

Reclaiming the Narrative | Storytelling Through Social Media

3 day residential workshop

Dates: 24 – 26 June 2026 | Location: YMCA Poona, Pune

Workshop Schedule

Day 1 | 24 June 2026

Who Owns the Conversation?

Power, Democracy, and Censorship in the Digital Public Sphere

Time	Sessions	Resource Persons
09:30 am - 10:30 am	Introductions and welcome	Haripriya Harshan (CFA) Hrushikesh, Kaushik, Radhika (LIB)
10:30 am - 11:30 am	Who Owns the Conversation? Understanding the Political Economy of Social Media. Who owns social media, and how does ownership shape what we see online? This session explores the role of corporate power, platform business models, algorithms, and state influence in shaping public discourse, visibility, and the narratives that dominate our feeds.	Anirban Bhattacharya <i>Director of Campaign & Strategy in CFA</i> Amitanshu Verma <i>Director of Research in CFA</i>
11:30am - 12:00pm	Tea Break	
12:00pm - 01:30pm	Social Media and Democracy: Voice, Visibility and Influence. How has social media reshaped politics, public debate, and democratic participation? This session explores the role of digital platforms in amplifying voices, enabling citizen journalism, mobilising social movements, and shaping public narratives, while also reflecting on the opportunities and limitations of online advocacy and its relationship with on-the-ground action.	Dr. Madri Kakoti (Dr.Medusa) <i>A linguist and a prominent social media commentator.</i>

01:30pm - 03:00pm	Lunch + Rest	
03:00pm - 04:30pm	<p>Navigating Internet Freedom, Surveillance, and Censorship</p> <p>As digital spaces become increasingly central to public life, questions of internet freedom, surveillance, and censorship have become more urgent. This session explores how governments and platforms regulate online spaces, the implications for free expression and digital rights, and what these developments mean for activists, journalists, and civil society.</p>	<p>Adv. Lara Jasani</p> <p><i>People's Union for Civil Liberties.</i></p>
04:30pm	Tea Break	
05:00pm - 06:00pm	<p>Research and documentation</p>	<p>Hrushikesh Patil</p> <p><i>Let India Breathe</i></p>
<i>End of Day 1</i>		
<p>Day 2 25 June 2026</p> <p>Know Your Narrative</p> <p><i>Finding the story you want to tell and telling it effectively. Algorithms, AI</i></p>		
09:00 am - 11:00 am	<p>Narratives And Counter Narratives</p> <p>How stories shape public opinion and how alternative narratives can challenge dominant ones.</p>	<p>Ruhie</p> <p><i>Let India Breathe</i></p>
11:00am - 11:30am	Tea Break	
11:30am - 12:30pm	<p>Politics, Democracy, Capitalism, Mental Health and Social Media - Understanding the Intersections</p>	<p>Radhika</p> <p><i>Let India Breathe</i></p>
12:30pm - 01:30pm	<p>Safety Security</p> <p>Understanding legalese of the platforms will also be covered under this.</p>	<p>Ruhie</p> <p><i>Let India Breathe</i></p>
01:30pm - 03:30pm	Lunch + Rest	

03:30pm - 05:00pm	Social media platforms and formats Understanding algorithms, legalese of the platforms. Tips and tricks	Kopal <i>Let India Breathe</i>
05:00pm - 06:00pm	Decentralising Work Campaign building, movement building, organisational building	Radhika (Ruhie/kopal) <i>Let India Breathe</i>
Tea and Ending the day		
Day 3 26 June 2026 Know your Medium <i>Practical parts of the workshop - platforms, writing, designing etc. tools and tip</i>		
09:00am - 11:00am	Writing	Yash and Radhika <i>Let India Breathe</i>
11:00am - 11:30am	Tea Break	
11:30am - 12:15pm	Design	Kaushik <i>Let India Breathe</i>
12:15pm - 01:30pm	Video Editing	Kaushik <i>Let India Breathe</i>
01:30pm - 03:00pm	Lunch + Rest	
03:00pm - 04:15pm	Public Relations (Media engagement and Network building)	Yash and Ruhie <i>Let India Breathe</i>
04:15pm - 05:30pm	Hands-on Campaign Creation	<i>Let India Breathe</i>
05:30pm - 06:30pm	Tea Break	
06.30pm - 07:30pm	Public Lecture: Social Media Platforms: Power, Politics & People	Pratik Sinha <i>Co-Founder & Editor, Alt News</i>
End of Workshop		

***Co-Organised by:** Centre for Financial Accountability (CFA), Let India Breathe and HOPE