

Social Media

▶▶ people ▶▶ voices ▶▶ power ▶▶



CITIZEN MEDIA & JOURNALISM	COMMUNICATION, ADVOCACY & DEVELOPMENT ACTIVISM		
COMMUNITY MOBILISATION	CROWDSOURCING, CROWD ECONOMY & CROWD FUNDING		
ONLINE SAFETY	PUBLIC RELATIONS	SOCIAL COMMERCE & ENTERPRISE	WOMEN EMPOWERMENT

Social Media

▶▶ people ▶▶ voices ▶▶ power ▶▶



CITIZEN MEDIA & JOURNALISM	COMMUNICATION, ADVOCACY & DEVELOPMENT ACTIVISM		
COMMUNITY MOBILISATION	CROWDSOURCING, CROWD ECONOMY & CROWD FUNDING		
ONLINE SAFETY	PUBLIC RELATIONS	SOCIAL COMMERCE & ENTERPRISE	WOMEN EMPOWERMENT

'Social Media ►► People ►► Voices ►► Power ►►' is a book published by Digital Empowerment Foundation under its Social Media for Empowerment initiative to explore, understand and share how some of the best social media initiatives from South Asia are leveraging the power of new media's latest tools to bring about a change in the society. This book presents a few expert views, followed by descriptions of 52 social media initiatives from South Asia.

Concept: Osama Manzar

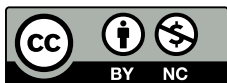
Writer: Furkan Latif Khan

Editor: Udit Chaturvedi and Aanchal Mittal

Design and Layout: Saurabh Srivastava & Ravi Kumar Yadav

Statistics: Satya Prakash

This work is licensed under a creative commons Attribution 4.0 International License.



Published & Distributed for Digital Empowerment Foundation by INOMY Media Pvt. Ltd
ISBN: 978-81-933164-1-2

You can read the online copy at www.sm4e.org or www.defindia.org/publication-2

For More Copies, Contact:

INOMY Media Pvt. Ltd

3rd Floor, 44, Kaalu Sarai, Near IIT flyover, New Delhi – 110 016, India

TeleFax: +91-11-26532786

Contributory Price: ₹350

▶▶ Contents ▶▶

Chairman's Note and Preface	07
Jurors' Perspective	07
Statistics	16
Winners, Special Mentions and Chairman's Recommendations	
▶▶ Citizen Media & Journalism	24
▶▶ Communication, Advocacy & Development Activism	28
▶▶ Community Mobilisation	34
▶▶ Crowdsourcing, Crowd Economy & Crowd Funding	42
▶▶ Online Safety	46
▶▶ Public Relations	50
▶▶ Social Commerce & Enterprise	54
▶▶ Women Empowerment	58
Finalists	
▶▶ Citizen Media & Journalism	62
▶▶ Communication, Advocacy & Development Activism	66
▶▶ Community Mobilisation	72
▶▶ Crowdsourcing, Crowd Economy & Crowd Funding	82
▶▶ Social Commerce & Enterprise	86
▶▶ Women Empowerment	90
Social Media Grand Jury	96
Social Media Partners	104

Osama Manzar
Founder-Director
Digital Empowerment Foundation
 **@osamamanzar**



Celebrating social media milestones

It's incredible how social media has been able to bridge the gap between citizens and governance, society and social issues, victims and help, and service-seeker and service, among others.

The power of social media is hard to dismiss today. What was once a platform to share photos with friends or follow celebrities has now also become a platform for accessing services, raising grievances and advocating for a cause. This is because social media has the power to connect and organise individuals and communities to disseminate information or views independently and in a free-flowing manner to billions of people, across different parts of the world, at an extremely fast pace and at no cost. Social media, in more than one way, adds to the democratic nature of a nation and strengthens it.

The Internet has become an increasingly powerful medium today to raise a debate, inform people about their rights person, create awareness on social issues, challenge stereotypes and change mindsets. For example, the number and strength of peaceful protests, both offline and online, across the country have been increasing, courtesy the channels of instant communication that reach out to thousands of people at the same time. We see a new hashtag every few weeks, trying to question a social, political or environmental evil. In so many cases, we have seen the power of crowd on social media forcing the authorities to take decisions to change laws, bring amendments and take cognizance of issues that they had perhaps been ignoring for far too long.

With the growth of the Internet's reach across the country, women, too, have got a chance to express their voice on various social media platforms such as blogs, Facebook, YouTube and Twitter; and have even begun to start their own enterprises through Instagram. However, the growth of Internet is not proportional to the rise of women Internet users, especially not in India.

Social media has the power to connect and organise individuals and communities to disseminate information or views independently and in a free-flowing manner to billions of people, across the world, at an extremely fast pace and at no cost

Yet, it is evident that the rise in the number of women users on Internet is leading to an increase in discussions and debates on social media platforms about women's rights and women's role in the society. In fact, researchers believe new media has become one of the most important tools to empower women today.

And empowering these women, and millions of others, are our social media heroes — In various sectors from public, private and finance to academia, civil society and individuals — who are doing remarkable innovations across South Asia and the globe to prove the strength of new age tools and technology.

Let's celebrate the social media milestones we have achieved till now, and aim to rise higher as the network of social media grows.

Aanchal Mittal, Senior Project Executive at Digital Empowerment Foundation, has also contributed to the article. She tweets @mittalaanchal91.

Dr. Ronald Meinardus
Regional Director South Asia
Friedrich Naumann Foundation for Freedom

 @meinardus



All that glitters is not gold but positives will reign

Once again, it's my pleasure to join the Social Media for Empowerment Awards (SM4E). This is a highlight in the annual calendar of my Foundation.

For South Asia, the process leading up to the award ceremony and the ceremony itself are singular: The platform of SM4E Awards provide a one-of-its-kind platform for the exchange of best practices and synergies in South Asia.

We congratulate our partners at Digital Empowerment Foundation for their endurance and professionalism, thereby making the SM4E a focal point for social media initiatives in the region. As with other things in life, it's not only about what you know. It is also important who you know. Personally, I can think of no better place for owners of social media initiatives from South Asia to meet like-minded and fellow activists than the SM4E platform.

It is almost a singular chance for entrepreneurs, innovators and changemakers in the sphere of social media to meet each other and the many great people who usually one only gets to meet via their online presence.

Social media — as most other things in the digital sphere — is often celebrated with a lot of hype, much of which is valid. Social media provides for historically unparalleled freedom of expression and empowerment for the individual and society as a whole.

However, all that glitters is not gold.

Most technologies have downsides also — chances go hand-in-hand with challenges. We need to recognise these challenges. Fake news, hate speech and infringement of our privacy are just some of the very real threats that come to mind in the debate about the digital dangers to a free society.

The Jury dealt with these matters and rightly so one of our categories covers online safety. In the

Social media provides for historically unparalleled freedom of expression and empowerment for the individual and society as a whole. However, most technologies have downsides also

A close-up photograph of a woman wearing a bright pink headscarf and a matching long-sleeved shirt. She is focused on her work, weaving a colorful textile on a wooden loom. The fabric features intricate patterns in red, green, and purple, with small white beads or sequins interspersed. The background is slightly blurred, showing the wooden frame of the loom and some tools.

Baank-e-loom is an initiative by Digital Empowerment Foundation in collaboration with Ericsson to safeguard the interest of weavers, improve their livelihood and give them direct access to the market — all through digital interventions



www.facebook.com/baankloom

Deepak Maheshwari

**Director – Government Affairs, India & ASEAN
Symantec Corporation**

 @dmcorgaffair



Disempower the social engineering scamsters

As traditional media's 'one-to-many' model is giving way to 'many-to-many' and 'one-to-one' in the realm of social media, we need to guard ourselves from the somewhat nefarious elements even as we leverage social media for empowerment.

By engineering a believable scenario, criminals manipulate users' psyche to act on otherwise risky behaviour, thereby causing a great deal of distress. Moreover, as users we often carelessly share personal data or information (about our friends & family, vacations & vocations, beliefs & philosophies), thereby helping criminals integrate discrete and seemingly discrete pieces to weave a fictional ruse and make it extremely 'believable'.

According to Symantec's Internet Security Threat Report 2016, every sixth social media attack has globally impacted an Indian. Some of these have been:

- » **Misleading URLs:** Shortened URLs (Uniform Resource Locators) can be extremely useful on Twitter, Facebook or even WhatsApp. However, at times they may land on fake or unintended websites.
- » **Traps Galore:** "You won't believe but it really works!" Haven't we all seen such emails or WhatsApp messages promising weight loss and what not, often purportedly from someone we know? A click would land you to what looks like the login page of a social media account — and a criminal now has access to your account! Also, more often than not, the real email ID is masked by the name of someone in your contact list.
- » **Unwitting Charges:** It may seem enticing to know how you stack up with respect to your friends and family on Candy Crush or with which character your personality matches in the Game of Thrones but often such dubious bait-and-switch malpractices thrive on social

As users we often carelessly share personal data or information, hereby helping criminals integrate discrete and seemingly discrete pieces to weave a fictional ruse and make it extremely 'believable'

media, notwithstanding their claims. Yes, your account just got charged for something that was supposedly free.

- » **Cash Continues to be the King:** Requests for emergency cash from friends and family stuck in foreign countries are legion by now but still many of us fall for it. Try to call up first and check the authenticity. Almost all such messages are hoax, and the money you send, actually finds its way in to the criminal's bank account. Likewise, many of us transfer a few hundred or thousand dollars on the promise of getting millions from a total stranger. Don't fall for such greed. Don't even respond to such offers.
- » **Keep Forwarding in Perpetuity:** "Retweet and we'll donate to a worthy cause"; "Every share on WhatsApp will feed a child"; "Forward this message to X number of contacts lest you become the next victim." Often, we know that the claim and the cause are fake but still many of us innocuously keep forwarding. In fact, six out of 10 times, people forward stuff on social media without reading it themselves. It might be time to break the chain.
- » **Fake News:** Unlike traditional media where the same news is distributed to all the audience, after the editorial oversight and filtering, fake news on social media tends to get a life of its own. Firstly, there could be varnished or unsubstantiated news snippets. Secondly, algorithms may serve stories reinforcing our confirmation bias.

So, is there a way out?

Over-reliance on social media may be counter-productive. Hence, be prudent and alert. Cross-verify with other sources and be a responsible and watchful user. Do use updated security software and authentic apps while consciously being aware of the pitfalls of social engineering.

Malini Gupta
Programme Director
RBS Foundation India



The snowballing impact of social media

Years ago, when micro finance witnessed a boom, I was a mere foot soldier in the larger war for equality. Our battles were many and our victories few and far between. At one frustration-fraught review meeting, one of our sagacious and pragmatic community leaders had brought us firmly to a watershed with her analysis. In her penetrating voice she had said that the project moved slowly because of information and its inherent processes. First, there was no easy way to reach out to a large number of women in rural Bengal. Second, there appeared no way to ensure that everyone received the same information and not variants of it. Third, we were unable to find ways in which information reached women in a form that allowed them to act on it. In those days of field workers being trained and dispatched to large villages interspersed with larger rivers, regularly isolated by monsoon inundations, this seemed like an impossible task. In Bengal of those days, only its politics had the capacity to deal with information on this scale.

Cut to now. As I see the rapidly snowballing impact of social media, I am often reminded of that workshop where we sat in silence digesting the reality of dealing with information and the agency to act on it. Audre Lorde stated, “You cannot destroy the master’s house with the master’s tools.” To find new tools to challenge and destroy institutions of oppression – whether race, caste, gender or economics – this has been the back-breaking task of those engaged in social change. Social media, today, gives us a glimpse of that elusive new tool. As a development worker for over 25 years, this is my focus on social media – I observe with as much excitement as apprehension.

In its very nature, social media provides a solution to the above conundrum. Social media shares information. It shares it in a format accessible to all uniformly – there is no general compartment/ AC II, AC III and First Class here. In that it does not discriminate at the access stage, social media creates the first step of equality and agency.

Audre Lorde stated, “You cannot destroy the master’s house with the master’s tools.” Social media, today, gives us a glimpse of that elusive new tool

A plethora of information is shared via social media (unlike the field worker/foot soldier trained only in one) it creates the second step of agency – it allows one to make an informed choice. Today, someone contemplating parenthood can connect to a diverse set of groups – of parents with one child, of parents with two children or more, of children with special needs, adopted children, and even persons who choose not to have children.

Social media creates the third step of equality and agency – direct contact. In removing the middleman and connecting the producer to the user of goods and services, social media holds the power to transform economic structures and, consequently, the social and political structures.

But as they say, the sword in itself is only a piece of steel. It becomes a weapon only in the hands of the killer. We all know that our capacity for violence and greed greatly exceeds our potential for equality and justice. It would be naïve to expect that dealing with information and agency at this scale would bring only positive impact. It is still a new tool, with impacts that we cannot yet comprehend fully. Each of us must ensure that we use it to create a better world, not an uglier one.

Nakul Shenoy

**Communication Scientist & Magician
Beyond Magic**



@NakulShenoy



The social experience of media

Social media has well and truly arrived to rule the minds and digital lives of our people, having evolved to be the primary source of information and as the de-facto mode of communication. Be it Facebook, Twitter, WhatsApp, Instagram, Snapchat or the time-tested blogs — an average netizen is spending an increasing amount of time seeing, reading and posting everyday updates on various social media platforms.

We are all creating information (and knowledge) at unprecedented levels, surpassing the traditional modes of media and communication many times over. Personal posts via social media tools far outnumber the messages people send each other via email, SMS, or the ancient and more-romanticised mode of pen-on-paper. There are many youngsters, especially in the college-going age, who have never used email and rely completely on social media tools. Further, the rampant use of social media has further greyed-out the line between posts for personal and public consumption.

Yet, the golden age of social media is just at its nascent stage — with continued technological innovations making the Internet and smart devices accessible to a hitherto digitally-dormant populace. With each passing day, more people across the country and the globe are being digitally empowered — and coming in contact with a new world that seemingly has no borders; where news is reported by anybody and accessed by thousands within a few seconds. The ever-increasing popularity of social media tools has enabled people in the most impoverished and politically-troubled areas of the world to reach out to the conscience of global citizens, even as it has challenged the traditional news-media organisations to think out-of-the-box and stay relevant.

These developments have a darker side too, for it is now increasingly difficult to gauge the veracity of information that makes its way into our phones and lives, or to understand the political intent or ideology that is driving these social stories. As much as we have emerged in a digitally-connected

We are all creating information (and knowledge) at unprecedented levels, surpassing the traditional modes of media and communication many times over

social world, a few rather important questions repeatedly hit us day in and out: Who is sending this news and what does it mean for me? How much of this information is true? What is the guarantee that this is not yet another scam? Is this story something I should act on immediately or just file away as ideological propaganda?

Answering these difficult questions via technological innovations and safeguarding the interests of netizens — particularly the new and novice social users — is where the Internet and social media industry is headed next. Robust, easy-to-use and accessible user interfaces will continue to pave the path for higher adoption and prove to be the game-changers to revolutionise the social experience of media. Meanwhile, continue to change the world one tweet at a time!

Rinchen Dorji
Director
Ministry of Information
& Communication, Bhutan



Social media is transforming communication

At the invitation of Digital Empowerment Foundation, I had the opportunity to participate as one of the Jury members for the 4th edition of Social Media for Empowerment Awards 2017. The Grand Jury was held at the Hill Fort of Kesroli, a heritage hotel managed by Neemrana Hotels Group, on March 17-18, 2017.

I thank DEF for institutionalising the award and for rewarding individuals, companies and organisations that are using social media in innovative ways. The Jury had to evaluate and nominate candidates for the awards in different categories such as Community Mobilisation, Women Empowerment, Online Safety, and Social Commerce & Enterprises, among others; and we had received applications for SM4E Awards from all over South Asia. With such awards in place, Social Media for Empowerment is encouraging individuals, groups, companies and organisations to identify with the platforms that take social media seriously and work with them, which in turn empower citizens and boosts socio economic growth.

Participating in the Jury provided an insight into how government agencies wanting to bring significant impact to the society should not be confined to website advertisements and press releases but use social media as it has a far wider reach. Applicants from business sectors revealed that firms embracing social media as a tool for marketing have been able to reduce expenses and expand their businesses. It was also a wonderful opportunity to meet and interact with other esteemed jury members who are making a big difference in their respective sectors.

Participating in the Jury provided an insight into how government agencies wanting to bring significant impact to the society should not be confined to website advertisements and press releases but use social media for wider reach

▶▶ STATISTICS 2017 ▶▶

Total Nominations **162**

Nominations After Pre-Screening **71**

Finalists **52**

Winners **16**

Special
Mentions **07**

Chairman's
Recommendations **03**

Country-Wise
Nominations **162**

India	146
Pakistan	09
Bangladesh	06
Maldives	01

Country-Wise
Finalists **52**

India	45
Pakistan	03
Bangladesh	03
Maldives	01



Category-Wise Winners **16**

- 02 Citizen Media & Journalism
- 03 Communication, Advocacy & Development Activism
- 03 Community Mobilisation
- 02 Crowdsourcing, Crowd Economy & Crowd Funding
- 01 Online Safety
- 02 Public Relations
- 01 Social Commerce & Enterprise
- 02 Women Empowerment

Category-Wise Special Mentions **07**

- 02 Communication, Advocacy & Development Activism
- 02 Community Mobilisation
- 01 Crowdsourcing, Crowd Economy & Crowd Funding
- 01 Online Safety
- 01 Social Commerce & Enterprise

Category-Wise Chairman's Recommendations **03**

- 01 Citizen Journalism
- 01 Community Mobilisation
- 01 Online Safety

Category-Wise Nomination Break-up 162

- 15 Citizen Media & Journalism
- 28 Communication, Advocacy & Development Activism
- 34 Community Mobilisation
- 14 Crowdsourcing, Crowd Economy & Crowd Funding
- 05 Online Safety
- 07 Public Relations
- 13 Social Commerce & Enterprise
- 43 Women Empowerment

Social Award South Asia 2017: Winners (16)

Citizen Media & Journalism – 02

- » Everyday Mumbai (INDIA)
- » 60 Second Intl. Film Festival (PAKISTAN)

Communication, Advocacy & Development Activism – 03

- » Explaining India's Laws (INDIA)
- » SpeakUp (INDIA)
- » The Cultural Mapping Project (INDIA)

Community Mobilisation – 03

- » Amrai Pari (BANGLADESH)
- » #BearNoMore (INDIA)
- » Janwaar Castle (INDIA)

Crowdsourcing, Crowd Economy and Crowd Funding – 02

- » Karvaan: A Roving Book Project (INDIA)
- » MyCityMyBudget (INDIA)

Online Safety – 01

- » #DigitalHifazat (INDIA)

Public Relations – 02

- » It's My Bus (INDIA)
- » Twitter Seva by Up Police (INDIA)

Social Commerce & Enterprise – 01

- » Unstring a story (INDIA)

Women Empowerment – 02

- » #IWillGoOut (INDIA)
- » Bindi Bottoms (INDIA)

Social Media Award South Asia 2017: Special Mentions (07)

Communication, Advocacy & Development Activism – 02

- » Samvidhan LIVE! The Jagrik Project (INDIA)
- » Police Awam Saath Saath (PAKISTAN)

Community Mobilisation – 02

- » Youngistaan Foundation (INDIA)
- » School Wiki by Govt. of Kerala (INDIA)

Crowdsourcing, Crowd Economy and Crowd Funding 01

- » Crowdfunding The Dream of a Poor to Educate Himself (INDIA)

Online Safety – 01

- » iSAFE Alliance (INDIA)

Social Commerce & Enterprise – 01

- » iShippo (INDIA)

Social Media Award South Asia 2017: Chairman's Recommendations (03)

Citizen Media & Journalism – 01

- » Jan Ki Baat: Citizen Reporting Network (INDIA)

Online Safety – 01

- » International Media Support (PAKISTAN)

Community Mobilisation – 01

- » Odisha Livestock Resource Development Society (INDIA)

Social Media Award South Asia 2017: Finalists (26)

Citizen Media & Journalism – 03

- » Chaaipani (INDIA)
- » Salaam Shakti by Salaam Namaste Community Radio (INDIA)
- » Social Enablers (INDIA)

Communication, Advocacy & Development Activism – 04

- » Mahiti Adhikar Manch (INDIA)
- » Making Berhampur a Child Friendly City (INDIA)
- » Biodiversity Awareness (INDIA)
- » Nature's Jamboree (INDIA)

Community Mobilization – 08

- » Access to Information (a2i) Programme (BANGLADESH)
- » #IPledgetoRecycle by Managers Without Borders (INDIA)
- » Sunday Shramdaan (INDIA)
- » Journey NGO (MALDIVES)
- » Hygiene Education in Primary Schools under Banega Swachh India Project (INDIA)
- » India Rehab Centre (INDIA)
- » Digital Gandhi (INDIA)
- » Cash Ki Aadat Badlo (INDIA)

Crowdsourcing, Crowd Economy and Crowd Funding – 04

- » Equathon (INDIA)
- » StudyMall - Read, Learn, Play (INDIA)
- » Rapid Response (INDIA)
- » Destitute Women Home: Fundraising for Marriage (INDIA)

Social Commerce & Enterprise – 03

- » Renewable Energy Solution (INDIA)
- » Agricultural Mobile Applications for Farmers (INDIA)
- » Mandi Trades (INDIA)

Women Empowerment – 04

- » RESPECT S.H.E. (INDIA)
- » GBV Help Map (INDIA)
- » #StandWithMe (INDIA)
- » #MakeWayForHer (INDIA)

Digital Cluster Development Programme expands to Kanchipuram (Tamil Nadu), Pochampally (Telangana) and Kollegal (Karnataka)

DEF adopts all district public libraries in Bihar and Telangana in partnership with IPLM

DEF ties up with Google's Internet Saathi project to digitally empower 18,00,000 beneficiaries across 10,000 villages of Bihar and Madhya Pradesh

Handloom clusters in Trichy (Tamil Nadu) and Narayanpet (Telangana) adopted under the Digital Cluster Development Programme

100 CIRC's added across 20 states with support from Vodafone, Indus Towers, Pradan & Tata Trusts

Special Cluster based CIRC's established in Nuapatna & Bargarh in Odisha, and Barabanki in Uttar Pradesh

CIRC Awards launched to recognise and felicitate centres and staff that are doing exceptionally well

CIRC reaches to more than 50 locations

Digital Panchayat is launched and reaches out to 500 Panchayats

CIRC expands to North East region of India in Sonapur (Assam) and Tura (Meghalaya)

CIRC concept extended to Community Radio Hen Val Vani in Chamba, Tehri Garhwal (Uttarakhand)

First CIRC set up towards in Ginjo Thakur Village in Ranchi (Jharkhand); 2 more CIRC's opened in Mamoni in Baran (Rajasthan)

CIRC's across India participate and showcase their work at Prayag, a digital mela organised in New Delhi

DEF launches British Council's English and Digital for Girls' Education programme at 21 CIRC's across 12 states

CIRC is set up in Chandauli (Rajasthan) under the first Minority Cyber Gram Yojana of the Ministry of Minority Affairs

150,000 women reached out for digital literacy under Google's Helping Women Get Online programme

50 women turned into digital entrepreneurs across 5 CIRC's

District Public Library in Bettiah (Bihar), Kanpur and Unnao in (Uttar Pradesh) adopted

25 Sookhna Seva Kendras or Information Service Centres established in different districts of Madhya Pradesh, Uttarakhand, Bihar, Rajasthan and Jharkhand

National Digital Literacy Mission integrated at all CIRC's

CIRC-cum-Digital Panchayat initiated in Rohtak (Haryana)

Digital Panchayat initiated in Kolhapur (Maharashtra) and Alwar (Rajasthan)

CIRC
Community Information Resource Centre
empowering people, transforming lives

CIRC's are digitally enabled community centres, run by and for the community to ensure empowerment through digital literacy and information services. Since 2007, the number of CIRC's has grown from 3 to 170+ across 80 districts in 22 states of India, serving over a million villagers.

<http://circindia.org/>



On the following pages, you will read brief descriptions about 52 organisations, projects or initiatives from all over South Asia that have leveraged the power of social media to reach out to a wider audience or target groups. Here, we will discuss the stories behind the initiatives and what lies ahead for them.



»» **Winners** »»

»» **Special Mentions** »»

»» **Chairman's Recommendations** »»



Citizen Media & Journalism

Winners

- » EverydayMumbai
INDIA
- » 60 Second Intl.
Film Festival
PAKISTAN

Chairman's Recommendation

- » Jan Ki Baat: Citizen
Reporting Network
INDIA



EverydayMumbai



EverydayMumbai



chiragwakaskar@gmail.com



www.everydaymumbai.com



India



@everydaymumbai



@everydaymumbaicity

Finding the spark in everyday life

EverydayMumbai is a photography-based community on Instagram, a social media platform. The project runs entirely on community contribution and crowdsourcing mechanism, with it receiving submissions from Instagrammers from all over Mumbai city. Photographers or Mumbai lovers looking to be featured on this page, post the photos on their respective pages with the hashtag #everydaymumbai.

The aim of the project is to share photographs from Mumbai city and its residents. Photographs that highlight various events happening in the city or capture issues that the city is facing are specifically curated for the EverydayMumbai page. The project has managed to reach out to over 1,00,000 followers on Instagram in the last three years, and has shared about 2,00,000 photographs through its page. EverydayMumbai aims to be a democratic and collective voice of the photographers who document the city, its issues, its life and its people. The photographers featured on its page could be by amateurs or professional photographers, which its curators believe is one of the reasons for its popularity. The idea behind the project is to take the photography beyond newspapers and magazines — as well as outside the realms of art galleries — to the fingertips of the young demographic through channels. The project hopes its audience to be motivated to document their city and be the visual storytellers of Mumbai.

EverydayMumbai has been recognised as a **Winner** for the year 2017 in the category **Citizen Media & Journalism** for creating a crowdsourced photography community

60 Second Intl. Film Festival

an initiative of Morangofilms



60 Second Intl. Film Festival



Morango



raila@morango.net



www.60siff.com



Pakistan



@60SIFF



@60secondfilmfestival

A minute for bridging cultural gaps

The 60 Second International Film Festival (60SIFF) is a platform created to empower the youth by giving them an opportunity to express themselves. 60SIFF encourages anyone with a story to film their thoughts in 60 seconds. 60SIFF has been successful in fostering a community of participants and viewers, bridging the gap between cultures and creating strong global ties among aesthetically-driven individuals.

60SIFF believes in sharing stories through a visual medium. For its fifth year (2016-17), 60SIFF festival has assigned the theme 'Dil Say Pakistan - Colours of your Country' to reinforce values of patriotism, citizenship and civic responsibility. Over the years, 60SIFF has traveled to numerous rural and urban locations in Pakistan; and even expanded its horizons to include emerging international film-makers from countries like the US, the UK, Australia, Turkey, Sri Lanka, Maldives, Nepal and Iran, among others. Films coming out of this umbrella are screened to a range of diverse audiences in an equally diverse variety of locations. 60SIFF's primary audience has always been the youth, with the aim to boost their confidence and provide them with opportunities that may not be available otherwise.

60 Second Intl. Film Festival has been recognised as a **Winner** for the year 2017 in the category **Citizen Media & Journalism** for creating a platform to showcase independent films



Jan Ki Baat



Jan Ki Baat: Citizen Reporting Network



pradipb91@gmail.com



www.jankibaat.com



India



@jankibaat1



@jankibaat

For, of and by the people

Jan Ki Baat (Voice of the People) is a bilingual (Hindi and English) digital media channel, which uses a network of citizen reporters to deliver news from across the country in the form of short video or audio file.

Jan Ki Baat reporters are equipped with smartphones and are active users of social media platforms to broadcast news to their audience in the fastest manner. Jan Ki Baat focuses on broadcasting views of different stakeholders on public issues raised by citizens. The citizen reporters also carry out on-ground live reporting to understand the sentiments of the people on various pertinent news and civic issues.

Meanwhile, other citizens who want to share news with Jan Ki Baat reporters are encouraged to upload their videos on its official website or share them through social media platforms such as Facebook, Twitter or even WhatsApp.

Jan Ki Baat envisions being India's first multilingual disruptive digital media channel, with global reach, that leverages citizen reporters to deliver personalised news from across the globe, primarily in the form of videos, supported by pictures and texts.

Jan Ki Baat has been recognised for **Chairman's Recommendation** for the year 2017 in the category **Citizen Media & Journalism** for encouraging citizen reporting



Communication, Advocacy & Development Activism

Winners

- » Explaining India's
Laws
INDIA
- » SpeakUp
INDIA
- » The Cultural
Mapping Project
INDIA

Special Mentions

- » Samvidhan LIVE!
The Jagrik Project
INDIA
- » Police Awam
Saath Saath
PAKISTAN

Simple explainers on different laws

Law Explainers



Law on Cheque - Issuing



Online Bank Fraud



Attention Laws



Section 177



Nyaaya



Explaining India's Laws



sumeys@nyaaya.in



www.nyaaya.in



India



@NyaayaIN



@nyaayain

An easy brush with the law

Nyaaya has successfully built India's first free online repository of every central and state law in the country. Its five-member team believes this portal will help individuals to understand their rights, navigate the laws and reach out to legal experts.

The repository has been made available in rudimentary English for greater reach and ease of access, especially for people who have not studied law, to find information on existing laws in India. Within four days of its launch, the website had received 20,000 visitors. As a website trying to explain complex Indian laws, the laws listed on the portal are accompanied with guides and visuals for easier understanding and comprehension. The laws have even been further simplified by relatable and popular examples from everyday life.

Nyaaya is an initiative associated with the Vidhi Centre for Legal Policy, which works with the government on improving existing laws and drafting better laws, and supported by philanthropist Rohini Nilekani. The portal aims at creating content and promoting democratic debate on laws, with the help of its user communities. At the moment, Nyaaya is extending its website reach by developing content in Hindi and, eventually, in several other regional languages.

Nyaaya has been recognised as a **Winner** for the year 2017 in the category **Communication, Advocacy & Development Activism** for creating an online and easy-to-comprehend repository of Indian laws



SpeakUp

A feedback platform for consumers to voice their concerns



SpeakUp Mobile Application



Dhwani Rural Information Systems



swapnil@dhwaniris.com



www.speak-up.in



India



@SpeakUp_IN



@SpeakUpIn

Speak up and be heard

SpeakUp mobile app is India's first one-stop feedback platform to reach out to government officials and offices to make a suggestion or share a compliment. The idea is to create a hassle-free communication channel that integrates social media platforms like Twitter, Facebook and Emails.

The initiative recognises that several government departments, ministries and banks have special cells dedicated for public grievances under Twitter Seva. However, the microblogging site has only about 29 per cent user penetration in India; and has largely been used by a very niche audience. The people who are online but not on Twitter are often not aware of appropriate handles through which they can voice their grievances. This is where SpeakUp comes into the picture. It leverages the power of social media, especially Twitter, to reach out to the right person at the right place at the right place.

Speak Up intends to revolutionise the age-old grievance system and connect the service provider to the service consumer through an efficient platform for instant communication. In future, the platform intends to bring all categories of vendors and service providers under a common platform and leverage social media to connect them efficiently and easily to their consumers.

SpeakUp Mobile Application has been recognised as a **Winner** for the year 2017 in the category **Communication, Advocacy & Development Activism** for creating better communication systems between the public and the government



The Cultural Mapping Project



Sahapedia



lakshmyvenkatesh@sahapedia.org



www.culturalmapping.in



India



@sahapedia



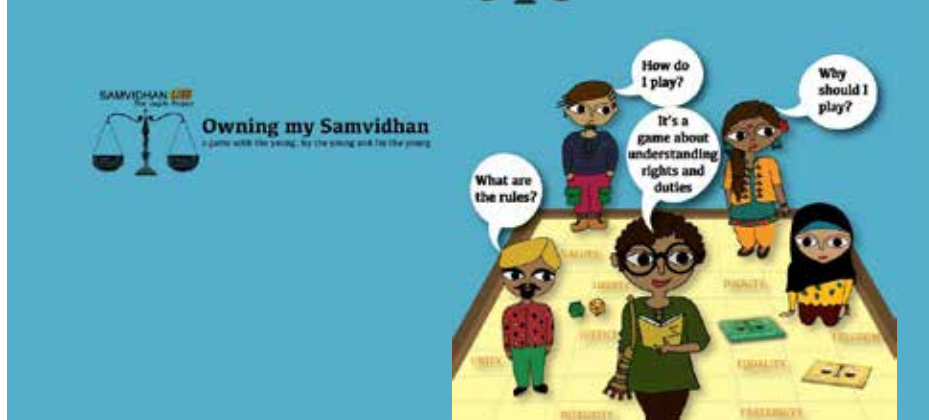
@Sahapedia

Communities collaborate to map their culture

The Cultural Mapping Project by Sahapedia is a dynamic digital resource, which records native, settler and colonial history of the island space of Fort Kochi and Mattancherry in Kerala, India, to make it available for use to those who engage with this landscape. The resource is available in the form of a geo-tagged map, with more than 150 sites marked on the basis of their cultural importance, which have been identified and documented in collaboration with local communities. The site is then divided into categories like Cultural Centres, Places of Worship, Lifestyle, Public Spaces, Public Institutions and Heritage Sites.

As a public resource, the project has been envisaged to serve multiple purposes. It is a resource for tourists and visitors to access information on the extraordinarily rich cultural landscape of the area. The map provides a space for those who live and work in the area to enunciate their living experiences and offer multiple perspectives of the region. Further, as a first of its kind in India, the Cultural Mapping Project works as a model for future cultural mapping projects. It's digital mapping of heritage allows new stakeholders — such as town planners, creative developers or entrepreneurs with new business models — to enter the scene, build upon old structures and use the region's past to improve its present and future. The website was launched in collaboration with the international contemporary art festival, the Kochi-Muziris Biennale.

Sahapedia has been recognised as a **Winner** for the year 2017 in the category **Communication, Advocacy & Development Activism** for culture and history mapping through digital technology



Samvidhan LIVE! The Jagrik Project



ComMutiny - The Youth Collective



youthcollective.commutiny@gmail.com



www.5thspace.in



India



@5thspace



@5thSpace

Transforming citizens into conscious citizens

Samvidhan LIVE! The Jagrik Project is an initiative that aims to enable young people to experience the implementation of the Constitution of India in our everyday lives. The initiative has successfully engaged 500 young jagriks — an amalgamation of the words 'jagruk' meaning aware and 'nagrik' meaning citizens — aged between 16-30 across 15 states of India. The minds behind the project believe that ownership of public spaces is a crying need of the hour and that ownership, as a conscious process, cannot be achieved in classrooms. There is a need to take it to the streets. Therefore, through this public initiative, young people experienced and lived the six Fundamental Rights and Duties over a period of five weeks so that they could build their capacities and refl-act (reflect + act) in the real world.

With the intention of involving more youngsters in refueling a conversation around the Indian Constitution, Samvidhan Live carried out a survey of responses from 7,000 Indian citizens that will be presented to President Pranab Mukherjee in form of a short film. This initiative is a collaboration between ComMutiny - The Youth Collective and about 30 other youth-led and youth-engaging partners from across the country, and has been supported by the likes of Misereor, Oxfam India and DKA Austria.

Samvidhan LIVE! The Jagrik Project has received a **Special Mention** for the year 2017 in the category **Communication, Advocacy & Development Activism** for engaging youth to promote better understanding of the Constitution



Police Awam Saath Saath



Morango Films



sa@morango.net



www.morango.net



Pakistan



@policeawam



@policeawamsaathsaath

In you, we trust

Police Awam Saath Saath is a mass communication campaign aimed at building public and policy support for the Pakistan Police; and to bridge the gap between the police and the public. The campaign aims to communicate the circumstances in which the police department operates and how the public and government role is predominately crucial for effective law enforcement, especially at a time when the country is dealing with the crucial threat of terrorism and a rising level of mistrust against the police department. The campaign has three major objectives: to build greater understanding of the constraints under which the police operate, thereby build greater appreciation for their efforts among citizens; to showcase and highlight best practices being implemented by individual police officers across the country to encourage wider adoption of local best practices; and to affect real improvements in police effectiveness by stimulating bottom-up pressure for reforms and providing a public platform to debate and discuss challenges and constraints.

To achieve these objectives, the content of the campaign revolves around showcasing the real life stories of the Pakistan Police, providing an outlook on the life and activities of an ordinary Pakistani policeman, and engaging the public and the police for open dialogues to address real life challenges and misconceptions.

Police Awam Saath Saath has received a **Special Mention** for the year 2017 in the category **Communication, Advocacy & Development Activism** for its work on bettering public-police relationships



Community Mobilisation

Winners

- » Amrai Pari
BANGLADESH
- » #BearNoMore
INDIA
- » Janwaar Castle
INDIA

Special Mentions

- » Youngistaan
Foundation
INDIA
- » School Wiki
By Govt. of Kerala
INDIA

Chairman's Recommendation

- » Odisha Livestock
Resources Development
Society (OLRDS)
INDIA



Amrai Pari



BBC Media Action (Bangladesh)



mamunur.rahman@bd.bbcmediaaction.org



www.bbc.co.uk/mediaaction



Bangladesh



@bbcmmediaaction



@bbcamraipariofficial

Preparing communities for a bad day

Amrai Pari was launched in 2014 as a research study to identify how rural and urban communities live under extreme weather and climate change; and to examine their ability to work together to respond to natural crises. The idea behind the project is to enhance communities' ability and motivation to work together to prepare for natural hazards. The project's presence on Facebook caters to a young, urban audience; and addresses important concepts related to urban hazards like earthquake, fire and extreme heat.

Its social media activity is built on the success of the Amrai Pari television series; and has reached over 22 million people in Bangladesh. Its Facebook-based approach has succeeded in initiating dialogues on innovative and extensive initiatives on natural disaster preparedness. The project has increased audience interaction in dealing and coping with natural disasters. In fact, its research has indicated that discussions have been a key driver for communities to take action to enhance their resilience. Research also shows that 47 per cent of people who were exposed to Amrai Pari, on any platform, responded by taking action to prepare for disasters. Amrai Pari's Facebook page has more than 25 million impressions, 1.5 million page engagements and 4 million video views through its follower base of 104,000, almost all of which have 'liked' the page in the last 12 months.

Amrai Pari has been recognised as a **Winner** for the year 2017 in the category **Community Mobilisation** for encouraging communities to work together on disaster preparedness



#BearNoMore



Development Consortium | Love Matters India



vithika.yadav@rnw.org



www.rnw.org



India



@rnw.org

@lovemattersinfo



@rnw.org

@lovematters.india

No more violence

#BearNoMore is a campaign aimed at breaking the taboos surrounding Intimate Partner Violence (IPV) among young unmarried couples of all genders in India. The campaign raised awareness on IPV issues by engaging young people from rural and urban areas online, and stimulating discussions on the subject with the intention of contributing to a decline in cases of IPV in the long term. The project used a hybrid approach of a responsive site and an active presence on social media platforms, which allowed its users to access reliable information using their mobile phones or personal computers safely and anonymously. They could also choose whether they wished to simply read the content or extend their interaction to engage more directly — joining discussion boards, asking questions via emails or private Facebook messages, or posting comments.

What made the campaign unique from other similar ones was that **#BearNoMore** specifically focused on unmarried couples under 25 as opposed to existing initiatives that focus on domestic violence among married couples. Love Matters India designed the campaign specifically to resonate with this target group; and successfully reached out to over two million users online. Most of these users agreed that the campaign had contributed to a raised level of awareness and knowledge and, especially, brought them new insights on topics related to intimate partner violence.

#BearNoMore has been recognised as a **Winner** for the year 2017 in the category **Community Mobilisation** for raising awareness on intimate partner violence among young unmarried couples



Janwaar Castle



Janwaar Castle



ulrike@janwaar-castle.org



www.janwaar-castle.org



India



[@janwaar_castle](https://twitter.com/janwaar_castle)



[@JanwaarCastle](https://www.facebook.com/JanwaarCastle)

Skateboarding their way to a better future

Janwaar Castle creates spaces of interaction among communities that it works with, by engaging children through the sport of skateboarding.

Janwaar Castle believes that the children are the real leaders of a village who can pave the way for future. The initiative runs various educational and recreational activities for children and the communities they work with. The aim of the initiative is to 'break the status quo', which it facilitates through the setting up of model schools, library spaces, sporting activities for a target group. A Castle also includes a hostel for children to stay and learn through educational-cum-recreational activities. Skateboarding, though, is one of its key activities.

The initiative has been working on building three new skate parks in villages around Janwaar, Madhya Pradesh, that caters to both beginners and professionals. Janwaar Castle initiative believes that the energy from the skate park will fuel all other activities in a very positive way.

The initiative aims to send at least one child from the area to the Tokyo Olympics in 2020.

Janwaar Castle is a completely crowd-funded initiative. So far, more than 100 friends from all over the world have contributed to make Janwaar Castle happen and keep it running.

Janwaar Castle has been recognised as a **Winner** for the year 2017 in the category **Community Mobilisation** for promoting social change through skateboarding



Youngistaan Foundation



Youngistaan Foundation



arun@youngistaanfoundation.org



www.youngistaanfoundation.org



India



@YoungistaanFDN



@younghyd

An army of India's young

Youngistaan Foundation is a Hyderabad-based voluntary outfit that organises and engages with socially aware individuals to spearhead social programmes for meaningful and empathetic interventions in the targeted areas of homelessness, poverty, education and gender awareness.

Among the various programmes run by the organisations include the Bright Spark Programme, which is a holistic mentoring initiative that creates mindful and 'caring' learning spaces for underserved learners by integrating fundamental academic knowledge with higher-order thinking skills and vital life skills. The Hunger Heroes of the Feeding Programme reaches out to the homeless, with freshly cooked meals while the Transformers team provides basic hygiene, first-aid, and mental succour to the city's abandoned. Women of Courage is a gender awareness programme that aims to build safe spaces of dialogue on teen health by engaging adolescent girls at government and low-income schools. The Foundation is supported by about 3,000 registered volunteers who are involved in various programmes in Hyderabad and Secunderabad in Telangana, Noida in Uttar Pradesh, Bhopal in Madhya Pradesh and Mumbai in Maharashtra.

Youngistaan Foundation has received a **Special Mention** for the year 2017 in the category **Community Mobilisation** for engaging volunteers to work on various social issues

സ്കൂൾവിക്കിയിലേക്ക് സ്വാഗതം



School Wiki



IT@School Project, Govt of Kerala



jk.its.gov@gmail.com



www.schoolwiki.in



India



NA



[@schoolwiki.in](https://www.facebook.com/schoolwiki.in)

An encyclopedia on Kerala schools

SchoolWiki was introduced by IT@School Project in 2009 as a comprehensive database of schools in the state of Kerala to foster a culture of collaborative learning among students.

SchoolWiki, created using Wikimedia Foundation's software, aims to facilitate collaborative content development and its sharing. The project collaborated with 15,000 schools in the state, targeting Classes I to XII. SchoolWiki is available in Malayalam and features a unique content collection created in collaboration with students, teachers, alumni and the public. The platform also lists details of all the schools in the state, besides putting on its portal over 30,997 articles and engaging 13,000 users. The users of SchoolWiki are able to key-in and update all their basic elementary details, historical references, infrastructure data, renowned alumni, website details, maps, blogs, clubs and forums, magazines, images and videos.

IT@School Project has provided high-speed broadband Internet connectivity to all the schools in the state, enabling the schools to upload their details on SchoolWiki on a regular basis. The project has also established student groups in every school. These groups are called Student School IT Coordinator (SSITC), and help the School IT Coordinator (SITC) in ensuring regular updates of their content on SchoolWiki. SchoolWiki aims to be the largest and most comprehensive Malayalam educational database on the Internet.

SchoolWiki by the Government of Kerala has received a **Special Mention** for the year 2017 in the category **Community Mobilisation** for fostering a culture of collaborative learning among students and schools



OLRDS Facebook Page



olrdsahd@gmail.com



Odisha Livestock Resources Development Society (OLRDS)



www.olrds.com



India



NA



@OlRds

Giving rural economy a push

The Odisha Livestock Resources Development Society (OLRDS) was formed to boost rural economy and reduce rising trends of unemployment. It works broadly on the objectives of radically improving coverage of breed-able bovine population; door step delivery of artificial insemination services; and implementation of government schemes.

The project has a Facebook page called Animal Husbandry Department of Odisha Government; its popularity demonstrates how social media can be used by the government for dissemination of information related to different initiatives and schemes, thereby bridging the information gaps between citizens and the government.

The Facebook page has been successfully creating awareness and inspiring entrepreneurship in the livestock sector. The page has a reach of over 175,000 people, and has been viewed by about 70 lakh users so far. On an average, 2,300 people engage with the Animal Husbandry Department through its social media page on a daily basis. Meanwhile, to ensure that its page stays relevant and contextual, OLRDS ensures that information and content is constantly shared on Facebook to engage users in dialogues.

Odisha Livestock Resources Development Society (OLRDS) has been recognised for **Chairman's Recommendation** for the year 2017 in the category **Community Mobilisation** for using social media for information dissemination



Digital Empowerment Foundation along with UNESCO and IHCN have initiated The eHeritage Project: Digitally Enhancing India's Heritage to digitally document the history, heritage and culture of Chanderi in Madhya Pradesh and Shahjahanabad in Old Delhi.

www.chanderiheritage.in
www.olddelhiheritage.in



Crowdsourcing, Crowd Economy & Crowd Funding

Winners

- » Karvaan:
A Roving Book
Project
INDIA
- » MyCityMyBudget
INDIA

Special Mention

- » Crowdfunding the Dream of a
Poor to Educate Himself
INDIA



Karvaan: A Roving Book Project



Karvaan: A Roving Book Project



karvaanbookproject@gmail.com



www.karvaanbookproject.wordpress.com



India



@KarvaanProject



@karvaanbookproject

Driving around the culture of reading

Karvaan: A Roving Book Project is an initiative to create libraries in schools and celebrate multilingualism in the valley of Kashmir, and promote the culture of public libraries and book reading to create interactive spaces for young minds of the state.

A self-funded project, Karvaan has utilised social media channels to encourage and inspire individuals, groups and organisations all over the country — and even abroad — to donate new and old books in English, Urdu and Kashmiri for the children of Kashmir. Through shout-outs on Facebook, Twitter and Instagram, besides word-of-mouth, people from different parts of the country can courier their books to Srinagar in Jammu & Kashmir; or those in New Delhi can even drop them off at one of the collection points in the city.

Starting May 2017, the Karvaan: A Roving Book Project van will be on the road for a period of one to two months, visiting various schools in different parts of rural Kashmir to help them build libraries for children and encourage them to pick up a book and read. While on the road, the project also aims to share with its contributors stories from the schools and villages that are visited and helped in creating libraries.

Karvaan: A Roving Book Project has been recognised as a **Winner** for the year 2017 in the category **Crowdsourcing, Crowd Economy and Crowd Funding** for creating crowdfunded libraries in schools



MyCityMyBudget



Janaagraha Centre for Citizenship and Democracy



sapna@janaagraha.org



www.ichangemycity.com/mycitymybudget



India



@IChangeMyCity



@ichangemycity

Taking the ownership

Janaagraha was officially launched in Bengaluru (Karnataka) in December 2001 as an independent movement to encourage citizen participation in urban governance with its first campaign – Ward Works — for participatory budgeting inspired by Porto Alegre People’s Budget. Today, Janaagraha operates multiple programmes under three thematic areas: Civic Learning, Citizen Participation, and Advocacy & Reforms.

Over the last decade and a half, Janaagraha’s mission has been to transform the quality of life in urban India. It sees “quality of life” as comprising two distinct but interrelated aspects – “Quality of Infrastructure and Services” and “Quality of Citizenship”. At present, the MyCityMyBudget programme seeks to fulfill these critical needs in Bengaluru and create a replicable model that can be adopted by cities across the country.

MyCityMyBudget primarily focuses on catalysing civic participation in budgets for all citizens in a city to have access to a basic minimum quality of life; creating structured platforms for civic participation at a neighbourhood level to facilitate active citizenship; and building and strengthening systematic channels of communication and trust between communities and governments (both elected and administrative) for efficient flow of information and services.

MyCityMyBudget has been recognised as a **Winner** for the year 2017 in the category **Crowdsourcing, Crowd Economy and Crowd Funding** for promoting citizen participation in urban governance



Cordfunding the Dream of a Poor to Educate Himself



Yuva vikas Samiti



yuva_vikash@rediffmail.com



www.yvsindia.ngo



India



@Yuvavikasngo



@yvsindia

Crowdfunding opens a roadblock in education

The Dream of a Poor to Educate Himself is a social media campaign started by Brihaspati Kumar Pandey, the Secretary of Yuva Vikas Samiti, a local non-government organisation based in Uttar Pradesh.

The crowdfunding campaign was started for Ajay Kumar, an 18-year-old boy from Sahpur Village, who wanted to pursue engineering but could not afford the fee. Kumar had passed as many as six entrance examinations of engineering. Determined to pursue his dreams, Kumar approached two government banks for an education loan but was denied by both because of his family's poor financial status. A retired colonel and local social worker KC Mishra heard Kumar's story and approached Pandey for help.

Brihaspati Kumar Pandey, who had attended a few workshops on the use of social media for NGOs, decided to use those skills and raise fund online for Kumar's education. He reached out to his online networks on various social media platforms — Facebook, Twitter, LinkedIn and WhatsApp — to share Kumar's story and seek funds. In less than three days, the campaign was able to raise Rs. 3 lakh. Today, Kumar is pursuing engineering at the Buddha Institute of Technology in Gorakhpur, Uttar Pradesh.

Cordfunding the Dream of a Poor to Educate Himself has received a **Special Mention** for the year 2017 in the category **Crowdsourcing, Crowd Economy and Crowd Funding** for successfully raising funds for a young man's education



Online Safety

Winner

» #DigitalHifazat
INDIA

Special Mention

» iSAFE Alliance
INDIA

Chairman's Recommendation

» International
Media Support
PAKISTAN



#DigitalHifazat



Feminism in India



info@feminisminindia.com



www.feminisminindia.com



India



@FeminismInIndia



@feminisminindia

Making the Internet equal again

#DigitalHifazat is an initiative of Feminism in India that campaigns for a secure and safe Internet for all. This campaign analysed unique threats that women and marginalised sections in India face online and how Indian laws affect these problems.

In India, as is the case all over the world, online harassment of women and marginalised genders and sexualities is rampant. This stands in stark contrast to the Internet's initial premise of equal opportunities and neutrality. What we have today is a flawed Internet that reflects the offline world we live in, where women and marginalised communities are abused, harassed, threatened, stalked and violated on a daily basis. **#DigitalHifazat**, therefore, aims at raising awareness on ensuring safety and security of Internet users.

In 2014, Feminism in India ran 16 DOA Campaign Against Sexual Harassment where it asked people to submit personal stories of sexual harassment to shift the focus from survivors to perpetrator. In 2015, it ran the **#GBVInMedia** campaign where it analysed media misrepresentation and misreportage of gender-based violence. In 2017, Feminism in India has come up with the **#DigitalHifazat** that campaigns for a secure and safe Internet for all.

#Digital Hifazat has been recognised as a **Winner** for the year 2017 in the category **Online Safety** for raising awareness on gender-based discrimination in the online spaces



Internet Safety Alliance for E-Indians



iSAFE Alliance



iSAFE Alliance



rajpagariya@hotmail.com



NA



India



@IsafeAlliance



@isafealliance

Ensuring a safe Internet for all

iSAFE Alliance is a national Internet safety alliance for e-citizens. It is a brainchild of various organisations working together to create cyber awareness among the general masses.

The initiative believes that there is a dire need of creating a single, nation-wide platform for knowledge dissemination to create cyber awareness. The brains behind iSAFE believe in the integration of all such organisations working across the nation to increase the awareness among the people.

Dependent on social media for information dissemination and awareness, the campaign has been able to reach out to more than 7.5 lakh people already; and is always looking for like-minded organisations to join the alliance.

iSAFE was envisaged by Cyber Peace Foundation & PPF along with the support from Jharkhand Police, National Anti-Hacking Group, Gujarat Technical University, Prahari and The Cyber Blog India.

iSAFE Alliance has received a **Special Mention** for the year 2017 in the category **Online Safety** for creating a platform for knowledge dissemination and cyber awareness



International Media Support



Bytes for All



arsalan@bytesforall.pk



www.bytesforall.pk



Pakistan



@bytesforall



@BytesForAllPakistan

Securing digital rights

The International Media Support, under its project Bytes for All (B4A), has trained almost 650 journalists, media students, media professionals, bloggers and social media reporters across 60 cities of Pakistan in online safety, privacy, social media advocacy, secure electronic devices, mobile gadgets, mobile apps security, backup, encryption, password management and basic hygiene practices, among others.

The initiative primarily focuses on securing digital rights and freedom of expression for civil liberties; strengthening digital security of human rights defenders and media professionals; ending technology-driven gender-based violence; building a network of like-minded individuals building at a national, regional and global level; and creating a community for environmental sustainability. B4A works on issues like strategic use of ICTs for women empowerment and combating violence against women; freedom of expression; privacy rights; digital security for human rights defenders; open governance; Internet and human rights; and Internet governance. B4A also provides a space and a platform for young researchers or developers who want to track and analyse the trends of ICT usage in different areas of development.

International Media Support (IMS) has been recognised for **Chairman's Recommendation** for the year 2017 in the category **Online Safety** for promoting digital security and safety



Public Relations

Winners

- » It's My Bus
INDIA
- » Twitter Seva by UP Police
INDIA



It's My Bus



Karnataka State Road Transport Corporation



lathaksrtc@gmail.com



www.ksrtc.in



India



@KSRTC_Journeys



@KSRTC.Karnataka

It's your property to protect

It's My Bus is a national level public awareness campaign, a first of its kind, to dissuade rampaging mobs from damaging buses.

Started by the Karnataka State Road Transport Corporation after seven buses were set ablaze during a protest, the campaign aims to promote and highlight the importance of public transport system, especially buses, that are vital to a city/state/country's connectivity. It is believed that the Karnataka state treasury incurs losses worth Rs. 15-20 crore ever year on accounts of riots and bandh, during which angry mobs set public transport on fire or damage it.

It's My Bus highlighted legal implications of destroying public property and tried to bring a sense of ownership among the people, highlighting the importance of public properties and their conservation for the general good of the public.

It's My Bus has been recognised as a **Winner** for the year 2017 in the category **Public Relations** for promoting ownership and responsibility towards public transport



Twitter Seva by UP Police



UP Police



prodgp-up@nic.in



www.uppolice.gov.in



India



@Uppolice



@uppolice

Serving the state through Twitter handles

Twitter Seva is a service offered by Twitter, exclusively to government ministries or departments that are interested in building a direct grievance mechanism for the public. This service has been adopted successfully and efficiently by the Uttar Pradesh (UP) Police Department for grievance redressal as well as to build a positive image of the UP Police.

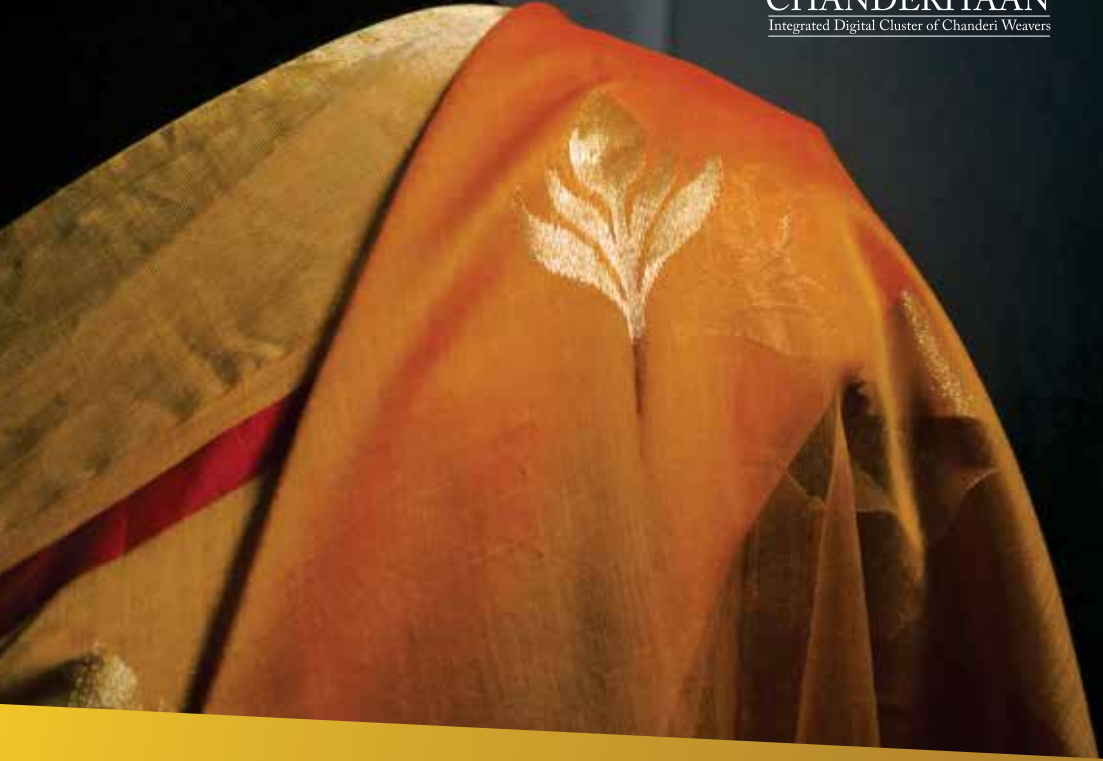
The software has been specially customised by Twitter for the UP Police with the capability to generate analytics and monitor the performance of various districts. As part of the initiative, the DGP Headquarters — along with the district, range, zones in the states — have all been assigned specific Twitter handles — a total of 122 — which work seamlessly, in an automated manner, with direct links with the DGP Headquarters that monitors Twitter Seva 24x7. When a grievance is received by the UP Police via Twitter, those managing the Twitter Seva in the department can redirect the tweet to the relevant handle internally and initiate faster action on the complaint.

The initiative has led to an increased sense of safety and security in the state and the image of the UP Police as a force ready to act on complaints. The ease of access to the police has also led to increased communication between the police and the public. The police's presence on Twitter has also led to more accountability, transparency and efficiency in the department.

Twitter Seva has been recognised as a **Winner** for the year 2017 in the category **Public Relations** for its use of social media for efficient communication between the police and the public



CHANDERIYAAN
Integrated Digital Cluster of Chanderi Weavers



The history of weaving in Chanderi dates back to the 14th century when weavers from Bangladesh came to the region. Over the years, Chanderi sarees have become a symbol of elegance and eloquence; and project Chanderiyaan has been working with the community since 2009 to improve the livelihood of weavers through digital interventions.

www.chanderiyaan.net | www.defindia.org



Social Commerce & Enterprise

Winner

» Unstring a story
INDIA

Special Mention

» iShippo
INDIA



Unstring a story



Jaipur Rugs



info@jaipur rugs.org



www.jaipur rugs.co



India



@jaipur rugs



@jaipur.rugs

Pulling a yarn of stories

Unstring a Story is an initiative to bring a traditional connect to untraveled India. In the arid region of the Great Thar Desert, nestles a beautiful village named Kakku, which is home to thousands of women spinners who make some of India's finest hand spun yarn. Jaipur Rugs celebrates the efforts of these women, strives to sustain the age-old craft, and bring in the true essence of one-of-a-kind in handmade carpets.

Started in 2017, the concept of Unstring a Story was based on the theme of 'charkha'. Under this project, an Unstring wall has been built to spread and share happiness with an objective to connect both ends: artisans and the customers. Further, customers have been educated on the lifestyle and hard work of women spinners at the grassroots. An activity called 'Gift a Pom-Pom and Get One Back' has also been crafted where beautiful handmade pom-pom keychains, created by the spinners from Kakku, are gifted to the customers who buy the rugs.

Unstring a story has been recognised as a **Winner** for the year 2017 in the category **Social Commerce & Enterprise** for promoting hand-spun textiles by small scale artisans



Building an online community of craftmakers

iShippo is a marketplace and a craft-makers' community where people from around the country come together to buy, sell and interact. The marketplace offers a creative online destination that supports local makers and indie businesses. Their mission is to support local artists and artisans by connecting them with customers across the globe. iShippo believes that their partners are their users, and so they strive to ensure that it is constantly evolving to fit their buyers' and sellers' needs.

With the goal to sustain a marketplace that artists can call their own, iShippo also tackles poverty by providing a market linkage platform for creative artisans, craftsmen, manufacturers from rural India to showcase and sell their handmade products to a global customer base, helping traditionally skilled communities develop products that appeal to modern markets and creating consistent demand for sustainable businesses. The iShippo website offers products for sale ranging from home decor and apparel to accessories and food products. The website also provides information on the crafts from different parts of the country, with details about the place of origin, artisans, regional culture and social significance of the product.

iShippo has received a **Special Mention** for the year 2017 in the category **Social Commerce & Enterprise** for providing an online platform for local artisans to sell their products to a global customer base



INOMY
Information | Economy | Empowerment

www.inomy.com

INOMY is a media and technology company that provides services like e-content, e-learning, documentary film-making, Web and software development, Web designing, printing and content development at various levels. Established in 1999 to focus on the emerging new economy, information economy, and knowledge society, INOMY started its with an e-newsletter and later expanded its horizon and began publishing e-books and other electronic communication material. Today the company is more than 15 years old, and offers a wide range of digital services.



Women Empowerment

Winners

- » #IWillGoOut
INDIA
- » Bindi Bottoms
INDIA

#IWILLGOOUT

NO FEAR
NO SHAME
WE ARE NOT TO BLAME

Hamid Ibrahim

Azadi



#IWillGoOut



I Will Go Out



iwillgoout2017@gmail.com



www.iwillgoout2017.wixsite.com/iwillgoout



India



[@iwillgoout2017](https://twitter.com/iwillgoout2017)



[@iwillgoout](https://www.facebook.com/iwillgoout)

It's time women reclaim their space

#IWillGoOut was a nationwide movement that took place on January 21, 2017, when women and girls from 31 cities and towns took to the streets to reclaim their right to safe access to public spaces at all times and to stand in solidarity against a mass sexual harassment incident in Bengaluru on the New Year's Eve 2016-2017.

The initiative believes that Indian women have had to deal with constant reminders that they do not have control over their bodies in this country, and that it is their responsibility as women to protect themselves from sexual assault and harassment. When men leer at women or grope them, women are blamed for allowing this to happen and not the men who perpetrate these crimes.

#IWillGoOut stands for women's right to be in public spaces without the fear of being harassed or attacked. It also stands against patriarchy that teaches women to stay indoors, not step out after dark or dress "appropriately" lest men molest or rape them. The initiative strongly believes that every march taken out to reclaim public spaces for safe access for women is vital towards the fight for women's right over their bodies and their right to safety.

#IWillGoOut has been recognised as a **Winner** for the year 2017 in the category **Women Empowerment** for promoting safe access to public spaces for women



Bindi Bottoms



Bindi Bottoms



venusvatsala@gmail.com



www.bindibottoms.com



India



NA



@bindibottoms

Bindi Bottoms

Bindi Bottoms is a website designed to decipher the ever-changing Indian woman in real-time, through human mapping. The website features stories of women from different walks of life, of all ages and cultural backgrounds.

The stories featured on this website range from those about conflict and life experiences to even aspirations. The platform aims to unravel the changing beliefs, aspirations, attitudes and behaviours of today's women in India. The stories are featured under the broad categories of aspirations and dreams, relationships, technology, memories, times, fears and failures and change.

Bindi Bottoms, in the process of curating stories of women from across the country, hopes to decode the story of societal changes across different life stages and diverse geographies as India evolves year after year. Bindi Bottoms claims to deal with real women of India, some recognised, some celebrated, but all of them protagonists of their own stories. They find, write, share and discuss the stories of real people, real lives private crusades and extraordinary change, both personal and societal.

Bindi Bottoms has been recognised as a **Winner** for the year 2017 in the category **Women Empowerment** for sharing extraordinary stories of ordinary women



» **Finalists** »



Citizen Media & Journalism

Finalists

- » Chaipani
INDIA
- » Salaam Shakti by Salaam Namaste Community Radio
INDIA
- » Social Enablers
INDIA



CHAAIPANI?



Chaaipani is a media platform to **discover**, **share** and **act** on inspiring, positive stories that are making our world a better place to be in.



Chaaipani



Chaaipani



shruti@chaaipani.com



www.chaaipani.com



India



@chaaipani



@chaaipani

A positive cup of tea

Chaaipani is a digital media platform dedicated to bring communities together to do good, using powerful storytelling, thereby connecting communities and enabling collaborations for positive changes in the society.

Initiated by 22-year-old Shruti Chaturvedi in August 2015 as a one-year blogging project to live her hobby of storytelling, Chaaipani has now transformed into a well-known platform that celebrates inspirational and positive stories of people who are making the world a better place to live. Since its inception, Chaaipani has featured over 400 stories celebrating the emotion of entrepreneurship, innovation, art, culture and social change.

Chaaipani runs on a clear vision of cutting through the noise of negative news and inspiring its audience with stories that bring a smile on people's faces. Every day, Chaaipani scouts the Internet and human libraries to find compelling and meaningful stories, or information and ideas that add value to people's time spent on the Internet. Chaaipaani is now a team of eight who are constant trying to dig inspiration from "ordinary" lives. At Chaaipani, the team is driven by a singular passion of having meaningful conversations and making worthy stories reach out to the people who'd love to hear them.

Chaaipani has been recognised as a **Finalist** for the year 2017 in the category **Citizen Media & Journalism** for covering and sharing positive impact stories



Salaam Shakti



Salaam Namaste Community Radio



vchabaria@gmail.com



www.salaamnamaste.in



India



NA



NA

The unsung heroes of Indian households

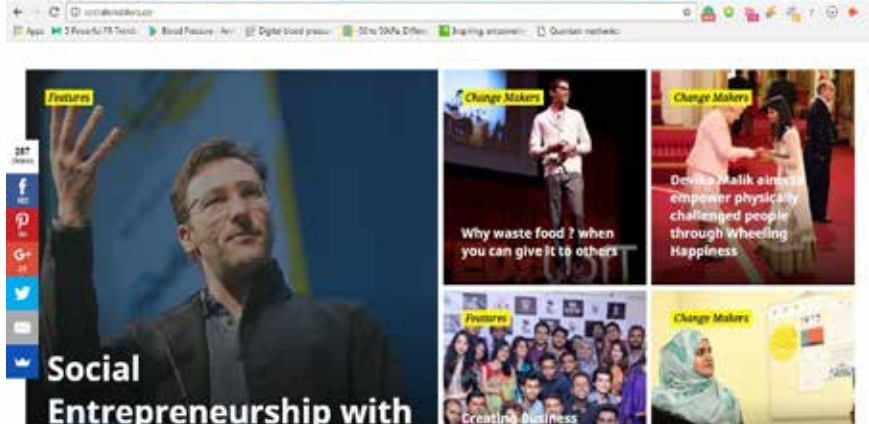
Salaam Shakti is a radio programme run by a community radio station called Salaam Namaste. The special programme features women who run small scale business from their homes.

Salaam Namaste community radio station came into existence with a keen sense of dedication to serve and support communities living in the region of Noida in Uttar Pradesh by bringing about positive changes through mass media interventions.

Salaam Shakti believes that, often, women working at a small scale do not receive the deserved recognition. It, therefore, aims to serve as a platform to showcase the skills of such women, support them in networking for their work, and promote their endeavours. One of its key efforts has been at identifying resourceful and skilled women at the grassroots level and bringing them to fore, for their work.

Salaam Shakti utilises social media platforms such as Facebook, Twitter, LinkedIn and WhatsApp to connect these entrepreneurial women with people all over the world. Furthermore, it leverages the power of social media to provide these women with additional skills, so that they can nurture and enhance their skills.

Salaam Shakti by Salaam Namaste Community Radio has been recognised as a **Finalist** for the year 2017 in the category **Citizen Media & Journalism** for promoting small scale businesses run by women



Social Enablers



xiao.akiraa@gmail.com



Social Enablers



www.socialenablers.co



India



@socialenablers



@socialenablers

Inspiring individuals and their cascading effect

Created in 2015 by Akiraa PS, a social entrepreneur and Social Innovation Fellow, Social Enablers is a media platform to discuss, promote and encourage inspiring ideas and impactful stories of social innovations and entrepreneurship.

Social Enablers is an Incubated – Funded New Media platform for the global exchange of ideas and stories of social innovations and entrepreneurship. Journalists and technologists at Social Enablers utilise storytelling skills to promote socially benefiting business models and ideas around the world. The aim of their platform and content published on it is to motivate people to either replicate inspiring ideas or feel motivated enough to do similar work. The platform is also utilised to advertise and promote work and volunteering opportunities at various social organisations. Social Enablers believes in using journalism for greater good of the society and to promote humanity. Its mission is to collate inspiring stories of social innovations around the world.

Social Enablers has been recognised as a **Finalist** for the year 2017 in the category **Citizen Media & Journalism** for promoting social innovation and entrepreneurship through storytelling



Communication, Advocacy & Development Activism

Finalists

- » Mahiti Adhikar Manch
INDIA
- » Making Berhampur a Child-Friendly City
INDIA
- » Biodiversity Awareness
INDIA
- » Nature's Jamboree
INDIA



Mahiti Adhikar Manch



Mahiti Adhikar Manch



mahitiadhikarmanch@gmail.com



www.mahitiadhikarmanch.ngo



India



NA



[@mahitiadhikarmanch](https://www.facebook.com/mahitiadhikarmanch)

A platform that recognises your rights

Mahiti Adhikar Manch (MAM) is a group of active users who are working with the vision to improve governance by bringing accountability and transparency in systems using the Right to Information (RTI) Act, 2005. Mahiti Adhikar Manch is a Marathi phrase that translates into the Right to Information Forum.

MAM engages with RTI propagators, activists and users, public-spirited citizens and empowering groups across India. Its volunteers are recognised by the Government of Maharashtra's training institute; and are certified trainers for RTI.

The platform has deep grassroots-level involvement and a practical experience of working in the field, which enables them to provide better training and awareness sessions to its audience. It provides RTI training to citizens, public authorities, government department or officials, schools and college-going students as well as employees of public and private sector undertakings. Through its two to three-day campaigns organised at public spaces such as railway stations, community parks and municipal buildings, MAM raises awareness about RTI. So far, it has been able to reach out to about 8,00,000 people through their various awareness campaigns.

Mahiti Adhikar Manch has been recognised as a **Finalist** for the year 2017 in the category **Communication, Advocacy & Development Activism** for promoting RTI for better governance and accountability



Making Berhampur a Child-Friendly City



Youth for Social Development



bibhu@ysdindia.org



www.ysdindia.org



India



@YSDIndia



@ysdindia

Building a child-friendly city

Making Berhampur a Child-Friendly City is a project implemented by the Youth for Social Development to promote child-friendly environments, policies and governance through community participation, research and policy analysis, and demonstration of children engagement.

The project has undertaken a thorough analysis of urban local government policies and budgets meant for the growth and development of children. Following which, it has empowered children and slum communities to demand improved policies, budget allocation and services in Berhampur, Odisha. The aim of the project is to facilitate better civic engagement, citizen action and dialogue between governments and the civil society to improve service delivery. The project eventually wants to visualise the policies and programmes for children and push for increased budgetary allocation by informing, mobilising and engaging children, their parents and communities.

Activities under the project revolve around enhancing capacities of urban youth in slums for secure housing, land rights and better public service delivery; enhancing knowledge and skills of young people to take on leadership roles in their communities; empowering slum-based community organisations; strengthening relationships between the government and slum residents for constructive dialogue; and increasing awareness about slum development programmes.

Making Berhampur a Child-Friendly City has been recognised as a **Finalist** for the year 2017 in the category **Communication, Advocacy & Development Activism** for working towards child friendly environments, policies and governance

now we are making short films on biodiversity. SUPPORT US

get INVOLVED in

babulfilms.india

Short films for awareness on
ENVIRONMENT & SUSTAINABLE DEVELOPMENT

**Biological
+
Diversity
=
Biodiversity**



Earth provides enough for everyone's needs, but not for everyone's greed -



Endangered

XI Conference of Parties
CONVENTION ON BIOLOGICAL DIVERSITY
HYDERABAD INDIA 2012





Biodiversity Awareness



Babul Films Society



gangactor@yahoo.com



www.babul.ngo



India



@BabulFilms



@Babulfilms

Videos that make you listen to the environment

Babul Films Society was formed in 2012 by Gangadhar Pandey to promote biodiversity, environmental protection and sustainable development. Based in Hyderabad, Babul Films Society is dedicated to spreading awareness about various environmental issues through the medium of short films and social media channels. The organisation also creates independent short films to raise awareness among the people about environmental issues and their impact on our daily lives.

Relatively short but visually stimulating, informative movies, socially engaging media messages are a great medium for raising awareness. They facilitate change. Therefore, the society aims to leverage the powerful medium of audio-visuals to enhance environmental sensitivity among individuals and communities; and lead the larger society towards sustainable development. It promotes advocacy campaigns using various ICT tools and social media. In this effort, the organisation has been able to build a rich online repository of videos on environment and environmental issues. The society hosts videos on its YouTube channel and uses social media channels, primarily Facebook, Twitter and WhatsApp, for mass reach and awareness. Through its short, crisp and informative videos, Babul Films Society has been able to build a following of more than 6,000 people through Facebook and Twitter.

Babul Films has been recognised as a **Finalist** for the year 2017 in the category **Communication, Advocacy & Development Activism** for raising awareness on biodiversity and environmental protection through films



Nature's Jamboree



SoCHE Foundation



sochefoundation@gmail.com



www.sochefoundation.com



India



@SoCHEfoundation



@SoCHEfoundation

Leveraging art for sustainable living

Nature's Jamboree is an advocacy and engagement platform for environment conservation and sustainable living, founded by SoCHE Foundation or Solutions for Clean and Healthy Environment Foundation, which engages its audience on environment conservation. It works with the mission to influence at least 10 million lives in urban and rural areas for sustainable living by enabling behavioural change for a cleaner planet.

Nature's Jamboree has chosen the medium of art, culture and literature to bring to the fore relevant environmental issues and build a dialogue around it in an effort to showcase the concept of sustainable living. It runs with the aim to inspire everyone to re-connect with nature; and it stands to serve as a reminder to shoulder collective responsibility for harmonious co-existence with different species, hoping to inspire positive actions towards protecting it.

To motivate participants to engage in activities surrounding sustainable development, Nature's Jamboree organises various competitions on a regular basis where ideas for sustainable development are shared. It also shares inspiring posters and videos online, besides organizing workshops, events and webinars.

Nature's Jamboree has been recognised as a **Finalist** for the year 2017 in the category **Communication, Advocacy & Development Activism** for promoting environment conservation

Develop an idea of Rural ISP and Community ISP or ISP-in-a-Box; establish a new social enterprise called VOIN (Villages of India Network)

W4C network reaches to 8 locations; builds a unique 200-kilometre wireless network for the Sahariya tribe in Baran district (Rajasthan)

W4C is initiated in Chanderi weavers' cluster in Madhya Pradesh with ISOC partnership; barefoot wireless engineers are trained

2015

2012

2010

2017

2016

2014

2013

2011

Project Zero Connect reaches the salt farmers of the Little Rann of Kutch under Phase VII of the W4C project; DEF joins international movement for community network under Internet Governance Forum

W4C reaches more than 4,000 stakeholders through 200+ access points across 38 districts in 18 states

Wireless network becomes a strategic tool for all CIRC's established by DEF

Wireless network is established in Guna with support from Ford Foundation; it connects more than 100 node users

Community wireless reaches to 3 more locations in Tura (Meghalaya) and Baran and Tilonia (Rajasthan); training programmes are conducted in Bangladesh and Bhutan



The objective is to use unlicensed spectrum and take Internet from its existing location to remote locations, where traditional ISPs are absent, through wireless technologies and enable underserved communities to enjoy access to the Internet.

<http://wforc.in>



Community Mobilisation

Finalists

- » Access to Information (a2i) Programme
BANGLADESH
- » #IPledgeToRecycle by Managers Without Borders
INDIA
- » Sunday Shramdaan
INDIA
- » Journey NGO
MALDIVES
- » Hygiene Education in Primary Schools under Banega Swachh India Project
INDIA
- » India Rehab Centre
INDIA
- » Digital Gandhi
INDIA
- » Cash Ki Aadat Badlo
INDIA

a2i's Community Mobilization Initiative Through Social Media

Access to Information (a2i)
Prime Minister's Office, Bangladesh

07 March, 2017



Community Mobilisation through Social Media



Access to Information (a2i) Programme



mahbub.undp@gmail.com



www.a2i.pmo.gov.bd



Bangladesh



@a2i_bd



@a2iBangladesh

Videos that make you listen to the environment

Since 2012, Access to Information (a2i) has been working to ensure community development through effective use of social media. The catalytic role of a2i in community mobilisation through social media has been playing a critical role in implementing various social interventions.

a2i acts as a mediator to mobilise the various stakeholders at the local and administrative level to carry out community assisted interventions, like river cleaning, among other issues. It aims at fostering strong relationships between local governments, citizens and community members.

It acts as a mediator to encourage social interventions to address various social problems and to ensure better public services. In Bangladesh, the initiative's social media platform is being used by more than 5,000 government offices and about 10.5 million citizens. The initiative has managed to connect more than 11,800 government officers through a Facebook group called 'Public Service Innovation Bangladesh'. Further, more than 1,000 citizens journalists are connected with the district administration and secretaries of various government departments through another Facebook group while the Deputy Commissioners' Offices and 500 sub-districts offices are also active on social media, and hold Social Media Dialogue every two months.

Community Mobilisation through social media, an initiative of Access to Information (a2i) Programme, has been recognised as a **Finalist** for the year 2017 in the category **Community Mobilisation** for facilitating community and government initiatives through social media



A promise for a healthier planet

#IPledgeToRecycle is a social media campaign initiated by Managers Without Borders (India) that focuses on raising awareness on e-waste management.

According to a Gadgets 360 — a venture by NDTV — report, every year 1.85 million tonne of e-waste is generated in India and 41.8 million metric tonne is generated globally. This is increasing at a rate of 30 per cent annually, posing a threat to the planet. **#IPledgeToRecycle** encourages people to take a selfie with their electronic gadgets, promising that they will act responsibly when they discard it. The campaign further requires participating individuals to tag five other friends on social media, asking them to take the same pledge, thus spreading awareness on e-waste management and the importance of recycling it.

Under the campaign, a webpage was created where electronics users can post information about what they want to dispose. This information is then further shared with the nearest e-recycler.

Initiated in November 2015, the campaign was active in India, Italy and Australia. As a kick start to this awareness campaign, the campaign also attempted for a Guinness World Record for the 'Longest Line of Telephones', which was successfully achieved with the record of placing 3,766 mobile phones over the length of 481.05 metres.

#IPledgeToRecycle has been recognised as a **Finalist** for the year 2017 in the category **Community Mobilisation** for raising awareness on e-waste and its management



Sunday Shramdaan



Pahal-Ek Prayas



pahal.meerut@gmail.com



www.pahalekprayas.org



India



@pahal_meerut



@pahalekprayas.meerut

Painting the city clean

Pahal - Ek Prayas is an initiative that works towards promoting cleanliness in public spaces in India. Its aim is to change the mentality of Indian communities towards littering public spaces. It believes that if 125 crore Indians decide that they will not litter in their motherland then no mightiest power on Earth can make India a dirty place. The initiative believes in engaging volunteers in carrying out public responsibilities to improve the health and hygiene conditions of our surroundings and communities. Through its various programmes and activities, Pahal – Ek Prayas reaches out to people, with the help of volunteers who are committed to cleanliness, to advocate that cleanliness is not just the responsibility of the government or the administration. Every month, Pahal – Ek Prayas carried out cleanliness drives where public places are cleaned and city walls are painted in vibrant colours by young volunteers. The campaign has also taken active measures in installing basic public infrastructure like urinals, benches and dustbins, and carrying out plantation drives through the Meerut, Hapur, Modinagar and Badohi in Uttar Pradesh.

Besides the community cleaning drives, the initiative also organises Pahal Pathshaalas (where underserved children are taught by the volunteers for free), Pahal Mitre (an initiative to educate people about the recent developments in the news which affect the common people), Pahal Nukkad Naatak (to create awareness and educate people about cleanliness), Pahal Samvad (to share information about the organisation's activities).

Pahal - Ek Prayas has been recognised as a **Finalist** for the year 2017 in the category **Citizen Media & Journalism** for promoting cleanliness and volunteerism in the community



Journey NGO



Journey NGO



journey.org.mv@gmail.com



www.journey.org.mv



Maldives



@journey_ngo



@journey.org.mv

A health care centre with no judgements

RISE Programme, started by a Maldivian NGO called Journey, has established drop-in-centres to provide a safe environment for people from marginalised groups of the community to seek medical help. The drop-in-centres are meant to be safe spaces free of stereotyping and social judgements, for the people who want to access health care related to drugs or HIV. The drop-in-centres are spaces which provide skill building programmes, counseling for drug addicts, family counselling, group therapy, co-dependency counselling, training and education programmes to marginalised groups, along with recreational services, for free.

The marginalised groups are made to feel welcome at these centres, where there are no bureaucratic procedures and people can get tested for HIV or seek counseling with complete anonymity. The RISE Programme is an evidence-based drugs and HIV prevention programme, specially formulated with expert opinions, best practices and UNODC's international prevention guidelines. Since 2012, this island-based prevention programme has been running successfully in more than eight island communities. Through this programme, key stakeholder groups of the island, parents, young people, CBOs, and NGOs are provided information, education and skills through interactive activities, training and community mobilisation activities.

Journey NGO has been recognised as a **Finalist** for the year 2017 in the category **Community Mobilisation** for their work on providing safe spaces for marginalised communities to raise awareness on HIV



Hygiene Education in Primary Schools
under Banega Swachh India Project



ADRA India



tapashya@adraindia.org



www.adraindia.org



India



NA



NA

Making hygiene a part of school education

ADRA India, in partnership with Reckitt Benckiser (India) Private Limited, are collaboratively working on improving knowledge, attitudes, behaviours and practices related to water, sanitation and hygiene among schoolchildren.

The objective of this project is to create a healthy environment for children in different schools; help them to develop life skills and improve health and hygiene; and stimulate activities that benefit not only the children but also their families and communities.

ADRA India started this initiative in December 2015 when it began working with 500 primary schools of Uttar Pradesh and Bihar. Within the first year, ADRA India had trained 1,200 teachers from 500 primary schools and impacted the lives of 76,349 students.

This project is in line with the Government of India's Swachh Bharat Mission; and is intervening through capacity and hygiene education programmes in schools. The programme has also led dialogues on social media and successfully connected stakeholders, media personnel, principal, teachers and parents of students to share information, updates, images and videos with each other on the issue.

Hygiene Education in Primary Schools under Banega Swachh India Project has been recognised as a **Finalist** for the year 2017 in the category **Community Mobilisation** for promoting clean sanitation and hygiene practices among children



India Rehab Centre



A Giggles Welfare Organisation



anshulcorporate@agwo.org



www.agwo.org



India



[@agwo_org](https://twitter.com/agwo_org)



[@AGigglesWelfareOrganisation](https://www.facebook.com/AGigglesWelfareOrganisation)

Giggling through rehabilitation

A Giggles Welfare Organisation is a community based non-profit established in 2007 that has been relentlessly working for the rehabilitation of physically and mentally underprivileged children. The organisation provides free counselling and vocational guidance to children suffering from physical and mental deficiencies. Children enrolled at the centre are provided free medical consultation and treatment, and are referred to hospitals on a case-to-case basis, thus providing them with quality medical treatment.

The organisation has so far supported 250 mentally and physically challenged children who are registered and looked after by Giggles Welfare Organisation - India Rehab Centre. The rehabilitation centre is staffed with competent employees and visiting experts who are all certified in their respective areas or fields. The organisation also has a list of visiting consultants on call for issues like occupational therapy, physiotherapy, neurodevelopment therapy, sensory integration therapy and speech therapy, among others. Under Project India Rehab Centre, the organisation distributes various assistive devices like hearing aids, ankle foot orthosis, gaiters and wheel chairs, besides free medical consultation for disabled children and assistance for critical care treatments like corrective rehabilitative surgeries and orthopedic surgeries at various leading hospitals.

India Rehab Centre has been recognised as a **Finalist** for the year 2017 in the category **Community Mobilisation** for rehabilitating physically and mentally underprivileged children



Digital Gandhi



I Impact India Partners



onkar@iimpactindia.com



www.iimpactindia.com/digital-gandhi



India



@I_IMPACTINDIA



@iimpactindia

Resurrecting Gandhi and his ideas

Digital Gandhi is a national-level campaign launched with support from 35 partner organisations, 300 colleges, 50,000 students and one man on a mission to inspire the youth to make social entrepreneurship a career choice.

Today, the world does not need another Steve Jobs or Mark Zuckerberg but a Gandhi with a laptop. With this belief, I Impact Founder Onkar K Khullar and his team inspire youth to create sustainable social enterprise models. The goal of the initiative is to give the country one lakh Digital Gandhis by 2025.

The initiative leverages the power of social media channels to reach out to youth. From Facebook, Twitter and LinkedIn to Snapchat, Instagram and Tumblr, there is probably no social media platform on which Digital Gandhi does not have an active presence. It also hosts workshops in college on social media for changemakers, deals with content marketing on a daily basis and use the platform of TEDx, when possible, to inspire youth. The entire campaign runs in three phases: organise lectures and workshops to inspire youth; appeal for social entrepreneurship for management students and social innovation for engineering students; and connect them through an e-network to enable them to become social entrepreneurs.

Digital Gandhi has been recognised as a **Finalist** for the year 2017 in the category **Community Mobilisation** for promoting social entrepreneurship among young people



Cash Ki Aadat Badlo: Encouraging Cashless Ecosystem



State Bank of India



dipti.trimm@sbi.co.in



www.sbi.co.in



India



@TheOfficialSBI



@StateBankOfIndia

Driving India towards a cashless economy

#CashKiAadatBadlo was an initiative started by the State Bank of India (SBI) following the announcement of demonetisation of Rs. 500 and Rs. 1000 currency notes in November 2016.

The bank used social media platforms, primarily Facebook, Twitter and YouTube, to raise awareness about the bank's various digital payment options and services to ensure that its users do not face inconvenience while making payments or carrying out transactions during the phase of extreme cash crunch in the country.

The campaign started was also aligned to drive India towards a cashless economy through behavioural change; and promote adoption of digital currency among consumer segments that are habituated to cash transactions. It was an effort to inform the public about the simplicity and safety of digital payment and encourage them to adopt SBI's digital payment solutions.

The campaign received a lot of attraction on Twitter; and was not restricted to individuals who hold bank accounts with SBI but aimed to target as many banked individuals as possible.

Cash Ki Aadat Badlo: Encouraging Cashless Ecosystem has been recognised as a **Finalist** for the year 2017 in the category **Community Mobilisation** for promoting efficient digital systems for financial transactions



DigiKala is a project initiated by Digital Empowerment Foundation and Microsoft to digitally empower the lives of weavers in Barpali and Nuapatna clusters in all stages of weaving and livelihood.

An initiative of Digital Empowerment Foundation in association with Microsoft





Crowdsourcing, Crowd Economy & Crowd Funding

Finalists

- » Equathon
INDIA
- » StudyMall - Read, Learn, Play
INDIA
- » Rapid Response
INDIA
- » Destitute Women Home: Fundraising for Marriage
INDIA



Equathon



VSO India Trust



sayani.basu@vsoint.org



www.vsoindiatrust.org



India



@VSOIndiaTrust



@VSO-India

Walking for equal opportunities

VSO is an NGO that works on the philosophy of “nothing about us without us”. The initiative, Equathon, ran a run in India with disabled people and non-disabled people participating together. Persons with disabilities remain one of the most excluded groups across all platforms of participation. The purpose of Equathon was to create awareness about the rights and inclusion of people with disabilities. Equathon also created opportunities for persons with disabilities to participate in a mainstream event alongside non-disabled persons, thereby promoting inclusion.

The successful walk for equal right and opportunities, Equathon, brought together a vibrant and disparate crowd of over 4,000 people at Jawahar Lal Nehru Stadium in New Delhi. This crowd included schoolchildren, government officials, sportspersons, celebrities, youth and corporate and civil society groups. Through this initiative, the organisers were able to bring disability to the centre of the development agenda and advocate for fair and equal opportunities in every sphere of society. The two hour long run was concluded by a rousing performance by the Guinness World Record winners ‘Wheelchair Dancers’ from Ability Unlimited.

Equathon was organised on February 9, 2014.

Equathon has been recognised as a **Finalist** for the year 2017 in the category **Crowdsourcing, Crowd Economy and Crowd Funding** for promoting disability inclusion in sports



StudyMall - Read, Learn, Play



Thinksharp Foundation



info@thinksharpfoundation.org



www.thinksharpfoundation.org



India



@ThinkSharpFound



@ThinkSharpFoundation

An edutainment mall exclusively for children

StudyMall is an initiative started by Thinksharp Foundation, a non-profit established in 2011, that works in the sector of rural education. Established in the villages of Maharashtra, StudyMall is a read-learn-and-play project that provides children with an after-school learning space.

This space, which can be imaged as a library, allows children to read and learn through books, educational games, computer learning and digital learning. The objective for setting up a StudyMall was to tackle the problem of lack of after-school learning spaces in rural India, where access to digital and multimedia learning, too, is entirely or almost entirely missing. Since its inception, StudyMall has seen an increase in awareness about need for education among families by 30 per cent; and an increase in learning time of students by 300 per cent.

Students at StudyMall are not just provided with educational infrastructure but also computer literacy and sports equipment. A large share of this infrastructure, equipment and finances has been crowdfunded and crowdsourced. Further, the project leverages social media for outreach and marketing, besides to reach out to passionate volunteers.

StudyMall - Read, Learn, Play has been recognised as a **Finalist** for the year 2017 in the category **Crowdsourcing, Crowd Economy and Crowd Funding** for providing better rural educational facilities for children



Destitute Women Home: Fundraising for Marriage



SPERDS



msperds@gmail.com



www.sperds.ngo



India



NA



NA

Crowdfunding enables a dream wedding

SPERDS is a non-profit organisation run by a group of enthusiastic, like-minded and dedicated social workers to support women, especially orphans.

Based in Medak district of Telangana, SPERDS supports rural poor women through various programmes, including a shelter home for orphan girls and women in Ramachandrapuram. It supports women by providing them shelter and educational opportunities so that have access to quality lifestyle and chance to stand on their own feet. However, that's not where SPERDS responsibilities end. The organisation also helps in finding a suitable match for the women and proving them financial assistance for a wedding. In 2016, the organisation, for the first time, successfully sought the help of a crowdfunding platform to raise money for the respective weddings of two women who had been living and had grown under the SPERDS umbrella.

Since its inception, SPERDS has been working extensively on issues of shelter, illiteracy, health care and unemployment — some of the major issues in Medak region. Some other activities carried out by SPERDS include vocational and skill development trainings for adolescent girls and awareness campaigns on health and social issues.

SPERDS has been recognised as a **Finalist** for the year 2017 in the category **Crowdsourcing, Crowd Economy and Crowd Funding** for its work on supporting rural women in all aspects of life



Social Commerce & Enterprise

Finalists

- » Renewable Energy Solution
INDIA
- » Agricultural Mobile Applications for Farmers
INDIA
- » Mandi Trades
INDIA



Renewable Energy Solutions



RISDA-Bangladesh



risda.bangladesh@yahoo.com



www.risda.org.bd



Bangladesh



@risdsrep



@risda.bangladesh

A renewable today is a sustainable tomorrow

RISDA-Bangladesh (Resource Integration and Social Development Association in Bangladesh) is a Bangladesh-based NGO founded in 1993 with a mission to work promote human rights and work towards socio-economic development of the underprivileged, marginalised and hard-to-reach people.

Three key areas of RISDA-Bangladesh are social development, microfinance and renewable energy. Under the last one, RISDA aims to support the underprivileged and rural Bangladeshi population renewable and green energy.

To ensure access to affordable and modern energy services and reduce the dependency on fossil fuels, RISDA has implemented a Solar Home System project. It has also installed bio-gas plants at household levels by using cow dung as an organic input to generate gas for cooking. This has helped decrease the use of conventional fuel sources, reduce air-borne diseases and lessen carbon dioxide emissions, thus promoting safer and sustainable fuel among communities.

RISDA-Bangladesh has been recognised as a **Finalist** for the year 2017 in the category **Social Commerce & Enterprise** for promoting use of renewable energy



Agricultural Mobile Applications for Farmers



Anand Agricultural University



dit@aaui.in



www.aaui.in



India



@anandagriuni



@anandagriuni

Agricultural information in farmers' hands

Anand Agricultural University has created an interactive mobile-based agricultural database and query portal for farmers. The application features information on different kinds of agricultural crops, animal husbandry, frequently asked questions related to the sector and other agriculture-related information.

Users of the portal, who are primarily farmers, can view the details of various crops online on ikhedut dot com or its exclusive mobile application. The content on the mobile application is also available for view offline; and it enables farmers to ask questions related to agriculture or on animal husbandry. These queries are then answered by scientists and experts from the state agricultural university. The application is available to download on Google Play store free of cost.

Agricultural Mobile Applications for Farmers has been recognised as a **Finalist** for the year 2017 in the category **Social Commerce & Enterprise** for creating a mobile application to share vital information with farmers



Mandi Trades



Farmobi Technologies Pvt. Ltd.



edvin.varghese@farmobi.in



www.manditrades.com



India



@MandiTrades



@MandiTrades

A market for and of farmers

Mandi Trades took up the opportunity to revolutionise the life of farmers through a mobile app, substantially designed keeping in mind the farmers residing in rural areas of India.

The app developed by them is a one-step platform for farmers for information regarding weather updates, crop prices, agri-based products, market rates and agricultural news. This platform links farmers and consumers within the agricultural value chain, thereby improving management and communication regarding market data. Further, farmers can also access information about average demand, peak/low demand season, off/in season needs and prices of rate items. This enables farmers to make informed decisions at all stages of farming. As a trading platform, the app aims to help make local produce available to the national markets by connecting the farmers directly with buyers. Users can also discover and connect with nearby farmers directly. Through the app, farmers can also access details of dealers selling pesticides, seeds, fertilisers and machinery; and access loan support from well-recognised banks and financial agencies.

For farmers, who often sell their produce to local traders or via middlemen, this app could be an important breakthrough to maximise their profits.

Mandi Trades has been recognised as a **Finalist** for the year 2017 in the category **Social Commerce & Enterprise** for disseminating agricultural information to farmers through a mobile application



Women Empowerment

Finalists

- » RESPECT S.H.E.
INDIA
- » GBV Help Map
INDIA
- » #StandWithMe
INDIA
- » #MakeWayForHer
INDIA



Respect S.H.E.



Praveenlata Sansthan



praveenlatasansthan@gmail.com



www.pls-ngo.org



India



@RespectSheIndia



@PraveenLataSansthan

His respect for her

Respect S.H.E (Solicitude for Her Esteem) is a campaign designed by Praveenlata Sansthan to sensitise the world and create awareness about gender equality among men and boys.

The awareness programme shows them the real picture and views of girls and women across society, which forces men and boys in rural and semi-urban areas to think about why they need to change their mindsets and start pledging their support to the opposite sex. Respect S.H.E encourages men to join hands to raise awareness in their communities and create ambassadors so that the girls and women are supported to achieve their goals and dreams.

The campaign was designed to create a safer place to live in for girls and women; and has made use of promotions and pledges through social media platforms of Facebook, Twitter, Instagram and WhatsApp to reach out to the maximum number of people and benefit women not just in India but all over the globe.

Respect S.H.E. has been recognised as a **Finalist** for the year 2017 in the category **Women Empowerment** for engaging boys and men to raise awareness on gender discrimination



A Red Elephant Foundation Initiative



GBV Help Map



The Red Elephant Foundation



info@redelephantfoundation.org



www.gbvhelppmap.crowdmap.com
www.redelephantfoundation.org



India



@TheRedElephnt



@TheRedElephantFoundation

Mapping help for gender-based violence

The GBV Help Map is a crowdsourced map, comprising listings of verified organisations that provide legal, medical, educational, employment and emergency support services to survivors of gender-based violence across 196 countries in the world.

The website also features listings of police and ambulance hotlines, consulates and embassies and refugee-specific services for survivors of gender-based violence, so that they have access to assistance of whatever kind that they may require. A well-recognised and appreciated project, it now aims to launch a mobile-based application to make the same information available to women at the touch of a tap on their mobile screens.

The aim of the initiative is to provide survivors of gender-based violence with access to information and the freedom of choice to leave an abusive situation or empower themselves after suffering violence.

GBV Help Map has been recognised as a **Finalist** for the year 2017 in the category **Women Empowerment** for creating a database of helplines for survivors of gender-based violence



#StandWithMe



Breakthrough India



richas@breakthrough.tv



www.inbreakthrough.tv



India



@INBreakthrough



@BreakthroughIN

Standing up against sexual harassment

Given that the current generation lives a large part of their lives online and are ‘digital natives’, Breakthrough India, through their initiative #StandWithMe, looks at physical and online spaces in tandem to understand the issues of sexual harassment, across both physical and online spaces.

With this in mind, Breakthrough India carried out a research to gather data from young people, aged between 17-23 years, to assess their perception of sexual harassment, both online and in physical spaces. The idea was to understand how young people perceive a “co-ed and inclusive safer space” and what, according to them, would such a space entail. The results shed light on the various issues that young people face with regards to consent, stigma, accessibility and availability of parents and teachers to have open-ended conversations about issues of sex, and harassment. It also shed light on how a lopsided or inadequate response mechanism and the absence of an open shared platform for information or discussion affects understanding of sexual harassment.

The aim of the #StandWithMe campaign, which was launched across social media platforms of Twitter, Facebook and Instagram, was to demonstrate the process of how a gender-inclusive safer space can be created to tackle issues about inter-generational dialogue, consent, safety, stigma and segregation.

#StandWithMe has been recognised as a **Finalist** for the year 2017 in the category **Women Empowerment** for promoting safe digital and physical spaces for women



#MakeWayForHer



IPE Global Limited



sjain@ipeglobal.com



www.ipeglobal.com



India



@IPEGlobal



@IPEGlobal

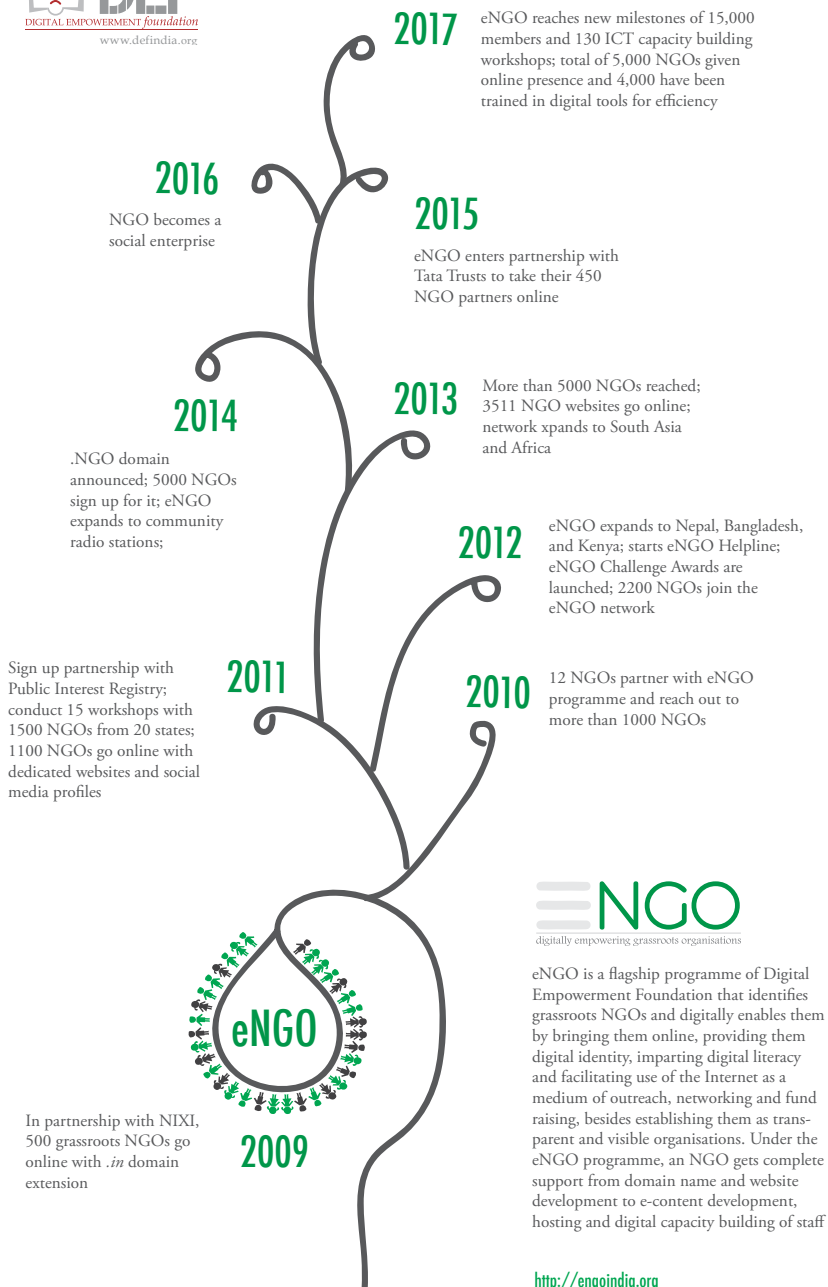
Making way for equal opportunities

#MakeWayForHer is a social media campaign that highlights the need to address gender gaps in the corporate world; and create awareness about how equity in opportunities and facilities can lead to growth and empowerment of women.

This campaign highlights the invisible barriers that often limit women's progress towards employment equity and calls for greater engagement with people at the work places to build a more gender sensitive and inclusive world. **#MakeWayforHer** is a gender-neutral campaign that looks at increasing the gender participation for women and calling out for shifting perceptions to break the existing gender stereotypes at formal work spaces.

It looks at both men and women's equal opportunities. The campaign roots for creating more women leaders in the future, reducing gender pay gaps, ensuring equity in facilities and ensuring equal opportunities for all genders at the workplaces. The initiative believes that when it comes to achieving gender parity, we all need to stand together and do everything we can to break the existing gender norms. A sustained effort supported by powerful voices from diverse fields, combined with perspectives for a gender inclusive world, will certainly help in making a difference.

#MakeWayForHer has been recognised as a **Finalist** for the year 2017 in the category **Women Empowerment** for highlighting gender discrimination in the corporate sector



eNGO
digitally empowering grassroots organisations

eNGO is a flagship programme of Digital Empowerment Foundation that identifies grassroots NGOs and digitally enables them by bringing them online, providing them digital identity, imparting digital literacy and facilitating use of the Internet as a medium of outreach, networking and fund raising, besides establishing them as transparent and visible organisations. Under the eNGO programme, an NGO gets complete support from domain name and website development to e-content development, hosting and digital capacity building of staff

<http://engoindia.org>

Social Media

»» **Grand Jury** »» **2017** »»



Osama Manzar
Founder & Director
Digital Empowerment Foundation

Founder-Director of Digital Empowerment Foundation, Osama Manzar is a convert social entrepreneur spearheading the mission to overcome information poverty in India. He is an inspiring speaker, influencer, angel investor, mentor and believer.

He is a Member of various bodies, including the Working Group of Internet Proliferation & Governance for Ministry of Communication & IT, Advisory Board for National Optic Fibre Network, and Screening Committee for Community Radio Licensing. Manzar sits on the Boards of the World Summit Awards, the Association of Progressive Communication (APC), and the Alliance for Affordable Internet (A4AI), among others. He is also the Chairman of Manthan Awards and mBillionth Awards South Asia.

A British Chevening Fellow of 2002, Manzar has authored *NetCh@kra: 15 Years of Internet in India*. Other titles by him include *e-Content: Voices from the Ground*, *Internet Economy of India*, *India's Best e-Contents*, and *Development & Digital Inclusion*. Manzar is fluent in English, Urdu, Hindi and can read and write Arabic and Persian. He writes a weekly column for the Mint newspaper. He tweets @osamamanzar.



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.



Natasha Badhwar
Columnist and Film-maker

Natasha Badhwar is a writer, film-maker and media trainer. She is also the co-owner of an online fashion brand called 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, Natasha 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.



Malini Gupta
Programme Director
RBS Foundation India

Currently working with the Royal Bank of Scotland as Vice President, RBS Foundation, Malini Gupta is responsible for Ccoordination and overall management of RBS CSR interventions, including strategy, financial and programmatic parameters, innovations, staff management, compliance, capacity building, stakeholder management and RBS staff engagement across 20 projects in eight states.

Malini is a competent development professional with 24 years of experience at the grassroots, national and international levels in rural and social development.



Sameera Jayawardena
Programme Manager
ICT Agency of Sri Lanka

Sameera Jayawardena has been working in the ICT field for past nine years and has engaged in different areas of e-Development such as ICT capacity building, e-Governance and rural development at the national level in Sri Lanka. He holds his Bachelor's Degree in Computing and Information Systems from the London Metropolitan University and a Master's in Management (SJP) with specialisation in IT Project Management and Human Resources Management.

He has been privileged to hold key positions during the early years of his career. He successfully managed the first-ever full-fledged computer literacy initiative of Sri Lanka, eDiriya, which was also one of his flagship projects. Over 45,000 rural youths have benefited through this project.

Jayawardena has had the responsibility of coordination and managing Sri Lanka's e-Governance policy since 2011. He has also managed the review process of the formulation of the new e-Government policy and served in its review committee in 2012 too. Jayawardena has been elected as an Executive Council Member of the Computer Society of Sri Lanka.



Saikat Datta
Journalist & Director
Centre for Internet and Society

Saikat Datta is an award-winning journalist with over 20 years of experience as an editor and investigative reporter with several news organisations. He has been a defence correspondent with The Indian Express, an assistant editor with the Outlook magazine, Resident Editor with DNA, member of the Editorial Board with Zee News and Editor (National Security) with Hindustan Times.



Rinchen Dorji
Director
Ministry of Information & Communication

Rinchen Dorji is the Director of Department of Information and Media in the Bhutan Ministry of Information & Communication (MoIC). Before joining the MoIC, Dorji was the Director of Intellectual Property Division in the Ministry of External Affairs for four and the Chief Industries Officer of MSME Division, Department Of Cottage & Small Industry, from 2009 to 2012.

Dorji has a Master's Degree in Economics; and he is a member of the RCSC Selection Interview Panel and Member of the Civil Service Common Examination Review Committee. He has co-authored a book titled *How to Start a Business in Bhutan* and has designed a Basic Bookkeeping Manual for the Department of Revenue and Customs. He has also been a part of the Department of Industry – Small Business Resource Center, the Entrepreneurship Promotion Center; and has organised and implemented various vocational skills training programmes in different part of the country.



Raminder Singh Rekhi
National Rural Livelihood Mission
Ministry of Rural Development

Raminder Singh Rekhi has a rich experience of over 27 years in retail, agri processing, artisanal handicraft and the government sectors, especially in understanding value chains from production to the market levels. November 2014 onwards, Rekhi has been working with the National Rural Livelihood Mission under the Ministry of Rural Development as the National Mission Managar/Lead (Non-Farm Livelihoods).

In his role, Rekhi helps plan and operationalise schemes for SHGs engaged in non-farming related livelihoods. He is also looking after operationalising a Start-up Village Entrepreneurship Programme that aims to support 85,000 rural entrepreneurs across 47 blocks in 17 states. Prior to joining the NRLM project, Rekhi has been the CEO of Aadhaar Wholesale Trading and Distribution Ltd and the Industry Crafts Pvt Ltd. He has also been a Consultant to the Khadi and Village Industries Commission of the Asian Development Bank project, and has held various other key positions in various sectors and organisations.



Mahesh Venkateswaran
Lead – Industry Partnerships & SIMO Project
National Skill Development Corporation

Mahesh Venkateswaran works with the National Skill Development Corporation (NSDC), which is part of the government's Skill India mission. In his role, he leads industry partnerships to strengthen the ecosystem through greenfield/brownfield projects across various sectors and mobilise CSR contributions for skill development projects. Venkateswaran has also set up and led an Innovation Fund that focused on early stage funding for entities addressing skill development challenges. Prior to joining NSDC, Venkateswaran led a 400-member strong team working on integrated rural development projects and social enterprises focused on employment, agriculture and dairy sector based in Jharkhand.

An engineer from the 2001 batch of Vellore Institute of Technology, he holds a Master's Degree that he earned in the US, and worked in the area of research and consulting till 2009.



Nakul Shenoy
The Mind Reader
Beyond Magic

With his imagination kindled at age of five by *Mandrake The Magician* comic books, Nakul Shenoy first took stage as a 15-year-old, entertaining large gatherings with his magical shows. Two decades later, this expert magician and hypnotist enthrals audiences like few others can, and progresses along in his self-professed dream to be 'a real-life Mandrake'.

The only Indian to be awarded memberships to the Psychic Entertainers Association (USA) and the British Society of Psychic Entertainers (UK), Shenoy is a Wizards Award member of the International Brotherhood of Magicians (USA). He has also held memberships to the American Hypnosis Association (USA), The Magic Circle (London), and the International Magicians Society (USA), among many other accolades.

Having influenced thousands of business leaders, high achievers and celebrities through his shows around the world, Shenoy counts entertaining Azim Premji and opening for Tony Buzan among his most coveted performances till date. When not travelling in and out of airports, Shenoy lives with his wife and three kids in Bengaluru, India. A compulsive reader of books "on every topic under the Sun and beyond", he haunts Twitter as @nakulshenoy.



Raman Kalyanakrishnan
TATA Trusts

Raman Kalyanakrishnan has been part of the Tata Trusts since January 2016. He comes with more than 21 years of industry experience in sectors of telecom, technology and retail. Kalyanakrishnan has wide exposure in the areas of strategic planning, operations, sales and marketing.

Prior to joining the Tata Trusts, he was heading the Practice of Technology & Social Sector Tata Strategic Management Group consulting firm where he worked with clients such as UNICEF, Tata Trusts and Save the Children Foundation to help build intervention strategies that leverage technology for scaled up benefits. In his current role, Kalyanakrishnan is responsible for interventions in increasing digital literacy, providing digital based livelihoods, providing access to curated content and innovative outreach using community media.

Kalyanakrishnan holds a degree in Mechanical Engineering from the College of Engineering, Guindy, in Chennai and a post-graduate diploma in Management Studies from SPJIMR, Mumbai.



Saloni Malhotra
Founder and Director
DesiCrew Solutions

Saloni Malhotra is currently working on building the Sushrat Foundation, a health care NGO, that aims to improve efficiency in government hospitals. Saloni is also the Founder-Director of DesiCrew Solutions and the former Vice-President of Paytm. She founded DesiCrew, a socially motivated business process outsourcing company with a double bottom line (financial and social development), DesiCrew connects global clients with low-cost back office centres in rural India. Though she stepped down as CEO in March 2012 but continues to participate on board. Saloni also co-founded Safecity, a citizen's initiative platform to share information on sexual abuse.

Saloni, who began her career with Dentsu WebChutney, is an engineer from the Pune University and has pursued a one-year academic scholarship programme on social and digital innovation from the Lund University. She is a Fellow of the Famous V Class of Ananta Aspen Centre's Kamalnayan Bajaj Fellowship and a Member of Aspen Global Leadership Network. An Aspire Circle Fellow, she is also a Board Member of Goonj and Mentor Traveller Kids, and Advisor to Start Up!



Deepak Maheshwari
Director – Government Affairs, India & ASEAN
Symantec Corporation

Deepak Maheshwari heads the department of Government Affairs in India for Symantec and acts as the nodal point on policy, legislation and regulation. A seasoned public policy professional, he has keen interest in the interplay of technological innovation with socio-economic development.

An oft-invited speaker and panelist, his articles, opinions and reviews have been widely published. He is a Charter Member of the IEEE Experts in Technology & Policy and Vice-Chair of BSA. He served as Elected Secretary for ISP Association of India (ISPAI) for two consecutive terms, co-founded the National Internet eXchange of India (NIXI) and helped form the Internet and Mobile Association of India (IAMAI).

He has previously worked with Microsoft, MasterCard, Sify & HCL. Maheshwari holds a degree in engineering from the Indian Institute of Technology, and another degree in law.

Social Media

▶▶ **Partners** ▶▶ **2017** ▶▶

ORGANISER



Digital Empowerment Foundation (DEF)

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

CO-ORGANISER

Friedrich Naumann
STIFTUNG FÜR DIE FREIHEIT

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. The Friedrich Naumann Foundation (FNF) and its 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 liberalisation 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. FNF is 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

MINT



Mint is one of India's premium business news publications – 76 per cent of Mint readers do not read another business paper, making Mint a critical reach vehicle for the top end audience. Mint is the clear No. 2 among business papers in terms of readership. Representative of an integrated newsroom, Livemint dot com is Mint's online portal and is among the fastest growing news websites in India. Livemint provides daily national, international and business news, tracks market

movements and detailed coverage of significant events. The site has evolved multimedia features like videos, podcasts and slideshows. Mint comes out with a premium weekend magazine Lounge that focuses on the lifestyle, passions and other related interests of readers. Lounge is known to avoid run-on-the-mill stories and is immensely popular.

EVENT PARTNER

INOMY



INOMY is a media and technology company that provides services like e-content, e-learning, documentary film-making, Web and online software development, Web designing, designing, printing and content development at various levels. It was established in 1999 to focus on the emerging new economy, information economy, and knowledge society. INOMY started with publishing e-newsletter and later expanded itself into publishing e-books, and other formal electronic communication material.

INSTITUTIONAL PARTNER

CROWDSOURCING WEEK (CSW)



The Crowdsourcing Week (CSW) connects people with the latest ideas and best practices in the area of crowdsourcing and crowd innovation, globally. CSW help organisations to transition and thrive in the new economy through its worldwide conferences and summits, online educational programmes, workshops and consultancy. CSW is committed to help organisations transition into a more open, connected, and socially productive society. The focus is on how crowdsourcing can address the needs of today's leaders to bring about meaningful change. The big, ambitious goal is to get everyone thinking about collaborating with their stakeholders to create shared value.

LIVESTREAMING PARTNER

GoNews



GoNews is India's first-of-its-kind app-based television news channel that delivers personalised news to viewers on their smartphones and smart TVs at a time of their choosing. The recently launched channel is collaborating with content generators in rural India to offer news and stories, not more than 90 seconds long, which often go unreported or which are not available at other commercial news outlets. The narratives are specific, crisp and compelling; and cover a wide variety of Indian and global subjects from politics to public policy; from agriculture to the arts; from technology to travel; from environment to entertainment; from economy to enrichment of life. It is also the first digital news platform in the country to adhere and abide by the self-regulatory mechanism of the News Broadcasters Association.

EMPOWERING PEOPLE

@ the edge of **INFORMATION**

With the motto to 'Inform, Communicate and Empower', Digital Empowerment Foundation aims to find sustainable ICT solutions to overcome information poverty in remote and rural locations of India.



www.defindia.org



@defindia



@defindia



@defindia

'Social Media » People » Voices » Power »' is a book published by Digital Empowerment Foundation to explore, understand and share how some of the best social media initiatives from South Asia are leveraging the power of new media's latest tools and platforms to reach out to a wider global audience in an effort to utilise the power of social media to bring about a change in the society. This book presents a few expert views, followed by descriptions of 52 social media initiatives from South Asia.

Social Media

» people » voices » power »

₹350



9 788193 316412



Friedrich Naumann
STIFTUNG FÜR DIE FREIHEIT