IDEOSYNC MEDIA COMBINE

Communication. Community. Social Change. And Everything in Between.

A. Introduction

Ideosync Media Combine is a communication for social change organization based in the NCR of Delhi, India.

Established in 1998, Ideosync Media Combine has been working for the last two decades on a wide variety of development issues from the perspective of communication and communication rights. These include women's empowerment, gender and violence, adolescent sexual and reproductive health, sexuality and human rights, HIV/AIDS and PLHA rights, migration and trafficking, maternal and child health nutrition, environment, and governance.

With experience in all aspects of Social & Behaviour Change Communication (SBCC) - from strategic communication design and advocacy, to communication tools design and production, communication research, and communication capacity building for communities and CSOs - Ideosync is widely regarded as one of the key communications organizations in South Asia.

Ideosync has extensive regional and national experience with a variety of media-for-development as well as Media Development initiatives. The organization is in **Special Consultative Status with UN ECOSOC**. It is registered under the Indian FCRA Act 2010, and has received a renewal of its registration till 2026.

B. Vision and mission

Ideosync envisions a world where **communities are empowered with communication and information skills** enabling them not just to access and use information, but also to create, preserve and share their knowledge with others regionally, nationally and internationally using a wide variety of media and technologies including radio, video, internet, mobile etc

Our mission is to work towards **an enabling environment that supports community participation, knowledge equity and freedom of speech** - an environment where **the tools for knowledge creation** and **the skills to use those tools** (including ICTs and a wide variety of communication media) are **available to communities** that are **geographically, socially and culturally marginalized**.

C. Programs

Broadly, Ideosync has three program verticals. Over the last decade it has implemented several projects that have contributed towards its goals under each of these areas:

1. MEDIA DEVELOPMENT: Strengthening Community Media through Capacity Development, Technology Innovation and Research

In a fast-changing communication and technological environment, voice for the most marginalized continues to remain a challenge. Finding innovative ways to use new media technologies and embedding older technologies like radio within civil society and development structures enables bottom-up listening and empowerment spirals that are crucial to a rights-based approach to development.

Since the early 2000s, Ideosync has worked on incubating, advocating for, and strengthening the Indian **community radio sector**: The organization has worked with a wide variety of national and international partners (including several UN agencies) to write a variety of training documents and manuals for the sector; as well as conduct sector-wide research on various aspects of community radio sustainability. Ideosync's senior team has played an important advocacy role for community media, and its members sit on a variety of government panels on community media. The organization has also represented the interests of the Indian community media sector at a variety of international fora.

As part of its sectoral engagement, Ideosync has established **Community Media Manch,** a platform for community media practitioners to share, learn and collaborate.

Other recent community media capacity building initiatives have included, a MIL and Fact checking training and co-production initiative that resulted in a 20-part innovative radio program series that was designed by Ideosync with local CR adapting the key content in regional languages. The initiative was supported by the **Poynter Institute** (2020-21). A two-year **UN Democracy Fund** (UNDEF) supported intensive training program (2016-2018) where Ideosync trained and worked with over 60 community radio and media reporters to create programs on democracy, governance and constitutional rights. The **Ford Foundation** supported a multi-year in depth training and CSO–CR collaboration on environment disaster response and sustainable communities under CRCEP/MediaScape initiatives (2014-2017)

(For some examples of our research and capacity building documents related to community media, please see the end of this document.)

2. ENGAGING YOUNG PEOPLE: Media Literacy and Communication for Development

Communication has a large role to play in bringing about social change: From building awareness, to enabling communities to act upon information and knowledge to encouraging new communities of interest and practice to form, social and behaviour change communication as a whole is a process that requires strategic planning and action. Ideosync's understanding of community dynamics, along with its deep understanding of the strengths of various communication media (including print and broadcast media, inter personal communication, and traditional and folk media) has helped it assist several large development programs in achieving their social change goals.

In 2016, Ideosync initiated the Ideosync–UNESCO-Information Fellowship Program (IUIF) for Communication for Social Change & Media Rights. (www.iuif.in) This is a national fellowship that for young people to work at the grassroots, using communication and media skills to bring about social change. The program includes intensive mentoring of young people interested in learning innovative communication and documentation methodologies to impact on-ground behaviours and practices from a rights-based perspective.

In a world increasingly awash in information - often unverified information – it is important to learn new skills: The skill of sifting and comparing information from multiple sources, and to be able to construct a composite picture that makes sense. The fellowship curriculum therefore also includes perspectives on freedom of expression; media ownership; the value of a free and open internet; the use of social media - and an understanding of media through the lens of democracy and rights.

This SBCC and media literacy program helps young people engage with new media technologies and gain skills to not just use the internet but to think and act as informed citizens aware of their rights to privacy, and with an understanding of how the structures of media ownership work in

framing our current information, media and communication environments. Ideosync hopes to expand this program through partnerships with educational institutions and other government and non-government actors.

3. GENDER AND EMPOWERMENT: Strengthening and amplifying marginalized voices in particular from urban margins through an engagement with women and girls

Through *mohulla* (locality) trainings in slums and ghettoes around urban centres where migrant populations have settled, a hyper local media space has been created. **The Free/Dem WhatsApp Radio** and the **Free/Dem Paathshalas** enables women and other people from minority and *dalit* communities to tell their stories using simple audio and video tools. Ideosync has established the **Free/Dem web platform** (http://www.freedem.in), an online space that enables marginalized narratives to be shared on the broader social media and internet platforms. The freedem.in online platform curates stories that create an alternate discourse on a variety of critical issues facing marginalized communities, stories are told by community members from the grassroots.

Please see a short film about the Free/Dem initiative, along with some individual videos where some of the trainees talk about their learnings at the Paathshaalas here: https://vimeo.com/showcase/9623808

D. Publications

Ideosync believes strongly in documenting and capturing its work and learning in the form of print, video and audio documents so that they can be shared with other organizations as templates for future work. Towards this, it has published a number of documents over the last two decades that map the work it has done, as well as share the processes that have evolved through this work. These publications include:

1. **Our Practice:** An initiative to train community Radio stations across India to **use video to document their everyday practice**. The program was designed to help CR stations explore through documenting and reflecting upon their own work whether they are upholding the key principles of CR that of FOE and empowering the voices of the most marginalized in their communities
http://ideosyncmedia.org/Publications/Our_Practice_IPDC.pdf

2. **CRCEP**: This manual discusses the set up of the Community Radio Consortium for Environment Protection, and outlines the training programs and research implemented with partner CR stations in Uttarakhand.
http://ideosyncmedia.org/Publications/CRCEP_Web_final_2016.pdf

3. **MediaSCAPE**: A nationwide collaboration with Community Radio Stations in disaster prone areas and fragile environments to build bottom up community based approaches to adapt to climate change. The project involved trainings, radio script service and sustained collaboration with civil society actors and environment and climate changes scientists and activists http://ideosyncmedia.org/Publications/MediaSCAPE-Brief-A4-Mail.pdf

4. **CR & Sustainability** (CEMCA/UNESCO, 2015): The final report resulting from our three country (Nepal/India/Bangladesh) on community radio sustainability:
http://ideosyncmedia.org/Publications/CR_Sustainability_Report_Final_web.pdf

5. **Internal Migration & CR:** A Manual (UNESCO, 2015): A manual for community radio stations on developing content for migrant populations, and building an engagement with those populations:
   http://ideosyncmedia.org/Publications/Internal_Migration_and_CR.pdf

6. **Community Radio: Learning the Skills** (UNICEF, 2013): A manual for CR stations on learning everything from technical skills, to content development, management, community engagement and the development of a vision & mission: http://ideosyncmedia.org/Publications/CR_Training_Manual_UNICEF_IMC_2014.pdf

7. **CR: A User's Guide to the Technology** (UNESCO, 2008): A user-friendly but comprehensive guide to the technology used in a CR station, ranging from studio prep and acoustics to recording, post-production and broadcasting equipment: http://ideosyncmedia.org/Publications/CR_A_User_Guide_UNESCO_IMC.pdf

8. **Community Radio: Basics (UNICEF, 2013):** A simple introduction to the concept of CR and what it takes to prepare for the setup of a CR station, for CSOs: http://ideosyncmedia.org/Publications/NGO_CR_Handbook_UNICEF_IMC_2014.pdf

9. **Public Interest Reporting:** A handbook for Community Radios (UNESCO , forthcoming)

Other critical Media products produced and broadcast over a wide variety of media include:
- **Jab Chale Sheher Ki Ore**: A 52-episode series on migration and migrant rights
- **Nayee Disha**: A 52 Episode radio program series on HIV and PLHA rights
- **Hum Se Hai Desh**: A 26 Episode Radio program series on democracy, principles and practice
- **Raahein**: A ten-part video series for young people on Life Skills with facilitation manual
- **Sara Jahaan Hamara**: A twelve-part radio program series on vocational skills
- A training curriculum for newly elected local women representatives along with an IVR interface and guide to working with the media
- **The Time of Our Life**: A nine-part video series on sexuality and reproductive health for young people with additional printed material
- **Growing Up and Badhte Hum**: A three-part video series in Hindi and English for ten to twelve years to understand changes during puberty with facilitator's manual

For more information please visit:

Web: www.ideosyncmedia.org
www.iuif.in
www.freedem.in

Facebook: facebook.com/ideosyncmedia

Twitter/FB: @ideosyncmedia
Instagram: @ideosync.media.combine
Podcast: www.podcast.ideosyncmedia.org
Vimeo: www.vimeo.com/ideosync