

# Knowledge and Communication for Development

*In order to increase our visibility in both online and physical spaces, we reinforced our efforts this year to develop a coherent yet diversified communication strategy. This process included initiatives to reach out to a broader audience, from both traditional development and Information and Communication Technology for Development (ICTD) sectors, as well as the government.*

This year saw a renewed emphasis on enhancing our presence in a variety of spaces. We have revamped our websites using Drupal, a public software content management system, which enabled us to make the website more aesthetic and user-friendly.

Our communications strategy has also included the production of both online and print material to disseminate our work in a more diversified way. We decided to revisit some of our research efforts that lacked visibility because they had not been published in formats suitable for a wider audience. The first round of this ongoing process included case studies, policy briefs, notes from the field and think pieces about our work in gender, education and governance.

These publications have been posted on relevant websites, such as the Association for Women's Rights in Development (AWID) and Zunia, in order to participate in initiatives aiming at knowledge exchange in the development sector. We deepened this effort by contributing regularly to e-lists, including to the Gender Community, Education Community and the ICT for Development Community of the United Nations Solution Exchange (UN-Solex) initiative, a knowledge-sharing project that connects development practitioners across India, as well as to mailing lists dedicated to community informatics and governance issues. Interacting in such spaces is crucial to our work as we are keen to encourage the adoption of an information society perspective in all development initiatives, and simultaneously inform technology-related discussions with a grounded development ethos. We also publish four news bulletins dedicated to our projects and activities – the IT for Change bulletin, the Gender and Information Society bulletin, the Public Software bulletin and the CITIGEN

bulletin (all our bulletins are available at [www.ITforChange.net/bulletins](http://www.ITforChange.net/bulletins)). Sending these bulletins enables us to interact with diverse audiences about different aspects of our work. IT for Change (ITfC) members have regularly blogged on our website, sharing their research, training and advocacy efforts from the perspective of the practitioner. We have also created posters on public software, both in English and Kannada, in order to communicate our work in a pithy manner with a broader audience across work sectors.

Our efforts in our research and advocacy work have spoken for themselves and people from varied sectors have been in touch with us on possible collaborations.

## Looking Ahead

Our efforts to be more visible will be taken forward by targeting specific online and physical spaces and events, and producing material accessible to a broader audience. Simultaneously, we will reinforce our online presence by taking an active role in multiple e-lists and forums. Our websites dedicated to specific areas of our work are also being revamped, following a process similar to the one we undertook for our main website, and we hope it will enable a wider public to access information on our work, while spreading information about the criticality of incorporating a rights-based information society lens in the development sector.



*Some of our publications and the revamped version of [www.ITforChange.net](http://www.ITforChange.net)*

