

## Seenअब: an Indic social media which connects us globally and still is rooted locally

**Introduction:** India is a place which has strong philosophies and intertwined traditions, also referred to as Indic traditions. There have been many distortions to the pristine form of these traditions, however at its core there is still an adherence to an understanding of a social behavior or a social contract; and this understanding or social contract can be articulated as a method of 'inward reflection and outward assimilation'. Inward reflection is a concept of giving birth to various ideas and thoughts. And outward assimilation is where the ideas and thoughts have to live in harmony with the rest of existence itself. This notion of a social contract would quite axiomatically be a very good base for a modern, progressive, sustainable and inclusive social media too.

The question now is how would social media which allows for 'inward reflection and outward assimilation' look like. Is Seenअब the answer?

India of course is a country of diversity for most aspects, be it, language, culture cuisine or art forms. If we are talking about this era of internet then making content available in Indic languages, Indic domain names, URLs and keywords will not be enough; and surely is not the only way to think of inclusion and progress in the web world for India. Creating a space for the social fabric is also important. Therefore the social media user experience and interface will also need to be Indic in nature. As of now the ground reality is that the present social media is leading us towards individualistic lifestyles lacking empathy which does not fall under the preview of Indic values per se. The current social media is designed in such a way that it's ripping apart the social fabric of how our society works. We have been witnessing all these experiences in our day to day life which also includes several recent incidences of social unrest across the country and the world. Therefore what we need is an Indic social media in addition to Indic languages, domain names, URLs and keywords as a complete package which connects us globally, allow us to grow sustainably and yet the individuals/ communities remain rooted locally to their Indic culture and values.

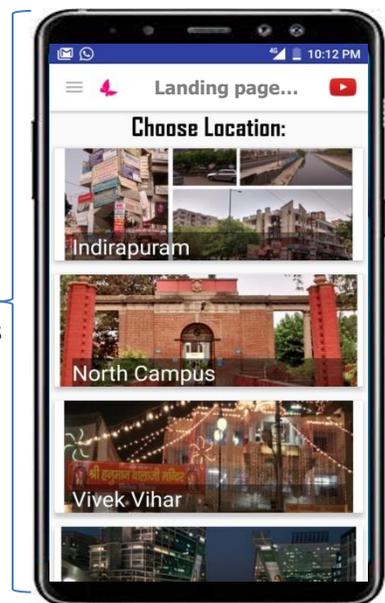
**About Seenअब application/social media:** It's a distributed and decentralized platform (online interface/nexus of academia-community-industry-policy) which offers a complete ecosystem/decision making tool at its smallest unit of management i.e. at district/locality/neighbourhood level. Offline it called the Resilience Center. It has been developed by two indigenous professors (Seema Sharma and Arnab Bose, Founders –Resilience Relations, a DIPP approved Start up under Start up India Mission) in India based out of 10 years of rigorous ethnographic studies, research and analysis.

### Seenअब as an Ecosystem/Macro environment

 Government of India Draft Policy on E-Commerce focuses on PPP, RuPAY as a mandatory option, local buyers and sellers. Seenअब features enable micro-sites that work in urban local neighborhood.

 Data is important: Focus on India-based localization by companies owned in India. Reliable data will become the cornerstone for effective digital solutions Seenअब data gathering processes assure reliable and auditable data which is unique

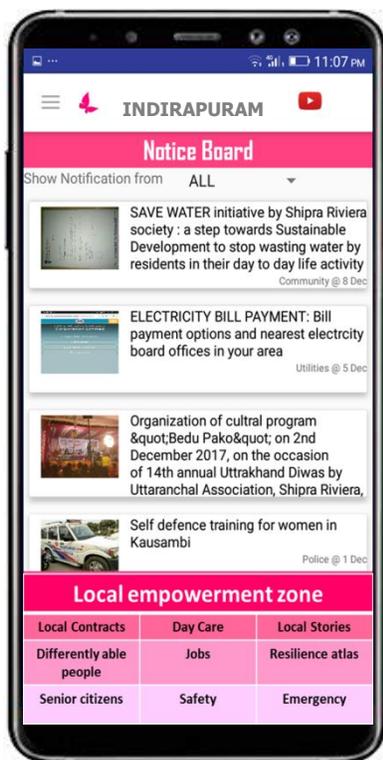
 Smart Cities: 60 smart cities have been identified. Projects approved include housing projects, river fronts, open space development, mobile apps that connect to e-Governance programs, integrated city programs. There is no re-use of apps or technology architectures and solutions are tailored to urban neighborhoods. This is Seenअब core capability and can fundamentally underpin these projects.



## Seenअब as a platform for ‘inward reflection and outward assimilation’

The current generation uses social media in individual silos, based on attention engineering and dopamine effect on users. In contrast, and first time ever, Seenअब has come up with the platform where social and financial inclusion, social and ecological resilience and technological advances can be integrated seamlessly in the larger benefit of society for resilience and sustainable development. It provides a perfect platform for meeting sustainable development goals (SDGs) locally and technologies like digital leisure technology (DLT) and Artificial Intelligence (AI) to play an important, integral and inclusive role in people’s life with zero negative feedback.

The platform is first of its kind where people will benefit for their own good deeds or for sharing useful information. The platform is designed in a way which will not allow for incorrect information being shared, any untoward effects like radicalisation, or negatively influence outcomes of democratic processes by data harvesting as in the Cambridge Analytica scandal. The platform is designed as a community first approach, not individual first approach.



Seenअब distinguishes from other social media platforms by having district/locality/neighbourhood profile first and then individuals. Also by bringing together all local stakeholders and the way information flows.

Each district/locality/neighbourhood has two major sections, noticeboard & local empowerment zone.

The **Noticeboard** feature of Seenअब is instrumental in creating an alternate paradigm in the flow of information –

- It allows free flow of correct information among stakeholders
- It has been designed to have accountability at its heart
- There are inbuilt check and balance mechanisms to control negative social impact
- It helps in improving the overall quality of life of all local stakeholders
- Only trusted sources are allowed to pin notices in this section

**The Local Empowerment Zone** has flexible and area specific tabs on attributes relating to social (jobs for women, day care, access to disabled people, financial inclusion, disaster risk mitigation) or ecological resilience (water conservation, solar roofs, energy efficiency, green housing, Resilience Atlas, creation of options for public built environment, leisure etc.). All the tabs are independent projects of Resilience Relations. Interestingly we follow financial gradient concept to run the projects

**Conclusion:** Now completing the full circle, we come back to the context of ‘inward reflection and outward assimilation’. Social media is an important tool for a socially and ecologically resilient world. However, we do not yet have a properly designed social media structure capable of providing progressive, sustainable and inclusive pathways for human development. History tells us that great civilizations of both the past and the present have had great local governance, which is the first step really for any kind of progress and evolution. Good local governance will lead us to a socially and ecologically resilient planet. Seenअब does both – creates a pathway for effective and sound local

governance. It also simultaneously motivates us towards instilling social and ecological resilience. **The Indic traditions have shown their prowess ages ago, and again it shall.**

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