

# Engaging with partners in the movement! WMF approach

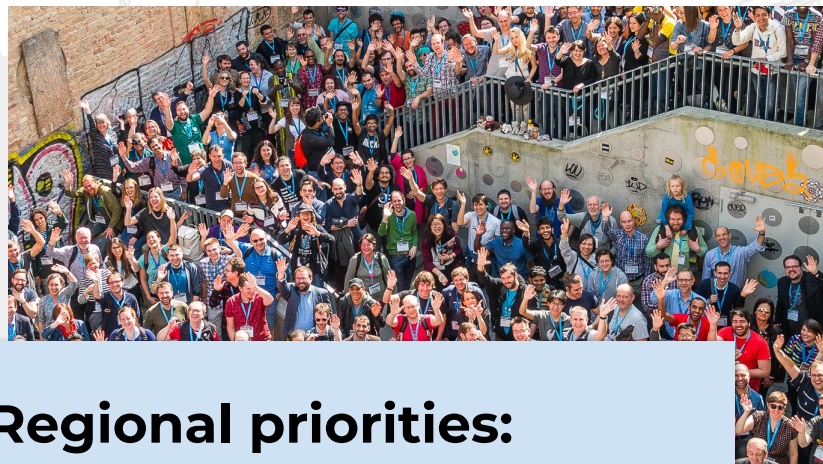


**WIKIMEDIA**  
FOUNDATION

# ABOUT PARTNERSHIPS

Through partnerships with governments, tech companies, nonprofits, and other key stakeholders around the world, we **expand Wikipedia's reach, grow participation** (i.e. readership and editors), and **ensure continuous technological advancements** of our Wikimedia free knowledge projects.

**Goal:** To form partnerships that serve the common vision of free knowledge for all people.



## Regional priorities:

- LATAM
- South East Asia
- South Asia
- MENA
- Sub Saharan Africa

# Jio: Wikipedia App for KaiOS & VA Integration for STB

**Partnership model:** Growing Wikipedia readership in India by partnering with new content delivery platforms

## Partnership Description:

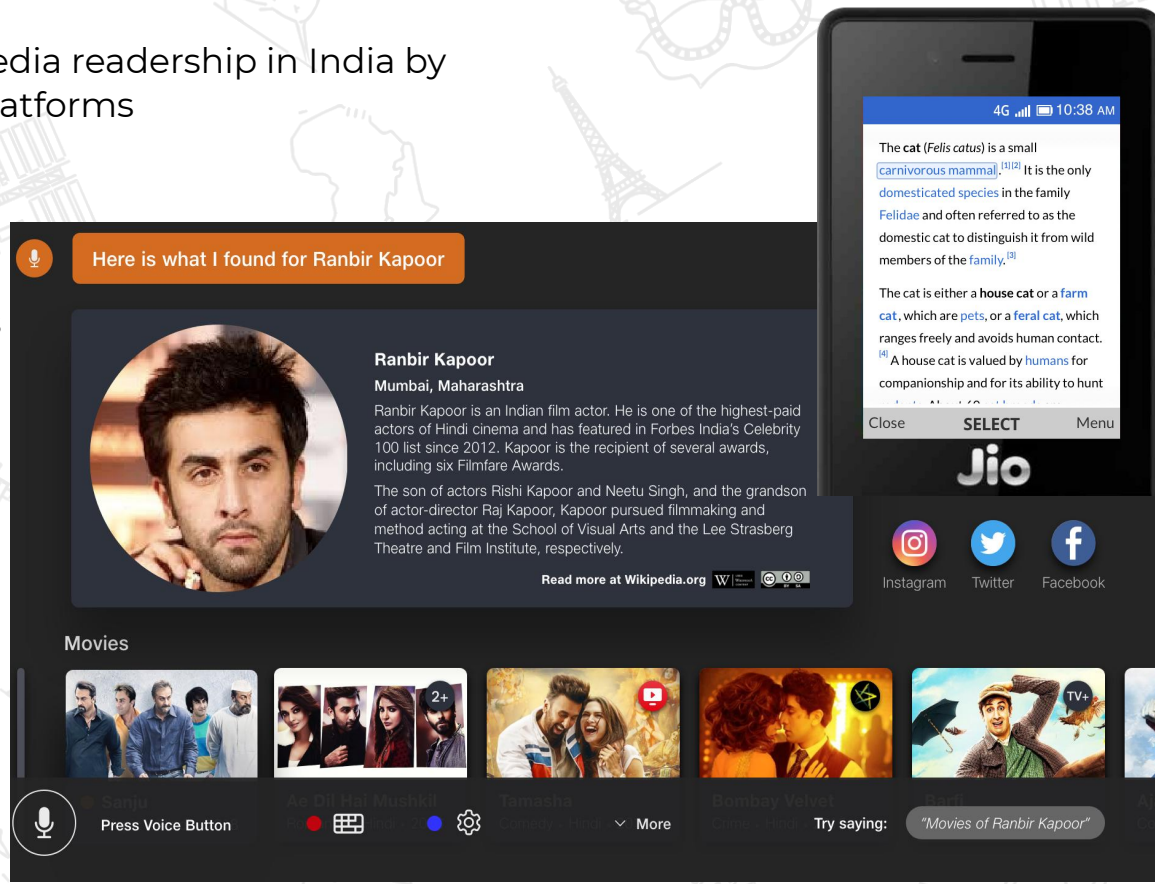
- ~90% KaiOS powered devices are in India
- New Internet users - JioPhones
- Millions of Jio STB users

## Results:

- Millions of Downloads in 5 Months of launch

Link to more information: [MetaWiki](#)

Other related projects: Global Launch of Wikipedia App on KaiOS global store.



# GLOW: PROJECT TIGER 1.0 & 2.0 IN INDIA

**Partnership model:** Content Creation by Growing Local Language Content (GLOW)

## Partnership Description:

- From 2017-2018 and 2019-2020, in partnership with Google, WMF hosted a 3-month-long writing contest in India in order to increase locally relevant and high-quality articles in Indian languages.
- As part of the contest, local communities also hosted onsite edit-a-thons where people gather face-to-face to work on the articles together.
- Prizes: monetary incentives and 3-day capacity event for the winning communities

**Results:** PT 1.0 - 4,000 articles were created in 14 languages

PT 2.0 - 12,000 articles were created in 16 languages

**Link to More information:** [MetaWiki](#) (PT 1.0), [MetaWiki](#) (PT 2.0)

**Other related projects:** Project Saraswati in Indonesia, Project Eagle in Nigeria, Project Ma'refa in Middle East



# The Wikipedia Library- Taxmann

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**Partnership model:** Allowing Wikipedia editors to gain access to the vital reliable sources

## Partnership Description:

- Most comprehensive & fastest reporting of Case Laws and Detailed tax reports of Case Laws
- Largest and most accurate online database on Income Tax, GST, Indirect Tax, International Taxation, Corporate Laws, Accounts & Audit, Insolvency & Bankruptcy Code and Indian Acts & Rules.
- Allows Wikipedia Editors an access to 1,60,000+ case laws using TWL platform

**Results:** Would be good to see Indian Wikipedia editors to access and utilise the resources to write Wikipedia articles

Link to More information: [MetaWiki](#) , [Library Card](#)

**TAXMANN**<sup>®</sup>  
Tax & Corporate Laws of INDIA





# India's Leading Organizations/Firms Trust Taxmann.com

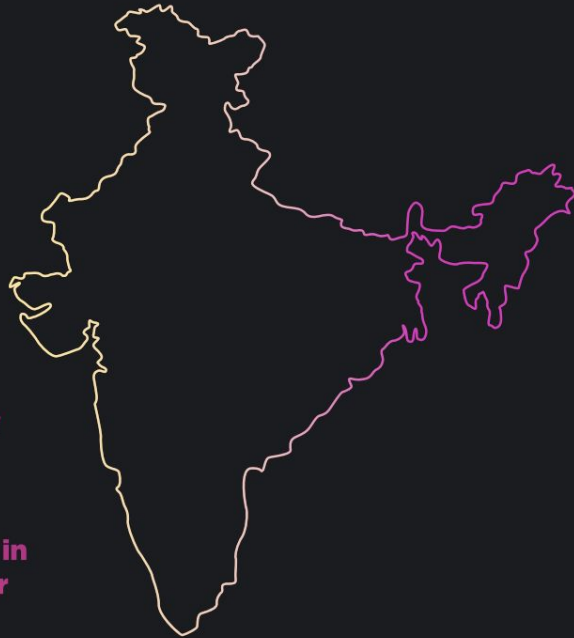
**83%**  
Renewal Ratio

**3.1 Million Hours<sup>1</sup>**  
Spent at Taxmann.com for Research

**625 Hours<sup>2</sup>**  
Our users spend on Taxmann.com

**1 out of every 5th Tax & Corporate Law Firm<sup>3</sup>**  
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**6 out of 10 Cases Cited in any Judgment/Order**  
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## Nine Modules of the New Taxmann.com 3.0



**Income Tax**



**International Tax**



**Transfer Pricing**



**Goods & Services Tax**



**Company & SEBI Laws**



**Insolvency & Bankruptcy Code**



**FEMA, Banking & Insurance Laws**



**Competition Law**



**Accounts & Audit**

1. In India  
2. Spent in the last 12 months  
3. Average in a year

# Wikipedia <> Mozilla Firefox Lite

**Partnership model:** Growing Wikipedia readership on Firefox lite app by enabling Wikipedia info tile in Travel section

## Partnership Description:

- Firefox Lite is a lightning fast and lightweight web browser with a focus on user privacy
- 50M+ downloads on Play Store



Shillong is a hill station in the northeastern part of India and the capital of Meghalaya, which means "The Abode of Clouds". It is the h...

Wikipedia



Kerala is a state on the southwestern Malabar Coast of India. It was formed on 1 November 1956, following the passage of the S...

Wikipedia

← Jaipur ♥ ↻

Distance between  
188K views 6 Dec 2020

**JAI PUR**  
BAZAAR Travels  
Gobble | Travel Series | Bazaar Travels | SO...  
Gobble  
1.6M views 2 Jun 2020

Places to visit in  
**JAIPUR | TRAVEL VL...**  
TRAVEL VLOG IV  
30K views 9 Aug 2019

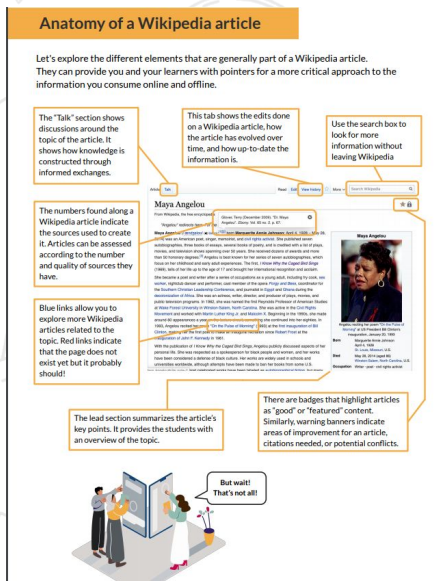
TOP 10  
**JAIPUR**  
GottaDoIndia  
1.5M views 17 Apr 2015

Jaipur is the capital and the largest city of the Indian state of Rajasthan. As of 2011, the city had a population of 3.1 million, making it the te...  
Wikipedia

# Partnerships/Ideas

## Other Partnership Opportunities/Ideas:

- Exploring out a new university-based translation program for MENA region aimed at creating Arabic content, testing editor recruitment, and retention strategies
  - Students will be integrated into their local Wiki community; participate in seminars and training activities; and receive one-to-one guidance.
  - Pilot will seek to **attract new editors to the movement**, with new strategies for recruitment and **deeper engagement** over time.
- **Content Campaigns:** [#1Lib1Ref](#)
- **Digital Skills Training:** [Wikipedia in Classroom](#): teacher training to foster information literacy skills. This pilot program was implemented in Bolivia, Morocco and the Philippines.
- **Moleskine Foundation:** translated COVID related Wikipedia articles into local African languages through an online translation campaign for 49 African languages
- **Strategic Partnerships:** in LATAM, we joined the IDB´s [21st Century Skills Coalition](#) with a focus on education. This allows us to explore technical integrations (WP Preview) and work around content creation (campaigns in 2021)



**Anatomy of a Wikipedia article**

Let's explore the different elements that are generally part of a Wikipedia article. They can provide you and your learners with pointers for a more critical approach to the information you consume online and offline.

The "Talk" section shows discussions around the topic of the article. It shows how knowledge is constructed through informed exchanges.

This tab shows the edits done on a Wikipedia article, how the article has evolved over time, and how up-to-date the information is.

Use the search box to look for more information without leaving Wikipedia

The numbers found along a Wikipedia article indicate the sources used to create it. Articles can be accessed according to the number and quality of sources they have.

Blue links allow you to explore more Wikipedia articles related to the topic. Red links indicate that the page does not exist yet but it probably should!

The lead section summarizes the article's key points. It provides the students with an overview of the topic.

There are badges that highlight articles as "good" or "featured" content. Similarly, warning banners indicate areas of improvement for an article, citations needed, or potential conflicts.

But wait! That's not all!



