

# International Visitor Leadership Program



## Background

As Internet usage grows in India, the number of communities and citizen journalists using new apps, social media platforms, and websites is growing. 'Digitally Enabled' is a five-part video series highlighting the role of the Internet and technology in our daily lives that aims to bridge the knowledge gap between the policy-makers and the end users. The series is produced by the Alumni of US Government-sponsored Exchange Programs in collaboration with Digital Empowered Foundation and the US Mission to India.

A campaign to promote the five films was spread over five weeks and issues of Digital Inclusion, Social Media, Freedom of Expression, e-Governance, Citizenship & Entitlement, and Cyber Security were covered. This was accompanied by a week-long Twitter campaign, screening of the films at a public space, weekly webinars and live Periscope interviews.

The following are the themes and activities that were arranged over the span of 5 weeks. Each week, six activities were organised under the theme (film of the week).



**MENACE OF CYBER STALKING**

The film deals with ill-effects of cyberstalking and ways to ensure cybersecurity.

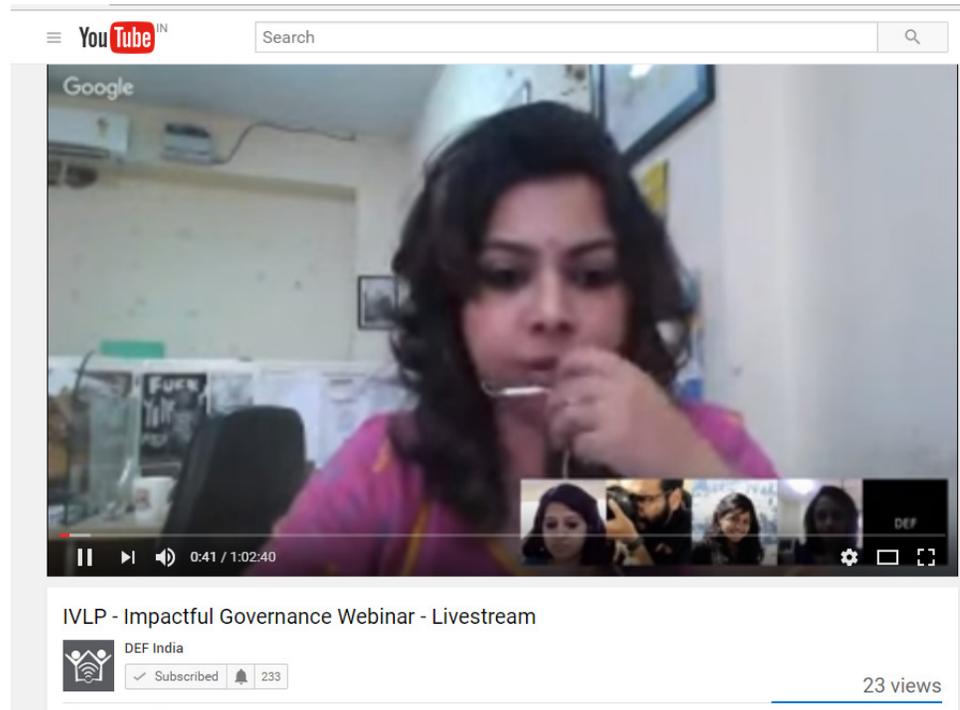
29<sup>TH</sup> SEPT, 2016

KUNZUM TRAVEL CAFE,  
HAUZ KHAS, NEW DELHI

6 PM TO 6:30 PM

DEF





# 1. Digital Inclusion

Digital inclusion is not just about building a high-speed broadband network, it is also about ensuring affordability and that users can overcome adoption barriers and are empowered to have the skills to fully benefit from being digitally engaged. The ability to access, use, create and share knowledge using Information Communication Technology (ICT) is critical to social inclusion.

Film Screening	'Last Mile Connectivity' was screened at Kunzum café at Hauz Khas village for wide participation from youngsters.
Webinar	A live webinar on YouTube was organised by the Research Team of Digital Empowerment Foundation.
Tweetathon	A two-hour-long tweetathon on 'Digital Inclusion' using #MyInternetMyRight was widely participated by people across Twitter.
Periscope Live Interviews	Five interviews of beneficiaries were broadcasted live through Periscope from Arjangarh, a CIRC centre by Digital Empowerment Foundation in Delhi region.
Social Media Creatives	A number of posters, collaterals, vox-pop interviews and sketches were shared on the Internet.

## 2. Social Media

Social media is an incredibly potent tool for spreading a powerful message, fast. The emergence of youth as new actors empowered with technology — particularly mobile phones and social media tools like Facebook and Twitter — has resulted in organised demonstrations/protests, developing an intercultural platform to build solidarity.

Film Screening	'Power to Connect' was screened at Kunzum café in Hauz Khas Village and widely attended by youngsters.
Webinar	A live webinar on YouTube was organised by the Research Team of Digital Empowerment Foundation on the use of social media for advocacy, awareness and activism.
Tweetathon	A two-hour-long tweetathon on the use of social for awareness and advocacy was organised. Tweets were filtered with #MyInternetMyRight. It was widely participated by people across Twitter in India and abroad.
Periscope Live Interviews	Ms. Natasha Bhadwar; a journalist, film maker and co-founder of Ochre Sky, was interviewed about her thoughts on use of social media. The interview was broadcasted live through Periscope app.
Social Media Creatives	A number of posters, collaterals, vox-pop interviews and sketches were shared over the Internet.

*Not all cyber stalkers are mentally ill or psychotic—some of them just want to get even with someone or they may want to get something out of the victim. These latter stalkers are, accordingly, committing several different types of crimes in addition to blatant harassment.*

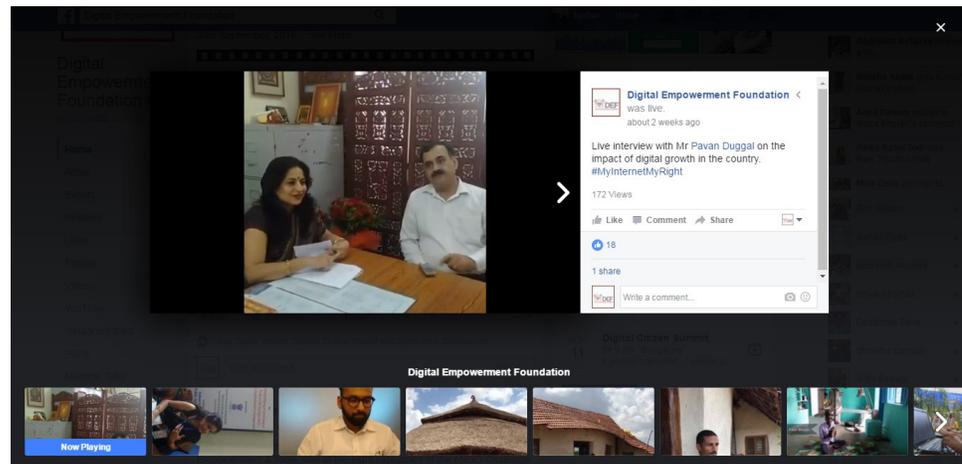
Source: <http://bit.ly/2dtap8h>

#MyInternetMyRight



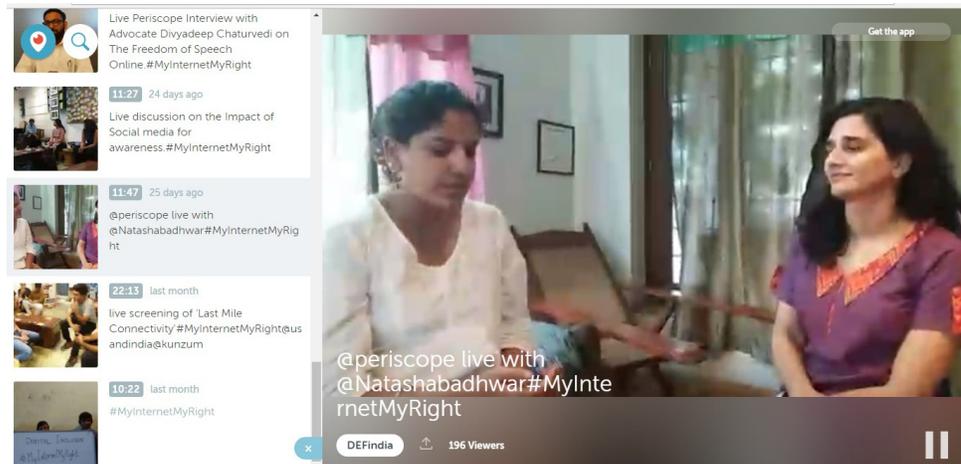
### 3. Freedom of Expressio (Act)

As the Internet expands and provides greater access and enables critical rights such as freedom of expression and privacy, it also places censorship and surveillance capabilities in the hands of states and corporations. It is, therefore, crucial that there exist strong protections for the right to Freedom of Expression that balance state powers and citizen rights. These are compounded by contextual challenges. What role can and should the law play? When is it justified for the government to intervene? And what can users do to protect the right to free speech – their own and that of others?



Film Screening	'My Voice My Right' was screened at Kunzum café in Hauz Khas village for wide participation from youngsters.
Webinar	A live webinar on YouTube was organised by the Research Team of Digital Empowerment Foundation.
Tweetathon	A two-hour-long tweetathon on 'Freedom of Expression', with #MyInternetMyRight, was widely participated by people across Twitter.
Periscope Live Interviews	Supreme Court Advocate Divyadeep Chaturvedi was interviewed live on the topic surrounding Freedom of Expression online and the government's role in securing the interest of people.
Social Media Creatives	A number of posters, collaterals, vox-pop interviews and sketches were shared over the Internet.

## 4. e-Governance, Citizenship & Entitlement



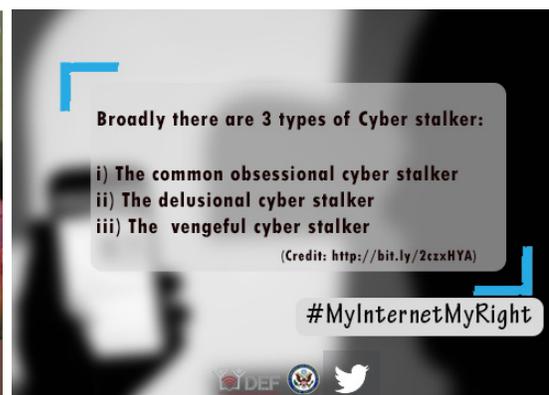
E-governance has demonstrated that the use of digital tools improves governance and enhances government capacity to function efficiently. In recent years, we have noticed the growing trends of use of government portals like IRCTC (a platform to book train tickets online) to provide easy access to the citizens. However, even though most of the government departments and ministries are digitally equipped, they are unable to let their efficiency connect to the masses in the same measure.

Film Screening	'Impactful Citizenship' was screened at Kunzum café in Hauz Khas village and received wide participation from youngsters. The film was followed by a discussion on the same. People from different backgrounds discussed about their experiences on the same.
Webinar	A live webinar on YouTube was organised by the Research Team of Digital Empowerment Foundation.
Tweetathon	A two-hour-long tweetathon on e-governance, citizenship and entitlement using #MyInternetMyRight was widely participated by people across Twitter.
Periscope Live Interviews	Two live periscope interviews were organised with Dr. Charu Malhotra, Associate Professor at Indian Institute of Public Administration, and Mr. Pavan Duggal, lawyer at Supreme Court on issues related to governance, citizenship and entitlement.
Social Media Creatives	A number of posters, collaterals, vox-pop interviews and sketches were shared over the Internet.

## 5. Cyber security and Issues of Cyber Stalking

With the advent of social media and our virtual presence across the globe, people often come across the menace of cyber stalking. Cyber crime on social media can be broken down into various categories and even involve activities like traditional broad-sweep scams, trying to lure you to click on something or visit pages that will push malware on to your computer. Also searching for careless public exposure of personal data and using social media as a platform to connect, exchange ideas and trade stolen information.

Film Screening	'Menace of Cyber Stalking' was screened at Kunzum café in Hauz Khas village. The film was followed by a discussion and number of experiences was shared by people on similar issues.
Webinar	A live webinar on YouTube was organised by the Research Team of Digital Empowerment Foundation. Participants discussed at depth the issues and counter actions against cyber crime.
Tweetathon	A two-hour-long tweetathon on issues related to cyber stalking using #MyInternetMyRight was widely participated by people across Twitter.
Periscope Live Interviews	People from Digital Empowerment Foundation were interviewed on menace of cyber stalking. Participants shared their experiences of similar encounters.
Social Media Creatives	A number of posters, collaterals, vox-pop interviews and sketches were shared over the Internet.



In a country where 3.71 million people are mobile Internet users, it has become imperative to create digital awareness among the users. In the last few years, we have noticed how social media has gained popularity in India. As the use of Internet grows in India, most end-users lack understanding of the impact of technology and the Internet on society, the law, free speech and other individual rights on the Internet. Through the IVLP campaign, we have been able to reach out to more than 1,195,061 people on Twitter during the five weeks that the film campaign was running. The series of films was appreciated by people and was followed by discussions with experiences and insights. Whereas, webinars and live Periscope interviews with experts provided an interesting lens to understand issues at a larger perspective, especially through the eyes of experts. The content of all the films was much appreciated by the audience, which was largely targetted at the youth population. A better follower growth has been seen throughout the IVLP campaign with better engagement from the masses.



**WEBINAR**

Wednesday

**DIGITAL INCLUSION**

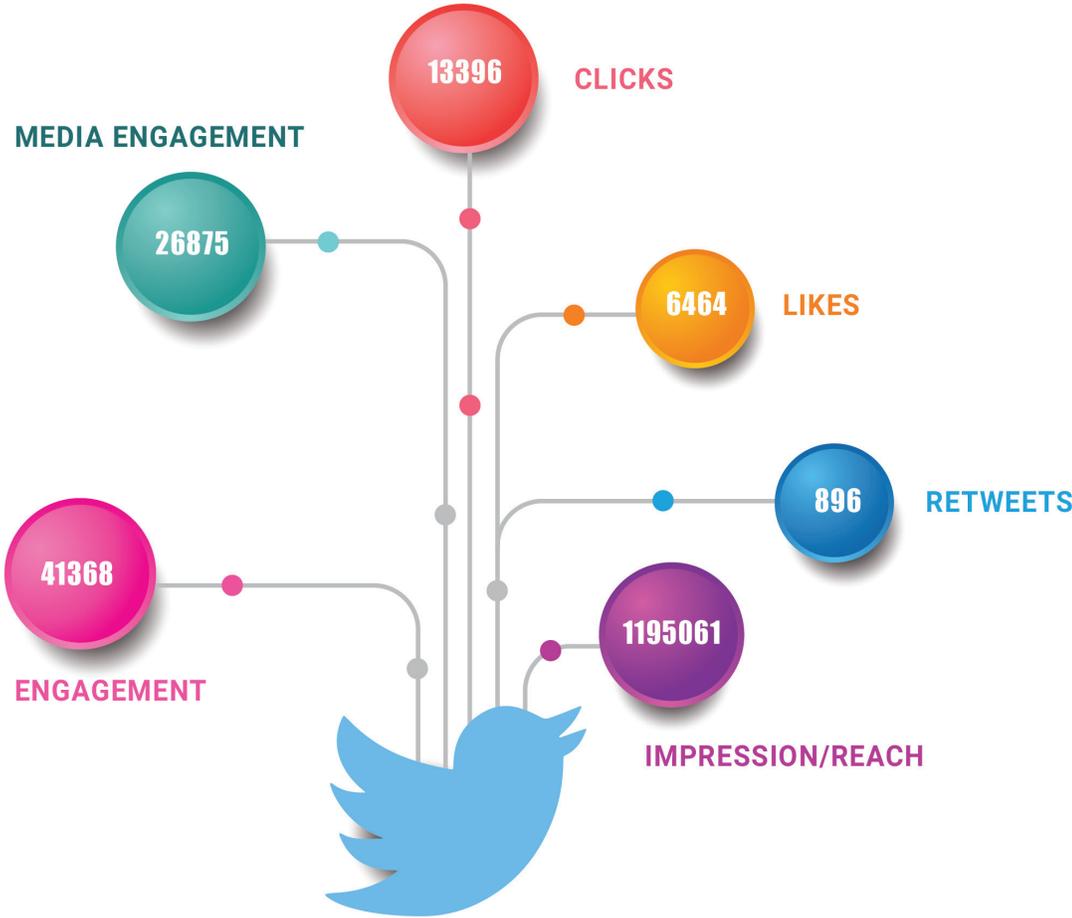
#MyInternetMyRight

**Aug 31, 2016**  
**4 pm to 5 pm**

An initiative of U.S. Embassy India & DEF and supported by Twitter

DEF International Exchange Alumni twitter

# 5 week Twitter Campaign



5 WEEK TWITTER CAMPAIGN



