

IDEOSYNC- UNESCO
INFORMATION
FELLOWSHIP 2021

**A COMMUNICATION FOR SOCIAL CHANGE
AND MEDIA RIGHTS FELLOWSHIP**

Special Cohorts on Intersectional Feminism and Digital Rights



ABOUT

IDEOSYNC MEDIA COMBINE

Communication. Community. Social change. **And everything in between.**



Ideosync Media Combine works towards integrating innovative communication methodologies into development and social change programmes and initiatives. Ideosync's aim is to equip communities and NGOs with an understanding of communication techniques and technologies. With a strong focus on **media rights, media access and community empowerment through media**. Ideosync has over two decades of experience in the communication for development and social change

sectors. During this time, it has partnered with a variety of national and international donors, NGOs & grassroots agencies to create compelling C4SC interventions that have resulted in tangible behavior change across South Asia (Nepal, Afghanistan, India), South East Asia (Laos, Cambodia) and Central Asia (Tajikistan). Ideosync has also played a central role in advocacy & capacity building for **community media** (especially community radio) in India and South Asia.

ABOUT UNESCO



UNESCO is the **United Nations Educational, Scientific and Cultural Organization**. It seeks to build peace through international cooperation in education, the sciences and culture. UNESCO's programmes contribute to the achievement of the Sustainable Development Goals (SDGs) defined in **Agenda 2030** adopted by the UN General Assembly in 2015. UNESCO develops educational tools to help people live as global citizens free of hate and intolerance. UNESCO works so that each child and citizen has access to quality education

by promoting cultural heritage and the equal dignity of all cultures and strengthening bonds among nations. It fosters scientific programmes and policies as platforms for development and cooperation. UNESCO stands for **freedom of expression** as a fundamental right and a key condition for democracy and development. It views the free flow of ideas and knowledge sharing - and free and open access to the media as central to the idea of just and equitable societies. Media & Information Literacy, especially for young people, is a core tenet.



ABOUT IUIF 2021

The social, political and ecological movements of the recent years have reaffirmed the potential of young people as the key drivers of societal change.



This creates a need to provide young leaders with a better understanding of the complex social systems of India and challenges faced by the marginalized. In this age of information and new media, it is further important to gain a nuanced understanding of how India is being shaped politically, socially and economically. The IUIF fellowship enables young fellows to gain insights and recognize how multiple forms of inequalities like caste, class, race and gender overlap and operate together to exacerbate marginalization. The fellowship also enables fellows to recognize how media shapes and is shaped by this social and political architecture.



The **C4SC and Media Rights Fellowship** program is designed to take young Indians through an intense leadership journey that sets them on a path to understand communication and media from the perspective of **human rights** and **intersectional feminism**. They will learn to leverage the power of communication to discover new pathways for information creation, access & sharing; while questioning hegemonic technologies and power relations. The Fellows are mentored to become socially conscious leaders and are equipped with skills that help them **amplify the voices and stories of the marginalized** thereby catalyzing positive social transformation.



FELLOWSHIP VISION

We envision a future where leaders are driven by a commitment to equity and social justice with an understanding of intersectionality and privilege and are skilled in using communication and media to achieve these goals. We are committed to a future of equitable access to and creation of information, knowledge and technologies; A future where IUIF Fellows become thought-leaders and use creative and participatory communication methods to foster diversity of voices and opinions, ensuring greater citizen access to and rights over media.



FELLOWSHIP MISSION

Our mission is to engage young Indians in exploring ways to reduce power and knowledge inequities through action informed by the principles of participatory and community media, intersectionality and human rights. We also aim to expose them to the complex social systems that foster inequity in every sphere of human existence. We hope to help them find points of intersection where communication and media can contribute to open knowledge systems, achieving sustainable development goals and addressing complex issues.

OUR OBJECTIVE

To create and sustain a learning platform and network of young Indians and guide them through an intensive journey of discovering their leadership potential to evolve as next-generation leaders who are committed to knowledge equity, freedom of expression, media freedoms, communication rights and intersectionality.

WHAT ARE WE LOOKING FOR IN A CANDIDATE?

We are looking for potential Communication leaders. We believe that these leaders should exhibit certain values which are at the heart of a leadership journey. The fellows are expected to live by these values.

- **Authenticity:** Be true to oneself and others without fear and have congruence between thought and action.
- **Openness to Learning:** Committed to learn and also help others learn.
- **Humility:** Patience, and a humble approach to work combined with good humor.
- **Flexibility and Adaptability:** Ability to be flexible and adaptable when facing difficult situations.
- **Respect for Diversity:** A keen interest to listen, learn, reflect and contribute to the journeys of peers belonging to diverse backgrounds.
- **Commitment to Social Change:** Committed to explore ways in which one's own personal role can bring social transformation.
- **Perseverance:** Persistence in doing something that you believe in, despite difficulty or delay in achieving success.
- **Strong belief in Freedom of Speech:** Belief that Freedom of Speech and free media are important pillars of democracy.
- Commitment towards **strengthening democratic values**.
- Willingness to **unpack hierarchies and power structures** in the larger political and economic frameworks that fuel and sustain marginalization.
- **A desire to acquire the requisite media skills** and build on scholarship through immersive engagement with communities and practitioners.
- A willingness to **explore complexities and unpack truths** in order to find unique & useful ways of using communication to contribute to knowledge equity and people's rights to media technologies



"A burning desire of mine has been to employ my knowledge of people to positively affect complex social problems. To aid such meaningful action, IUIF has helped me equip myself with panoramic knowledge and a myriad of practical skills."

- Asawari Luthra (IUIF 2020)

ELIGIBILITY CRITERIA

- **AGE: BELOW 30 YEARS (AS OF 1ST OCTOBER 2021)**
- **EDUCATION: GRADUATE (IN ANY DISCIPLINE)**
- **PRIOR WORK EXPERIENCE PREFERRED (ESP. INTERNSHIPS IN THE SOCIAL/ COMMUNICATION SECTOR)**
- **INDIAN CITIZENSHIP OR A PERSON OF INDIAN ORIGIN**
- **4 MONTH FULL-TIME COMMITMENT TO THE FELLOWSHIP.**
- **ACCESS TO LAPTOP AND SMARTPHONE WITH BASIC FEATURES AND 4G INTERNET OR WIFI**

THE FELLOWSHIP JOURNEY

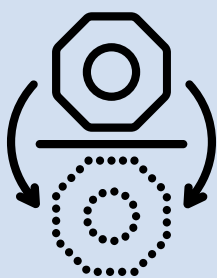
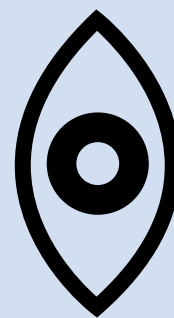


SKILLS

Fellows will be trained in art and the craft of writing, digital storytelling; audio and video production; social media practice; participatory research; fact-checking and reporting; understanding and using data; and communication ethics.

PERSPECTIVE BUILDING

Immersive sessions with mentors who are leaders in their fields on understanding diverse and relevant topics including the media environment; communication rights; the internet and related issues; media law; gender, feminism and intersectionality; climate change and climate justice; international development and civil society; and education and health.

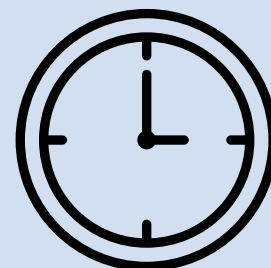


REFLECTION SPACES

Fellows are provided extensive readings and encouraged to reflect on them. The Fellowship follows an act-pause-reflect-act design that pushes fellows to complete assignments reflecting on their learning, digesting their experiences, and writing about them.

DURATION AND STIPEND

Four month full-time engagement with a commitment to produce audio/video/written Fellowship deliverables. Fellows will propose projects, of which a few will be selected for execution and support with a stipend of Rs.50000.



Owing to the extraordinary situation prevailing in the wake of COVID- 19, the current cohorts of IUIF have been redesigned as an online learning experience.

The duration of the fellowship is 4 months; and it will have a special focus on intersectional feminism and digital rights.

To apply to be part of the upcoming cohort, go to:

www.iuif.in

Last Date of Application: 15th October 2021



“The fellowship pushed me to critically question my beliefs and prejudices.

It helped me grow more empathetic to our country and its challenges. During the fellowship, I developed an affinity for visual communication and decided to explore the field professionally.”

- Yatti Soni (IUIF 2016-17)



For More Information, visit the Fellowship website at
www.iuif.in

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