





## +The IUFI Fellowship

### Building capacity in C4SC & Media Rights

**Young people have tremendous potential to bring about positive change in the country.**

It is important to invest in young leaders and provide them an opportunity to understand the many facets of social development in India and the poverty of voice that many marginalized communities in the country continue to face.

**It is also important for the next generation to be critical analysts and thinkers that look at ICTs and media through the lens of human rights and freedoms**, so that they gain a nuanced understanding of how India is being shaped politically, socially and economically. To do this, they must learn to critically evaluate media (including new media and the internet); and explore the concepts of **freedom of expression, the right to privacy, the ethics of media reportage, broadcast policies, and modern communication-for-social-change (C4SC) theory and practice.**

The **Ideosync – UNESCO – India Fellow (IUFI)** C4SC and Media Rights Fellowship program takes young Indians through an intense 15 month-long leadership journey that sets them on the path to understand Communication and Media from a rights perspective. The programme exposes Fellows to a variety of mentors and inputs from a wide variety of communication streams & disciplines. IUFI Fellows learn to explore **new pathways and media technologies for information creation, access, and sharing**, thereby leading to better social, political and economic outcomes for the most marginalised communities of India by leveraging the power of communication.

The IUFI Programme is designed, managed and implemented by **Ideosync Media Combine**, an award-winning internationally recognized C4SC organization based in the NCR of Delhi, India.

# + IUIF: Vision & Mission

## What the Fellowship aims to do

Change.  
Through  
media rights,  
ownership  
and access.

### IUIF: Vision

The IUIF Fellowship envisions a future where leaders in all spheres of life are driven by compassion, commitment and an understanding of the social challenges that India faces - in particular with respect to access to information and knowledge and equity in its creation; and where IUIF Fellows become thought-leaders and drive change by using communication in a creative and participatory way, to foster diversity of voices and opinions; expand freedom of expression; and ensure greater citizen access to, and rights over, media.

### IUIF: Mission

Our mission is to engage young Indians in exploring ways to reduce inequities of power and knowledge through C4SC and media scholarship and action; and to provide young Indians an exposure to the complex web of social political and economic challenges that foster inequity. Through this Fellowship, we hope to help young people use communication tools and media to seek solutions to development challenges by building community capacities through participation in community media, and through the creation of shareable open knowledge repositories.

**The IUIF Fellowship is a learning platform for young Indians to undertake a journey to discover their own leadership potential and commitment towards knowledge equity, freedom of speech and expression, independent media, media rights and C4SC.**

The process includes training, mentorship, spaces for reflection and experiential learning, and hands-on work experience with C4SC, ICTs, community media, digital media and other similar areas of scholarship and practice.

IUIF Fellows are placed with leading organizations working on communication for social change and ICT for development across India.





# Meet the 2016 IUIF Cohort!

Our 2016 cohort comes from a wide variety of educational & experiential backdrops, ranging from architecture and engineering to technology entrepreneurship,



**Aman Sharma**

**Hathras, Uttar Pradesh**

An architect by training, Aman has worked on a variety of architectural conservation projects as part of INTACH. He has also contributed to the National Heritage City Development and Augmentation Yojana (HRIDAY), which focuses on the holistic development of heritage cities. Aman is keen to explore a sustainable, inclusive and ethical approach to social development. Under the IUIF Fellowship, Aman has been placed with the Gurgaon based **S M Sehgal Foundation**, where - among other tasks - he will work to support the Alfaz-e-Mewat community radio station.



**Gagan Deka**

**Barapani, Meghalaya**

With a background in engineering and legal studies, Gagan feels he has been continuously occupied with the contemplation of policy after policy for the "inhabitants living down the staircase" without actually engaging with them. The Fellowship, he says, has given him "the opportunity to walk down the staircase, to say hello to them." Gagan counts filmmaking and cooking as his two great passions in life. Gagan has been placed with the New Delhi based **Digital Empowerment Foundation**, where he will work on its e-governance initiative.



**Yatti Soni**

**Meerut, Uttar Pradesh**

A B.Tech graduate with a flair for writing, Yatti worked for a while with a tech-startup magazine - and has been a close witness to the crazy buzz around tech ventures. She combined her tech expertise with her yen for social entrepreneurship to start GrowthHub.co, a platform to increase the outreach and branding of social ventures. She sees the Fellowship as a way to understand the value of communication for the social sector; and has been placed with the Ahmedabad-based **Center for Social Justice**, where she is setting up and managing their newly created media cell.



**Nilay Wankhade**

**Nagpur, Maharashtra**

A graduate in automobile engineering, Nilay dreams of reducing the environmental impact of fossil fuel based conventional vehicles by promoting the use of hybrid and electric vehicles. He also dreams of assisting the farmers in and around his place of birth. Nilay hopes the Fellowship will give him an opportunity to build a network of people who can inspire and support him in his quest. As part of the IUIF Fellowship, Nilay has been placed with the **Mannadeshi Foundation** in Mhaswad, Satara, Maharashtra, where he is also working as part of their community radio station.



**R. Sreeram**

**Kozhikode, Kerala**

Sreeram has been actively involved in a variety of social initiatives through his college years. "I am a jovial person with an altruistic mindset," he smiles. "I believe that it is the responsibility of an educated citizen to serve his country with all his or her skills. And this Fellowship is the best platform to foster my skills to create socially conscious leaders." As part of this Fellowship, Sreeram has been placed with the New Delhi based **Centre for Media Studies - CMS**, where he is helping to coordinate their film festival activities including the **CMS Vatavaran** environmental film festival.



**Maithreyi Kamalanathan** **Chennai, Tamil Nadu**

With a background in journalism studies, Maithreyi sees the Fellowship as an opportunity to take a first step on a huge journey of change. "Change comes with awareness," she explains. "And stories have always been strong tools to create awareness. I hope to create a world that is aware of what it is made of!" As part of the IUIF Fellowship, Maithreyi has been placed with the Faridabad based **Ideosync Media Combine**, where she is working on Ideosync's MANCH platform for community media, as well as the extension of its FREE/DEM initiative.



**Sonali Sapna**

**Madhubani, Bihar**

With a Masters' degree in Cultural & Media Studies, Sonali sees the Fellowship as an exciting way to explore communication as applied to development. She yearns to understand the myriad stories and discourses that make up the colourful mosaic of a diverse country like India. As part of the IUIF Fellowship, Sonali has been placed with the New Delhi based **Child Survival India**, where she is managing the organization's communication activities and is helping to set up a dedicated communications cell for the organization.

## IUIF 2016 Cohort Host organizations







# Change. Yourself.



+ Visit the IUIF Facebook page at  
[fb.com/IUIFFellowship](https://fb.com/IUIFFellowship)

For more information on the Fellowship, contact:

Ideosync Media Combine  
No.1381, Sector 37, Near HUDA Market  
Faridabad – 121003  
Haryana – INDIA

Tel: +91-129-4064883/5883/6883  
Mob: +91-9810273883/9810731552  
Web: [www.ideosyncmedia.org](http://www.ideosyncmedia.org)  
Facebook: [fb.com/ideosyncmedia](https://fb.com/ideosyncmedia)  
Twitter: [@ideosyncmedia](https://twitter.com/ideosyncmedia)

