

PRESS RELEASE

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7th Social Media for Empowerment (SM4E) Award 2020-21: Winners Announced!

The Social Media for Empowerment Award, since 2013, is a platform that identifies, recognises and honours initiatives that leverage the power of social media to bring a change. It seeks to strengthen and support social media initiatives for social good by the civil society organisations, community-based organization, public, private and other agencies of development in India and South Asia. The 7th edition of the Award event announcement is being made on May 21, 2021.

The Jury held in March 2021 in a virtual mode due to Covid 19 pandemic, to identify and select the winners and special mentions was presided over by an expert group from academia, industry, civil society and innovation domain.

For the 7th edition, a total of 145 nominations across 7 categories from different countries were received during the pandemic, out of which 28 initiatives were selected after the first round of screening for the final evaluation by the Jury.

Altogether there are 11 winning initiatives for the 7th edition and the list includes -

- Terra Tales बदलती ज़मीन पलटते पन्ने,
- Aadiwasi Janjagruti,
- The GBV InMedia Campaign: Media Reportage of Gender-based Violence,
- Dabung Girl - A Social impact Superhero,
- Abortion Mera Haq (Abortion is my right),
- #OnlineSafetyForChildren (A social media campaign by CRY to raise awareness on online safety for children,
- Khaanachahiye- A Thought for Food,
- Oh My Period!,
- First Bell Digital Classes,
- Rising to the COVID Crisis,
- My-e School - Watch ,Learn and Grow.

A total of 6 initiatives applications are declared as special mentions (runners up) and the list includes -

- Apni Baithak,
- Protecting Our Planet Starts with You,
- Withdraw Draft EIA Notification 2020,
- Youngistaan Foundation's COVID - 19 Relief Support,
- Be For Bengal Initiative
- Home School.

The winning initiatives are being recognised for their unique understanding and application of social media platforms, tools and resources to develop, innovate best practices, campaigns and experiences in social media for community empowerment and development.

The winning projects are privileged and encouraged to apply as direct entries for competition at the next edition of the United Nations World Summit Award (<https://wsa-global.org/>). The DEF team shall facilitate for the same.

Due to the second wave of Covid 19 pandemic and keeping in mind the present circumstances, there is no formal event to recognise and celebrate the winners of the 7th Social Media for Empowerment Award 2020-21. Instead, there shall be a formal announcement of the Winners and Special Mentions on 21st May 2021 at 5:00 PM at <https://sm4e.org/> , social media platforms and through emails.

