

Greetings from Video Volunteers!

2010 has started off at an extraordinary pace for Video Volunteers. For the first time, we are going to North East of India where we will launch a Community Video Unit for the tea garden workers in partnership with ICICI Prudential Life Insurance. We also have an Ambassador now in Indian film actor Abhay Deol, whose involvement with Video Volunteers has generated a lot of media interest this month. Beyond India, our Favela producers in Brazil are working hard on their personal business plans. Read about each of these projects bellow.

Also, Video Volunteers' new batch of Community Journalists begin their training this month in Ahmedabad of Gujarat state. The batch has 40 trainees, representing nearly each of the Indian states. [Please support these Community Journalists and help them to lead their own communications revolution](#). It costs only \$1500 to support a community journalist for one year or \$75/month. We are training them to earn this income on their own within several years as rural media entrepreneurs. Give them the support they need to begin their careers as journalists and storytellers.

There are four ways you can support us to make their voice heard:

1. [Contribute online](#) on the VV site via google checkout, paypal or Global Giving.
2. [Contribute in the UK via GlobalGiving](#). For the first time, VV's UK friend's **can make tax-deductible donations to VV.**
3. **Donate by check.** Send your checks to: Video Volunteers, c/o Temin and Company, 750 Lexington Avenue, 26th Floor, New York, NY 10022. Indian nationals can send their checks to Video Volunteers India, 600/1, Retreat House Road, Near New Baga Bridge, Baga-Calangute,.Bardez, Goa-403516, India.
4. **Donate cameras** – cellphone cameras, flip cams, or mini-DV cameras

Highlights from January-February' 2010

They represent the most underprivileged and discriminated sections of the Indian society. Their communities have faced corruption, neglect and violence for decades. Yet justice eludes them as there is no effective monitoring and reporting systems to expose their right violations. But now, as Fellows of our new Community Journalism program Vividh, they are going to raise those long-ignored problems in media, help find solutions and bring changes within their communities.

The training of the Fellows of Vividh - a program designed to create an alternative media at the bottom of the social pyramid, begins from March 15th. Once the training is over, the 40-strong journalist group, presenting 28 of Indian states, will create short web videos that document local corruption on issues like health care, education, infrastructure and government programs. The topics and formats of these videos will be decided with different mainstream media partners and social movements. This will be a truly grassroots call for change, in which the views of communities are delivered directly to decision makers.

Support VV's new batch of Community Journalists and help them lead their own communications revolution. It costs only \$1500 to support a community journalist for one year. **A donation of \$75 will support him/her for a month.** We are training them to earn this income on their own within several years as rural media entrepreneurs, who know how to tell stories the world wants to hear and distribute those via the mainstream media. Give them the support they need to begin their careers as journalists and storytellers.

Help us enable the most disadvantaged communities to participate and shape the public debate. Help us empower community voices.

There are four ways you can support us THIS MONTH to make their voice heard:

1. Contribute online on the VV site. If donating online, please consider donating via Google checkout; Google does not impose a processing fee, so 100 percent of your donation will support Video Volunteers' work.

2. Contribute in the UK via GlobalGiving. For the first time, VV's UK friend's can make tax-deductible donations to VV. If we raise 2000 pounds in the UK this month, we will have a chance of winning 1000 pound prize.
3. Donate by check. Send your checks to: Video Volunteers, c/o Temin and Company, 750 Lexington Avenue, 26th Floor, New York, NY 10022. Indian nationals can send their checks to Video Volunteers India, House No. 600/1, Retreat House Road, Near New Baga Bridge, Baga-Calangute, Goa 403516, INDIA
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***New Community Video Unit in Assam:**

Video Volunteers' first CVU in the North East of India is all set to take off. Located in a picturesque tea garden in Dimakuchi of Assam, the new CVU is being launched in partnership with ICICI Prudential Life Insurance, a company engaging tea garden workers into

microcredit finance projects. It is the first time ever that workers of a tea garden will be trained in video making. The training will enable the tea garden worker community to find solutions to their local problems through films.

Read about the impacts brought by producers, government and local people in Video Volunteers' other CVUs [Here](#) in a new booklet.

*** Film Actor Abhay Deol is Video**

Volunteers' new Ambassador: Video Volunteers has got it's first celebrity ambassador Abhay Deol, who has acted in some of the most talked about films of the last few years. Abhay and film director Imtiaz Ali were recently at a slum in Mumbai to attend a



screening of films from our different Community Video Units. When the screening was over, Abhay and Imtiaz stood on the stage and told the Producers that their videos

were better than some of what was coming out in Bollywood!

Abhay will help us to outreach to TV news networks whom we are approaching to air content produced by communities and also help us popularize community media.

Abhay's association with Video Volunteers has been already reported by dozens of national and international media. [Click here](#) to read an article in Hindustan Times, One of India's leading news papers. You can also watch him on [MSN video](#), telling the media why he chose to join Video Volunteers. We are thrilled to have an ambassador who articulates VV's message so well!



***Video Volunteers' Brazil project creates**

slum video entrepreneurs: Based out of an incredibly beautiful space in Sao Paulo

[VCU.br](#) trains motivated young people from Favelas - Brazilian slums- how to make a living through videos. This means, the main focus is on livelihood and also on building

entrepreneurial skills. So the training here is not just about how to shoot or write a script, but also about how to sell the videos that they make. This is why the young trainees are also learning how to pitch story ideas to TV industry and other clients. These young people are learning how to use their difficult background as an asset. They have a unique voice to tell stories only they have access to. Read [Jessica's blog](#) on Brazil project.

It is your ceaseless support that has helped us come this far. So please help us to continue empowering community voices. [Support our Community Journalists!](#)

Thank you again for your generosity and we wish you a great month ahead!

In gratitude for all that you do,

Video Volunteers Team

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