SOCIAL MEDIA for EMPOWERMENT
AWARDS 2016

SOCIAL MEDIA

CHANGEMAKERS

Friedrich Naumann STIFTUNG **FÜR DIE FREIHEIT**

The Friedrich-Naumann-Stiftung für die Freiheit is the foundation for liberal politics. It was founded in 1958 by, amongst others, Theodor Heuss, the first German Federal President after World War II. The Foundation currently works in some sixty different countries around the world – to promote ideas on liberty and strategies for freedom. Our instruments are civic education, political consultancy and political dialogue.

The Friedrich-Naumann-Stiftung für die Freiheit lends its expertise for endeavours to consolidate and strengthen freedom, democracy, market economy and the rule of law. As the only liberal organization of its kind world-wide, the Foundation facilitates to lay the groundwork for a future in freedom that bears responsibility for the coming generations.

Within South Asia, with its strong tradition of tolerance and love for freedom, with its growing middle classes which increasingly assert themselves, and with its liberalizing economies, the Foundation works with numerous partner organizations to strengthen the structures of democracy, the rule of law, and the economic preconditions for social development and a life in dignity.

CONTENTS

Osama Manzar
Founder & Director, Digital Empowerment Foundation

When we started this journey of Social Media for Empowerment Awards, social media was on the verge of a revolution. The unbridled energy had begun to manifest its potential. A number of campaigns had gained outreach and prominence through social media. Nirbhaya is one example that is still etched vividly in my memory. Pink Chaddi campaign is another that opened our eyes to the incredible power of social media waiting to be explored.

In the last three years, social media has transformed and grown by leaps and bound. Facebook, Twitter, YouTube, Instagram are no longer names of companies, they have become a part of our vocabulary. And we have had a number of extraordinary examples where social media changed the dynamics of communication. It has seeped itself into our psyche, like senses. Statistics show that an average person has five social media accounts and he/she spends around one hour and 40 minutes on them every day. This means that we spend more than 50 hours a month on social media.

Social media creates a level playing field. It democratises information sharing. The opportunities that were the prerogative of people living in bigger towns and metropolitan cities are no longer limited to them. In fact, I'm delighted to state that most of the entries for Social Media for Empowerment Awards come from smaller cities. Social media has opened the gates of imagination for self-motivated and self-driven individuals in smaller towns and given them wings to explore the potential of their vision.

Having realised this, we conducted Social Media for Empowerment (SM4E) Workshops last year in tier-II and tier-III towns such as Kohima (Nagaland), Itanagar (Arunachal Pradesh), Teri (Uttarakhand), Puducherry, and Jodhpur (Tamil Nadu). We were dazzled by the participants' enthusiasm and thirst to learn more about social media.

When SM4E Awards started in 2013, we had received only 125 entries. In 2014, entries grew to a respectable 161. This year, we received 266 entries, which after internal screening were reduced to 200 nominations — and may I enumerate again that most of these entries were from small towns. Besides, each and every nomination reflected the course that social media is set to take in the times to come.

Social media is an extremely potent tool for community mobilisation, advocacy, citizen journalism and women empowerment. Hence, quite naturally, we received quite a lot of nominations in these categories and we have been delighted by the level of commitment and innovation we have seen in these initiatives. However, categories such as Crowdfunding and Social Apps are not far behind. They are progressing fast, which is evident of the diversification social media is engendering.

Wishberry, our winner in the Crowdfunding category, is already set for big times. It has enabled creative people to realise their concepts and projects through crowdfunding, which may find no takers in the commercial market. It brings like-minded people together to join hands for something they truly believe in. When political situation between India and Pakistan is at its worst, initiatives like Aagaaz-e-Dosti is keeping the flame of hope alive. In the times when ensuring safety of women is such a challenge, Safecity draws girls and women closer to safety.

There are many such examples that speak volumes for the movement which is underway. And as technology evolves, we are evolving along with it in the way we think, perceive, communicate and reach out to one another and the world. If wheel changed the course of history once, we exist in times when history finds a new course by the minute. That's the power of communication and outreach, where everybody is collaborating and contributing, and changing the world they want to exist in for better or worse; but theirs none-the-less.

Ronald Meinardus
Regional Director South Asia, Friedrich Naumann Foundation

Before joining the Friedrich Naumann Foundation for Freedom, I worked as a journalist for many years. I produced radio programmes and enjoyed communicating with an invisible audience over the airwaves.

Communicating with others is a human want, a basic necessity. Never in human history has communication changed as dramatically as in the past few years. We are in the midst of an ongoing revolution. The social media is a part of it.

All spheres of life are affected. Our private lives, the economy and, of course, also politics and the societies we live in. Never before have individuals networked more and at such ease as today. At the same time, the new formats of communication are fanning fissions and societal fragmentation. The relationship between the individual and society has changed — and will continue to change. Social stratification is challenged, and not everyone likes that.

The pace of these changes is without parallel — driven by technological innovations and fanned by greed to control markets and harvest profits.

In hardly any other place on earth, this dynamic is as tangible as here in India, for more than one reason. The technological push is driven by a political leadership who has declared 'Digital India' top priority. Also, India is a treasure trove if it comes to first class IT-managers and engineers. Arguably, the most important driver of the digital dynamics is the singular backlog demand of India's masses. Investors, both local and foreign, are mesmerised by the notion to serve the accumulated needs of hundreds of million Indians who, rather sooner than later, want to connect to the Internet and are willing to spend considerable amount of money in the process. 'Digital India' is a gold mine in which corporate, political and also social interests flow together in a rare manner.

On the way to the digital future, various challenges need to be addressed. Topping the list are the dangers of a growing digital divide and a lack of media literary. If these issues are not dealt with strategically, the digital drivers will miss a historic chance to decrease the many inequalities haunting this great nation.

Social media has the potential to counter inequalities. It gives a voice to the voiceless and marginalised. It works as a social leveller and provides avenues of empowerment.

For me as a liberal, freedom of the individual is the most cherished good: the freer a society, the better the outcome for all citizens. Of course, we need regulations. However, the role of the state should be limited to safeguarding the rules of the game and preventing the creation of monopolies. These are poisons for economic freedom and innovation. What holds true for the offline economy is also valid for the emerging digital ecosystem.

I was honoured to join the Grand Jury and work with esteemed jurors. Together, we did the utmost to select only the best nominations. May this programme be an inspiration for the many other social media initiators who have not applied and are still waiting for the right moment to go online.

Just do it now! There's never been a better moment to get going than today.

THE REMARKABLE EVOLUTION OF SOCIAL NETWORKING PLATFORMS

Nonika Raj Kumar

Head CSR & Sustainability Prgrammes, Canara HSBC
Oriental Bank of Commerce Life Insurance Company

Social media has had a tremendous impact on all aspects of our lives — be it the way we communicate, we teach and learn, or we do business — well almost every aspect of our lives.

The evolution of social networking platforms in the last few years has been truly remarkable, especially when keeping in mind the astronomical rate at which our society and culture are changing. Social media networks have emerged as the most popular haunts on the Internet and offer opportunities for people to re-connect with their old friends and acquaintances, make new friends, trade ideas, share content, form communities, create events, support causes and campaigns, learn about other cultures, stay updated about latest global and local developments and much more, thereby empowering users in multiple ways.

Social media has also promoted transparency and accountability. Professionals are using social media sites to enhance their career and business prospects. Students are collaborating with their peers to improve their academic proficiency and communication skills. Net savvy companies are using social media to accomplish various business objectives and recognise it as a communication platform that facilitates two-way interaction between a company and its stakeholders. They are targeting potential influencers on social media and are advertising their products, thus building customer loyalty. In return, interactions and feedback from customers help businesses to understand the market, and fine-tune their products and strategies.

Further, compared to television advertisements and other expensive forms of marketing, social media presence is cheap and effective in enhancing brand image and gaining popularity.

Sunny Sharma
Co-founder, Foetron

These are exciting times. Social media and its usage in context of developing countries is really pivotal. It has connected people who might be working in the same domain, facing similar challenges but separated by geographical constraints to come together for finding sustainable, scalable and innovative solutions.

The key here is to understand and acknowledge that social media is not a revolution but an evolution of communication medium enabled with technology. But, social media has all the power to create a revolution. I would highly recommend organisations with purpose to really understand what I call an E.V.O.L.V.E framework to create an impact and be sustainable.

Embrace: Social media is really dynamic and will keep on evolving at every moment. One must look for ways to embrace the transformation.

Voice: There might be some noise out there which can be very distracting. To counter it, we must voice our opinions on everything we feel connected too.

Outreach: To build scale, we must start with outreach to influencers and convince them first on the mission. Influencer outreach can also be leveraged to learn and improvise.

Local: There is a well-defined segregation between local versus national campaigns. Being specific to a particular geography will clearly make an organisation more relevant.

Validation: As information access and dissemination medium, one must look to validate the information and correct it in case required.

Educate: Everyone is a student out here and an organisation must work towards educating its audience in the right manner to accumulate and leverage the cognitive surplus of followers.

This is a game-changer for India because there is a lot of untapped potential in far-flung areas of India where the lack of proper infrastructure and access makes it a lot more challenging for organisations to accumulate resources. Nonetheless, infrastructure is improving and there is a lot more exciting things that are happening and will happen which makes it a great time to leverage social media!

SOCIAL MEDIA IS LIKE NUCLEAR,
EITHER USED FOR AFFLUENCE OR FOR DISASTER

Abhishek Kumar
Head CSR, Samsung

Social media has become oxygen for everyone who has access of it. In my view, social media is one of the strongest tools of mass communication for common people, especially in developing countries like India. Social media is not only a mode of spreading news/reports/views faster but also a cost effective tool. Social media has revolutionised many sectors, including the development sector. Reaching the target group has become very easy. NGOs are not only spreading awareness about different kinds of issues like health, education, environment, child labour, poverty, disability, etc. but also generating resources and support to run their social projects. Even small NGOs are using social media to raise funds on a routine basis so are government agencies, corporate houses, donors, consultants and general public.

For innovators and start-ups, social media is certainly a boon which helps in creating awareness, generating ideas and resources.

Social media enhances the ability of poor populations to voice their own concerns and priorities, and publicise their own vision and purpose. Self-advocacy is a form of em-powerment not always delivered through traditional media mode.

Countries where traditional media is controlled by the government, thus lacking in being a public voice, social media is playing a crucial role. Activists, opposition political groups, distressed individuals are using social media to raise their concerns. They are putting pressure on authorities and governments concerned to do the right thing. Today, social media is playing a very important role in influencing policies and decisions of government. Social media is helping the government and business houses in sensing the common people' views regarding their act and are then responding accordingly.

We have seen political and social revolutions despite control of media by influential groups, government/non-government, not only in India but around the world through social media. 'Yes All Women' in USA, 'Umbrella Movement' in Hong Kong and 'Anna Movement' in India are just some of the examples.

Though social media has made a common man a member of the global family, uses of the medium with utmost care is highly recommended.

Some groups and negative elements are using social media for spreading rumours against targeted persons or groups. Sometimes, these rumours even create a regional or national crisis.

We all know that the misuse of social media is not limited to this but its ills have affected school going children as well. There may be a serious threat for our social and cultural values, if social media is not used cautiously. Besides, health hazards can't be ruled out as one of the negative aspects of social Media.

Though there are cyber laws to regulate social media, there seems to be a need for simpler policies and rules to minimise threats for the general public. I believe that awareness about dos and don'ts of social media is most important. Time has come to introduce 'social media' as a mandatory subject in schools and colleges. Last but not least, I believe social media is like a "nuclear" device that can either be used for affluence or for disaster - the choice is yours.

A CATALYST FOR BRINGING IN EQUALITY

Dr. Falguni Vasavada
Associate Professor, Mudra Institute of Communications (MICA)

Social media has truly arrived! From being the platform that everybody questioned and critiqued to emerging as a platform for so many people to converse and learn, it surely has made a mark and em-powered all its users in different ways. I am a true believer in the power of digital and social, and truly agree that social media has opened up avenues which were unknown earlier to many. It has been a catalyst in bringing in equality through empowerment. Facebook has created business opportunities for many women entrepreneurs and LinkedIn has facilitated networks.

Women have started selling indigenous recipes, designer wear, jewellery and what not from anywhere to anywhere, globally. For example, 'ItsPotluck' is a mobile app that brings homemakers on their app to helps them package and sell home-cooked food. This, in a way, empowers homemakers who would have never imagined that their cooking skills and traditional recipes could get them financial security! There are many more such apps and pages for parenting, personal hygiene, safety, commuting and fashion, among others, that are a blessing for users.

For brands, social media has proved to be the most potent medium to connect with young consumers who are swiftly moving away from traditional mediums like television and print. So, social media, in a true sense, has been a goldmine for brands targeting youth. It not only helps them reach out to the relevant audiences but also proves to be a great platform to garner consumer feedback. Social listening is tremendously helping brands in understanding their target markets, assessing the need gaps, creating the right content and getting unbiased and immediate feedback on their products, services and communication efforts. Big data and analytics is helping brands push the right kind of information to the right target group.

For consumers, these social media networks create an opportunity to interact with peer groups, obtain feedback and talk straight to the brand team without any intermediary. And this power, that is in the hands of the consumers, has empowered and escalated their position in the eyes of the organisations because now brands know the power and reach of the consumers' word of mouth. This is one of the reasons why I strongly feel that social media is an equaliser and it gives equal opportunity to people from different positions, thereby creating a balanced power position.

Overall, I do believe that everything and anything comes with its plus and minuses and, hence, its upon us as to how we utilise the platform to our advantage. But I see social media as the mainstream media of future, which will continue to empower people in different ways!

SOCIAL MEDIA IS GOING TO CHANGE EVERYTHING, AND FOR BETTER

Rahul Nainwal
Co-founder, India Fellow program

In my opinion, social media is one the best things to have happened in the last 10 years or so. It has given voices to the voiceless. At the same time, I feel empowered to share with a larger audience what I feel or do. This was virtually impossible earlier unless you were a hot shot editor or a prime time anchor. Imagine sharing your opinion on an editorial or a government policy before social media arrived. You possibly could not debate or discuss. Flow of information was one way. Now, with social media, it is multidirectional and can be done with a click of a button or a touch. We have also become producers of content and opinion instead of being just mute spectators or readers. My sense is, as more and more people get comfortable with the tool, many more interesting things will happen. People will use it for collective action or solve local problems or even form interest groups and generate livelihoods. Social media use has virtually no limits. For instance, there is a sharing economy group on facebook where people give away things for free. Another facebook group organises people to eat healthy and buy directly from farmers. You share a picture of a public problem or tweet about it, and sometimes help is on your way. I feel that in the coming 10 to 15 years, social media is going to change the way we do everything and for better.

Total Entries 266

Total Nominations after Pre-Screening 200

Total Nominations after 1st round of Grand Jury Process 60

Total Nominations after Virtual Jury 80

NOMINATION STATISTICS

Winners 19

04 Special Mentions

Country Wise Entries

266

Afghanistan	02
Bangladesh	05
Bhutan	03
India	230
Nepal	05
Pakistan	19
Sri Lanka	02

Country Wise Finalists

37

India	30
Nepal	01
Pakistan	03
Sri Lanka	01

Category Wise Winners

19

Online Safety	02
Women Empowerment	03
Social Commerce & Enterprise	01
Citizen Journalism	02
Community Mobilisation	02
Communication, Advocacy & Development Activism	03
Social Apps	01
Public Relations	02
Crowdfunding	03

Category Wise Special Mentions

04

Social Commerce & Enterprise	01
Community Mobilisation	01
Communication, Advocacy & Development Activism	01
Crowdfunding	01

Category Wise Entries Breakup

266

Online Safety	10
Women Empowerment	49
Social Commerce & Enterprises	18
Citizen Journalism	13
Community Mobilisation	55
Communication, Advocacy & Development Activism	62
Social Apps	18
Public Relations	14
Crowdfunding	16
Social Games & Entertainment	11

Category Wise Finalists

37

Online Safety	02
Women Empowerment	06
Social Commerce & Enterprise	04
Citizen Journalism	02
Community Mobilisation	07
Communication, Advocacy & Development Activism	05
Social Apps	05
Public Relations	03
Crowdfunding	01
Social Games & Entertainment	02

Winners 19

ONLINE SAFETY - 02
The Cyber Blog - India
Chhattisgarh Infosec Society - India

WOMEN EMPOWERMENT - 03
Breakthrough - India
My Choices Foundation - India
Red Dot Foundation - India

SOCIAL COMMERCE & ENTERPRISE - 01
Karnataka State Road Transport Corporation - India

CITIZEN JOURNALISM - 02
Shramik Bharti - India
OurKPK.com - India

COMMUNITY MOBILISATION - 02
Annakshetra Foundation Trust - India
District Administration Kozhikode - India

COMMUNICATION, ADVOCACY & DEVELOPMENT ACTIVISM - 03
Aangan Trust - India
CHILDLINE India Foundation - India
The Catalyst – TC - Pakistan

SOCIAL APPS - 01
Hyderabad City Police - India

PUBLIC RELATIONS - 02
Indian Institute of Management, Rohtak - India
Uttar Pradesh Tourism Department - India

CROWDFUNDING - 03
BitGiving - India
Wishberry.in - India
Transparent Hands - Pakistan

04 Special Mentions

SOCIAL COMMERCE & ENTERPRISE - 01
Desta Global - India

COMMUNITY MOBILISATION - 01
Agni Foundation - India

COMMUNICATION, ADVOCACY & DEVELOPMENT ACTIVISM - 01
Goonj - India

CROWDFUNDING - 01
Puppetica Media - India

Finalists

ONLINE SAFETY – 02
Pavan Duggal Associates, Advocate - India
Cyber Peace Foundation – India

WOMEN EMPOWERMENT – 06
Lenovo - India
FeminismInIndia.com - India
Sayfty - India
Centre for Social Research - India
Everymedia Technologies Pvt. Ltd. - India
Department of IT & Electronics, Uttar Pradesh - India

SOCIAL COMMERCE & ENTERPRISE – 04
Shradhanjali.com - India
DRUKSELL - Bangladesh
Bamboo House India - India
Khamir Craft Society - India

CITIZEN JOURNALISM – 02
The Viewspaper - India
Department Of Information Technology & Electronics - India

COMMUNITY MOBILISATION – 07
Azaad Pakistan - Pakistan
The Leprosy Mission Trust India - India
Fisheries & Animal Resources Development Department, Government of Odisha - India
Panjab Digital Library - India
StoryCycle - Nepal
Association of Muslim Professionals - India
Pratham Books - India

COMMUNICATION, ADVOCACY & DEVELOPMENT ACTIVISM – 05
Menstrupedia - India
WWF - Pakistan
Department Of Information Technology & Electronics - India
Wadhwani Foundation - India
Webcontxt - India

SOCIAL APPS – 05
IFFCO Kisan Sanchar Limited - India
Police Commissionerate, Bhubaneswar-Cuttack, Odisha - India
Eckovation - India
LateraLogics Innovations LLP - India
Kheti-Badi - India

PUBLIC RELATIONS – 03
Asiatic Public Relations Network (Pvt.) Ltd. - Pakistan
All India Institute of Medical Sciences - India
Maitrimanthan Sansthan Udaipur - India

CROWDFUNDING – 01
Bhutan Media Foundation - Bhutan

SOCIAL GAMES & ENTERTAINMENT – 02
The Boxx Studios - India
Sangeethaya.lk - Sri Lanka

Social Commerce & Enterprise

Community Mobilisation

Social Games & Entertainment

Crowdfunding

Online Safety

Public Relations

Social Apps

Women Empowerment

Communication, Advocacy & Development Activism

Citizen Journalism

Online Safety

This category recognises initiatives taken to improve online safety through social media.

Chhattisgarh Infosec Society

For building awareness about hacking and threat to cyber safety has been recognised by the Grand Jury as a Winner for the year 2016

'Cyber Gyan - India' campaign is an individual initiative taken by Mohit Sahu on behalf of a non-profit organisation called 'Chhattisgarh Infosec Society'. The purpose of this initiative is to fight cybercrime and make the society aware about cybercrime, besides giving an impetus to technical and legal support to people affected by cyber crime. The mission is to promote cyber security awareness, offer self-protection techniques, discuss methods to secure personal information, create awareness about cyber crimes and law, help people reach out to cyber cell, provide an online helpline forum, fight against cybercrime, provide free security consultancy to government organisations.

There are more than 2,43,198,922 Internet users in India, out of which 46 per cent people have faced cyber crime while only 23 per cent are aware about cyber crime. About 3,00,000 cybercrime cases were reported in India in 2015, this statistics was a motivational factor to start the 'Cyber Gyan' campaign.

Cyber Gyan believes that being aware about cybercrime/law and protection techniques is key factor in reducing cybercrime. It targets some local groups, communities and schools to talk about 'etiquettes' (sanskar) but not netiquette (cyber sanskar), so it started taking seminars in schools/colleges and amid other communities.

Being an individual with lack of resources and volunteers, Sahu found social media platforms such as Facebook pages the most expedient way to reach out to people and interact with them or attend their queries.

Mohit Sahu

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N/A

The Cyber Blog India

For creating awareness about cybercrimes and cyber security has been recognised by the Grand Jury as a Winner for the year 2016

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CyberBlog India started as a simple blog in December 2014 with contributions by young cyber professionals to create awareness about the Internet, mobile apps, their hazards and increasing cybercrime. It later became a full-fledged organisation that is now trying to create an impact through online and offline engagements.

The National Award-winning blog — that has published over 130 posts online on different issues spanning across cyber security, law and forensics — has received various accolades, both nationally and internationally. Its dedicated WhatsApp helpline has been perceived very well by denizens all over the country.

Thousands of people have reached the blog with issues they face. It not only provides guidance and counselling but also connects them to the law enforcement agencies concerned. Cyberblog is actively using all social media tools — including Facebook, WhatsApp, Twitter, LinkedIn and Pinterest — to disseminate content and to foster interaction. Posts are published frequently in which issues that are of grave concern such as the intricacy of Internet laws, cyber security and career-related queries are discussed in detail. Besides, workshops on parental control over the Internet, digital wellness and cybercrime awareness are also conducted regularly. So far, about 1,00,000 people have been reached through online and offline platforms in various states of the country, including Uttar Pradesh, Uttarakhand, Himachal Pradesh and Haryana.

Cyberblog believes that the biggest problem faced is not the crime but the lack of knowledge which causes the victim to not even realise what is happening to them, before it is too late. The aim is to oust ignorance and render help to all who need it.

((o)) mBillionth
award south asia 2016

NOMINATIONS ARE OPEN !!!

mBillionth Awards acknowledge the most influential and leading platform to explore. recognise and honour excellence in mobile innovations. applications and content services for development and empowerment across South Asia.

NOMINATION CLOSING DATE
4TH APRIL. 2016

EVENT
23RD JULY. 2016

CATEGORIES

- Health & Well Being
- Culture & Tourism
- Government & Citizen Engagement

- Media & Entertainment
- Business & Commerce
- Learning & Education

- Agriculture & Environment
- Inclusion & Empowerment
- Smart Settlements & Urbanization

APPLY NOW

- Individuals/Students
- Entrepreneurs
- App developers/Innovators
- Industry (Private Sector Companies/Corporates)

- Academician and Academic institutions
- NGOs
- Governments

Women Empowerment

This category acknowledges those social media practices that break the stereotypical image of women and highlight women related issues to find a solution and a way to their empowerment.

Breakthrough

Breakthrough is a human rights organisation seeking to make violence and discrimination against women and girls unacceptable. It uses the power of arts, media, pop culture and community mobilisation to inspire people to take bold actions to build a world in which all people live with dignity, equality and justice. Breakthrough's new campaign against sexual harassment in public spaces emerges from the need of girls who feel unsafe waiting alone for a bus or while boarding one alone. The campaign aims at asking common people,"What have you done to respond to sexual harassment?"

Just having well-lit bus stops or information about helpline numbers or police presence is not enough to stop sexual harassment until and unless people who occupy these spaces intervene and send a strong message that sexual harassment will not be tolerated. Through on-ground activation and digital platforms, the aim of this project is to empower women to talk about sexual harassment and sustain the conversation through social media.

The initiative uses social media to spread awareness about sexual harassment and combat the perception that women who have been assaulted were "asking for it". For example, by using "#AskingForIt", Breakthrough attempts to clarify what women are actually asking for — freedom to travel safely at night — and what they are not asking for — sexual harassment in any form. By empowering women to share their stories, social media has been used to spread awareness about what legally constitutes as sexual harassment, and how bystanders can help prevent it.

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My Choices Foundation

*For persistent campaigns against domestic violence and child sex trafficking
has been recognised by the Grand Jury as a Winner for the year 2016*

Hannah Norling

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www.mychoicesfoundation.org

N/A

N/A

My Choices Foundation is an innovative NGO working to end domestic violence and trafficking of girls for sexual exploitation in India. It does this through two key initiatives: Operation Peace Maker and Operation Red Alert. My Choices Foundation aims to give women, children and families choices to live a life free from violence, abuse and exploitation.

It aims to see the transformation of India into a safe, peaceful, and encouraging place for women and girls by empowering women and girls with the awareness, education, and support that they need to become their own change agents.

It tries to achieve its motive by:
- Empowering women and girls to become change agents in their own families and communities
- Educating women, girls, families and communities that are at possible risk
- Providing free, grassroots support to victims and their families.

My Choices Foundation leverages social media for three primary causes:
- Generating awareness on the reality of domestic violence and human trafficking among the general Indian public
- Adding to the national narrative on these issues and creating hope by telling stories of transformation
- Changing mindsets so that respect for women and girls becomes a common priority, and taking action to end violence and exploitation of women and girls becomes a normal and expected action

Till date, My Choices Foundation's most successful social media initiative has been 'Respect 2 Protect', a two-phase viral campaign featuring India's favourite cricketers like MS Dhoni, Virat Kohli, Suresh Raina, Ravi Shastri and Ambati Rayudu.

Red Dot Foundation

For using crowd-mapping technology for identifying unsafe spaces for women in the city has been recognised by the Grand Jury as a Winner for the year 2016

Red Dot Foundation aims to crowd-map sexual violence in public spaces by conducting awareness workshops for different age groups on sexual violence and legal rights. Red Dot Foundation's initiative Safecity is a platform that crowdsources personal stories of sexual harassment and abuse in public spaces to make public spaces safer and equally accessible to all, especially women and children, through data, technology and community mobilisation.

Safecity consists of several ways through which women or girls can connect with each other on the issue:

Crowd-map: People can share their stories anonymously by providing details of what happened, where and when. This information then gets aggregated as 'hotspots' on a map indicating location-based trends. People use the comments section to offer advice or show solidarity.

Data from site: Data collected from the site is then used to undertake local campaigns to find neighbourhood solutions. For example, police in Mumbai, Delhi and Goa receive a data file every month on location-based trends. In a Mumbai suburb, the police even changed their beat patrol timings based on our data.

Workshops: Workshops are regularly organised for different age groups and demographics to educate them on the issues, laws and personal rights surrounding safety and harassment, besides challenging cultural norms and attitudes.

Social media: Social media is used as a tool for advocacy, to create awareness about sexual violence and the legislation available for redressal, for reporting, for seeking help and to connect people on the issue.

Since December 26, 2012, Safecity has collected over 8,500 stories from over 50 cities in India, Kenya, Cameroon and Nepal. Over 5,000 people have attended its workshops on sexual violence awareness and legal rights.

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CATEGORY

Social Commerce & Enterprise

This category is dedicated to recognising those pioneers who are using social media to attract large audience and leveraging them for their socio-commercial products and services.

Karnataka State Road Transport Corporation

For innovative use of technology in ensuring passengers' convenience has been recognised by the Grand Jury as a Winner for the year 2016

Karnataka State Road Transport Corporation (KSRTC) in its 55 years of journey stands best among the state road transport undertakings in the country, having 8,419 buses with a staff strength of 37,831 employees serving 26.5 lakh passengers, covering 27.1 lakh kms per day and spreading its bus network to seven neighbouring states and earning average daily revenue of Rs. 8 crores.

AWATAR - Any Where Any Time Advance Reservation System is the first state road transport undertaking in India to have a Web-based passenger seat reservation system. It has facilitated bookings of over 25,000 seats and 2,000 tickets daily through a mobile application with revenue accounting for more than 20 per cent. It supports 3,000 concurrent users and is scalable up to 5,000 concurrent user on demand basis. Passengers can book the ticket, including for return journey and plan their journey well in advance.

Booking at counters/franchisees:
• KSRTC operating counters: 121
• Private franchisee: 601 (Karnataka, Tamil Nadu, Kerala, Puducherry, Telangana, Andra Pradesh, Maharashtra, Goa)
• Master franchisee: BangaloreOne, MobileOne

Karnataka State Road Transport Corporation was bestowed with 'Award of Excellence' for six years in a row by the Ministry of Urban Development, Government of India, taking the total tally of awards for KSRTC to 100. Among these 100 were the National Public Transport Innovation Awards from ASRTU (Association of State Road Transport Undertakings), National e-Governance Award, National Transport Excellence Award, Geentech HR Excellence Award, Karnataka's Best practice Award, India Bus Awards and Rajiv Gandhi National Quality Award, among others.

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Desta Global

*For their holistic efforts towards improving the livelihood of farmers in the country
has been recognised by the Grand Jury as a Special Mention for the year 2016*

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DestaGlobal is a social enterprise with the goal of improving livelihood of farmers in rural India, by providing them with information, innovation and technology. With this in mind, in March 2015, Desta started DestaTalk — an online/offline initiative tasked with fulfilling the information and knowledge needs of farmers.

DestaTalk provides timely and relevant information, education and news on agriculture and agri-business in local language. Farmers have appreciated our efforts, and within one year we have signed up over 20,000 farmers all over Maharashtra.

The platform operates an online portal to communicate directly with farmers. Its in-house team of agro-experts creates informative posts about crop schedules, nutrition, diseases, livestock management and sustainable agriculture. Every week, five to seven original and curated articles are posted on our website.

To reach the target market, Desta Global primarily uses WhatsApp, Facebook and Twitter, besides SMS and a telephony platform (awaaz.de), to post agricultural articles, infographics and tips on better farming.

In May 2015, DestaGlobal conducted an online photography contest to find out the reach of mobile and Internet in rural India. The farmers submitted agriculture-related photographs, and the winners were selected based on the number of votes each photograph got. This event was a great success and saw widespread participation from all regions of Maharashtra.

It also periodically conducts farmers' meet and product demos (DestaMela) for which it invites agro-experts to discuss issues faced by farmers. Its goal is to build an all-India online community for farmers to share their experiences, discuss issues and get expert solutions.

ngo

.NGO for Nonprofits

To make NGOs digitally empowered along with making them trusted and validated globally, a new top level domain was launched exclusively for non profits. With the launch of this revolutionary tool, we are excited to get all our network organizations on .NGO domain to gain Global trust and Visibility. .NGO is not just a domain; it is the future Currency for NGOs to earn the reputation of a Validated NGO in the ever crowded digital space.

ENGO | Your Public Interest Registry | DEF

CATEGORY

Citizen Journalism

This category acknowledges initiatives of open media enthusiasts who use social media platforms as a channel to broadcast the views, real time stories and pictures that rarely make it to the mainstream media platforms.

Shramik Bharti

For empowering citizens and creating awareness community radio has been recognised by the Grand Jury as a Winner for the year 2016

'Waqt ki Awaaz' community radio was promoted by Shramik Bharti in October 2009 in Bairi Dariyav village of Maitha block in Kanpur Dehat district of Uttar Pradesh. Formal broadcasting started on September 24, 2013. Waqt Ki Awaaz is working as the community's own medium of communication for dialogue, information and knowledge sharing, and citizen action for empowerment, equity and equality.

Unlike commercial and public sector broadcasters, Waqt Ki Awaaz is uniquely placed in the community. All its producers, grameen reporters, artists and musicians are from the local community itself. Waqt Ki Awaaz provides space to their talent and identity. Programmes are produced in local dialect in order to establish better relationship with the community. As a result, the community feels a closer association and ownership towards the radio, and contribute by sharing their experiences, stories, view, songs or monologues through the radio programmes.

The programmes of Waqt Ki Awaaz reach out to a population of more than 3,00,000 people in about 300 villages. Our listeners includes men, women, children and elderly. Among them are students, artists, shopkeepers, vendors, farmers, cattle rearers, disabled persons and transgenders, among others.

Waqt Ki Awaaz community radio station is striving to become a platform for its listeners to showcase their talents. We bring in views of the mainstream and also of the marginalised to make an inclusive society with everyone contributing, sharing and enjoying equally. We want to be part of the change our listeners want to see in their lives.

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N/A

OurKPK.com

For creating the largest web portal in Khyber Pukhtunkhwa for round-the-clock news & updates has been recognised by the Grand Jury as a Winner for the year 2016

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The portal focuses on various issues of the Khyber Pakhtunkhwa province such as education, social awareness, politics, events and expo. The overall and vivid objective of the initiative is to make people aware about what's happening around them at a time when 3G/4G network is rapidly covering the market of online communication, giving everyone a smooth access to technology.

OurKPK.com has a list of testimonials submitted by key persons of the society including ministers, public figures and politicians. Students around the country have participate in various posts/threads and appreciate the efforts of our team.

A team of dedicated social media enthusiasts work 24/7 to update the portal and its social media accounts. The project has delivered a high quantity of quality content in the past two years. It has collected more than 2,000 stories/news updates on various social media accounts and website. Keeping in mind the quality of the content, the team posts only genuine and authentic updates.

OurKPK.com has a pre-defined strategy for bringing its start-up to the top in the local market through measures such as dedicated time frame for posting on various social media accounts. It enhanced the professional and social life of its members by providing up-to-date information in the form of text, video and pictures, and exercised caution to ensure they do not fall victim to online dangers. The portal, which was launched in 2013, had 2,48,000 'likes' on Facebook by the end of 2015.

CHANDERIYAAN
Integrated Digital Cluster of Chanderi Weavers

www.chanderiyaan.net

It is not only a brand identity in itself, but also a bridge that connects you to your own self conciousness.

Chanderiyaan

A model cluster-based initiative by Digital Empowerment Foundation for Chanderi weavers that fuses technology with traditional skills

CATEGORY

Community Mobilisation

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

Annakshetra Foundation Trust

For using its online presence to share leftover food at ceremonies with the poor and needy has been recognised by the Grand Jury as a Winner for the year 2016

Annakshetra collects leftover food from ceremonies/functions and makes it available to those in need through a network of volunteers. It is the first-of-its-kind platform in India, which has taken up an initiative towards 'Zero Food Wastage'. Its motive is that highest priority should be given to reduce food wastage. In brief, Annakshetra believes in a people's programme where each citizen is an 'Anna Doot' (messenger of food). The donors are mainly restaurant owners, caterers, marriage garden owners and individuals while the food is distributed to people at the bottom of pyramid (labourers, waste workers, etc.). However, the leftover food is only distributed once it has been authenticated and confirmed as "fit" for consumption.

Annakshetra receives information of surplus food on its helpline which is manned 24x7. After the information is received, a van is driven to the location to collect the food, which is then stored in freezers before being distributed. Till date, Annakshetra has fed more than 14 lakh people from the surplus food.

It has launched other similar projects in parallel such as 'Tiffin Annakshetra' and 'The Sustenance Fridge'. For Tiffin Annakshetra, refrigerators have been placed in various school premises so that the leftover from tiffin boxes of schoolchildren can be stored at one place. Under the Sustenance Fridge project, refrigerators have been placed at important places of various localities (such as shopping complex and entrance gates of housing societies) so that whatever is left at home can be placed in these refrigerators. Food from these refrigerators are collected every day and distributed among needy people.

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District Administration Kozhikode

For delivering a wide variety of services through web and social media has been recognised by the Grand Jury as a Winner for the year 2016

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Compassionate Kozhikode is about the culture of sharing — sharing for the betterment of people and places. A plethora of initiatives have been launched in the last 10 months by the Kozhikode district administration in partnership with civil society groups, government agencies and citizens who volunteer to create an authentic and inspirational destination for them to live and invite people to visit and be part of their lives and experiences.

Kozhikode, over the years, has captured the imagination of the public when it comes to its warmth, hospitality and compassion. An often highlighted example of 'Kozhikodan' characteristic is the typical stories of auto-drivers that we hear frequently. The drivers are known for their honesty and hospitality. They are often heard advising passengers to take a public bus because it's one-tenth the price and the frequency is better. Kozhikode has also seen socially responsible youngsters in Palliative Care Units helping ailing patients.

Compassionate Kozhikode is, thus, a platform to celebrate the lives of such people and to bring together like-minded people who can create a holistic destination out of Kozhikode.

The platform's organisational structure is a truly democratic set up. It has a self-managing team of heterogeneous personalities working together towards a compassionate goal. It starts on the premise of "No cash, kindness in kind only" which means that Compassionate Kozhikode doesn't accept cash but acts as a facilitators and matchmaker between the givers and the needy.

Compassionate Kozhikode utilises Web and social media platforms to conceptualisse, design and deliver district administration projects through active dynamic communication with the civil society. Active conversations take place on its Facebook page, which is followed by over 1.6 lakh subscribers.

Agni Foundation

For the courageous relief work during the 2015 Chennai floods has been recognised by the Grand Jury as a Special Mention for the year 2016

Last year's floods in South India, which were a result of heavy rainfall during the annual northeast monsoon in November–December, affected the Coromandel Coastal regions in the states of Tamil Nadu and Andhra Pradesh, and the Union Territory of Puducherry. The city of Chennai was particularly severely affected by these floods. More than 400 people were killed and over 18 lakh people were displaced due to these floods. With estimates of damages and losses ranging from over Rs. 20,000 crore to Rs. 1,00,000 crore, the floods have been billed as the worst disaster in the world to have occurred in 2015, and is among the costliest natural disasters of the past decade, according to disaster management reports.

In an effort to provide basic needs such as food, water and clothing and serve the distressed, dozens of NGOs stepped forward. One such organisation was the Agni Foundation. Founded by Agnishwar Jayaprakash in 2014, this group of 25 core members and 1,500 volunteers submerged in the rescue and relief operations in Chennai.

The power of the social media was tapped and a strong campaign on close to 100 social media platforms was started. The two-month campaign resulted in relief material worth Rs. 818 lakh being distributed across 67 locations in Chennai. Apart from 28 corporates, more than 1,000 individual donors from across the globe contributed the relief materials. Today, even more corporates are joining hands with it in its rehabilitation efforts.

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CATEGORY

Communication, Advocacy & Development Activism

This category recognises the efforts and initiatives that use social media mechanism and platforms as a tool for advocacy, for building opinions and converting them as a tool for development activism.

Aangan Trust

For its #ActNow campaign to help voiceless children found in distress has been recognised by the Grand Jury as a Winner for the year 2016

Aangan Trust is a child protection organisation working towards building safe communities for children. It works in some of the most backward districts across six states with children vulnerable to child marriage, hazardous work, trafficking, violence and abuse. By working with community mothers, who are trained as volunteer child protection workers, to stand up for children, it enables safe communities where children, adults and governments together prevent and respond to the harm that these children face or may face.

#ActNow is a movement to make child protection everybody's business, to encourage and build neighbourhoods where everyone is looking out for and taking action to keep children safe. It aims to make child protection a mainstream issue and not something that people shy away from and leave to 'experts', police or the government.

Aangan Trust has created the 'Are you listening?' video with four different stories addressing four different situations — child sexual abuse, child labour, child marriage and safety in schools. The video was created with support from Social Access and shared on social media platforms and NDTV channel. It continued the campaign with various activities, events and a social media mix of posts to raise awareness on the issues surrounding child protection. On the webpage, the general public can find information on the type of action they can take when they see a child in distress. They can also find stories of every day people who acted on behalf of children in danger. Aangan Trust enlisted support from Indian social media channels with a strong base of followers that talked about child protection and shared powerful stories.

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CHILDLINE India Foundation

For creating a dedicated national helpline number 1098 for missing children has been recognised by the Grand Jury as a Winner for the year 2016

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CHILDLINE India Foundation believes that the notion of child protection needs to be examined and understood beyond the set of policies, legislations and schematic interventions that govern it. It aims to raise awareness and garner support and spread awareness on various child-related issues. Over the past three years, CHILDLINE India Foundation has made a conscious effort to ensure all communication from its organisation is accessible to all children.

CHILDLINE India Foundation's 'I Pledge for Child Rights' — a unique social media pledge and awareness campaign — created a buzz on surrounding issues of child rights and child protection across various social media platforms such Facebook, Twitter and Instagram, besides the CHILDLINE India Foundation website of course.

The campaign focused on the cause in the child rights space. About 43 per cent of India's population of 1.20 billion comprises children below 18 years of age. Of these, 40 per cent or about 200 million are marginalised due to abuse, exploitation, disability, disease, poverty, calamities, etc. About 5 per cent of the Union Budget of the Government of India is earmarked for children, yet child protection is most neglected in the space with less than 0.8 per cent of the budget allocated for it.

The campaign carried out from March 20 to April 1, 2015, encouraged users/followers to actively participate in quizzes and pledge apps to spread the word on child rights, child protection and other CHILDLINE services. The campaign resulted in 1,05,837 engagements, with the total reach hitting 1.4 million people during the campaign period.

The Catalyst TC

For a fine effort in forging friendship across borders of India and Pakistan has been recognised by the Grand Jury as a Winner for the year 2016

The Catalyst, a Pakistan-based registered group of students and young professionals, has been working to develop in the society, especially among youth, critical thinking that would equip them to think and lead for active citizenry, interfaith harmony, peace and social justice. Among the most important projects have been the Aaghaz-e-Dosti, which is a joint initiative of The Catalyst and India-based youth group Mission Bhartiyam.

Started in 2012, Aaghaz-e-Dosti is involved in peace building and conflict resolution by facilitating people-to-people contact, challenging hatred and suspicion, creating a culture of peace among people of both countries, and highlighting the issues of victims of conflicts. It strives towards this through interactive sessions in schools and colleges called aman chaupals, public discussions, peace workshops, peace-promoting activities in schools (writing letters and exchanging greeting cards on festivals), an Indo-Pak peace calendar, a virtual peace-building course called 'Friends Beyond Borders', and virtual campaigns.

Since Aaghaz-e-Dosti is a joint initiative, it uses social media to connect and coordinate activities with its collaborator in India as well as to reach out to people, the denizens being among its primary target groups. It extensively uses information communication technology (ICT) to connect Indian and Pakistani classrooms, facilitate interaction between activists in Pakistan and youth in India (and vice-versa), and even launched the first Indo-Pak peace building course called 'Friends Beyond Borders' wherein an Indian and a Pakistani is paired to have regular discussions on different issues over a time span of eight weeks. It uses social media pages as a platform for people to connect with each other, share their experiences, thoughts for peace and represent their country, culture to break stereotypes on either side of the border.

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Goonj

For an effective distribution channel for reusable resources lying in urban, well-off households has been recognised by the Grand Jury as a Special Mention for the year 2016

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GOONJ is a tool to experiment, to innovate some unconventional ideas that gets space in the development process and get each one to think out of the box…and take some action. Its work is around turning the age-old tradition of giving old material as charity into regular and dignified giving. Started with 67 clothes for distribution, it now deals with over 2,000 tonne of material every year. And one of its core values is collaboration.

Over the years, GOONJ has led several initiatives. Some of them are as follows:

Vastra Samman: To create awareness among urban masses on ignored basic needs like clothing, especially in winters, to generate collection of high quantity of material. This material goes through a detailed processing before it reaches to various parts of 21 Indian states.

Cloth for Work: This initiative calls for cloth and other material to be given as a reward to rural communities who come together for various development activities like road repair, digging of wells, cleaning ponds, making bamboo bridge, etc.

School to School: Under this initiative, under-utilised urban school material is used as a motivation for behavioural changes in the rural schools.

Not Just a Piece of Cloth (NJPC): Addressing an ignored basic need and building awareness around the taboo but critical issue of menstrual health and hygiene, GOONJ develops MY Pad from last shreds of cloth for thousands of village women/adolescents.

Rahat Disasters: Extensive and systematic relief and rehabilitation work is carried out after disasters.

Green By Goonj: It is a brand built around reusing and up-cycling even the last shreds of material Goonj receives.

Digital Empowerment Foundation, along with UNESCO and IHCN initiated a project called
eHeritage –Digitally Enhancing India's Heritage. It is a capacity building programme, which empowers
municipalities to create a digital presence of their heritage. At present four heritage entities are being
worked upon-Shahjahanabad (Old Delhi), Chanderi, Shekhawati and Jahanpana.
Over 400 monuments across three cities - Shekhawati, Delhi and Chanderi - now have a digital presence.

www.olddelhiheritage.in

CATEGORY

Social Apps

This category recognises innovative apps that ride on the social media, its methodologies and its principles for greater impact.

Hyderabad City Police

For providing a safer atmosphere to citizens through its Hawk Eye app has been recognised by the Grand Jury as a Winner for the year 2016

In today's modern world, usage of mobile (smart) devices among the public is exponentially growing year after year and outpacing other channels of communication. This generates a tremendous opportunity to deliver public services through the mobile platform, which has the potential to transform the face of citizen service delivery across the state.

With the advent of mobile technology and its reach to the general public, it is imperative to deliver citizen service delivery through innovative mobile apps. With this in mind, the Hyderabad City Police Department has envisioned citizen services delivery through mobile technology, thus giving birth to 'Hawk Eye'.

Hyderabad City Police on the eve of New Year 2015 launched a mobile app called 'Hawk Eye' to empower members of the public to become citizen police. The unique feature of Hawk Eye is integrating the police communication network system for prompt response to citizens. It also serves as a tool in improving the operational efficiency of the police and in enhancing collaboration between the public and the police, particularly for establishing a safe and smart Hyderabad city.

One of the key features of 'Hawk Eye' is an SOS button for accessing help in emergencies and for ensuring women's safety while travelling. The app also allows the citizen police to report traffic violations, crime around them, criminal information, violations by police, suggestions for improved policing and even good work carried out by the police.

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CATEGORY

Public Relations

This category recognises the efforts where one has used social media as a PR tool and has been successful and effective to put across views and right messages to the desired constituencies.

Indian Institute of Management, Rohtak

*For using its online presence to promote social campaigns and educational events
has been recognised by the Grand Jury as a Winner for the year 2016*

This initiative taken by the Indian Institute of Management (IIM), Rohtak, fully achieves the goal of successful public relation (PR) — building goodwill and creating positive word of mouth without biases, comparisons and self-proclamation. Its PR activities are very comprehensive in reaching out to all stakeholders, not only external but also internal audiences. IIM Rohtak's PR involves its students, faculty, administration, aspirants and even the local community to actively participate in its initiatives. It presents interesting stories and accounts of events and personal experiences written by the students. Its dedicated team always makes sure that public information is reported accurately and in an unbiased manner.

With the motto, "Management through knowledge and values", which emphasises that effective managers are those who work for the holistic development of the society they live in, IIM-R has so far covered the following projects:

Social: Run for the Girl Child; Bapu ka Chashma; Every Child in School

Educational: Spreading word about various summits, sharing insights, management conclaves, internship experiences, educational blogs and articles; helping aspirants via webinars and answering their queries

Cultural: Giving a peek into IIM-R via our blog; LIFE@IIM-R; social media coverage of festival celebrations

Events (summits and management conclaves): To interact with corporate leaders and act as a bridge between the corporate and academic world

Admissions: Build goodwill; foster the image of IIM-R; attract the best minds from the country

Social Initiatives: Spread awareness about issues plaguing the country at large and specifically the state of Haryana; showcase IIM-R's contribution to the society

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Uttar Pradesh Tourism Department

For adapting to social media for the convenience and mobility of tourists has been recognised by the Grand Jury as a Winner for the year 2016

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Uttar Pradesh Tourism Department's project straight-forwardly zeros in at rising social awareness of the state. It believes that with the prevalent trends of social media presence, not only restaurants, movie theatres and historical monuments are being tagged on the web cloud but also, prominent leaders and celebrities, organised initiatives and news channels are creating buzz over the social media. It is precisely this phenomenon that the project thrives on.

Capitalising on social media platforms like Facebook and Twitter, it is kicking up the notch of web visibility of the sincere efforts and initiatives of the government. It goes without saying that even the much-concerned and looked-after initiates of a government will pass by general onlookers eyes unnoticed if it isn't heightened and brought to the notice of them. This is where social media comes to its aid. By a sustained update of its activity, its various social media accounts deliver to the common man news about how and what is the government doing to promote tourism in the state.

The three tier social media system, inclusive of Facebook, Twitter and Instagram ensures a holistic coverage and maximum outreach. Instead of just broadcasting on the official website, it intends to make out project seen and recognised over the various channels of social media.

The social media presence of the department is proving a great step towards communication of the events and schemes of the department with various stakeholders. Department has a twitter reach of around 1800 followers along with a Facebook reach of around 45000 people.

DEF KNOWLEDGE NETWORK

Manthan Award

13th edition in 2016

Recognizing and scaling up digital content innovations and applications in South Asia.

www.manthanaward.org

mBillionth award

7th edition in 2016

Recognizing innovations in mobile technology and application serving citizen needs in south Asia.

www.mbillionth.defindia.org

District Collector Digital Champion Award

3rd edition in 2016

The District Collector Digital Champion Award provides a platform to all the districts of India to come, and exhibit their digital initiatives (ICT usage) in their functioning for better governance.

www.dcaward.defindia.org

Social Media for Empowerment Award

3rd edition in 2016

Social Media for Empowerment Award crowns social media usage for empowering people.

www.sm4e.org

eNGO Challenge Award

5th edition in 2016

eNGO Challenge South Asia Award aims to identify and felicitate the best Information & Communication Technology (ICT) innovations and interventions across South Asia. eNGO Challenge is a joint initiative of Digital Empowerment Foundation (DEF) and Public Interest Registry (PIR).

www.engochallenge.org

CATEGORY

Crowdfunding

This category involves efforts which give a kick-start to ideas and initiatives that look at raising funds through the use of social media platforms. This is about how does one use the art of collecting the fund by raising monetary contribution from the crowd for the project, making the use of social media.

BitGiving

For creating an online crowdfunding platform to raise funds for NGOs, entrepreneurs and social causes has been recognised by the Grand Jury as a Winner for the year 2016

BitGiving is an online crowdfunding platform that gives wings to entrepreneurial ideas, creative minds and social issues. Crowdfunding as a concept leverages social media and online communication to raise small monetary contributions from a large pool of individuals.

Headquartered in New Delhi, BitGiving was founded in 2013 by Ishita Anand and Fahad Moti Khan. With an immense focus on social media integration and inherent vitality, BitGiving envisions bringing together individuals and organisations to make amazing stories and impossible dreams come true.

From raising funds for India Ice Hockey team to compete internationally; to preventing Friendicoes from shutting down; or to raising Rs. 40 lakh in four hours for rebuilding Chennai; BitGiving is gratified to be a part of others' success stories. It saw more than 2,300 people come together to help save Friendicoes from shutting down. The campaign raised more than Rs. 30 lakh in the first three days, making it one of the fastest-funded campaigns in India. The campaign closed after raising Rs. 61 lakh in just 30 days.

Stop Acid Attacks — an organisation which was only a few months old when they started their campaign with Bitgiving — raised money from the crowd to become one of the biggest voices against acid attacks in India.

BitGiving focuses on curating all kinds of campaigns and educating the campaigners with the best crowdfunding practices for India. The strategy is simple: communicate the story effectively and help the campaigners reach out to the right audiences.

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Wishberry.in

For giving artists a platform to pitch their ideas and seek funds to fulfill their dreams has been recognised by the Grand Jury as a Winner for the year 2016

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Wishberry.in provides a platform to creative artistes to raise funds to bring their ideas to life in the form of film, music, theatre, publishing and apps, among others. It not only provides them with the platform but also guides then on how to ensure a successful crowdfunding campaign. Wishberry.in primarily uses Facebook and Twitter to spread information and amplify the reach of artistes seeking funds.

Wishberry.in is India's first and only crowdfunding platform for creative artistes. Moreover, the platform fosters communication between creators and funder, thus ensuring transparency in the entire process.

The Wishberry blog helps impart knowledge to artistes; it teaches them how crowdfunding is helpful to them and why they should take it up. Once an artiste begins his/her crowdfunding campaign with Wishberry, the platform helps them with their marketing plan so that they can raise their target amount successfully. A team of consultants is involved in the process of guiding the fund seekers in the areas of public relations, social media marketing and email marketing, etc. This ensures that their campaign reaches out to maximum number of people, thus attracting funders to their projects.

So far, Wishberry has helped more than 250 artistes raise more than Rs. 6 crore from 12,000 funders. The Wishberry blog imparts knowledge to more than 4,000 artists every month while the same knowledge is also shared with our 23,000 strong Facebook community, 2,900 Twitter followers and over 12,000 email subscribers.

Transparent Hands

For their remarkable work in helping those in medical need through crowdfunding has been recognised by the Grand Jury as a Winner for the year 2016

Transparent Hands is a global crowdfunding platform that is involved in conducting surgeries on poor patients in Pakistan while ensuring complete transparency and one-to-one connection between patients, donors and hospitals.

Its customers are mainly its donors (both corporations and individuals) who contribute from all over the world after selecting the patient by reading their stories. Transparent Hands has some of the best (eight) hospitals on its panel to provide all sorts of surgeries to the needy patients.

The process of raising funds for a particular patient starts after the hospital diagnoses the patient and prepares an assessed bill of the treatment. The crowdfunding platform then puts the assessed bill, patient's case history and dates for surgery on its Web portal where donors from all over the world can view, register and contribute towards patient's assessed bill. After a netizen has donated for a patient, the donor can easily access all subsequent documents through the dashboard that is created right after signing up.

Transparent Hands' objective is based on helping the underprivileged and destitute people of Pakistan using advanced technology. The platform intends to facilitate maximum number of poor patients of Pakistan by providing them the best medical and surgical facilities.

So far, it has successfully financed the surgeries of more than 180 patients and many more are waiting to be operated upon. Transparent Hands hopes to expand its services across the entire country in order to facilitate maximum number of needy people.

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PUNYAKOTI

Puppetica Media

For setting an example in using crowdfunding for films has been recognised by the Grand Jury as a Special Mention for the year 2016

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facebook.com/Punyakotiproject

twitter.com/Puppetica

Punyakoti is a Sanskrit animated movie project initiated by Puppetica Media. Conceived by Sanskrit lovers at Infosys and directed by Ravi Shankar, the movie has many 'firsts'. It is the first crowdfunded and crowdsourced movie of its type (animated). The backbone of the entire movie experiment was to use the collaborative aspects of social media. The social media strategy for this purpose was designed by two communication experts, Shruthi Bopaiah and Gigi Mathews, and a social media start-up, Launchpad, was engaged under the leadership of Aishwarya Thapa to execute the strategy.

True to the spirit of distributed collaboration, Launchpad was based in Pune, crowdfunding platform Wishberry was based in Mumbai, the strategy was being planned in Bangalore and the movie was being designed in Trivandrum and Chennai.

What was just a crazy idea and a very niche subject now has more than 2,000 likes on Facebook from around the world. Of specific use was the way the movie used social media channels like Facebook, Twitter and collaboration tools to manage the entire pre-production in a distributed fashion through volunteers without the backing of any big studios. It went on to raise the highest funding through a crowdfunding platform in 2015. Presently under production, the movie is slated to release towards the end of 2016.

Among the highlights of the strategy was a clear segmentation of the audience and unambiguous messaging; and meticulous weekly meetings, analysis and flexibility to alter the strategy depending on the needs of the project. One of the inspirations that was an early marketing approach taken by the founders of Infosys is documented well in a book called 'No Money Marketing'.

Finalists

Pavan Duggal Associates, Advocate

For creating awareness on legal aspects of cyber safety and security has been recognised by the Grand Jury as a Finalist for the year 2016

CATEGORY: Online Safety

Pavan Duggal

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facebook.com/pages/Pavan-Duggal/637648732914530

N/A

Pavan Duggal has been using social media for empowering the netizen community by constantly writing, sharing, disseminating and distributing information pertaining to various complicated legal, policy and regulatory issues concerning cyber law, cyber security law and cybercrime jurisprudence.

Mr. Duggal has been actively tweeting his viewpoints on various issues concerning cyber legal frameworks in India, besides international cyber law issues and challenges. He has been using social media for empowering the lay Internet users by sensitising them about the nuances pertaining to online safety and other legal, policy and regulatory aspects concerning use of cyberspace as also communications devices and data or information in the electronic form. He has been using social media for engaging with various stakeholders on contentious public policy issues, which have the possibility of prejudicially impacting the enjoyment of online rights and liberties. As a social media user, Mr. Duggal is a firm believer of the transformative nature of social media.

Cyber Peace Foundation

For bridging the knowledge gap between cyber natives and cyber migrants has been recognised by the Grand Jury as a Finalist for the year 2016

CATEGORY: Online Safety

Avinash Singh

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www.cyberpeacefoundation.org

facebook.com/cyberpeacefoundation

N/A

Cyber Peace Foundation (CPF) is the first-of-its-kind providing cyber awareness and security as a civil service organisation, bridging the gap between cyber natives and cyber migrants.

Its objective is to create awareness and education among all sections of the community at large for a safe and healthy cyber world; to carry out research and study technological interventions; to establish critical interface with the police department and other law enforcement agencies for addressing e-crimes; to ensure capacity building for schools, colleges, government agencies as well as other institutions.

In an effort to spread optimal awareness, it has designed the eRaksha Model in a way that creates interest in all generations and is easy to understand. This eRaksha model, as its name suggests, aims to protect netizens in the cyberspace and aims to reach out to as many people as possible to spread awareness and understanding about the basics of Internet and how to be cyber secure.

Lenovo India

For empowering women through technology in solving real-life issues nationwide has been recognised by the Grand Jury as a Finalist for the year 2016

Amit Doshi

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www.pitchtoher.com

facebook.com/LenovoIndia

twitter.com/Lenovo_in

CATEGORY: Women Empowerment

Lenovo India is part of the $46 billion Lenovo Group — a Chinese multinational technology company that manufactures, designs and sells personal computers, tablets, smartphones, workstations, servers, electronic storage devices, IT management software and smart televisions.

Lenovo India partnered with Jharkhand-based NGO Yuwa — that uses sport as a tool for social change — to launch a nationwide call for interns who could utilise technology to solve real life issues in the Yuwa girls' world in Hutup village and to back its football team for the USA cup. Though the bright and free spirited girls made a winning unit, there were several ground realities back in Hutup that often threatened to bog them down. Lenovo India, as a tech firm, wanted to ensure that playing schedules, state of football fields, attendance and performance records, among others, were all monitored through technology and not manually for accuracy.

FeminismInIndia.com

For their efforts towards eradicating gender-based stereotypes has been recognised by the Grand Jury as a Finalist for the year 2016

Japleen Pasricha

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facebook.com/indianfeminism

twitter.com/FeminismInIndia

CATEGORY: Women Empowerment

FeminismInIndia.com (FII) is an award-winning digital intersectional feminist platform to learn, educate and develop a feminist sensibility among the youth, besides unravelling the F-word and demystify all negativity surrounding it. FII's work sprawls across multiple forms of media, art, culture and technology with the mission to become a one-stop platform for everything related to feminism in India.

FII has a dynamic zine section where more than 70 writers regularly contribute high quality articles written from a feminist lens. It has individually run four strategic digital campaigns and three collaborative campaigns with other young feminist groups. The platform creates viral social media content in the form of posters, images and graphics. It also conducts tweet chats and tweetathons on trending topics. FeminismIndia curates and moderates a feminism group on Facebook with more than 8,000 members regularly engaging in healthy positive discussions and debates. Last, but not the least, the platform provide resources in the form of relevant laws, information about helplines numbers and other useful web links.

Sayfty

*For creating consciousness on women safety has been recognised
by the Grand Jury as a Finalist for the year 2016*

Shruti Kapoor

India

shruti@sayfty.com

www.sayfty.com

facebook.com/Sayfty

twitter.com/SayftyCom

CATEGORY: Women Empowerment

Sayfty educates, equips and empowers women and girls to protect them against violence. To achieve the same, it has initiated three social media projects:

- Voice Of The Week: It allows people to curate the account on a weekly basis and use its platform to raise awareness among followers on issues surrounding violence against women (or #VAW) such as sexual harassment, marital rape, gender equality and others.
- Sayftychat: It is an hour-long twitter chat campaign that is hosted every Monday. Each week, an expert/guest leads the talk on women-related issues.

#ZeroTolerance Campaign: It is a collaborative campaign organised by Sayfty and The Red Elephant Foundation (REF). This campaign serves to speak to every citizen — man and woman — to create awareness that can lead to action. Sayfty and REF have put together a series of posters focused on specific forms of violence against Women, with a complete insight into provisions of law, how one may access the laws and what one can do to keep themselves safe.

Centre for Social Research

*For a determined women safety social campaign has been recognised
by the Grand Jury as a Finalist for the year 2016*

Amitabh Kumar

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www.socialsurfing.in

facebook.com/csrindia.org

twitter.com/CSR_India

CATEGORY: Women Empowerment

Founded in 1983, Centre for Social Research (CSR) with its mission is to empower the women and girls of India, guarantee their fundamental rights, and increase understanding of social issues from a gender perspective.

In collaboration with Facebook, CSR has launched a programme called 'Social Surfing' focused on online safety. CSR workshops focus on youth, train college students in aspects of online safety and discuss in detail the safety features present on Facebook, thereby helping young user control their personal information online. CSR has also worked on the concept of 'counter speech' and the importance of sensitive, informed communication. The last session of its workshop focused on creating successful social media campaigns.

So far, Centre for Social Research has completed 28 workshops in 14 cities across India, trained over 3,000 ambassadors who will use social media for social change and reached out to over 2,00,000 people in raising awareness about online safety.

Everymedia Technologies Pvt. Ltd.

*For their extraordinary focus on women's safety has been recognised
by the Grand Jury as a Finalist for the year 2016*

CATEGORY: Women Empowerment

Pooja Gandhi

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twitter.com/MKBKSH

Everymedia Technologies Pvt Ltd is a complete service image branding, marketing, designing and technology building team that specialises in long-term brand recognition and value addition in the Web environment. It specialises in delivering the best creative content for building a brand or image using cutting-edge technologies.

#LightACandle was a campaign undertaken to get people to take a stand using digital platforms. The campaign was powered by 'Main Kuch Bhi Kar Sakti Hoon', a television show that was broadcasted on DD National.

'Main Kuch Bhi Kar Sakti Hoon' is a flagship initiative and a true reflection of the Population Foundation of India's commitment to advancing women's health, promoting women's empowerment and fulfilling women's rights. As per the assessments by TAM and IRS data, Season One of 'Main Kuch Bhi Kar Sakti Hoon' was watched by over 58 million viewers.

Department of IT & Electronics, Uttar Pradesh

*For setting up 1090 power helpline for women's safety has been recognised
by the Grand Jury as a Finalist for the year 2016*

CATEGORY: Women Empowerment

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N/A

facebook.com/womenpowerline

N/A

Women Power Line 1090, which is a brainchild of the Chief Minister of Uttar Pradesh, Akhilesh Yadav, aims to provide quick help to women who have been victims of harassment. A specially trained force, comprising women-only officers, has been formed to attend the calls and ensure timely help to the victims. Launched on November 15, 2012, it is the first-ever customer relationship management-based approach towards truly empowering women in dealing with harassment.

The 1090 Women Power Helpline exists to help women — who are the victims harassing messages, obscene calls or messages, lewd or objectionable remarks — either through phone or social media networking sites. All a woman needs to do to approach those on the other end of the helpline is dial 1090 on their phones or leave a message on its Facebook page or WhatsApp number. Once a message or call is received, the victim is connected to a helpline worker who then provides the necessary assistance to the caller.

Shradhanjali.com

For providing a dedicated platform for reliving the memories of departed loved ones has been recognised by the Grand Jury as a Finalist for the year 2016

CATEGORY: Social Commerce & Enterprise

VivekVyas

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www.shradhanjali.com

facebook.com/eshradhanjali

twitter.com/Shradhanjalico1

Shradhanjali.com is India's first portal that helps people relive memories of their ancestors and departed loved ones. On this tribute-paying website, one can upload, store, publish and share biographies, family details, photographs and videos. User can also globally share condolences and memories, select background music and set death and birth anniversary reminders for relatives and friends.

The ultimate objective of the project is to connect future generations with their past generations. As of now, Shradhanjali.com has more than 80 complimentary profiles and 400 registered subscribers who have availed the memorial services. These subscribers come from various parts of India including Delhi, Uttar Pradesh, Maharashtra, Gujarat, Andhra Pradesh and Rajasthan, besides overseas subscribers from the USA, Canada and the UK.

Druksell

For popularising Bhutanese handicraft products has been recognised by the Grand Jury as a Finalist for the year 2016

CATEGORY: Social Commerce & Enterprise

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www.druksell.com

facebook.com/druksell

N/A

Druksell is devoted to encouraging and promoting the rich tradition of Bhutanese handmade products. Every product is original and inspiring since it reflects an artisan's story while preserving Bhutan's heritage and giving it a modern soul. The craft also tells stories of personal and cultural narratives, handed down for generations in Bhutan. Druksell interweaves ancient roots with modern soul, preserving heritage while progressing towards an idea of global awareness and human dignity. It also offers people who are seeking responsibly sourced designs with a modern aesthetics.

Druksell offers opportunity for artisans to share their work and connect with the global market place so that they can make larger contributions to their own communities and empower them with economic opportunities. The idea is to set up an online store, which promotes and sells exclusive edits of authentic handmade products from Bhutan that resonates the image of Bhutan being exclusive, a country of happiness, and clean pristine environmental conditions.

Bamboo House India

For generating awareness about and encouraging the use of bamboo has been recognised
by the Grand Jury as a Finalist for the year 2016

CATEGORY: Social Commerce & Enterprise

Prashant Lingam

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twitter.com/bambooabuja

Bamboo House India (BHI Hyderabad) was established in 2008 as a social enterprise to utilise bamboo as an economic driver for providing sustainable livelihood opportunities to rural and tribal communities through business models designed to work at base of the economic pyramid and promote bamboo as an eco-friendly substitute to wood, steel, iron and plastic.

Bamboo is part of India's rich bio diversity and a source of our country's floristic wealth. It provides ecological services, and is a commodity that can be used and sold to provide employment and income opportunities.Bamboo House India's initiative seeks to make a positive contribution towards the role of bamboo in social and economic changes while safeguarding natural resources and making competitive profits for our enterprise.

In spite of various challenges and hardships encountered since its birth, the core ideology of being an inclusive business model whose beneficiaries are as much the rural artisans as the end market sellers, has never been compromised upon.

Khamir Craft Society

For empowering the artisans of Kutch has been recognised
by the Grand Jury as a Finalist for the year 2016

CATEGORY: Social Commerce & Enterprise

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N/A

Khamir is a platform for craft, heritage and cultural ecology of Gujarat's Kutch region. Instituted after the earthquake of 2001, it is a space for engagement and development of Kutch's rich creative industries.

The platform works on projects like Kala organic cotton, recycled plastic, leather development and focused craft exhibitions each year. It strives to create a democratic and empowering space, a common roof under which stakeholders can exchange ideas and collaborate. Khamir Craft Society works to shift consumer perspectives and raise the cultural value placed on crafts. It works to strengthen and promote the rich artisanal traditions of Kutch district. Its name stands for Kutch heritage, art, music, information and resources. Khamir literally means 'intrinsic pride' in Kutchi, the local language. In Hindi, it means 'to ferment' — an equally apt name given the constant fermentation of ideas and activity ongoing both within the organisation and in Kutch at large.

The Viewspaper

For providing a rational platform to the masses has been recognised
by the Grand Jury as a Finalist for the year 2016

CATEGORY: Citizen Journalism

Shiv Bhaskar Dravid

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facebook.com/viewspaper

twitter.com/TheViewspaper

The Viewspaper is one of India's largest citizen journalism platforms. A completely independent and intrepid initiative that was conceptualised much before the advent of social media, the Viewspaper was started in 2007 by Shiv Bhaskar Dravid who was 20 years old at that time.

The platform believes that convergence of digital media and opinions of the youth of this country can act as the much required catalyst of change and progress. It has resulted with over 10,000 youngsters writing, sharing, reading and discussing their opinions in a space that gives them the freedom to do so. It is an extraordinary platform that allows young people to raise their voice in a way that it doesn't get lost in the crowd. It is 'The Voice of the Youth'.

Department Of Information Technology & Electronics

For providing a bilingual platform for news has been recognised
by the Grand Jury as a Finalist for the year 2016

CATEGORY: Citizen Journalism

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www.upnews360.in

facebook.com/upnews360

twitter.com/upnews360

UPNews360 is an initiative of the state government of Uttar Pradesh, executed under the leadership of the Information and Public Relation Department. UPNews360 is a platform where news from every city, district and department of Uttar Pradesh can be gathered and made available to the citizens.

For a vast majority of citizens, the most prevalent means of information collection and staying updated with news is either national or regional news channels or newspapers. However, this portal has been integrated with all major social media networks like Facebook, Twitter and Instagram to ensure citizens get constant updates and news. Live tweets from the Chief Minister and other key government accounts are also made available on the portal. A photo gallery via an authorised Instagram account is regularly updated on the portal.

UPNews360 is the only official news portal in India which is integrated with SoundCloud to provide audio news to the citizens.

Azaad Pakistan

For providing a platform to the masses to share progressive ideas for a better Pakistan has been recognised by the Grand Jury as a Finalist for the year 2016

CATEGORY: Community Mobilisation

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facebook.com/AzaadPakistanrpyf	
N/A	

Azaad Pakistan is a platform which operates with the help of social media where the people of Pakistan get opportunities to help the community in its development. They get access to various projects, fundraising techniques and other opportunities that Azaad Pakistan mutually decides upon.

The platform focuses on various areas of community issues — from disaster management and community development to poverty and illiteracy. With its headquarter on a Facebook group, it is very simple for netizens to join the Azaad Pakistan community.

Through its Facebook group, Azaad Pakistan empowers people to start their own community projects and use its resources to initiate and raise funds for projects. The platform mentors the community members while they participate in various projects, monitors their performance, gives suggestions and appreciates their efforts. Community members get a chance to start their own chapter in development of the community, which provides them with an opportunity to become a community activist or leader.

The Leprosy Mission Trust India

For their concentrated efforts towards a better life for those affected by leprosy in India has been recognised by the Grand Jury as a Finalist for the year 2016

CATEGORY: Community Mobilisation

Ms. Nikita Sarah	
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facebook.com/tlmindia	
N/A	

The Leprosy Mission Trust India (TLMTI), established in 1874, is the largest NGO in India that is working with people affected by leprosy. Its programme covers health care, education, sustainable livelihoods, community development, advocacy, research and training. TLMTI programmes are operational in nine states — Andhra Pradesh, Bihar, Chhattisgarh, Delhi, Maharashtra, Tamil Nadu, Uttarakhand, Uttar Pradesh and West Bengal.

Cuddalore in Tamil Nadu was inundated by devastating floods in November-December 2015. TLMTI has a community development project, called 'Securing Opportunities Towards Advancing Revenue' in Cuddalore, that works with 782 families to provide livelihood opportunities to people affected by leprosy. Most of them had lost their houses and belongings to the flood. Through #TogetherForTamilNadu campaign, TLMTI highlighted the plight of these people. This has resulted in people making donations in cash and in kind for providing flood relief materials to those affected.

Fisheries & Animal Resources Development Department, Govt of Odisha

For building consciousness about aquatic natural resources has been recognised by the Grand Jury as a Finalist for the year 2016

CATEGORY: Community Mobilisation

Bishnupada Sethi

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facebook.com/Olrds

N/A

The Department of Fisheries & Animal Resources Development Department under the Government of Odisha has been using the social media platform of Facebook for over six months to reach out to target audience, including beneficiaries of different government schemes and those who have interest in the sector.

Four separate Facebook pages have been created by cooperatives and a society under the department. Using this platform, the authorities have been highlighting government initiatives and schemes, and disseminating success stories. Today, not only those who reside in Odisha but also those who live outside the state and the country — and have an interest in fishery and animal husbandry — are following the pages.

While the posts are getting thousands of likes every day, they are also being shared and commented upon by a larger number of people. These Facebook pages are the best examples of demonstrating how social media can be used by government departments and organisations for community mobilisation and building awareness.

Panjab Digital Library

For digitally preserving Punjab's culture and tradition has been recognised by the Grand Jury as a Finalist for the year 2016

CATEGORY: Community Mobilisation

Davinder Pal Singh

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twitter.com/panjabdigilib

The mission of the Panjab Digital Library (PDL) is to locate, digitise, preserve, collect and make accessible the accumulated wisdom of the Punjab region without distinction based on script, language, religion, nationality or other physical conditions.

PDL is dedicated to addressing heritage loss due to environment, ignorance and destruction; saving invaluable treasures to enrich the present and enlighten the future; and connecting people globally by providing continued free online access. The digital library is the biggest resource on the heritage of Punjab. It is a library catering to the needs of researchers and lovers of Punjabi heritage by providing them a gateway to an enormous warehouse of data relating to Punjab. Just like a museum stores and showcases the artefacts relating to a particular era, culture, individual or community, PDL collects and exhibits pages from the history of Punjab.

StoryCycle

For their efforts towards rebuilding lives of Nepal earthquake victims has been recognised by the Grand Jury as a Finalist for the year 2016

CATEGORY: Community Mobilisation

Saurav Dhakal

Nepal

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Story Cycle has initiated a social product called Build Your Own Place, a marketplace for dreamers to build Nepal. The massive earthquake in Nepal in April 2015 devastated lives in many villages of Nepal. People who were already living a hard life due to lack of resources before the earthquake struck them were now badly hit by a devastating natural disaster, leaving little for the villagers to survive on.

On the other side, was a large community that wanted to support such villages and villagers. However, there was a big gap between those who needed support and those who wanted to provide support.

Story Cycle, thus, facilitated the connection between the two groups in an effort to help villagers receive enough support to rebuild their villages by sharing their stories with potential supporters, investors and partners.

Today, Story Cycle continues to use the medium of crowdsourcing for collecting stories and raising funds.

Association of Muslim Professionals

For empowering the Muslim community has been recognised by the Grand Jury as a Finalist for the year 2016

CATEGORY: Community Mobilisation

Hussain Shaikh

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Right since its inception in 2008, the Association of Muslim Professionals (AMP) has strived to bring both human (members and volunteers) and non-human (zakat/funds/facilities/infrastructure) resources together to undertake various developmental initiatives for the community, concentrating on the two most important yet neglected areas of education and employment of the youths.

It had a very simple yet never attempted task at hand — that of enveloping the entire Muslim professional community from diverse areas of interest and regions across India and abroad under the single umbrella of AMP so that they could give back to their community.

Starting with just a handful of people and with little or no funds at hand, it was able to reach out to more than 40,000 like-minded professionals due to the advent of the Internet and social networking websites and apps like Orkut, Facebook, WhatsApp and Skype.

Pratham Books

For ensuring quality education for every child has been recognised
by the Grand Jury as a Finalist for the year 2016

Maya Hemant Krishna

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CATEGORY: Community Mobilisation

Pratham Books is a not-for-profit organisation that publishes affordable children's books in multiple Indian languages to promote reading among children. Its mission is to see 'a book in every child's hand'. The Pratham Books Champions programme mobilises a community of volunteers to conduct reading and storytelling sessions in their own communities to spread the joy of reading. These sessions are conducted free of cost, and mostly with children from underserved communities.

The main aim of the programme is to create environments that foster reading and make reading fun. The Pratham Books Champions project is a volunteer-driven, self-organised, customisable and localised series of storytelling events. The Champions programme is galvanised around the time of International Literacy Day through the 'One Day, One Story' campaign. Though the campaign takes place offline, it uses social media for volunteer enrolment, planning, collaboration, resource sharing, feedback and impact measurement. For this purpose tools like website, blog, Facebook, Twitter, Soundcloud, Scribd and mobile apps are used, besides offline engagement methods.

Menstrupedia

For creating awareness on taboos surrounding menstruation has been recognised
by the Grand Jury as a Finalist for the year 2016

Aditi Gupta

India

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CATEGORY: Community Mobilisation

Menstrupedia regularly conducts menstrual awareness workshops in rural parts of India to reach out to women and girls in villages. Menstrupedia has been working for a long time on menstrual education. It has identified the depth of the problems that woman in both rural and urban regions face during menses.

The platform has been able to educate over thousands of young girls as well as their mothers and teachers, and empowered them with knowledge about their body in an effort to break the taboos and stereotypes around periods. Menstrupedia aims to take its menstrual awareness drive to more villages in the near future to achieve this goal.

During social media campaigns and workshops, it found the need for a holistic menstrual solution for young girls. Thus, this time, Menstrupedia is planning to not only educate women and girls about periods but also provide them with a yearly supply of sanitary napkins, besides installing an incinerator in their village to safely dispose of menstrual waste.

WWF-Pakistan

*For creating environmental awareness among the masses of Pakistan has been recognised
by the Grand Jury as a Finalist for the year 2016*

Fatima Arif

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twitter.com/WWFPak

CATEGORY: Communication, Advocacy & Development Activism

WWF-Pakistan is one component of the World Wide Fund for Nature (WWF)'s international family network spread across more than 100 countries. It is Pakistan's largest environmental and nature conservation organisation, which was established in 1970 and has been working since then on saving Pakistan's biodiversity and natural resources.

The social media campaign run on International Snow Leopard Day in 2015 was a test run for the Donate your Social Media Account campaign. This campaign aimed at engaging opinion leaders and WWF-Pakistan's membership base on social media to help spread the message of conservation on specific environment days and for specific long-term campaigns. The campaign, so far, runs on a volunteer basis and incurs no cost. Therefore, it won't be wrong to say that social media is an integral part of its communication strategy, and it proactively use the tools to highlight WWF's campaigns, create awareness about conservation issues, and engage new members.

Department Of Information Technology & Electronics

*For the adoption of new age media by the Chief Minister's office has been recognised
by the Grand Jury as a Finalist for the year 2016*

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N/A

CATEGORY: Communication, Advocacy & Development Activism

The use of graphics and text-based tweets or status updates on Twitter and Facebook, respectively, besides combining regular updates with immediate commentary of events has become the forte of the Department of Information Technology & Electronics under the Uttar Pradesh state government.

In the last one year or more, the department, through the Chief Minister's Twitter handle, has successfully managed to make a number of hashtags "trend". This way, it has also made it easy for the department to engage with the people of the state who are looking out for crisp but authentic information.

The major objectives behind the project were to provide easy access to the people of the state regarding the work being carried out by the Chief Minister's Office and to provide the people with live updates on events in which the Chief Minister was involved.

Since its inception, the Chief Minister's social media profiles have been witnessing a constant growth in the number of audience members. So far, the Facebook page of the Chief Minister's Office has more than 30,539 likes while the Twitter account has more than 100,000,000 followers.

Wadhwani Foundation

For providing hands-on skills among the Indian work force has been recognised by the Grand Jury as a Finalist for the year 2016

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CATEGORY: Communication, Advocacy & Development Activism

The Wadhwani Foundation focuses on helping the government address the giant disconnect between GDP and job growth to create 50 million high-quality jobs in the next 10 years. It works in India, Indonesia, Pakistan and Malaysia, has plans to expand to other countries in South East Asia, Africa and South America in 2016-17. The Wadhwani Foundation operates principally through five key initiatives: National Entrepreneurship Network and Skills Development Network are two primary job creation and job fulfillment-focused Initiatives. Opportunity Network for Disabled (OND) mainstreams the educated disabled into sustainable high-quality corporate jobs; Research and Innovation Network (RIN) aims to create a world-class innovation ecosystem in India while Policy Research Centre provides data driven research inputs for informed policy action towards accelerating economic growth. Social media platforms have helped the foundation's goals in garnering a 'thought leadership' role in the economic growth and job creation space. So far, through different social media platforms, it has reached out to 11 million people and directly engaged with 1 million like-minded individuals.

Webcontxt

For creating environmental consciousness through social media platforms has been recognised by the Grand Jury as a Finalist for the year 2016

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CATEGORY: Communication, Advocacy & Development Activism

As a digital platform, Webcontxt has been working in synchronisation with its clients to flaunt new ideas and give them a shape on the large canvas of Internet with its digital services. Digital experts of Webcontxt help companies across all industries to achieve their business outcomes with smart and quirky applications.

Earth Care Awards is one interesting project that Webcontxt came across. What instigated interest towards this project was the fact that Webcontxt shared the same vision with the project — which was to appreciate the actions and innovations done to fetch awareness towards climate change mitigation and adaptation, leveraging the power of social networks and pulling crucial attention towards the environment's deteriorating condition. The relative content was pushed on social streams which helped in spreading this thought among the online crowd, hoping that it would inspire and motivate more and more people to work as passionately as the ones already deeply involved in environment saving measures.

IFFCO Kisan Sanchar Limited

For providing ICT-based solutions to farmers has been recognised by the Grand Jury as a Finalist for the year 2016

CATEGORY: Social Apps

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www.iksl.in

facebook.com/IKSLINDIA

twitter.com/IFFCOKISAN

IFFCO Kisan Sanchar Limited (IKSL) is a joint venture of the Indian Farmers Fertilisers Cooperative Limited (IFFCO), Bharti Airtel Limited and Star Global Resource Limited. IKSL is involved in empowering farmers and people living in rural India with pertinent and quality information and services through a highly affordable communication network in a sustainable manner. IKSL, thus, aims to empower poor and illiterate Indian farmers by converting ubiquitous mobile phones into a power house of knowledge. Inclusion, accessibility, empowerment, scalability, replicability, sustainability are the major features which are successfully demonstrated by IKSL's model.

The model is based on two pronged engagements with the farmers by leveraging their mobile phones. The 'push' approach ensures that the farmers receive latest updates and advisories of immediate relevance to them. The information is provided as one-minute capsule in voice form in local languages or dialects. The 'pull' approach provides an opportunity for the farmers to call a helpline for additional information in an effort to seek solutions for specific problems.

Police Commissionerate, Bhubaneswar-Cuttack, Odisha

For providing prompt administrative help to citizens of Bhubaneswar has been recognised by the Grand Jury as a Finalist for the year 2016
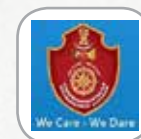
CATEGORY: Social Apps

Dr. Rajendra Prasad Sharma

India

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www.bhubaneswarcuttackpolice.gov.in

facebook.com/commissioneratepolicebbsrctc

twitter.com/bbsrctcpolice

The Commissionerate Police, Bhubaneswar–Cuttack, created in January 2008 and headed by an Additional DGP-rank officer, is committed to provide citizen-friendly policing in the twin cities of Bhubaneswar and Cuttack with a population of more than 2.5 million. An Android-based mobile application called 'BBSR-CTC Police' was launched to facilitate users in getting required information, downloading forms or directives and lodging online complaints. This application also contains segments like women security and helpline, senior citizen's security, traffic helpline, social media services and notifications. Another component of the larger project is an Android-based mobile application called 'Mo Saathi', which ensures immediate police assistance to women facing extremely distressed situations, which pose threat to their lives and limbs. Women under distress can summon police and friends or relatives instantly by sending automatic SMS or call alerts, besides a 30-second live video to the police control room. Several public awareness short film and advertisements have been made for the initiative and are available on YouTube for wide viewing.

Eckovation

For delivering quality education has been recognised by the Grand Jury as a Finalist for the year 2016

CATEGORY: Social Apps

Ritesh Singh

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www.eckovation.com

facebook.com/eckovation

N/A

Eckovation is a secure and easy-to-use platform where students, teachers, peers and parents connect for dissemination of knowledge and information. The process touches the lives of learners and educators across the country through its application, bringing it closer to the aim of fulfilling the need of quality education for one and all.

Social media plays a crucial role in unprecedented outreach of any campaign. Similarly, for Eckovation, its best performing posts such as the one that announced the launch of open school programmes, garnered a lot of 'share' in the space of social learning for Eckovation.

With more than 3,600 followers on its Facebook page, Eckovation engages the audience through a variety of posts. Its Facebook page has been the torchbearer of campaigns like #EducationForAll and #EducatorsChangetheWorld. As a part of its social media drive, it also has limited yet important presence on other platforms such as Instagram and LinkedIn.

LateraLogics Innovations LLP

For enabling masses to volunteer for Chennai flood relief work through a mobile app has been recognised by the Grand Jury as a Finalist for the year 2016

CATEGORY: Social Apps

Arjun S

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www.lateralogics.com

facebook.com/LateraLogics

N/A

'iVolunteer for Chennai', which was initiated by Laterlogics Innovations LLP, is an app-based platform aimed at connecting people who wish to volunteer to help rebuild the flood-hit Chennai city with aid seekers and other agencies.

The app offers following features:
• It helps volunteers to register to offer help to aid seekers
• It helps organisations and companies to search and utilise services offered by the volunteers
• It helps aid seekers to search for and avail help offered by the volunteers

The initiative was started from the thought that Chennai needed more volunteers than relief materials when the devastating floods started receding. The campaign was inspired to bring out this kind of a platform due to the usability issues in the existing disaster relief solutions, and hence had detailed consultations with experts in the field prior to starting the design.

Social Media Changemakers

Kheti-Badi

For promoting organic farming among farmers has been recognised
by the Grand Jury as a Finalist for the year 2016

CATEGORY: Social Apps

Ashish

India

info@kheti-badi.com

www.kheti-badi.com

facebook.com/KhetiBadiAp

twitter.com/kheti_badi

Kheti-Badi is a social initiative app launched to promote organic farming and to help farmers sell their organic produce directly to the consumers. The app helps farmers to convert their chemical farming to organic farming, make comprehensive decisions to improve their livelihoods, and connect them to consumers to gain bigger pie of the supply chain.

So far, the app has been downloaded by more than 10,000 farmers in the last six months. Over 300 farmers have shown interest in selling products directly to the consumers through the platform, and more than 200 questions related to organic farming have been asked through the platform. Besides this, farmers are able to gain instant knowledge at any time through the app's informative features.

Kheti-Badi uses social media to spread awareness regarding organic farming, and gives valuable information to farmers to generate their interest towards the same. It also leverages social media to post market requirements and connect potential source/growers.

Asiatic Public Relations Network (Pvt.) Ltd.

For creating a social media platform for donating books has been recognised
by the Grand Jury as a Finalist for the year 2016

CATEGORY: Public Relations

Hareem Deeba

Pakistan

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www.apr.com.pk

facebook.com/
asiaticpublicrelationsnetwork

N/A

Asiatic Public Relations Network Private Limited (APR) grew out of being a small department mainly dealing with the media within Asiatic Advertising (now JWT Pakistan), founded in 1963, into an independent PR company in 1992.

Coca-Cola Book Bank emerged as an idea which was immediately approved by the brand and was also very well received by the target audience. Old glass-fronted visi-coolers of Coke were converted into book banks, and it invited public to donate books, which they no longer needed, for underprivileged school-going children. In return, book donors were rewarded with complimentary chilled Coke and a certificate as a token of appreciation.

The campaign used Facebook and Twitter to spread word of mouth and successfully executed the activity with remarkable results achieved.

All India Institute of Medical Sciences Delhi

For initiating a web and mobile-based app for making appointments at AIIMS has been recognised by the Grand Jury as a Finalist for the year 2016

CATEGORY: Public Relations

Dr Deepak Agrawal

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www.aiims.edu/en.html

facebook.com/pages/All-India-Institute-of-Medical-Sciences-Delhi/650689358383185

N/A

Due to lack of transparency and accountability in the functioning of public sector health care institutions, particularly in the delivery of emergency services as well as out-patient services, an ecosystem was developed for taking appointments for all clinical departments at AIIMS which primary involved an online web-based system but also integrated an IVRS, mobile app and a call centre (acting as a human middle ware). This was achieved in a very short time using multiple teams working simultaneously.

Around 40,000 appointments have been given over the Internet in the last four months alone. This is the only system of its kind working in any public funded health care institution in India with Aadhar integration as well as a payment gateway. Patients can take appointments from home and get authenticated through their Aadhar cards. They can also print their eOPD cards and come through a 'fast-track' process devised for this purpose.

Maitrimanthan Sansthan Udaipur

For providing women with meaningful livelihood options has been recognised by the Grand Jury as a Finalist for the year 2016

CATEGORY: Public Relations

Monika Vaishnav

India

maitrimannthan@gmail.com

www.maitrimannthan.org

facebook.com/MAITRIMANNTHAN.udaipur

twitter.com/maitrimannthan1

Maitrimanthan was set up in December 2013 with the purpose of transforming society and changing people's lives. It is putting efforts by initiating various medical camps. More than 15,000 patients from 12 rural blocks surrounding Udaipur were given access to proper medical facilities for serious ailments such as cardiac diseases, tuberculosis, cancer, sexually transmitted diseases, skin diseases and asthma, among others.

Maitrimanthan believes that health care is imperative to the development of a happy and prosperous society. The health care programme facilitates this vision by providing both short-term and long-term medical treatments. This programme provides the transportation of over 100 patients each day from all across Udaipur to Pacific Medical Hospital where they receive standard health care check-ups as well as free access to medical services in treating serious illnesses and diseases. It also recognises the devastation that non-curable diseases can have on a community. Its health care programmes are aimed at providing the necessary services to underprivileged individuals.

Bhutan Media Foundation

For their relief efforts for Nepal earthquake victims has been recognised
by the Grand Jury as a Finalist for the year 2016

Dawa Penjor

Bhutan

ed@bmf.bt

www.bmf.bt

facebook.com/Bhutan-Media-Foundation-514337535302348

twitter.com/bhutanmediafdn

CATEGORY: Crowdfunding

The 'Bhutan4NepalCitizens' initiative to support #NepalQuake was launched by Bhutan Media Foundation to raise funds for the victims and survivors of the Nepal earthquake through the use of social media platforms such as Facebook and Twitter.

The campaign was launched on April 26, 2015, on Facebook and Twitter with a hope to raise a substantial amount of money and provide a platform to the Bhutanese citizens to contribute to the cause, adding to the government commitment. The initiative was designed in the best possible way to assure and ensure that the funds/donation reached ground zero to benefit the people who were most affected by the disaster.

The fundraising drive remained active for 45 days, and 95 per cent of the donors were Bhutanese. By the end of the campaign, a total of Bhutanese Ngultrum 3,050,934.43 (equivalent to the same value in rupees) had been collected.

The Boxx Studios

For providing a platform to film-makers on YouTube for short films has been recognised
by the Grand Jury as a Finalist for the year 2016

Shohab Abdullah

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shohab4n@gmail.com

www.theboxxstudios.com

facebook.com/TheBoxxStudios

twitter.com/ChaiStories

CATEGORY: Social Games & Entertainment

Chai Stories, which was launched in June 2014, comprises a group of aspiring independent film-makers, script writers, music directors, directors of photography, actors and actresses. The group produces short films and releases them every Friday through the Chai Stories channel on YouTube. The objective is to create an online platform for short films. It is the only short film channel which delivers films of every genre to the audience including comedy, horror, drama, action and romance, among others.

All short films are released with complete advertising sticks like posters, updates, teasers and social media timeline covers to create curiosity among the audience (similar to the present industry marketing strategy). The group writes its own scripts or takes ideas from gags or messages on social media such as WhatsApp, modifies them into decent, often funny, creative scripts and shoots them to make short films. Boxx Studios has been supporting the group with production facilities and in promoting talent through online media with ground events.

Sangeethaya.lk

For providing a first-of-its-kind forum for music lovers in Sri Lanka has been recognised by the Grand Jury as a Finalist for the year 2016

Maneesha Wijesekara

Sri Lanka

maneeshaheshan@gmail.com

www.sangeethaya.lk

facebook.com/sangeethaya.com.lk

twitter.com/sangeethaya

CATEGORY: Social Games & Entertainment

SANGEETHAYA.LK is a first-of-its-kind initiative in the Sri Lankan music industry to bring all small and medium-size enterprises (SMEs) and big companies — which are engaging in facilitating music-related services and products — under one roof, online. It focuses on bringing music lovers to feel music in a new way. With the intention of ensuring that the audience knows the brand and its services even before the official launch of the website, social media integration was initiated with unique ideas on October 1, 2014, to attract the Sri Lankan community. At present, over 56,000 Sri Lankans inspire the platform to deliver a better outcome through its Facebook page. Its main theme behind the social media integration is to bring joy to the people through music.

Social Media Grand Jury Members 2016

OSAMA MANZAR
Founder & Director, Digital Empowerment Foundation

Osama Manzar is a convert social entrepreneur spearheading the mission to overcome information barrier between India's rural sector and the so-called developed society through Digital Empowerment Foundation (DEF) – the not-for-profit organization founded to accomplish the mission. He is a Member of the Working Group of Internet Governance Forum of the Ministry of Communication & IT and was a Member of Task Force on Growth of IT, ITES & Electronics HW Manufacturing Industry, Ministry of Comm & IT, India.

DR. RONALD MEINARDUS
Regional Director South Asia, Friedrich Naumann Foundation

Before joining the Regional Office in New Delhi in 2014, Dr. Ronald Meinardus served the Foundation in that position at the Regional Office for the Middle East and North Africa (MENA) in Cairo, Egypt for seven years. Earlier, he represented the Foundation in Greece, South Korea and the Philippines. A journalist by profession, Dr. Meinardus is also a political commentator and blogger and enjoys writing about developments in the region and beyond.

PANKAJ PACHAURI
Director, Jaypee Business School

Pankaj Pachauri is a print and broadcast journalist with more than three decades of editorial and management experience across three continents. For over two years, he worked as the Communications Adviser to the former Prime Minister of India, Dr Manmohan Singh, assisting his office in managing national and international media. During his tenure with the Prime Minister's Office, he designed and executed media strategy across various platforms for international events like the G20 Summits, ASEAN Summit, BRICS Summits, United Nations General Assembly, United Nations Conference on Sustainable Development, Nuclear Security Summit, NAM Summit and BIMSTEC meeting of Heads of Nations, besides Bilateral Summits with the US, China, Russia, Germany, Brazil, UK and Iran, among other countries. Mr. Pachauri has also been a member on the Governing Councils of the Indian Institute of Mass Communication and Jamia Millia Islamia's MCRC.

NONIKA RAJ KUMAR
Head CSR & Sustainability Prgrammes, Canara HSBC Oriental Bank of Commerce Life Insurance Company

Nonika Raj Kumar is a founder member of and heads CSR and Sustainability for Canara HSBC OBC Life Insurance Company which she joined in 2007 as part of the project team responsible for the launch of the business. During her tenure, she has looked after Corporate Communications and also led Research, Rural Vertical, Internal Communications and CSR for the company. In her current role, Nonika spearheads the CSR and Sustainability programme of the company with a focus on environment, inclusive growth through education, vocational & skill training and cleanliness & sanitation.

NATASHA BADHWAR
Columnist and Film-maker

Natasha Badhwar is a writer, filmmaker and media trainer. She is also co-owner of the online fashion brand, Ochre Sky. Natasha writes a popular column, "My Daughters' Mum" for Mint Lounge, where she documents contemporary family and relationships in today's socio-political landscape in a candid and personal style. An independent media professional, Ms. Bhadwar is a content and communications consultant with Oxfam India, Water Aid, Edelman and Sheroes. She was also India's first female news videographer in 1995 and has worked with NDTV for 13 years where she was Vice President, Training and Development in 2007. She takes Documentary film-making and Videojournalism workshops at Delhi University, Centre for Science and Environment and the Express Institute of Media Studies.

JAMYANG TASHI
Managing Partner, QED Consulting Group

Jamyang Tashi is the managing partner of QED Group, an independent think tank and consulting firm based in Thimphu, Bhutan. Mr. Tashi graduated from Colby College in Maine, United States, where he studied Economics. Prior to joining QED Group, he worked at the Urban Institute in Washington, DC and the Bhutan Foundation in Thimphu. His main areas of work include economic policy research, entrepreneurship development and promotion of public discourse.

DR. FALGUNI VASAVADA
Associate Professor, Mudra Institute of Communications (MICA)

Dr. Falguni Vasavada-Oza is an Associate Professor of Marketing at Mudra Institute of Communications, Ahmedabad (MICA). She is a double gold medalist with 17 years of teaching experience in the area of Marketing and Advertising. Since 2004, she has been working in the Marketing Academic Area at MICA. With a Ph.D. in the area of advertising, she is involved at MICA in teaching, research and is Chairperson, Online Programs. She runs an online program in Advertising Management

& Public Relations. Dr. Vasavada has been published in International Journals and has presented papers in various national and international conferences and is involved in international joint research projects revolving around advertising. She has been a visiting faculty at Southern Illinois University, Carbondale in USA and is a visiting faculty at NID, EDI, IRMA, NIRMA IIM-I and various other management institutes of repute.

SOWMYA KIDAMBI
Director, Society for Social Audits, Accountability and Transparency (SSAAT), Department of Rural Development, Government of Telangana

Sowmya Kidambi currently works as the Director of the Society for Social Audits, Accountability and Transparency (SSAAT), Department of Rural Development, Government of Telangana. She is also holding the charge of Director for the SSAAT – Andhra Pradesh. She has been working with the Mazdoor Kisan Shakti Sangathan (MKSS) based in Rajasthan, since 1998. Ms. Kidambi has also been working with the International Budget Partnership, Washington DC, as Trainer/Technical Assistance Provider since October 2008. She is responsible for conducting training courses on expenditure tracking with special emphasis on social audits. She has also trained groups in countries like Kenya to social audit the constituency development fund and in South Africa to audit the janitorial and sanitation services.

PRANSHU SINGHAL
Head Sustainability, Microsoft

Pranshu Singhal is the Director of the Digital Learning Strategy team, Worldwide Education at Microsoft. He works with education leaders to support them as they implement major learning and technology programmes in the drive for anywhere anytime learning transformation. Prior to this, he worked with Nokia for over 10 years in the core sustainability team and was based in Finland, Singapore and India as Head, Sustainability. Mr. Singhal is a Chevening Gurukul Fellow, Aspire Circle Fellow and has a Masters in Environmental Management and Policy from IIIEE, Sweden. He is a strong advocate of sustainable lifestyles and consumption, and use of technology for sustainable development.

SUNNY SHARMA
Co-founder, Foetron Inc.

Sunny Sharma is the co-founder of Foetron. Foetron has been awarded Enterprise Mobile Champs by DQChannels, Cloud Champions by IDG and has been the Microsoft Cloud Partner of the Year (N&E). Mr. Sharma aims build Foetron as the world's most sought after Cloud and Mobile Technology centre for excellence. Mr. Sharma believes that mobile is that inflection point which will drive the future with more consumption of technology while a robust and scalable cloud service fuelling this change. India became the very first country to observe the internet usage on mobile exceed internet usage on

computers thereby making it very well placed to spearhead this shift in the time to come. For the last 6 years, he has been instrumental in the areas of Cloud Computing and Mobile. He foresees the future that is driven by technology, primarily mobile and cloud.

ABHISHEK KUMAR
Head CSR, Samsung

Abhishek Kumar has over 17 years of experience in the Development Sector, particularly in Corporate Social Responsibility and Corporate Governance. He has vast experience in external affairs and development sectors, Cause Marketing, Bottom of Pyramid (BOP) Market, and Creating Shared Value (CSV). Mr. Kumar is a graduate from BHU, Marketing from LNMI and HR Management from IIM L, Strategic Management from IIT-D, IPR from Indian law Institute and he has also did MSW , NGO management etc. Mr. Kumar has headed CSR of Honda Cars India, Amity, A2Z Group as well as worked with different NGO's like CFD, Nidan, DNR Foundation etc. He is currently working with Samsung India Electronics Pvt Ltd. and looking after CSR.

RAHUL NAINWAL
Co-founder, India Fellow program

Rahul Nainwal, founder India Fellow program, is a serial social entrepreneur. In 2001 he co-founded iVolunteer and introduced the concept of formal volunteering in India. In 2004, Rahul created iVolunteer overseas, a first of its kind in India that sends Indians to volunteer in other countries. Rahul also co-founded a sustainable tourism company. Mr. Nainwal is also a founder of UnLtd Delhi – a launch pad for social entrepreneurs. Rahul is an alumnus of Institute of Rural Management (IRMA) and THNK – The Amsterdam School of Creative Leadership.

AMITABH SINGHAL
Director, Telxess Consulting Services (Pvt) Ltd., Board Member – Public Interest Registry

Amitabh Singhal is a Board Member of PIR.ORG. He was Founder and former President of Internet Service Providers Association of India, which was in continuation of its predecessor, the Email Service Providers Association. He has many feathers in his hat for various policy and regulatory achievements, including, amongst others, helping the government to write key elements of the ISP policy, opening up the Internet for private competition that led them to set up international gateways and become dominant bandwidth owners, and opening up of Internet Telephony, among others.

Social Media Partners 2016

ORGANISER
DIGITAL EMPOWERMENT FOUNDATION

With the motto to 'Inform, Communicate and Empower, 'Digital Empowerment Foundation started its journey in the month of December, 2002. Based out of New Delhi and registered as not-for-profit under the Societies Registration Acr XX1 of 1860, the effort at DEF has been to find sustainable Information Communication Technology (ICT) solutions including digital and new media to address digital divide in under-served and unreached regions and communities.

With a non-political approach, it was founded to contribute to an enabling social and economic order in India was as well as in developing societies with the need based support of ICT tools and means. With ground since 2003, DEF has reached over 22 states and 8 countries.

DEF believes access to the Internet together with digital literacy can empower people to use information and knowledge to improve their lives on their own in various ways using different digital tools. DEF has adopted a multi-stakeholder approach and a seven-fold path to enable communities, governments, schools, civil society organisations and micro-enterprises avail the benefits of the Information Age. It promotes more extensive use of ICTs for development and has created platforms for discovering and honouring ICTD innovators and practitioners so as to create a knowledge hub and database and an ecosystem that can enable digital innovators to share knowledge, forge partnerships and scale up. It is also engaged in advocacy and research on all digital areas and such issues as Internet rights and right to information.

SUPPORTING PARTNER
THE FRIEDRICH NAUMANN FOUNDATION

The basis of all freedoms is that of human rights and the rule of law. This can only be true in a society where all life is valued equally, and judged fairly. FNF and her partners promote the value of each individual to live a life of dignity.

A society, whose citizens are not able to feed themselves, is not truly free. Therefore, FNF promotes economic liberty through an open market mechanism that is bound by laws that make sure that each actor has a fair opportunity. This has been the greatest engine driving human prosperity. In India, economic liberalization has lifted hundreds of millions of people out of poverty. But the story has only begun as India achieves its rightful place on the world stage.

FNF believes in the creativity and responsibility of every individual. Open societies need clear and just rules so that liberty is neither unduly constrained nor exploited. We are working to help create transparent, accountable and responsive governance systems. These will make India's urban spaces into zones of creativity and dynamism, where citizens are empowered to shape the future.

FNF believes that the pursuit of liberty is an essential goal of humanity. The pursuit of freedom is balanced by the responsibilities that all individuals assume over their actions. It looks to create a world where an individual has the greatest liberty possible, without interfering or undermining the freedom of any other individual.

STRATEGIC PARTNER
TWITTER

Twitter is an online social networking service that enables users to send and read short 140-character messages called "tweets".

Registered users can read and post tweets, but those who are unregistered can only read them. Users access Twitter through the website interface, SMS or mobile device app.

Twitter was created in March 2006 by Jack Dorsey, Evan Williams, Biz Stone, and Noah Glass and launched in July 2006. The service rapidly gained worldwide popularity, with more than 100 million users posting 340 million tweets a day in 2012. The service also handled 1.6 billion search queries per day. In 2013, Twitter was one of the ten most-visited websites and has been described as "the SMS of the Internet". As of May 2015, Twitter has more than 500 million users, out of which more than 332 million are active.

NOTES

NOTES

EMPOWERING
PEOPLE @ the edge of INFORMATION

DEF's mission is to use ICT and digital tools to bridge the digital divide and empower underserved and information-dark communities in such a way as to create a digital age, post-industrial global society where all people on Planet Earth have access to information, knowledge and services at all times and at all places.
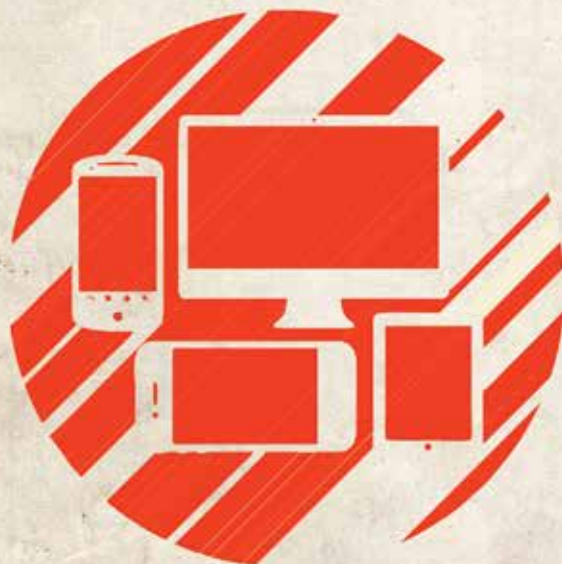
About DEF

Created out of a deep understanding of the global digital divide, New Delhi based Digital Empowerment Foundation (DEF) is a not-for-profit that has been tirelessly working for digital inclusion across the world and in particular India, South Asia and the Asia Pacific region since its inception in 2002.

Vision

To make the digital revolution reach the masses so as to create even opportunities for and linkages between the haves and have-nots of society in a way that empowers the poorest of the poor and all marginalised, information-dark communities and there is a two-way flow of knowledge, goods and services between the mainstream economy and the grassroots level urban/rural economy through use of Information and Communication Technologies (ICT) and digital media.

DEF
DIGITAL EMPOWERMENT FOUNDATION

www.defindia.org

SOCIAL MEDIA
CHANGEMAKERS

This book is a compilation of the best social media 'changemakers' from across South Asia selected through the impeccable jury process of Digital Empowerment Foundation's instituted Social Media for Empowerment Awards 2016.

NOMINATIONS
200

FINALISTS
60

WINNERS
19

DEF
DIGITAL EMPOWERMENT FOUNDATION

Friedrich Naumann
STIFTUNG FÜR DIE FREIHEIT

twitter