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(57) Abstract :

A Social Media based Framework and process is provided for community mobilization, motivation and empowerment during pandemic. The system and process of the present invention includes a knowledge creation component, knowledge delivery component, data analysis component and project execution component. The data analysis component includes sentiment analysis and classification through machine learning and ensure the optimal knowledge delivery for mobilization, motivation and empowerment of the target community. It also filters the projects to be executed towards achieving its goal of social change through mobilization, motivation and empowerment during and post pandemic.

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