IPSMF Webinar In Association With Danamojo

Retail Fundraising For Non-Profit Digital Media

Participants during the IPSMF - Danamojo Webinar on Retail Fundraising, October 13, 2023

Independent digital news media has emerged as a credible and impactful ecosystem. It has spawned a renewed vigour and focus on ground-reported long-form and investigative stories. In addition, it has also bolstered the evolution of news and reporting in regional languages and hyper-local spaces.

Be that it may, digital media faces challenges in monetising its path-breaking journalism, even as it garners unprecedented reader traction and a coveted place in the social media universe.

The challenge of revenues becomes acute when journalism that independent media produces is largely tailored to report on issues of public interest and does not play to 'virality' and to the gallery. Consequently, the audience metrics are impacted and do not rival those of mainstream media. The resultant and relatively lesser numbers end up accentuating the challenge of building sustainable revenue streams.

Therefore, retail fundraising - personal giving - has become a critical factor in determining the long-term sustainability of independent digital platforms and, indeed, for the grantees of the Foundation.

It is in this context that, on October 13, **IPSMF** hosted a webinar in collaboration with **Danamojo**, a payment solutions platform. Danamojo assists non-profits in reaching out to the right donors and generating revenues. The Webinar brought together an exclusive group of more than 35 participants from the non-profit independent and digital media, including the Foundation's grantees. The session focused on the transformative potential of individual giving and how media organisations can harness it to drive their sustainability forward.

The Webinar delved into the power of individual donors, the growing trend of individual giving and the benefits it offers to non-profit media organisations.

The session began with an IPSMF presentation highlighting the significance of strategic fundraising and how diverse opportunities for raising funds through various sources and models can be explored.

Following the IPSMF presentation, Dhaval Udani, CEO and Founder of Danamojo explained the importance and power of individual donors and how media organisations can effectively leverage this vital resource.

Understanding the Landscape of Donors
Highlighting the criticality of 'personal giving', Udani emphasised that the potential is not fully understood. He pointed out that in the US, 'personal giving' accounts for as much as 76% of all charitable contributions. Equally, individual giving in India has consistently risen from 39 per cent in 2016-17 and surprisingly, in 2020-2021 stood as high as 71%.

Despite the substantial impact of personal giving, Udani underlined that data related to this aspect is often underrepresented. He cited several reasons for this underestimation, including the 10% cap on tax benefits for all individuals.

Moreover, many HNIs contribute more than 10% of their income without seeking tax benefits. Additionally, donations via shares, endowments, and 'wills' often remain unaccounted for in the data. The adoption of new tax regimes and unclaimed tax benefits further contribute to this underestimation.

The 'Emotional' Investment
Udani urged participants to explore individual giving, as it could potentially constitute more than 50% of a media organisation's total budget.

'Individual giving' is substantially different from other forms of funding - government, institutional, corporate, etc., - and serves as a true base for diversification, as it is rooted in trust and is driven by a desire to give back. Individual donors, particularly HNIs, combine emotional and rational factors in their giving decisions. Therefore, they often maintain a multi-generational commitment to giving.

Challenges and Opportunities for Non-Profit Media Organisations
Despite the data pointing to the growing trend of individual giving, non-profit sectors, so far, tend to explore this avenue only as a last resort when other options are exhausted. Danamojo's founder also provided insights into the compliance requirements for individual donors.

The approach to retail fundraising depends on an organisation's maturity and willingness to invest. It can begin with online donations, email marketing, and crowdfunding, progressing to WhatsApp marketing, social media marketing, and virtual and physical events. At a more mature stage, direct mailing, tele-calling, and face-to-face fundraising become viable options.

Nudging Readers for Donations
Media non-profits have to nudge and induce users to support their journalism. This involves basic and practical steps - featuring a 'donate button' after every article, on sign-up pop-ups, compelling appeals, regular updates in newsletters with donation requests, and consistently pinging the mailing list without appearing to spam. ●

News & Recognitions

↘ **Alt News** co-founder Mohammed Zubair won the 2023 Freedom of Expression Awards by Index on Censorship, a London-based non-profit campaigning for freedom of expression.

↘ **Mojo Story** received the ENBA awards for the best digital channel (third year running), best news coverage, best current affairs show, best talk show, and best anchor in September 2023.

Barkha Dutt, the founder of **Mojo Story** has been elected to the global executive board of the IPI - International Press Institute.

↘ **MediaNama**'s work on technology policy has been cited in various research papers by Sage Journals, Dwara Research, Journal of Information Policy, Esya Centre, Institute of Policy Press, International Journal of Research in Business Studies, and Digital Futures Lab.

MEDIANAMA

↘ **Suno India**'s co-founder Padma Priya was awarded Unite Health's COVID-19 Social Media Influencers Award in. June 2023.

"A learning experience"

The well-attended Webinar was an "eye-opener" to participants hailing from non-profit media organisations. They were keen on seeking to diversify their revenue streams and maximise the potential of individual givers.

The session was "very helpful and a real learning experience" and that they had signed up for Danamojo's "services and guidance" at the first instance.

Vinod Shirsat ᛁ Editor, Saptahik Sadhana

The Webinar induced them to think through various forms of fundraising from different revenue pipelines. "The segment around 'everyday giving' was particularly useful since it is a channel we want to build out actively. The insights on how to engage, retain and nurture givers also seemed very practical and actionable."

Smarinita Shetty ᛁ Founder, India Development Review

Legislation Impacting
Digital News Media

The rise of social media has brought the proliferation of misinformation and fake news to the forefront. While measures to curb misinformation are imperative, the critical question is whether it is for the government or its agencies to step in to regulate and oversee the perceived transgressions.

This is exactly what the government has sought to do through the recent IT (Intermediary Guidelines and Digital Media Ethics Code) Amendment Rules, 2023. The Amendments seek to establish a fact-checking, under the Press Information Bureau (PIB), unit to identify fake or false or misleading online content that the state thinks is 'unacceptable'.

If the fact-checking unit deems such content as offensive or unacceptable to the government it can order intermediaries, such as social media companies – read Google, Facebook, Twitter, YouTube etc., or Internet service providers – to take action or risk losing their "safe harbour" protections under Section 79 of the IT Act. The Act until now allowed intermediaries to avoid liabilities for what third parties post on their websites.

The implications of the Rules, however, go far beyond social media platforms. The government can, in fact, now ask digital news platforms to take down or modify content which it sees as not Kosher. By implications, and if the logic is stretched, it means that the government can seemingly almost infinitely sit in judgment and regulate all content, on the plea of restricting disinformation, as the nature of content, in most parts, is subjective and contested.

Therefore, without a right to appeal or recourse to judicial oversight, the provisions in the Rules for the government sitting in judgment on whether any information is "fake" or "false", could lead to severe misuse and is potentially a direct threat to the freedom of the press.

Apart from the IT Amendment Rules 2023, which directly impact the Foundation's grantees, one other legislation the Digital Personal Data Protection Act, 2023, also has consequences for journalists across the spectrum. We briefly evaluate these two pieces of legislation:

1. Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021

How it affects independent digital news media

- This amendment increases the compliance burden on intermediaries and also threatens their 'safe-harbour' protections.

- The Ministry of Electronics and Information Technology (Meity) has also introduced an additional layer of censorship, wherein government-appointed committees will sit in judgment on appeals by users against the content moderation calls made by the intermediaries.

- The creation of the Grievance Appellate Committee (GAC) will make the Union Government the arbiter of permissible speech on the Internet which will lead to a chilling effect and force the intermediaries and social media platforms to indulge in self-censorship for the fear of displeasing the government. Therefore, any content that questions or points out anomalies in government decisions or functioning will be smothered even before they see the light of a screen.

- Further, the GAC itself does not have any legal basis, as it has neither been constituted by the legislature nor has the legislature permitted the executive to constitute the GAC.

- Lack of transparency: The absence of details on the functioning of the GAC(s) raises the fear that it can be used by governments to selectively harass and browbeat publications which it thinks do not toe its line, irrespective of the merits of the story that has been flagged.

- Definitional vagueness: As terms like "misinformation", remain un defined they are vague enough to be prone to misinterpretations and arbitrary censorship based on the government's whims.

The Rules undermine to Right to speech and expression

- The IT Rules, 2021, whose legality is contentious, undermines the "Right to Freedom of Speech and Expression", as enshrined in Article 19 (1) of the Constitution of India.

- The Editors Guild of India argues that the clauses "undermine media freedom in India" and "fundamentally alter how publishers of news operate over the internet".

- Calling for their retraction, the United Nation's Special Rapporteurs have termed these Rules "incompatible" with "international law and standards related to the right to privacy and freedom of opinion and expression" and sought their withdrawal.

New Grantees

The Reporters' Collective (TRC)

The Reporters' Collective (TRC), a group of reporters, led by founder-editor Nitin Sethi, is committed to producing meticulous, evidence-based reportage on India's political economy. Founded in 2020, the TRC's differentiator is their unwavering commitment to in-depth reporting on specialised topics, brought to life through a collaborative effort that taps into the expertise of highly skilled journalists, designers, researchers, data scientists, and domain experts.

Their unique approach is driven by the principle of presenting "hard, documented evidence-based reportage." Every piece they produce undergoes the most stringent editorial scrutiny, including rigorous legal reviews. For the stories they produce, TRC leverages the distribution capabilities of established media organisations, including those supported by the Foundation.

Beyond investigative journalism, TRC has made a meaningful impact through the creation of the 'Wall of Grief' project. This online memorial serves as a poignant reminder of the lives lost during the COVID-19 pandemic, offering a visual representation of the tragedy and providing a compassionate space for people to grieve and remember.

TRC seeks to establish a legacy of quality journalism and expand the realm of 'accountability journalism' in India. Through training and mentoring young journalists, TRC seeks to go beyond its journalism to create a pool of young scribes who will contribute to telling stories that matter.

Gaon Ke Log

Gaon Ke Log reports on the insight into the lives of marginalised societies, people's movements, and the pursuit of social justice from Varanasi in eastern Uttar Pradesh. With a commitment to delving deep into issues of deprivation, discrimination, and the driving forces behind people's movements, Gaon Ke Log delivers this critical narrative in a format that is both comprehensive and detailed.

Founded by two journalists of long-standing Ramji Yadav and Aparna Shrivastava, Gaon Ke Log originally launched as a bi-monthly magazine in 2016, has embraced the digital format, broadening its reach and influence.

Though Gaon Ke Log's focus, in the last two decades, has been on the issues of marginalisation across India, it has recently pivoted to focus its spotlight on the Purvanchal region. The region while politically resonant has, however, endured long-standing neglect, widespread deprivation, underdevelopment, and a distressing lack of progress in human development indices. In the digital landscape, coverage of Purvanchal remains a significant gap, one that Gaon Ke Log aims to fill.

The support from the Foundation will empower Gaon Ke Log to strengthen their focus on stories from Purvanchal and through their in-depth reporting and investigative journalism, illuminate the voices and struggles of the region.

The MookNayak

The MookNayak takes its name from the pages of history, inspired by the first newspaper founded by Dr. B.R. Ambedkar. Helmed by Meena Kotwal, The MookNayak began its journey as a digital media outlet in 2021 with a commitment to amplifying the voices of the exploited, deprived, minorities, farmers, and labourers in Hindi. It sees issues and events through a Bahujan lens, ensuring that the stories of the unheard found space and voice in its pages.

The MookNayak focuses on issues concerning marginalised and Bahujan communities, covering topics ranging from crime against Dalits and minorities to protests that escaped the gaze of mainstream media. Its coverage also expanded to include education, farm and labour issues, environment, and in-depth interviews, providing a comprehensive analysis of the issues that shaped the socio-political landscape.

Its journalism has received multiple awards and is recognised for its efforts to represent and report on issues affecting disadvantaged communities. Its newsroom also stands as a testament to inclusivity, with team members coming from diverse communities and backgrounds, making the organisation a diverse newsroom.

The Foundation's support will help them cover the issues affecting the marginalised and underprivileged.

Amendments to Information Technology Rules, 2023 (April)

- On 6 April 2023, the government notified the amendment authorising a "fact check unit of the central government" to identify online content, "relating to the government" as "fake or false or misleading."

- The net result of this amendment is that any content about the government will be fact-checked by the government itself. In combating online misinformation and disinformation, the government has arrogated to itself the power to decide which is "fake, false or misleading" – terms that are inherently subjective and lack a clear legal definition.

- Online intermediaries, including social media companies and internet service providers, will be required to take down any such content, and in case of failure to do so, will result in losing their "safe harbour" protection.

- The amended Rules severely threaten press freedoms and the ability of journalists, editors and writers to report, express and write freely and independently.

2. Digital Personal Data Protection Act, 2023

The Rajya Sabha on August 9, passed the Digital Personal Data Protection Bill, 2023, two days after the Lok Sabha cleared it. It received assent from the President on 11 August 2023.

Journalists and media institutions have decried the passage of the bill, which is now an Act, as it endangers press freedom.

Surveillance of journalists

Clause 36 of the Act implies that the government can ask any journalist – treated on par with a "data fiduciary" – to "furnish any such information as it may call for".

In other words, a journalist can be asked to reveal her sources, reveal information obtained from her sources and be forced

GRANTEE IMPACT

↘ 96 students from 19 schools in Manipur were unable to write the Manipur HSLC examination of 2023 due to the school authorities' failure to submit the examination forms for these students within the designated timeframe. Following **Imphal Free Press**'s coverage of this issue, the Manipur Human Rights Commission took *suo-moto* action and issued a show-cause notice on March 25. Later, they directed the Board of Secondary Education to permit these 96 students to sit for the HSLC examination alongside those appearing for the Compartmental examination for a single time.

↘ The historic Khagra Mela, which has thrived for 140 years in Bihar, faced the risk of fading into oblivion in the post-COVID era. Furthermore, the grounds were in danger of being transformed into a dumping ground for garbage, facing encroachment and failing to attract any contractors. **Main Media**'s series of reports highlighted the profound significance of this event for the region. As a result, after a four-year hiatus, the Mela was resurrected with the attention and support of the state government.

↘ **Article 14**'s story on the appalling conditions of the Delhi detention centre housing Rohingya refugees prompted reporter Ujjaini Chatterjee, who is also a practising lawyer, to use her findings to move the Delhi High Court and the Supreme Court. Both courts have ordered medical care for the Rohingya refugees.

↘ Following the **Kashmir Observer** story on a roadside tea seller in the Lal Chowk area who brings his elderly ailing mother along as there is none back home to look after her, the story garnered public sympathy. Additionally, it caught the attention of the Srinagar Municipal Corporation, which initiated a process to provide a permanent shop for his tea stall.

↘ **The Citizen**'s timely coverage of the unfolding events in Nuh, Haryana shed light on the consequences of the violence in the region, contributing to public awareness, recording facts, and dispelling myths.

↘ **Main Bhi Bharat**'s ground report on the dire state of schools in the tribal-dominated district of Alirajpur, Madhya Pradesh, revealed the distressing conditions these educational institutions were facing. This coverage prompted local authorities to take action, leading to an immediate inspection of these beleaguered schools.

↘ **The Probe**'s deep-dive investigation into the disinvestment of Pawan Hans and the associated controversy has contributed to the government cancelling the deal.

↘ **Truecopy Think** was the first to report the story of Srilakshmi and her mother, who were struggling after losing their home in a flood and were unable to go to school. The story was subsequently picked up by mainstream media and a private company has come forward offering to build a house for Srilakshmi and her mother.

↘ Doordarshan's strike down of clips of parliamentary proceedings used by independent journalists on their YouTube channels had raised eyebrows and questions regarding journalists' access to public information. **MediaNama**'s story on copyright claims by Prasar Bharati has been reposted by several publications and sparked a debate on copyright, fair usage and public-funded broadcasting.

↘ **Keraleeyam Masika** travelled to the tribal colonies in the deep interiors of Wayanad, where the mainstream media is coy to tread, and investigated the plight of the Adivasis and the apathy of the government in intervening. The coverage of the dilapidated state of houses built by the government was followed up by other media entities.

↘ **The File** reported red-flagged an attempt by the government to identify and list 'frequent RTI filers'. Its report on how the government's bid severely compromised the privacy and identity of the RTI activists led to the state first disowning and then withdrawing the offending order.

↘ **Democratic Charkha**'s persistent and continuous coverage of the absence of a Commission for women and SC/ST in Bihar has led to the government appointing a Commission for both.

to out whistle-blowers who may have tipped her off. The danger is that the government's power to ask for information seems limitless under the Act which inhibits a journalist from reaching out to sources and, in turn, inhibits the sources to reveal information to journalists.

Censorship

The Act mandates that if a journalist or a news organisation has been "penalised monetarily for violating any provisions as a data fiduciary on at least two previous occasions", the government can in "public interest" block the content of the journalist and the website. This has been termed by experts as a "censorship tool in disguise". This is akin to a Damocles sword hanging over media organisations as two strikes by the government can put an entity or the scribe out of business.

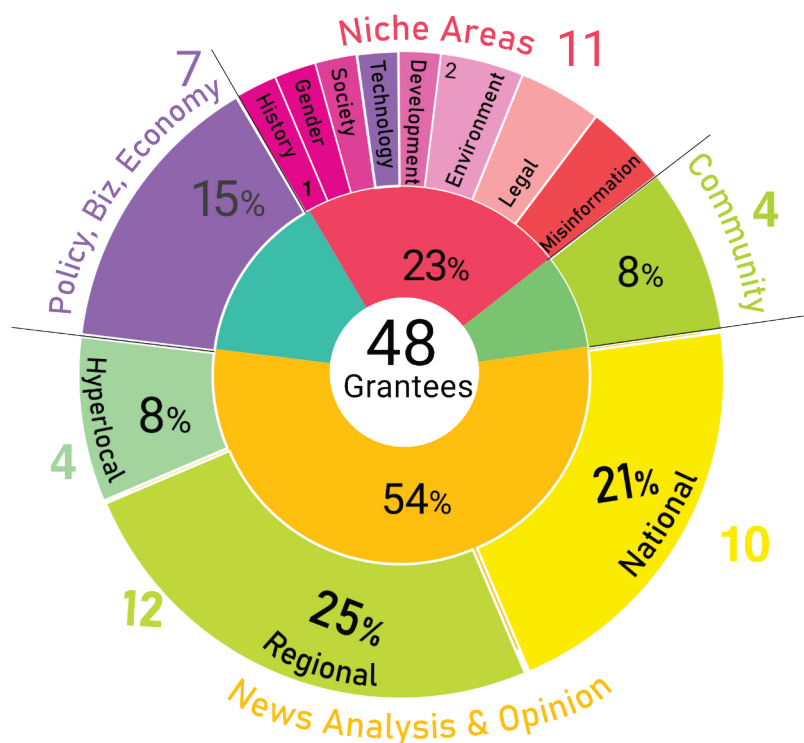### Weakening of RTI, Journalism

- The RTI functions as a tool for citizens, and journalists, to not only ferret out information on policy and governance to the public space but is also a critical facility to keep the government honest.

- In that context, the Act, unfortunately, expands the scope of "private information" and is seen to facilitate the concealing of the responsibility and functioning of persons holding public office. This has a direct bearing on the functioning of journalists and journalism as it seeks to build dikes against the transparency and accountability of government officials.

Protection for journalists diluted

- In the earlier three drafts of the Bill, while journalistic output was exempted from certain obligations regarding data possession or use, even if it was "private information", the final Act removed that protection. The government argued that there was "no free pass for journalists" and by implication being considered as mere "data fiduciaries", to whom all the rules apply.

- This is seen to impact journalists as they now will be unable to plead for protection for their role as journalists and news entities, if they possess information about their sources and whistle-blowers. ●

IPSMF grantees:
A study in diversity

Niche Areas 11

7 — Policy, Biz, Economy — 15%

History 1 · Gender · Society · Technology · Development 2 · Environment · Legal · Misinformation

23%

Community 8% — 4

48 Grantees

Hyperlocal 8% — 4

National 21% — 10

Regional 25% — 12

54%

News Analysis & Opinion

Included here are 48 of the 57 Board approved grantees. Excluded are 9 grantees to whom funding was discontinued.

A. News, Analysis & Opinion: A.1 National

1. Article 14: Deep-reported, data-based journalism on the efficacy of the legal and justice system. Known for its courageous journalism and venturing into areas that other media shy away from.

2. Caravan, The: Arguably India's leading long-form, deep-researched publication. Each story is painstakingly investigated over months. Coverage includes politics, society, governance and culture.

3.Citizen, The: Covers citizens at the margins, people's movements, farm issues, ecology, etc. One of the first movers in commenting and analysing geopolitics and diplomacy.

4. HW News: Sharp, opinionated take on current news, issues, and events in English, Hindi, and Marathi. With a network of stringers in Maharashtra, it brings stories from the hinterland.

5. Imphal Free Press: A longstanding print daily transitioned to digital with IPSMF's support. Known for its impactful stories on Manipur and the rest of the Northeast. The government and the Courts are often persuaded by its reports to intervene to remedy issues.

6. Mojo Story: Specialises in strong reporting from the ground and providing perspectives and analysis on various issues including gender and rights. Its path-breaking deep-reporting of the Covid pandemic is feted and awarded.

7. Print, The: Has led the online news space with its incisive coverage and perspectives on national issues. Funded by IPSMF, the entity focuses on Science, India's Northeast and reportage from the states.

8. Probe, The: A news media platform focuses on rigorous research and investigative journalism to create an impact and bring solutions to issues affecting the community at large.

9. Swarajya: The right-of-centre perspective provides an alternate take on issues and events. It has emerged as a voice on the polity, and the opportunities and challenges in the new economy.

10. Wire, The: With its sharp and incisive reporting, it is acknowledged for its courageous and contrarian stand on issues. The Wire, having also expanded to Hindi and Urdu, has built huge traction with a devoted and cult following.

A. News, Analysis & Opinion: A.2 Regional

11. Azhimukham: A news portal in Malayalam, focusing on issues affecting the neglected and marginalised sections of society. The emphasis is on women, Dalits and transgenders; and issues that are part of the public discourse in Kerala.

12. Dool News: With over a decade in journalism in Kerala, it delves into issues of the deprived, delivery of public services and issues in the tribal belt comprising six districts.

A. News, Analysis & Opinion: A.2 Regional

13. EastMojo: Has emerged as an authentic voice of the media under-served region of the North East. It plays a significant role in bringing critical issues to the fore for the local and national, audiences.

14. File, The: The File, in Kannada, prolifically brings out issues of corruption and misuse of public funds and critiques policy and governance in Karnataka.

15. Janchowk: Reports on issues of deprivation and discrimination against citizens in the states of Uttar Pradesh, Bihar, Jharkhand, Chhattisgarh and Uttarakhand. Focuses on the efficacy of government schemes, the aftermath of climate change and people's movements.

16. Janjwar: Through its ground reports and investigative stories, the entity exposes gaps in the delivery of public services from the Hindi heartland. Reports on farm distress and the workers' and people's movements.

17. Kashmir Observer: A print publication transitioned to online, reports on issues in Kashmir. Goes beyond the conflict and reports on issues like society, civic infrastructure, mental health, etc., with a particular emphasis on the ecology.

18. Max Maharashtra: Known for its grassroots and video-led journalism in Marathi, on issues affecting farmers, tribals and marginalised communities. It has put together an expansive and extensive network of reporters in each of Maharashtra's 36 districts.

19. MookNayak, The: Amplifies the voices of the discriminated, deprived, farmers and labourers through a Bahujan lens. Presents a strong alternative to the narrative in the traditional media.

20. News Minute, The: A go-to site for news and views from South India. With its deep coverage of politics, civic issues, issues of discrimination, and the impact of climate change, etc., is now an authoritative and respected voice on the South.

21. Suno India: A pioneer in using Podcasts, standing apart with its coverage of underreported stories on LGBTQ+ issues, child marriages, rare diseases, mental health and child adoption, amongst others.

22. TrueCopy Think: A multimedia portal in Malayalam for in-depth discourse that focuses on the marginalised and the subaltern, from polity to society, and science to literature.

A. News, Analysis & Opinion: A.3 Hyperlocal

23. Gaon Ke Log: Focussed on the Purvanchal region of Uttar Pradesh, one of the most backward regions of the state, it reports on the lives of marginalised societies, people's movements, and the quest for social justice.

24. Democratic Charkha: Hyperlocal coverage, in Hindi, of districts around Patna in Bihar with substantial ground reporting on the delivery of public services, governance, livelihoods and systemic issues in the state.

25. MainMedia: A hyperlocal publication in Hindi, covering systemic issues in the largely media-dark Seemanchal region of Bihar. Focuses on issues of the jobless, discrimination, and the basic infrastructure for health and education.

26. Sikkim Chronicle: A leading voice of Sikkim, it covers the issues of the state with a sensitive and perceptive eye. In significant instances it has influenced the state to intervene and improve situations in favour of the citizens.

B. Community Journalism

27. Better India, The: A publication brings "positive & solutions-based content" to drive impact. Delves into the stories of artisans, communities, unsung achievers and organisations to inspire others.

28. CGNet Swara: A voice-based online platform that allows people in the hinterland of Chhattisgarh to report gaps in public services and transmit local issues that need addressing to the district headquarters.

29. Khabar Lahariya: A hyper-local, all-women digital publication, mostly from the Dalit and depressed communities in Bundelkhand in Uttar Pradesh, that focuses on local issues of delivery of services, discrimination and lack of local development.

30. Main Bhi Bharat: Dedicated to the coverage of Particularly Vulnerable Tribal Groups (PVTGs). Goes beyond the coverage of issues of governance, policy, delivery and rights to celebrate and mark tribal culture -- including their cuisine and art.

C. Policy, Business & Economy

31. Bastion, The: A solution-focused platform, brought out by a team of young scholars that focuses on in-depth reportage of education, environment, healthcare and technology.

32. Economic & Political Weekly: A journal, an institution, noted for its excellence in independent scholarship across multiple disciplines has transitioned to the digital format to garner newer and younger audiences; and leverage its rich archives.

33. India Forum, The: A digital 'journal' that aims to deepen the conversations on contemporary issues. It seeks to bridge the gap between dense scholarship and instant and breathless commentary, with researched, well-argued and reflective stories.

34. India Spend: A leader and pioneer in data journalism. Delves into the core and critical issues of climate change, agriculture, gender rights, education, jobs and public policy in India.

35. Ken, The: A go-to place for finding out how technology is disrupting and transforming businesses and how companies in India and the Indio-Pacific are dealing with the changes.

36. Reporters' Collective, The: A collective of like-minded journalists who collaborate on stories that put the spotlight on those in power, shedding light on India's political economy and governance.

37. Think Pragati: A podcast platform that has, especially in foreign policy, and geo-strategic fields, added to the discourse and debate on an important but neglected topic in India.

D. Focused and Niche Journalism

D.1. Development & Policy

38. India Development Review: A knowledge platform focused on the development sector with a distinct solution-journalism approach - advancing insights on philanthropy and the social sector to make it think, work and innovate better.

D. 2. Environment, Ecology & Development

39. Down To Earth: India's leading publication on the environment with in-depth and incisive coverage spanning climate change, healthcare and sustainable development. The transition from print to digital, has enabled it to expand and reach a wider and younger audience.

40. Keraleeyam Masika: The Foundation's funding enabled the transition to digital of this print publication of 25 years standing with in-depth, and ground-reported stories, on the intersection of ecology, social justice and people's movements.

D.3. Gender & Marginalised Communities

41. Feminism in India: A platform not only for the telling of "lived experiences" but amplifying the voices of women and marginalised groups, particularly the LGBTQ community, through a "feminist lens".

D.4. Society

42. Saptahik Sadhana: A Marathi weekly in print, respected for its liberal and progressive perspectives on issues spanning class, caste, religion and gender for the last 75 years. With IPSMF's support transitioned to digital, gaining younger and newer audiences and digitised its rich archives.

D.5. Tech

43. MediaNama: Focuses on India's technology policy and seeks to ensure that the Internet and the digital ecosystem in India remain open, fair, competitive and global.

D.6. Misinformation Watch

44. AltNews: A pioneer and frontrunner in the fight against fake news and disinformation, through a rigorous analysis of viral and fake videos and stories. Calls out those responsible regardless of which side of the political divide they belong.

45. YouTurn: A dedicated nonpartisan fact-checking website in Tamil and English, which fact-checks and debunks fake news and misinformation in Tamil Nadu.

D.7. Legal

46. Supreme Court Observer: Incisive analysis and perspectives on the working and judgements of the Supreme Court of India. Also looks into the Court's jurisdiction, procedures and history, with a focus on landmark cases.

47. LiveLaw: A leading, credible and sustainable legal news portal which brings critical trials and judgements of the Court to the citizens in real-time. IPSMF's support has helped it become one of the go-to sites for legal news and views.

D.8. History

48. Live History India: A credible source on the vast history and heritage of India. It also casts a critical eye on the need for the revival and preservation of historical monuments and artefacts.

Grant Timeline

₹**106 Cr**
Grant Commitment

57
Grantees

48 Board Meetings | **New Grants**

FY 2023-24 **2 Meeting**		1
FY 2022-23 **5 Meeting**		6
FY 2021-22 **5 Meetings**		6
FY 2020-21 **6 Meetings**		5
FY 2019-20 **6 Meetings**		7
FY 2018-19 **4 Meetings**		11
FY 2017-18 **8 Meetings**		10
FY 2016-17 **7 Meetings**		8
FY 2015-16 **5 Meetings**		3

Grantee Revenue Streams

Grantees Explore Multiple Revenue Streams Reduce Dependency on IPSMF Grants

28% — **Reader Revenues** Donations, Subscriptions, Memberships.

27% — **Content Services** Syndication, Production, Research reports.

24% — **Advertisements** Adsense, Social-media. Revenues Programmatic Ads.

14% — **IPSMF Grant / CCA**

5% — **Others** Events, Noncore business revenues.

3% — **Non IPSMF Grant** Institutional grants.

FY 2022-23 - Consolidated Revenues for **33** entities supported by IPSMF - **Rs.69 Cr**