

# e-Content

for Development in India

Showcasing India's Best e-Content



The **Manthan** Award  
e-Content for Development in India

2007

The background of the entire page is a faded, high-contrast image of two raised fists, one on the left and one on the right, symbolizing solidarity or protest.

# e-Content for Development in india

Editor and Concept: Osama Manzar  
Concept, Design and Layout: Shaifali Chikermane and Manoj Bharadwaj  
Publication Management: Soumika Majumdar  
Text Management: Syed S Kazi  
Editing: Debasis Sen  
Graphics: Sanjay Kumar  
Assistance: Pritam Sinha

e-Content for Development in India

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## Contacts

Digital Empowerment Foundation  
12/17 Sarvapriya Vihar  
New Delhi - 110 017

Telephone: 011 - 26532786  
Fax: 011 - 26532787  
Email: [manthanaward@gmail.com](mailto:manthanaward@gmail.com)  
Web: [www.manthanaward.org](http://www.manthanaward.org)

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# e-Content for Development in india

The **Manthan** Award  
e-Content for Development in India

**DIGITAL  
EMPOWERMENT  
FOUNDATION**

# The Manthan Award 2007

Osama Manzar  
Chairman

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Mr. SN Goswami  
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Mr. Piyush Gupta



# Jurors' Graffiti

*"I felt humbled. I should become a student again"*

Prof. K. Kannan, Vice Chancellor, Nagaland University

*"Could have spent a few days doing this. Felt at once a student as well as a teacher evaluating scripts"*

Amir Ullah Khan, Fellow, India Development Foundation

*"You really made us work for a good reason"*

Piyush Gupta, National Institute of Smart Governance (NISG), Hyderabad

*"A great platform to see and understand the work happening around the country. The opportunity was both great as it was rare too"*

Ashish Garg, Global e-School Community Initiative (GeSCI)

*"Challenging and great fun! Thanks for the opportunity"*

Manas Chakrabarti, American India Foundation

*"Manthan goes from strength to strength – its going amazing how many great ICT ideas you have unearthed!"*

Sajan Venniyoor, UN Solution Exchange

*"Now I got the real feel of what goes behind in choosing the awardees. The process is so challenging, the entrees are unique and universal. Great education. Thanks"*

Madhura Chatrapathy, Asian Centre for Entrepreneurial Initiatives (ASCENT), Bangalore

*"Great learning experience for me. Excited at the length, breadth and depth of e-Content"*

Naimur Rahman, OneWord South Asia

*"This time the arrangements and process was much better. Keep it up and all the best"*

Rufina Fernandez, NASSCOM Foundation

*"Its gets bigger, better and more tiring"*

Rajan Varada, TFTP, Bangalore

*"An experience of great value. Being a Manthan awardee as well a juror now, I know both sides of it!! Great. Keep it up!!"*

S.N. Goswami, Media Lab Asia

# The *manthan* Award

e-Content for Development in India

## 2007 *highlights*

Nominations Recieved

# 353

### state-wise NOMINATIONS

Andhra Pradesh:	32
Assam:	02
Bihar:	02
Chandigarh:	01
Chhattisgarh:	10
Delhi:	57
Goa:	01
Gujarat:	18
Haryana:	07
Himachal Pradesh:	07
Jammu Kashmir:	01
Jharkhand:	12
Karnataka:	23
Kerala:	18
Lakshadweep:	01
Madhya Pradesh:	10
Maharashtra:	68
Meghalaya:	03
Nagaland:	03
Orissa:	05
Pondicherry:	02
Punjab:	03
Rajasthan:	03
Tamil Nadu:	17
Uttar Pradesh:	14
Uttarakhand:	09
West Bengal:	14

# 343\*

\* after screening

Broadband/Online:	053
Mobile Content:	006
Cross Media:	031
Offline:	044
TV/Interactive TV:	004
Radio:	009
Web / Internet:	149
Blog:	005
CD DVD:	026
Telephone:	003
Wireless WAP:	002
Mobile/PDA:	007
Mobile Van:	001
Satellite:	003
e-Mail:	007

# 350\*

\* variation in number is because of overlapping of platform in many of the nominations

### category-wise NOMINATIONS

e-Business:	13
e-Learning:	32
e-Culture:	16
e-Government:	88
e-Health:	28
e-Enterprise & Livelihood:	28
e-Entertainment:	12
e-Inclusion:	16
e-Education:	30
e-News:	13
e-Localisation:	23
e-Youth:	06
m-Content:	07
e-Environment:	13
Community Broadcasting:	13

# 338\*

\* after validation

# Winners @ States of India

*Every state has different number of nominees. We recieved nominations from 27 states/UTs. Likewise there are different numbers of winners from each of the 17 states. Following are the winners as per their state.*

## ANDHRA PRADESH

RAJiv Internet Village-e-Commerce for Poor People  
e-Sagu: An IT-based Agro-advisory System  
Arbit Choudhury - The First (MBA) Comic Character  
APREGS (AP Rural employment Guarantee Scheme)  
[www.friends2support.org](http://www.friends2support.org)  
Bookslane

## GUJARAT

Community Radio and Community Video  
College to Career Program

## HARYANA

Ayushveda.com - India's Finest Health Portal  
[think.com](http://think.com)

## JHARKHAND

Our rule in our country (Abua Disum Abua Raj&  
Let's go to village (Chala Ho Gaon Mein

## KARNATAKA

SAHYADRI: Western Ghats Biodiversity:  
Environmental Information System  
Braille literature (GITA)  
India Education Digital Library - Multimedia Tools  
for Teaching, Learning and Training  
Lipi Toolkit for Online Handwriting Recognition

## KERALA

Kerala Education Grid  
[Puzha.com](http://Puzha.com)  
Manorama Online

## LAKSHADWEEP

National Employment Service Portal

## MADHYA PRADESH

Jansamvad

## MAHARASHTRA

Website for Mumbai Police  
The Wellness Site - Health Portal  
Let's know more about HIV..  
SolidGyan  
[www.infochangeindia.org](http://www.infochangeindia.org)  
Self-Employment Promotion through Local SMS  
Communities

## NAGALAND

Kuknalim.com - a Home for Nagas on the net

## DELHI

HIV/AIDS Awareness Package-HAAP  
The Great Escape  
A Degree of Concern  
Instant Money Order  
National Portal of India  
Raftaar- The first Integrated Hindi Search Engine

## ORISSA

Odisha News

## PONDICHERRY

Open Source Simple Computer for Agriculture in  
Rural Areas (OSCAR)

## PUNJAB

Virsa Digitization

## TAMIL NADU

DesiCrew Solutions, Rural Business Process  
Outsourcing

## UTTAR PRADESH

Daisy Book Reader

## WEST BENGAL

From Dusk to dawn

# The Ratio

*nominations : winners*

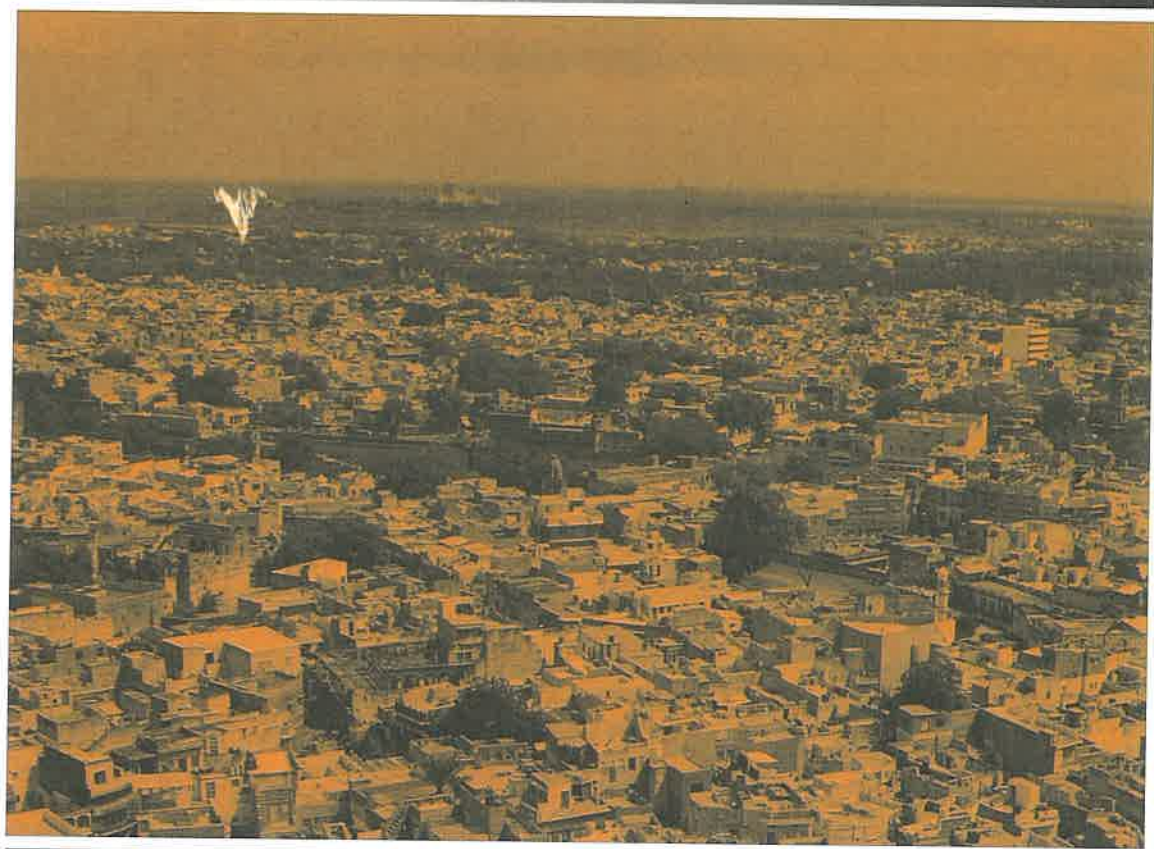
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# Acknowledgement



# Strengthening the e-Content Movement in India

**I**t gives us an immense pleasure and happiness to note that this special annual edition of the Manthan Award 2007 is a product of hard work, diligent approach, ground level activities, and a manifestation of trust and faith among partners and supporters, power of instinctive networking, a product of sharing similar world view of ICT and content for development among stakeholders. And above all, a dedicated compilation of priceless works of e-Content practitioners & innovators across the length and breadth of the country.

It must be revealed that the genuine and sincere works of the Manthan Award winners is the prime moving force in driving the Manthan Journey forward - say e-content movement for national development.

The content innovations and creations have propelled this initiative to make a continuous strive towards scouting best content practices, identify them, select them and recognize and felicitate them. No wonder, these practices have been driving Digital Empowerment Foundation to work with such a zeal and force that "quality and handwork be recognised" at any cost in the emerging e-Content domain in India.

The efforts of the Manthan Award would have been subdued but for the timely and handsome support from the partners and supporters who trusted in the efforts of Digital Empowerment Foundation in taking up this responsibility of scouting out best e-Content practices in India from the field of education, health, governance to community broadcasting. It would be extremely ungrateful not to mention of the role of those minds who have been the patrons of this unique initiative, whose inputs and ideas

have reformed and guided the award process all these years. Of special mention here is the support from World Summit Award whose backing provided the much needed inspiration to start the Manthan Award process in congruence with WSA process. Mention must be made of trusted support over the years of American India Foundation and Centre for e-Governance (Department of Information Technology, Government of India) in carrying forward this scouting process.

At the same time I am highly thankful and obliged of United Nations Development Programme (UNDP), India who consented in becoming the knowledge partner to this event and thereby boosted our spirits and morale to a new high. Besides, the additional knowledge partnership with National Institute of Smart Governance (NISG) further strengthened the mission of Manthan Award for integrating the winners with the knowledge bank of NISG and vice versa.

I must mention that all our supporting partners like TCS, Designmate, GeSCI (UN ICT Task Force's Global eSchool & Communities Initiative), Media Lab Asia, Intel India, Hayagriva, Nasscom Foundation, Jaypee Group, OneWorld South Asia, et al offered unconditional support in all possible manners.

Interestingly, we found a new friend in Barefoot College of Tilonia in Rajasthan where we found the true picture of sustainable grassroots development having the entire movement of barefoot experts could be found and there is no digital technology and medium which has not been integrated into their lifestyles. Having Barefoot College as our Grassroots partner is an effort to give meaning to digital revolution and make the protagonists realize that digital inclusion is as good as its integration with the true development. Their intervention in the entire events of

*“We, at Manthan Award and its associated events, are making a little effort towards this direction, and we need all help and support all the time.”*



## “Acknowledgement ”

Manthan Award and e-content conference was a great value edition for the nominees, awardees, and delegates.

I have special admiration for the whole Manthan and the DEF team for providing extremely helpful and cooperative environment in bringing out this compilation at the opportune time and accomplish the task. My special thanks goes to the entire Manthan and DEF team of Soumika Majumdar, Shahid Ahmad, Sanjay Kumar, Ranjit Kumar, Sunny Pahuja, Pritam Sinha, and Syed Kazi for their untiring efforts and dedication in bringing out the book while doing editing, proofing, compiling and doing other vital activities. And, if you like the book in terms of design, colour, layout, presentation and visual appeal, then the credit goes to Shaifali Chikermane.

Finally, I would like to recall the enormous contribution of the entire e-Content fraternity in India in tangible and intangible manners whose contributions and interventions is enabling the country wide ICT and content movement take real shape and outcome. The bottom line is without hard efforts the dream to build and sustain an e-Content movement in India and elsewhere for development and empowerment of so many

needy hands and souls will be a mere pipe dream. If the ultimate purpose is to enable technology become a great enabler for mitigating the social and economic needs via meaningful, relevant, accessible and affordable e-Content, then a concerted and integrated efforts through a common platform could serve this purpose. We, at Manthan Award and its associated events, are making a little effort towards this direction, and we need all help and support all the time.

Lastly, my request to you all would be to ignore any mistakes and errors in this special edition of the Manthan Award 2007 as a sign of visual errors or missing of ignorance and mere human failings here and there.

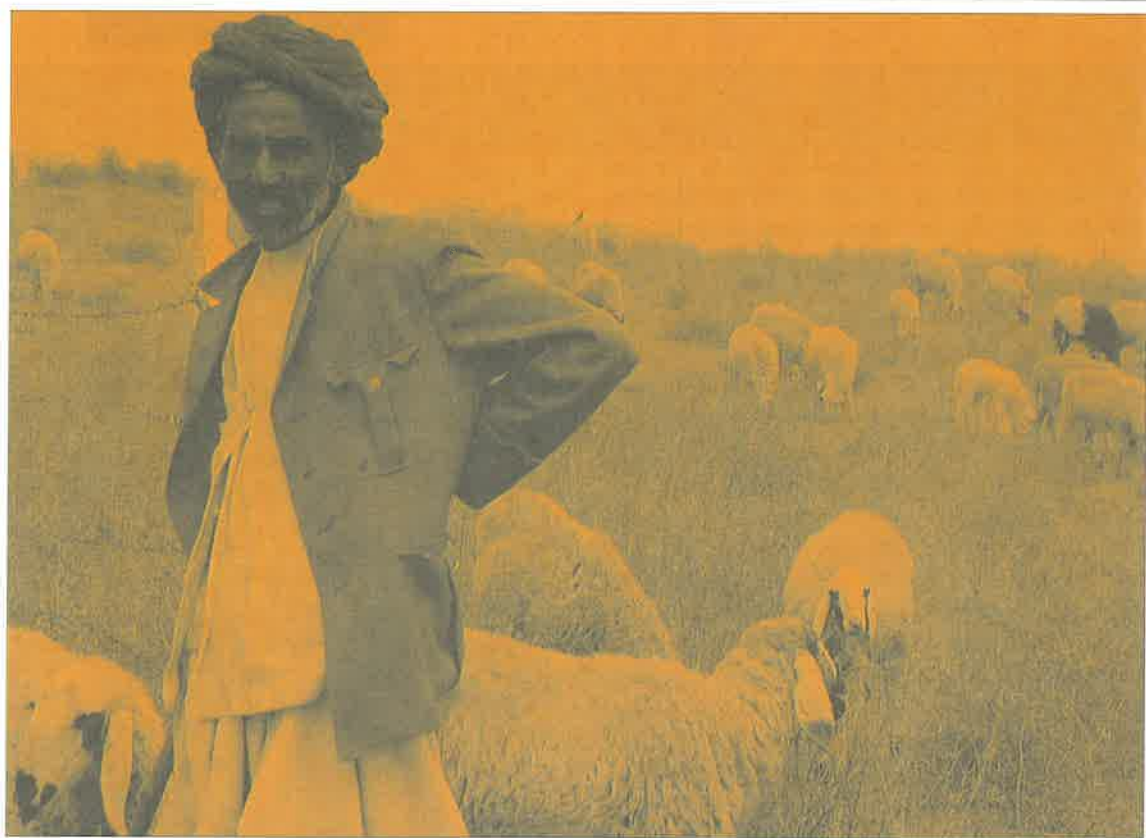
Thanking you all once again.

Sincerely

---

Osama Manzar  
Chairman, The Manthan Award  
Founder & Director, Digital Empowerment  
Foundation, New Delhi  
osamam@gmail.com  
manthanaward@gmail.com

<< The content innovations and creations have propelled this initiative to make a continuous strive towards scouting best content practices, identify them, select them and recognize and felicitate them. >>



# Foreword

*by Prof Anil Gupta*



# e-Content Spirit is high but we have some tasks to do!

by Prof Anil Gupta

Celebrating the creativity and innovation in e-Content contributes significantly to the bridging of Digital Divide among those who need information and those who can provide information.

However, an issue remains, there is a scope for strengthening the content that empowers the local communities, enriches local language content and enables connecting people among themselves.

I would like to suggest a few steps in this

direction which may be considered by those being honoured on this occasion of The Manthan Awards but also those who may not have gotten awards but have tried to reach the unreachable.

The fact that more than 400 hundred nominations were received, proves that there is a considerable interest in the platform that Manthan Award provides, which is to learn from each other and recognise those who excel in their chosen field. This is a very healthy spirit!

Can we extend this spirit further? Next time, I would like to see how many people have used content provided by third parties in improving their own efficiency. That is instead of working in isolation, how we generate collaboration among content providers so that transaction costs of people in any region go down.

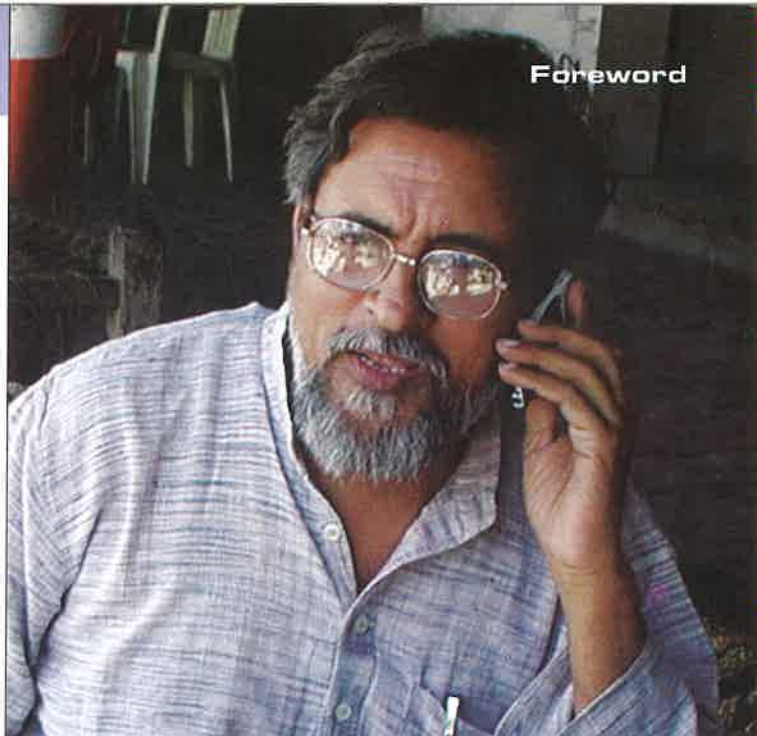
Can we focus on democratisation of content creation itself? Two of my students at IIMA tried recently to take an idea I discussed in Honey Bee Magazine editorial [<http://www.sristi.org/honeybee.html>]. How to create cultural content from knowledge rich economically poor people so that they can be paid for listening their stories, folk songs, sayings, and renderings of popular mythological stories, plays, recipes of indigenous foods, grandmother recipes and so on and so forth.

Imagine if 250 million people being provided hundred days of employment under National Rural Employment Guarantee Scheme could be allowed to



"Next time, I would like to see how many people have used content provided by third parties in improving their own efficiency. That is instead of working in isolation, How we generate collaboration among content providers so that transaction costs of people in any region go down."

*King of Gondal,  
Gujarat, had made the  
education of girl child  
compulsory way  
back in 1890s.  
He fined parents of  
those who did not send  
children to school,  
an anna a month.  
Where do we find  
such stories on the  
Internet?*



## "Foreword"

be paid wages for at least ten days to create cultural content for their own as well as by others! There would be a cultural map created in the country and a whole range of new heroes would emerge from grass-roots and enrich our understanding of our own culture, make our society more pluralistic and also enrich the secular fabric of our society. And if added the digital tools in them, can make the Indian culture go global through digital media.

Let me make a few more suggestions: Education is an important goal of any society. King of Gondal, Gujarat, had made the education of girl child compulsory way back in 1890s. He fined parents of those who did not send children to school, an anna a month. Where do we find such stories on the Internet? Why do not we create pressure so that state is forced not to absolve itself of its constitutional responsibility of putting every child in school? But then bringing children to school is only part of the solution; how many of us have seen local language simulations or software to enable teachers to teach Science or Math or other subjects? In schools in which computers have reached, content has not. May I hope that next year, we would have some really creative entries in this regard?

Lastly, let me focus on social entrepreneurship. There are sectors, spaces and social segments which will neither be covered by markets nor by state. Role of individuals, groups and other civil society organization is obvious in meeting such niches. Similarly, role of common property resources and institutions in generating sustainable outcomes in various situations does not need to be stressed.

*"India aspires to be a knowledge society but wants to engage poorest 250 million in menial tasks. That may not work in the long run. Let us bring about a cultural revolution through digital technologies and demonstrate the spirit of sharing, caring and daring by people who will create, collaborate and in a compassionate manner make the world a better society."*

We need more and more attention to social entrepreneurship so that disadvantaged people and regions are not left to suffer silently.

It is not possible that I talk about grassroots upsurge of creativity and do not refer to what is very close to my heart, which are innovations by people themselves!

Why is content on the subjects so scarce on Internet? I am happy that many villages are now creating their own websites, but the rate is very low. I hope that some district collectors will take initiative in involving poor people in mapping knowledge, resources and institutions besides local innovations under employment program.

India aspires to be a knowledge society but wants to engage poorest 250 million in menial tasks. That may not work in the long run. Let us bring about a cultural revolution through digital technologies and demonstrate the spirit of sharing, caring and daring by people who will create, collaborate and in a compassionate manner make the world a better knowledgeable society than what it is now. The onus is on India to do that. And all of you Manthan Fellows can lead the way to make them happen!

---

*Prof Anil Gupta is a repository of rural innovations, besides being professor at IIM Ahmedabad. He is also Vice Chairman of National Innovation Foundation. He finds some time to be a Patron of The Manthan Award, and advisor to Digital Empowerment Foundation. He can be contacted at anilg@iimahd.ernet.in.*





The background of the cover is a solid orange color. Overlaid on this background are two large, faint, light-orange silhouettes of raised fists, one on the left and one on the right, mirroring each other.

# Introduction

*by Osama Manzar*

# Bridging the Content Gap

## Showcasing India's Best

by Osama Manzar

### A unique initiative in strengthening the Information Society

The document in your hand is unique in more than one sense and perspective. This document is only one such source in India where you can have an overview of some of the best practices in e-Content or content creation, innovation and impact. This book is a display of what are the best interactive and innovative content applications in India.

39 products were selected in a three stage process from approximately over 400 nominations from 27 States and union territories. The selection of the products involved both online and offline evaluation process, with two complete days jury process for final selection, meeting scientific requirements of independent, inter-subjective judgment and of establishing the best available experts' views.

This document has a clear objective: to document and showcase for you and everyone the existing richness and diversity of quality e-Contents from around the country.

### The IT versus ICT Gap

When we want to impress the world about the future of our emerging knowledge society and economy, we always emphasise that India is on top of IT boom or the growth chart mostly charged up by its software prowess. This is often referred to as the IT dividend! However there is a flip side to this. With a sizeable fraction of Indian middle class sizzling by this IT proliferation, the reach and benefits of IT do not embody the larger gains from the much larger Information Communication Technology innovations and interventions. This 'IT wave' will have nothing to do the millions of Indians residing in rural hinterland, in millions of villages in terms of benefiting from existing

and emerging ICT wave, a wave that is less than parallel to its IT counterpart.

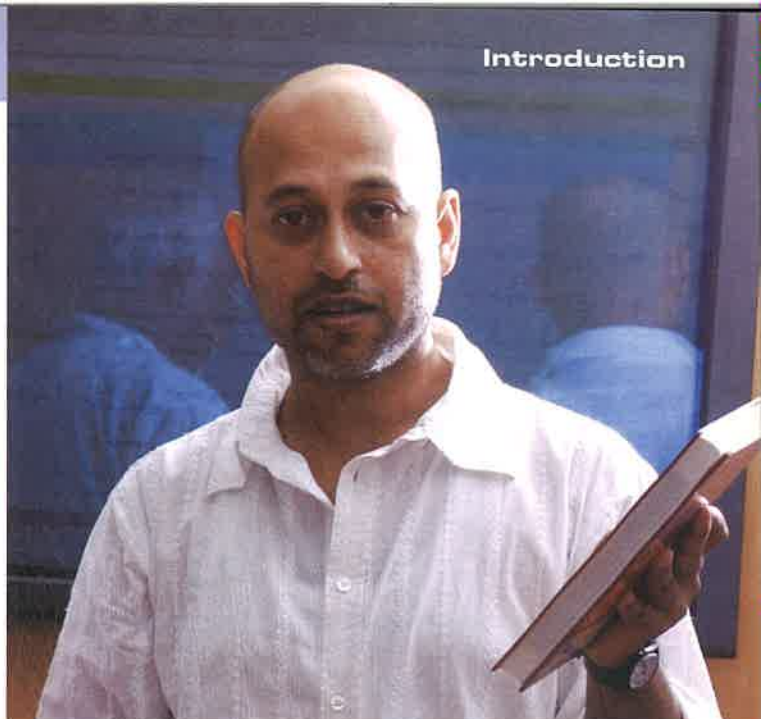
India has always been proud, and justifiably so, of its enduring emerging economic strength, buoyed by IT rise. Even as we accepted this rising and positive change, we were sure that, no matter what, the benefits of this technology enabled growth have not percolated down to the ground level. With today's changing dynamics of economy and society and growing prosperity, there is still to answer for the difficult question: how to empower millions of Indians stretched across diverse pockets in India in terms of their enablement through ICT tools and mediums, for those whom life is still traversing between hope and despair, between ignorance and denials.

Increasingly, there is the picture of digital divide getting widened and accentuated by the rising economic divide. That community's do still vulnerable, lonely and abandoned due to this twin divides. That a large section of the populace still grappling to meet their daily needs. A critical factor in this struggle is lack of information and communication processes. If knowledge is power, then information and communication are the raw resources for this knowledge gathering for further usage. That a major part of the population today finds themselves sandwiched between rising socio-economic needs and the need to address them using information and communication processes and ICT tools. Urban and town dwellers may have no less option to address their basic needs through information and communication processes and tools. However, the same is falling far short for the rural and countryside dwellers, in addressing their livelihood and survival needs through the same ICT mode. Thus the IT and ICT gaps is an alarming message.

### The Widening Content - Digital Gap

It follows the ICT gap vividly visible on the content aspects as well. Contents inspire, inform and allow the exchange of information and knowledge for fulfilling wider needs and objectives of communities. While technology provides the tools, content enables delivery of information and communication services using the tools. A situation of content gap emerges when the

*"A little glimpse at the 2007 edition of the Manthan Award and the picture is an interesting revelation of quality and usable content. The selection of 39 best products across 15 categories is a tell-a-tale story of how ICT enabled content can be created, used and out-reached for desirable impact and outcome"*



chasm between tools and content creation and usage widens. The gap is due to when the performance of the tools increases further than the human capacity to use them. This gap is not just one between technological versus human capacity. It also has awareness and availability of content aspects which results from social and economic structures and differences. There are issues of affordability and availability of content, language content, value addition, standard maintenance, infrastructure set ups, all contributing to the wider content gaps.

## The need for quality content for Development

It is here the talk of ICT and e-Content or content takes the centre stage. The talk is about how content creation, usage and outreach can mitigate and reduce community concerns through the application of ICT tools like the world wide web, video conferencing, community radio and other means. That this content enabled information and communications resources have the capacity to ensure social and economic security for those living at the lower rung of the development pyramid. Needless to say then on the need for quality content for empowerment and development needs - users need to know what they get or buy, clients need to order according to certain standards, producers and designers need to have best practice models and quality comparisons.

This is where the Manthan Award and this document serves the purpose. The Manthan Award is the only existing platform and mechanism to search and find out what quality contents exists around the country and how they meet the content criteria such as depth of content, ease of use, value addition in terms of interactivity, language specific content needs, design and interface aesthetics, and technical realization.

## The Manthan Award: India's Best e-Content for Development

The Manthan Award is an Indian initiative under the patronage of World Summit Award in the context of the United Nations World Summit on the Information Society (WSIS). It is an activity, not an organization. Started in 2003, the Manthan Award has traveled a

long distance since then with able and successful networking with professional associations, research institutes, government departments and agencies, non-governmental groups and foundations, and others.

The Manthan Award is the result of an active engagement of all these players in the ICT and content domain in India and of the shared conviction that quality and language contents are essential for a quality informed and communicated society.

The odyssey of the Manthan Award so far has been interesting. From 8 best products from 8 categories in 2003 to 37 best products in 14 categories in 2006, the Manthan journey is moving forward. A little glimpse at the 2007 edition of the Manthan Award and the picture is an interesting revelation of quality and usable content. The selection of 39 best products across 15 categories is a tell tale story of how ICT enabled content can be created, used and outreached for desirable impact and outcome.

## An invitation to readers

This document is an honest attempt to showcase 39 best initiatives in India. It is an invitation to the readers to get informed on these interventions, that were adjudged best ones for 2007. One might disagree on the selection of products in either this or that case, yet the point of agreement can lie in the overall efforts in selecting and recognizing best in e-content in India. No less important is to recognize the content innovators, creators and producers who has been working creatively to produce new and innovative contents using ICT tools and applications keeping in mind the greater user community in mind, and thus for that reason all nominations deserve accolades.

The Manthan Award keenly seeks to demonstrate to all stakeholders in ICT and content domain- from policy makers, to civil society groups, ICT and content experts and researchers- the existing range of content products in its creativity and excellence. We wish all you to join together on this momentous occasion and share your views and comments at [manthanaward@gmail.com](mailto:manthanaward@gmail.com)

Osama Manzar ([osamam@gmail.com](mailto:osamam@gmail.com))

Chairman: The Manthan Award

Founder & Director - Digital Empowerment Foundation

Board of Directors: World Summit Award, Austria





# Perspective

*by Prof Ashok  
Jhunjhunwala*

# Innovation as a way forward for India

by Prof Ashok Jhunjhunwala

In 1981, I returned to India and joined as a faculty at IIT Madras. I wanted a telephone for my home and it took me 8 years to get it. I wanted a two-wheeler and I had to make a deposit and wait for four years to take the delivery. It took me one year to get a PC, gifted by alumni to the institute, released from the customs. One trip by a flight from Madras to Delhi and back would cost about four months of my take home pay. Today, the urban India is very different. We add today 8 million telephone lines in a month and are fastest growing telecom market in the world. Our tariff is by far the lowest and affordable to even lower-middle classes in India. Middle classes can own two-wheeler and even a three wheeler and can fly around the country. Urban India is growing in confidence. The confidence amongst urban Indians is showing up in all walks of life, with Indians starting to excel in different field. India has made this leap forward using innovations and Innovations is the way forward, as we continues to tackle numerous challenges, especially that of poor infrastructure, including the ICT infrastructure.

Our knowledge and skills with Information and Communication Technology (ICT) was used very innovatively in the last thirty years. We had trained and hard working people. Instead of getting them to just leave India and work elsewhere, we started using the limited number of computers that we had and the meager connectivity to Europe and USA that we obtained, to do work from India for the West. It was difficult in the beginning. Overcoming the initial difficulties, we started delivering. Developments in

Computers and IT technology helped us as all kinds of designs could be done remotely. Not only we started getting recognized as the IT services center of the world, we also went on to take a shot at becoming the design house for the world. We not just generated wealth for ourselves; we also created huge confidence amongst us. We no longer looked at ourselves as inferior to anyone else in the world. It started impacting all walks of life. As the political process in India started opening up the nation, we innovated even more. We learned that India is a very large market, but at the right price point. We innovated to build better and buy better and start providing services to our people at affordable prices. Telecom and airline travel are two of the examples. But we did much more. We now have the fastest growing wind power company in the world. Five of the twelve most energy efficient cement plants in the world are in India. We have started to become the auto component capital of the world. We are innovating to design and build the most inexpensive car in the world. India has got going.

## Going Forward

But all this, unfortunately, is confined by and large to urban India. Rural India, where 700 million Indians live, is not a part of this rapid change. At the same time, our media is flourishing and shows this disparity to those who are being left out. Further, our democracy is strong and the 700 million rural voters could vote out Governments which fails to get them to be part of this change. Such a situation is politically unviable and has to change. Unfortunately in the post industrial revolution era, there is no viable model in the world for simultaneous rapid development of urban as well as rural areas. But India has no option. We need to innovate to take rural India along in this wealth and confidence generation exercise. Once again

*"Agriculture in India has stagnated over the last twenty years. Once again, ICT can become an important tool to enable more intensive agriculture. But to make an impact in Indian agriculture is not simple. It would require large number of experiments and plenty of innovations"*



## "Perspective"

ICT can help. But let us never forget that ICT is a mere tool. It has to be used effectively to fulfill the principle felt needs of rural India: education, health care and livelihood. Plenty of Innovations would be needed to get us there.

About 14 million children become school going age every year in rural India. At the same time there are very few quality teachers. While we struggle to rectify this anomaly, ICT can help teach children remotely. Now, it is not an easy task. Just throwing computers and communication will hardly help. Delivering quality education to children in villages, where any kind of infrastructure including electricity is barely present, and where children get barely enough to eat, would indeed be a challenge. Careful experiments would be needed before scaling. Same is true of health care. Doctors are hardly there in Rural India. ICT has to be used to strengthen local health practitioners. Some remote diagnostics would be possible, but has to be within the means of villagers. Again careful experiments before scaling, rather than hype creation is the need. Agriculture in India has stagnated over the last twenty years. Once again, ICT can become an important tool to enable more intensive agriculture. But to make an impact in Indian agriculture is not simple. It would require large number of experiments and plenty of innovations.

In the nineteenth and twentieth century, poverty was combated by migration of people from poor regions to those places with opportunity. In the late twentieth century, ICT and inexpensive transportation opened up another possibility. Work from the developed regions could be transferred to the regions where the incomes were lower. Thus manufacturing shifted from the West to the East and later Services started getting delivered using ICT and shifted to countries like India. Many a countries used this work migration to initially create some wealth, but soon innovated to become developed nations. Countries like Japan, Korea, Taiwan and China did this in the last century and India is doing this at the turn of century. Can the same process be used to strengthen rural India? Can work be migrated from urban India to

rural India?

There is no reason that with computers and communications, the young rural Indians cannot provide ICT based services to urban India and to the rest of the world. A rural BPO in each village, employing twenty to thirty people, would begin the process of transformation. Yes, there will be initial reluctance. Can the people in villages deliver? Is the infrastructure adequate? What about quality and security? Can we not get work done in towns? These are the same questions that were raised in the West before the services migrated to India. We just need to do it again. Similarly, ICT can be used to migrate manufacturing to rural India; especially the jobs which do not require heavy machinery and large amount of electricity and depend more on human skill and labor. Distributed Outsourced production can thus become a reality. If a significant percent of the raw material for such manufacturing also comes from rural areas, there would be an even stronger case for manufacturing in rural India. Agro-industry is therefore obvious candidate for this. All this is required to be done and to be done in the next few years.

## Manthan Awards

Therefore, I have great pleasure in congratulating the Manthan organizers for recognizing the role that ICT can potentially play in India's transformation and instating these awards. The awards are a small recognition for the work being done by many towards this goal. Further, I salute the award winners. They are not just developing a product or a service. They are innovating to take India forward. We need many more of them.

*Mr. Ashok Jhunjhunwala is a Patron of The Manthan Award. He can be reached at ashok@tenet.res.in.*

*Mr Jhunjhunwala is professor with Indian Institute of Technology Madras, and has helped incubate many companies under TeNet, in the areas of techno-social entrepreneurship areas.*







# Analysis

*by Prof Bibek Debroy*

# The flavour of e-content in India

by Prof Bibek Debroy

From the growth angle, India has been performing well and India may well have broken away from the 6.5% growth trajectory of the 1990s. 9%-plus seems doable.

Understandably, a question arises about what this growth has done to poverty (an absolute concept) or inequality (a relative one)? After the availability of the large sample NSS (National Sample Survey) data for 2004-05, there is no question that poverty has declined, though it is also true that poverty hasn't declined by as much as it should have. And inequality has also increased, fuelling a sense of deprivation and marginalization. In the last resort, poverty and inequality are individual concepts, though they tend to get clubbed together into collective entities of caste, religion and gender and along regional lines like rural/urban or administrative demarcations of States, districts or villages. Within the State framework, there can't be much disagreement that States like Bihar, Jharkhand, MP, Chhattisgarh, Uttarakhand, UP and Orissa haven't done that well, with the North-East belonging to a special category of its own.

Why do these State-level differences exist, despite some of these relatively backward States possessing natural resource advantages? Fingers are pointed at governance, or its lack. But beyond being a buzzword, what does governance mean? There are certain things one expects a government to do. At the bare minimum, this list includes economic policies to ensure a facilitating envi-

ronment for growth, preservation of law and order and an efficient dispute resolution system and adequate physical and social infrastructure, since market failures still exist in the last two categories, rendering private sector provisioning unviable. Several public services are also delivered by the government. Had these been efficiently delivered, the bulk of India would no longer have been poor. The problem, contrary to some public perceptions, isn't lack of resources. It is just that this public expenditure isn't efficient and transparent and isn't linked to tangible improvements in outcomes. Splice this with some additional points. First, unlike twenty years ago, physical access to primary health centres or village schools is longer a major problem. The core infrastructure already exists in most of India's 600,000 villages.

Second, increased income growth and prosperity have made citizens more demanding. Right to information acts, citizens' charters, the media and NGO presence has aided exertion of this countervailing pressure. Third, since private sector options sometimes exist, citizens have choice and this leads to demands that the government be more accountable. Governance is not just about the act of governing, it is also about the process. That is what distinguishes governance from policy formulation.

Governance is thus about delivery, about administrative processes and procedures. And in this, the interface between the citizen and the government is usually not at the Union or State level, but at the local body level. There are two kinds of interfaces one can visualise, though they do overlap. The first is between the citizen and the government, assorted identity cards or

*"There is no e-governance agenda that is distinct from the improved e-governance agenda. Information technology (IT) is merely a tool and it is a pretty powerful tool. Deprivation can be understood as resulting from asymmetric access to information, whatever be the form that such information takes"*



## "Analysis"

information about government programmes being cases in point. The second is between the enterprise and the government and one mustn't forget that entrepreneurship is also a poor person's issue, it isn't about large industry chambers and companies that figure in the stock market. Unfortunately, governments often interpret improved governance as civil service reform. Civil service reform is necessary as a means to an end, it isn't the end itself.

There is no e-governance agenda that is distinct from the improved e-governance agenda. Information technology (IT) is merely a tool and it is a pretty powerful tool. Deprivation can be understood as resulting from asymmetric access to information, whatever be the form that such information takes. Instead of waiting for fifty years to pull up the deprived, we now have a tool that can perform the task in a decade. India's IT success overseas demonstrates that building on core strengths in higher education, labour skills and research. India is capable of flattening the world elsewhere. It would be paradoxical and perverse if those same skills cannot be used to flatten the world internally, within the country. Indeed, there are several successful instances of e-governance initiatives within the country. The problem is that they seem to be happening in some parts of the country and not in others. What are the prerequisites for success? What conditions guarantee failure? And what needs to be done to upscale and replicate the successes elsewhere in the country? These are important questions, to which, the answers still seem to be elusive. They need to be

teased out.

There are several public-private initiatives in the area of e-governance. Consequently, it becomes somewhat difficult to separate the purely private from the purely public. For both, recognition and dissemination of successful initiatives performs a double function. First, there is the obvious motivation of recognizing and motivating the achievers.

But second, and more importantly, a dissemination of best practices occurs and there is no need to re-invent the wheel every time. For the purely private, other forums exist for the recognition and dissemination to occur. Hence, there is a need to focus on the purely public. To state the obvious, rarely is it the case that improved e-governance stumbles on the constraint of technology not being available. There is a software, rather than a hardware, issue.

Applications take off, or don't, depending on the content, or its lack. That's the prism through which the Manthan awards need to be looked at. One question remains. Why are the nominations still so geographically concentrated and why do some sectors seem to be the flavour of the month? If these don't reflect sampling biases, there is room for some disquiet.

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*Prof Bibek Debroy is a Patron of The Manthan Award and Board of Directors of Digital Empowerment Foundation. Dr. Debroy is Research Professor Centre for Policy Research & Professor International Management Institute. He can be reached at [bdebroy@gmail.com](mailto:bdebroy@gmail.com)*

*"Governance is thus about delivery, about administrative processes and procedures. And in this, the interface between the citizen and the government is usually not at the Union or State level, but at the local body level"*

A stylized illustration in a muted orange-brown color. Two hands are shown at the top, each holding a long, flowing banner that curves downwards and outwards, creating a wide, open shape. The background is a solid, lighter shade of the same color.

# Message from the Jury Chair



# No ordinary Jury



by Sanjeev Chopra

**T**he Manthan jury is no ordinary jury, and the jurors are not adjudicating rights from wrongs. Rather they are creatively engaged in a very interesting dialogue – to decide which the best is, and on the definition of the best. For here the best has to be intellectually stimulating and frontier edge, socially relevant, replicable and a trendsetter in each of the categories under consideration. As one who is not trained to be a technocrat or an IT professional, it was a very enriching experience for me to see professionals engage in a debate, and deliberate upon the technology and innovative features.

I had thought that the task of regulating the proceedings would be tough and acrimonious, as different jury members had assessed different projects and the parameters were of course, not absolutely empirical. Again, there were categories like in e-governance where the numbers of projects were substantially higher than in. where only. Submissions were made. True, some jurors were 'liberal' in their markings, and others extremely parsimonious (the former being probably from the HR stream, and the latter, almost certainly from Finance functions!!), but with regard to the best projects there was a general consensus. Where it was difficult to choose the numero-uno from amongst the best two or three or even four projects, they were subjected to a

second review before the full committee, and a general consensus invariably emerged. The jury also kept in mind the need to promote younger, newer and more innovative ideas and projects in comparison with the obvious ones.

The exchange of ideas in the course of the deliberations, the friendly banter, and the willingness to learn, adapt and adopt newer and better systems for the coming years was another important highlight of the Manthan Awards.

On a personal note, I was happy to see the number of projects from the government sector – from the e-transmission's of money orders to that of Mumbai Police and on land records and grievance redressal – which shows that e-governance is finally setting in, making its presence felt, and seeking to reach out to a much wider audience.

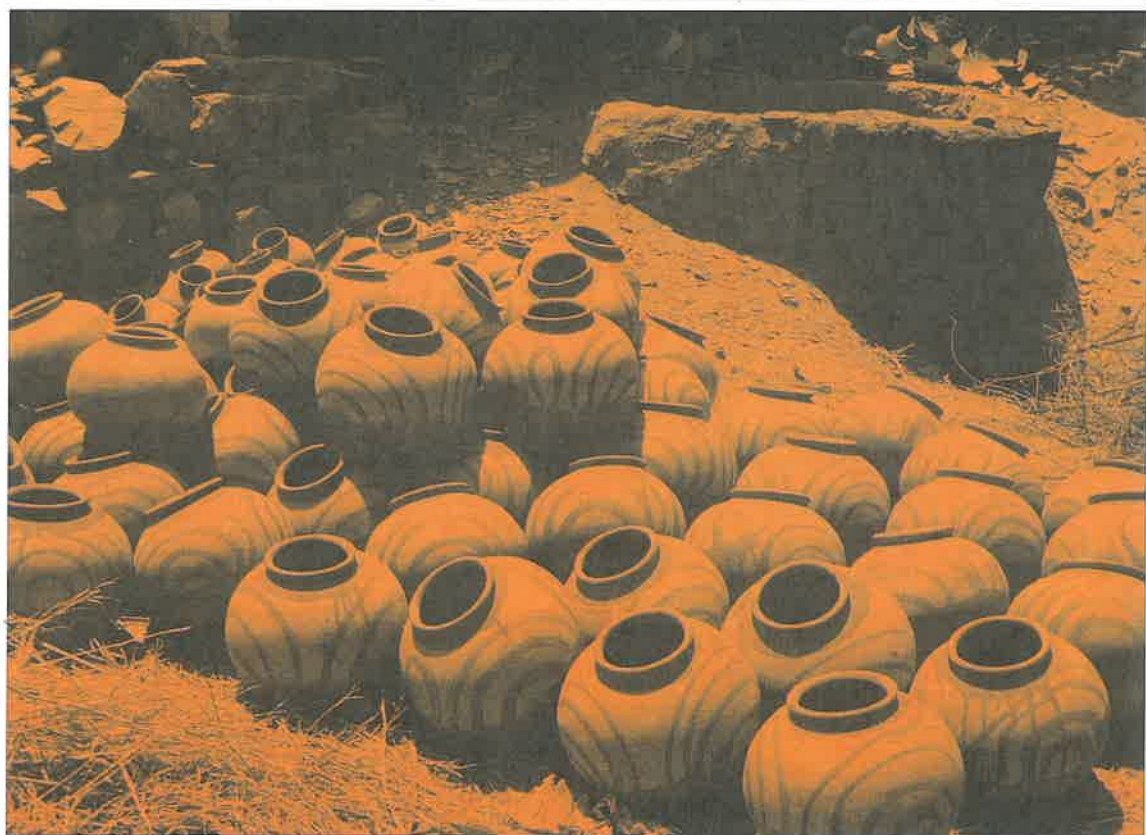
The innovative work on email in Indian languages, conservation of manuscripts, creation of virtual communities on the net, Agri/Horti help lines, Medicare and education have been recognized through these Awards.

I am confident that as the years roll by, the Manthan award will churn out many ideas which will bridge the digital divide – for this 'bridging' is the key to the new global order of empowerment-one in which no exclusions are pronounced ... and where supply creates a demand for services which will empower people as never before.

---

*Sanjeev Chopra (choprasanjeev@gmail.com)  
Chair, The Manthan Award 2007 Jury  
Secretary, Government of West Bengal*

<< As one who is not trained to be a technocrat or an IT professional, it was a very enriching experience for me to see professionals engage in a debate, and deliberate upon the technology and innovative features. >>





The background of the entire page is a solid orange color. Overlaid on this background is a large, faint, light-colored image of two hands, one from the left and one from the right, reaching up to hold a globe. The hands are positioned as if they are supporting the globe from below.

# e-Business

Support and optimization of business processes; creation of new business models in e-commerce and m-commerce, business to business, business to consumers, internet security and other areas; supporting Small and Medium Enterprises on the marketplace

## Winner

RAJiv Internet Village-e-Commerce for Poor People



## RAJiv Internet Village-e-Commerce

**Producer**  
Praveen Prakash  
Kanna Babu

**Organisation**  
Government of Andhra Pradesh

**Location**  
Andhra Pradesh

**Telephone**  
9849041898  
040-23235642

**Email**  
collector\_rr@ap.gov.in

**Technology/Medium**  
Internet/Web + Kiosk

**Language**  
English and Telugu

### PRODUCT Description

If a villager wants to buy a railway ticket or any other product or services using the internet, payment has to be made in cash to the tele-centre owner, who comes from the same locality, uses his credit card to complete the transaction. A tie-up has been made with the State Bank of India to provide the tele-centre operator a credit card with a credit limit of Rs. 50,000 and a loan of Rs. 75,000 to run the centre. As a result, villagers from all socio-economic status have the facility to buy goods and services, which are not available in the village, from their doorstep. It saves their time and travel expenses.

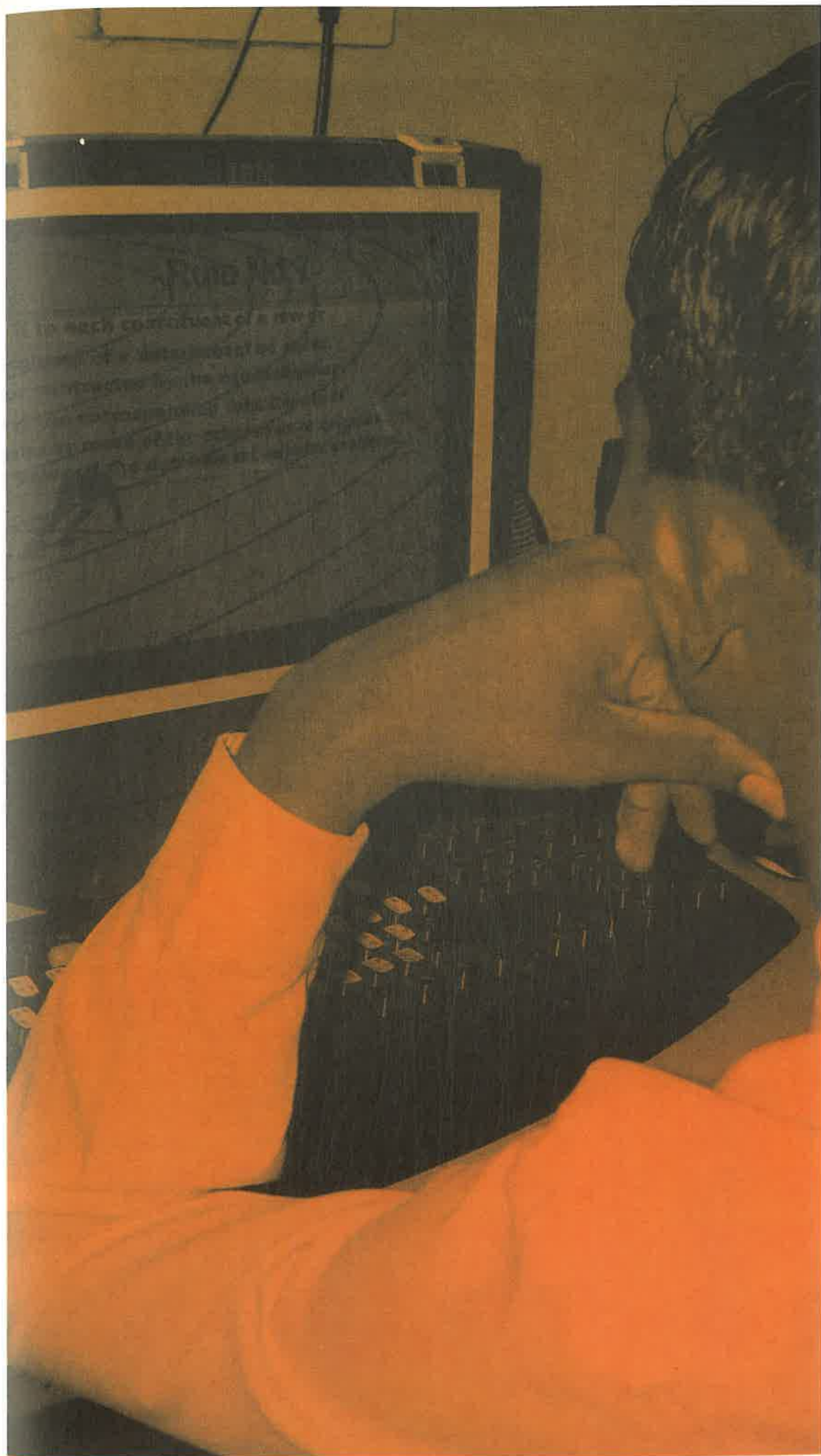
The innovative business solution is available across 200 villages in Visakhapatnam district benefiting 0.2 million people. The government plans to replicate the model in the next two years to 2000 villages, which would benefit close to two million people. ICT serves as a glue to bring community together and help them to leap frog further in trade and commerce.

### CITATION

This innovative solution not only saves time and travel hassles, but effectively allows a single credit card to act as a gateway to reap the benefits of e-commerce for the entire village. In a single stroke, RAJiv internet village-e-commerce overcomes the twin barriers that villagers face in using internet-technical know-how of using internet and payment facility without everyone owning a credit card. The Government of Andhra Pradesh deserves special kudos for such an initiative which reduces transaction cost for the poor and helps the community to make use of Internet for their benefit.

This model has immense potential for replication in other rural areas of India. The tele-centres, which are managed by local people, also hasten the path to computer literacy and cement community bonding further.







# Community Broadcasting

Community Broadcasting has been introduced as a new category from this year encouraged by last year's entries which could be categorised as community broadcasting. The grand jury decided to introduce "Community Broadcasting" as a new category in addition to 14 existing categories. The category considers all efforts in the areas of broadcasting services for the benefit of the social sector, especially in the rural India.

## Winner

Our rule in our country (*Abua Disum Abua Raj*)

Let's go to village (*Chala Ho Gaon Mein*)

## Special Mentions

Community Radio and Community Video

Jansamvad





## 1. Our rule in our country (Abua Disum Abua Raj) 2. Let's go to village (Chala Ho Gaon Mein)

### PRODUCT Description

The two popular programmes, *Chalo Ho Gao Mein* and *Abua Dishum Abua Raj* uses radio to propagate the community developmental themes in the remote areas of Jharkhand region. The reach of the radio has been tested and then utilized to serve as an effective interface between the local government and the people using local dialects. As the region is very remote and not at all literate, such programmes in local dialects through an oral medium make significant impact on the administration and thereby improve local governance.

The first ever community radio programme in the eastern region of India began six years ago when the local, underprivileged had the privilege to give their voice in the air. This was the community radio programme "Chala Ho Gaon Mein" that began its first broadcast in August 2001. Since then more than 500 episodes has been broadcast from FM channel of AIR Daltonganj every Sunday and Wednesday from 7.15 pm to 7.45 pm. The programme is an initiative to bring the poor closer to the corridors of power to address the problem of poverty, bad governance and lack of access to information.

The programme reaches a population of 7.5 million covering Palamau, Latehar and Garhwa districts of Jharkhand state as well as the bordering states of Chattisgarh, Bihar and Uttar Pradesh. The success of this programme initiated AID to expand its use for community purposes in tribal pockets of Jharkhand with new face and style.

### CITATION

Community broadcasting may be a hot topic nowadays, but these two programmes created ripples more than six years ago. Instead of going for the latest ICT mediums like the Internet, the producers thought of an old medium like radio to make a difference, which speaks of their ingenuity and a pure situational and prudent decision. The use of local dialect has attracted the community and has empowered them slowly. As the initiative has given power to the people, the government administration has become more responsive.

Producer  
Sunanda K.S.

Organisation  
Alternative for India  
Development, Ranchi

Location  
Jharkhand

Telephone  
044-26272336  
9444072633

Email  
aidranchi@btinternet.com

URL  
www.aidindia.org.uk/main.htm

Technology/Medium  
Radio

Language  
Magahi/ Hindi/ (Mundari)





## Community Radio and Community Video

### Producers

Stalin K

[Kuch Mahila Vikas Sangathan]

Ms Preeti Soni [Janvikas]

Mr Gagan Sethi [Yuvashakti]

Mr Nayan Patel [Saath]

Mr Rajendra Joshi [Akshara]

Ms Nandita Shah [Yuva]

Mr K T Suresh [Laya]

Mr Dominic D'souza

[Centre for Social Justice]

Ms Nupur Sinha [Video Volunteer]

Ms Jessica Mayberry [Video  
Volunteer]

### Organisation

DRISHTI Media, Arts and  
Human Rights

### Location

Gujarat

### Telephone

0999 - 8122235

079-26851235

### Email

stalink123@gmail.com

### URL

www.drishtimedia.org

Technology/Medium  
Radio

### Language

Kutchi, Gujarati, Hindi,  
Marathi, Telugu

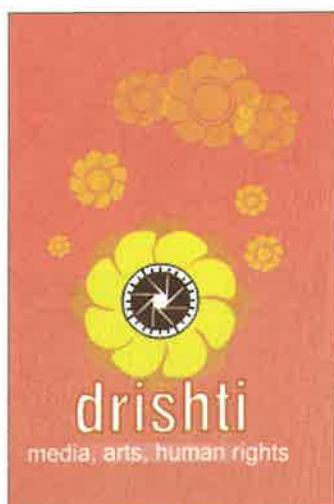
## PRODUCT Description

Drishtee uses video as a developmental vehicle through creating a 'social media network' to accelerate socio-economic changes in collaboration with local NGOs who produce a 30 minute video news magazine every month on different areas of critical social need as determined by the local community.

Drishtee partners with local NGOs to create community video units, which are teams of 7-10 local people, who learn the skills of producing a 30 minute video news magazine. These video news magazines are screened outdoors and discussed at night in 25 villages each month, reaching thereby up to 10,000 people per community video unit. The initiative has created a local media voice and a platform to identify their solutions. Plans are ready to replicate the model in Brazil. It has also created one of the most successful community radio programmes, Radio Ujaas with KMVS in Kutch.

## CITATION

Drishtee has helped in the creation of a genuinely local media voice which is proving to expand the scale and reach of beneficial programmes. It provides communities a unique platform to identify their own solutions to local and global problems. Its approach of overcoming barriers to 'bottoms-up development' in disadvantaged communities offer significant opportunities for sustainable earned income and a media industry at the base of the world's economic pyramid.







## Jansamvad

### PRODUCT Description

A weekly radio programme, which is also available on the web, Jansamvad enables citizens to directly address the government. About 90 percent of citizen's complaints have been resolved so far. Information relating to schemes run by the state or central government is also given to ensure that the benefit reaches the target group.

In an effort to solve public grievances, the programme was started by district administration, Sagar (M.P.) in December 2004 in which the district collector and chosen heads of the department participated in live phone-in dialogue with people of the district. From then on the interaction happens on every Monday for one hour at All India Radio.

As the grievances listened on the programme were sorted out in stipulated time frame, the programme became very popular within a short period drawing appreciation from all walks of life. Many of the problems discussed turned out to be solutions for others. The response was so good that the district administration had to increase the number of telephone lines to receive phone calls. From the very beginning the programme is being used as a device to impart information to the masses regarding various flag schemes of the State and Central government. So much so that this programme has catapulted the district among few top ranking districts in implementing one of the very ambitious Central Government Scheme "Total Sanitation Campaign".

### CITATION

Jansamvad is a direct link between the government and the public which uses interactive radio/web enabled software. It demonstrates that public voice helps in better administration, which in turn benefits the community. Results started showing as the number of enrolment in schools increased, number of people suffering from Malaria, TB, etc. decreased drastically, number of farmers using organic farming and vermicompost increased, number of percolation tanks, ponds stop dams increased substantially, a significant number of BPL families constructed toilets. Besides, corrupt practices were curbed to a large extent. All public institutions, offices and servants started working more responsibly.



Producer  
Sheo Shekhar Shukla, IAS  
Hira Lal Trivedi, IAS

Organisation  
District Sagar  
Madhya Pradesh Government

Location  
Sagar, Madhya Pradesh

Telephone  
0758 - 2221900  
Sheo - 09826096024  
Hira - 09329764400

Email  
sheoshekhhar@gmail.com  
dmsagar@mp.nic.in

URL  
www.sagar.nic.in

Technology/Medium  
Radio+Web/Internet

Language  
Hindi

# e-Culture

Preserving and presenting  
cultural heritage in line with  
the challenges of the future;  
demonstrating valuable cultural  
assets clearly and informatively  
using state-of-the-art  
technology and new media  
platforms

## Winners

Virsa Digitization

Kuknalim.com - a Home for Nagas on  
the net





## Virsa Digitization

### PRODUCT Description

Punjab Virsa Digitization Initiative helps to preserve the past manuscripts from loss through digitization and enables the present generation to access it merely at the click of a mouse.

The project "Virsa" began in 2003. Capturing literature, art and cultural dimensions, the life blood of any age, Nanakshahi has collaborated and worked with major private and government institutions and individuals to help digitally preserve almost a million documents spanning over 300 years' of rare literature and art in hand written and printed form, besides periodicals, old newspapers, pictures, research papers, audio visuals, coins, important historical documents, chronicles, memoirs, diaries and so on.

After the completion of digitization project of Manuscripts section in Government Museum and Art gallery, Chandigarh, Nanakshahi finished a pilot project for the library of Kurukshetra University. There it digitized about 40,000 folios from 430 manuscripts, in five different scripts. Most important amongst them were 323 manuscripts of now extinct Sharda lipi. In the second half of the last year, the organization initiated a project to digitize the complete collection of 592 manuscripts of the Language Department of Pañjab, Patiala.

About 85 manuscripts have miniatures. Both digital technology and the discipline of digitization have advanced with leaps and bounds in recent years, and so has its application. Nanakshahi continues to explore its potentials and implement them in preservation projects for the benefit of masses.

Producer  
Davinder Pal Singh

Organisation  
The Nanakshahi Trust

Location  
Punjab

Telephone  
0172-2234867  
+91-9814113047

Email  
drsingh71@gmail.com

URL  
www.nanakshahi.org

Technology/Medium  
Online

Language  
English/Hindi

## CITATION

Any civilization that preserves its old cultural heritage must be complimented profusely as it instills a sense of pride and belonging to the present generation. Rare manuscripts digitized till date include a manuscript of Guru Granth Sahib dating 1653 AD and another dating 1676 AD which has Nishan of Guru Tegh Bahadur Sahib. Oldest manuscript digitized till date is in Sanskrit from Kurukshetra University collection, which dates back to 15th century.





## Kuknalim.com: Nagas on the net

Producer  
Yan Murry  
Jeremy Taylor

Organisation  
www.kuknalim.com

Location  
Nagaland

Telephone  
Yan - 0989-3486663  
Jeremy - 09436012411

Email  
yanmurry@gmail.com

URL  
www.kuknalim.com

Technology/Medium  
Web/Internet

Language  
English

### PRODUCT Description

www.kuknalim.com is a true Naga cultural milieu where anything to do with Nagas and Nagaland is available. It was started in May 2001 keeping in mind the Naga people, their rich culture, traditions and the hill-state's enormous tourism potential. The internet's strong presence and the absence of sites exclusively for Nagas triggered the evolution of kuknalim.com.

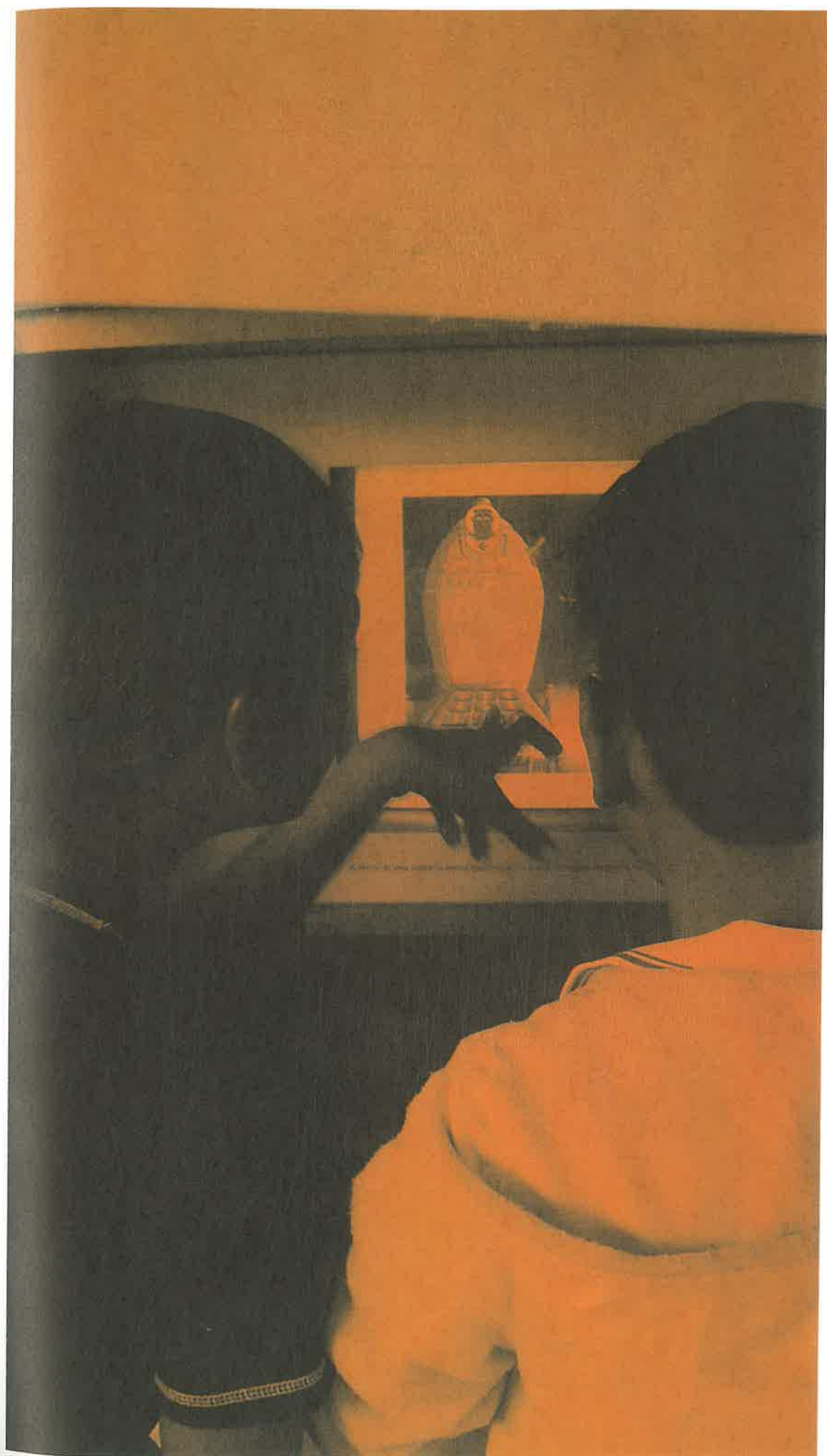
The website records more than three million page views a month. It has over 5,600 registered members and has informal alliance with Naga organizations all over the world carrying their news and thereby connecting with the Nagas on a single platform. The website has tied-up with The Morung Express, Nagaland's premier Newspaper, to provide up-to-date news and pictures from Nagaland.

Kuknalim.com started the Christmas Charity Programme in 2006. Nagas from all over the world donated money, clothes and gifts for the programme which was given to an organization serving the needy. Last year, the website helped Community Education Center, Dimapur, which financed education for children coming from poor families.

### CITATION

Nagas discover their identity when they visit the site and feel as if they have come to their home. The initiative displays innovative use of ICT in creating a platform for all those interested in Nagas and Nagaland weaving with through the culture thread. The website has also taken the leap of connecting the better placed Nagas living outside Nagaland with the disadvantaged residing in Nagaland and thereby helping the disadvantaged move up the socio-economic ladder. The journey so far of the website demonstrates that the model has potential for replication for other Indian communities.

<< Last year, the website helped  
Community Education Center,  
Dimapur, which financed education  
for children coming from poor  
families. >>



# e-Education

Empowering the education paraphernalia with new technology tools; transforming schools, universities and other educational institutions through interactive, personalised and distributed educational resources; providing infrastructure for the rural based educational institutions, especially schools.

## Winners

HIV/AIDS Awareness Package-HAAP

Kerala Education Grid

College to Career Program





## HIV/AIDS Awareness Package-HAAP

### PRODUCT Description

Created, designed and maintained by the children in English, Hindi, Kannada and Telugu, HAAP (HIV/AIDS Awareness Package) attempts to remove the stigma and discrimination connected with AIDS.

Children from five states of India (Delhi, Rajasthan, Karnataka, Maharashtra and Andhra Pradesh) participated in the development of HAAP. They came from diverse backgrounds, and included school going and non-school going as well as, urban and rural children, orphans, children of commercial sex workers, children infected and affected by HIV/AIDS. All these children were actively involved in the development of HAAP through a series of residential workshops.

Puppetry, comics and films form the key components of this package as these mediums not only interest the children but the community at large as well. HAAP Package has been prepared and designed in four different languages (English, Hindi, Kannada and Telugu) to reach out to the community members spread across different geographical regions of India. It has a variety of exciting tools that utilize the strengths of both traditional and electronic media. The package has been developed with, by, and for children during a series of capacity building workshops. The development process was guided by a core technical team with representatives from National Aids Control Organization (NACO), DFID, UNAIDS, INP+, individual experts and Plan.

### CITATION

HAAP has been designed to overcome the stigma through spread of proper knowledge. The package contains Information Education and Communication (IEC) material in the form of puppets, comics, computer games, an animation film and a multi-media CD-Rom. As a logical follow up to the development of HAAP, Plan in partnership with its NGO partners organized a series of dissemination meetings at the community level in 20 locations in five project states. The children who had earlier participated in HAAP development also took the lead in demonstrating the HAAP tools at community meetings. The follow up discussion with participants in these meetings demonstrated the community's endorsement and validation of HAAP.

The project is not an end in itself, but marks the initiation of a larger child focused intervention programme of Plan in India. Plan with its strong presence, and a wide NGO partners' network in India, is well positioned to take HAAP to the wider audience base in other states and districts across India.

Producer  
Ms. Bhagyashri Dengle

Organisation  
Plan India

Location  
Delhi

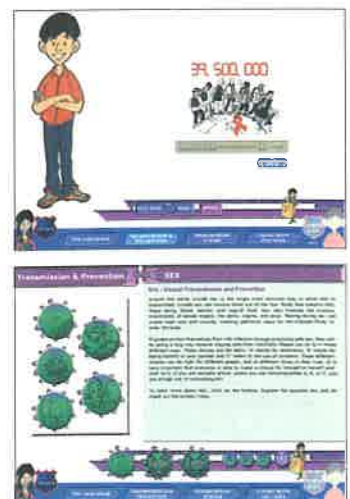
Telephone  
011 - 26741914

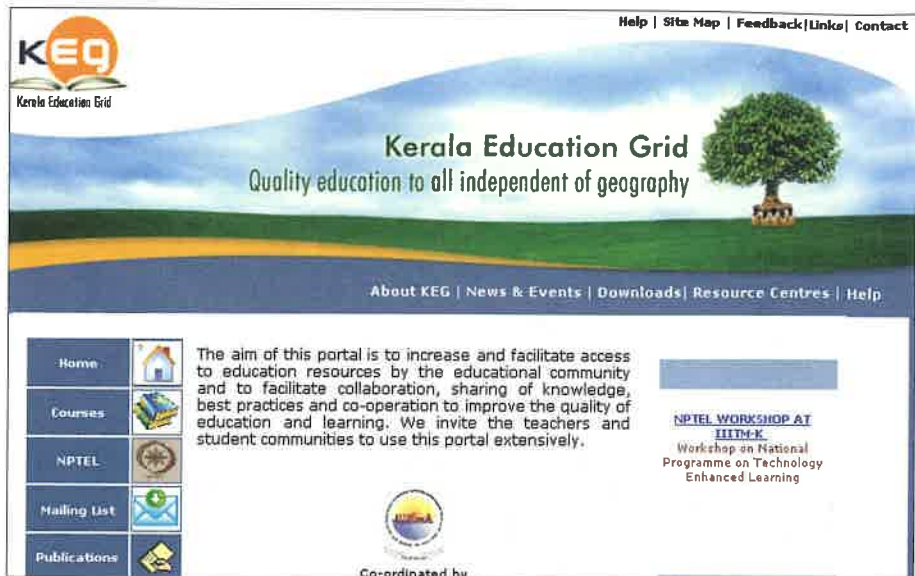
Email  
planindia@plan-international.org  
bhagyashri.dengle@plan-international.org

URL  
www.planindia.org  
www.haaproject.org

Technology/Medium  
Cross Media

Language  
Hindi, Telugu, Kannada and  
English sub-titled





## Kerala Education Grid

### Producer

Prof. K R Srivathsan  
Ajith Kumar  
R Gangadharan

### Organisation

Indian Institute of Information  
Technology & Management-  
Kerala

### Location

Kerala

### Telephone

0471 - 2700965  
09349427233

### Email

director@iiitmk.ac.in

### URL

www.iiitmk.ac.in

Technology/Medium  
Cross Media

### Language

English

## PRODUCT Description

Kerala Education Grid proposes to launch full courses support for the engineering colleges in the different subjects as made available by the efforts under NPTEL and those of IIITM-K. It plans to launch jointly with NPTEL similar initiative at the national level to provide Education Grid method of supporting NPTEL content delivery for the engineering colleges.

The funds are expected from organizations like the UGC to develop and deploy advanced IT and computational infrastructure for computation intensive subject area and make them available for the college education and research purposes. It will continue to conduct regular short course and training for college teachers and encourage other universities and colleges to take similar initiatives. The project is closely working with ERNET and ISRO-EDUSAT to ensure that the network infrastructure and services management are coherently managed.

## CITATION

ICT has immense potential in delivery of quality education. Through viable broadband and educational satellite services network, Kerala Grid would link the member colleges and institutions in association with ERNET, EDUSAT and State Wide Area Network. It would establish key resource centres in premier institutions of Kerala, and develop and deploy in all participating colleges web enabled rich courseware and course content in different subjects. In addition, it would conduct teacher training programmes, workshops and conferences that help promote the quality of higher education and education enabled services in different courses, digital library and related areas across the colleges.



Kerala Education Grid



**Microsoft®****TATA CONSULTANCY SERVICES****Government Of Gujarat**

**Government of Gujarat signs Memorandum of understanding with Microsoft and TCS to enhance academic excellence in the state**

**Contact Details****Contact Information:**

For Technical Queries on JAVA :

[suryodaya@tcs.com](mailto:suryodaya@tcs.com)

For Technical Queries on Microsoft .NET :

[acadproj@microsoft.com](mailto:acadproj@microsoft.com)

For Transmission related Help

[studio-bisag@gujarat.gov.in](mailto:studio-bisag@gujarat.gov.in)

Ph. No. 07923213081

Any other Help

Miss Monali Shah

Email: [monalis@gujarat.gov.in](mailto:monalis@gujarat.gov.in)

## College to Career Program

### PRODUCT Description

College to career programme is to impart computer education comprising latest IT technologies to college students. Initiated by the Government of Gujarat in collaboration with Microsoft and TCS, the programme aims to train people to match the needs of the industry.

The course covers Java and .Net technologies. At the end of the training programme, an online test is conducted through a third party and the successful participants are awarded Microsoft-Government of Gujarat and Tata Consultancy Services-Government of Gujarat co branded certificates.

Microsoft and TCS have designed a capsule course on .NET technology and SDLC-Core Java Technology. The instructor share theoretical concepts but more emphasis is placed on sharing relevant experiences so that students are exposed to real life scenarios. They have also conducted an orientation session for soft skills.

Every college in Gujarat enroll students for interactive learning. Average registration per college is about 150-200 students. The course content is delivered by experts from Microsoft and TCS through SATCOM. Live question hour to remove doubts and answer queries is conducted through phone, fax and e-mail. Off-line interactions with the faculty take place through e-mails. Repeat transmission of these programmes take care of the students who may miss a particular session, which also resolves the conflicting time schedules of academic colleges and SATCOM.

### CITATION

ICT has immense possibilities in raising employable skills of youth without any trouble of shifting to big cities and bearing expenses disproportionate to their incomes. Apart from the flexibility, it assures quality of the content delivered at students' door step.

The project demonstrates that the government can play a pivotal role in raising knowledge and skills of a society in tune with global standards, which in turn raises the standards of living. The private companies are eager to play their bit if the government takes the lead. The learning from the project holds possibility of replication in other states.

**<< The project demonstrates that the government can play a pivotal role in raising knowledge and skills of a society. >>**

**Producer**  
Raj Kumar , IAS

**Organisation**  
Science & Technology  
Department, Gujarat  
Government

**Location**  
Gujarat

**Telephone**  
079 - 23259999  
079-23256888

**Email**  
[secdst@gujarat.gov.in](mailto:secdst@gujarat.gov.in)

**URL**  
[www.gujaratinformatics.com](http://www.gujaratinformatics.com)

**Technology/Medium**  
Cross Media

**Language**  
English



# e-Enterprise & Livelihood


Enterprise and Entrepreneurship are the basis of livelihood for the Indian landscape. Introduction and integration of Information Communication Technology have created new opportunities and added efficiency in livelihood creation. The biggest challenge however is to stress on deliverables, content, and services for the masses. Small innovations and proactiveness can make the ICT used as media rather than just technology and enrich the globalization with local knowledge and wisdom.

## Winners

e-Sagu: An IT-based Personalized Agro-advisory System

DesiCrew Solutions, Rural Business Process Outsourcing





## eSagu: IT-based Personalized Agricultural Extension System

( A Research Project with Media Lab Asia, New Delhi )

International Institute of Information Technology, Hyderabad, India

[Demo](#) | [Advises](#) | [Experts](#) | [Coordinators](#) | [Farmers](#) | [Farms](#) | [Project Statistics](#) | [Awards Presented](#) | [News](#) | [Login to project](#)

**Overview**

[About the Project](#)

[Funding Agency](#)

[Organizations Involved](#)

[People Involved](#)

[News](#)

[Employees](#)

[IT-PAES 2005 Workshop](#)

[E-Sagu Softwares](#)

To improve agricultural productivity and profitability for the farmer, research is going on International Institute of Information Technology to develop eSagu ("Sagu" means cultivation in Telugu language) which is personalized and cost-effective agricultural extension system to deliver personalized agricultural expert advice to each farm in a timely manner by exploiting advances in Information Technology. In e-Sagu, the agricultural experts generate the expert advice based on the crop situation received in the form of both text and digital photographs.

During 2004-05, a prototype for about 1051 cotton farms has been developed and experimented. In this prototype, a team of agricultural experts has stayed at Hyderabad (India) and delivered agricultural expert advice to about 1051 cotton farms of three villages (Oorugonda, Gudeppad and Oglapur) in Almakur Mandal of Warangal (India) district based on the digital photographs and other farm information supplied by some educated and experienced farmers (coordinators) in these villages. The results were very impressive. The main results were as follows.

- The results showed that it is possible for the agricultural expert to deliver the advice by seeing the crop status

## e-Sagu: IT-based Agro-advisory System

### PRODUCT Description

Sagu means cultivation in Telugu language. eSagu provides a quality personalized agro-advice to the farmers starting from pre-sowing operations to post-harvest precautions. Founded in March 2004, the operation of eSagu involves a team of agriculture experts who work at the main eSagu centre, normally located in a city, supported by agricultural information system. One eSagu local center comprising few computers and one computer operator is set up for a group of about ten villages. A coordinator, who is an educated and experienced farmer, is stationed in the village and is in touch with agricultural experts daily.

Depending on the crop, each coordinator is assigned with a fixed number of farms. The coordinator collects the registration details of the farms under him including soil data, water resources, and capital availability and sends the information to the main eSagu system. Every day, the coordinator visits a fixed number of farms and takes four to five photographs for each farm. A CD is then prepared containing the photographs and other information and sent to the main system by a regular courier service, which the agricultural scientist uses to suggest the next course of action for the farmers.

### CITATION

Imaginative use of ICT is endless to catalyze rural India and those dependent on agriculture. The digital flow of information helps a farmer take critical decisions faster drawing from the expertise the country has invested enormously in agricultural colleges and research institutes. The eSagu system enables farmers, even those who are marginal and poor, to cultivate with the knowledge on par with that of an agricultural expert. It demonstrates that even the illiterate farmer could be helped to raise his income and standard of living through delivery of appropriate information at the right time. The system also aids in successful implementation of crop insurance scheme by making farm as a unit of insurance.

The eSagu is a scalable system. It is a cost-effective system and can be made self-sustainable. The expert advice given through eSagu has helped the farmers to improve input efficiency by encouraging integrated pest management methods, judicious use of pesticides and fertilizers by avoiding their indiscriminate usage. The impact study shows that the farmers have realized considerable additional monetary benefits equivalent to Rs 3,820 per acre by reducing the fertilizers and pesticide sprays, and getting the additional yield. The agriculture scientist can deliver about 150 expert advices per day. This is possible by reusing the already delivered advices and following a clustered-based approach.

**Producer**  
Dr P Krishna Reddy  
Dr G V Ramaraju (MLA)

**Organisation**  
International Institute for  
Information Technology,  
Hyderabad and Media Lab Asia

**Location**  
Andhra Pradesh

**Telephone**  
040 - 23002314  
09884154092

**Email**  
pkreddy@iiit.ac.in

**URL**  
[www.esagu.in/esagu/esagu/2005](http://www.esagu.in/esagu/esagu/2005)  
[www.iiit.ac.in/~pkreddy](http://www.iiit.ac.in/~pkreddy)

**Technology/Medium**  
Cross Media

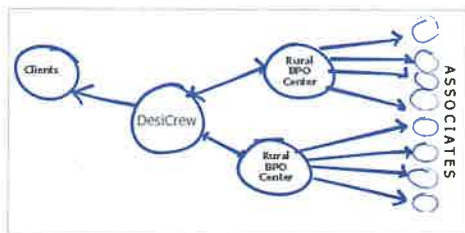
**Language**  
English




[About Us](#) | [Services](#) | [Clients](#) | [Contact Us](#) | [Blog](#) | [Client Login](#)

DesiCrew is a unique BPO Initiative that provides high volume data services at an affordable cost from rural areas across India.

[More about us >>](#)



Our approach of blending global technology with local expertise has given birth to future centers, creating a new rural economic horizon.

#### > Recognition and Press Coverage

- > [The Hindu: The art of the start](#)
- > [DesiCrew featured in the Business weekly U.K.](#)
- > [DesiCrew featured in the Microsoft Program to Promote computers in rural India](#)
- > [DesiCrew at Proto.in](#)
- > [DesiCrew covered in I4D, the leading magazine on Information for Development](#)
- > [DesiCrew chosen as the Global Reader Favourite in 2007 Fast50 from the Fast Company magazine](#)
- > [DesiCrew felicitated for its services in localization in the presence of the President of India...](#)
- > [DesiCrew was featured by Business Today as 'India's 20 Most Wired Companies'](#)

## DesiCrew Solutions

**Producer**  
Saloni Malhotra

**Organisation**  
DesiCrew Solutions Pvt Ltd

**Location**  
Tamil Nadu

**Telephone**  
044 - 22575428

**Email**  
[saloni@desicrew.in](mailto:saloni@desicrew.in)

**URL**  
[www.desicrew.in](http://www.desicrew.in)

**Technology/Medium**  
Broadband/Online/Offline

**Language**  
English & Other Languages

## PRODUCT Description

DesiCrew Solutions has taken BPO kind of job opportunities to the rural masses in Tamil Nadu and thereby introduced opportunities of livelihood using computers in villages. Its delivery centers are located in rural areas, which provide a cost advantage to the clients with no compromise on quality. It has 10 functional delivery centers - each equipped with 3-10 PCs, connectivity and power back up. Each center is staffed with a supervisor and 3-10 associates. The centers run in one or two shifts of 8 working hours.

DesiCrew employs unemployed rural youth and trains them extensively raising their quality of service and productivity. Its delivery centers offer variety of services in English, Tamil, Hindi, and Gujarati languages in areas such as data entry involving digitization of manuscripts, form from insurance companies, telecom providers and directories. It also offers services such as maintaining and updating the sales lead database, data conversion, proof reading, type setting, data translation and data transcription.

DesiCrew has also developed two web-based applications to organize its distributed workforce, which acts as a virtual office for the rural delivery centers.

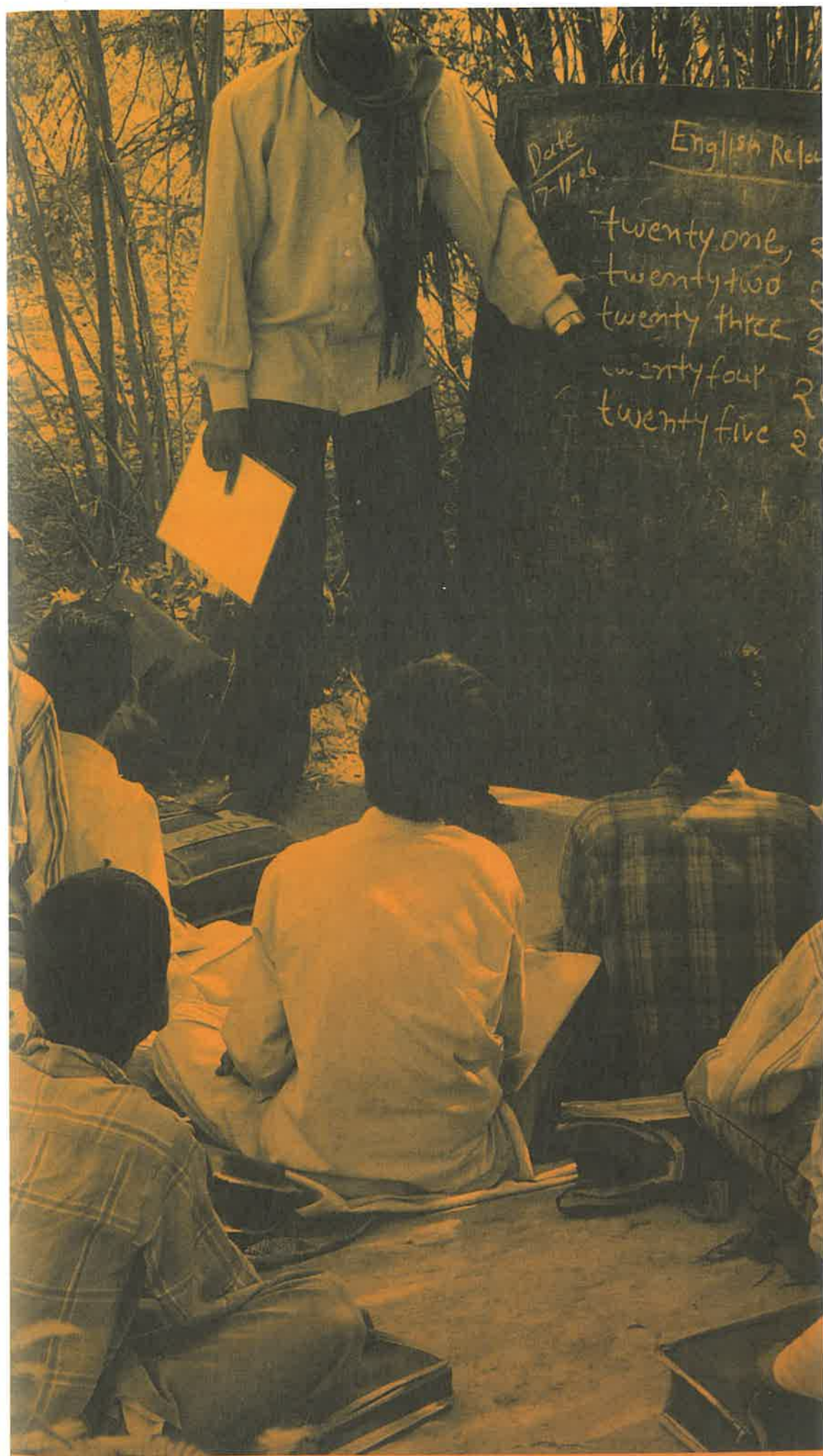
## CITATION

DesiCrew has created a win-win situation by replicating the urban BPO model in rural India and raising the local human resource to global standards through extensive training. The initiative has a huge impact on rural minds, who don't feel left out from the fruits of globalization. At the same time the companies who get their work done through these rural centers receive high value service at low cost compared to what they would have paid in urban India. The model has immense potential for replication in other states generating employment of educated youth in rural India and checking mindless migration to big towns and cities.

Over the last two years, DesiCrew has grown to a 10 member team (central office) and 60 (at the Delivery centers) offering seven different services. It has delivered over 25 projects with 12 clients in two cities.







# e-Entertainment

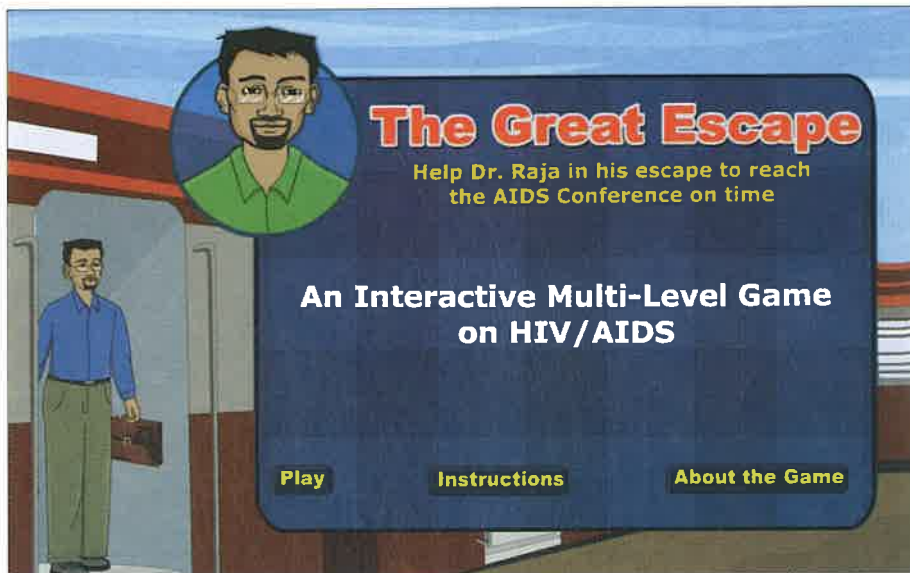
Supplying digitized entertainment products and services; entertaining the user in this world's variety of languages and its cultural diversity; supporting movement from one-way to two-way, from single to multiple players, interactive entertainment and the synergy between analog and digital platforms.

## Winners

The Great Escape

Arbit Choudhury - The World's First B School (MBA) Comic Character





## The Great Escape

### PRODUCT Description

The Great Escape is an interactive package for workplace intervention on HIV/AIDS and is targeted at the young employees. It comprises of a desktop detective game and a desktop messenger buddy. The package is installed on the desktop. On clicking the icon, the user can play a detective game on HIV/AIDS. The game disseminates information on HIV/AIDS through interactive quizzing and messaging. The user also sets the buddy, which appears periodically and gives random information on HIV/AIDS.

In an educational entertainment mode, The Great Escape is a multi-level scenario based detective game. Dr. Raja is researching the development of a preventive vaccine on HIV/AIDS and plans to his pathbreaking work at the forthcoming World conference on HIV/AIDS. This research, which could be worth millions of dollars, is of interest to an international gang. Dr. Raja has been kidnapped and taken to an unknown destination. In a role-play based mode, the user must help Dr. Raja to get back his research paper and help him escape to present his research during the conference. The user needs to explore each scenario, try to find clues to move to the next scenario, and need to collect different objects, which will help in his escape. HIV/AIDS related information is embedded in the game.

It has been conceptualized, designed and developed by ZMQ in collaboration with John Hopkins University, Avert Society, USAID and PEPFAR.

### CITATION

The threat of HIV/AIDS is looming large with India having 540 million Indians between 18 and 34 years making up almost 55 percent of the population. In a bid to caution this large workforce, the apt vehicle to disseminate preventive information against HIV/AIDS is gaming, as the medium is familiar with the young corporate employees. After all, learning is best internalized when it is presented in a format that is engaging and connects with both the mind and the heart.

Producer  
Hilmi Quraishi

Organisation  
ZMQ Software Systems

Location  
Delhi

Telephone  
011 - 27318551  
9810728148

Email  
zmq@vsnl.com

URL  
<http://www.zmqsoft.com>

Technology/Medium  
CD/DVD

Language  
English





Shubham Choudhury is a Computer Science Engineer and an MBA from NITIE, Mumbai. He is currently working with Cognizant Technology Solutions and based in Hyderabad. He spent his childhood days in Bilaspur, Chhattisgarh and obtained B.E. in Computer Science from BIT, Durg, where he was a Gold Medalist. In order to pursue a career in Systems Management, he joined the MBA programme in NITIE. Following his keen interest in IT, he worked in the organizing team of MastishK 2004- India's 1st Fully Online Management Games Event. It was during the planning phase of the event, that Arbit Choudhury was born.

Shubham's interests include cricket, sketching, writing. Apart from all this, he is known to be a great punster in his friend circle. It is this ability of being able to generate humour from real life situations, coupled with his interest in sketching, which resulted in him being given the responsibility to create the first ever B-school comic character within Team MastishK.

Contact details-  
shubham.choudhury@gmail.com  
shubham19@yahoo.com  
Gtalk: shubham.choudhury  
Yahoo! IM: shubham19

## Arbit Choudhury - First B School Comic Character

### Producer

Shubham Choudhury  
Hemant Kumar Jain

### Organisation

NA

### Location

Andhra Pradesh

### Telephone

986 - 6526005  
09892606610

### Email

shubham.choudhury@gmail.com

### URL

www.arbitmba.com  
http://my-mind-space.blogspot.com/

### Technology/Medium

Web/Internet/Email

### Language

English

## PRODUCT Description

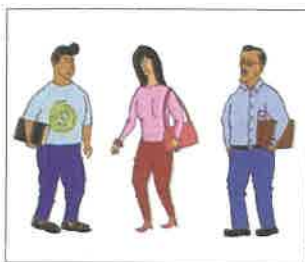
Arbit Choudhury is a typical 2nd Year MBA student of a leading B-school. His life revolves around all the daily chores of an MBA. Tests, assignments, presentations, competitions, case studies, net-surfing, chatting, ctrl+C, ctrl+V are as much part of his daily routine as food, drinks, friends are. He often finds himself juggling with the concepts of strategy, logistics, marketing, finance, etc. and tries (in vain) to apply these in real life situations. His wise-cracks frequently have everyone rolling in mirth. Perturbed by his penchant for blurting business balderdash, his friends jokingly call him "ARBIT" Choudhury.

He is the first international icon representing the community of MBA students and the managers across the globe who easily identify with Arbit's humorous take on the idiosyncrasies of management world. He is an icon for all MBA aspirants, MBA students and all MBA pass-outs who 'experience' Management funda's and jargon day in and day out.

The creators realized that in today's internet age, the most effective way of reaching comic fans is through e-mail and web, rather than through print media. Hence, they decided to make Arbit Choudhury a full-fledged Web-Comic. The rise of Arbit Choudhury symbolizes the coming of age of Internet marketing. Arbit Choudhury belongs to the generation of new age comic characters, who reach his fans across the world through completely online and electronic means.

## CITATION

The saga of Arbit Choudhury demonstrates that ICT could be used as an effective marketing tool with a dose of imagination veering towards entertainment. Intervention messages could adopt Arbit's strategy of micro-distribution over a large geographical area to reach the target audience. Comic character and ICT offer immense possibilities for communicating serious thoughts quickly and to a large audience and in an interactive mode. Consequently, the engagement could help in swaying perceptions or peeling off myths and misconceptions relating to health, environment and social issues. It could open new doors for others.







# e-Environment

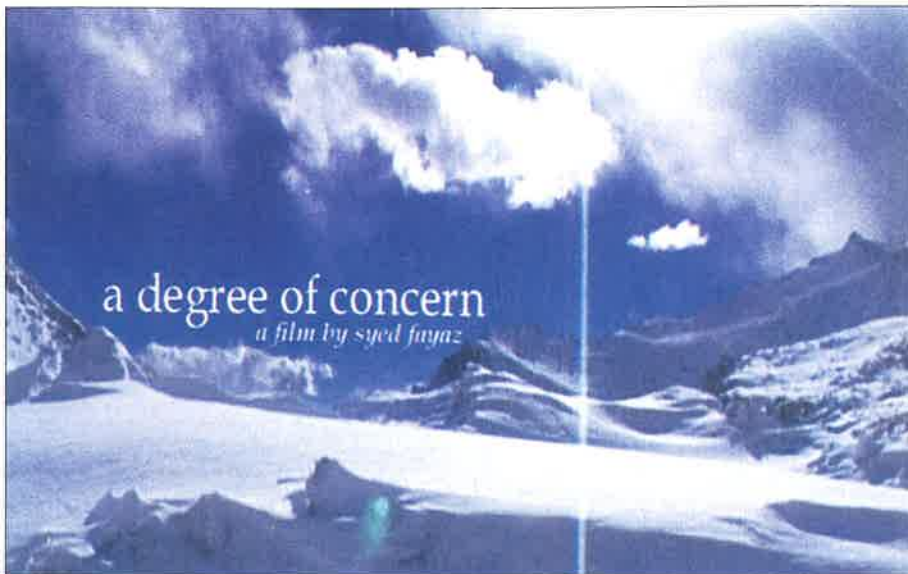
The spread of all the concerns is of high importance as far as environment is concerned. Especially with emerging globalisation, environment is being affected badly and it requires all kind of technology and medium to spread the right message and messages about devastation it can create. ICT plays a huge role in responsible dissemination of information about environment; content matters.

## Winners

A Degree of Concern

SAHYADRI: Western Ghats Biodiversity:  
Environmental Information System





## A Degree of Concern

### PRODUCT Description

During the last decade, there has been much talk of two phenomena that threaten the future of the earth and of mankind: global warming and the depletion of the ozone layer. One of the crucial aspects of the global warming theory is that as world temperatures go up the glaciers will melt.

The Himalayas are already beginning to feel the effect. But with every crisis, there are people who come forth with innovative solutions. Chhewang Norphel, a retired civil engineer by profession, pioneered the creation of artificial glaciers as vast frozen water storage tanks that are created in the winter and melt in the spring to supply the water to the villagers of Ladakh. The project has met with great success, and has been replicated by about a dozen of other villages. Even the Aga Khan Development Network on the Pakistani side of the border is using the same technique to meet the growing demand of water for agriculture.

### CITATION

Innovation and ingenuity could come into play amidst the toughest battle. The creation of artificial glaciers shows that human mind could explore unique solution when pushed to the wall — a solution which is also environment friendly. It demonstrates that the alarming effects of climatic change motivated an individual to find a solution taking a leaf not from technology, but from the benign nature and serving the needs of a large community.

Producer  
Syed Fayaz

Organisation  
RGB Production

Location  
Delhi

Telephone  
011 - 26101307

Email  
fayazrizvi@yahoo.com

Technology/Medium  
TV/Interactive TV

Language  
English/Hindi



**Sahyadri: Western Ghats Ecology and Biodiversity**  
**WELCOME TO ENVIS @ CES, IISc**  
<http://ces.iisc.ernet.in>  
<http://wgbis.ces.iisc.ernet.in/biodiversity>

Environmental Information System  
 Centre for Ecological Sciences [CES]  
 Indian Institute of Science,  
 Bangalore 560012, India.

Tel: 91 - 80 - 2360 0985 / 2293 3099 / 2293 2506 / 2293 2785 / 2293 2  
 Fax: 91 - 80 - 2360 1428 / 2360 0085 / 2360 0683 [CES - ENVIS]

Email: [envis@ces.iisc.ernet.in](mailto:envis@ces.iisc.ernet.in),  
[wgbis@ces.iisc.ernet.in](mailto:wgbis@ces.iisc.ernet.in)

ENVIS

Email Sahyadri GRASS ENVIS CES IISc ENERGY

## SAHYADRI: Western Ghats Biodiversity

**Producer**  
 Dr. T.V. Ramachandra

**Organisation**  
 Environmental Information  
 System, Centre for Ecological  
 Sciences, Indian Institute of  
 Science

**Location**  
 Karnataka

**Telephone**  
 080 - 22933099  
 080-23600985

**Email**  
[cestvr@ces.iisc.ernet.in](mailto:cestvr@ces.iisc.ernet.in)

**URL**  
<http://ces.iisc.ernet.in/energy>

**Technology/Medium**  
 Web/Internet

**Language**  
 English

### PRODUCT Description

In an effort to make all the citizens environmentally literate, TV Ramachandran has developed an environment information system on the Internet. The salient features of Sahyadri-Western Ghats Biodiversity Information System are-it is the first ENVIS centre in India among 85 centres under the Ministry of Environment and Forests, Government of India to launch e-version in 1984 and sustain the same with updation everyday. The system has fully automated features and is first to provide flora and fauna database (open access) pertaining to Western Ghats including comprehensive information about ecology and biodiversity. It is also the first to introduce concept of environment education at all levels and launch internet based courses for working professionals at IISC.

### CITATION

Over the past five decades in India, the cognitive and cultural separation of ecology and environment from the human enterprise has resulted in large scale degradation and depletion of natural resources. There is an urgent need for a guiding ideology to learn and teach sustainability is an ideological orientation that emphasizes conserving cultural values, beliefs, and practices, which supplement sustainable relationship with the environment.

<< The system has fully automated features and is first to provide flora and fauna database (open access) pertaining to Western Ghats including comprehensive information about ecology and biodiversity. >>





# e-Governance

Empowering citizens and serving public services clients; fostering quality and efficiency of information exchange and communication services in governmental and public administrative processes; strengthening participation of citizens in information society decision making.

## Winners

Instant Money Order

National Portal of India

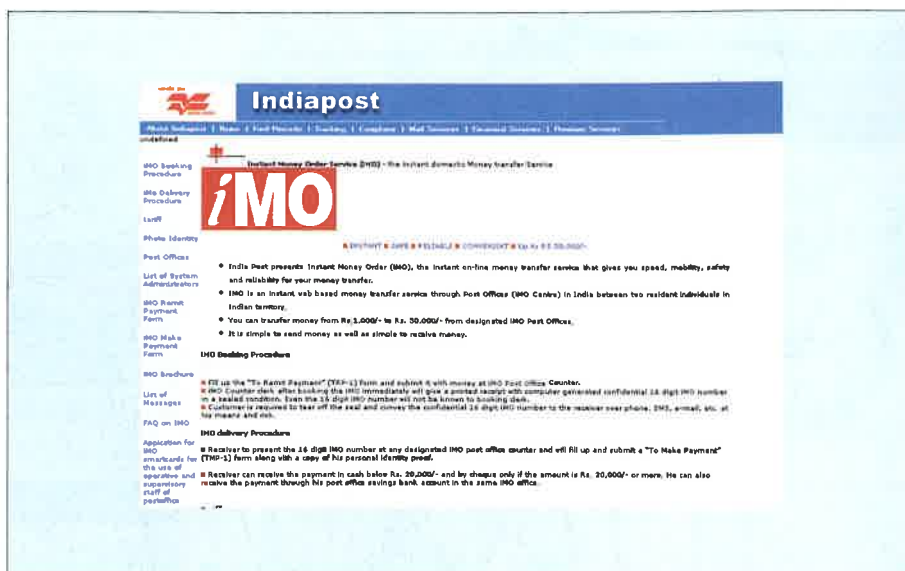
Website for Mumbai Police

## Special Mentions

National Employment Service Portal

APREGS (Andhra Pradesh Rural Employment Guarantee Scheme)





## Instant Money Order

### PRODUCT Description

In this age of instant fund transfers from one part of the globe to another, it is but natural that money orders too graduate to the efficiency level of digital communication. Within minutes of booking an amount ranging from Rs. 1,000 to Rs. 50,000, the recipient receives the money at a nominal cost to the sender using ICT infrastructure.

Instant Money Order was started on 26th January 2006 in 23 locations. The facility is now available at 460 Head Post Offices across the country. Plans are afoot to expand it to more post offices in future using the existing human resources and ICT infrastructure. MAC Address capturing and Digital Signature is used for the first time in the Department of Posts for accessing the application.

### CITATION

Making money orders history and bringing in Instant Money Orders would bring a lot of smiles from common people who are dependent on this medium for their livelihood, trade and commerce. Instant Money Orders display ICT's capability in helping common people to utilize their money more productively.

Instant Money Orders gives speed, mobility, safety and reliability for money transfer through Post Offices (iMO Centre) in India between two resident individuals in Indian territory. The application was developed by NIC.

A great public utility service, the sooner it spreads to remote villages, the better. A good case of how ICT empowers common folks.

Producer  
Dr Rakesh Gupta  
Dr Shefali S Dash  
Ravi Kumar  
Mukesh Aggarwal

Organisation  
NIC, DoP, Dak Bhawan

Location  
Delhi

Telephone  
011 - 23351545  
9810578384

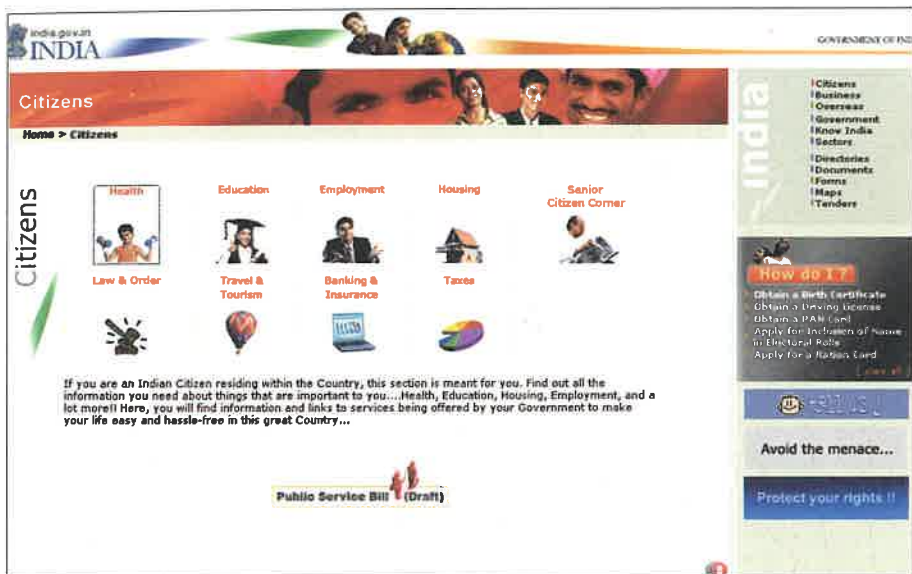
Email  
rgupta@nic.in

URL  
www.indiapost.gov.in/imo

Technology/Medium  
Broadband/Online/Offline

Language  
English

<< Within minutes of booking an amount ranging from Rs. 1,000 to Rs. 50,000, the recipient receives the money at a nominal cost to the sender using ICT infrastructure. >>



## National Portal of India : india.gov.in

Producer  
National Portal Team  
Neeta Verma  
Alka Mishra  
V S Mohan  
Sonal Kalra  
Lokesh Joshi  
T P Muthu

Organisation  
National Informatics Centre

Location  
Delhi

Telephone  
011 - 24363692  
011-24305395

Email  
neeta@nic.in

URL  
www.india.gov.in

Technology/Medium  
Broadband/Online

Language  
English, Hindi &  
Other languages

### PRODUCT Description

The National Portal of India [www.india.gov.in](http://www.india.gov.in) is a huge and comprehensive assembly of data and facts regarding the services available in the country right from central to Panchayati level in a single portal.

The National Portal of India is a Mission Mode Project under the National E-Governance Plan implemented by the National Informatics Centre. The objective behind the Portal is to provide a single window access to the information and services of the Indian Government at all levels, from Central to the State Government, from the District Administration and to the Panchayats, all for the Citizens and Overseas Indians.

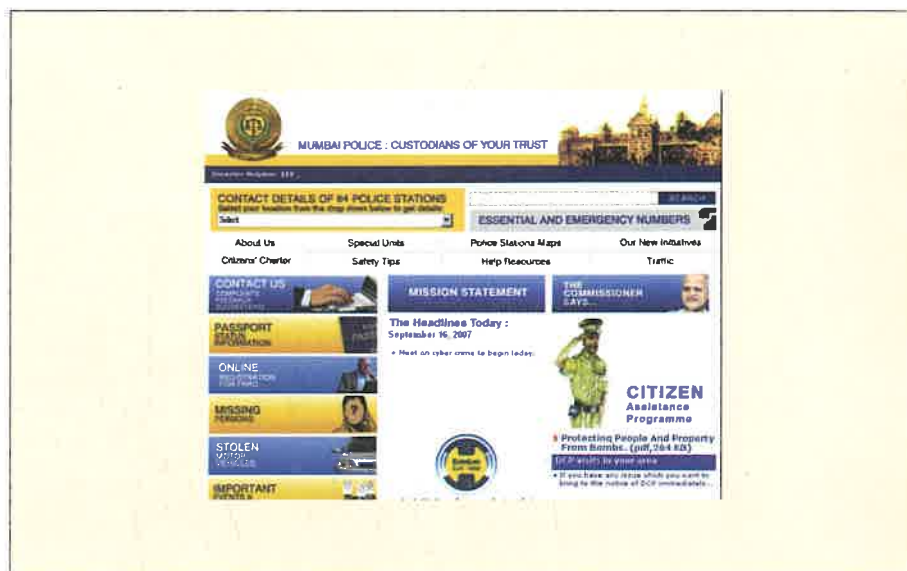
The Portal is one stop source of information about India and its various facets and provides comprehensive, accurate, and reliable information. The information in the Portal has been well classified into distinct modules, which are also interlinked at relevant places to provide the visitor with a holistic view.

### CITATION

India, the largest democracy in the world, is emerging as an Information and Communication Technology (ICT) Superpower rapidly. The facet of e-governance has also taken roots as Indian Government has been laying a lot of emphasis on good governance through ICT.

e-governance is an effective tool to effectively participate in the rapidly evolving globally networked society, to bridge the gap between India and other developed countries and to propel the country forward to a new position of strength in the world economy. The first milestone in the history of National Portal was, laying the foundation stone in 2004 when the National Portal project was conceptualised and was given a Mission Mode status, under the e-governance plan.





## Website of Mumbai Police

### PRODUCT Description

The Mumbai Police is now reaching out to the citizens of Mumbai through the internet - law enforcement is now just a click away! This user friendly and data rich website designed and developed by BC Web Wise is a first of its kind in the country.

Recognizing the needs of citizens, the Mumbai Police has adapted and has now made it easier for citizens to lodge a FIR. All you have to do is log on to the website - [www.mumbaipolice.org](http://www.mumbaipolice.org) and register a non-cognizable offence. In case of a cognizable offence, a police officer from your area police station or the crime branch will immediately call you and register an FIR. BC Web Wise has also enabled a lot of other interactive and extremely useful features like a ready list of all police stations with their phone numbers, traffic updates, weather updates & advisory. Also photographs of missing persons & unidentified bodies are flashed on the website, so that a larger number of citizens can help in identifying and in reporting sightings of missing people.

### CITATION

This citizen centric website is a welcome step in dispelling the negative perception of police. It gives the citizens chance to interact with police efficiently and effectively. The public has become more assertive and the police more accountable. Fear of lodging a complaint against the police has gone down considerably. The initiative demonstrates the power and flexibility of ICT in bringing transparency in governance and adapting to the needs of any government department. Above all, ICT demonstrates that it can empower common folks.

Producer  
Chaya Brian Carvalho

Organisation  
BC Web Wise Pvt. Ltd.

Location  
Maharashtra

Telephone  
022 - 26421292  
9821153139

Email  
[chaya.brian.carvalho@bcweb-wise.com](mailto:chaya.brian.carvalho@bcweb-wise.com)

URL  
[www.mumbaipolice.org](http://www.mumbaipolice.org)

Technology/Medium  
Web/Internet

Language  
English

<< This citizen centric website is a welcome step in dispelling the negative perception of police. It gives the citizens chance to interact with police efficiently and effectively. >>



## National Employment Service Portal

Producer  
B.V. Selvaraj (IAS)  
Brahmanandan  
K P Mohammed Koya  
A K Saxena  
Humaida Beebi

Organisation  
Administration of the Union  
Territory of Lakshadweep

Location  
UT of Lakshadweep

Telephone  
04896 - 262255  
09446565601

Email  
selvaraj@nic.in

URL  
http://lakshadweep.nic.in

Technology/Medium  
Web/Internet

Language  
English

### PRODUCT Description

The Lakshadweep Union Territory is the first in India to digitise the Employment Exchange. The entire Live Register of the Employment Exchange of the Union Territory of Lakshadweep has been digitised since 2nd April 2007.

Governed by central government, Lakshadweep consists of ten inhabited islands scattered in Arabian Sea, which are linked to each other by ship service. However, during the South West Monsoon, the islands are cut off completely.

The Administrator of the Union Territory is the Head of the State clothed with immense power delegated by the President of India. Considering the difficulties of the isolation of island from each other and shortage of connectivity between islands and mother country, the administrator initiated the project to digitise the Employment Exchange Lakshadweep, Kavaratti, situated at capital island Kavaratti.

Earlier the educated youths from all other nine islands came to Kavaratti for registration. Since the digitization of Employment Exchange Lakshadweep, these educated youths need not come to Kavaratti Island for any activity related with the registration of their name, renewal of their registration and updating their newly acquired educational qualification. Those registered can visit the website and see the status of their name being sponsored against vacancy and other job opportunities elsewhere.

### CITATION

Geographical barriers caused by natural phenomenon could be overcome by judicious and intelligent use of ICT. Those seeking employment are usually short of funds and asking them to travel frequently when transport modes are not sufficient is a torture and mental agony. The initiative of digitization of employment exchange has potential for replication in other states. Employment seekers could then earn livelihood and seek better opportunities of job from their doorstep.

<< Geographical barriers  
caused by natural phenomenon  
could be overcome by judicious and  
intelligent use of ICT. >>





## AP Rural Employment Guarantee Scheme

### PRODUCT Description

The software application for NREGA in Andhra Pradesh is one of the very few examples of an e-governance project in Andhra Pradesh, wherein a scheme itself is launched with the software solutions becoming an integral part of the business processes.

Under the National Rural Employment Guarantee Scheme launched in February 2006, at least 100 days of guaranteed wage employment in every financial year is offered to every household whose adult members are ready to do unskilled manual work. The works to be taken up under the scheme include water conservation, water harvesting, drought proofing, tree plantation, irrigation works, irrigation facilities to lands of SCs/STs/ beneficiaries of land reforms/ beneficiaries of IAY (Indira Aawas Yojana), land Development, flood Control and protection works, link roads.

In earlier programmes it has been observed that all the citizens in need of work were not given work due to lack of works ready for execution. Even those who worked got wages far less than their outcome and in some cases their names were written but never paid. To ensure transparency in the administrative mechanism, ICT was deployed extensively.

The use of technology begins at the stage of registration of all wage seekers. The Panchayat secretary verifies the applications of wage seekers and enters the details in a register kept in Gram Panchayat. The information about the wage seeker is entered into the computer placed at the Mandal Level and the front page of the job card is printed with the unique ID and details of the household. The photo is captured from the database of the civil supplies department's ration cards. All the wage seekers have to open post office/ bank accounts and the account numbers are also captured.

Producer  
Dr M. Padma

Organisation  
Department of Rural  
Development, Govt of Andhra  
Pradesh, India

Location  
Andhra Pradesh

Telephone  
040 - 23296792

Email  
Padmanir@yahoo.com

URL  
<http://nrega.ap.gov.in>

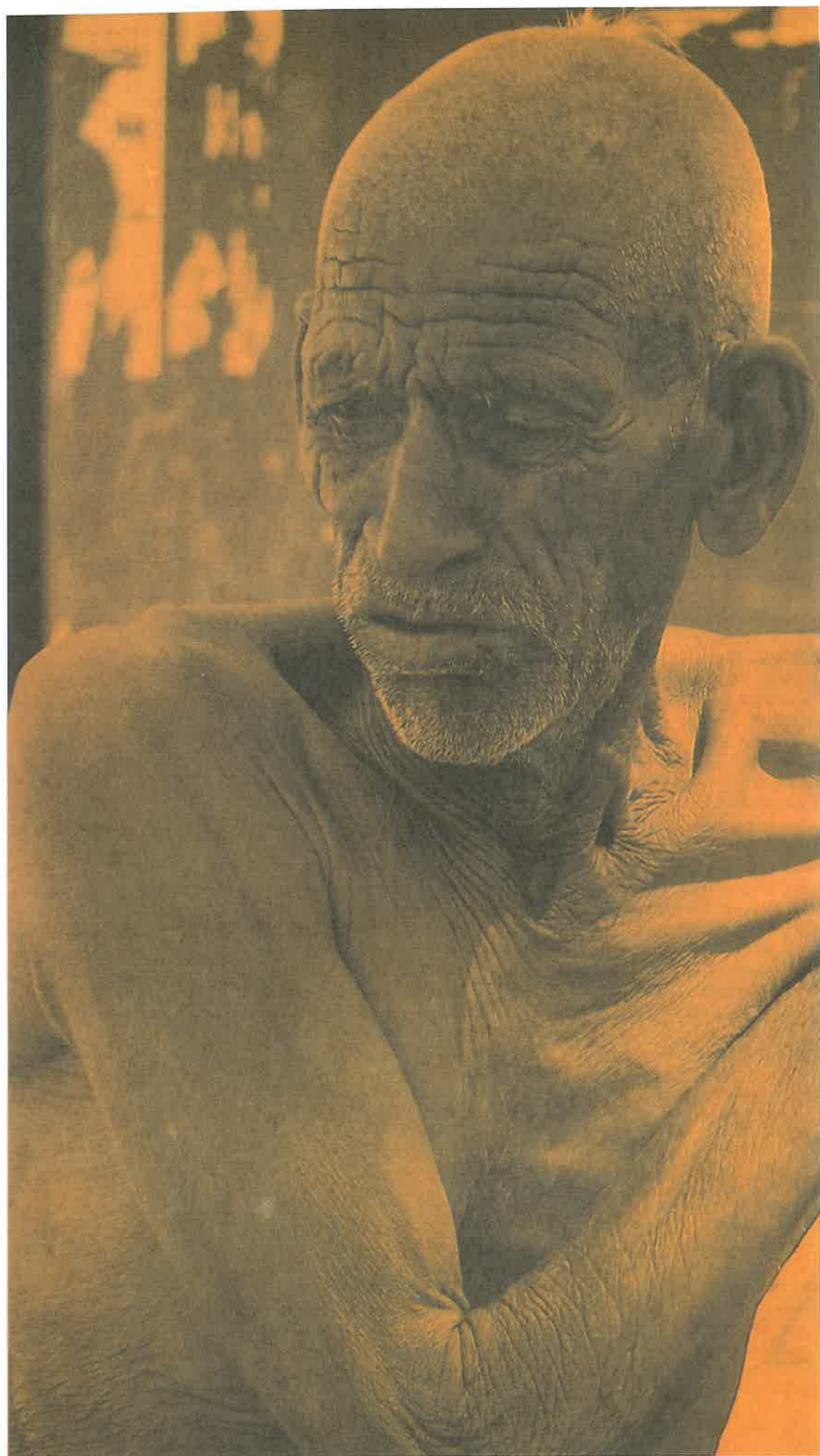
Technology/Medium  
Broadband/Online

Language  
English & Telugu

### CITATION

As a result of the use of the software application, the time taken to generate work estimates has been reduced from 15 to 20 days involving cumbersome procedure to barely minutes. Moreover, since the estimates are based on accurate formulae and system generated, the technical sanctions are given quickly. The sanctioning limits to AE/ DEE have been enhanced to give quick sanctions and sufficient works are kept ready to meet the demand for work. Even the estimates are realistic since the rates are pre-fixed at the back end. For the first time, the computer system uses templates for each type of work for arriving at the manpower, material requirement estimates and complete engineering calculation for the works.





# e-Health

Developing the consumer-centered model of health care where stakeholders collaborate, utilising Information Communication Technology, including internet technologies to manage health issues as well as the health care system.

## Winners

Ayushveda.com - India's Finest Health Portal

The Wellness Site - Health Portal

From Dusk to Dawn

## Special Mentions

Let's know more about HIV

[www.friends2support.org](http://www.friends2support.org)





## Ayushveda.com - Finest Health Portal

Producer  
Sahil Mehta

Organisation  
Ayusveda Informatics (India)  
Pvt Ltd

Location  
Haryana

Telephone  
0987800059  
0172-5033200

Email  
mehtasahil@gmail.com

URL  
<http://www.ayushveda.com>

Technology/Medium  
Web/Internet

Language  
English

### PRODUCT Description

Ayushveda is a complete portal on Ayurveda covering various Health diseases and natural treatment methods. The platform offers Free Web page to doctors and an opportunity for them to offer free consultation to Indian people. This health portal provides a holistic platform for every one to avail free consultation from Indian ayurvedic doctors.

The project enables doctors to sign up and get a free web page. Target users have the liberty to ask any amount of questions online and the answers made by doctors can be seen. In prospective, the portal would be marketed and doctors would be paid for giving free consultation. Health care product manufacturers can advertise their quality health care products on the portal.

### CITATION

This initiative demonstrates how an online integrated alternative health care platform could be made available to all. The platform demonstrates in one stop on what, how of diseases with concurrent remedies for the same which is apart from the allopathic remedies. The product is a timely projection and promotion of alternative, home based disease remedies with less of side effects and major cost implications. The offer of free health advises from Ayurvedic doctors is an enormous social contribution for the cause of health for development and growth.





## The Wellness Site - Health Portal

### PRODUCT Description

Aarogya.com is not an alternative to doctors but it complements doctors' advice and provides various support services through the medium of three languages. Aarogya's depth of 5000 pages covers a broad range of topics, from alternative medicine to latest allopathic and diagnostic practices. Its interactive database section has option for searchable information.

Aaroga believes in the value of the brick and click model. Its web presence has extended to the real world. Support groups meet in real life. Wheelchair users are able to enjoy Sambhaji Park thanks to the ramps it has built. Its Juvenile Diabetics meet was a great success. Aarogya has setup an online counseling and support center in association with Muktangan for addicts.

John Almeda, a doctor, used aarogya to upload the angiography reports of his patient, which he wanted a doctor in the US to preview and give his second opinion. Aarogya has also generated numerous queries for treatment, procedure, products and services.

Aarogya's major features include an information section for Legalities and Informatics that covers Medical Ethics, Insurance, Telemedicine, Euthanasia, Investments and Medical jurisprudence. It has indigenous searchable drug database of over 10,000 generic and branded drugs for Drug Search.

### CITATION

Aaroga demonstrates that ICT could facilitate creation of a supermarket on the Internet for health needs. It has also used the medium to bond people and address community's special needs. Marrying web presence with focused activities in real world has helped the portal to understand its users' needs and then provide appropriate service for them. The choice of three language speaks of its sensitivity to touch its users' hearts.

Producer  
Tushar Sampat  
Anita Jasani  
Mukund Nadgowda  
Anand Shinde  
Pradip Mulay

Organisation  
T-edge Solutions Pvt. Ltd.

Location  
Maharashtra

Telephone  
020-66010618  
020-2612179  
0 - 98220400

Email  
tsampat@t-edge.com

URL  
http://www.t-edge.com  
www.aarogya.com

Technology/Medium  
Web/Internet

Languag  
English

<< It has indigenous searchable drug database of over 10,000 generic and branded drugs for Drug Search. >>



## From Dusk to Dawn

Producer  
Ishita Sanyal

Organisation  
Turning Point

Location  
West Bengal

Telephone  
033 - 24071753  
09830069106

Email  
ishitasanyal@hotmail.com

URL  
www.turningpoint.org.in

Technology/Medium  
Web/Internet/Email + CD/DVD

Language  
English

### PRODUCT Description

From Dusk to Dawn, the short documentary is an attempt to depict the real life stories of unfortunate victims of mental illness whose difficulty remains invisible to the society. A mentally ill person often appears perfectly normal and it becomes difficult for the society to understand where lies the problem, or the pain and agonies of delusion, hallucination and other symptoms. So they generally segregate themselves from the main stream of life.

The characters in the documentary have been played by the affected individuals and therefore it was really a tough job for them to enact their own difficulty that too in English, a foreign language for them. Of course the suicidal role was enacted by the guest artist, as suicide creates tremendous stress on their minds. The film shows that computer being a machine they feel safe to experiment with. It provides them ample opportunity to remain connected with the outside world and share their feelings with other members of self-help groups throughout the world. It also acts as a form of therapy and they can overcome their symptoms through the active use of computer. Last but not the least, computer gives them economic freedom.

### CITATION

The hurdles to provide adequate services to persons suffering from mental illness are ignorance, lack of awareness, stigma, lack of adequate preventive measures and above all lack of up to date knowledge and information. Digital content for development and ICT can do a commendable work in this field which till date has remained most neglected in India. Among the general public, there continues to be an attitude of fear, disgust and a desire to avoid patients suffering from mental disease.

<< The hurdles to provide adequate services to persons suffering from mental illness are ignorance, lack of awareness, stigma, lack of adequate preventive measures and above all lack of up to date knowledge and information. >>



## Let's know more about HIV...

### PRODUCT Description

Gaming is an interesting form of raising awareness about the dreaded HIV/AIDS. The gamers are informed about the various aspects of the disease in an interesting and informative way. It raises the level of awareness in adolescents and augments knowledge in the youth about HIV/AIDS and its prevention. The focus is to spread this awareness in colleges and schools in Pune. This gaming session can provide primary information about HIV/AIDS to the students in schools, junior colleges and in addition can also educate anybody who knows very little about this issue.

The game describes HIV/AIDS mode of transmission, clears myths about the transmission and talks about the stigma attached to it. The structure of the game is such that if a student answers a question wrongly, then he/she cannot move ahead in the game; furthermore the student is also enlightened with the right answers when he/she clicks on the wrong option. If he/she gives the right answer, he/she can move ahead to the next level in the game. In the game, there is also a place called 'Info House' wherein he/she gets the basic information about this issue. Even serious thoughts are laced with humour that would etch in your mind. It has taken a funny way to a serious answer on a vital question of today's generation-How to ensure safety from HIV/AIDS? Most definitely right information is vitally important and the game provides it.

### CITATION

HIV/AIDS is the scourge of our times and many vulnerable sections of our society are at best ill-informed about the disease. Gaming has caught on a big way among the new generation and this medium has been thought of as an information platform to deliver the right message across the group who are at their most risky age to contact this disease. Prevention campaigns couldn't be better.

Producer  
Prameela Kalive

Organisation  
Zensar Technologies

Location  
Maharashtra

Telephone  
020 - 66057856  
09922434624

Email  
p.kalive@zensar.com

URL  
www.zensar.com

Technology/Medium  
CD/DVD

Language  
Marathi/English/Hindi







1st Anniversary Meeting photos  
Date : 11-11-2006

[www.friends2support.org](http://www.friends2support.org)

Producer  
Sk k. Shareef  
Ramesh Susarla

Organisation  
Friends To Support

Location  
Andhra Pradesh

Telephone  
0863 - 2240803  
09440389002

Email  
[info@friends2support.org](mailto:info@friends2support.org)

URL  
[www.friends2support.org](http://www.friends2support.org)

Technology/Medium  
Web/Internet

Language  
English

## PRODUCT Description

An interactive website, [www.friends2support.org](http://www.friends2support.org) aims to provide contact information of voluntary blood donors to the needy round the clock and thereby break monopoly of a few influential people and brokers over the information comprising lists of blood donors for making money. Mega blood donation camps might inculcate the spirit of blood donation, but a large number of blood packets get wasted due to lack of proper and efficient blood storage facility. This website aims at reducing wastage of precious blood and providing safe blood at the right time and at the right place in tune with its slogan "Search for blood ends at [www.friends2support.org](http://www.friends2support.org)". Registration of blood donors by providing their personal contact details like phone numbers, address and e-mail address is totally voluntary. Any person can opt out of the list at any time or make unavailable for health or personal reasons.

Donors in each group can be searched State/Union Territory wise and under each State. The list is further divided into Revenue Districts, under each revenue district it lists Assembly constituency wise. In Metro cities like New Delhi, Mumbai and Chennai, the lists are available according to major area wise to reduce the burden of going through a large number of names in a city.

An all-India telephone helpline has also been set up to disseminate information on blood donors where Internet facility is not available. The helpline being run from Guntur in Andhra Pradesh is Toll-Free from anywhere in the State, but charged at Regular Tariff from outside Andhra Pradesh. Counselors man the helpline from 8 a.m. to 10 p.m.

## CITATION

ICT has immense potential to play the role of an interventionist as well as a catalyst, as this initiative revolving around a life saving service demonstrates efficiently as well as effectively. As it brings transparency and connects people residing in distant geographic locations, ICT driven applications break the monopolist's game plan and thereby improve supply side in a demand driven situation sadly created by lack of information.







# e-Inclusion

All measures supporting Information Communication Technology integration of least developed states of India into the Information Society. Reducing the "digital divide" and "content gap" between technology-empowered and technology excluded communities and groups - such as rural areas and women. Bridging society through multimedia and rich content.

## Special Mentions

Open Source Simple Computer for Agriculture in Rural Areas (OSCAR)

Daisy Book Reader

Braille Literature (GITA)





## OSCAR

### PRODUCT Description

Free/Open Source movement is creating an indelible impact in the way ICT is making its inroads into the rural India. FLOSS (Free/Libre Open Source Software) also has opened democratic spaces for the participation of civil society, thus creating potential for developing ICT tools to address problems at village level. In this context, OSCAR is an initiative from European and South Asian Institutions to develop Open Source ICT solutions to assist decision making on farm-level concerns in agriculture.

Integrated pest and weed management is today considered as the most attractive option for crop protection. It involves a proper choice and blend of compatible measures comprising cultural, mechanical, biological and chemical so that the components complement each other to keep the pest and weed population at manageable levels. However, its implementation at the farmers' level is rather limited. One of the main barriers observed being the lack of awareness, timely information and knowledge of the pests and weeds.

The OSCAR system based on IDAO helps to overcome the hurdles. It allows non-specialists to identify weeds through a graphic interface using only drawings. By targeting non-specialists, this tool allows the farming community at the grass-roots level to identify weeds and decide for themselves.

### CITATION

All the technical terms used are highlighted and, at a click, a hypertext illustrated definition is accessible. Bringing ICT to rural areas is however not without risks. Too often, expensive initiatives have had mitigated results, having focused more on technology and less on user needs and the real conditions of its application in the field, relative to cost and robustness.

This project has tried to address farmers' information needs for weed management. It was done by adapting existing technology (IDAO species identification software) to open source - free operating system (Linux), with an appropriate knowledge database (weed description, weed control measures) that can be kept up-to-date by accessing a central database through the Internet.

<< This project has tried to address farmers' information needs for weed management. >>

Producer  
Dr. Pierre Grard  
Mr Frederic Borne  
Mr Balasubramanian  
Dr Claude Edelin  
Dr Juliana Prosperi  
Dr Rico Lie  
Dr Raj Gupta  
Dr Samar Singh

Organisation  
French Institute of  
Pondicherry (India)

Location  
Pondicherry

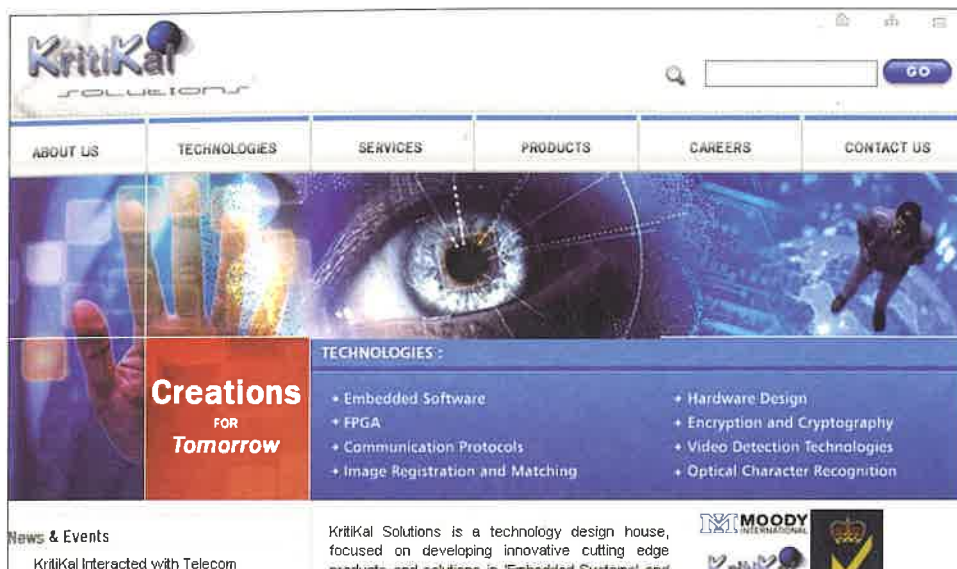
Telephone  
0413 - 2334168

Email  
pierre.grard@ifpindia.org

URL  
www.ifpindia.org  
www.oscarasia.org/oscarweb

Technology/Medium  
Broadband/Online

Language  
Bangla; English; Hindi; Urdu



## Daisy Book Reader

Producer  
Kritikal Solutions

Organisation  
Kritikal Solutions

Location  
Uttar Pradesh

Telephone  
0120 - 4310387  
09811349737

Email  
Contact@kritikalsolutions.com

URL  
<http://www.kritikalsolutions.com>

Technology/Medium  
Mobile Content

Language  
English

### PRODUCT Description

The objective was to build a low cost CDROM based e-book reader targeting blinds with features close to the ones available in the international market. The features of the E-book reader include supporting Daisy 2.02 standard for eBooks, support for mp3 and raw audio files. It is a portable unit with low power consumption and customizable with upgradeable audio prompts.

The project demanded expertise in designing and developing complex embedded systems with necessary experience in the product development life-cycle. The client required a team that could take on the role of the technology partners for the product, working in tandem with them to evolve the exact specifications of the product. The strong background of the KritiKal's embedded team in the hardware design and system software was the main reasons for the client to select KritiKal for the project.

### CITATION

Visually challenged needs empowerment to utilize their potential and contribute to the country's GDP and society's aspirations. Many of them have proved that they are more capable than the 'able' citizens in creating new products, services or raising the bar of service delivery. Books are their friend, philosopher and guide. Reading books in the format they are comfortable with enhance their horizon and make them confident to assert their rights. ICT is a great leveler for the challenged people, as it brings them at par with normal human beings. The initiative also dispels the wrong notion that cost is a barrier for developing innovative products or the digital products are meant for the rich.



पदार्थाचे कणरूप





## Braille Literature (GITA)

### PRODUCT Description

The Rotary Bangalore Braille Centre is well equipped with 4x4 Index Braille printer, computer, scanner and printer. It publishes various books in Braille including Wisdom International, Drusthi, etc, every month and distributes them free of cost to more than 40 schools and institutions for blind. It also publishes books of literature, Indian mythological stories, Upanishad, Panchathantra and other story books for the blind.

The centre coordinates with other institutes who need training in computers related to Braille software. It is run by volunteers, who devote their time in establishing a library of Braille books, transcriptions, etc, in an effort to facilitate the blind to access and develop interest in books, which are not available to them otherwise in a format they are familiar with.

The centre generates more than 1000 volumes of Braille books and majority of these are distributed freely. Bhagavat Gita in 29 volumes with commentaries by Swami Chinmayanand is already with a print order of 15 sets. It has received wide appreciation from the target audience.

### CITATION

The Rotary Bangalore Braille Centre believes in the old Chinese proverb, "It is better to light a small candle than to curse darkness." The centre's endeavour has been to enlighten the visually challenged with the great works of literature so that they learn on their own ethics and values. To facilitate learning the centre published the first Kannada-English Braille dictionary. It has also developed Universal Braille Learning Kit to enhance the effectiveness of Braille education among the rural children.

Producer  
Meenakshi Raveen

Organisation  
Rotary Bangalore Cubbon  
Park

Location  
Karnataka

Telephone  
080 - 99005663  
09880866660

Email  
bvraveen@hotmail.com

Technology/Medium  
Offline/Application

Language  
English

<< The Rotary Bangalore Braille Centre believes in the old Chinese proverb, "It is better to light a small candle than to curse darkness." >>





# e-Learning

Serving the needs of the learners to acquire knowledge and skills for a complex and globalizing world; creating active e-learning communities and target models and solutions for training, supporting first steps in multimedia for better learning societies

## Winners

India Education Digital Library -  
Multimedia Tools for Teaching, Learning  
and Training

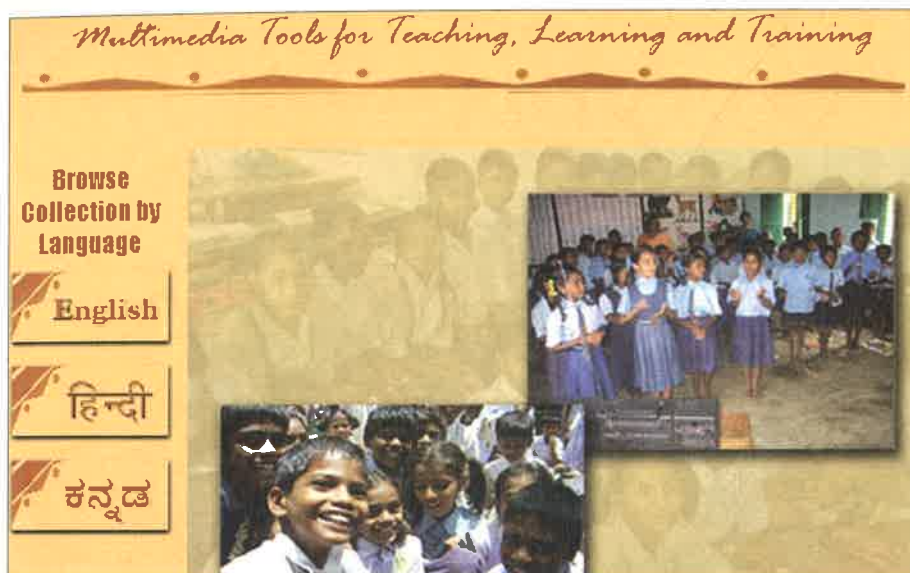
SolidGyan

think.com

## Special Mention

Bookslane





## India Education Digital Library

### Producer

Victor Paul  
Nadya Karim Shaw  
Douglas Bell  
Amitab Dabla  
Shalini R Urs

### Organisation

Education Development Center

### Location

Karnataka

### Telephone

080 - 22449244  
09900104550

### Email

edcinfo\_india@edc.org  
paul@edc.org

### URL

www.ies.edc.org/T4India

### Technology/Medium

Broadband/Online

### Language

Multi-lingual (currently in  
three languages- Hindi,  
English, Kannada)

## PRODUCT Description

The digital library's first component is a web site hosted by National Informatics Center, Karnataka. It has searchable catalog of all the content in the digital library including links to download them. The search facility is given in three languages--English, Kannada or Hindi by keyword, subject, title, language, audience, and type of media. Those who find difficulty in downloading the content can get the content by writing an email to Education Development Centre (EDC).

The second component is a scaled-down CD version of the digital library. Its purpose is to display all the content titles so that the user can select the required one and order it by sending an email to EDC. It will be distributed to district and block level education offices and to primary schools and public libraries that have computers (but no Internet connection). To examine the use and feasibility of the digital library, pilot testing was carried out in six sites in Bangalore's rural and urban districts. The feedback from the pilot reveals that the teacher as well as students feel that digital library supplements their knowledge, enhances subject enrichment and improves clarity of concepts.

## CITATION

The library has played a significant role in the evolution of human society. It has ignited thoughts and germinated ideas transforming the disadvantaged into leaders and thereby changing the course of human destiny. Library's only constraint was that it cannot be transported from one location to another easily. As a result, its access was limited to a community residing in a geographical area. The second problem was the preservation of the information available in it, as the ravages of time wiped out many of the gems in libraries.

ICT has the power to address both the concerns without occupying much space and huge investments. Use of ICT makes it accessible to a wide audience distributed across geographical and political boundaries ensuring free flow of information and knowledge and thereby empowering people along the way.





## SolidGyan

### PRODUCT Description

SolidGyan aims to bring knowledge and expertise to MBA aspirants of 20-26 years of age living in Tier 2 and Tier 3 cities, who are ambitious but don't have much training avenues to enter B-schools. The courseware it has developed is broad enough to fulfill aspirations of the working professionals as well as those who have little time to enroll in classroom training or not the desire to go through on their own with available correspondence courses.

SolidGyan's initial offering SmartCAT - an e-learning offering focusing on CAT and other Indian MBA entrances is built around the observation that the traditional delivery model of classroom coaching and correspondence even though have lot of positives lack wide reach and personalization. However, it has incorporated the best of them in its learning modules.

The online offering has been live for the last 14 months. It has so far 7,500+ registered users from India, US, UK, Belgium, Middle East, South Africa.

### CITATION

Teaching has always been dependent on the teacher. However, the trouble is that a good teacher can impart lessons to a limited number of students confined to a geographical area. The privileged, as a result, crowd around institutions that are known for good teachers. Correspondence course took the next leap to reach a wider student community delivering course material with consistency in quality, but it lacks the resources for interactive session and is deficient in fulfilling individual needs instantly.

ICT has the potential to play the role of delivery infrastructure imparting quality training material for entrance examinations over a much larger geographical area as well as cater to each individual's needs instantly. The students in such a mode can learn at their pace.

Producer  
Vinish Kathuria  
Sheela Iyer

Organisation  
Online SolidGyan Pvt. Ltd.

Location  
Maharashtra

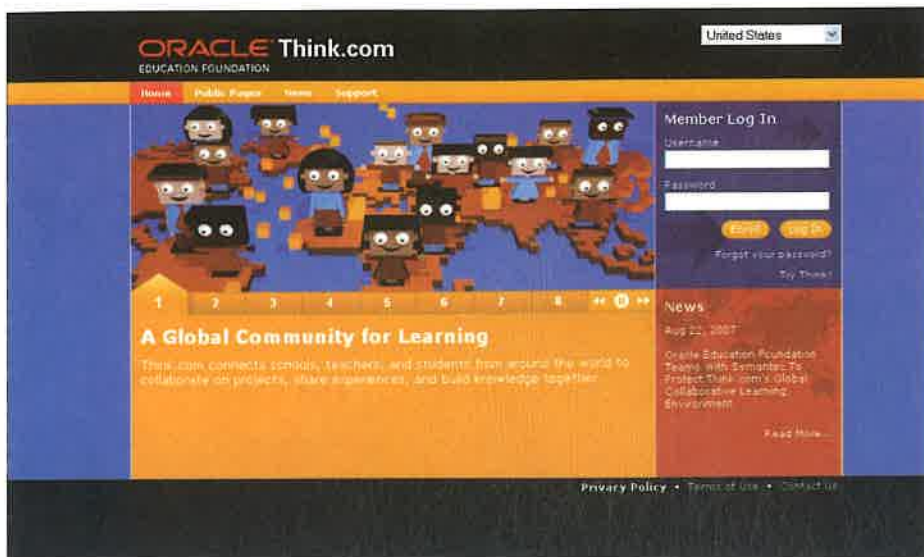
Telephone  
022 - 28778656  
0997154848

Email  
vinish@solidgyan.com

URL  
www.solidgyan.com

Technology/Medium  
Web/Internet

Language  
English



think.com

Producer  
Ajay Kapur

Organisation  
Oracle Education Foundation

Location  
Haryana

Telephone  
0124 - 4328000  
09810096596

Email  
ajay.kapur@oracle.com

URL  
www.think.com

Technology/Medium  
Broadband/Online

Language  
English

## PRODUCT Description

Think.com is a web-based learning community for primary and secondary schools, sponsored by the Oracle Education Foundation. It provides free web-sites, email, and collaborative tools for everyone associated with school. The members have individual websites allowing them to create and share their work within the password-protected community.

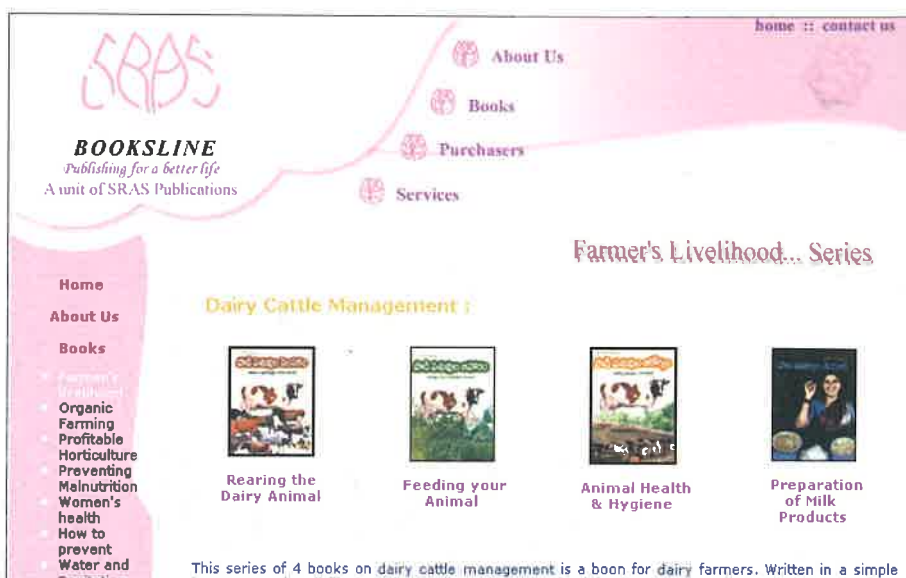
The journey began in 1998 as an integrated email and web service for schools in the UK and USA, sponsored by Oracle Corporation. Since then it has grown into a comprehensive online learning community with extensive features and membership that spans the globe.

In October 2005, sponsorship of Think.com was transferred to the Oracle Education Foundation, which also sponsors ThinkQuest. How can Think.com be used in the classroom? There are many ways that educators can use Think.com as a learning tool. A school can integrate lessons from any curricular area into Think.com, including writing assignments, projects, peer review, student collaboration, WebQuests, homework assistance, after-school programmes, and much more. Think.com can enhance any lesson by integrating text, video, images, and sound. The tutorials and sample classroom units offer more ideas. Teachers can also use Think.com to communicate with parents by posting homework and classroom news to their parents' page.

## CITATION

Knowledge is power and ideas rule the world. Uniting primary and secondary school children and their teachers on a single platform forms a global community, who share knowledge, brainstorm ideas and perhaps also think of solutions that are plaguing us. As Internet is accessed primarily by the privileged class, the majority of the students subscribing to this e-learning site belong to the upper socio-economic strata. But as Internet becomes ubiquitous, the disadvantaged class could reap the benefits from initiatives such as these to move up the ladder. Think.com would not only bridge the digital divide, but offer equal learning opportunities to the disadvantaged. The seeds of democratization of learning opportunities have germinated.





## Booksline

### PRODUCT Description

The products are information based, which are published for the villagers of Andhra Pradesh in Telugu, the local language, on subjects relating to their livelihood, their health, for their own self learning and benefit. The aim is to help them earn better, have good health and in turn have a better quality life. These are supplied on demand in electronic medium - in PDF or PPT form by email - or in CDs by post, to even the interior parts of Andhra Pradesh. The approach saves paper, which in turn save trees and environment.

The subjects covered are agriculture, horticulture and animal husbandry related livelihoods, girl child development, prevention of malnutrition in children below two years, prevention of micronutrient deficiencies like anaemia in women, and other relevant topics like thrift and credit cooperatives, preparedness for disasters such as cyclones, floods etc. The content is developed based on the village needs of the people. These information products are given to all village information centres, which hastens the process for the rural poor to acquire knowledge and learn computers.

### CITATION

Knowledge for knowledge sake makes little sense to the disadvantaged groups. They need opportunities to improve their standard of living. The initiative has identified the need gaps of information of the target community and developed products accordingly so that reading them make a difference in the lives of the target community and thereby inculcate in them how acquiring information perpetually could help them to move further up in life. Booksline has also involved the community and thereby set in motion peer to peer learning through forming book clubs where book reading sessions are held.

Producer  
Supriya Bhalerao

Organisation  
Booksline, A unit of SRAS  
Foundation

Location  
Andhra Pradesh

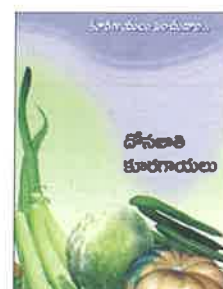
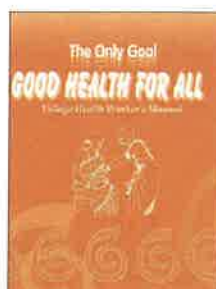
Telephone  
040 - 23376210

Email  
supriyabha@yahoo.com

URL  
www.bookslineindia.com

Technology/Medium  
PDF/Email +Offline

Language  
English/Telugu







# e-Localisation

Interventions of ICT has been instrumental in empowering life at the grassroots level in many ways such as application in local languages, vernacular content and digital tools to work in oral medium.

Agriculture, eco-tourism, ayurveda, artisans skills, organic food, are all being strengthened by the electronic and digital technologies as they move towards localisation.

## Winners

Raftaar.com - The first Integrated Hindi Search Engine

Puzha.com - A Gateway to Malayalam and Malayalam Literature

Lipi Toolkit for Online Handwriting Recognition (LipiTk)



## Raftaar - Integrated Hindi Search Engine

**Producer**  
Peeyush Bajpai  
Raftaar Team

**Organisation**  
Indicus Netlabs Pvt. Ltd.

**Location**  
Delhi

**Telephone**  
011 - 42512400  
09810386143

**Email**  
peeyush@raftaar.in

**URL**  
www.raftaar.com

**Technology/Medium**  
Web/Internet

**Language**  
Hindi

### PRODUCT Description

www.Raftaar.com is world's first integrated search engine in Hindi. It allows users to query in Hindi and search across all Hindi sites. A simple user interface is designed to enable typing in Hindi by a wide spectrum of people comprising at one end who recognize the English alphabets on the keyboard and can relate to the sounds associated with them and at the other end are those who have no idea about English and thus can use on screen keyboard to type in Hindi.

Raftaar's search algorithm ensures that one gets the most relevant results, which are categorized to enable easier search experience. To help the user further, the spell check and related word option help to refine the search with ease. The cache results ensure that one can see any site in a standard Unicode font. The Raftaar index presently has the largest set of searchable Hindi pages.

It has the largest set of indexed Hindi web Pages-standardized pages from all the sites so that you do not need to download new fonts. Besides, it has the capability to convert all the fonts available. The other features include the first integrated online spell checker in Hindi, the first integrated online Hindi thesaurus, on the hour crawling of latest news, tracking of Hindi blogs and first Hindi search bar that can easily be integrated with any site. It can also be scaled to work for all Brahmi based scripts.

### CITATION

Raftaar fills the gap, which was long over due, considering India's vast population of software professionals and their widely reported acumen. The technology was not thrust on the user, but was used as an enabler keeping in mind the target group's need and their disadvantages.

The Raftaar Team understood that the average user in Hindi will not be computer literate or for that matter even comfortable with English usage. Thus his/her needs are different from the tech-savvy English literate urban user. This insight was translated in deploying the first Hindi user interface that can enable even primary dropouts to access the Internet. It also paid attention to comprehend Indian language complexities such as Devanagari script, the issue of fonts and morphology. Raftaar opens doors for similar initiatives in other local languages.

<< The Raftaar Team understood that the average user in Hindi will not be computer literate. >>





## Puzha.com

### PRODUCT Description

puzha.com is an interactive web site dedicated to the advancement of Malayalam literature, development of language tools and archiving and preservation of local (traditional and to some extent tribal) knowledge base and folklore of Kerala.

The web site is maintained by a voluntary team spread around the globe and a dedicated team based out of Kochi, Kerala. Malayalam books can be ordered from the online bookstore associated with this web site, to anywhere in the world. puzha.com encourages readers to contribute their works. To publish online, puzha.com provides tools that are easy to use. With a mix of high quality content reviewed by editors and the content self-published by readers, and features to discuss the content, puzha.com is an attractive site for Malayalam literature and Kerala culture aficionados.

Founded in 2000 by two graduates from IIT, Bombay and doctoral student from Cochin University of Science and Technology, puzha.com dedicates one channel for publishing local folklore and knowledge base, in association with the Naattarivu Patana Kendram in Thrissur, who gathers and archives such valuable information which would be lost otherwise due to the diminishing power of traditional methods to preserve such valuable treasures of human experience and creativity, which have been carried forward through centuries. It is one of the exclusive of Kerala related content available on the Internet and set an example for other regions in India to follow.

### CITATION

Puzha.com is more than a home away from home for the Malayalees living outside Kerala. The initiative not only entertains, but is aware of its responsibility of preserving all that is gold for the future generations to carry forward the human zeal for excellence.

Its Classics channel publishes ancient Malayalam classics and works of prominent writers of yore. Kerala has a thriving culture of little magazines. puzha.com helps publishers of those little magazines to go online by letting them having a dedicated channel for their magazine. The Kids channel is a great source of kids stories and poems for Malayalees around the world who want to read stories to their children in Malayalam.

Innovation pays. Puzha developed its own language tools to facilitate the web site production and some of those tools like Chowara text editor and a Malayalam font are freely downloadable, which are popular with Malayalees. The Malayalam font Chowara is the first Malayalam font that is compatible with typewriter keyboard and that made it very easy to be used in large scale Malayalam text processing.

Producer  
Suviraj Padiyath

Organisation  
eKA Internet Technologies

Location  
Kerala

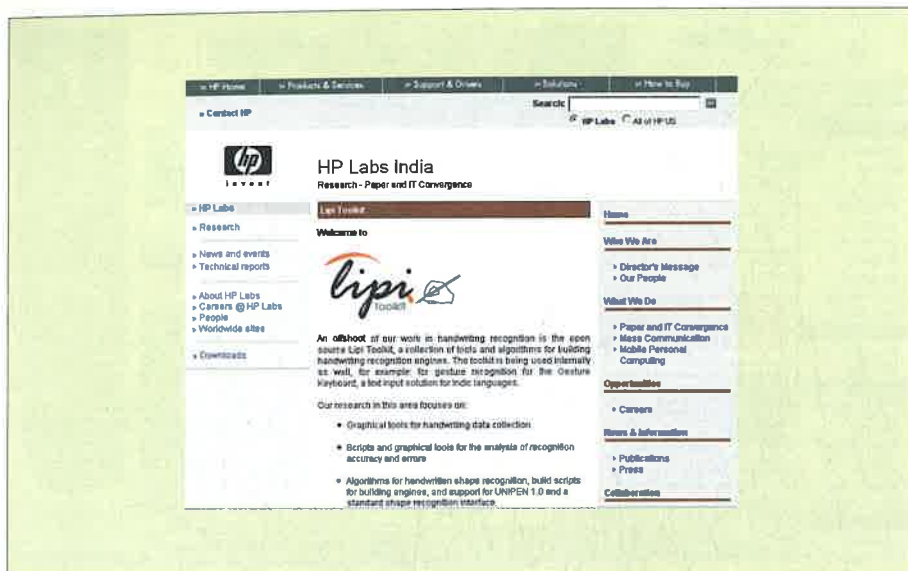
Telephone  
0484 - 2629729  
9847046266

Email  
editor@puzha.com  
editor.puzha@gmail.com

URL  
www.puzha.com

Technology/Medium  
Web/Internet

Language  
Malayalam



## Lipi Toolkit

**Producer**  
Sriganesh Madhvanath

**Organisation**  
HPLabs India

**Location**  
Karnataka

**Telephone**  
080 - 25042218  
09845446744

**Email**  
srig@hp.com

**URL**  
www.hpl.hp.com/india/lipitk

**Technology/Medium**  
Offline/Application/Hardware

**Language**  
Supports Local Languages

## PRODUCT Description

Lipi Toolkit is an open source toolkit for the creation of handwriting recognition (HWR) engines for local languages and scripts. It aims to facilitate development of handwriting recognition engines for new scripts, and creation of natural handwriting-based user interfaces in local languages for real-world applications in personal computing, e-governance and education.

The toolkit provides tools, algorithms, scripts and sample code necessary to support a gamut of activities ranging from handwriting data collection and annotation, training and evaluation of recognizers, packaging of engines and their integration into pen-based application. It aims to satisfy the requirements of a diverse set of users, such as HWR researchers, potential vendors with an interest in commercializing HWR technology, do-it-yourself enthusiasts and application developers. The first version of the toolkit focuses on isolated online handwritten shape and character recognition.

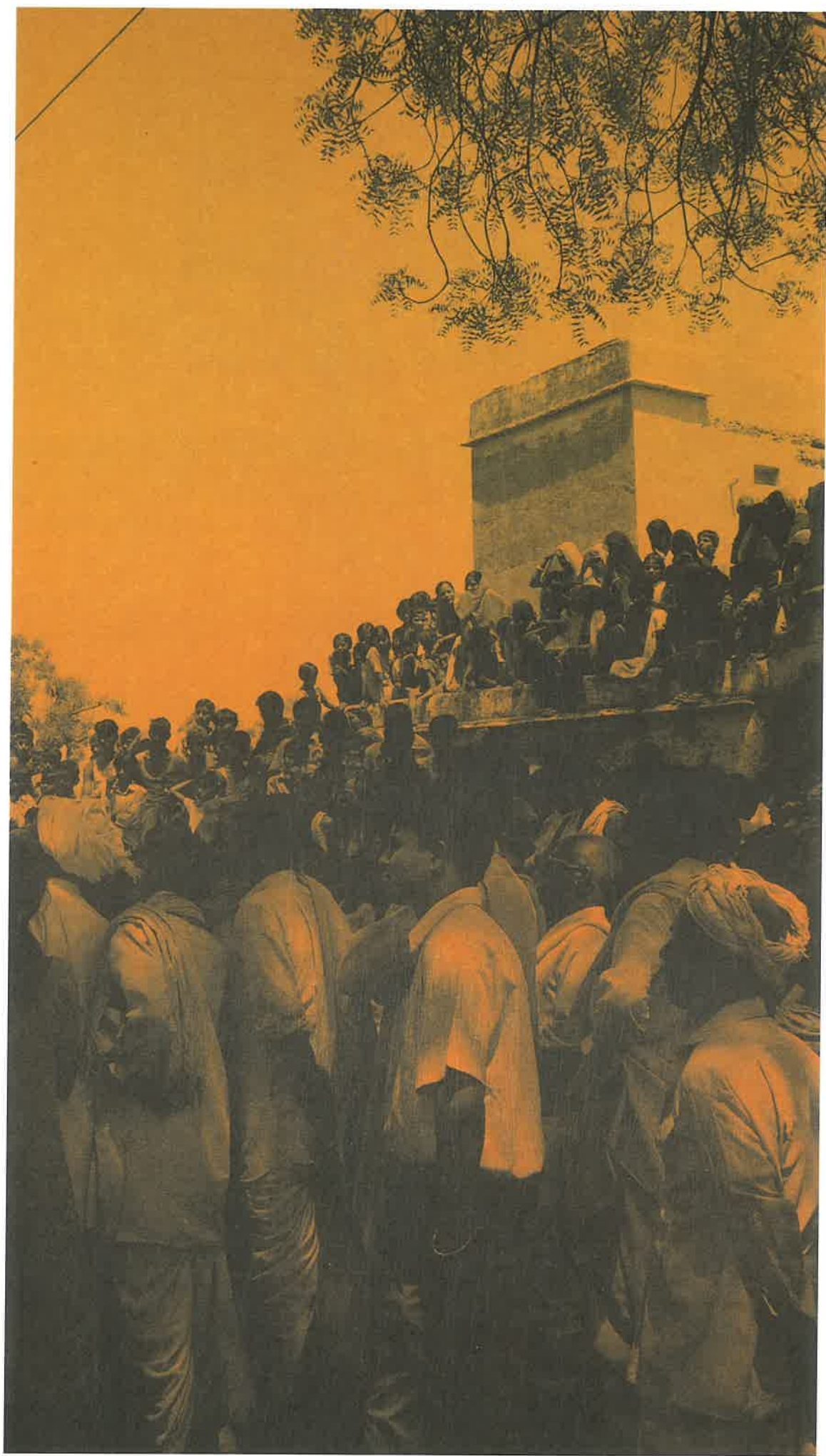
## CITATION

HWR is a core technology, which allows the creation of natural handwriting-based user interfaces in local languages for real-world applications in personal computing, e-governance and education-a vital component in reducing the digital divide and dispersing the benefits of information technology to a large population.

As no mature HWR technology exists for the Indic (and many other) languages and scripts, and the open source Lipi Toolkit attempts to bridge this gap by providing a set of generic tools and algorithms to bootstrap and catalyze the creation of HWR technology.

For researchers in handwriting recognition, the toolkit should serve as a research bed to experiment with new algorithms. For a certain class of do-it-yourself enthusiasts, it should allow the creation of engines for new shapes and scripts out of the box, without requiring much knowledge of the algorithms. For a potential vendor interested in building commercial HWR engines, it should support the building of robust engines for new scripts. Finally, for the application developer, it should allow easy integration of engines built using the toolkit into any pen-based application.

<< The first version of the toolkit focuses on isolated online handwritten shape and character recognition. >>





# e-News

The expansion of traditional media into new media and leveraging the technology as medium to reach larger masses, offering content in local language and in all form of electronic and digital medium.

## Winners

[www.infochangeindia.org](http://www.infochangeindia.org)

Manorama Online

Odisha News



www.infochangeindia.org

## PRODUCT Description

www.infochangeindia.org is a leading cross-sectoral online resource on social justice and human rights issues in India. The site is updated daily, with news, views and analysis on a wide range of issues such as women and child rights, poverty and livelihoods, governance, environment, public health, education, agriculture and food security.

The website is managed by professional journalists and development analysts with a strong commitment to social justice and social change through dissemination of information. It receives over 70,000 visitors.

The content is linked, cited and reproduced by hundreds of organizations worldwide. Scores of documents are downloaded every month, and used as discussion papers and for further research and analysis by policy makers. It also has dozens of stories of change from the grassroots, a vibrant film forum that features some of the best documentaries on social justice issues in India/South Asia and Kids for change - a section raising awareness of social justice issues amongst the 11-14 age group.

Producer  
Hutokshi Doctor  
John Samuel  
Ashok Gopal

Organisation  
Centre for Communication &  
Development Studies

Location  
Maharashtra

Telephone  
020 - 26852845  
020-25457371

Email  
webmaster@infochangeindia.org

URL  
www.ceds.in

## CITATION

The initiative demonstrates that ICT could play a significant role in dissemination of information relating to social justice and change. This would strengthen civil society by enabling citizens to marshal facts, opinions and perspectives on rights and development issues, so that they can participate in drawing up an agenda for a more equitable and sustainable world.

Infochangeindia empowers activists, students, researchers, development analysts, policymakers and concerned citizens by giving them pertinent, timely and useful information on development and rights issues, all in one place and catalyzing thereby discussion, debate, build action networks on these issues and advocacy speedily and at nominal cost.

Technology/Medium  
Web/Internet

Language  
English





## Manorama Online

**Producer**  
Mariam Mammen Mathew

**Organisation**  
Malayala Manorama Co Ltd

**Location**  
Kerala

**Telephone**  
0481 - 2563646

**Email**  
mariam@mm.co.in  
customersupport@mm.co.in

**URL**  
http://www.manoramaonline.com

**Technology/Medium**  
Web/Internet

**Language**  
Malayalam & English

### PRODUCT Description

Manorama Online.com, Kerala's no. 1 news and entertainment portal, is from the 118-year-old Malayala Manorama Co. Ltd. It has emerged as the unique voice of Malayalees across the globe. The content is in English and Malayalam. The portal has 62 million page views a month thanks to its rich content ranging from politics and lifestyle to business and religion.

The news channel is its strong point. It also has interactive programmes like chat, discussion forum and opinion poll. Also on offer are services like e-mart, e-paper, stock & commodity tickers, e-greetings and live cricket scores. Manorama Online's revamped version combines a distinct Kerala flavour with an international outlook. It is also expanding its services into new Internet-enabled areas like mobile and digital content.

The portal has channels like movies, music, lifestyle, health, religion, astrology, women, education, children, travel, cuisine, photo gallery, campusline and 'she' and a variety of interactive features like free mail, chat, discussion forum and opinion polls. It not only connects the community, but also gives insight of those living outside India.

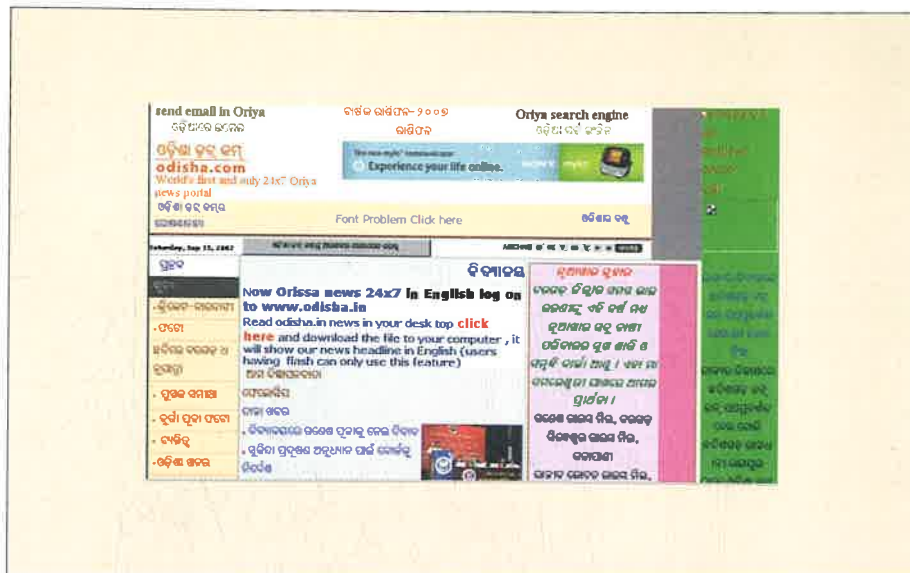
### CITATION

www.manoramaonline.com has responded to the changing times not only in content, but has also adapted to new technology progressively with a youthful vigour. The promoters could see the emerging picture almost a decade ago, when it motivated its employees including senior journalists to take to computers and discard old methods of publishing newspaper and magazine.

Marrying its rich and long experience of running information business with ICT has made it efficient as well as effective. Use of ICT has helped it to enlarge its offering on a single place and provide information in three formats-static, dynamic and interactive-to engage and disseminate information to an audience living inside as well as outside Kerala without incurring too much recurring cost.

<< Use of ICT has helped it to  
enlarge its offering on a single place  
and provide information in three  
formats. >>





## Odisha News

### PRODUCT Description

www.odisha.com, is the world's first Oriya news portal with international standards and was started on 26th of November 2004. It has been bringing out 24x7 news from eastern Indian state of Orissa and related to Oriyas across the globe. It has brought a revolution in Oriya journalism by introducing international standard of writing and best regional language content practice.

Odisha.com is a news portal completely in Akruti Oriya dynamic fonts. It is not just a news portal but also an initiative to involve non-resident Oriyas in the process of development and to save Oriya language that is facing threat from increasing use of English by Oriyas living outside Orissa.

Orissa is often described as most backward and underdeveloped making headline for hunger death, child sale and poverty, although the state has received significant foreign investment. The initiative aims to connect about 1.4 million Oriyas living outside with those residing in the state.

Odisha in the past two years has received over 80 lakh hits and its visitors come from 50 countries around the globe.

### CITATION

It is not just a news portal but also an initiative to involve non-resident Oriyas in the process of development of the state and to save Oriya language that is facing threat from increasing use of English. It also attempts to make state residents closer to them by introducing 'Odishara Bandhu' (friend of Orissa) column where near about a thousand people have registered. The portal has highlighted various initiatives by non-resident Oriyas as well as by those who reside in the state.

Orissa is a state where the Broadband Internet Service was introduced much before anywhere in India. The government has planned to make available such facilities in local Panchayat level in the coming years. Odisha's reach would grow playing a catalyst in the state's development and empowering of its people.

<< It is not just a news portal  
but also an initiative to involve  
non-resident Oriyas in the process  
of development of the state. >>

Producer  
Jatindra Dash

Organisation  
Odisha.com

Location  
Orissa

Telephone  
0674 - 3957053  
09437368656

Email  
jatindash@hotmail.com

URL  
www.odisha.com

Technology/Medium  
Web/Internet

Language  
Oriya



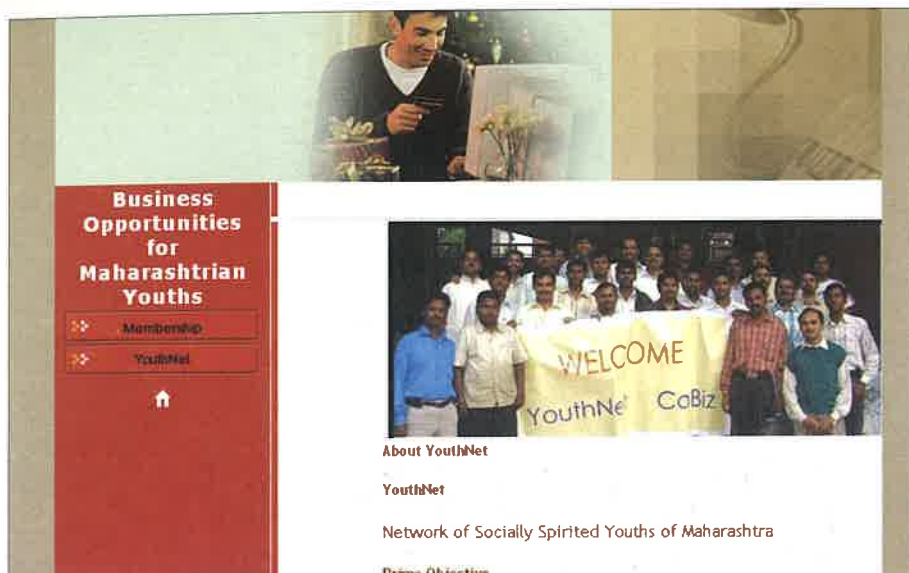
# e-Youth

India's 55 per cent youth population is getting digital with the speed of thought and adopting newest technologies to empower themselves and to work efficiently. Youth are also involved in offering innovative ideas, application, and initiatives which is empowering the masses.

## Special Mention

Self-Employment Promotion through  
Local SMS Communities





## Self-Employment through SMS Communities

**Producer**  
Ravindra Laxman Ghatе (Ravi Ghatе)

**Organisation**  
The Co-ordinator

**Location**  
Maharashtra

**Telephone**  
020 - 26052020  
9822392092

**Email**  
ravighate@eth.net

**URL**  
www.SMSOne.in

**Technology/Medium**  
Mobile/PDA

**Language**  
English/Marathi

### PRODUCT Description

SMS offer enormous possibilities of delivering information to different target groups. The initiative has demonstrated that school pass outs could deliver value through SMS and earn a living playing the role of a sophisticated messenger without causing much pain to the legs.

A local SMS community is created first by the enterprising individual and the community then is served with messages that are relevant to them and practically cover all aspects of their daily life such as a health camp to be held, water or electricity non-supply, a meeting to be held, any new shop opening, traffic congestion to reminders of bill payments. Different categories of target groups need to be created understanding their needs.

This utility service helps to earn by charging a few paise per SMS delivered, which could make an earning of Rs. 5000-6000 per month. The opportunity is huge as more and more innovative messages could be delivered filling the information gap in the area.

### CITATION

With the number of mobile users growing by the day, a simple, not so educated, young person thinks of a novel way to create employment opportunity for himself without much investment by using one of mobile's salient features.

The model is an interesting case study in mobile usage for self-employment. He forms a SMS community of, say 1000 mobile users, and provides them with a plethora of services ranging from free SMS newsletter to reminding about their due date for electric/telephone payments, and earns from delivering the messages.





The background of the entire page is a solid orange color. Overlaid on this background is a faint, semi-transparent image of two hands. One hand is on the left, holding a mobile phone, and the other hand is on the right, also holding a mobile phone. The hands are positioned as if they are about to meet or are holding the phone together. The title 'm-Content' is written in a white, sans-serif font across the top of the page, partially overlapping the hands.

# m-Content

Mobile has become the most powerful medium for the exchange of content, services, and building communities. With the high penetration of mobile devices, content and services are becoming essentials in mobile devices. New content applications and innovative content is supplementing into the strength of the mobile devices.

There are no winners for m-content this year. This is ironic that while mobile usage has increased manifold, there were not enough entries came to Manthan Award having mass impact or innovative application. There were just 7 nominations in m-Content category and the Grand Jury did not find any of them worthwhile to be considered for the award.

But it's a developing sector nonetheless and we hope to be inundated with entries in the years to come.





# Grand Jury



## Grand Jury

Mr. Osama Manzar  
Prof. K Kannan  
Mr. Sanjeev Chopra  
Ms Madhura M  
Chatrapathy  
Mr Sajan Venniyoor  
Mr Manas Chakrabarti  
Mr Sunil Kapoor  
Mr Shyam Malhotra  
Ms. Rufina Fernandez  
Mr. Rajen Varada

Ms. Ashish Garg  
Mr. Shashank Ojha  
Mr. P. Raghuveer  
Mr. Pravin Chandekar  
Ms. Mridula Chandra  
Mr. Naimur Rahman  
Mr. Anurag Batra  
Mr. SN Goswami  
Dr. Amir Ullah Khan  
Mr. Piyush Gupta



Osama Manzar  
Chairman of the Manthan Award  
Moderator of the Grand Jury

Osama Manzar is the founder and director of Digital Empowerment Foundation. He conceived the Manthan Award in 2003 to highlight the importance of e-content as the necessity for the development of the nation in the information age to compete in the global knowledge village scenario.

**Prof. K Kannan**  
Vice Chancellor, Nagaland University

Prof Kannan is currently the Vice Chancellor, Nagaland University. With his scientific background, Prof. Kannan brings with him rich knowledge house of how technology can be deployed for innovations and new creations. His education stages crossed across Delhi University, IIT Mumbai and Mysore University and at the prestigious Imperial College of Science and Technology (London) . In the year 1982 joined at the newly established Centre for Cellular and Molecular Biology (Hyderabad) as a Scientist. He played an instrumental role in establishment of the state of the art protein sequencing lab comparable to the best in the world .he played a crucial role in establishing one of the first post graduate program in Biotechnology in India .



**Mr. Sanjeev Chopra**  
Secretary, Government of West Bengal

Mr. Chopra is currently Secretary, Horticulture & Food Processing, Government of West Bengal. Prior to this he was Secretary, Information Technology & Industries, Government of Uttarakhand. Mr. Chopra brings with him rich source of knowledge on diverse fields. His ideas and inputs have been covered across national print media. His current focus is on how agriculture can be made more dynamic with food and livelihood security for farmers.



**Ms Madhura M Chatrapathy**  
Trustee Director, Asian Centre for  
Entrepreneurial Initiatives, Bangalore

Ms Chatrapathy is the Trustee Director of Asian Centre for Entrepreneurial Initiatives -ASCENT, she is an entrepreneurship champion working across Africa and Asia regions. Her successful enterprise- Food Associates Bangalore, is known for its unique range of customized food ingredients for local and global process meeting global standards. She has established institution like AWAKE and ASCENT. A Catalyst and Chief Facilitator of ToeHold Artisans Collaborative, much acclaimed model for clustering approach. She has authored books and research papers / publication on entrepreneurship and SMEs. She is the first woman District Governor in South Asia.



**Mr Sajan Venniyoor**  
Solution Exchange, UNDP

Sajan Venniyoor is Resource Person and Moderator for the ICT for Development Community of Solution Exchange, an UN initiative in India. UN Solution Exchange is a knowledge-sharing initiative to help improve development effectiveness in support of the objectives of the Millennium Development Goals (MDGs). After 15 years in radio, and a brief stint in the Prasar Bharati secretariat, he moved to Doordarshan, where he worked for the Narrowcasting division, as well as Doordarshan's DTH project, 'DD Direct'. He joined UN Solution Exchange in 2006. He writes on broadcast issues, and is a founder-member of the Community Radio Forum, India.



**Mr Manas Chakrabarti**  
Director, Digital Equalizer Program  
American India Foundation

Mr. Chakrabarti, is Director of Digital Equalizer Program, AIF. Prior to this he was heading the NIIT Hole-in-Wall project, a pioneering project in enabling computer literacy to disadvantaged children in India. Mr. Chakrabarti carries rich experience in how ICT tools can be deployed for educational needs of children, especially at the grassroots level.





Mr Sunil Kapoor  
Director—Central Buying  
Fortis Healthcare Limited & Director  
Jassa Ram Hospital

Mr. Kapoor is currently in the health care sector. His rich experience in health sector have seen instrumental in dealing with various health related governance and developmental issues.



Mr Shyam Malhotra  
Executive Director, Cyber Media India

Mr. Malhotra is well known media personality, especially in the IT domain. He is also the Managing Editor of DATAQUEST, India's one of the prominent IT publication. Mr. Malhotra carries with him rich experience in IT matters in India.



Ms. Rufina Fernandez  
CEO, NASSCOM Foundation

Rufina Fernandes, is the founder CEO of NASSCOM Foundation. NF was seeded by NASSCOM in mid-2005. NF's core focus is to leverage information and communications technology (ICT) to help under-served communities and to promote corporate social responsibility (CSR) within the IT industry. As the chief architect of NF's programs, Rufina has facilitated the creation of programs such as 'Building ICT Capacities @ the Grassroots' (BiG) - a series of workshops intended for small and medium sized organisations to help build an ICT dimension in their projects; STEP program - a collaborative partnership project that addresses the education-employability gap and builds entrepreneurial skills among youth in backward communities .



Mr. Rajen Varada  
Co-Founder & Director  
Technology for the People (TFTP)

Rajen is a Project Head for SSK at UNICEF Hyderabad and Founder of TFTP (Technology for the People). Rajen is the winner of Manthan Award 2005 as well as Winner of World Summit Award 2005 in the e-Health Category for the product called Sisu Samarakshak. He has just formed India's first group of ICT for SHGs (Self Help Groups) in Kuppam, Andhra Pradesh



Ms. Ashish Garg  
Country Representative  
Global e-School & Community Initiative [GeSCI]

Ashish Garg – an educationist by profession, she has more than ten years of experience in the Education Sector in India and her area of expertise is ICT in Education. Currently, she heads the India program for Global e Schools and Communities Initiative. GeSCI is founded by the UN ICT Task Force and supported by the Governments of Ireland, Switzerland, Sweden and Canada. As the program head for GeSCI, Ashish works with the Ministry of Education, Govt of India to develop strategies for effective and sustained implementation of ICTs in Schools. Prior to GeSCI, she worked with World Links.



Mr. Shashank Ojha  
World Bank [International Agency]

Mr. Ojha is with World Bank, India. His critical ideas and inputs on World Bank policy and governance matters is widely known. He has worked in various e-Governance projects at the policy level.



Mr. P. Raghuveer  
IFS; Forest Development Agency, Hyderabad

Mr. Raghuveer is current CF(Forest Development Agency), Govt. of Andhra Pradesh. He has rich experiences in working in community projects involving forest matters.



Mr. Pravin Chandekar  
Additional Director  
Department of Information Technology, MIT, Goa

Mr. Pravin Chandekar has a Bachelor of Electronics Engineering from Amaravati University. He started his professional career as an Engineer in Semiconductor Ltd in 1988 and thereafter joined India Institute of Tropical Metrology as Scientist. Subsequently, joined Department of IT. His current responsibilities in the Department of Information Technology are in the areas of implementation of e-Governance Projects related to various social and economic sectors in various States of India.



Ms. Mridula Chandra  
Manthan Awardee  
Director - Health & Social Development  
Research Centre, Jaipur

Ms Mridula Chandra is the Secretary, Health & Social Development Research Centre, Jaipur. She has a vast knowledge experiences in the social sector for over 20 years. A Masters in Social Work from Delhi School of Social Work, Ms Chandra has worked at the community level in the areas of health, HIV/AIDS, family planning and other grassroots areas. She is also a winner of Manthan Award 2005 in the e-Health category.



Mr. Naimur Rahman  
Director, OneWorld South Asia

Naimur Rahman is Director of OneWorld South Asia – the South Asian regional centre of OneWorld network. OneWorld South Asia works on building communication opportunities & knowledge connectivity at the grassroots; and as part of their work has developed sizable expertise and experience on rural connectivity & e-service demand in South Asia. Naimur has been associated with social sector initiatives for more than 15 years and has served in various capacities with government, bi-lateral funding agencies, corporate sector, and civil society organizations. He brings in managerial, advisory and consulting experience in technology, knowledge management and international development domains.



Mr. Anurag Batra  
Managing Director & Editor-in-Chief,  
exchange4media.com

Mr. Batra is the Managing Director of Exchange4media.com, a pioneering publication in India on media matters. He is well known for his rich knowledge in media and development issues.



Mr. SN Goswami  
Managing Director & CEO  
Media Lab Asia

Mr. Goswami is the current CEO & Managing Director of Media Lab Asia. Prior to this, he was associated with WEBEL, West Bengal. He brings with him rich experience in ICT applications and disseminations in remote locations and underdeveloped states in India like Jharkhand.



Dr. Amir Ullah Khan  
Fellow, India Development Foundation

Amir Ullah Khan studied Electronics Engineering at Osmania University and Rural management at the Institute of Rural Management, Anand (IRMA). His PhD was on Intellectual Property Issues in International Trade. He joined the Indian Civil service, quit after a brief stint and worked for four years with Project LARGE (Legal Adjustments and Reforms for Globalising the Economy) of the UNDP and Ministry of Finance, Government of India. He headed the Academic unit at the Indian School of Finance and Management, where he taught Economics and Management. Subsequently he worked as Executive Director and Editor, Encyclopaedia Britannica India and as Deputy Secretary General at the PHDCCI, the apex North Indian Chamber of Commerce in India. He is a Fellow at the India Development Foundation. His forthcoming book for SAGE is titled "States of the Indian Economy".



Mr Piyush Gupta  
National Institute of Smart Governance (NISG),  
Hyderabad

Piyush Gupta has around 24 years of experience in information technology and management with the government, public sector, private and as an entrepreneur. Presently he is holding the office of General Manager (Capacity Building & Knowledge Management) with the National Institute for Smart Government (NISG), India. Piyush has been a member of the Advisory Committee of The Commonwealth Center for e-Governance - India Chapter and on the panel of ISO Auditor for IT companies with DNV (Norway) Certifying agency. He has also been on the United Nations ICT Task Force 'ICT Policy and Governance' and "Human Resource Development" working groups.





# Organisers, Associates & Partners

DIGITAL EMPOWERMENT FOUNDATION,  
AMERICAN INDIA FOUNDATION,  
DEPT OF INFORMATION TECHNOLOGY (GOI)  
WORLD SUMMIT AWARD;

NISG

UNDP

TATA CONSULTANCY SERVICES

JAYPEE GROUP

GESCI

DESIGNMATE

INTEL

NASSCOM FOUNDATION

MEDIA LAB ASIA

IL&FS

YOKNOWLEDGE.COM

BHOJPURIA.COM

ONE WORLD SOUTH ASIA

INOMY MEDIA

SOOCHNA SE SAMADHAN

BAREFOOT COLLEGE TILONIA

SRISTI

TECHNOLOGY FOR THE PEOPLE

EXCHANGE 4 MEDIA

IMPACT

PITCH

IT VIDYA.COM

eGOV

DIGITAL LEARNING

i4D

DATAQUEST

## DIGITAL EMPOWERMENT FOUNDATION

Digital Empowerment Foundation, a Delhi based not-for-profit organization was registered on December 2002, under the "Societies Registration Act XXI of 1860" to explore, debate, see from unconventional ways and engage the community to find solutions to bridge the digital divide. With no political affiliations, it was founded by Osama Manzar to uplift the disadvantaged by using Information Communication and Technology as a means to create economic and commercially viable solutions appropriate to the needs of the community. It was actively started in the year 2003 after the founder director left his software company to seriously pursue the aims and objectives of Digital Empowerment Foundation.

Syed S Kazi  
Email: [definidia@gmail.com](mailto:definidia@gmail.com),  
Web: [www.definidia.net](http://www.definidia.net)



## AMERICAN INDIA FOUNDATION (AIF)

The American India Foundation (AIF) is a leading international development organization charged with the mission of accelerating social and economic change in India. By mobilizing people and resources across the United States, AIF has raised over \$40 million since its inception in 2001. AIF's initiatives focus around education, livelihood, and public health projects in India - with emphasis on elementary education, women's empowerment, and HIV/AIDS, respectively.

AIF also administers two programmes: (1) the Service Corps, which develops young American leaders by placing them with Indian non-profits based on skills and need; (2) the Digital Equalizer, which bridges the "digital divide" by providing computers, Internet, and training to under-resourced schools.

AIF works out of New York and Silicon Valley in the US, and New Delhi and Bangalore in India. President Bill Clinton serves as Honorary Chair.

Manas Chakrabarti  
Email: [manas.chakrabarti@aif.org](mailto:manas.chakrabarti@aif.org)



## World Summit Award

The World Summit Award (WSA) is a global initiative to select and promote the world's best e-Content, which started in 2003 in the framework of the United Nations' World Summit on the Information Society (WSIS). This is done through national contests, a global contest, held every two years, and numerous content-focused national and international conferences and workshops - the WSA Road Show.

WSA is an invitation project and a global hub for everyone, who sees the crucial importance of excellent e-Content creation within the new Information Society. As of today, 168 countries are actively involved in WSA. New partners from all over the world are always welcome to join this global initiative!

Anastasia Konstantinova  
email: [konstantinova@icnm.net](mailto:konstantinova@icnm.net)



## UNDP

UNDP is the United Nation's global development network, an organization advocating for change and connecting countries to knowledge, experience and resources to help people build a better life. They are presently working in 166 countries, working with them on their own solutions to global and national development challenges. UNDP does not represent any one approach to development; rather, their commitment is to assist partner governments in finding their own approaches, according to their own unique national circumstances. UNDP advocates for the Millennium Development Goals (MDGs), the concept of human development and the need to empower women. Its series of global, regional and country-focused Human Development Reports are a powerful advocacy tool with a focus on people-centered, inclusive, equitable and sustainable growth.

For Details Contact:  
John Borgoyari  
Email: [john.borgoyari@undp.org](mailto:john.borgoyari@undp.org)  
Web: [www.undp.org.in](http://www.undp.org.in)



## NISG

National Institute for Smart Government (NISG), Hyderabad is a not-for-profit company incorporated in 2002 with NASSCOM (National Association of Software and Service Companies), Central and State governments being the principal promoters. NISG is being shaped as an institution of excellence in the area of e-Governance with focus on Strategic Planning, developing appropriate architectures and standards, providing high-level consultancy services and capacity building at the national level. NISG is constituted under a Public Private Partnership model with a view to combine the immense potential and resources of the private sector with the principles of accountability and transparency of the public sector. The goal of NISG is to lead the nation to a preeminent position in providing integrated online services to the citizens and businesses.

Piyush Gupta  
E-mail: [piyush.gupta@nisg.org](mailto:piyush.gupta@nisg.org)  
Web: [www.nisg.org](http://www.nisg.org)



## Intel

Intel Corporation is the world's largest semiconductor company and the inventor of the series of microprocessors, the processors found in many personal computers. At Intel, the spirit is constantly to push the boundaries of innovation in order to make people's lives more exciting, more fulfilling, and easier to manage. Its unwavering commitment to moving technology forward has transformed the world by leaps and bounds. Intel inspires its partners to develop innovative products and services, rally the industry to support new products, and drive industry standards.

Subodh Deshpande  
Email: [subodh.deshpande@intel.com](mailto:subodh.deshpande@intel.com)  
Web: [www.intel.com](http://www.intel.com)



## Designmate (I) Pvt. Ltd.

Designmate is a 19-year-old 3D animation house, which has developed an educational product called Eureka covering science and mathematics. In two years Eureka has the largest client base as an ICT teaching aid in India. It covers class 1 to 12; has over 5000 topics in 135 gigs of data in high quality 3D animation; over 275 hours of playing time with a voice over; assists the teacher to explain concepts; metadata technique enables the user to access any topic within three clicks. The 3D animation helps teachers explain difficult concepts with clarity. The one single factor that separates Eureka from others is the bi-lingual feature built into the software.

Capt. K. J. S. Brar  
E-Mail: brar@designmate.com  
Web: www.designmate.com



## GeSCI Global e-Schools and Communities Initiative

GeSCI provides strategic advice to Ministries of Education in developing countries on the effective use of Information and Communication Technologies (ICTs) for education and community development. Adopting a demand driven, collaborative and comprehensive approach, GeSCI aim to improve the quality of teaching and learning through the strategic and effective use of ICTs, thereby transforming education, empowering communities and promoting development. Founded in 2004, GeSCI's objective of working with developing country governments is to harness the potential of ICTs to improve the quality of teaching and learning. It employs 14 staff in its Dublin office, Nairobi office and within its programme countries.

Ashish Garg  
E-mail: ashish.garg@gesci.org  
Web: www.gesci.org



## NASSCOM Foundation

NASSCOM Foundation (NF) is a trust registered under the Indian Trust Act 1882. It was formed to leverage the commitment of NASSCOM and its members towards social development through the application of Information and Communication Technologies (ICT) for empowering and transforming the lives of the underserved. The objective has been to take forward this task in a dedicated and focused manner. It has today the unique opportunity of leading the IT Industry towards changing the social development landscape of India. NF is today engaged in a number of programme initiatives, most of which are multifaceted and comprehensive programmes, leveraging on the power of partnerships - where NF brings together its expertise, with the implementing agencies, industry, the government bodies and the people at the grassroots.

Rufina Fernandes  
E-mail: rufina@nasscomfoundation.org  
Web: www.nasscomfoundation.org



## www.exchange4media.com, Pitch and Impact

exchange4media is India's premier news dissemination service in the domains of Media, Advertising and Marketing. Over the last seven years, it has built an enviable reputation of providing the most credible news developments and analysis in the spheres of Media, Advertising and Marketing. Exchange4media today is a single stop information platform for the entire industry, be it news, views, analytical information, in-depth analysis, trend forecasting, New Media, Radio, brand building, Outdoor et al. Some of the most respected stalwarts in advertising, media and marketing regularly share their views and thoughts through incisive interviews.

Mr. Anurag Batra - Editor in Chief & MD  
Email: abatra@exchange4media.com  
Web: www.exchange4media.com



## ITVidya.com

ITVidya.com is a community platform promoting "Sharing" of IT Knowledge among its members. Share your Knowledge, your Business and Career Dreams and meet people who can add value is its motto. It aims to build a hub for IT Knowledge, business networking opening global opportunities, resulting into wealth creation for its members.

Ajay Sanghania  
Email: info@itvidya.com  
Web: www.itvidya.com



## OneWorld South Asia

OneWorld South Asia brings together a network of people and groups working for human rights and sustainable development from across the globe. OneWorld is the world's favorite and fastest-growing civil society network online, supporting people's media to help build a more just global society. The network is governed by the OneWorld International Foundation, whose international Board of Trustees includes a representative nominated by each centre. OneWorld South Asia, based in New Delhi, India, is a part of the OneWorld Network, an international non-profit network that aims to use ICT tools ranging from the Internet, mobile telephones to community radio for poverty alleviation and promoting sustainable development. Translating OneWorld's overall mission of harnessing the democratic potential of the Internet to promote human rights into its current strategy, OWSA spells out its mission as "Voicing the Voiceless".

Naimur Rahman  
E-mail: owsa@oneworld.net  
Web: www.southasia.oneworld.net



## Hayagriva Software Pvt Ltd

Hayagriva Software would soon bring out exciting, safe, and vibrant knowledge and entertainment networking communities that will connect you with people willing to share knowledge and entertainment.

Naveen Shukla  
E-mail: naveen.shukla@hayagriva.in, Web: www.hayagriva.in





### JILIT - JIL Information Technology Ltd

A part of the Jaypee Group, JILIT specialize in providing services and solutions in the area of SOFTWARE DEVELOPMENT AND CONSULTANCY. It has developed customized solutions for construction, cement, power and education sectors. These encompass the entire resource planning including warehousing, material planning, communication systems, sales and distribution.

JILIT has set up and operate the largest private network of VSAT's in Northern India connecting the Group's various project sites, cement locations and hydropower stations. This facilitates seamless connectivity for video conferencing of remote locations and data connectivity for the ERP solutions of the Engineering and Construction, Cement and Hydropower Divisions and the Integrated Solution for the Universities.

It is also equipped with the state-of-the-art software and infrastructure to develop world-class visual content, which varies from industrial multimedia, educational capsules, Internet games and e-Learning solutions.

CDR. SJ Singh NM (Retd)  
E-mail: sj.singh@jalindia.co.in  
Web: www.jalindia.co.in



### Media Lab Asia

Media Lab Asia (MLAsia) has been set up by Department of Information Technology, MCIT, Government of India as not-for-profit Research & Development organization under section 25 of Companies Act. After completion of the initial phase, Government of India has approved a full scope programme for MLAsia. MLAsia works on the paradigm of collaborative research in the task of developing relevant and sustainable technologies and culturally appropriate solutions and bringing them to the daily lives of people. MLAsia works with Academic and R&D institutions, industry, NGOs and Government in this endeavour. The support for this unique endeavour from Government of India is amply demonstrated by way of constitution of a Board of Directors chaired by the Hon'ble Union Minister of Communications and Information Technology & Advisory Board chaired by Dr. R. Chidambaram, Principal Scientific Adviser to Government of India. Other members of the Board and the committee are eminent personalities in the country in their respective areas of specialisation.

Shri Shankar Nath Goswami  
E-mail: md@medialabasia.in  
Web: www.medialabasia.in



### Centre for e-Governance (CEG)

Centre for e-Governance (CEG) has been functioning in Electronics Niketan, Department of Information Technology, New Delhi, since August 2000. The Centre show cases several e-Governance applications and solutions that have been successfully deployed in the various organizations in the country. It has state-of-the-art conference/presentation facilities. The Centre has visitors from the government, industry and academia. CEG would play an important role as an institution for spread of awareness of various components of National e-Governance Plan (NeGP). The Centre would further strive to establish strong links with similar institutions worldwide to enrich the repository of best practices through continuous interaction and participation.

Shri M. M. Khurana  
E-mail: mkhurana@mit.gov.in [CeG]  
Web: www.mit.gov.in



### TCS Tata Consultancy Services

TCS is one of the world's leading information technology multinational. Through its Global Network Delivery Model™, Innovation Network, and Solution Accelerators, TCS focuses on helping global organizations address their business challenges effectively.

TCS continues to invest in new technologies, processes, and people which can help its customers succeed. From generating novel concepts through TCS Innovation Labs and academic alliances, to drawing on the expertise of key partners, it keeps clients operating at the very edge of technological possibility.

Whether TCS is envisioning a business advantage, engineering an IT solution, or executing an outsourcing strategy, it helps its customers experience certainty in their every day business. TCS reported 2006-07 global revenues of USD 4.3 billion.

Amitabh Nag  
Fax:- +91-11-23318947  
E-mail: amitabh.nag@tcs.com  
Web: http://www.tcs.com



TATA CONSULTANCY SERVICES

### IL&FS

Infrastructure Leasing & Financial Services Limited (IL&FS) is one of India's leading infrastructure development and finance companies. IL&FS was promoted by the Central Bank of India (CBI), Housing Development Finance Corporation Limited (HDFC) and Unit Trust of India (UTI). Over the years, IL&FS has broad-based its shareholding and inducted Institutional shareholders including State Bank of India, Life Insurance Corporation of India, ORIX Corporation - Japan, HSBC Group and Government of Singapore. IL&FS has a distinct mandate -- catalysing the development of infrastructure in the country. The organisation has focused on the commercialisation and development of infrastructure projects and creation of value added financial services. From concept to execution, IL&FS houses the expertise to provide the complete array of services necessary for successful project completion: visioning, documentation, finance, development, management, technology and execution.

Madhu Bahl  
E-mail: m.bahl@ifsets.com  
Web: www.iflsindia.com



### Dataquest

On the chessboard of the Indian IT industry, and in the corridors of IT-enabled enterprises in India, Dataquest stands tall since 1982. A 20-year-old institution with a spotless image of non-partisan, credible and useful information for vendor and user communities alike, DATAQUEST has become an inseparable part of the Indian IT journey. A leader in the true sense of the word, DATAQUEST's editorial news and commentary is trusted for its information and integrity.

Referred to as the Bible of Indian IT, DATAQUEST has constantly endeavored to highlight the major issues faced by the industry and users, publishing in-depth analyses of market trends and fast changing technologies. As the pioneer and leader of IT media in India, the magazine has consistently kept track of new developments in the IT industry and the corresponding information needs of the corporate user.

The DQ Top 20 issues, based on a nationwide survey across more than 1000 infotech companies in India, are an invaluable reference source for

everyone in the IT industry. The 'IT Man of Year' and 'Lifetime Achievement' awards instituted by DATAQUEST are not only the most coveted and prestigious national IT awards but have become institutions in their own right, thanks to a credible, transparent and objective selection process.

A market leader since inception, DATAQUEST is at least twice the size of its nearest competitor. Its market share has always been at around 50 percent, or more.

Ibrahim Ahmad  
E-mail: [Ibrahima@cybermedia.co.in](mailto:Ibrahima@cybermedia.co.in)  
Web: [www.cmil.co.in](http://www.cmil.co.in)



### Barefoot College

The Barefoot College began in 1972 with the conviction that solutions to rural problems lie within the community. The College addresses problems of drinking water, girl education, health & sanitation, rural unemployment, income generation, electricity and power, as well as social awareness and the conservation of ecological systems in rural communities.

The College helps the poorest of the poor who have no alternatives. The College encourages practical knowledge and skills rather than paper qualifications through a learning by doing process of education.

The College was entirely built by Barefoot Architects. The campus spreads over 80,000 square feet area and consists of residences, a guest house, a library, dining room, meeting halls, an open air theatre, an administrative block, a ten-bed referral base hospital, pathological laboratory, teacher's training unit, water testing laboratory, a Post Office, STD/ISD call booth, a Craft Shop and Development Centre, an Internet dhaba (cafe), a puppet workshop, an audio visual unit, a screen printing press, a dormitory for residential trainees and a 700,000 litre rainwater harvesting tank. The College is also completely solar-electrified.

The College serves a population of over 125,000 people both in immediate as well as distant areas.

S. Srinivasan, ( Vasu )  
[barefootvasu@gmail.com](mailto:barefootvasu@gmail.com)



Barefoot  
College,  
Tilonia

### CSDMS

Centre for Science, Development and Media Studies (CSDMS), is a Non Governmental Organisation (NGO) located at Noida, near India's capital city of New Delhi. Founded in April 1997, CSDMS is committed to advocacy and developing knowledge solutions for under-privileged societies through the use of innovative and effective Information and Communication Technologies (ICTs). Its activities are targeted to meet the needs of society in the development sector through research in the field of ICT, undertaking development projects through the usage of knowledge-sharing tools and products like print and electronic media, and building capacity through training programmes. Our multi-cultural team has expertise from across disciplines.

E-mail : [info@csdms.in](mailto:info@csdms.in)  
Web : [www.csdms.in](http://www.csdms.in)



### SRISTI (Society for Research and Initiatives for Sustainable Technologies and Institutions)

SRISTI (Society for Research and Initiatives for Sustainable Technologies and Institutions), which means creation in Sanskrit, was born in 1993 as a result of the felt need for an institutional support to the activities of the Honey Bee Network. Based in Ahmedabad, Gujarat, SRISTI is a registered charitable organization under Bombay Public Trust Act, 1950. The organization is also registered under Sec. 80 of Income Tax Act, 1961 and Foreign Contribution Regulation Act, 1976.

SRISTI was set up to provide organizational, intellectual and logistics support to the Honey Bee Network. The primary objectives while setting up the organization were: systematically documenting, disseminating and developing grassroots green innovations, providing intellectual property rights protection to grassroots innovators, working on the in situ and ex situ conservation of local biodiversity, and providing venture support to grassroots innovators. SRISTI manages the Honey Bee database of innovations, and supports the publication of the Network's newsletter in three languages, English, Hindi and Gujarati.

Lately SRISTI has been focusing on more concerted ways of hitherto neglected domains like women's knowledge systems, value addition through a natural product laboratory, using ICT to establish knowledge network, connecting innovators, traditional knowledge holders with the centres of formal excellence, entrepreneurs and innovators in education.

Prof Anil Gupta  
E-mail: [anilg@sristi.org](mailto:anilg@sristi.org)  
Web: [www.sristi.org](http://www.sristi.org)



### Technology for the People (TFTP)

TFTP was founded as a technical support organisation to promote developmental issues through appropriate technology and support the use of ICTs in expanding the existing activities in areas of education, hygiene, child rehabilitation and economic empowerment. It facilitates innovative ways in which technology can be leveraged to bring about economic empowerment to marginalised communities. TFTP provides services ranging from field studies, skill mapping, training and evaluations for non-profit organisations and donor agencies in the development sector.

Rajen Varada  
E-mail: [rajen.varada@gmail.com](mailto:rajen.varada@gmail.com)  
Web: [www.tftpeople.org](http://www.tftpeople.org)



### Bhojpuria.com

Bhojpuria.com is the world's first portal for Bhojpuri speaking people living within Bihar and Jharkhand as well as those living outside these states. The cultural site promotes itself not just as a website but a way of life.

The features of the site include news from Bhojpuri region, online shopping (Bhojpuri films/ music CDs, towel etc), Our People (details about great Bhojpurias), Bhojpuri Sahitya (to promote Bhojpuri literature), Khana (to promote the great food from Bihar/UP), Festivals (to create awareness about bhojpuri festivals), member's directory, and several others.

Sudhir Kumar  
E-mail: [kumar@bhojpuria.com](mailto:kumar@bhojpuria.com)  
Web: [www.bhojpuria.com](http://www.bhojpuria.com)



The background of the entire page is a solid orange color. Overlaid on this background is a faint, semi-transparent image of two people standing and holding up a large, ornate trophy. The trophy has a wide base and a tall, slender stem topped with a circular award. The people are positioned on either side of the trophy, their arms raised to hold it. The image is centered and occupies most of the frame.

# The e-Content Roadshow & The Manthan Award 2008





Dignitaries during Manthan Award 2006 and e-Content Sustainability Conference

## Roadshows & Manthan Award 2008

The Manthan Award 2007 winners will be showcased nationally and internationally through special events during 2007-2008. Each of the national and international events will be organized in close co-operation and on the invitation of local organizers and partners. The events would demonstrate best of the Indian and international e-Content practices and create awareness about the importance of content among various initiatives.

There are 3 roadshows planned to take place in the next one year: one in east, one in south and one in west, so that each zone of the country gets to see the country's best e-contents and through the roadshows, our winners would reach out to their potential partners and opportunites.

The Manthan Award 2008 contests for e-content in development, will be launched later this year and will

be open to all producers and companies, institutions and organizations, agencies and professional bodies, without discrimination in terms of language, technological platform of the submitters.

The eminent experts chosen from various states and union territories in India would organize pre-selections in their regions. The partners would guarantee the fairness and independence of the evaluation process and follow the criteria of the Manthan Award parameters. The Manthan Award grand jury with the selection of nominees and winners would take place in August, 2008. The winners will be announced at the Manthan Award Gala in New Delhi, in Quarter 4 of 2008.

Wish to enter your project or application into The Manthan Award 2008? We welcome your interest and will be happy to inform you about the registration process:

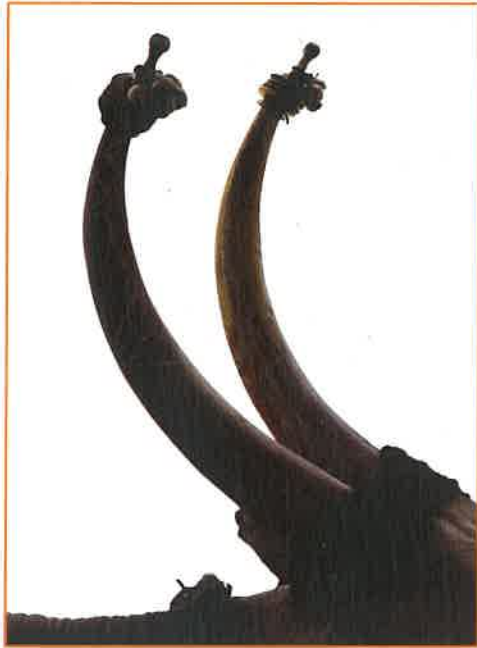
Please contact us via [www.manthanaward.org](http://www.manthanaward.org) or [manthanaward@gmail.com](mailto:manthanaward@gmail.com)











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# The **manthan** Award

e-Content for Development in India **2007**

Nominations 353

Winners 39

States 27

Categories 15

e-Business | Community Broadcasting | e-Culture | e-Education  
e-Enterprise & Livelihood | e-Entertainment | e-Environment  
e-Governance | e-Health | e-Inclusion | e-Learning  
e-Localisation | e-News | e-Youth

# e-Content

for Development in India

Foreword by

Prof Anil Gupta  
Prof Ashok Jhunjhunwala  
Prof Bibek Debroy

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