India IGF (IIGF-2022) Workshop

Part 1 - Lead Organizer

Salutation

Dr.

Contact Person

Nirmita Narasimhan

Organization / Affiliation (Please state "Individual" if appropriate)

Saksham Trust

Designation

Programme Lead

Economy of Residence

India

Primary Stakeholder Group

Civil Society

Part 2 - Workshop

Primary Theme

Reaching the unreached

Secondary Theme (if any)

Accessibility and Diversity

Session Title

My Accessible Content: Skills for a Digital World

Session Format

Panel Discussion

Description of Session Formats **Birds of a Feather (BoF)** – An informal discussion session designed to connect the participants of shared topic of interests without a pre-planned agenda. **Panel** - Presentation and/or sharing of viewpoints by speakers on a particular topic. The number of speakers on the panel shall not be more than 4 to allow sufficient time for interaction with the attendees. **Roundtable** - Interactive dialogue involving all participants with designated moderators and not more than 2 speakers.

Specific Issues of Discussion

India has 340+ million monthly active users across various social media platforms like Facebook, WhatsApp etc. Social media is a preferred medium to communicate from being used by governments to conduct public relations to being used by people for communicating socially. The ability to navigate the digital world is hence a necessary skill and any communication cannot afford to ignore the needs of persons with disabilities. Accessibility enables this.

The FICCI 2022 study notes that 80% of its participants with disabilities use social media for education and training. Despite the high percentage of the group using social media, there is potential to reach

many more people in India who are still not able to use social media for their education and communication because of lack of awareness and knowledge about accessibility features and inaccessible content over the platforms.

This session will explore how the above can be addressed through awareness generation and capacity building both, among persons with disabilities, and, the mainstream society. By using simple accessibility features like alt-text and emojis we can make content readable by assistive technology, ensuring that persons with disabilities are meaningfully able to engage with social media and are part of the 340+million community.

Describe the Relevance of Your Session to Theme

The panel will discuss how we can 'reach the unreached' (primary theme), especially persons with disabilities, through accessibility of social media using a multistakeholder approach. What accessibility means, how it secures inclusion of all (primary sub-theme) in India's changing digital landscape, and how accessibility (secondary theme) of social media ensures no one is left behind as we progress towards 'Digital India' will be explored.

The Census of India (2011) noted that there are 26.8 million persons with disabilities in India. 10 years later and with the expansion of officially recognized disabilities from 7 to 21 (RPWD, Act 2016), the number of people who can benefit from accessible communication has also increased exponentially. In addition, accessibility of content also makes it suitable for the diversity (secondary theme) of people, including for India's 138 million older persons, many of whom may benefit from accessible content and for whom it may lead to decreased loneliness and increased social engagement.

Through this session, the primary role of the panel will be to discuss the importance of accessibility of content, highlight why it's important for all, and how we can catalyse the movement of accessible social media communication across all stakeholders.

Methodology / Agenda

The session will be interactive, with time for audience interaction. Sharing the draft agenda

a.   Introduction to the topic of Accessibility of Social Media and why it's important: 7 mins
b.   Invited speakers share their views on the topic (per speaker roughly 7 min)
1.   Indian speaker/User Story – Accessible standards development in India and how accessible content is a game changer
2.   Meta representative shares their key features on accessibility
3.   Saksham representative speaks on their campaign and curriculum development
4.   Social Media Influencer shares their perspective
c.   Interaction with the audience - 15 mins
d.   Summarizing the discussion - 5 mins

Please provide 3 subject matter tags that best describe your session.

#AccessibileContent #SocialMediaInclusion #DigitalRights

*Please specify gender e.g. agender, cis woman, cis man, female, gender-fluid, gender-neutral, male, trans woman, trans man, etc.

Moderators & Speakers Info (Please complete where possible)

	Moderator (Primary)	Moderator (Backup)	Speaker 1	Speaker 2	Speaker 3	Speaker 4
Name	Dipendra Manocha		George Abraham	Garima Avtar	Monica Desai	Mandy Gupta Vasudev
Email	dipendra.manocha @gmail.com		George.abraham0@gmail.com	engage@garimaavtar.com		mandygv.malibu@gmail.com
Organization	Saksham Trust		Score Foundation		Meta	Saksham Trust
Designation	Founder Managing Trustee		CEO	Social Media Influencer	Global Head of the Connectivity and Access Policy for Meta	Programme Coordinator
Gender	Male		Male	Female	Female	Female
Economy of Residence / Country	India		India	India	India	India
Stakeholder Group	Civil Society		Civil Society	Other	Private Sector	Civil Society
Status of Confirmation	Confirmed		Confirmed	Confirmed	Confirmed	Confirmed

Please explain the rationale for choosing each of the above contributors to the session.

George Abraham, is a disability activist and CEO of Score Foundation. He is Founder-Chairperson of World Blind Cricket Council. Under his leadership, Score Foundation launched Project Eyeway, a knowledge resource for visually impaired people. George has won various awards for his work including Limca Book of Record's "People of the Year" Award and was elected as Ashoka fellow in 2001. He will bring his diverse experience as trainer, motivational speaker, promoter of cricket for the blind, and disability activist to the panel.

Garima Avtar is among the top women rally-racing drivers in India and the first female professional driver for Mercedes Benz Luxe Drive. A social media influencer and gold winner at ETBrand Equity Influencer Marketing Awards 2022, she has 450k+ followers on Instagram and Facebook, making her an apt panellist. A TedX speaker, she has motivated audiences on forums such as FICCI Global Young Leaders Forum, Dell India Leadership series and has won many accolades including Asian Achievement Award for outstanding work in extreme rallying.

Monica Desai as the Global Head of the Connectivity and Access Policy for Meta, will bring in Meta

perspective and latest accessibility policy news. At Meta she covers policy for spectrum, infrastructure, accessibility, online messaging, online video, and net neutrality. Prior to joining Facebook, she spent over a decade in senior positions at the Federal Communications Commission.

Mandy Gupta Vasudev has worked as a Peace Consultant in Kenya for several years with GIZ (German civil peace society). Later, she became a social entrepreneur and launched an advocacy program and successful campaign in East Africa to create awareness on human rights and modern-day slavery. Mandy now works with Saksham on making content accessible for the visually impaired and will share Saksham's My Content Accessible campaign and the curriculum and capacity building initiatives being undertaken under the project.

Dipendra Manocha is on a mission to help persons with visual impairment lead life with dignity. He is facilitating their inclusion in education, livelihood and daily living activities through appropriate use of technology solutions as:
• Director, Developing Countries Programme of the DAISY Consortium;
• Founder Trustee of Saksham Trust;
• President of the DAISY Forum of India;
• Vice-president of the National Association for the Blind (Delhi state branch); and
• Member, Braille Council of India.
An Ashoka Fellow, he is a recipient of the National Award of Government of India, IIM Lucknow leadership award, among others

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Session Title   My Accessible Content: Skills for a Digital World