affected	25
SafeCity	26
Advocate Khoj	27
Seven Sisters Project	28
Worldoo	29
DehradunFootball.com	30
Youth ki Awaaz	31
5th Pillar	32
Chai with Lakshmi	33
Climate Himalaya Initiative	34
ComputerSeekho.com	35
CRY Click Rights	36
Education Loan Awareness & Advocacy Program	37
Flats without Brokers	38
GoUNESCO	39
India Cheers Loud and Clear	40
Kissan Kerala	41
Jury Profiles	42
Partners	45



# Making Waves

Social Media sparks a revelation that we, the people, have a voice, and through the democratization of content and ideas we can once again unite around common passions, inspire movements, and ignite change.

2013 is a special year! Digital Empowerment Foundation is celebrating its 10th year of the institutionalization of the Manthan Award. Once again, the ICT fraternity will converge to celebrate bright ideas, innovations, and practices. The channel for robust partnerships and collaborations will be strengthened and renewed. On this special occasion, Manthan Award for Social Media and Empowerment has been launched under the patronage of 'Manthan Award Asia Pacific' with an aim to explore the innovations and practices in Social Media.

My warmest acknowledgement goes to the nominees who have made the first edition more vibrant and contemporary. In the first year, a total of 125 nominees for 2013 reflect the immense faith of the social media innovators and practitioners on the forum, their own forum. The support of all stakeholders, the wider social media community has gone into this: creating a regional platform to sit, talk, share, exchange and learn from each other. Irrespective of winning or not winning the recognitions, it is the effort behind each nominee innovations that is celebrated. And the good work must go on.

Warm Acknowledgement to all the supporters & well-wishers. Thank you to all our Partners: Facebook, Social Samosa, The World Jockey, Om Logic, Chai with Lakshmi.

Let us connect for the cause of empowering every citizen in India.

Warmest regards,

*Osama Manzar*

Osama Manzar

Founder & Director: Digital Empowerment Foundation



## Social Media: A change-agent tool in India

Seven in ten internet users across 24 countries say they have shared some type of content on social media sites in the past month (October 2013), according to a survey results from IPSOS OTX. Today, Internet has connected more than two billion people worldwide. Considering India's large economy with its young and increasingly urbanizing consumer base, the internet plays an important role in economic growth, presently contributing 2.8 per cent of GDP, which is expected to grow to 33 per cent by 2015.

In recent years, social media networks such as Facebook, Twitter, LinkedIn, etc., are driving new forms of social interaction, dialogue, collaboration to exchange information. They have become fast-flowing modes to swap ideas, post updates, contribute to online debate, promote and market business, receive information about various health, education and governance services, and to coordinate disaster response.

## Social Media Outlook in India

In October 2013, the social media users in India had crossed the 200 million mark, according to the report, 'Social Media in India - 2013' by the Internet and Mobile Association of India (IAMAI) and Indian Market Research Bureau (IMRB). This is expected to grow to 243 million in the country by June 2014, overtaking the US as the world's second largest internet base after China. The number of social media users in urban India crossed 86 million this October 2013, which is expected to grow 91 million by the end of this year. The report also claims that 19.8 million users access social media platforms through their mobile phones in urban India.

Considering the fact that 70 per cent of the population lives in rural India, only 25 million of them is accessing social media networks and that too, accesses them via mobile phones. Approximately 42 per cent of rural users prefer to access social media in their local language. Reason behind low social media networks penetration in rural India is difficulty in accessibility to PCs and having most of content in English.

The report also identifies men under 35, while women between 35 and 44 are active social media users. In metro cities such as Delhi, Mumbai, Bangalore, etc., younger women are heavy social media users, while 'college-going students' have the highest proportion of social media usage in small metros.

## Top Social Media Tools

With a boom of social media in India, Facebook is leading its way by becoming the third biggest market with 78 million users at the end of January-March 2013, and growing at a rate of more than 1 million users per month. The 82 per cent of Indians who are online generate 15,000 million page views on Facebook. Interestingly, over 60 per cent of Facebook users fall under 25 years or younger, while 30 per cent falls in the age group of 25 and 45 years old.

Recently, there was one more feather in the cap of social media tools: Vine, a mobile app owned by Twitter that enables its users to create and post short video clips. Micro-blogging site, Twitter has 33 million users in India, interestingly, 80 per cent of Twitter users are males. Other social network sites such as Google Plus (G+) has 22 million users, Pinterest has 55 million users. Professional networking site, LinkedIn has 20 million users, which is the second largest market worldwide after the US. Out of 20 million users, 7 million access LinkedIn from their mobile



phones. Though Pinterest is a new kind of social networking site, 72 per cent of users come from India and they generate 6.6 per cent of the page views on Pinterest. New social networking sites like Tumblr and StumbleUpon are the fastest growing networking sites in the country. Interestingly, Zedge and Orkut are seeing drop in traffic.

Over 31 million viewers watch videos on YouTube, clearly showing that this video site remains number one destination for users. Another engagement seeing phenomenal growth in the country is Blog with 48 per cent year-on-year basis.

Looking at the trend of Indian organizations, they use of social media is much more than the global average and their counterparts in emerging economies. According to the research conducted by Ernst & Young (EY), Social Media Marketing: India Trends Study 2013, 95.7 per cent of social media-savvy organizations use social media as a platform to build communities and advocate usage while 7.61 percent use for both the reasons and also for customer service, market campaigning and lead generations.

The Government of India has proposed to set up a New Media wing that will handle its social media accounts to 'communicate and disseminate' various initiatives through sites like Facebook, Twitter and YouTube, among others. The Union Cabinet in August 2013, approved the proposal to set up the wing, which will cost Rs 225 million (\$3.7 million) to the exchequer, according to an official announcement.

The fund was allocated during the 12th Five Year Plan (2012-17) and the proposal was drawn on the basis of the experience of the initiative undertaken on a pilot basis (to position itself on the social media platforms such as YouTube, Facebook and Twitter) by the Ministry of Information and Broadcasting.

## Social Media & its Trends

Social media is ultimate disruptive technology; it has changed the method of information delivery, marketing strategies of business organizations, changes the methodology of journalism, allowed politicians to engage with voters etc. In simple words social media not only connects business to customers but also allows anyone to share their opinions and have real time conversations. In recent years, social media has emerged as a new and powerful tool to impact and mobilise masses over various issues in India.

On the occasion of the 10th year of the Manthan Award celebration, 125 such nominations were received under the 'Social media for Empowerment' category from diverse domains of innovations that tend to use social media for various purposes and causes.

Sevamob is bringing out new trends in the health sector by offering mobile clinic and subscription based services to bottom of pyramid customers. Once a patient is subscribed to the Sevamob's service, a team visits patient at home with an Android tablet equipped with software that even works without a wireless network. Furthermore, Sevamob sees their healthcare focus as a stepping stone to be incorporated in models, such as micro-savings, which apply themselves in advancing the status of India's poor.

A true example of women empowerment and how social media tools can connect people across the world is Wild Blossoms, an all-girl internet band with members in different countries, who have never met each other. The essence of Wild Blossoms is to show that like-minded individuals can write, compose, sing, produce and publish radio worthy songs in all genres just as they have with relative strangers.

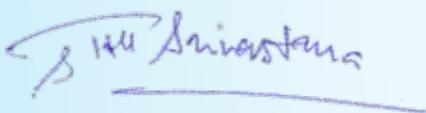
While four social entrepreneurs Alsa D'Silva, Saloni Malhotra, Surya Velamuri, and Aditya Kapoor have come forward to fight against sexual and violence against women via a collaborative weblog Safecity, through which victims can anonymously report when and where they were targeted. Seven Sisters is a platform for citizens and reporters in

North-East India to tell and share stories to the world via social media platforms such as Facebook.

India Untravelled is a quest for travelers to discover the untouched natural beauty of India, where hospitality comes innately to the people while experiencing a traditional and earthy way of life. It is acting like a social enterprise for travelers and bridging the digital marketing gap between socially responsible tourism offerings in rural parts of India, and urban travelers looking for authentic travel experiences.

Chai with Lakshmi is a show by Lakshmi Rebecca, researcher, marketer and model turned anchor who brings refreshing conversations with people and on ideas – all on YouTube. Climate Himalaya is trying to bridge the knowledge gap in the Himalayan region by developing a knowledge sharing platform, strengthening the capacities of people and organizations, generating awareness and developing leadership using various social media tools and applications like forums, discussion groups.

This year, when the Manthan Award is celebrating its 10th year of existence, recognizing over 300 ICT practitioners and innovators, 'Social Media for Empowerment' will be one more step towards inciting a revolution and empowering marginalized communities in India.



Ritu Srivastava



# "...into REAL action on the ground"

Social media is changing the landscape of our world today. Every month over 1.19 billion people connect and share on facebook and a large number of these users are connecting via their mobile. The power of social media is astounding -- you no longer require a huge investment or resources to make your voice heard. You can now connect and share using your ordinary mobile. You can raise awareness about issues close to your heart and mobilize support. The organizing logic of the medium puts people at the centre and allows them to form communities around things they care about. Access to information, resources and a support base has never been easier or faster. Public figures are now more accessible than ever.



We're seeing some amazing things happening on facebook. People are rallying around issues that matter to them to make a difference, be it governance, LGBT rights, women's empowerment, human rights, access to food or international affairs. Facebook has emerged as a leading platform for organizing opinion and community action. We're not just seeing this limited to chatter online, this is actually translating into REAL action on the ground. People are now, more than ever, taking an active role in charting the future of their communities. At facebook, we are committed to making the world more open and connected. Digital empowerment is at the heart of our existence.



## Ankhi Das

Head of Public Policy for Facebook India



# From Swarms to Political Change

From the days of the telegram down to the social media and mobile phones of the 21st century, information and communication technologies have had significant political impact on society, impacting governance through bottom-up citizen activism as well as top-down government responses.

Activists are now the ordinary people and online commentators are the ones who create a version of history. Digital activism manifests itself not only through petitions and campaigns, but through the conversation and work of crowds.

New media have already been used as tools of socio-political change in a number of advocacy movements: consumer empowerment, counseling for victims of substance abuse and violence, neighbourhood safety watches and citizen journalism.

Overall, social media has given rise to freedom of speech and expression, and is instrumental in inciting revolutions and protests, as the world moves toward democratic government systems. Thanks to mobiles and social media, the world is moving from the 'attention economy' of broadcast media to the 'participation economy' of digital media.

Research shows that in Asia, such consumer and citizen movements in social and mobile media are very active. But Asian companies and governments are much more cautious and even conservative in this arena.

It is also observed that there is a range of intensity levels in the way activists harness social media and mobile technologies. At a basic level, users may circulate, forward and relay information. More sophisticated uses include 'mashing up' existing content, creating new content, and collaboratively co-creating content. The combination of online communication and offline 'meet-ups' where time and place can be coordinated in realtime by mobile phones and social media has been powerfully demonstrated by the 'smart swarms.'

The launch of the annual Social Media Awards by the Digital Empowerment Foundation is a notable step to identify best practices in use of social media for change in India.



## Madanmohan Rao

Research Director, YourStory

# Social Movements and Social Media

As a nation, we have always been a group of connected people. Connected to our roots. Connected to our history. Connected to our relatives; even the distant ones.

We are one of those societies which like to be bonded with each other. Thus it comes as no surprise when we witness the phenomenal growth of social media in India; especially in Tier 2 & Tier 3 cities.

In this context, we are now witnessing a new wave of development. Social media has now become a great vehicle for empowering people. When multitudes of intertwined connections and social media's viral nature is coupled with noble intentions, it results in amazing outcomes that benefit society in many different ways.

But we also realized that there are so many people out there who are passionate and willing to empower people by leveraging the immense potential of social media. We really hope they find support from authorities and philanthropists alike.

In fact, when we were shortlisting the nominations for Manthan Awards for Social Media & Empowerment, we came across really unique organizations that are putting great efforts to help people. It was a difficult process for us to shortlist a few and leave the rest out.

In the last 2 years, India has witnessed several phenomenal instances of people using social media to drive change in the society. We saw how a septuagenarian mobilized youths with his movement against corruption. With a strong focus on bringing change, social media made sure that his voice reached all the youngsters through popular platforms such as Facebook and Twitter.



## Aditya Gupta

Co-Founder of Social Samosa / iGenero





# Statistics

Total  
Nomination  
Received

125

Participating states

23

Individual  
driven ideas

31

After screening

94

16 NGO driven ideas

Organisation driven ideas

43

Facebook  
& twitter

58

Based nominations

Finalist  
After  
virtual  
jury

27

16 Blogs

Online Campaigns

20

Grand Jury  
Presentation

27

# Finalists



OLYMPIC GOLD QUEST



Madam, let me tell you one thing

YOUTH KI AWAAZ  
Most popular in Youth

# Let me Know

Breaking the information barrier among the youth and students providing opportunities.

550,000  
visits on  
webpages.

150,000  
page views

News and information on  
internships, scholarships,  
competitions, jobs, conferences,  
seminars, workshops.

Event information in the  
areas of technology,  
business, social sciences,  
art, design, culture, Maths,  
Science etc.

50 per cent of  
visitors come through  
search engines

Organically grooming  
and self-sustaining

Volunteers and part  
timers run the  
organization

Youth  
opportunity  
portal.

36,330  
followers on  
Facebook

75,000  
readership

Conferred Global  
Student Entrepreneur  
Award 2013



Let Me Know



Aashish Sawhney



+91 7838467538



aashish@letmeknow.in



www.letmeknow.in



New Delhi



facebook.com/letmeknow.in



@\_LetMeKnow\_

Let Me Know | Empowering the Youth

# India Politics

India Politics provides an application and a collaborative platform to discuss, evaluate and help participate in the political and democratic structure of India.

Through this application, citizens can check the results of political status of their state.

The application provide users the exact platform to evaluate the most important political structure of Indian Constituency.

Offers mobile users to listen to the voice of their leaders and political parties across social channels like YouTube, Facebook, Twitter etc.

India Politics is an excellent example of using Social Media as tool for revolutionizing decision making skills of the people.

Mango Technology offers applications in many areas like Education, Health, Fitness, Lifestyle, Entertainment, Games, etc.

India Politics serves people who are looking for Election dates and live feeds of results.

The India Politics application and service is developed by Mango Technologies

Through India Politics application, one can judge his/her electrorate better and take decision on who to vote for.

Allows users to check past and upcoming elections as per constituencies

Downloaded by 16,579 Android users and 5,000 Windows Phone users.

 Mango Technologies

 Yggendra Singh

 +91 9414291932

 apps@mangotechno.com

 mangoappstore.com

 Bangalore

 facebook.com/MangoTechno

 @mangotechno



# Chinh Early education web channel

Chinh is a Sanskrit word meaning 'the symbol'. Chinh represents phoenix like strength, amazing culture, unassuming life skills and humane traditions of India – an initiative to reposition local in global. Chinh supports social initiatives promoting causes of children and marginalised nomadic communities through harnessing traditional wisdom, art and culture and rediscovering them in contemporary contexts.

Chinh Early Education Web Channel's prime focus is to create media space for quality children programming.

Regular programming of Chinh includes Rural Media Literacy and Children Voices on various children issues, among others.

Through Early Education Web Channel, Chinh showcases to the world a new grammar of social change happening in deep layers of remote corners.

Chinh's 70 per cent of the children programming on the web channel is produced by children themselves.

Chinh's Web channel is seen in 87 countries.

Chinh's social media presence including associated blogs and video channels has recorded upward of 400,000 page views.

Chinh regularly organises Chinh India Festival as a media literacy campaign in urban and rural India, mobilising children to participate and make digital videos.

Chinh produces audio visual based curriculum as an e-learning tool.



Chinh India



Meenakshi Vinay Rai



+91 9811089321



raientertainment@yahoo.com



chinhwebchannel.wordpress.com  
chinh.in



New Delhi



# India Untravelled

India Untravelled is a quest to help travellers discover a side of India that not many people have experienced before. Their destinations lie in rural parts of India with untouched natural beauty, where hospitality comes innately to the people and a traditional, earthy way of life can be experienced. India Untravelled is a social enterprise that also aims to bridge the digital marketing gap between socially responsible tourism in rural parts of India, and urban travellers looking for authentic travel experiences.

India Untravelled has an influential fan following on social networks like Facebook and Twitter, and informal channels like blogs.

India Untravelled introduces travellers to the opportunity of interacting closely with village communities and traditional craftsmen.

Through India Untravelled, your travel experiences would be affordable, accessible, experiential and responsible.

Majority of India Untravelled followers of social media belong to urban cities like New Delhi, Mumbai and Bangalore and the US.

Its business model is based on revenue sharing between lead generators, service providers and themselves.

India Untravelled enables its followers and customers to get away from the hustle-bustle of city life and unwind amid nature, in a safe and comfortable environment.

India Untravelled wishes to source a social grant to help expand its team and marketing reach.

India Untravelled reinvests its revenues back in making their partnerships networks bigger.

India Untravelled is constantly increasing the travel trails and packages as their growth strategy.

4500 people follow Indian Untravelled on Facebook.

The male - female ratio of followers of India Untravelled on Facebook is 55:45 per cent.

Youth between 25 to 35 years of age follows India Untravelled.



Roads Untravelled Pvt Ltd



Shivya Nath



+91 918527141626



shivya@indiauntravelled.com



indiauntravelled.com



Dehradun



www.facebook.com/IndiaUntravelled



@IndiaUntraveled



# Online Application for Registration of Private Warehouses

Madhya Pradesh Warehousing and Logistics Corporation (MPWLC) has developed a web-based system to integrate even private warehouses into the overall capacity and offer the entire facility as a joint-venture scheme. Social Media is a supporting tool for the integral service of MPWLC.

Approximately 1,968 warehouses have been registered with MPWLC, in all 50 Districts and 342 Tehsils of Madhya Pradesh.

In January 2012 MPWLC introduced its operations on the Social Media. The model has been the first of its kind to be adopted in the state of Madhya Pradesh.

Through door to door extension Service Scheme, the corporation provides treatment for preservation of stocks stored in the warehouses of cultivators/traders/institutions on nominal charges.

Madhya Pradesh is the first state in the country, which has formulated warehousing and logistics policy.

The system facilitates the private warehouse owners to register online, deposit a nominal fee further leading to an online inspection of the warehouses and online execution of the agreement under JV Scheme.

MPWLC has a transparent system where in both the parties can see the activity online and the private warehouse owners get their financial transaction through bank statements.

State's storage capacity is being expanded at a cost of about Rs 1500 crore. In just 3 months 32.15 Lacs of revenue has been generated.

MPWLC made innovative use of silo bags for storing food grains for the first time in India.

Turnover of Madhya Pradesh Warehousing and Logistics Corporation has increased 6-fold and profit 8-fold during last 5 years.

MPWLC, a bilingual online system, ensures paperless communication and total elimination of corrupt practices.



M.P. Warehousing and Logistics Corporation



Harsha Bhondwe



+91 9407276677



hampwlc@gmail.com



[mponline.gov.in/Portal](http://mponline.gov.in/Portal)



Bhopal



[facebook.com/pages/MP-Warehousing-and-Logistics-Corporation/684708204878292](https://www.facebook.com/pages/MP-Warehousing-and-Logistics-Corporation/684708204878292)



# Mahila Shakti

Mahila Shakti Programme of Human Welfare Association works with underserved, disadvantaged and minority communities of Varanasi through education, literacy and livelihood by mobilising them through word of mouth, social networking, mobile SMS and by holding group meetings.

Human Welfare Association's project Mahila Shakti aims to facilitate the proper use of ICT for sensitization, trainings and functional education facilities.

HWA helps its women members with personality development, decision making process.

HWA provides means and capacity for the beneficiaries' livelihood with socio-economic and political empowerment.

Additional 1000 women will soon be integral part of the federation from 20 nearby villages of education centre.

HWA works with deprived and marginalized community women in rural area of Varanasi in 53 villages.

1000 women participated in the Mahila Shakti project through 40 education centers in 20 villages.

HWA has initiated block level networking with government education officials to build community rapport.

HWA has formed more than 100 women Self-help groups.

Mahila Shakti initiative has started the Instructive radio instruction (IRI) program for learning English to educate Muslim children.

1024 women are associated with the organization in their education initiatives.

HWA targets dropouts and Madarsa going children for digital literacy and English learning.



Human Welfare Association



Dr. Rajani Kant



+91 9415304759



hwa@rediffmail.com



hwavaranasi.in



Uttar Pradesh



# Sevamob

Health is the greatest of all possessions and Sevamob has taken the initiative to offer primary healthcare and insurance to low income consumers in smaller towns and cities in India.

Launched in 2011, Sevamob is fundamentally transforming the delivery of primary healthcare and insurance to low income consumers.

For just \$2/month, Sevamob provides healthcare to students in schools and employees in factories and services organizations.

Preventive care and prescriptions are delivered on-premise by mobile clinics with the help of mobile technology with a current subscriber base is 3000.

24x7 call centre and a network of 3rd party service providers like hospitals, clinics, pathologists and insurance companies

For advanced care, the teams are supported by back-office specialists.

Lucknow, Kakori, MohanlalGunj and Barabanki form areas of major operations & Sevamob plans to scale from 2 to 40 districts.

Sevamob is for-profit social enterprise with its self-sustainable business model.

Generates revenue via monthly subscriptions, referral fees from in-network or 3rd party service providers and technology licensing.

Competitive advantage: mobile clinic model has much lower capital expenditure and higher flexibility.

Regular health-camps are very functional and awe-inspiring.

Bundling healthcare with insurance Sevamob successfully provides end-to-end care.



Sevamob



Shyam Tandon



+91 9839231300



standon@sevamob.com



www.sevamob.com



Lucknow



facebook.com/SevamobHome



@Sevamob



# Wild Blossoms Project

The Wild Blossoms Project works to bring World Music together through Digital Media Platforms like web, video and social media.

Reaches out to people who cannot afford expensive studio or video recordings.

Educating people with the help of Social Media Platforms, Mobile and Internet technologies

The organisation fights for women empowerment, animal rights and human rights.

Creates awareness amongst the masses against cruel acts through the universal language of music.

Fulfils the musical dreams of unknown talents.

World's First Internet Girl Band.

Takes advantage of digital platforms to reach higher audiences.

Only present in the virtual world with no borders.

The project has been listed in the Limca Book of Records for their Music Special Edition.



Wild Blossoms Band



Sagarika Deb



+91 9711079997



sagarika@sagarikaofficial.com



blog.wildblossomsband.com



New Delhi



www.facebook.com/WildBlossomsBand



@wild\_blossoms

Wild Blossoms

# Youth Incorporated

Youth Incorporated is a monthly magazine that offers a dual focus on education and entertainment, encompassing career and lifestyle stories and catering to the aspirations of the youth. YI's coverage range from career and entrepreneurship to fashion, beauty, technology, health & fitness, food, sports and so on. With large social media following, the magazine has created a community of youth aspiring positive change.

Dual focus of the magazine is on education and entertainment & encompasses career, entrepreneurship and lifestyle stories.

Available online also, catering to the ambitions of today's youth.

Covers campus reviews, student profiles, professor interviews and articles on education in India and abroad.

"Social media is an effective barometer of what is trending amongst the youth. It is a quick and instantaneous medium of feedback."

Facebook likes is more than 154,000.

Readership is 300,000.

Print distribution is 55,000 copies per month

Revenue sources are advertisements and subscription charges.

Youth and social media are synonymous with each other."



Splash Publication Pvt Ltd



Nitish Shah



+91 9819336548; +91-22-23516622



nitish@youthincmag.com



www.youthincmag.com



Mumbai



facebook.com/YouthIncMag



@YouthIncMag

**youth**  
incorporated

# Madam Let Me Tell You One Thing

'Madam Let Me Tell You One Thing' is a blog by Liz Scully, an Irish lady, raised in England, now living in Bangalore. The blog voices the opinions about the life of a confused and amused Irish girl in India.

It's purely to entertain and people also find it amusing.

Blog discusses with readers anything and just about everything Liz experiences in her life.

Topics of discussion: fake dusting by maids, dodgy cab drivers or cows parked in line with bikes munching on hay.

Launched in 2011.

Punch line of the blog: The quirky joys of Indian English.

Worldwide readership from India, UK, USA, Canada and Australia.

Won Indi-Blogger IBA award 2013 in the best blog written by a non-Indian.



Liz Scully of Rethink Retreats



Liz Scully



+91 9535503712



liz@madamletmetellyouonething.com



www.madamletmetellyouonething.com



Bangalore



facebook.com/madamletmetellyouonething

Madam let me tell you one thing

# People's Movement to Help Drought Affected

'People's Movement to Help Drought Affected' links urban donors and drought affected villagers directly for long-term social impact with transparency, accountability using social media. PMHDA helps drought affected people by donating water tanks, channelizing the blockages in streams and removing mud from village common ponds.

Began its journey in February 2013.

Sheds light on civilian issues through Facebook, posters, handbills, explaining the gravity of the drought.

Organises plays that depict drought with signature campaigns.

Has distributed sanitary napkins to adolescent girls due to unavailability of water and hygiene facilities.

Operates in 8 districts of Maharashtra.

Feeding animals by setting up animal camps in urban water available zones.

Communicates in Hindi, Marathi and English.

All donated money or asset directly goes to beneficiaries in full.

Volunteer based initiative.

Raised Rs. 82 million as donation.



Drought Help Group, Pune



Ravi Ghate



+91 09822522333



raighate@gmail.com



DroughtHelpIndia.org



Pune



facebook.com/groups/droughthelpgroup



# Safecity

Safecity is an aggregation of crowd sourced GIS mapped occurrences of harassment and violence against women. Safecity helps to identify locations where women have experienced or witnessed any type of sexual harassment – verbal comments, graphic behaviour and menace.

A first step to address the cultural stigma of reporting assaults.

The reports are listed on the site and also visually represented on a Google map.

A mapping platform to identify hotspots of unsafe areas.

The largest crowd sourced map of stories of abuse and harassment in India.

Aims to crowd source over 100,000 stories from across the country.

A knowledge section on important numbers, laws and other practical information. Offline meeting on Sundays to focus on finding solutions for local issues.

Motivated at least 50 citizens to stand up to solve local issues.

Engages citizens.

Has pan-India presence.

The initiative started in December 2012.

Integrates with the police as an informal source of intelligence from the public.



Safecity



Saloni Malhotra



+91-11-26589651



salonimalhotra@gmail.com



www.safecity.in



New Delhi



facebook.com/safecity.in



@pinthecreep



# Advocate Khoj

Advocate Khoj is a legal portal which publishes the judgments of the Supreme Court of India and popularises through social media. The initiative provides free access to the judgments which contain the full text with case numbers, parties names, judges' names and head notes.

Helps to update the legal fraternity about the day-to-day judgments.

Brings awareness about the legal process taking place in India.

Presently, only the Supreme Court judgments are covered.

Plans to introduce High Court judgments in due course.

28,000 followers on Twitter.

More than 10,000 followers on Facebook.

Daily updates.

Started in 2008.



AdvocateKhoj



Anoop Vincent



+91 9849159490



anoop.vincent@advocatekhoj.com



advocatekhoj.com



Visakhapatnam



facebook.com/scjudgments



@SCJudgments



# Seven Sisters Project

The Seven Sisters Project enables citizens and reporters in North-East India to tell their stories to the world via an integration of mobile phones, website portal and new media, such as Facebook and Twitter. The platform combines an Interactive Voice Response (IVR) phone system and a Facebook application to create a mobile reporting network for North-East India.

Began in  
May 2013

First introduce a mobile  
phone-based citizen  
news service in  
Northeast India.

Target is  
non Internet  
users.

Aims to empower  
people to be the  
guardians of the  
stories of their  
communities.

It is a voice  
based social  
media platform.

The project is working  
with communities in  
Mizoram, Arunachal  
Pradesh and North  
Bengal.

Shares the positive  
and inspiring stories.

Intends to train at  
least 100-200  
citizen journalists in  
Northeast.

People can  
comment on  
stories recorded  
by others.

Won 'Access Now  
Tech Innovation  
Awards' in 2012.



Seven Sisters Project



Shibayan Raha



+91 9903314347



info@sevensistersproject.org



sevensistersproject.org



Kolkata



facebook.com/sevensistersproject



@7SistersProjekt



# Worldoo

Worldoo is a brainchild of Focus Kids, a Mumbai based company that creates engagement-led experiences for kids across online and offline mediums vis-a-vis internet, schools, out-of-home and entertainment. They have created India's first dedicatedly designed world-for-kids on the internet.

Platform for 6-12 year-old with all their favorite content in one place.

Worldoo has managed to get Cartoon Network, National Geographic, Jeff Corvin Connect, Sentosa Island Singapore, Sony Pictures & Universal Films as content partners.

For explorative kids and sceptical parents.

Allows the privileged kids to help underprivileged kids.

Popular for making new friends and stay in touch.

Contains all useful information for kids.

Specially designed for kids of 6-12 age group.

Pan-India presence.



Focus kids Communication Pvt Ltd



Pradnya Ingle



+91-22-4322 9300



pradhya@worldoo.com



worldoo.com



Mumbai



facebook.com/WorldooIndia



@WorldooIndia



# DehradunFootball.com

Dehradun Football.com is a portal on football. It delivers news on local football, information about coming football championships, announcements about new courses in football and player profiles. They also interact with leading football clubs of India to invite local players for selection and trials in their clubs. The team also conducts tours for foreign football coaches in Dehradun.

India's first website dedicated to city football.

The team plans to file a series of RTI application with AIFF to pressurize them to disaffiliate state associations that are not conducting state leagues and activities in 70 percent of their district units.

Brainchild of two football lovers Rohit Goyal and Raju Gusain.

Dehradun league became the first district league of the country to feature on All India Football Federation website.

Completed eight years on Internet in 2013.

Majority of the users are based in Uttarakhand.

A four member team gives their voluntary service for the web venture.

Promotes local football on Internet.

Facebook group has 999 members.

Manages website on their own cost. Do not take any sponsorship or donation for operating the website.

 [www.DehradunFootball.com](http://www.DehradunFootball.com)  
 Raju Gusain  
 +91 9411141339  
 [rajugusain@gmail.com](mailto:rajugusain@gmail.com)

 [DehradunFootball.com](http://DehradunFootball.com)  
 Dehradun  
 [facebook.com/pages/Uttarakhand-Football-Dehradun-Football/157174239941](https://facebook.com/pages/Uttarakhand-Football-Dehradun-Football/157174239941)



# Youth Ki Awaaz

Youth Ki Awaaz, an online and mobile platform is a citizen media initiative for young people to express themselves. The portal is striving to transform the media landscape through opinions contributed by the youth, and by making use of online and mobile journalism, social and new media tools.

India's largest online platform for youth.

The Youth Ki Awaaz Internship program mentors about 30 participants over the course of 8 weeks on skills to express and address issues better through social media.

Recognitions: World Summit Youth Award, 2010; the United Nations ITU Young Innovators Competition, 2012; Best Community Blog in India, by Indi Blogger 2013.

The portal also runs campaigns which aims to open doors for those who care to engage with the powerful, social and relevant organizations.

Opinions by young people are amplified throughout social media.

Reaches out to nearly 200,000 young Indians every month and receive 6 million hits on the website.

More than 45,000 followers on Facebook.

Average 5,000 views per article.



Youth Ki Awaaz



Anshul Tewari



+91 9711344152



anshultewari@youthkiawaaz.com



www.youthkiawaaz.com



Uttar Pradesh



facebook.com/youthkiawaaz



@YouthKiAwaaz

YOUTH KI AWAAZ

# 5th Pillar

5th Pillar is a non-profit organization aimed at fighting corruption in India. In 2007, 5th Pillar unveiled a new means for Indians to register their refusal to participate in bribery – the "zero rupee note." Closely patterned after the nation's fifty rupee notes, these documents instead included anti-corruption slogans "Eliminate corruption at all levels" and "I promise to neither accept nor give bribe."

Free Right to Information (RTI) Act training.

Targets to reach 2 crore people by using online media, video conferencing, mobile anti-corruption units on wheels, awareness campaigns, workshops, installing ZRN banners, billboards etc.

Matram, a monthly magazine that specifically carries news related to bribery and corruption and anti-corruption initiatives.

Anti-corruption awareness campaigns are initiated in schools, colleges and governmental offices.

Receives 50-70 calls every day for counselling.

500 followers on Twitter.

The website [www.5thpillar.org](http://www.5thpillar.org) has about 2100 visits in a month.

The Facebook page has over 3,500+ likes.

Phone Helpline has been functioning to help citizens.

Winner of Ashoka Changemakers Global Award for 'Citizen Media'.



5th Pillar



Vijay Anand



+91 9840618948



[ENDcorruption@5thpillar.org](mailto:ENDcorruption@5thpillar.org)



[www.5thpillar.org](http://www.5thpillar.org)



Chennai



[facebook.com/The5thPillar](https://www.facebook.com/The5thPillar)



@5thpillar



# Chai with Lakshmi

Chai with Lakshmi brings refreshing video conversations with people and on ideas that are positively shaping India for the future. The web video show delivers contemporary, informative and interesting conversations with ordinary people having extraordinary pursuits, with experts and with smart thinkers. Web and social media are major channels of broadcasting.

Provides meaningful and relatable infotainment.

Supported by articles, stories and recipes for Chai Time.

Lakshmi Rebecca received the Woman Innovator Award

Have 1647 You Tube subscribers.

4866 Facebook likes.

India's longest running talk show.

930 Twitter Followers.

Started in July 2011 by Lakshmi Rebecca.

Over 100 episodes and 25 million views.



Red Bangle



Lakshmi Rebecca



+91 9535159808



lakshmi@redbangle.in



www.chaiwithlakshmi.in



Bangalore



facebook.com/ChaiwithLakshmi



@ChaiwithLakshmi

chai with lakshmi

refreshing conversations

# Climate Himalaya Initiative

The Climate Himalaya Initiative works towards the need of closing the knowledge gap in the Himalayan region through the use of ICT, by developing a network of agencies and knowledge sharing platform, strengthening the capacities of people and organizations, generating awareness and developing leadership.

Efforts in climate adaptation and sustainable mountain development.

The knowledge platform contains over 5500 articles on various climate linked issues in 90 different categories.

Initiated by Prakriti, a mountain environment group based in Uttarakhand.

The knowledge platform contains over 5500 articles on various climate linked issues in 90 different categories.

Presence: India, Bhutan, Nepal and Pakistan through partners' involvement.

Unique knowledge networking and sharing voluntary initiative in Himalayan region.

Also, aiming to work upon various mountain and climate focused research like vulnerability assessment, adaptation and mitigation.

Pan-Himalayan initiative.

Garnered good response from scientific and research communities, practitioners.

Have network of 1200 followers on Facebook.

 Prakriti

 K N Vajpai

 +91 7607481242

 vajpai@chimalaya.org

 [chimalaya.org](http://chimalaya.org)

 Uttarakhand

 [facebook.com/climatehimalaya](https://facebook.com/climatehimalaya)

 @chimalaya

 CLIMATE  
HIMALAYA

Knowledge · Innovation · Adaptation

# ComputerSeekho.com

ComputerSeekho.com aims to leverage technology and become a virtual school to learn anything & everything about computers (from basic to advanced level) in Hindi. The initiative has reinforcement mechanism where in exercises are supported by points and certificates which works as motivators. And, it is free!

Provides quality content to teach computers to Hindi speaking community.

Delivers customized videos online for students to watch anytime, anywhere.

Web page has 1,20,000 unique visitors and has delivered 6,00,000 lessons.

9,000 lessons are delivered every month.

The Facebook page has garnered 1,728 likes.

Schools & NGOs make use of Technology to help deliver online real-time lectures in Hindi.

1,558 have subscribed to YouTube channel.

The website has been accessed across 139 countries, and in India from 188 cities.



ComputerSeekho.com



Mayank Malik



+91 9669695988



mayank@computerseekho.com



www.computerseekho.com



Bhopal



facebook.com/ComputerSeekho



@ComputerSeekho

Computer सीखो™

# CRY Click Rights

CRY Click Rights is an annual photojournalism campaign reaching out to citizens and asking them to capture photographs on "why children of India are out of school". These photographs are used in backing the efforts of CRY to uplift the awareness about the "Right to Education".

Enables people to take responsibility of the deprived Indian child.

Believes that the sustainable way to make change is to adopt 'child rights approach.'

Motivate to seek resolution through individual and collective action.

Looks at children issues in their entirety, rather than through the silos of education, health, child labour, child abuse and foeticide.

Mobilizes local communities to find long-term solutions.

Ensuring relevant policies that guarantee implementation of Children rights.

Covered more than 2,000,000 underprivileged children, across 23 states in India.

CRY Works in 23 states across India.

Facebook, Twitter and Pinterest are used extensively.

Working with 200 partner NGOs.

 CRY - Child Rights and You

 Rajakumari Micheal

 +91 9900822828

 rajakumari.michael@crymail.org

 [cry.org/focusonthechild](http://cry.org/focusonthechild)

 Bangalore

 [facebook.com/CRYINDIA](https://facebook.com/CRYINDIA)

 @CRYINDIA



# Education Loan Awareness & Advocacy Program

Education Loan Awareness & Advocacy Program of Vidya Poshak aims to provide financial assistance to meritorious students who cannot afford to continue their higher education. The program guides and trains the students towards achieving excellence.

Collaborates with institutions with similar objectives.

The Nurture Merit program includes financial assistance, library facilities and residential bridge camp.

Areas of operations are Karnataka and Maharashtra.

12,600 students have been assisted in 19 districts of Karnataka and five districts of Maharashtra.

Vidya Poshak is the brain behind the initiative.

The Career Readiness initiative is provided as a free service to youth of Karnataka.

Resources are generated through individual donors and private organizations.

Vidya Poshak has invested Rs.12.25+ crores.

C-DOSS trained 60,000 students, 3466 Teachers and 3834 Employees from more than 300 institutes.

600 volunteers across 23 districts render their passionate services totally free.

Centre for Development of Soft Skills (C-DOSS) - a training wing has been established to reinforce soft skills.



Vidya Poshak



Venkatesan N



+91 9845038017



venkatesh@vidyaposhak.org



www.vidyaposhak.org



Karnataka



facebook.com/vidyaposhakbgn



@vidyaposhak



# Flats without Brokers

Flats without Brokers is a platform for people who help each other in getting flats on rent and paying guests accommodations without going through brokers. The initiative aims to help people find affordable accommodation. It also aims to approach the government to make necessary reforms in the housing society rules.



 Flats Without Broker

 Amir Rizvi

 +91 9819817172

 designbar@gmail.com

 [flatswithoutbroker.com](http://flatswithoutbroker.com)

 Mumbai

 [facebook.com/groups/flatswithoutbroker](https://facebook.com/groups/flatswithoutbroker)



# GoUNESCO

Go UNESCO makes traveling fun by an online challenge. The idea is to promote visiting UNESCO world heritage sites across the world. Go UNESCO combines the best aspects of offline experiences with an online game and Social Media.

A community driven activity.

Has a global appeal and challenges participant from all over the world.

Believes that awareness is the first step to conservation and preservation.

Encourages people to travel World Heritage sites.

Sponsored custom challenges designed for travel and tourism companies the main revenue generator for Go UNESCO.

Appeals to a younger crowd and encourages heritage travel.

More than 500 people are travelling around the world on the Go UNESCO challenge.

60% of the travellers are from India and about 40% of them from Hyderabad.

580 fans on Facebook and nearly 300 followers on Twitter.



GoUNESCO



Ajay Reddy



+91 9000047770



ajay@gounesco.com



www.gounesco.com



Hyderabad



facebook.com/GoUNESCO



@GoUNESCO



# India Cheers Loud and Clear

"India Cheers Loud and Clear" uses online platform to identify emerging athletes and raise funds for them with Olympic medal winning potential. The campaign is steered by Olympic Gold Quest, with an objective to help Indian athletes win more Olympic medals. ICLC has more than one million social media followers.

Online engagement of fans through various activities like contests, quizzes, live chats, etc.

By building and managing the corporate presence and the presence of 16 Indian Olympians including Saina Nehwal, Mary Kom, Gagan Narang and Vijay Kumar on Facebook.

Has created a 1,100,000 community of sports enthusiasts.

Share stories to motivate Indians to be driven by a common cause.

Does funding of coaching, dieticians, physiotherapists to support Indian athletes with potential to win medals at the Olympics.

Brings about a positive change by providing training, exposure to the international sports arena.

Campaign has four key parts: brand building, generating contributions, promoting the Olympic Games, and setting stage for future champions.

Engaging in conversations on Twitter.

Leveraged support of celebrities for the sports.



Ethinos Digital Marketing



Siddharth Hegde



+91-22-40157652; +91 9820217252



siddharth.hegde@ethinos.com



olympicgoldquest.in



Mumbai



facebook.com/EthinosDigital/info



@SiddHegde



# Kissan Kerala

Kissan Kerala provides agricultural information in the form of videos to farming community on demand and empowers the farmers with right information and advisory to enhance their productivity and profitability. The videos include knowledge about technical and scientific cultivation, along with success stories of farmers. The topic includes agriculture, horticulture, animal husbandry, dairy, goat farming and aqua culture.



Indian Institute Of Information  
Technology and Management Kerala



Ajith Kumar R



+91 9447758575



ajithr@iiitmk.ac.in



youtube.com/kissankerala



Kerala



www.facebook.com/kissankerala



@kissankerala





# Jury Profiles

## Madanmohan Rao

Research Director, YourStory.in

He graduated from the Indian Institute of Technology at Bombay and completed his advanced studies from University of Massachusetts at Amherst. He is M.S. in computer science and a Ph.D. in communications. He works as a consultant and author from Bangalore, in knowledge management and new media. He was formerly the Communications Director at the United Nations Inter Press Service bureau in New York, and vice president at India World Communications in Bombay. He is the Research Projects Director of Mobile Monday and co-founder of the Bangalore K-Community.

## Prasanto Kumar Roy

Adviser, CyberMedia

Prasanto Kumar Roy is President and Chief Editor at CyberMedia Publications, publishers of Dataquest, PCQuest, and other leading IT publications magazines in India. He heads the ICT Publishing group of CyberMedia, which includes seven IT and telecom publications, both B2B and consumer. A technology journalist, hands-on user and electronics enthusiast for over 20 years, Roy, 41, is a physics graduate from St Stephen's College, and attended school at St Xavier's, Delhi. He joined CyberMedia in 1990, as Dataquest's assistant editor. In 1993 he moved to PCQuest as editor. Over the next six years, he started the PCQ Online electronic bulletin board, the Computers@Home monthly, CyberMedia Test Labs, and the PC Quest CD-ROMs, the latter two being firsts in Asia. From 1996-99 he was editor and head of the PC magazine's group, comprising PCQuest, Computers@Home, and PCQ Labs. In 1999, he moved on to head the Dataquest and Voice&Datagroup, which then launched DQ Channels and various DQ Week newspaper editions.

Roy is actively interested in enterprise technology, mobile computing and telephony, the Internet, photography, reading and travel. He travels widely and lectures on a variety of subjects related to technology and media. The 26-year-old CyberMedia, listed on the Bombay Stock Exchange, is India's oldest infotech publisher, and South Asia's largest specialty publishing house.

## Soumya Sarkar

National Editor, MINT

Soumya Sarkar is News Editor in Mint, a sister publication of the Hindustan Times published in partnership with the Wall Street Journal. He has been working in Media and Communications for over two decades and was previously with The Times of India, The Indian Express Group, the Telegraph and the Down to Earth magazine. He has also worked as development and communications consultant with organizations that include the World Bank and the Aga Khan Development Network. Besides working in the areas of environment, rural livelihoods, energy and water resources, Soumya is keenly interested in science and technology issues.

## Shubhranshu Choudhary

Founder, CGNet Swara

Shubhranshu Choudhary is a Knight International Journalism Fellow and the founder of CGNet Swara. Shubhranshu was a BBC South Asia producer for more than 10 years. He also has served as a media trainer for the BBC World Service Trust, the United Nations and Indian universities. He produced the first television coverage of foreign militants operating in Indian Kashmir and conducted the first television interview with the chief commander of the Kashmiri militant organization. He was a TV and radio producer for the BBC's South Asia bureau for eight years, and a reporter for The Guardian's South Asia bureau for two years. He was a reporter for five years at the Hindi-language Daily Deshbandhu.



## Raheel Khursheed

Communication Director, Change.org, India

Raheel Khursheed is the India Director of Communications at Change.org, the world's largest petition platform. Raheel is in charge of national press outreach around India-based and India relevant global campaigns on Change.org. He oversees media outreach on behalf of grassroots campaigns that develop on Change.org every day. Previously Raheel has worked as a strategic communications consultant advising brands like TATA and UN and as a journalist writing for outlets like The Atlantic Monthly, ProPublica, BBC and a host of publications across the world.

## Vishal Kumar

Director, Swaniti Initiative

Vishal has been part of the core team at Swaniti Initiative and is currently serving as Director of Swaniti's knowledge initiative Jigyasa. Prior to that, He has worked as an Equities and Fixed Income Trader for 5 years in Investment Management Industry. Beyond his professional life, Vishal has served a Fellow with Hon'ble Member of Legislative Assembly Mr Hibi Eden in Cochin and presented a research paper on Urban Growth Challenges. Vishal aspires to work in the niche area of Development Consulting and build scalable models to address the problems at grassroots. Jigyasa, India's first and only platform to address development issues in an objective manner is an attempt in same direction. Vishal graduated from NSIT Delhi in 2007 with a degree in Electronics and Communication Engineering.

## Aditya Gupta

Co Founder, iGenero | Social Samosa

Startups & Technology lover, Branding & Marketing Strategist & an Entrepreneur, Aditya Gupta is the Co-Founder of SocialSamosa.com, an Indian Social Media Knowledge Storehouse. He is also the Co-Founder of iGenero, a web technologies, communication design & digital marketing firm.

Aditya Gupta was hooked on the concept of social media since the early days and made sure he was at the forefront of all things new media related. It was during his first job at a startup that he realized the vast potential of social networks, not only as tools for social connections, but also as potentially powerful customer tools for engagement & public relations. This realization led Aditya to start his first venture, iGenero, in 2009. Under his guidance the team at iGenero has conceptualized and devised many online strategies for multiple brands & organizations across different verticals. At Social Samosa, he takes care of Product Development.

Aditya is a serial entrepreneur, constantly searching for new ideas and ventures. He has won awards and has been a sought after speaker at various conferences and has lectured at various institutes. He is an avid traveller and is a proud owner of two Royal Enfield motorcycles.

## Abhishek Baxi

Digital Consultant, Technology Columnist

Abhishek Baxi is an independent digital consultant and a technology columnist for several leading international publications. He's an active participant in diverse communities, and lives on the web at [www.baxiabhishek.info](http://www.baxiabhishek.info). Abhishek Baxi is an independent digital consultant and a freelance technology columnist based in India. He writes on consumer. He is also a frequent speaker on digital media, Microsoft technologies, and mobility.

## Anika Gupta

Digital Strategy & Outreach, Whypoll Foundation

Anika works as digital strategy and outreach officer for the Whypoll Foundation, a nonprofit that uses technology to hold elected leaders more accountable. She joined them recently for a joint project between Whypoll and Safecity, called #100UnsafePlaces. In her day job, she heads CNN IBN's CJ Online, a citizen journalism site that uses mobile and multimedia storytelling tools to empower citizens and encourage more diversity in the mainstream media. She's a graduate of Northwestern University in the United States, and was born and raised near Washington DC. She moved to India in 2009.





# Partners

Principal Partner

## Facebook

([www.facebook.com](http://www.facebook.com))

Facebook, founded in 2004, aims is to give people the power to share and make the world more open and connected. Facebook is an online social networking service. Millions of people use Facebook every day to keep up with friends, upload an unlimited number of photos, share links and videos, and learn more about the people they meet.

Strategic Partner

## Social Samosa

([www.socialsamosa.com](http://www.socialsamosa.com))

Since December 2011, Social Samosa has been helping people understand the complicated world of Social Media and how businesses can use it. Whether you're a business owner, brand manager, agency professional or a student, it help you uncover the potential of social media through insightful articles, case studies, campaign reviews, interviews, brand strategies & more.

Led by two experienced social media professionals – Ankita Gaba & Aditya Gupta – Social Samosa are now the go to destination for anything to do with the Indian social media industry.

Social Media partner

## OMLogic

([www.omlogic.com](http://www.omlogic.com))

OMLogic Consulting is a strategic and comprehensive online marketing service partner, founded by four serial entrepreneurs in 2007, on a shoe-string budget. Since then, they have come a long way, helping business houses harness the power and magic of the web, to expand their reach and take on bigger players in the game.

As a hard-core online marketing specialist, OMLogic has profound business domain expertise, along with high technology competence. They have mastered the craft of creating innovative strategies & solutions, be it Search Engine Optimization (SEO), Social Media Marketing or Paid Search (PPC). They offer a holistic "one-stop-shopping" solution for the internet marketing needs of clients.

Media Partner

## Chai with lakshmi

([chaiwithlakshmi.in](http://chaiwithlakshmi.in))



India's first award-winning online talk show!

Chai with Lakshmi brings you refreshing conversations with people and on ideas that are positively shaping India for the future. The show is currently in Season IV, and is over 100 episodes and 25 million views old. The anchor, Lakshmi Rebecca, is a researcher, marketer and model turned anchor, filmmaker and entrepreneur.

Lakshmi worked on documentary films for the BBC, Discovery and Channel 4. Chai with Lakshmi is a product of Red Bangle, a Bangalore-based production house founded by Lakshmi Rebecca.

Content Partner

## The Word Jockey

([www.thewordjockey.in](http://www.thewordjockey.in))



The Word Jockey is a professional writing & communications consultancy service. Stemming from the need gap of communication experts and writers, this service intends to offer all kinds of writing communication services. From corporate blog-writing to website content, from script writing to press releases, TWJ will help you Write Right.

Initiated by Payal Shah Karwa, TWJ was conceived for a 2 fold purpose:

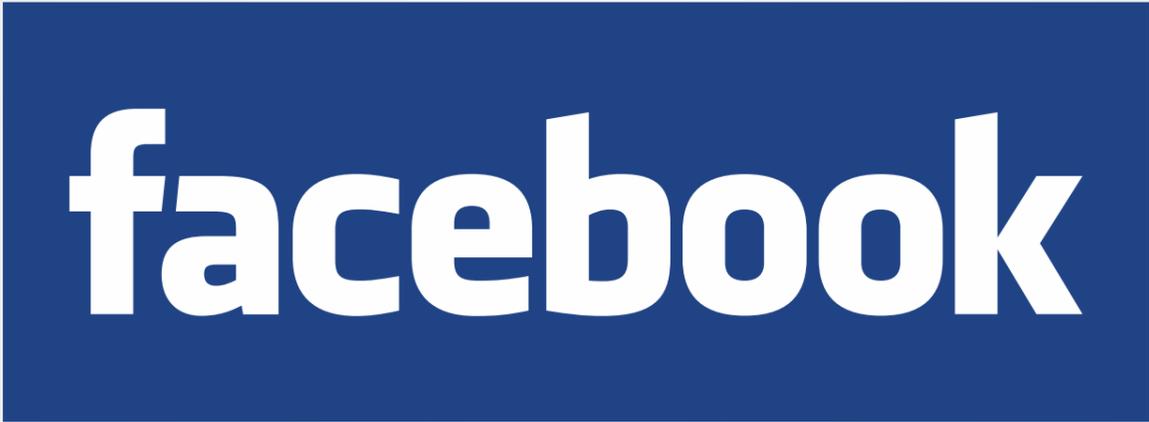
1. To plug in the need gap for good writing & communication in the corporate world and society
2. Spread positivity with positive communication





*Empowering People at the Edge of Information*

*[www.defindia.net](http://www.defindia.net)*



*Our Principal Partner*



# evolution of SOCIAL MEDIA



Price: ₹200; \$10