Workshop on "Audio Visual Resources for Development: Moving towards Open Paradigms"

June 15th, 2006
Bangalore

PROGRAMME SCHEDULE

IT for Change
With HIVOS India
The Association for Progressive Communication
National Institute for Smart Government

Time	Schedule
8.30 - 9.00	Registration
9.00 - 10.00 Session I	**Preliminary Insights from Ongoing Research on Distribution and Sharing Practices with Respect to Audio-Visual Development Content** **Session Brief:** There will be a presentation of the research undertaken by IT for Change on content-sharing and -distribution practices of different content producers. ("Content" here refers to audio-visual (AV) content / films used in development communication.) **Speakers:** **Anita Gurumurthy –** IT for Change **Achal Prabhala –** Alternative Law Forum
10.00-10.20	Tea
10.20-11.50 Session II	**Content Sharing – Perspectives of AV Content Producers** **Session Brief:** Many AV content producers have concerns with free and open sharing of AV content. But how relevant are these concerns in terms of development content specifically designed for disadvantaged communities? The panel will examine these concerns and explore if they can be addressed in a creative manner. Given that content or message is always specific to an audience, it also important to explore how much AV development content today is really produced *for* (and not only *about)* disadvantaged communities. The panel will discuss how the potential of AV media in development, especially in the context of the recent technological shifts, can be maximized. **Speakers:** **Chandita Mukherjee** – Comet Media Foundation **Deepa Dhanraj** – Independent Filmmaker **Vandita Sharma** – Education Development Centre **G.B. Meti** – Deputy Director, (IEC), Karnataka State AIDS Prevention Society **Chair** – **Geetha Narayanan**, Director, Srishti School of Art, Design and Technology
11.50 - 1.15 Session III	**AV Development Content – User Communities' Perspective** **Session Brief:** The technology processes involved in AV production and distribution have undergone tremendous change in the last few years. But has it meant that the knowledge processes of grassroots communities have been impacted in any major way? If not, why is it so? The issues that 'user communities' and intermediary agencies like grassroots NGOs and CBOs have with purposeful use of AV content may range from sufficient control over developing such content and over designing its use, to easy access to the universe of AV content "out there" that may be relevant to their activities. This session will be in the form of a moderated discussion where representative from some development organizations will look at these issues, and how they can be addressed so that user communities can feel motivated to invest in grassroots processes for mainstreaming use of AV development content. **Speakers:** **J.Shankar** – Azim Premji Foundation **J.P. Solomon** – Maya **Suchitra Vedanth** – Mahila Samakhya Karnataka **K.V.R. Tagore** – Commisioner, Dept. of Information, GoK **Moderator – Nupur Basu**, NDTV

Time	Schedule
1.15 - 2.00	Lunch
2.00 - 3.30 Session IV	**Open Content Paradigms – The Revolution that Development Communication has been Waiting for?** **Session Brief:** There is much talk of open content paradigms in theoretical terms, or at best in terms of their application for access to scientific journals, educational material etc. However, the greatest possibility of these paradigms may lie in addressing the knowledge needs of those sections that have remained excluded by the dominant knowledge paradigms built on literacy and print media. The application of open content paradigms to development AV content can revolutionize the effectiveness of development communication. The panelists will discuss the legal, institutional and practical issues involved in making this transition. **Speakers:** **Lawrence Liang** – Alternative Law Forum **Deepu** – Pedestrian Pictures **Abdul Rehman Pasha** – IT for Change **Stalin K** – Drishti Media, Arts and Human Rights **Chair - Ashish Sen**, Voices
3.30 - 3.50	Tea
3.50 - 5.00 Session V	**The Way Ahead – Putting Your Money Where Your Mouth Is** **Session Brief**: This session will explore ways that close the loop between content production and content access by communities. It will seek to explore how the use of open content licenses can be an attractive proposition to all actors – AV producers, film-makers, government and non-government development agencies and communities. Frameworks that allow development content producers to gain wider reach for their material and enable development agencies to use available AV resources to optimize their strategies will be discussed. IT for Change seeks to promote an open content paradigm and, towards this, establish a hub where development AV material that is available for open-sharing is collected and indexed with metadata. The objective is to ensure easy access by grassroots NGOs to a large repository of development films from various sources. The idea of this open content hub for development AV content will be shared for exploring partnerships with participants at the workshop. **Open Session Co-ordinated by Parminder Jeet Singh** – IT for Change