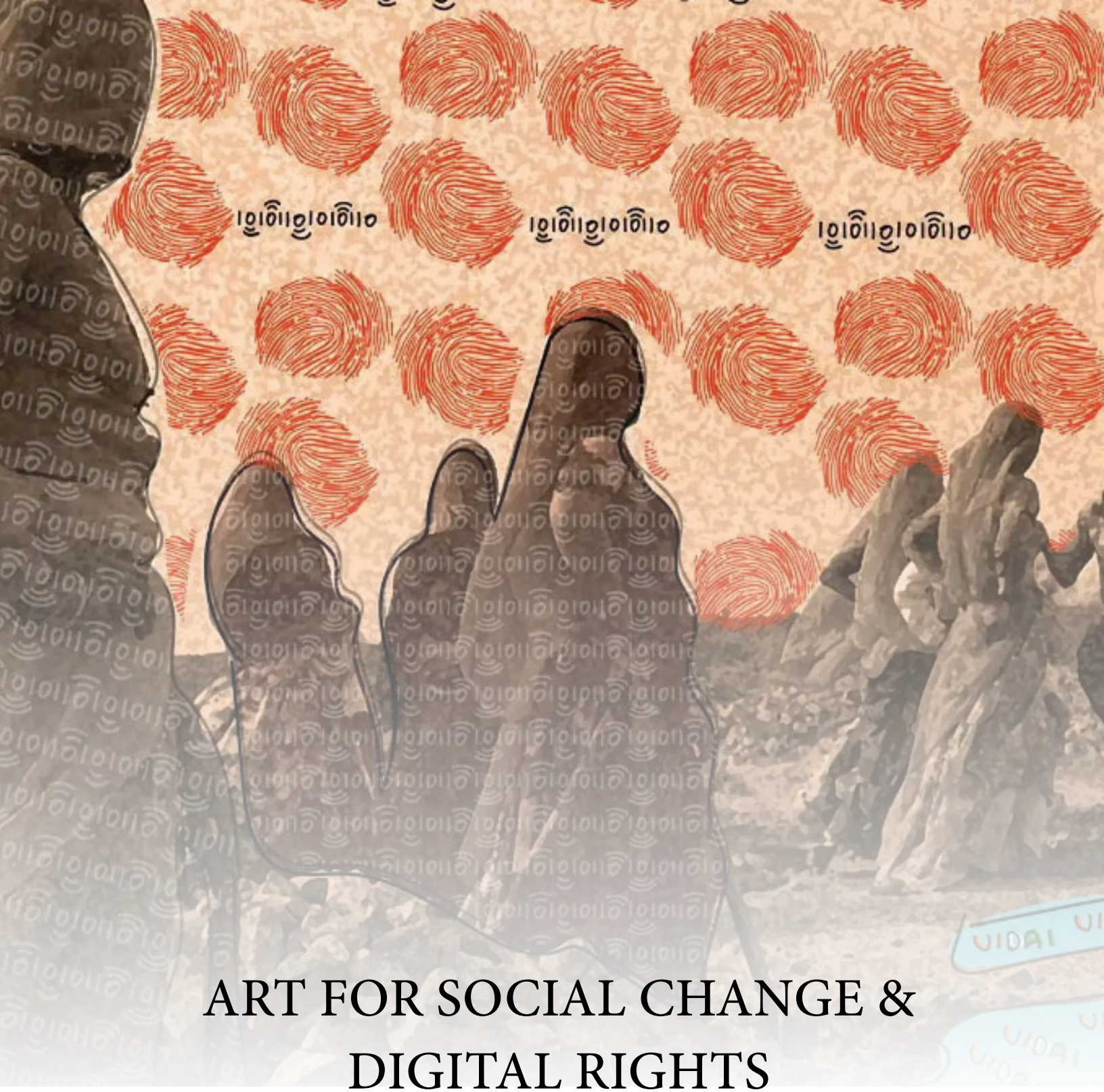


ART FOR SOCIAL CHANGE & DIGITAL RIGHTS

Interim Report

LANDSCAPES OF HOPE
AN INTERNATIONAL NETWORK FOR SOCIAL CHANGE

ICODE

DEF
DIGITAL EMPOWERMENT *foundation*
empowering people @ the edge of information



Folk artisans are using puppetry to spread awareness among participants on data rights in a workshop orgainsed under the project

About the Initiative

Arts and technology have always been interrelated. Artistic expression has been facilitated by the advancement in technological innovation that enabled artists either to adapt technologies meant for other purposes or to invent them as a way to foster the creative process. The past decades have seen the rapid development and deployment of digital technology, and the ever-increasing use of information and communications technologies for all sorts of needs, including artistic expression.

Therefore, Landscape of Hope in collaboration with Digital Empowerment Foundation has come up with an initiative to create community members to design and implement collaboration among organizations from different civil society sectors. This is a collective created with the support of various organizations and individuals who are going to work together to find art and expression, culture and heritage. They would be using various formats through artistic expressions as a way to communicate social issues. Also, to express themselves and tell the world how we can develop as a community.

The initiative will address the issues such as freedom of expression, social and economic marginalization, refugees, forced displacement and migration, gender inequality, youth empowerment, conflict and reconciliation, discrimination, racism and hate speech.

The projects will focus on capacity development and knowledge building, advocacy and awareness and artistic projects that express, reflect on, and advocate justice and equality.

Activities/ Deliverables/Summary

The detailed activities and their status under the Art for Social Change & Digital Rights are as follows:

S.N	Activity	Status
1	Workshops to revive an ancient Warli art by linking them to digital exposition in Palghar, Maharashtra and collaborate with organisation that is working on similar vision	A workshop has been conducted Collaboration with Digi Kargha. Details are mentioned in the report
2	Webinars on preservation of culture and heritage through digital means in Mysore, Karnataka	Collaboration with IHCN has been formalised and podcast setup has been established. Podcast will be live from November We are in conversation with the partcipants of the webinar that will take place in the month of November
3	Digital training and capacity building of folk artists in Rajasthan	Accomplished Details are mentioned in the report



An artisan showcasing her Warli art skills

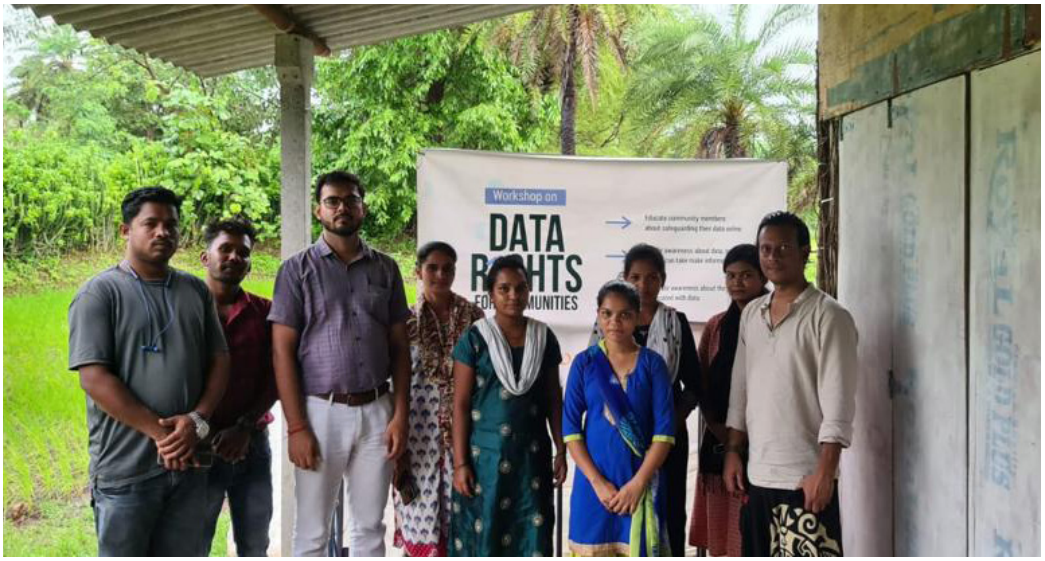
Activities

Digital Inclusion of 10 Women Artisans in Palgarh, Maharashtra

Digital Empowerment Foundation in collaboration with DigiKargha conducted a 2 days' workshop with 10 Women Artisans in Palgarh, Maharashtra. The purpose of the workshop was to impart digital literacy so that the artisans could benefit from the reach of the digital world. In those two days, they were introduced to topics such as Data Rights, Microsoft Office, Digital Designing, and various Social Media platforms to sell their products.

Initially, the trainer conducted the base line survey to know the knowledge of the pupils, which helped him understand them better. After the baseline survey, workshop was broken down into interactive sessions, where the students could clear their doubts right after the topic was covered by the teacher. This strategy was beneficial because students were able to answer all the questions asked by the teacher at the end of every session.

Undoubtedly, the most awaited topics for the artisans were Social Media and Digital Marketing because they are well aware of the reach of social media platforms such as Facebook, Instagram, Telegram, etc. However, they also shared their concerns relating to their Data security on such online platforms. They also shared some



Workshop on digital rights and data rights with artisans

cases where their friends and family lost money or their data was misused. Moreover, they also shared their worries relating fake news, as every day they receive a couple of messages giving them wrong information, which they frequently try to cross check from their local authorities.

The workshop was a success because all the pupils were eager to create a digital space for themselves where they could attract potential customers and earn a living from their business. Ms. Pragati Rajad shared her experience regarding the training by stating "This digital training has equipped not just me but many like me to the digital world where we will not be dependent on anyone including a physical shop." Definitely, this training has helped the 10 artisans transform their lives by introducing them to the limitless world of the internet and various other digital equipment.

A list of the artisans who participated in the 2 days' workshop

S.No	Name	S.No	Name
1	Minakshi Vasudev Wayeda	6	Shalini Devu Chaudhary
2	Madhuri Bakshi	7	Sushma Bhoye
3	Kamlesh Ratna Dhulsada	8	Geeta Laxmi Mahale
4	Rashmi Babdu Rade	9	Pragati Rajad
5	Rajni Rama Vangad	10	Sapna Shankar Tare



Discussion on the inportance of digital integration for Warli artisans

Webinar on preservation of culture and heritage through digital means, Mysore

A Digital Collaboration

Digital Empowerment Foundation in collaboration with the Indian Heritage Cities Network Foundation (IHCNF) is working towards building Art, Culture, and Heritage in Mysore, Karnataka. Mysore is also knows as the cultural capital of southern India. We have converted a heritage building (old professors quarters) into a Digital Museum and a Podcast Centre.

Further, we are planning to organize webinars from the month of November for which we are working on topics that will be beneficial for the listeners such as Folk Music, Art, Culture, Local History etc. and our major focus is on inviting experts in these fields so that our listeners will benefit from it. We are also working on collecting voice recordings of famous artists, university professors and cultural experts from which we will create podcasts.

The podcasts will be broadcasted daily and sensitize the listeners about topics such as digital literacy, the importance of preserving our rich heritage and preserving the art and culture of India. Through such informative podcasts, listeners would be able to know about the latest developments in the field of digitization, why looking after our rich heritage is a necessity, etc. Later, we are planning to collaborate with the Community Radio Station of Karnataka to reach out to more listeners, so that we are able to educate people about the topics mentioned above.

We are also working towards creating a database of all the artists in Mysore so that we are aware of the different art forms that are being practiced in Mysore and help them preserve their heritage by archiving their work.



Inception meeting for the project in Mysore



the heritage building of Mysore where the project is being implemented



We are using our expertise in creating community networks by setting up a radio tower, which will broadcast programs with the themes of Art, Culture and Heritage of Mysuru and its sarrounding areas through a community radio station

Digital training and capacity building of folk artists in Rajasthan

Workshop on Digital Inclusion and Data Rights

Digital Empowerment Foundation, in collaboration with Barefoot College, organized trainings to introduce 52 participants on topics such as digital inclusion and data rights. The vast majority of participants belong to the age group of 20 to 45 and are the community representatives of their blocks in Ajmer districts of Rajasthan. Before initiating the training, a baseline survey was conducted to know how much the participants knew about the topics. This was beneficial for both the students and the trainer, as it gave them a platform to interact with each other. Further, we engaged the pupils in a Focused Group Discussion, where we tried to understand the depth of their knowledge of the training topics by engaging them in group discussions on how data impacts their lives and the need to protect their personal details.

The training was imparted in creative ways like a puppet show explaining data rights and how it would positively impact their lives and livelihood as well. The topics covered under digital inclusion are fundamentals of computers/laptops, microsoft suit, internet connection, web browsers, and browsing, social media and digital marketing. Whereas, lyrics of a few Rajasthani folk songs were modified to integrate lyrics about data and



Workshop on data rights

List of the pupils who participated in the Digital Literacy workshop organized in Tilonia, Rajasthan:

S.No	Name	S.No	Name
1	Neelam Bagotia	27	Sakuntala Devi
2	Savita Dadhich	28	Suresh Verma
3	Kamini Mehra	29	Rinku Panchal
4	Sarla Devi	30	Priyanka Verma
5	Manju Rana	31	Asha Bairwa
6	Semma Devi	32	Cheetar Mal
7	Asha Devi	33	Bhatia
8	Rajni Devi	34	Panchoo Ram
9	Mamta Khatik	35	Mansingh
10	Mamta Bairwa	36	Khajotiya
11	Lalita Nayak	37	Mehnu Bhisti
12	Mamta Panchala	38	Meharaj
13	Manish Acharya	39	Dharmendra
14	KaleshVarma	40	Vijay
15	Sunil Sain	41	Sakuntala Ji
16	Meenu Kumari	42	Jaya Verma
17	Anees Khan	43	Rohit Kumar
18	Arjun	44	Nikita
19	Sindhu Aswal	45	Ajrudeen
20	Dinesh Sapera	46	Aslam
21	Sunita Devi	47	Santosh
22	Kavita Sindhu	48	Vira Kaur
23	Iqbal Khan	49	Rukmina
24	Juned Khan	50	Aswal Nayak
25	Vajid	51	Juber Khan
26	Akram	52	Alam



Puppeteers imparting digital education through their art form

digital rights. This helps the participants understand the topic better. The topics covered under data rights are online safety and security, and data privacy rights.

After the training was completed, an end line survey was conducted where we were able to understand how much the students were able to grasp from the workshop, moreover, through their active participation, it was clear to us that every student was able to understand the topics and gave us positive feedback of the training.

The course was helpful for all the participants, as most of them are facing problems such as online banking, business marketing, etc. Many of the participants had been victims of online fraud or knew someone who had been a victim of online fraud, so they were more curious about how to identify fraud cases and not become victims again.

This curriculum opened a new avenue for all the participants, as all of them were keen to immediately include the Internet in their daily lives.

> I will design a catalog of my products and would try and sell them on various online platforms."
>
> ... Sunita Devi (Participant)

Partners

Barefoot College, Tilonia

Barefoot College is a first-of-its-kind, women centered and global network dedicated to sustainable development in every community where poverty exists. In partnership with Barefoot College, DEF aims to bridge the digital divide at the grassroots by providing digital literacy training to local artisans to promote sustainable living alternatives and upskilling.

Digikargha

DigiKargha is a platform that celebrates the digital artisans of India in an effort to safeguard the interests of India's craftsmen. In the last couple of years, DigiKargha has become a joining force that connects weavers, textile conservationists and fashion designers to celebrate the glorious textiles legacy our country, promote sustainable fashion and provide the craftsmen with a digital platform to showcase their art to consumers across the world. .

The Indian Heritage Cities Network

The Indian Heritage Cities Network is an organisation that works towards advancing the promotion of heritage based sustainable development in India. In partnership with IHCNF, DEF aims to highlight the Indian City of Mysore as a living cultural resource by mapping their diverse artforms, music, sports, lifestyle and its tools and technology.

Training Video



https://www.youtube.com/watch?v=-AZdGgmX7Fk&ab_channel=DEFIndia

Way Forward

We will be organising a webinar around preservation of culture and heritage with folk artists, experts and academics. A report on data and digital rights in rural parts of India will be published. A case study will be conducted in Palghar district of Maharastra on the use of digital in enhancing, disseminating and expanding the reach of Warli Art capacity building of local artisans.

Utilization Certificate

Name of the Project : **Art for Social Change & Digital Rights**

Period of the Project : **08.11.2021 To 30.11.2022**

Name of the Organization: DIGITAL EMPOWERMENT FOUNDATION

Reporting Period: **08.11.2021 to 12.10.2022**

Grant Received: **INR 9,47,876**

Grant Utilized: INR **8,63,876**

Balace: INR **84,109**

Certified that the Total Amount of ***INR 8,63,767*** has been utilized as per the organisation complainced and it is further certified that amount has been utilized for the purpose it was recieved.



For more details visit

www.defindia.org & acode.defindia.org

Or mail us at info@defindia.org