

19-20 September 2013| The American Centre

Day 1: 19 September 2013

9:30 AM – 10:00 AM

Delegate Registration

10:00 AM – 10:30 AM (AUDITORIUM)

Inauguration & Welcome

Moderator: Peter H. Vrooman, Spokesperson, U.S. Embassy New Delhi

Panelists:

- Michael Pelletier, Chargé D’Affaires, U.S. Embassy, India
- Mr. Anurag Srivastava, Joint Secretary, Ministry of Information & Broadcasting
- Mr. Osama Manzar, Founder & Director, Digital Empowerment Foundation

10:30 AM – 11:30 AM (AUDITORIUM)

Plenary Session: Untangling the Social Media Ecosystem for Development

Moderator: Peter H. Vrooman, Spokesperson, U.S. Embassy New Delhi

Panelists

- Ankhi Das, Public Policy Director – India, Facebook
- Ramaa Sharma, BBC Social Media Editor
- P. K. Roy, President & Chief Editor-CyberMedia
- Fatima Alam, Public Policy Analyst, Google
- Aditya Gupta, Co-Founder, Social Samosa

<p>12:00 PM – 1:00 PM (Auditorium)</p> <p>Track 1.1: Digital Storytelling</p> <p>Moderator: Shubho Sen Gupta, Branding Expert</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Shusmita Khan, Senior Assistant Coordinator, Eminence • Nima Tshering, Professional Assistant to His Majesty the King at HMS in Bhutan • Abdullah Dayo, Spokesperson, Progressive Youth Forum (PYF) Pakistan • Absy Ali, Faculty of Arts, The Maldives National University 	<p>12:00 PM – 1:00 PM (Schulik)</p> <p>Track 1.2: Social Media & Changing Landscape of Journalism</p> <p>Moderator: Gautam Chikermane, Eminent Journalist</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Sanjiv Kataria, Strategic Communications and PR Counsel • Shubhranshu Chaudhary, Founder, CGNet Swara • Lakshmi Rebecca, Producer & Director, Red Bangle • Mr. Umair Aziz, Investigative Journalist, Pakistan Today 	<p>12:00 PM – 1:00 PM (MPR)</p> <p>Track 1.3: Leveraging ICTs for Women Empowerment</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Shusmita Khan, Senior Assistant Coordinator, Eminence • Supipi Jayawardena, Democratisation and Public Policy at Institute of Politics • Trupti Chengalath, Head-Communications; Mahiti.org
<p>2:00 PM – 5:00 PM (Auditorium)</p> <p>Track 2.1: Digital Storytelling</p> <p>Moderator: Shubho Sen Gupta, Branding Expert</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Shusmita Khan, Senior Assistant Coordinator, Eminence • Nima Tshering, Professional Assistant to His Majesty the King at HMS in Bhutan • Abdullah Dayo, Spokesperson, Progressive Youth Forum (PYF) Pakistan • Absy Ali, Faculty of Arts, The Maldives National University 	<p>2:00 PM – 4:30 PM (Schulik)</p> <p>Track 2.2: Leveraging Small Enterprises through Social Media</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Shehab Shamir, President, Bangladesh Youth Environmental Initiative • Nabeel Adeni, Social Media Evangelist, India • Stan Thakaekara, Founder & Director, ACCORD 	
<p>Day 2: 20 September 2013</p>		

10:00 AM – 11:30 AM (AUDITORIUM)		Facebook Plenary Session: 'Social Media for Causes & Campaigning'
<p>Moderator: Ankhi Das, Public Policy Director - India, Facebook</p> <p>Panelists:</p> <ul style="list-style-type: none"> ▪ Marvin Mathew, US Ambassador, One Young World ▪ Arti Mohan, Chief Editor, The Alternative ▪ Vishal Kumar, Director, Swaniti Initiative ▪ Anshul Tiwari, Founder & Editor-in-Chief, Youth Ki Awaaz ▪ Raheel Khursheed, Communications' Director – India, Change.Org 		
<p>12:00 PM – 1:00 PM (Auditorium)</p> <p>Track 3.1: Engaging Youth through ICTs</p> <p>Panelists:</p> <ul style="list-style-type: none"> ▪ Sapan Hamal, ICT Audio Associate/Recordist at Digital Broadcast Initiative, Equal Access (Nepal) ▪ Gulshan Jubaed, Co-founder, Small foot (Bangladesh) ▪ Roopam Chetai Bora, Programming Head, 93.5 Red FM (Kolkata, India) ▪ Abdul Rasheed Ali, Lecturer, Faculty of Arts, The Maldives National University (The Maldives) ▪ Sher Bano, Guest Blogger, New York Times (Pakistan) ▪ N. K. Ashokbharan, Media and Publicity Secretary, Law Students Association of Sri Lanka 	<p>12:00 PM – 1:00 PM (Schulik)</p> <p>Track 3.2: Mobile as a Tool for Empowerment</p> <p>Panelists:</p> <ul style="list-style-type: none"> ▪ Gautam Gandhi, New Business Development US / India, Google ▪ Osama Manzar, Founder and Director, Digital Empowerment Foundation ▪ Jaskirat Singh, Director and CEO, Webrosoft Solutions ▪ 	
<p>2:00 PM – 3:30 PM (Auditorium)</p> <p>Track 4.3 ICT for Public Health: Towards a Healthier South Asia</p> <p>Panelists:</p> <ul style="list-style-type: none"> ▪ Bobby Jefferson, Director of Centre of Informatics, Future Group 		<p>2:00 PM – 3:30 PM (MPR)</p> <p>Track 4.2: Crowdsourcing for Fundraising through Social Media</p> <p>Panelists:</p> <ul style="list-style-type: none"> ▪ Trupti Chengalath, Communications Head, Mahiti.org (Chennai, India)

<ul style="list-style-type: none"> ▪ Sara Chamberlain, ICT Head, BBC Media Action, India ▪ Sandhya Ramalingam, Head-Measurement and Evaluation, Arogya World ▪ Shusmita Khan, Senior Assistant Coordinator, Eminence (Bangladesh) ▪ 		<ul style="list-style-type: none"> ▪ N. K. Ashokbharan, Media and Publicity Secretary, Law Students Association of Sri Lanka ▪ Roopam Chetai Bora, Programming Head, 93.5 Red FM (Kolkata, India)
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<p>4:00 PM – 5:00 PM (Auditorium) Hayaku</p> <p>Moderators</p> <ul style="list-style-type: none"> ▪ Osama Manzar, Founder and Director, Digital Empowerment Foundation ▪ Meghan McGill, Assistant Information Officer, U.S. Embassy India <p>Presenters:</p> <ul style="list-style-type: none"> ▪ Abdullah Dayo, Spokesperson, Progressive Youth Forum (Pakistan) ▪ Shehab Shamir, President, Bangladesh Youth Environmental Initiative ▪ Trupti Chengalath, Communications Head, Mahiti.org (Chennai, India) ▪ Nima Tshering, Former Assistant to His Majesty the King of Bhutan ▪ N. K. Ashokbharan, Media and Publicity Secretary, Law Students Association of Sri Lanka ▪ Abdul Rasheed Ali, Lecturer, Faculty of Arts, The Maldives National University (The Maldives) ▪ Mr. Sapan Hamal, ICT Audio Associate/Recordist at Digital Broadcast Initiative, Equal Access (Nepal) 	
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