



Chapters of Democracy

Work of SPECT Foundation

Introduction & Background

SPECT Foundation was formed after the first consultation meeting, which was held at India International Centre in August 2022 with several renowned academicians, activists, and journalists.

SPECT Foundation was formed with two prime departments, the Media and Research wing. The Office of SPECT foundation is in Abul Fazal Enclave. To expand our team further, big influencers of Twitter and YouTube were gathered in one place, and an appeal was made to them for cooperation and mutual understanding. A lot of people were onboarded with our effort. During the month of Ramadan 2023, a gathering of more than 50 leading journalists and YouTubers was organised at SPECT's new office. The response to this program was pretty encouraging and a group of big influencers from the community was formed, who were ready to work together under the Minimal Agenda.

Following are the details of the four major kinds of work that SPECT Foundation has done in the last one and a half years: Social Media Engagements by the Media team, research-based long form work done by the Media team, the research done by the Research team, and training and workshops provided by SPECT Foundation.

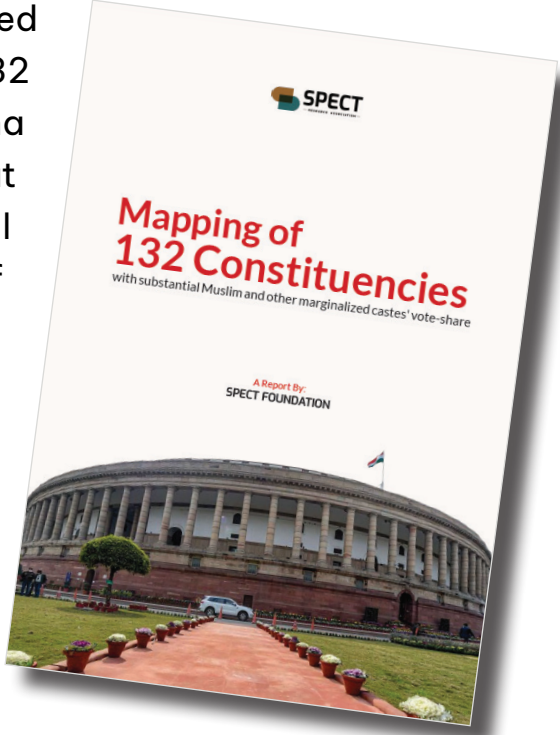
Work done by the SPECT Research Team:

Report on Minority Exclusion & Discrimination in 10 Indian Districts.

SPECT Research Team did extensive research examining the socio-economic indices of ten Minority Concentrated Districts (MCD) identified by the Sachar Committee Report. Ten districts with significant minority populations from UP, Bihar, Bengal, and Assam were picked and in-depth secondary research was done to show the state of Human Development Index, disbursement of government policies and benefits, etc. This report aimed to bring back the question of socio-economic marginalisation of the Muslim population in the country, which is hardly talked about in the media or larger policy narratives any more in the last ten years. The report was launched in April, 2023, in the Press Club of India. It was widely covered in the print and electronic media. This report is part of an ongoing project and it will be further continued to cover other multifarious aspects of socio-economic marginalisation of the minority community.



Research done around the Lok Sabha Election:

- SPECT Research Team prepared a detailed report containing political mapping of 132 Muslim-centric seats in the Lok Sabha Elections across 17 states. It looked at larger social and demographic data of all these constituencies, along with details of voting in the last three General Lok Sabha Elections and intermittent assembly elections. It then analysed the data, to capture a trend in the voting pattern and tried to assess the possibilities of victory as well as the predicaments, for the secular parties.
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- SPECT Research Team prepared a report highlighting issues that can be effective to build a narrative in the multiple electoral zones of the state of Uttar Pradesh, which is the state with the highest number of Lok Sabha seats (80). Focus was made on the 30 Muslim concentrated seats in the seat, and an effective narrative for them, for the upcoming elections.
 - SPECT Research Team also looked at booth-wise data of 132 Muslim concentrated seats and identified strong and weak booths for the secular parties.
 - The Spect Research did the extensive data research for the three assembly elections (Haryana, Jharkhand and Maharashtra) that happened after the 2024 Lok Sabha Elections.
 - Call centers during the Loksabha Election: SPECT appointed 15 volunteers on a temporary basis, who for one month before the General Elections called voters around the country to emphasize the need for voting and indirectly stressed on INDIA alliance agenda and candidates. The total number of daily calls on average was more than 700. We reached out to many constituencies in Delhi, Haryana, and UP with this tele-campaigning.

- On the days of polling and counting in Delhi, we issued helpline numbers to work as a conduit with voters and alert the Election Commission, Police administration, and District Magistrates flagging issues like delays in polling, booth jamming, and other related matters. We received around a hundred calls from different places in Delhi. We intervened and resolved with the EC some of these issues. We were part of a civil society team of volunteers who moved around from booth to booth inspecting and observing polling in Delhi.

Haryana Assembly Election

For the Haryana Assembly elections, our research team collected the data for 20 assembly seats. Those seats were Nuh, Firozpur Jhirka, Punhana, Sohna, Hathin, Yamunanagar, Faridabad NIT, Gurgaon, Panipat city, Panchkula, Jagadhari, Sonipat, Sirsa, Thanesar, Kaithal, Rewari, Radaur, Assandh, Rai and Badkhal. The data was comprehensive and was ready to use, especially for the election purposes. We analysed the data based on the previous elections and also suggested the possible strategies that could be used for the assembly elections in the State.



We also wrote a comprehensive report on the issues that could have played an important role in shaping the narrative in the assembly elections. We identified issues of significant importance for the people of Haryana, provided the data to support the narrative. The important issues that we had identified were farmers' issues, Unemployment, Agniveer, paper leak, sports persons from Haryana, their ordeals, injustice and atrocities with the Dalit community, and issues related to minorities, both Christians and Muslims, and so on. These were important issues that shaped the elections in Haryana.

Maharashtra Assembly Election

For the Maharashtra Assembly election, our research team identified 40 assembly seats where the Muslim population was above 20 percent and were supposed to play a crucial role in the elections. We analysed the data based on the previous elections and also suggested the possible strategies that could be used for the assembly elections in the State. We also suggested possible social alliances that could have played a crucial role in the assembly elections.

Our team also wrote a comprehensive narrative report on the Maharashtra state and the issues that could have played a significant role in the electoral outcomes. Issues like caste based atrocities, hate speech against minorities, drought, Farmers, unemployment, and youth unrest were focused on.

On the other hand, we collected the phone contacts from some Assembly constituencies and with the help of 10 volunteers and interns, had telecommunicated with the people to understand their preferences and issues that were to play a crucial role in the elections. Our interns and volunteers worked for 10 days and contacted 10 thousand people from Anushakti Nagar constituency through telephone and calls.

Jharkhand Assembly Elections-

we did the electoral mapping of some of the Muslim majority seats in Jharkhand. We also prepared electoral narratives that could be used for campaigning by the secular parties. We focused on Adivasi rights, hate campaigns against Muslims, farmers' issues, unemployment, and forced labour migration in the state.



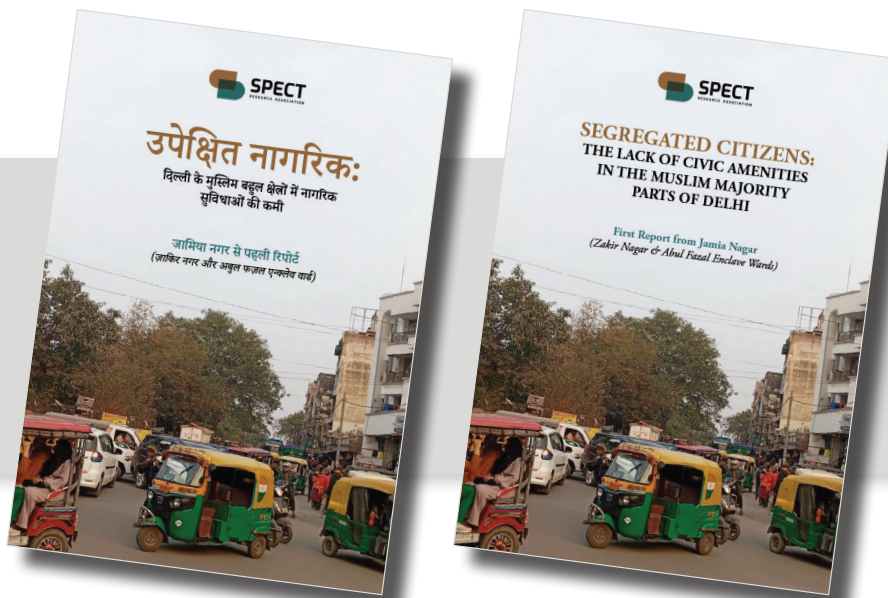
Delhi Assembly Election:

A series of meetings were held with volunteers in various places in Delhi to train people about election processes. Such meetings were held at Purani Delhi, Seemapuri and other places in North East India. A report on 15 Assembly seats was prepared and circulated, with basic election issues and campaign narrative. In five Muslim majority seats special training was held with on-ground volunteers about voter turn out, technical issues on polling and counting days.



Delhi report on Lack of Civic amenities in segregated Muslim areas:

We published a detailed academic report titled “**Segregated Citizens: the Lack of Civic Amenities in the Muslim Majority parts of Delhi (Zakir Nagar and Abul Fazal Enclave Wards)**”.



The objective of the report was to bring the plight of Underdevelopment and discrimination faced by Muslim localities, in this case, Jamia Nagar. The report highlighted the absence of civic amenities in this area and how the state and its administration are responsible for the pathetic state of this locality. We found that this area has an exponential population growth,

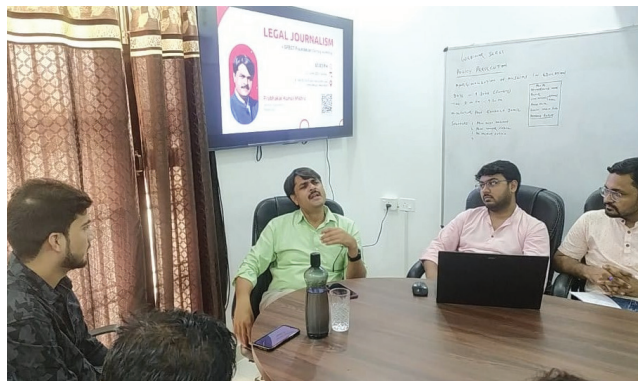


due to constant inflow of Muslim citizens, because of overall turmoil and communal tension in the country. This region has grown into a segregated community, like a Muslim ghetto, and there is a sheer lack of basic public amenities like schools, health centres, hospitals, transportation, proper sewage, electricity, drinking water, garbage disposal, etc, in this locality. We demonstrated all these lackings and problems that the residents of this area are forced to live with, with data and concrete examples. We also exposed the acute mess of filth, traffic jam, lack of roads, green spaces, presence of dangerous high tension wires and other difficulties that preclude a dignified civic life for the residents of this area. All these issues are a result of state apathy and discrimination against Muslims of this area.

The report was released in a press conference before the Delhi Elections in Okhla, in the presence of local and national media. It was well covered in the media, social media, and shaped the public opinion, and also spread awareness on the discrimination that the Muslim community is facing in this locality.

Training sessions held by SPECT:

- Series of training workshops were held in the SPECT Office to provide training to new young journalists, in which training was imparted by experts on the topics of fact check, legal journalism, anchoring etc. to aspiring and fresh journalists.





- On 4 and 5 November 2023, more than 100 Muslim youth leaders from across the country were called to Delhi, and a training program was organized at Jawahar Bhawan, and because of the upcoming Lok Sabha elections, a team was prepared according to the Lok Sabha.



- Political Training to RLD Party cadres were held when they were a part of the INDIA block. 2 2-day long workshop was organised by field experts in UP

- Meeting with Akhilesh Yadav was held; Training session was conducted with SP workers. Data exchange is going on with SP cadres.



- Social Media Training Program organised by the West Bengal team; the resource team was held by SPECT.
- SPECT's media team along with Quit India Campaign and Yogendra Yadav's team organised two workshops on Social Media Training and Media Narrative in which people from across the country participated virtually.
- After the political team became active in Maharashtra, many workshops were organised by the SPECT team, voter registration camps were organised, various civil society programs were participated in, meetings were held with all the political parties, and a road map related to politics was decided and continuously worked on it.
- During the Karnataka Assembly elections, the SPECT team worked politically with the civil society and Muslim organisations, which included exchanging data, organising various programs and campaigns, etc.
- After several meetings with the Congress National Team, SPECT's team connected more than 100 grassroots people with the Congress communication team through its network for a social media campaign.
- In the politics of West Bengal, many programs were organised in collaboration with civil society, and with the help of Muslim organisations, many political training programs related to social media

and media narrative were conducted. Apart from this, SPECT team is also a part of many big political programs and campaigns.



- At the time of the Gujarat Assembly elections, the main opposition party, the Congress, was assisted with political data and was sent complete details of which seats could be won and what would be the equation, but it did not get any result due to the Congress not wanting to contest the elections.
- Two rounds of meetings with Delhi civil society and other grassroots organisations have taken place for on-ground work in Delhi. One round of workshops also took place. More of this will continue in the coming days.



- On 20th September 2023, SPECT team held a round table discussion with former IPS officer Abdul Rehman. We invited journalists and activists and had in depth and focussed discussion about future of minorities in democracy, strategies of democratic alliances and police reforms.



Social Media engagements by the Media Team:

The Social media team is active on various social media platforms, regularly pushing content and building narratives by pushing trends.

- The issue of release of the rapists of Bilkis Bano was trended by SPECT team throughout October. The trend and posters running on this issue across India were mostly driven by our team.



- SPECT was a part of the inaugural meeting of Bharat Jodo Yatra and was its unofficial partners.
- In Haldwani, Uttarakhand, there was pressure on the local administration due to the narrative set by SPECT's media team on the uproar after the demolition of mosques and madrassas by the BJP government. A press conference was



organised by the authorities to clarify the accusations raised by the team. As a result, our team was targeted for some days by BJP's IT cell and some of the pro-government mainstream media channels.

- On the tragic bridge accident in Morbi, Gujarat, our team ran a trend for the entire month of November as part of a campaign to expose the Gujarat model. The posters and videos that exposed the state government on this tragic incident were also made by our team.
- Given the Gujarat elections held in December, 2023, SPECT Foundation supported the team in Gujarat in understanding political research data and voting patterns.
- In March, 2023, the issue of inflation was targeted, under which various types of posters were circulated on social media.
- To celebrate India's independence on 15 August 2023, a series of posters were launched to revive the forgotten Muslim freedom fighters and their historical significance, which became very popular among the people.



- The SPECT team worked extensively to consolidate the Muslim vote and increase the voting percentage in the Karnataka elections held in May 2023. The effect of which was also palpable in the election results.

Research-based work by the Media team:

- A research-based detailed video was made on the issue of Muslim youth being locked up for years on false charges of terrorism. This was appreciated on different platforms and also went viral on social media. Along with this, small videos on unemployment, starvation, Bilkis Bano, Morbi incident, and police atrocities in Kheda also went viral among the people.
- On the completion of two years of the arrest of anti-CAA protesters under UAPA, cooperation was done for the Hindi version on the international documentation for global solidarity, which had good effects at the global level.
- Amidst the discussion of making a law on the issue of population explosion, a research-based report was prepared to expose the misconception and myth that Muslims are responsible for the rise in population. Due to the wide traction that this video received, the right wing lashed back with counter propaganda.
- Many research-based maps were



The truth of custodial death in India || The Insight Story || custodial violence



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There is a low representation of [#Muslims](#) in the Indian [#Police](#) force, according to a report from the NCRB in 2010. What is the reason for the lack of recent NCRB data and who is to blame? Read:



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Consistent low representation of Muslims in the police force in India | CJP



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prepared to show the percentage of Muslim voters in the Lok Sabha in different states of India. No one had done this type of work on such a large surface before.

- A research-based report and video were prepared on the issue of custodial death and police reform. The video went viral very quickly, but subsequently under pressure from the authorities, it was removed from every platform.



Miscellaneous Media Narrative worked upon by SPECT:

In today's time, electoral politics is no longer limited only to the election campaign and rallies of political parties. People's electoral choices are also heavily influenced by social media narrative to a great extent. At the time of its inception, special attention was paid to the media narrative, and it was decided that we would try to do effective intervention in the social media narrative. So that a narrative can be set which can counter the vicious communal agenda propagated by the BJP.

- The myth is constantly created by the BJP that the Modi government cannot be defeated. To break this illusion, SPECT's media team has tried to establish through many posters, videos, media interviews, and public opinion that with little political will, the BJP can be easily defeated. This was done to bust the myth of invincibility of the BJP.



- It is seen in many Muslim concentrated Assemblies and Lok Sabha, due to the divide of Muslim votes and the low Muslim vote percentage, BJP is easily winning the elections. SPECT's team has also tried to make a social media narrative on this issue. It has tried to motivate Muslim voters to take part in the voting in large numbers, so that the divisive politics of the BJP can be easily defeated.



- Even in the name of delimitation, attempts are made to politically isolate the Muslim community. In recent times, delimitation has been done by BJP in Assam in such a way that many Muslim dominated areas have been converted into reserved seats. SPECT has worked to give a new direction through social media and YouTube. The issue of delimitation is not talked about much in the mainstream media. We have tried to highlight this extremely important issue. More work will be done on this in the coming days
- The BJP's misleading claim of 400 seats had slowed down the opposition's politics a lot till some time back. Our media team tried to expose this claim to the public with data. It was successful to a great extent, and after a while people started raising questions on it.
- Politically, the easiest way to convince the general public of villages is through public opinion given by the pliant godi-media. SPECT's media team, along with various YouTube collaborators, made the anti-government public opinion go viral through Facebook videos and Instagram reels. Due to our efforts, many videos went viral on social media in which the common people of the country, suffering from inflation and unemployment, started raising questions about the ruling Modi regime.
- In May, 2024, a social media campaign was held demanding arrest of #ExMuslimSameer, who had desecrated the Quran and had continuously used derogatory insults against Islam.





- In July 2024, we did a poster campaign with detailed data about various attacks on the Muslim community that took place in just one month after the Lok Sabha results were declared.

- In July 2024, we made a compilation poster of hate speeches delivered by Narendra Modi and Amit Shah, during the elections. The poster had received wide traction.
- In June-July, a series of lynching incidents took place in West Bengal, which we highlighted. A few YouTube collaborators made a detailed report on this using our data and content.



- In July 2024, we made posters congratulating a few Muslim Army personnel, who got valiant awards from the Government.
- In July 2024, we brought a detailed poster exposing how the so-called “bulldozer action” in Madhya Pradesh is being taken only selectively targeting Muslims. People from other communities with similar accusations as Muslims were always spared of bulldozers and only Muslims were being targeted.



- We brought out a series of seven posters with details of bulldozer action between 2017 and 23. We showed how a total of 1 crore people were affected by this unjust and illegal bulldozer action.

- Haryana Elections 2024: Our team profiled Muslim candidates contesting in Muslim-dominated constituencies and generated a positive narrative for them on social media.

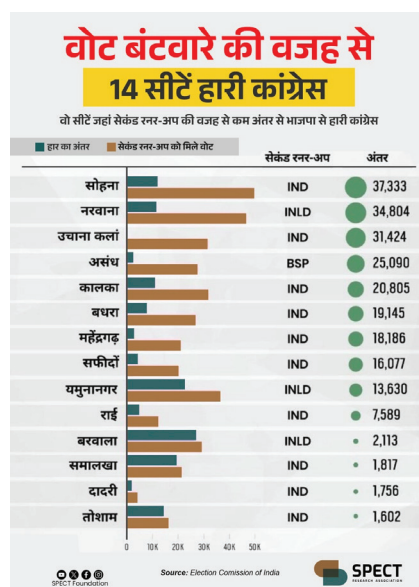
- We exposed the BJP's fabricated narrative about them being pro-dalit community and debunked it with a comprehensive infographic, the unconstitutional and casteist statements made by its leaders. An infographic exposing the atrocities committed against Dalits under BJP rule was also created and shared.



- Our team set a narrative against the BJP by illustrating through an infographic that the BJP is the number one contributor to state unemployment.

- October 2024: Infographic profiles of all five Muslim MLAs who won in the Haryana elections were shared.

- An infographic was produced highlighting that the Congress lost 14 seats due to vote splitting.



- Maharashtra Elections 2024: Our media team created infographics under the title “The Marvel of the BJP Washing Machine,” depicting the exoneration of those leaders with criminal charges, switching from Congress to the BJP.
- An infographic supported by data was prepared on farmers’ deaths, showing that nearly 9,000 farmers committed suicide between 2021 and 2023. The media team produced several graphics addressing common issues such as unclean water and unemployment.



- Our team created a graphic comparing gangster Chhota Rajan on one side and student leader Umar Khalid on the other, which was very well received on social media.
- An infographic was produced on the 10 Muslim MLAs who won.
- Himachal Pradesh: As the Congress government remained completely silent against the Hindu nationalist campaigns targeting the Sanjhauli Mosque, our team put pressure on them and exposed their hypocrisy.



- November 2024: Nadeem Khan voiced his views on the Sambhal issue, which achieved significant reach on social media. Our team shared the video in the appropriate forums, and several media channels picked it up.



- Our team did commendable work on the Sambhal Mosque issue by effectively exposing lawyer Vishnu Jain's lies. Following our campaign against lawyer Vishnu Jain, SP chief Akhilesh Yadav tweeted repeatedly and held multiple press conferences.



- The voices of the Muslims killed in Sambhal were raised in Parliament and the Assembly. Our team then edited these videos, added subtitles, and shared them on social media, where they were widely circulated.



- The same videos of the voices of the slain Muslims in Sambhal were again edited with subtitles and shared on social media, garnering substantial shares.
- The Godi media and right-wing groups were propagating a narrative that Muslims had closed the temple in Sambhal, which was entirely false. Our team brought the truth to light and countered the media's falsehood.
- The Sambhal Mosque issue was raised by MPs in Parliament. We added Hindi subtitles to their videos and shared them, which was highly appreciated by the public and established an effective narrative.
- Infographics on rising inflation were created, and PM Modi's double-talk was exposed.
- December 2024: Our team widely shared videos supporting political prisoners in Parliament, after which several MPs also amplified the video.
- A narrative against Anuj Chaudhary and the Sambhal administration was launched and received significant acclaim.



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