RIGHTWISE

A socio-political project for empowering minorities and marginalised communities
Background

• Rightwise is a socio-political project for empowering minorities and marginalized communities by creating a journalistic-media narrative and language by disrupting the prevailing hegemonic grammar of media through using various alternative-social media platforms.

• intends to aid religious and ethnic minorities, students and researchers from marginalized minorities and disabled Communities and Sexual Minorities.
 Audience

• Rightwise project - difficult to calculate the accurate number of direct participation since the project is multi-faceted and initiated through various subsidiary allies.

• Number of people engaged/benefited are more through indirect method

• We have ensured proportional gender representation in all events despite the geographical and cultural limitations.
Targeted Communities

• The project targeted the most vulnerable and marginalised minorities in India

• We have ensured the participation of marginalized communities including Muslims, Dalits and other Backward Classes.
Creative Writing Workshop

• to prepare the students, specifically from the minority communities, to effectively engage in writing scripts, stories, news stories, articles, poetry, drama and cinema.

• specifically organised to prepare students and activists from the marginalised minorities to prepare themselves to enter into the field of visual media, mainly cinema and other artistic and professional media platforms in the country where the proportion of the minorities is alarming due to structural and social exclusion.

• The feedback from the participants was very positive where most of the desires and aspirations in the feedback were in tandem with our aim.
• Call for Poster – inviting the participants from various marginalised and minority communities.

• A panel reviewed the application based of the criteria and selected the participants

• Overall 60 Applications; selected 35 participants; 12 women and 23 men
A still from the workshop where the participants are discussing a group activity.

Stills from the workshop during a group session.
From the creative narrative making session in the workshop.

Facilitator explaining the importance of language to enter the literary public sphere.
A session from the workshop where the facilitator explains the narrative techniques behind cinema script writing.

Still from a session in the workshop
Stills from an early morning session.
Few participants sharing a group photo post the workshop
Educational Programme

Social Classroom

• conceptualised as a series of expert talks on various contemporary issues in an academic way
• to equip the students from marginalised backgrounds to engage with the theoretical frameworks and use them more effectively
• highly successful in its implementation.
• planned and executed by adapting to the pandemic conditions
• engaging discussions with various context
The poster of social classroom organised as a national seminar
Scholarship & Fellowship

- invited applications from the students hailing from marginalized communities who are studying in central universities struggling with financial requirements.
- 20 applications.
- panel comprising of experts from education and minority background filtered application.
- After examining, interviewing and ensuring that the selected students were eligible, the funds were transferred to students account by abiding to the law.
- Selection criteria was determined by the experts in the panel; mainly related to the community-class background of the student, provisions for checking his/her ability to provide necessary return to the community in the form of his area of expertise.
Kerala has been conventionally known as god’s own country for its rich natural diversity.

But Kerala has been witnessing recurring floods, severe soil erosion and other natural disasters. The environmentalism or environmental activism of the state and the country at large is mostly rooted in upper-caste ethos, which villainizes the indigenous people and their culture.

collaborated with Kallen Pokkudan trust to organise environmental camps and mangrove belt planting drives by including students from various backgrounds.

The drive had participation from the students as well as the local people. This environmentalism, rooted in minority ethics, is resisting both the upper-caste villainizations and the alarming climatic changes at the same time.
Stills from the mangrove planting drive
Stills from the inauguration and seminar for the mangrove planting drive
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Stills from the mangrove planting drive.
• Malabar rebellion was one of the most ferocious battles in the Indian subcontinent, fought against the British colonialists by the native Mappila Muslims and lower castes under the leadership of various Muslim leaders.

• documenting the archival materials of the rebellion. video documenting various vernacular historians with rare historical accounts of the rebellion.

• vital to preserve the vernacular accounts of the rebellion to maintain the strict anti-colonial, liberatory spirit of the rebellion

• video documentaries/interviews and other materials and uploading them on various platforms to make them available in the public domain for free.
• YouTube Channel – Malabar Vibes
• 2000+ Subscribers
• Critically engaged with various discourses
• Attention from various academia
• Malabar Rebellion Playlist as produced by Ramp Up - [http://y2u.be/9wh0SyGKeQk](http://y2u.be/9wh0SyGKeQk)
Social Media Awareness

• Knowledge production and dissemination via social media platforms – Facebook and WhatsApp: **Data Public and FactSheets** were our major projects which is embedded to RightWise Project

• FactSheets is a **fact checking platform** and a data presenting platform which has been successful in **exposing various structural discriminations that the marginalised minorities** have to face in the resource allocation and distribution of state resources.

• The **data-graphic presentation style and grammar of the content** even created a trend.

• Data Public - **data analysing platform** along with an intention of setting up a data research centre which **explores the social-economical and political divide in the various areas** including education, employment and politics.

• Both the platforms were able to invite affirming responses from a wide variety of masses.
Campaign about the rising islamophobia and resource allocation for the minorities.
A Malayalam newspaper that publishes in India and Middle East citing the reference of our campaign on the first page
Campaign about resource allocation for the minorities.
Documentation & Publications

• Utharakalam.com is one of the prominent Dalit-Bahujan (a term connoting backward classes in India) digital magazine in Kerala. It has been continuously publishing contents- articles, essays, interviews, solidarity statements- in areas of minority rights, social justice politics, caste and islamophobia.

• Voice Over, subsidiary of Ramp Up, has been used as a digital platform to push political content through Facebook.

• The political contents have been curated by an expert team who were concerned in the areas of minority rights and political activism.

• The page has been able to create a lot of viral content which has invited the attention of thousands of people.

Campaigns

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### Outcomes - Audience

<table>
<thead>
<tr>
<th>Category</th>
<th>Benefited people</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seminars</td>
<td>160+</td>
</tr>
<tr>
<td>Workshops</td>
<td>60+</td>
</tr>
<tr>
<td>Scholarships &amp; Fellowships</td>
<td>20+</td>
</tr>
<tr>
<td>Social Media Awareness</td>
<td>2600+</td>
</tr>
<tr>
<td>Video Production</td>
<td>2100+</td>
</tr>
<tr>
<td>Events</td>
<td>70+</td>
</tr>
<tr>
<td>Documentations &amp; Publications</td>
<td>6000+</td>
</tr>
</tbody>
</table>

Benefited people

*RIGHTWISE*

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Outcomes

• The major grey area of this project is that though we can give quantifiable outputs in the form of the numbers of audience, the reach of posts and all, still the outcome would be far ahead that that of the mere numbers.

• We believe that the power of creating narratives are more important that relief programs to ensure the empowerment of the community. Project has achieved it by disrupting taken for granted conceptions about marginalized communities by empowering them through various means, mainly knowledge wise.

• Despite the limitations created by the presence of a rampantly authoritarian state and the increasing pandemic condition, we’ve been able to use the online medium as an effective alternative to aid our project.

• achieve our earlier goals of controlling the consistent hate campaigns and fake news by creating counter narratives with empirical evidence, ensuring communal harmony by publishing various statistical data which had busted hatred created by right-wing sources and trolls and by creating a knowledgeable and intellectually well brought up team from marginalized sections of society.
THANK YOU