COVID-19
7th SOCIAL MEDIA
for EMPOWERMENT

SOCIAL
NETWORKS
for
PUBLIC
GOOD

South Asia's Best of Social Media
Initiatives Empowering Masses

defindia.org

DEF
DIGITAL EMPOWERMENT foundation

Social Media for Empowerment
social networks for public good

Innovation@Covid-19

Blogging, Vlogging & Storytelling

Citizen Media & Journalism

Community Mobilisation

Communication, Advocacy & Development Activism

Social Commerce, Crowdsourcing and Crowd Funding

Social Inclusion

SOCIAL
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STATISTICS

NOMINATION STATISTICS

Total Received Entries	**185**
Total Valid Nominations	**85**
Total Finalists	**28**
Winners	**11**
Special Mentions	**06**

COUNTRY WISE NOMINATIONS — 185

Afghanistan – 03
Bangladesh – 15
India – 149
Pakistan – 10
Sri Lanka – 08

COUNTRY WISE FINALISTS — 28

India – 24
Pakistan – 03
Sri Lanka – 01

CATEGORY	WINNER	SPECIAL MENTION	NOMINATIONS BREAK-UP
	11	06	185
Innovation@Covid-19	2	01	53
Blogging, Vlogging & Storytelling	01	02	14
Citizen Media & Journalism	02		17
Communication, Advocacy & Development Activism	03	01	23
Community Mobilisation	02		45
Social Inclusion	01		20
Social Commerce, Crowdsourcing and Crowd Funding		02	13

Winners 11

SPECIAL 06
MENTION

Blogging, Vlogging & Storytelling - 02

Apni Baithak – India

Protecting Our Planet – India

Communication, Advocacy & Development Activism – 01

Withdraw Draft EIA Notification – India

Innovation@Covid-19 – 1

Youngistaan Foundation's COVID - 19 Relief Support – India

Social Commerce, Crowdsourcing and Crowd Funding -02

Be For Bengal Initiative By Sourendro-Soumyojit – India

Home School – India

FINALISTS 11

Citizen Media & Journalism – 03

Share To Aware – Pakistan

Chakh De Chotu – India

Empowerment of the mountain communities of North Pakistan – Pakistan

Community Mobilisation – 02

Youth Empowerment through digital Technology & Innovations – India

Multitasking Mommies Community – India

Innovation@Covid-19 – 02

Ahmedabad Fights Corona – India

FACTCHECK portal – India

Social Commerce, Crowdsourcing and Crowd Funding – 02

#Feed5000Families - AMP's Mission of feeding Poor and Needy! – India

Rare and precious The basic motive of NAAYAAB – India

Social Inclusion -02

#TheSportsEdit – India

'iHERITAGE' – India

CHAIRMAN'S NOTE

Osama Manzar,
Founder & Director,
Digital Empowerment
Foundation

Digital Empowerment Foundation has always been dedicated towards finding ICT solutions for the under-served communities to make a fairer, more inclusive India. And with this vision in mind, we have launched Social Media for Empowerment Awards with much love in 2013 to honour the initiatives that leverage the power of social media to bring a change in the society.

Today, social media has become synonymous with our digital lives. It has become the most promising tool for development and empowerment in recent years to promote vision, purpose, and activities; spread news; build support; attract volunteers and donors; and engage with interested segments of the population.

Social Media provides a platform to communicate the perception, views, thoughts, ideas, and feelings, emotions in a simple or artistic way. It acts as a bridge between the business and the consumer. It is an enabling mass communication tool for community mobilisation and advocacy. It has made governments accessible to the common man. It has reached the interiors of the country and given birth to citizen journalists at the last mile. It has empowered women to voice their opinions and it has empowered women to grab the opportunities social media offers.

It enables the adoption of technology in all sectors and regions and helps in scaling the impact. Social media has become a catalyst for the development of the communities and is capable to bring sustainable and systematic changes fuelled by innovation.

The Covid 19 pandemic has brought with it the urgency to digitally enable the communities and social media has played a pivotal role in achieving this. It has become the saviour by providing a platform to generate long term changes in the lives of people. From raising funds to running various campaigns; to connect people from all corners of the world; to seeking help for donors and oxygen supplies, the role of social media has been extremely diverse.

Tapping into the social media synergy, 2021 saw a huge change in the way we create or use our online presence to bring about change. As you go through this book, you will come across solutions that innovators are providing to various problems in South Asia.

Lastly, I extend my gratitude to all the Jurors for going through a rigorous online process to select the best among the best for Social Media for Empowerment Awards. And, I would like to congratulate all the Winners for contributing towards a better connected and a better informed society.

Blogging, Vlogging & Storytelling

INITIATIVE	**Terra Tales**
	बदलती ज़मीन पलटते पन्ने
ORGANIZATION	**SPS Community Media**
FACEBOOK	**@spscommunitymedia**
TWITTER	**NA**
WEBSITE	**www.terratales.net**
LOCATION	**Madhya Pradesh, India**

Terra Tales – "Badalti Zameen Palat te Panne" is the initiative of SPS Community Media to narrate the live-in experiences of the poor and marginalised communities whose struggles include availing basic amenities and being outcasted from their society from the central India tribal belt. The local youth are trained with multiple story-telling formats such as podcasts and blogging to share rural India's socio-economic distresses along with their achievements. SPS Community Media uses WIX, a free website/blog tool, allowing it to self-publish and archive the content without any third-party interference. As for sharing, Facebook, Instagram, YouTube, and WhatsApp are the preferred mediums to broadcast the content with a larger audience with the sole objective of increasing blog traffic. There are currently 6 published podcasts in addition to trial stories uploaded of up to 3,750 women from Self Help Groups associated with the NGO.

Blogging, Vlogging & Storytelling

#APNIBAITHAK

INITIATIVE	Apni Baithak
ORGANIZATION	Apni Baithak
FACEBOOK	https://www.facebook.com/vipul.klr/
TWITTER	NA
WEBSITE	https://www.facebook.com/vipul.klr/
LOCATION	Delhi, India

Apni Baithak is an initiative conducted through Instagram peer to peer session to help people overcome common challenges due to the pandemic while reducing stress levels and encouraging positivity. To bridge the gap between those contributing to the development of society and those at the other end, the panel talks were hosted by entrepreneurs, social workers, journalists, NGO heads, etc.

There was an added focus on making the sessions more engaging and motivating by posing questions to the speakers from the audience and the host.

Through applications such as Instagram, LinkedIn and Twitter, Apni Baithak has been able to inspire those with a zen to pursue their passion and change their outlook during the ongoing Covid-19 crisis. With each session having influencers such as — Akansha Batra, a doctorate student of the University of California, and a casting director, Sanjeev Maurya, the audience presented follow-up engagements for their concerns during the pandemic.

Blogging, Vlogging & Storytelling

'Protecting Our Planet Starts with You' implements web-based educational projects for children to actively participate in protecting the environment. The awareness program influences school children through 17 interactive activities such as games, cartoons, quizzes, puzzles. etc. published on the "Save Earth" studio on the platform –Scratch.

While there are similar existing projects in Sri Lanka concerning the topic "Save Earth", Sirimavo Bandaranaike Vidyalaya's objective is to make the process more interactive and relatable since students are more likely to retain and follow such information.

Sirimavo Bandaranaike Vidyalaya utilises the Scratch online Community to share interactive media such as games, stories, and animations created with Scratch programming.

Protecting Our Planet Starts with You

to change my friends' minds

By
Thisumi Sumanaweera
Sirimavo Bandaranaike Vidyalaya
Sri Lanka

INITIATIVE	Aadiwasi Janjagruti
ORGANIZATION	Aadiwasi Janjagruti
FACEBOOK	@aadiwasijanjagruti
TWITTER	@AJanjagruti
WEBSITE	www.aadiwasijanjagruti.org
LOCATION	Maharashtra, India

WINNER

Aadiwasi Janjagruti is a medium for the people of Nandurbar District, Maharashtra, India, covering the local issues. The mainstream media and news media often do not cover issues of hyperlocal communities of rural India. This platform employs local citizens to provide people of the community with an audio-visual platform to address their grievances in multiple tribal and other vernaculars.

The approach of Aadiwasi Janjagruti establishes a community channel between the people and the government to avoid instances of development without notification to the people or even corruption.

Aadiwasi Janjagruti used videos to highlight and address issues such as the water crisis of Aamkhedi, Domkhedi, and Kanjyapani villages; corruption caused by Mini Banks and government rationing shops during the Covid-19 virus. Moreover, the citizens are given agency to voice their concerns while also becoming more aware.

WINNER	INITIATIVE	**The GBVInMedia Campaign: Media Reportage of Gender-based Violence**
	ORGANIZATION	**Feminism in India**
	FACEBOOK	**@feminisminindia**
	TWITTER	**@FeminismInIndia**
	WEBSITE	**www.feminisminindia.com**
	LOCATION	**Delhi, India**

The #GBVInMedia is the campaign of Feminism in India (FII) critiquing the reportage of gender-based violence (GBV) within mainstream media by assessing the language framework and addressing it by offering guidelines. Since the language used by the media influences the audience's views on GBV and thus, has a long-term impact on social understating of the phenomena, FII created a toolkit through the campaign that includes guidelines to implement gender-sensitive and ethical reporting, generate reporting awareness through workshops for the budding journalists at Journalism Schools in India, and provide 10 copyright free images to depict the cases of rape, sexual violence and assault. The images provided by the #GBVInMedia campaign are currently used by publications such as the Scroll, News Laundry, Indian Express, and more. Furthermore, the infographics, posters, and videos are shared on Facebook, YouTube, Instagram, Telegram, and Twitter along with interactive sessions in the chats.
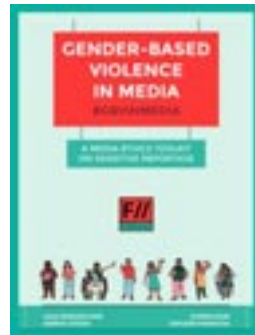
ShareToAware

INITIATIVE	Share To Aware
ORGANIZATION	Share To Aware
FACEBOOK	@STAShareToAware
TWITTER	@ShareToAware
WEBSITE	www.ShareToAware.com
LOCATION	Faisalabad, Pakistan

FINALIST

Share to Aware offers children, young adults, and adults a safe digital space to learn, explore, and discuss issues that are often ignored by mainstream media. The alternate digital media platform enables open discussions about breaking stereotypes, norms, and issues without the fear of being judged.

Through Facebook and Instagram, Share to Aware publishes content that inspires and motivates people while creating awareness. It also lends the youth, especially women with a medium to express their opinions, influence the perspective of youth by sharing diverse stories and create a more aware society.

Many have used the hashtag #SharetoAware while sharing their stories of incidents they overcame and the motivation behind. Moreover, several stories shared received financial help for those in distress and over 2 million people shared the posts spreading awareness.

The alternate digital media platform enables open discussions about breaking stereotypes, norms, and issues without the fear of being judged

FINALIST	INITIATIVE	**Chakh De Chotu**
	ORGANIZATION	**Salaam Namaste Community Radio**
	FACEBOOK	**@salaam.namaste.cr**
	TWITTER	**NA**
	WEBSITE	**www.salaamnamaste.in**
	LOCATION	**Uttar Pradesh, India**

Chakh De Chotu is the initiative of SALAAM NAMASTE COMMU-
NITY RADIO to tackle the overgrowing issue of child labor that can be
traced to lack of education amongst numerous other reasons. The pro-
ject aims to provide underprivileged children with monetary support,
school education, skill enhancement workshops, story-telling sessions,
sports and fitness activities, and counsel the parents through the com-
munity radio platform of Salaam Namaste.

With each social media platform being leveraged for its unique purpose,
content is shared through various formats such as text, audio, image, and
videos to share the success story of children, acknowledge the efforts of
the community, mobilize volunteers, generate funds, and spread aware-
ness.

**The project aims to provide underprivileged children
with monetary support, school education, skill
enhancement workshops, story-telling sessions, sports
and fitness activities, and counsel the parents through
the community radio platform of Salaam Namaste**

INITIATIVE	Empowerment of the mountain communities of North Pakistan
ORGANIZATION	Idara Baraye Taleem-o-Taraqi (IBT)
FACEBOOK	NA
TWITTER	NA
WEBSITE	www.torwali.org/en/welcome
LOCATION	Pakhtunkhwa, Pakistan

FINALIST

'Empowerment of the mountain communities of North Pakistan' includes marginalized communities from upper Khyber Pakhtunkhwa and Gilgit-Baltistan with a growing threat to their vernacular. With over 30 marginalized linguistic communities, the project takes a holistic approach towards preserving, documenting, and revitalizing the endangered languages and cultures while mobilizing scholars and activists to spread awareness on social media.

Facebook has allowed to share the culture of these communities and mobilize high-profile journalists, academics, activists, and students in both English and Urdu. Twitter has allowed for more intimate interactions and to raise issues, and YouTube has enabled to share audio-visual content of cultural events, music, talks, oral history, and tourism for promotion.

Communication, Advocacy & Development Activism – 04

WINNER	INITIATIVE	**Dabung Girl - A Social impact Superhero**
	ORGANIZATION	**Deeper Learning Innovations Pvt. Ltd.**
	FACEBOOK	
	TWITTER	**@SaurabhEDU**
	WEBSITE	**www.deeperlearning.in**
	LOCATION	**Location: Uttar Pradesh, India**

In an Indian market filled with male superheroes, Dabung Girl is a female social impact superhero that inspires children to learn, take action, and break stereotypes. By breaking gender biases while providing constructive stories, entertainment, and fun through digital means, Dabung Girl provides self-agency, explores challenges and, produces their solutions with confidence.

The effort of Deeper Learning Innovations is to enhance self-efficacy, increase awareness about social-issues and motivate parents to participate in social-change by identifying social themes that might be ignored due to its sensitive nature, and build informative stories.

Dabung Girl has reached over 5 lakh individuals through social media channels such as Facebook, Instagram, Twitter, and Youtube, and the comic book was nominated as one of the Best Children's Illustrated Book of the Year by Comic Con India.

Communication, Advocacy & Development Activism – 04

INITIATIVE	Abortion Mera Haq (Abortion is my right)
ORGANIZATION	Feminism In India and Asia Safe Abortion Partnership
FACEBOOK	@feminisminindia
TWITTER	@FeminismInIndia
WEBSITE	www.feminisminindia.com
LOCATION	Delhi, India

WINNER

Abortion Mera Haq (Abortion is my right) is a digital advocacy campaign demanding safe, legal and affordable abortion for those who require through spreading education and awareness about abortion right in India. With four major themes of the campaign being – law & policy, medical information, abortion stigma, and sex-selective abortion in India, The content was shared on the website and social media platforms – Facebook, Instagram and Twitter.

Feminism In India and Asia Safe Abortion Partnership ensures detailed attention to each element involving access to safe abortion in India and initiating discussion on the topic involving thousands of people. #AbortionMeraHaq campaign received a sufficient amount of attention without unnecessary trolling.

The Abortion Mera Haq Campaign

The campaign focussed on four major themes – law & policy, medical information, abortion stigma, and sex-selective abortion in India.

WINNER	INITIATIVE	**#OnlineSafetyForChildren**
	ORGANIZATION	**Child Rights and You (CRY)**
	FACEBOOK	**NA**
	TWITTER	**NA**
	WEBSITE	**www.cry.org**
	LOCATION	**Maharashtra, India**

With a rise in children accessing internet-enabled devices, children are more susceptible to cyber-crimes such as trolling, stalking, morphing, and more. #OnlineSafetyForChildren is a social media campaign by Child Right and You (CRY) to initiate discussions and create awareness around children's safety on the internet.

The process of how children are exposed to cyber safety hazards like bullying, addiction, exposure to inappropriate content, etc. is often missed. The campaign – #OnlineSafetyForChildren aims to highlight these issues and initiate awareness through – long format content with the older audience on Facebook, enable two-way communication on Instagram with its younger audience, start a conversation and receive audience opinion on Twitter, connect with brands and corporates to foster a corporate relationship on LinkedIn, and share information content on YouTube.

Our children's worlds are changing.
Let's ensure they are safe everywhere!

INITIATIVE	Withdraw Draft EIA Notification 2020
ORGANIZATION	Let India Breathe
FACEBOOK	@letindiabreathe.in
TWITTER	@LetIndBreathe
WEBSITE	www.letindiabreathe.in
LOCATION	Maharashtra, India

SPECIAL MENTION

Withdraw EIA Notification 2020 initiative tackles the Draft EIA (Environment Impact Assessment) Notification 2020 released by The Environment Ministry (MoEFCC) allowing for significant changes detrimental to both, the environment and democracy during a global health crisis and a national lockdown. The primary vision of the initiative is to challenge the proposed changes, inform and mobilise the public, and hold the Ministry accountable until the draft incorporates more inclusive and sustainable measures.

By connecting with researchers, environmentalists, lawyers, concerned citizens and people from vulnerable communities, Let India Breathe created awareness, shared verified information, and provided a means of citizen intervention by setting up an email campaign being promoted across all social channels.

The initiate – #WithdrawEIA2020 encouraged over 5 lakh e-mails to the Ministry, continued discussions for 6 months, and inspired others to open their portals with similar content.

SOCIAL NETWORKS for PUBLIC GOOD

Community Mobilisation – 04

INITIATIVE	**Khaanachahiye- A Thought For Food**
ORGANIZATION	**khaanachahiye**
FACEBOOK	**@khaanachahiye**
TWITTER	**@khaanachahiye**
WEBSITE	**www.khaanachahiye.com**
LOCATION	**Maharashtra, India**

khaana chahiye

Khaanachahiye - A Thought for Food is an effort to solve the rising problem of hunger during the Covid-19 pandemic in Mumbai by involving citizens in a collective campaign. The initiative quantified demand for food across various data points and utilised unused restaurant kitchens to supply food to the underprivileged people.

The community driven digital campaign involved numerous citizen based projects such as Apni Public Project, The Art Care Project, The Cover Project, Roti Project, Comedy on Zoom, Instagram Live Gigs by musicians and many more in the form of micro-campaigns to amplify the effect of the intervention.

Khaanachahiye distributed over 46.5 lakh meals to the underprivileged and stranded migrants serving a sum of 281 trains containing more than 5 lakh passengers with an additional 1 lakh migrants leaving by road. Moreover, grocery kits were distributed including essential items such as rice, flour, sugar, masks, sanitisers, sanitary napkins, etc.

Food distribution for travelling migrants – Rail & Road

Community Mobilisation – 04

INITIATIVE	Oh My Period!
ORGANIZATION	HER Pakistan
FACEBOOK	NA
TWITTER	NA
WEBSITE	www.herpakistan.com
LOCATION	Karachi, Pakistan

WINNER

'Oh My Period!' establishes a safe space for menstruators from around the world to learn and share experiences, breaking the taboo and normalise the conversation. By utilising the digital space provided by social media tools such as Closed Groups on Facebook and Instagram's ability to reach masses though visual content, HER Pakistan initiates individuals to share everyday struggles, thoughts, and doubts concerning menstruation and other sexual and reproductive health concerns.

The Facebook group allowed women to share their experiences and clarify their doubts about menstruation, PCOS, endometriosis, sex, masturbation, pregnancy, and birth control without encountering or fearing judgement. The digital space has allowed to reach a large number of women due to its accessibility factors and empowered women to overcome the social taboo.

FINALIST	INITIATIVE	**Youth Empowerment through digital Technology & Innovations**
	ORGANIZATION	**YouthNet**
	FACEBOOK	**https://rb.gy/wv5qj6**
	TWITTER	**https://rb.gy/nghxra**
	WEBSITE	**www.youthnet.org.in**
	LOCATION	**Nagaland, India**

Youth Empowerment through digital technology & innovations is the effort of YouthNet for students and youth to guide them to discover their ideal career path, enable them to look beyond traditional jobs, assist them to transition from school to work and provide a dedicated digital intervention program.

Social Media platforms such as Facebook, Instagram, YouTube, and LinkedIn are used to build a digital community of supporters and beneficiaries, initiate dialogue between the audience and the brand, reach the target audience through audio-visual content, initiate networking abilities with professionals, and share documentaries of the effort.

The immediate outcome is expected from 12 districts in Nagaland to create awareness and assist over 2,000 students in job placement and conduct pre and post-training assessments to assess their understanding of higher education, skill development courses, and jobs in both – public and private sector.

Social Media is used to build a digital community of supporters and beneficiaries, initiate dialogue between the audience and the brand, reach the target audience through audio-visual content, initiate networking abilities with professionals, and share documentaries of the effort

Community Mobilisation – 04

INITIATIVE	**Multitasking Mommies Community**
ORGANIZATION	**Multitasking Mommies**
FACEBOOK	**@MultitaskingMommies**
TWITTER	**@socialvaishali**
WEBSITE	**www.mtmmultitaskingmommies.in**
LOCATION	**Gujarat, India**

FINALIST

Multitasking Mommies Community is the initiative to provide women and mothers with a platform to empower them with overall development and build a strong support system through Facebook, WhatsApp, and Instagram. Despite the lockdown, Multitasking Mommies has employed digital tools to spread awareness on various issues faced by women and mothers during the Covid-19 pandemic.

The social media platforms allow to share announcements, activities and host live sessions while also establishing a support group for more personal interaction. With more women wanting to be a part of this, the digital community has helped transform its members into successful entrepreneurs.

Innovation@Covid-19 – 5

INITIATIVE	**First Bell Digital Classes**
ORGANIZATION	**Kerala Infrastructure and Technology for Education (KITE), Govt of Kerala**
FACEBOOK	**NA**
TWITTER	**NA**
WEBSITE	**www.kite.kerala.gov.in/KITE/firstbell/**
LOCATION	**Kerala, India**

After the lockdown due to the Covid-19 virus, Kerala Infrastructure and Technology for Education (KITE), Govt. of Kerala rolled out digital classes as First Bell Digital Classes for students from all socio-economic and geographical backgrounds through the states popular educational channel – VICTERS within a span of 2 weeks.

The existing digital infrastructure was utilised in addition to social media channels to broadcast the content curated by the teachers' network. Considering the students who are deprived of televisions or laptops, KITE was able to use available ICT equipment to ensure equal access to all.

The otherwise cancelled classes now experienced an effective and innovative comeback allowing for the education in Kerala to reach all in multiple vernaculars including regions such as Idukki, Palakkad, and Kasaragod.

INITIATIVE	Rising to the COVID Crisis
ORGANIZATION	National Digital Library of India
FACEBOOK	@NDLIndia
TWITTER	@NDLIndia
WEBSITE	www.ndl.gov.in
LOCATION	West Bengal, India

WINNER

'Rising to the COVID Crisis' is an initiative of the Government of India that was started during the pandemic to make digital educational resources freely available at a scale to learnings of all levels and disciplines across the country.

By providing learners with a curated collection of school and undergraduate learning resources for 'study at home', allowing users to generate and execute research, an online bank of JEE questions and guides, and a collection of reference materials pertaining to CBSE.

To raise awareness, the initiative used LinkedIn and Twitter, and for organising, promoting, and live-streaming numerous stakeholder interactions including webinars with education institutions across India – Facebook and Instagram were used.

The initiative has reached 16.5 million on social media with 0.3 million engagements, 1.7million impressions, and directed NDLI's focus to service-based as opposed to repository-based.

The initiative has reached 16.5 million on social media with 0.3 million engagements, 1.7million impressions, and directed NDLI's focus to service-based as opposed to repository-based

Innovation@Covid-19 – 5

INITIATIVE	**Youngistaan Foundation's COVID - 19 Relief Support**
ORGANIZATION	**Youngistaan Foundation**
FACEBOOK	**@younghyd**
TWITTER	**@YoungistaanFDN**
WEBSITE	**www.youngistaanfoundation.org**
LOCATION	**Telangana, India**

Youngistaan Foundation's COVID - 19 Relief Support leveraged social media platforms to announce, campaign, and engage people to contribute and provide on-ground relief to the vulnerable citizens.

By partnering with State Police, Municipalities, Ministry of Revenue, Civil Society Organisations, Individual donors, Corporate Organisation and others — Youngistaan Foundation provided — help to senior citizens to acquire essential items, responded to rising food insecurity, organised live digital events to reduce the impact of mental-health crisis amongst the youth, ensure education equity, and created a process to efficiently donate or request plasma.

The needs of migrants, daily wage workers, homeless people, and other underserved communities of Hyderabad were attended by distributing nutritional kits containing essential items such as rice, oil, soap, sanitary pads, etc. to 14,254 families. Moreover, the migrants were provided over 30,000 packets of bread and assisted the transgender community with employment while providing more than 380 nutritional kits.

elixir
giftinglives

INITIATIVE	Ahmedabad Fights Corona
ORGANIZATION	Elixir Foundation
FACEBOOK	@ElixirIndiaOrg
TWITTER	@ElixirIndiaOrg
WEBSITE	www.ElixirIndia.org
LOCATION	Gujarat, India

FINALIST

'Ahmedabad Fights Corona' is the collaborative effort of six organisations mobilised by Elixir Foundation to organise a fund-raising campaign and provide relief aid to daily-wage earners, migrants, and others who are not in the ambit of the PDS system.

Elixir Foundation employed social media platforms such as Twitter, Facebook, Instagram, and E-mail to create awareness, crowdsource funds and share the outcomes of the initiative through the dedicated hashtag – #AhmedabadFightsCorona.

The six organisation together were able to distribute over 10,000 ration kits to 40,000 individuals, served more than 4 lakh meals, 2,000 plus face shields, and 7,500 PPE kits. Furthermore, crowdfunding received more than INR. 25 lakhs and INR. 45 lakhs of donation in kind.

10,000 ration kits
40,000 individuals
4 lakh meals
2,000 plus face shields
7,500 PPE kits
INR. 25 lakhs and
INR. 45 lakhs of donation in kind

Innovation@Covid-19 – 5

FINALIST	**INITIATIVE** FACTCHECK portal **ORGANIZATION** Digital Media Wing, ITE&C Dept., Government of Telangana **WEBSITE** www.factcheck.telangana.gov.in **LOCATION** LTelangana, India

With the spread of fake news and misinformation campaigns surrounding Covid-19, the World Health Organisation (WHO) suggested the rise of an 'Infodemic' leading to confusion regarding the virus and the efforts of the Government.

The initiative of Digital Media Wing, ITE&C Dept., Government of Telangana is 'Factcheck Portal' to combat fake news by debunking misleading stories on Covid-19 vaccine and treatments, misrepresentation of facts on Lockdown and guidelines, hateful, vengeful stories to vilify religions, religious beliefs, stories that could potentially pent-up communal passions, stories to defame the government, and unscientific/harmful methods to provide relief from Covid-19.

Through social media applications such as Facebook, Twitter, and YouTube, information was disseminated and state authorities created official channels on the platforms to provide regular updates. This allowed the citizens to have a credible source of information and almost 1.5million users visited the portal for information while maintaining the communication channels between government and citizens.

1.5million users visited the portal for information

SOCIAL NETWORKS for PUBLIC GOOD

Social Commerce, Crowdsourcing and Crowd Funding -04

INITIATIVE	**Be For Bengal Initiative By Sourendro-Soumyojit**
ORGANIZATION	**Verb Stories**
FACEBOOK	**@verbstories**
TWITTER	
WEBSITE	**www.verbstories.com**
LOCATION	**West Bengal, India**

'Be For Bengal' was a digital campaign on Facebook involving only donors to raise money for the affected 4.5 million population of Sundarbans due to Covid-19 and Super Cyclone Amphan. The UNESCO World Heritage Site holds a population of small agriculturists, fishermen, honey gatherers, etc. The singer-performer duo – Sourendro-Soumyojit hosted a closed group Facebook live concert to raise money from donors by advertising and paid promotion on YouTube, Instagram, and Facebook.

The Facebook fundraiser with 30 artists from all over the country was able to collect INR 6,34,245 with 1,500 attendees

The initiative has reached 16.5 million on social media with 0.3 million engagements, 1.7million impressions, and directed NDLI's focus to service-based as opposed to repository-based

INITIATIVE	**Home School**
ORGANIZATION	**Thinksharp Foundation**
FACEBOOK	**@ThinkSharpFoundation**
TWITTER	**@ThinkSharpFound**
WEBSITE	**www.thinksharpfoundation.org**
LOCATION	**Maharashtra, India**

The initiative – 'Home School' of Thinksharp Foundation is implementing homeschooling models in rural India by providing necessary digital equipment to students and enabling a continuous source of education through the pandemic.

Thinksharp Foundation introduces the model first in Z.P.School, Ghore Budruk village, Pune, where all 70 students of class 4th to 7th standard will be provided educational tables with the ability to connect with teachers, access 1,500 non-academic books, and other educational applications. Moreover, the initiative aims to cover the entire academic syllabus as per state using the multimedia format and reduce drop-out rates.

Home School is currently benefitting 110 students regularly participating in online sessions with the ability to manoeuvre the speed of learning in rural India.

Social Commerce, Crowdsourcing and Crowd Funding -04

ASSOCIATION OF MUSLIM PROFESSIONALS
STRIVING FOR PEACE AND PROGRESS

INITIATIVE	**#Feed5000Families - AMP's Mission of feeding Poor and Needy!**	**FINALIST**
ORGANIZATION	**Association of Muslim Professionals (AMP)**	
FACEBOOK	**@ampindia.org**	
TWITTER	**@AmpIndia**	
WEBSITE	**www.ampindia.org**	
LOCATION	**Maharashtra, India**	

#Feed5000Families is a nation-wide campaign of Association of Muslim Professionals (AMP) on the first crowdfunding platform of India – Zakat. In the collective fight against the Covid-19 virus, the mission of AMP is to collect donations and transform them in the form of food parcels to the affected people in all cities. The organization is supported by local on-ground NGO's to identify the families in requirement and provide them with ration and food packages.

The effort #Feed5000Families broadcasted the message through Facebook, Instagram, LinkedIn, Twitter, YouTube, and mobilised more than INR 37 lakhs while distributing over 3,000 ration kits across 100 plus urban and rural cities.

FINALIST

INITIATIVE	**Rare and precious The basic motive of NAAYAAB**
ORGANIZATION	**Naayaab**
FACEBOOK	**safura.hameed.5**
TWITTER	**NA**
WEBSITE	**NA**
LOCATION	**Jammu & Kashmir, India**

Naayaab

Naayaab's initiative is to revive the lost art of calligraphy by using hand-made 3D concepts new to both art and calligraphy. By producing the handmade raw material, the effort minimizes the use of tools and enhances the detailing with hands.

Naayaab uses the social media platform to deliver handmade, customised 3D calligraphy, art, paintings and more depending on the requirement of the customer and in addition, offers to teach the skill digitally.

Naayaab's initiative is to revive the lost art of calligraphy by using handmade 3D concepts new to both art and calligraphy

INITIATIVE	My-e School - Watch, Learn and Grow
ORGANIZATION	Pratham InfoTech Foundation
FACEBOOK	@PrathamInfoTechFoundation
TWITTER	@PrathamInfoTech
WEBSITE	www.pif.org.in
LOCATION	Maharashtra, India

WINNER

'My-e School - Watch, Learn and Grow' is the initiative of Pratham Info-Tech Foundation to share expertise and resources to enable access to online learning while minimizing the impact of the Covid-19 virus on the education of the students. Through the project Digital Sakshar, the initiative aims to disseminate free content, initiate self-learning through YouTube, ensure involvement by continuous assessment, and provide a certificate to the students.

Pratham InfoTech Foundation utilizes WhatsApp Groups to facilitate the link of the activity and assignment, YouTube to host and disseminate 20 - 30 minute videos sharing information on the topic, and Facebook to amplify the awareness campaign.

Digital Sakshar's My eSchool content is currently available in 24 states and 2 Union Territories with approximately 10 million children engaged in the learning process both directly, and in the partnership with the Government of Maharashtra and Bihar through Diksha and Television and Radio platform.

FINALIST	INITIATIVE	**'iHERITAGE'**
	ORGANIZATION	**Patiala Foundation**
	FACEBOOK	**@Patialafoundation**
	TWITTER	**@Ravee1313**
	WEBSITE	**www.patialafoundation.org**
	LOCATION	**Punjab, India**

'iHERITAGE' is the effort to motivate the people of Punjab to engage with their heritage through engaging activities and create awareness about the culture. Patiala Foundation aims to achieve this by guiding the general public and students through various eras of history and sensitize them by developing a sense of belonging. Moreover, the project has signed an MOU with PHTPB for promoting tourism and heritage walk routes across the state.

Through Facebook, YouTube and Instagram, iHERITAGE campaign is uploading interactive audio-visual content to a global audience while also organising numerous walks through heritage sites such as Ghuram and Dargah Panj Peer to raise heritage awareness and conservation.

'iHERITAGE' is the effort to motivate the people of Punjab to engage with their heritage through engaging activities and create awareness about the culture

INITIATIVE	**#TheSportsEdit**
ORGANIZATION	**Feminism In India and The Bastion**
FACEBOOK	**@feminisminindia**
TWITTER	**@FeminismInIndia**
WEBSITE	**www.feminisminindia.com**
LOCATION	**Delhi, India**

FINALIST

#TheSportsEdit is the effort to educate and inform the audience about how sports is an exclusionary field, restricting its benefits to cis-gendered male athletes while outcasting other genders, socio-economic classes, and regions.

Feminism In India and The Bastion addresses the issues on the topics like Sports to bridge social gaps, the playground as a site for harassment, the problematic gender binary in sport, access to playgrounds and sport participation, and the plight of women athletes with reporting sexual harassment.

Social media platforms have been leveraged in the process with Instagram taking a personal approach, Facebook allowing to reach the age group of 18-24, and Twitter increasing the ability to engage and to reduce the barriers to interdisciplinary narratives on sport in India while opening up spaces for more intersectional conversations on the topic.

Feminism In India and The Bastion addresses the issues on the topics like Sports to bridge social gaps

GRAND JURY MEMBERS

The Grand Jury for the 7th edition of the Social Media for Empowerment Award was successfully held on March 23, 2021 in a virtual mode. This year, we have received a total of 145 nominations across 7 categories. Out of which, 28 entries were selected after the first round of screening for the final evaluation by our Jury members. A panel of 8 Jurors deliberated, voted, and shortlisted the filtered nominations for Winners and Special Mentions.

The list of Winners and Special Mentions will be announced on May 21, 2021 through our websites and social media.

SOMA KATIYAR
EXECUTIVE CREATIVE DIRECTOR, BBC MEDIA ACTION

Soma uses the power of big ideas to create communication solutions that have social impact in her role as Executive Creative Director at BBC Media Action, India.She has worked extensively on HIV, gender, maternal and child health and sanitation.She has helped shape world-class innovations in mHealth, and has created the first ever android based mobile game on gender stereotyping called 'Nugget' and led a successful social media initiative on gender and sanitation with unique strategy and proven results.Her work has won several awards at various national and international platforms such as Cannes, Abbys, the Festival of Media at Valencia, Global Health Awards, Vodafone for Good and GSMA for Good Awards, Laadli & SM4E.

POOJA PANDE
HEAD OF STRATEGY, CHAMBAL MEDIA

Pooja Pande is a writer & editor with a passion for intersectional feminist revolutions that led her to Khabar Lahariya in 2017, where she worked in editorial, outreach, and partnerships. Currently, Pooja heads Strategy at KL's mothership, Chambal Media.
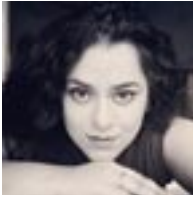
NAZIA ERUM

Nazia Erum is the author of the critically acclaimed book, 'Mothering a Muslim' and was named amongst the Stand-out Voices for 2018 by the Telegraph and in the Women Change-makers of 2018 by Mid-Day. She has actively sought to give voice to anti-bullying campaigns as well as inter-faith harmony. Her work finds mention in the BBC, The Guardian, Le Monde, Washington Post among other national and international media. Her work includes storytelling for change to create an enabling environment for effective policy, programme and legislation.

LEENA KEJRIWAL
FOUNDER MISSING LINK TRUST

Leena Kejriwal is a photographer and social artist based in Mumbai and Kolkata. A brand ambassador for Fuji India, in 2014 she founded The Missing Project, a campaign against sex trafficking and slavery with the single purpose of creating mass awareness. Her approach to creating social impact by making the public a catalyst against trafficking through art and (inter)active technology makes The Missing Project a game-changer in the anti-trafficking domain. Kejriwal has been honored with multiple awards and accolades for her unique artistic take on this grave social issue.

ANUBHUTI YADAV

Prof. Anubhuti Yadav is Head of the Department of New Media and Course Director of Advertising and Public Relations Course at Indian Institute of Mass Communication. She teaches New Media, Data Journalism and Advertising & Public Relations. She is the co-author of Indian edition of Media Literacy: Key to interpreting media messages book developed under Digital International Media Literacy Project. She is currently working on a book on New Media Journalism. She has received Innovative Use of ICT in Education award during the ICT Conclave on Education 2016 organised by DELL, Public Relations Society of India award for Contribution to Mass Communication Education in 2018, Women of Excellence Award by Women Economic Forum (WEF) and Web Wonder Women Award by the Ministry of Women and Child Welfare for using twitter to create awareness on Fake News and Misinformation.

ABHISHEK SHARMA
ASST. GENERAL MANAGER – TECHNOLOGY, JAIPUR RUGS

An Information Technology professional with 15+ years of experience and many ERP Implementations/Mobile App Developments in India and US, Abhishek is currently serving as a catalyst for business solutions, process Improvement through systems evolution, driving new ideas, objectives and development of systems evolution, thus enhances the customer value and customer experience.

UTTAM KUMAR PEGU
ASSOCIATE PROFESSOR, TEZPUR UNIVERSITY

He is currently employed as an Associate Professor in the Department of Mass Communication and Journalism, Tezpur University, Assam. He has taught at St Anthony's College and EFLU, Shillong prior to joining Tezpur University. He has done his doctoral research on 'Information and Communication Technology Implications' at AJK Mass Communication Research Center, Jamia Millia Islamia, New Delhi.He has authored a book titled "E-Governance in India: Concept, Initiatives and Challenges, published by Lambert Publishing House, Germany. He has published articles in both national and international journals. He has also completed projects sponsored by Indian Council of Social Science Research, New Delhi, International Labour Organization (ILO) and National Council for applied Economic Research, New Delhi.

SYED SULTAN. KAZI, PHD

Dr Kazi is a development professional and working in the space of ICT for Development and Social Innovation for over 17 years now. He has worked in various capacities and areas including programme design, development, implementation, assessment, partnership development, fund raising, research, and advocacy. He is currently heading the Council for Social and Digital Development (CSDD), a research, policy organisation for social and digital innovations for sustainable development in North East India. He is also Advisor and Consultant at Digital Empowerment Foundation (DEF), a pan India ICT for development agency. He is serving the Improving Public Library Movement (IPLM) Trust as the Secretary. He is founder of North East Development Foundation (a pan North East India Sustainable Development Agency). Mr. Kazi has few research and published works. He is an MPhil and PhD from the Centre for the Study of Law & Governance, Jawaharlal Nehru University. His hobby is creative and development writing.

DR MADANMOHAN RAO
RESEARCH DIRECTOR, YOURSTORY MEDIA

Dr Madanmohan Rao
Research Director, Yourstory Media

Dr Madanmohan Rao is Research Director at YourStory Media and Charter Member at TiE Bangalore. He is a graduate of IIT Bombay and University of Massachusetts/Amherst, and has given talks and lectures in 90 countries around the world. He is the co-author of NetChakra, with Osama Manzar, Founder of DEF. He can be followed on Twitter at @MadanRao

PARTNERS

Digital Empowerment Foundation aims to connect unreached and underserved communities of India in an effort to bring them out of digital darkness and empower them with information access through last mile connectivity, digital literacy and digital interventions. With the motto to 'Inform, Communicate and Empower,' DEF aims to find sustainable ICT solutions to overcome information poverty in remote and rural locations of India. In an effort to achieve this aim, DEF has adopted a multi-stakeholder approach and a six-fold path to enable communities, governments, schools, civil society organisations and micro-enterprises to avail the benefits of the Information Age. Under this six-fold programme approach, DEF initiates projects in the areas of Access & Infrastructure; Education & Empowerment; Governance & Citizen Services; Markets & Social Enterprises; Knowledge Hub & Network; Research & Advocacy.

The World Summit Award (WSA) is a global activity to select and promote the world's best e-Content and most innovative ICT applications. It offers a worldwide platform for all who value the creative use of ICTs and who are committed to making today's information society more inclusive. WSA was initiated by Austria in 2003 in the framework of the United Nations' World Summit on the Information Society (WSIS) and is organised by a global partner network, coordinated by the International Center for New Media. WSA partners come from governments, private sector and civil society in over 178 UN member states.

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