

Social Media is increasingly seen as positive and transforming discovery for enabling desired social and development changes. In 2013 Digital Empowerment Foundation (DEF) initiated the "Social Media for Empowerment" Award programme with a firm belief that while making continuous efforts to make India digitally empowered, social media can act as one of the great enabler to make this happen in a more efficient/effective way. Social Media gives voice to what is untold, broadcast what is untouched and integrate common man efforts towards social inclusion. It has the capacity towards bringing desired social and behavioural changes

The Social Media for Empowerment Award commends those practices and ideas that use Social Media as empowering and enabling tool for development and good governance. In the first edition in 2013, out of 125 nominations from across the country, five best practices were recognized and honored for making outstanding contribution towards community development. The winners were the best exemplary of making use of social media for empowering purpose.

This year we are ready this year to salute the Social Media best practices for development from across South Asia for bringing positive changes in society. The award aims to foster the momentum of Social Media for social empowerment while in a cross-border learning, experience sharing relationships by creating a regional network of Social Media enthusiasts in the region. The program will witness 25 Social Media Experts and 500+ attendees from 8 South Asian countries thus creating a vast pool of Social Media talent to share and feed knowledge. Participating Countries are Bhutan, Nepal, Bangladesh, India, Sri Lanka, Afghanistan, Pakistan and Maldives.

The American Centre has already joined the force to help make this a success. We are accepting the nominations from July 8th,2014. For more details, please visit: <http://socialmedia4empowerment.net/> or email us at: socialmedia4empowerment@defindia.net