

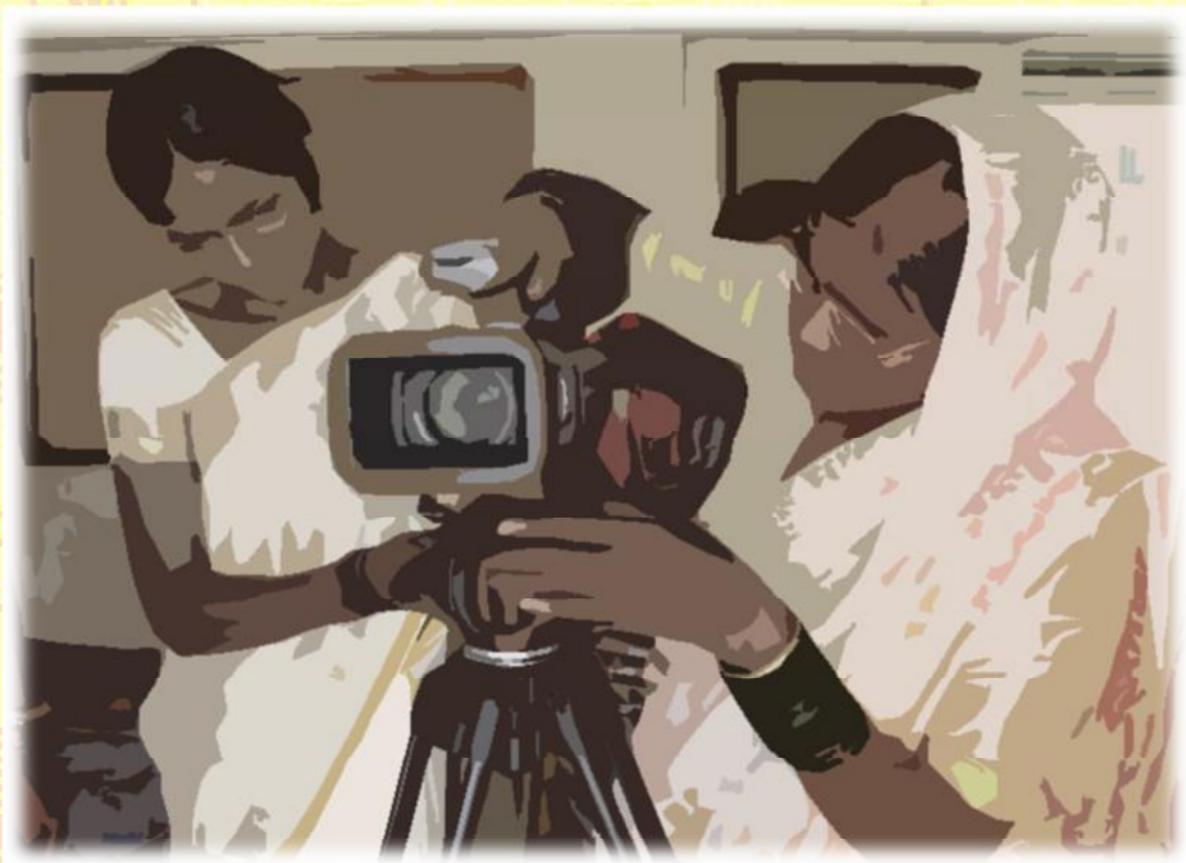


PRESENTS

ELUMINATE

THE BATTLE OF BRAINIACS

CASE STUDY COMPETITION





ABHIVYAKTI – INTRODUCTION

“Abhivyakti – Media for Development” is located in Nashik, India. It is committed to the empowerment of the under-privileged and marginalised people and the development of a just and democratic society. Abhivyakti views such development as a process in which people can fulfil their basic political, social, economic and cultural aspirations by participating and deciding for themselves the type of society they want to live in, irrespective of their social identity. This is a major shift away from the mainstream concept of development, where 'BIG' assumes significance (For example BIG dams) and people are left in the lurch, never considered worthy enough to decide for themselves and their communities.

Media like documentaries, photographs, journals, books, puppets, flannel stories etc. has an essential role to play in this process of development. Abhivyakti uses media to open space for local dialogue. The purpose of media is to strengthen the communication and human resources of people by producing a network directed towards building a pro-people perspective through collective participation of the various actors in civil society.

For the past 25 years, Abhivyakti has been successful in unfolding the potential of individuals and organizations through the production and use of creative and critical media expressions.



VARIOUS DIVISIONS AND THEIR ROLES

1. Co-Learning

The objective of co-learning division is to enhance media and communication related skills while enabling communities to develop critical and creative thinking and establishing a clear link between the two capabilities.



Its primary focus is on community reflection, documentation, communication, trainer effectiveness, leadership, hosting learning journey and “Organization Change” Facilitation.

a) Training and Workshops:

The major thrust is to generate media and communication resources which can be used in day to day work - puppets, Flannel Stories, Flash Cards, Documentary Films, newsletters, wall paper. This division also organizes need based workshops.

b) Learning Hub:

It is an alternative space for community media and community development practitioners for collective learning and sharing experiences in order to pursue collective aims by knowledge, skills and perspective building. It also offers apprenticeship for learners.



2. Knowledge Creation and Dissemination

The objective is to create opportunities for dialogue that lead towards collective action to discover realities (as experienced) by communities those have been masked by suppression, denial, or shame and to create some sort of enduring documentation that can challenge the mainstream narrative, whether in print, audio visual and/or audio means.

Media Resource Centre facilitation:

Media resource centre is not merely a library but there is a larger dimension to it. It is also a collection of rarities specially meant for improving and strengthening media and communication resources in the society. People can make creative use of media resource centre to express and make others express. Media resource centre has been making sustained effort since 2 decades to provide a space of critical and creative dialogue on varied subjects that need attention through dissemination.

It primarily focuses on dissemination of diverse media forms, screening of films, film festivals, media resource management and publication services.

3. Networking and Alliance Building

The objective of this division is to network with NGOs and social groups / activists to facilitate collaboration in the process of development.

a. Networking with youth animators and Media Activists:

There is an unprecedented interest amongst the young media animators and activists to make their learning more meaningful. Abhivyakti has potential to offer this space. It feels that active apprenticeship program would be effective way of advancing the educational and organizational purpose. Thus there is an obvious emerging need to build alliance of cultural media activists, young media animators and community video groups to multiply the collective strength and advocate their expression with larger community.



b. Community Video Activists Network

Abhivyakti shares the knowledge about documentary making and other technicalities with community video activists. Through this initiative provides community video activists a platform to share their experiences regarding the struggle of realizing community problems by using community video as an effective tool. Our focus stays on state and inter-state level integration of like-minded communities, groups and youths for various social awareness initiatives.



4. Community Radio

Community radio is a radio "for the community and by the community". It is a place where community can express freely. Being a media and communication organization, Abhivyakti has tried to create a channelizing space for creative sources within community by initiating community radio station, opening up possibilities for community through radio, to express themselves socially, culturally, politically and spiritually, so that members of the community prepare themselves in decision making process.



PRESENCE IN SOCIAL MEDIA

Abhivyakti has opted “Social Networking” as the theme for year 2012 and wants to enhance its presence in social media. Although Abhivyakti has been targeting development in communities at grass root level using alternative media, it is now exploring the avenue of social media for development. Social Media would also help them gain visibility.

Currently it has presence in various Social Media channels as listed below:

1. Website:

<http://www.abhivyakti.org.in>

2. Facebook:

<https://www.facebook.com/profile.php?id=100001842347161>

3. Blogs:

Blog for Community Radio:

<http://sscrn.blogspot.com/>

Blog for Co-learning:

<http://abhivyakticolearningprogram.blogspot.com/>

Blog for Media Resource Centre:

<http://abhivyaktihunkarmrcnashik.blogspot.com/2011/10/blog-post.html?spref=fb>

Blog for Community Radio (Production Division):

<http://amdcommunityvideo.blogspot.com/>

4. YouTube:

Abhivyakti has uploaded many videos in YouTube. Some examples are:

<http://www.youtube.com/watch?v=-yQbjwaZHII>

<http://www.youtube.com/watch?v=cai7hrhIqkM>

<http://www.youtube.com/watch?v=VrS6Yq15OEq>



PROBLEM STATEMENT

Suggest how Abhivyakti can leverage Social media to its advantage?

Following suggestions may help:

- Find out how other NGOs have utilized the power of Social Media.
- Study various social media channels (like Facebook, blog etc.) and suggest ways in which Abhivyakti can utilize them effectively.
- Can Abhivyakti leverage Social Media to generate revenues? (Currently, most of the revenues (approx. 90%) of Abhivyakti come from grants from Corporates. Balance of the revenues comes from sale of various journals, training programs etc.
- How social media can be an integral part of partners and ventures of Abhivyakti so as to make the efforts at grass-root visible?



CASE STUDY RULES

1. Eligibility

The competition is open to full-time MBA/PGDM or equivalent programme students across all business schools in India

2. Team Composition

- The case study should be attempted in a team consisting of maximum 2 members.
- Only one submission per team is allowed.

3. Deliverables

First Round

The participants need to send **Executive Summary** with 300-500 words within stipulated deadline to summit@nmims.org. The word document for executive summary must include **phone numbers** of participants. Document should be named in the following format:

"Summary_InstituteName_TeamName.docx"

Final Round

- Based on the executive summary, participants will be shortlisted for the **final round**.
- All the shortlisted candidates would be required to send an analysis of the Problem statement given in the case study within the stipulated deadline to summit@nmims.org. The word document along with attachments (if any) should be compressed in following format:

"TeamName_InstituteName.zip"

- The length of the document shall **NOT** exceed 10 pages (inclusive of cover page). The report must include all references (if any) on last page.
- The title page must include team name, participants' names and institute name.
- Participants need to adhere to the format given below
 - Font: Times New Roman, Font size: 12
 - Single line spacing
- The shortlisted candidates would be **required to come to NMIMS Mumbai campus** on the day of the event to make their presentations.
- The teams may use PowerPoint or any innovative means of media (like poster, video, photographs, flash cards, etc.) for final presentation.
- The duration of the presentation should not exceed more than 20 min. The presentation would be followed by a Q&A session.
- **Plagiarism** is to be avoided, detection of which would lead to disqualification of the entry.



4. Judging Criteria

The presentation would be judged on the content, innovative ideas and presentation. Additional points would be given to the team who comes up with innovative means of media (like poster, video, photographs, flannel stories etc.) for final presentation.

5. Results and Prizes

Merit certificates and prizes would be awarded to the top three winners.

1st prize: Rs. 8000

2nd prize: Rs. 5000

3rd prize: Rs. 2500

Additionally, **certificates of participation** and goodies would be given to the other shortlisted candidates making the presentation.

6. Important Dates

Deadline for submitting 1st round Executive Summary	10 th February 2012 (23:59:59)
Shortlisted Candidates List to be announced	12 th February 2012
Final Event	18 th /19 th February 2012

7. Contact

For any queries, contact:

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