



WhatsNext

Building Community Entrepreneurship
and Fighting Misinformation



WhatsApp



About WhatsNext

WhatsNext is an initiative of WhatsApp India and Digital Empowerment Foundation (DEF) that has emerged out of their successful partnership in 'Fighting Fake News' effectively in India. Taking the partnership forward, 'WhatsNext' aims to enhance the reach of WhatsApp as a primary tool of productive communication and constructive capacity building across India by driving the entrepreneurial efficiency of small and medium sized enterprises through WhatsApp Business and reaching out to over **50,000 people** with the knowledge and awareness to fight misinformation towards building an evolved digital society.



Forming Information Cadres of 300 youth in 20 states of India

DEF has presence in 500-600 locations in 20 states in India through various projects that are intensely working with the youth in semi-urban and rural parts of India. We will train **300 dynamic young persons to become Master Trainers (MTs)** under WhatsNext initiative, specially chosen from these locations collectively.

Each MT represents an 'Information Cadre' by further training **120 people** in their area creating an information awareness zone for WhatsApp Business and Fighting Misinformation. This will take the **capacity building exercise to 36,000 beneficiaries in 20 states.**

Each MT will be meticulously monitored through quality of the workshops being delivered, the authenticity of data being collected and impactful case stories from their area.



Uttar Pradesh (UP) Summit on Fighting Misinformation

Uttar Pradesh Summit will be organised in **Lukhnow (UP)** with Police, government officials and NGOs in **January 2020**, to engage them in the mission of addressing fake news and misinformation collectively and comprehensively. Since, the state has witnessed number of disturbing mob lynching incidents recently as a consequence of misinformation, the summit will work towards forming a strategy that will have police and various relevant government institutions coordinating their efforts with civil groups to achieve social harmony. Over **150 beneficiaries** will be achieved through the summit.



Agri and Farmer's Meet to Build Community for Business

India's biggest organic farming festival 'Organic Mahotsav 2019' is taking place in **Udaipur (Rajasthan) from 29th Nov to 1st Dec. 2019**. DEF is the digital partners in the event and we'll be utilizing this platform to build capacity of **200 Indian Agro Enterprises and Farmers** in 'Fighting Fake News' and WhatsApp Business through workshops over three days.



Organising 20 Workshops in 20 Artisan Clusters in 10 States

DEF is working extensively to support artisan clusters in India to become digitally enabled to be able to efficiently leverage technology to enhance skills towards innovativeness in craft, entrepreneurship and connecting with newer markets. This will preserve and sustain age old traditional crafts and heritage of India by attracting youth to pursue them with positive zeal and vigour.

WhatsApp Business is a great way for them to improve their communication with existing and potential clients and become better entrepreneurs by using technology effectively. Towards this end, 20 workshops will be organised with artisans in 20 artisan clusters located in 10 states- **Palghar (Maharashtra), Barabanki (Uttar Pradesh), Nuapatna (Odisha), Barpali (Odisha), Kollegal (Karnataka), Kanchipuram (Tamil Nadu), Musiri (Tamil Nadu), Chanderi (Madhya Pradesh), Chirala (Andhra Pradesh) and Pochampally (Telangana)**. 200 artisans will be trained in each of 20 clusters to use WhatsApp Business to evolve as entrepreneurs, which will result in **capacity building of 4000 artisans**.

Training 5000 Rural Women Entrepreneurs

DEF has digitally trained and empowered more than 10,000 women as digital entrepreneurs.

We'll select and reach to **5,000 women entrepreneurs** with the knowledge of WhatsApp Business to improve their client servicing skills, delivery of services and connecting with new business opportunities.



National Summit on Social Enterprises and Fighting Misinformation

National Summit on Social Enterprises is being organised on **18th of December, 2019, in New Delhi**. A day long event will witness participation from over **200 social enterprises** from the South Asian region engaged in different focus areas, leveraging technology in various ways to enhance their impact and outcomes.

The key highlight of the summit would be:

- eNGO Challenge Awards
- A workshop with **100 social enterprises** from the award nomination list



Organising 10 Workshops on Misinformation with Administration and State Governments in 10 States

We will be establishing connection with **State Police, District Collectors and IT departments** from 10 states to conduct workshops on Fighting Fake News and Misinformation. These are- **Kerala, Gujarat, Kashmir, Ladak, Tamil Nadu, Telangana, Assam, Uttar Pradesh, Nagaland, Sikkim; and LBS National Academy of Administration in Mussoorie (Uttarakhand)** to mobilise young civil servants on the way to becoming bureaucrats of the future.

We'll connect with at least 100 government officials in each state, resulting in reaching out to over **1000 government officials** from 10 states.



COMMUNITY NETWORK XCHANGE (CNX) 2019

We have seen that once Internet is shut down or censored, almost all modes of communication get subjugated and compromised. Community Networks as a technological alternative and infrastructurally independent can be looked at as an alternative to the Internet for people's communications system. Community Networks, if developed for the people and by the people can become "Internet of People".

The third edition of CNX being held on 13th-15th December, 2019, which will witness participation from over 100 participants across three days from the local community—**barefoot engineers, farmers, artisans, students, activists and local innovators**; will focus on the **theme 'Can Community Networks become Internet of People?'**. Besides, the platform of CNX will also be used effectively to spread awareness towards **'Fighting Fakenews' and the use of WhatsApp Business to promote local trade** through exclusively organised workshops.



Fighting Fakenews Workshops with Media for Information and Literacy Expert Network (MILEN)

The Media and Information Literacy Expert Network (MILEN) made up of 13 experts from different corners of the globe—India, Brazil, Uganda, Georgia, Netherlands, Palentine, Germany, Bolivia, Namibia, Cambodia, Moldova, Arab World--has expansive collective experience in providing 'Media and Information Literacy (MIL)' training for a diverse range of stakeholders and vulnerable groups across varying national contexts.

MILEN conducted two capacity building workshops on the 13th of November, 2019, exclusively with Civil Society Organisations (CSOs) and Media (Traditional & Alternative Media and Community Radio), and **the platform was also effectively leveraged to hold intense sessions on 'Fighting Fakenews' with MILEN and participants.** Both the workshops saw over 70 participants from specific focus groups.



Digital Citizen Summit 2019

The 4th Digital Citizen Summit (DSC) was organised on 12th November, 2019, in New Delhi at Sanskriti Kendra, Mehrauli Gurgaon Road, New Delhi-110047

This year's theme was '**NAVIGATING THE (MIS)INFORMATION LANDSCAPE: POLICY, PRACTICE, AND SOCIAL REALITIES**', which explored the intractable online information landscape of misinformation and disinformation and the compounding legal, technological, and social challenges it has thrown up in terms of developing a solution for its effective regulation that works within a rights-based framework.

DCS was attended by over **80 participants from various stakeholder groups---scholars, researchers, academics, civil society organisations, and government representatives who engaged in open panel discussions on the theme and participated in exclusively held 'Fighting Fakenews' workshop.**



Empowering Weavers in Chanderi (MP) in 'Fighting Fakenews and WhatsApp Business)

Conducted capacity building workshop with 40 handloom weavers on 23rd November, 2019, in weavers town of Chanderi in Madhya Pradesh, in 'Fighting Fakenews' and WhatsApp Business.

Chanderi has over 5000 handloom weavers, who specialise in Chanderi handloom textile, and almost 90% of them are digitally enabled and use technology extensively for social interaction and business. More workshops will be organised in the coming months to reach out to maximum weavers in the town with 'Fighting Fakenews' and WhatsApp Business.



WhatsNext Toolkit

Some constructive changes have been made to the way workshops will be delivered from here on, especially to the community. To make the engagement with the participants more productive, we have made the workshop more activity oriented by **introducing games and physical activities** to make the imparting of learnings more efficient and effective. So while the module remains unchanged, delivery has become more participative.

We will be planning a couple of major TOTs with the trainers to reorient them towards gamification oriented **participative workshops**. For November onwards, workshops with the community will be conducted with the new toolkit.



RESEARCH & OUTCOME

- A robust research strategy is in place to collect valuable data through **Pre-Survey and Post-Survey** during workshops. The exercise will provide us with **invaluable data at the end of the project**, which will form into a determining report.
- **100 impact stories** will be compiled from the communities that have been touched during the process of WhatsNext initiative, which will also form a vital part of the report.
- Over **50,000 beneficiaries** will be achieved from seven focus groups: **Law Enforcement Institutions, Government, Youth, Women, Artisans, Social Enterprises and Community**; from **20 states across India**.



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