

mantra for **Inclusive Development**

Excellence in Digital Content
examples from South Asia



 **The manthan Award**
Digital Inclusion for Development **South Asia 2010**



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JUROR'S graffiti

The other point is that technology becomes more and more secular, technology reaches out to everybody, what the jury now looks for is really the impact. And the impact in two ways: what kind of impact it has on the numbers of people, and the other on how much of a developmental impact this intervention has.

Amirullah Khan

Economist & Dean at Bangalore Management Academy

The jury mix is quite eclectic and quite interesting from economics to academicians to bureaucrats – it covers quite a diverse aspect of people. Even the quality of nominations this time that I'm seeing is quite good, especially from other countries also. We have very interesting nominations

Rajneesh D

Associate Editor, Dataquest Magazine

Its one of the most organized jury processes that I have seen. I've seen some CII XM awards The kind of process that goes into them. ... this seems to be very organized, completely online, so seems to be going with the digital tradition of what it is.

Balendu Srivastava

Director, IMRB

As far as Manthan is concerned this is my first event as a jury. I liked very much for reasons that the number of nominations are great and the variety of nominations are unexpected when I came over here. And I didn't know that this many projects are actually happening in India. Even though I am from the internet industry for the last 15-16 years

Desi Valli

COO, Net4India

it is very important that there is sustained effort from agents like DEF which is taking this great pains in organizing this content every year. Its also overwhelming fact that this time more than 430 nominations have come, and its also a fact that from 11 categories it has gone to 15 categories.

Ashis Sanyal, Senior Director, DIT

It's a wonderful experience. Its very intense but I am enjoying it and learning a lot from this experience

Rajat Kathuria

Prof, IMI New Delhi & Consultant, ICIRIER

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Taking the 7th Leap towards the Last Mile with stakeholders all across South Asia

I am thrilled to present the 7th consecutive Manthan Award in as many years to all our friends, supporters, partners, patrons and all associated organizations across the eight South Asian countries: India, Pakistan, Nepal, Sri Lanka, Bhutan, Bangladesh, Maldives and Afghanistan.

We are excited to have the continued involvement of all our major associations and we welcome the new set of enthusiastic individuals, innovators and partners in the Manthan fraternity with great warmth. One97 Communications and Internet Society have taken the lead to make Manthan Award 2010 a big success with IMI Mobile, VeriSign, Mint, Intel and IAMA solidly behind us. We feel honored to have consistent support of Government of India's Department of Information Technology and National Internet Exchange of India (NIXI). We are encouraged by enthusiastic support of Tata Consultancy Services, Edurite and Commonwealth of Learning (COL). It is a delight to be working with Good Governance magazine, Dataquest, mppost and other grassroots organizations like Barefoot College.

Our partnership with international partners continues to grow stronger with Information Communication Technology Agency (ICTA) from Sri Lanka, P@SHA from Pakistan, ITPF Nepal and D.Net from Bangladesh.

With the World Summit Award (WSA), Austria, it is truly a privilege to continue working for almost a decade now with deep mutual respect, understanding, sharing common concerns and solutions in every possible moment of this digital journey. WSA's endorsement of the Manthan Awards South Asia on best digital content and applications as a global mentor and advisor is for many years now and my sincere gratitude to WSA and its pioneer, Prof. Peter Bruck for this wonderful support.

Starting last year we have started encouraging other South Asian countries to initiate their national digital content movements and launch their own national digital award programmes, with anchoring support by Digital Empowerment Foundation, the foundational pillar of the Manthan Award. This led to the launch of e-Swamibhan - Sri Lanka's national digital award programme in 2009 and, this year, Bangladesh has started its national digital award.

From Pakistan, we now have an understanding and partnership with P@SHA (Pakistan Software House Association) to send the best nominations from their local digital award for nominations and participation at Manthan Award.

Nepal continues to show a lot of promise and we are honored to have as a Guest of Honor at Manthan Award - Mr. Mahapir Pun, winner of Magsaysay Award 2007, for his outstanding work in empowering communities in the hilly regions of Nepal using wireless technologies and other means and tools.

Bhutan and Maldives have yet to make a serious effort to join and be a part of the entire South Asian digital movement. However, both the countries have shown a lot of interest and I do hope we will get a good number of nominations from them next year.

As always we combed the entire South Asian region looking for champions who are using ICT tools innovatively to significantly impact the masses. In 2010, we were delighted to discover yet another dazzling array of inspiring projects and the year long enriching interaction with hundreds of such individuals & groups saw us enveloping newer regions and communities under the Manthan Award umbrella.

The Manthan Award 2010 nominations process generated 450 plus nominations, and thus, we are now a repository of about a 2000 best practices across various digital domains including governance, health, culture, business, environment, localisation, science, education, and inclusion. Each of these nominations is a unique success in its own right and collectively they form a huge knowledge repository for research and reference and, also serve as pathways to replicate successes in other regions.

I am happy (but sad at the same time) to see that innovators at grassroots are hungry to adopt newer, faster and better technologies to make a difference in their communities. Sad, because the current digital and connectivity infrastructure in the entire South Asia regional is abysmal. Yet, I am happy and hopeful because I see that the energy and drive is present in people and, therefore, things will definitely move, actions will surely be taken and transformation will certainly happen.

I have said earlier that Broadband is electricity for the 21st Century. You give bandwidth to the grassroots innovators and they are ready to implement a million ideas. That is one of the reasons why the focus of Manthan Award 2010 is "Empowering Rural Masses through Wireless, 3G and Broadband".

A related and significant event at the Manthan Award 2010 is the launch of India Telecenter Network (ITN) Programme, an initiative of Global Telecentre.org Foundation with Digital Empowerment Foundation as the India support partner, to fulfill the aspirations of the telecenter entrepreneurs, the support agencies and other members in the telecenter stakeholders' fraternity. Your responses and inputs are sought at www.defindia.net/itn to participate and join in the consultation process to make it big success.

Despite criticisms from some quarters, I see that there is willingness from the government and the industry to support such initiatives, especially if the organizations involved have a good understanding of the local culture, people, their skills, and



their lifestyle.

We experienced this when we recently went through a series of challenges to hold a half day seminar on "Internet & MSMEs" for the Micro & Small Enterprises of Varanasi and the entire Poorvanchal region. An outcome of the event was that VeriSign, who own the .com domains, and NIXI (National Internet Exchange of India) have come forward to help us to launch an eMSME National program. My gratitude to the Ministry of MSME who have given a preliminary indication that they would support and may even provide an e-commerce platform to the upcoming MSMEs who wish to sell products online.

Another humbling moment for the Manthan Award and Digital Content movement was when the Department of Information Technology proactively invited us to create online video case study repository of the selected Manthan Awardees and even winners and best practices of other nationwide award platforms. In collaboration of NIXI (National Internet Exchange of India), and Mint, Digital Empowerment Foundation is launching the Digital Knowledge Center programme at www.contentxchange.in and also at Mint's Video platform as "Channel 2: Digital Content for Development". So, our endeavour to make the maximum outreach of the best practices has continued to leverage media, and network partners.

Another responsibility entrusted to us was the the 'NIXI Fellowship Programme' - National Internet Exchange of India (NIXI) asked Digital Empowerment Foundation to become a knowledge partner, to help implement the 'NIXI Fellowship Programme'. The response was a massive list of 715 applicants with a screening process taking the number of applications to 686 - Female 78 and male 608. With 35 as final winners, female 12 and male 23, the programme is a powerful step forward in encouraging and nurturing new leaders by encouraging young professionals to compile best practices, initiate breakthrough projects, enable empowering innovations and make policy recommendations to government in areas of ICT & Development, Technology Development & Management, Cyber/ Information Security, Internet Business & Services, International Relations & Internet Diplomacy and Cyber Laws & Regulations.

While we are proud of these achievements, let me salute the true heroes of Manthan Award - the nominees of Manthan Award, the people, the projects, and the innovations who make this movement big, important and prestigious. As always, it is delight to bond with the award fraternity, evangelize their causes, and partner with them in the long term to continually enlarge the size and scope of beneficial impact on masses.

On behalf of the Manthan Board and as Chairman of the Manthan Award, I sincerely acknowledge the valuable role and participation of the invaluable exhibitors and practitioners. My acknowledgement is incomplete without reference to the advisory board members of Digital Empowerment Foundation, whose continuous guidance, inputs and stand by support have made things really different and meaningful.

Here, one cannot ignore the minds and hands working behind the DEF and the Manthan Award pillars and making it sustain and grow. You must be wondering how the team that works behind the Summit & Awards would be? Well, no big surprises. We have very basic team to put together this award, but the only thing that made things workable and happening is the team effort and dedication to a cause that DEF stands for. My warm acknowledgement to my dedicated team of young and bright minds in Syed S Kazi, Maria Rizvi, Amarendra Srivastava, Pritam Sinha, Sapna, Soumyakant Sahoo, Amit Kumar, Koel, Ravi Kanta, Satya Prakash, Ajay Kumar, Jasbir Singh, Neeraj Kumar Singh, Shahid Ahmad, volunteers and a few who worked with us briefly and left us, but we have their best wishes.

My special affection, love and gratitude is for Shaifali Chikermane, my better half and constant companion and support pillar in all my endeavours and especially her credible effort in contributing her all design skills in bringing out this special edition.

With this the Manthan South Asia Summit & Award platform hopes to receive continuous support, guidance, inputs and warmth not only from India but from well wishers in South Asia and beyond to enlarge the nascent digital movement for desirable outcomes.

Let us continue to celebrate and consolidate on our successes so that we may have the strength to move fast in our resolve to connect each and every individual in our regions with a digitally enabled society so that they may reap all the benefits of an abundant world.

Dear readers may ignore any errors and omissions in this book as humanly mistakes and enjoy the flavour and flow of digital diversities of the mobile world thereby.

Warmest regards,
Osama
osama@defindia.net

"In the year 2010, we were delighted to discover yet another dazzling array of inspiring projects"

"Let us continue to celebrate and consolidate on our successes so that we may have the strength to move fast in our resolve to connect each and every individual in our regions with a digitally enabled society so that they may reap all the benefits of an abundant world."



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Need for an equal focus on digital infrastructure and content

In a world driven by the concepts 'Digital economy and society' digital content has become ubiquitous across all ICT driven media and service delivery channels. It has become pervasive in all sectors – public service, governance business etc.

Affordable and contextual content will drive the digital economy and society in future. The production, distribution and marketing of digital content will create new opportunities. There are policy challenges alongside and it will have to be fine tuned to drive growth.

The promotion of digital content can be supported by two enabling factors. The first is the spread of broadband. The second is the emergence of new paradigms for its economic and social relevance. The two have to move in tandem for the growth of digital economy. ICT innovations in the realm of hardware and software will sustain the growth.

The challenges toward sustaining a digital economy and society calls for a shared multi - stakeholder approach. This will entail continuous open dialogue to synthesize views on regulatory, fiscal, political and cultural positions. The challenge is also on how to connect the content resource bases of rural masses with the hubs of the Knowledge Economy. A two way network of knowledge exchange and sharing is a challenge that stakeholders in the country and other developing economies must be aware of. The Department of IT is implementing the National e-Governance Programme (NeGP). This flagship programme will offer services to citizens across the country and opens up a window of opportunities to them. Small initiatives like ' Digital Panchayat' , 'e-NGO' have been supported by National Internet Exchange of

India (NIXI). The objective of these outreach protects being implemented by Digital Empowerment Foundation (DEF) is empowerment.

I am delighted to be associated with the 2010 edition of the Manthan Award I hope the conclave deliberates on key issues and will bring forth valuable suggestions for future direction and action.

I congratulate all the award winners. Their achievements will inspire people all across South Asia.

My best wishes to all delegates, experts and innovations.

With best wishes

N. Ravi Shanker
Joint Secretary, Ministry of Information Technology,
Ministry of Communications & Information Technology
Government of India



The challenges toward sustaining a digital economy and society calls for a shared multi-stakeholder approach. This will entail continuous open dialogue to synthesize views on regulatory, fiscal, political and cultural positions. The challenge is also on how to connect the content resource bases of rural masses with the hubs of the Knowledge Economy



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Manthan Award 2010 Forging ahead the movement called “Digital Content for Development”

solutions to empower rural communities in different categories. These categories e-governance, e-health, e-news and media, e-inclusion, e-agriculture to quote a few. This award was instituted by the Digital Empowerment Foundation under the framework of World Summit Award along with the Department of Information Technology, Government of India and other organizations to promote ICT for masses in the social sector and public empowerment.

Having begun a journey at the national level in India, linking numerous innovators and practitioners on home ground, the Manthan Award extended its network to include South Asian region as well in 2008. This extension was a natural outcome given the similarities in the social and economic backgrounds and the challenges faced by each country in implementing digital solutions for rural empowerment.

As of today, the Manthan fraternity has only grown over the years and comprises of over 1000 dedicated members with the passion and belief to bridge the widening digital gap and reducing digital poverty plaguing the countries in these regions.

The Manthan Award process has thrown up very visible positive results that Information and communication technology tools can enable people to learn how to absorb knowledge generated elsewhere and combine it with local knowledge to cater to local needs. The focus of the deployment of ICT enabled initiatives should be to encourage local solutions rather than enforcing ready to use off the shelf digital packages. This can be seen in the plethora of innovative solutions brought forward by the various nominees this year.

It is important to note that though “bridging the digital divide” has become the mantra for any ICT initiative within the social sector, one must also give equal importance to the impact and sustainability of these initiatives. The next priority would be that of value addition that the digital content interventions would bring about. Hence, it is obvious that this cannot happen overnight and would require a multi dimensional approach at all levels including policy makers, stakeholders and the end users themselves. Any ICT initiative should be “for the people” and hence the needs of people from these communities must be

It is that time of the year again when the newly evolving global community of ‘social sector digeratis’ gets together to set the stage that will showcase yet another year of innovative digital applications at the much sought after Manthan Award ceremony. Touted as South Asia’s biggest event on ICT for development initiatives, the prestigious Manthan Award is a unique event that acknowledges the best practices in the digital revolution for the social sector.

The annually held Manthan Award enters its 7th year since its inception in 2003-04 with a steadfast aim to identify, encourage, support, nurture and provide the much needed platform for emerging and budding e-content innovators to contest their solutions against each other. Manthan Award 2010 will showcase some of the best use of digital applications through its 434 nominations in 15 categories, across 8 countries covering India and South Asia.

The core objective behind the awards is to act as a facilitator in order to help create a network of ideas and connect like minded innovators working in the domain of ICT for development in these regions. The past few years have been a witness to a steady rise in the creation of digital e-content for empowering the social sector. This move by the Digital Empowerment Foundation has resulted in an evolving and growing digital content fraternity of e-content researchers, innovators, grassroot level members and practitioners across South Asia.

The Manthan Award recognizes the best digital and technology

taken into account at all stages of such digital implementation.

There has been plenty of research under the banner of ICTs which has focused on the socio-technical approach of ICT development this has shown the importance of involving the communities from the grassroots level in order for technology to be successfully accepted and deployed.

Digital poverty or the lack of ICT knowledge and inadequate levels of access to ICT services by local people and communities that create a glaring gap in the social and economic sectors which characterize the developing nations is a harsh reality today. The concepts of “digital poverty” or the “information haves” and “have nots” does not emphasize the notion of the type of information but rather the focus is on the information that can be stored, made available, used and consumed through various ICT mediums. Hence, this moves the focus lens to the importance of creation of digital content and deployment of content enabled implementations to reduce the digital poverty prevalent in developing nations today.

Technology today is only a means to achieve the desirable outcomes in order to bridge this gap but it's the availability of these technologies to the rural communities that holds the key to bridging this divide. With the introduction of Web 2.0, the world is witnessing a drastic change in the nature of communications and it is increasingly becoming a socially bounded network. Given the pace at which technology is advancing, it comes as no surprise that the pace of making information available digitally to empower the masses is not up to speed. Also, the concept of innovation can act as devil's advocate in certain situations and hence focus must be on bringing out more creativity and diversity in these empowerment initiatives. The need of the hour is for the various countries' governments, civil society members and socially responsible corporates to support and aid such momentums. This also calls for policy makers to come forth with co-operative and less stringent policies to accommodate these initiatives rather than posing hurdles and obstacles in the initiation phase itself.

However, given the growing strides being made in IT infrastructure such as those of broadband connectivity, wireless networks, mobile penetration and growth of 3G networks, ICT innovations should be directed towards leveraging these resources to fuel digital content creation and inclusion for the rural communities. The Manthan Award 2010 nominations include some exemplary works across India and our neighboring countries in the South Asian region, which have shown creative and innovative uses of

ICTs for reaching out to the masses and making them heard across.

A GLANCE AT THE 2010 SCENARIO

Manthan Award 2010 has received over 450 nominations spread across 15 categories as compared to last year thereby showing an increasing rise in innovative digital content creation across India and South Asia. This year has seen a phenomenal rise in nominations from our neighbors Bangladesh and Pakistan as compared to their contributions in 2009. Bangladesh has contributed nearly 3 times their previous nominations and Pakistan has leapt a mile ahead by contributing 32 nominations this year as compared to 2 nominations last year. Back home, India too has fared pretty well by taking the number of nominees from 293 last year to 313 this year. There has also been a new addition to the Manthan fraternity this year in the form of a nomination from Maldives in the e-learning category.

Due to the large number of responses received this year, two new award categories have been introduced this year in the field of agriculture and travel & tourism.

The phenomenal rise in contributions from Bangladesh has seen this neighbor contributing to almost every category of award under the Manthan banner this year. Some of their contribution highlights include the Tothyo Tori project that has empowered the communities living in the Haor basin to access essential facilities through the innovative use of information boats powered by solar energy. Being one of the most disaster prone areas, an initiative to use a cell-phone based broadcast system to disseminate early warnings has also found its place as a nominee in the category of e-environment. Pakistan too brought forward numerous nominations and the ones worth mentioning are that of an innovative streamlined newsroom management solution and a low cost initiative to monitor patients and thereby reduce rates of maternal and infant mortality.

Digital poverty or the lack of ICT knowledge and inadequate levels of access to ICT services by local people and communities that create a glaring gap in the social and economic sectors which characterize the developing nations is a harsh reality today.

As famously quoted by Neil Armstrong, “This is one small set for a man, one giant leap for mankind”, The Manthan Award is a sincere and humble step towards bridging communities in the context of digital empowerment initiatives. This year is also no different and in fact given the rise in nominations, we have begun our strides towards the giant leap

The first and lone contribution from Maldives also deserves a mention as it has joined the digital empowerment community for the very first time with a nomination for the e-learning category.

Another trend from this year has been doubling of the number of nominations in the cate-

gories of e-inclusion, e-health and e-learning initiatives especially from India, Bangladesh and Sri Lanka.

India once again upholds its diversity this year by contributing to all the categories. The travel and tourism sector in the country has seen a first of its kind initiative in the form of a web based combined with a mobile based passenger reservation system for transport buses in Karnataka. This has not only enabled passengers to book their tickets from anywhere and at any time but also proven advantageous for the state transport corporation.

The healthcare sector has also seen a rise in nominations this year, projecting the trend that ICTs are increasingly being used to address growing health issues and administer a consumer-centered model approach. The Health and Family Welfare department of the Government of Tripura have spearheaded an initiative that takes eye care to previously inaccessible regions through tele-ophthamology and is an exemplary concept that has overcome all kinds of social and geographical barriers. A key highlight of this initiative is that it not only provides a service but also ascertains quality of this service.

The other initiatives aimed at bridging the digital divide includes the dissemination of assistive technologies catering to the needs of specially-abled communities such as the initiative started by MindTree consulting. This initiative has taken the concept of assistive technologies to a whole new level by scaling beyond the traditional models of hearing aids and wheel chairs. Highlighting some harsh realities of elementary education in

India today, it is indeed disheartening to know that of the 140 million primary school children; around 30 million cannot read at all! An innovative idea in the form of Guruji addresses this issue at the primary level of education by providing self sustaining tools in the form of audio video lessons built-in with LED blackboards.

WHERE DO WE GO FROM HERE?

There has been a surge in the volume of digital content creation and deployment across countries as seen through the nominations for the Manthan Award. This has resulted in an accumulation of a massive amount of knowledge in the digital e-content domain which is increasingly turning out to be a melting pot of ideas bubbling and creations waiting to be tapped effectively for the benefit of the community at large. Knowledge untapped is knowledge lost!

The Manthan Award apart from providing a platform for various countries to showcase their works, is also a frontier to enable cross country, inter- and intra-state exchanges of content applications and services. It is crucial to sustain this momentum but nevertheless along with the momentum, all the stakeholders and participants involved must work towards building a common knowledge repository based on cooperation and mutual support.

This is indeed a herculean task of amalgamating all the information that is churned out year after year and cannot be accomplished without genuine cooperation and desire from the participants. There has been an undertaking in this direction by the creation of a digital repository in the form of Digital Knowledge Center and building a network through an online networking and exchange forum.

As famously quoted by Neil Armstrong, “This is one small set for a man, one giant leap for mankind”, Manthan Award is a sincere and humble step towards bridging communities in the context of digital empowerment initiatives. This year is also no different and in fact given the rise in nominations, we have begun our strides towards the giant leap. However, in order to achieve bigger strides there has to be a joint effort from all sectors including that of policy makers, government bodies, civil society and the communities themselves.

It is indeed time for us to wake up to the pace of technology advancements and make the voices of rural communities heard through digital content creation!

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ICT and Financial Inclusion in India

AMIR ULLAH KHAN

In a country where more than half the population does not have bank accounts, two thirds are not covered by any life insurance and just about 3 per cent have health insurance, the situation merits immediate and urgent attention. In all discussions on financial services, it must be noted that these are provided for by the market and therefore both supply and demand side considerations are important. On the supply side, difficulty of access and lack of availability are prime hurdles. And from the demand side, the high cost and the lack of awareness of benefit services are the major issues. There are about 6.3 bank branches for every 100,000 people in India. In terms of geographical accessibility there are, on an average, less than 3 branches per 100 square kilometres. For rural India, the corresponding figures are 3.5 branches per 100,000 people and less than 1 branch per 100 square kilometres of land area. These numbers alone are sufficient to infer that merely accessing the nearest bank branch is often the most severe challenge.

The lower income categories and the poor are especially excluded from the financial market. The average incomes of households who have bank accounts are significantly higher (almost twice) than those who do not have accounts. For example, only 34 per cent of the lowest income quartile has accumulated savings and only 18 per cent of them have bank accounts. By contrast, in the highest income quartile, 92 per cent have savings and 86 per cent have bank accounts. It is entirely possible that households choose not to deal with formal financial institutions. This could be for a number of reasons --- lack of awareness about formal institutions, lack of financial literacy, ineffective financial services that do not address the specific requirements of the financially excluded, etc.

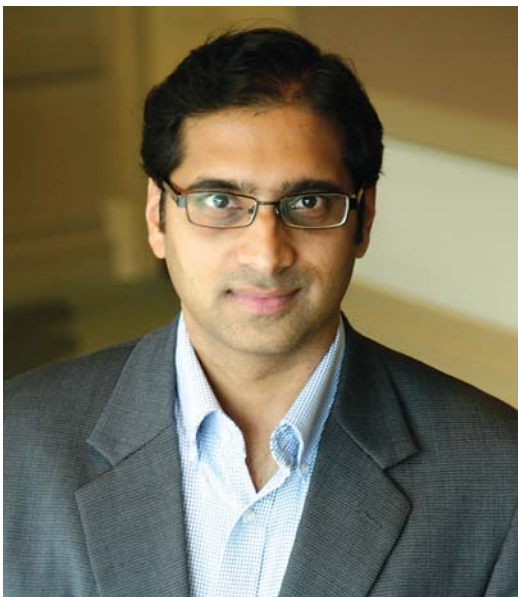
When does financial exclusion make a huge difference? It occurs when households are forced to avail of funds, often caused by emergencies, from informal sources. First, households that do not have bank accounts are forced to borrow increasingly from moneylenders and these loans attract high interest rates. Indeed, the clientele of the moneylenders are almost always the

poorest, making a bad situation much worse. Second, the need to borrow from informal sources is much higher in rural India and a substantial portion (49 per cent) of this is for consumption smoothing. Third, the capacity to borrow, and hence the actual borrowing, is significantly less if a household does not have a bank account.

When does financial exclusion make a huge difference? It occurs when households are forced to avail of funds, often caused by emergencies, from informal sources.

Telecom operators today provide the largest reach in the country in terms of retailer outlets. There are approximately 1.5 million telecom outlets in the country versus approximately 120,000 bank branches and ATMs in the country. These 1.5 million telecom retailers are connected to their telecom operator's servers in a number of ways. This connectivity can be leveraged to provide greater connectivity to the customers in far-flung areas of the country. All telecom operators in the country have invested in massive IT systems that currently support millions of micro-debit and micro-credit transactions daily. No other industry in the country today has this type of IT infrastructure setup in place. This infrastructure, with some adaptation could be used to offer basic banking services like deposits and withdrawals to a large number of villages in the country. If the problem was scalability and the high cost per transaction, telecom and its reach in the country has solved both.





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IDNs to enable the Internet realize its potential of being a truly global and diversified medium

MANISH DALAL

Internationalised Domain Names (IDNs) are domain names or Web addresses, represented by local or regional language characters. IDNs are one of the most significant development to the Internet since its inception. The geographic expansion of the Internet and its corresponding increase of use by various nations, groups and communities that speak different languages have eventually resulted in the need for domain names that consist of characters other than those from the Latin language. The domain name is a critical way to locate resources on the Internet, and IDNs make the Internet more accessible for non-English speaking countries and local communities by allowing users to access the Internet in their local language.

IDNs and their importance become apparent with a closer evaluation of the current number of Internet users and English language users. The total number of Internet users worldwide

The domain name is a critical way to locate resources on the Internet, and IDNs make the Internet more accessible for non-English speaking countries and local communities by allowing users to access the Internet in their local language

reached 1.9 billion earlier this year¹, with India contributing 81 million² users to that total. While the dominant language used on the Internet is English, nearly 60 percent of Internet users are non-English speaking³. In India too, local language users far ex-

ceed English language users⁴. While Hindi is the most widely spoken language and is the primary tongue of 41% of Indian people, there are 14 other officially recognized languages⁵.

LOCAL LANGUAGE DOMAIN NAMES

Historically, domain names have contained ASCII (American Standard Code for Information Interchange) characters i.e. domain names have used the Latin alphabet (a,b,c...z), numbers (0, 1...9) and the hyphen (-). Second level IDNs such as IDN.com and IDN.net have been available for a number of years, but it is believed that internationalization of the top level domains may also help provide a localized navigation experience to the Internet user. IDN.com and IDN.net written entirely in non-Latin alphabet are currently expected to be available in 2011.

In October 2009, ICANN (Internet Corporation for Assigned Names and Numbers) announced the launch of IDN country code top level domains (ccTLDs) that will be written entirely in the local language. भारत.भारत is an example of a hypothetical IDN ccTLD written in the Hindi language. India's Department of Information Technology's (DIT) application to ICANN for launch of .bharat in seven Indian languages - Hindi, Bengali, Punjabi, Urdu, Tamil, Telugu and Gujarati -- has reportedly received the initial clearance - but final approval will still be needed⁶. Such a move will make it possible for many non-English speaking Indians to navigate the Internet using their native language.

WHY IDNS ARE IMPORTANT

IDNs may make the Internet easier to navigate for millions of people who do not recognize or comprehend ASCII characters. Also reading an online edition of a newspaper in your native tongue, say in Hindi or Bengali, may be a more dynamic experience if links from articles to more information can be reproduced as Web addresses in local characters versus ASCII characters.

IDNs may be especially helpful for certain businesses by making it easy for many online users to read, to type, to remember, and to use domain names in their own local language.

IDNs may be especially helpful for certain businesses by making it easy for many online users to read, to type, to remember, and to use domain names in their own local language. IDNs may help facilitate companies with global interests to enable their customers in different local markets to easily navigate to their Web site, e.g. a German Company with presence in India. Further, a local company may be able to allow customers in their home or local market to easily navigate to their Web site, e.g. an Indian company targeting Indian customers. With IDNs, global companies can now manage and promote their website in local

language(s) to help their customers enjoy a consistent brand experience regardless of where they are based and the language they speak.

IDNS: ENHANCING THE USER EXPERIENCE

VeriSign is committed to upholding the vision of a single global Internet that is equally accessible to all users, everywhere in the world, regardless of what language they speak. IDNs support that vision by making it possible for millions of current and potential users of the Internet to access the Internet in their local languages. To complement the IDN initiatives being driven by ICANN, VeriSign is part of a group of industry players helping to drive adoption of IDN capabilities in standard client software. The IDN Software Developers Consortium works to ensure that IDNs work seamlessly in all applications. We urge all of our colleagues in the space to participate in this critical effort.

¹ According to <http://www.internetworldstats.com/top20.htm>, updated for June 30, 2010

² According to <http://www.internetworldstats.com/top20.htm>, updated for June 30, 2010

³ From a report by Everture International Report available at http://www.everture.com/news/article_lingua.htm

⁴ 63% in urban areas and 83% in rural areas are not familiar with English

according to a report written by Sinha on January 15, 2009 on Rural Internet Users/State of Vernacular Content in India. This link is available at <http://www.pluggd.in/india-internet/rural-internet-users-and-local-language-content-in-india-3547/>

⁵ From - <https://www.cia.gov/library/publications/the-world-factbook/geos/in.html>

⁶ <http://icann.org/en/announcements/announcement-2-15sep10-en.htm>.



Mobile for Masses

www.mBillionth.in

categories

M-GOVERNANCE
m-INCLUSION
m-NEWS & JOURNALISM
m-EDUCATION & LEARNING
m-ENTERTAINMENT
m-TRAVEL & TOURISM
m-BUSINESS & COMMERCE
m-HEALTH
m-ENVIRONMENT
m-CULTURE & HERITAGE



50 Best Practices in Mobile & Wireless

The book titled 'Mobilefor Masses' is a collection of best thoughts in the mobile sector and it has a collection of best mobile innovations and projects on ground culled out from the mBillionth Award South Asia 2010. Many of these projects would also be nominated for World Summit Award Mobile Content 2010 later this year.

— Osama Manzar



www.one97.com

3G Mobile broadband - Impact

SUJIT MISHRA

able to talk to someone on the phone while downloading an application from the Internet. It would allow better cross-country communication and provide for Internet on the go. This may also be useful for accessing information from various parts in India where typical computers may be absent, but networks owned by major mobile network operators are available. It also helps India to keep pace with the rest of the world, as computing becomes more powerful yet more compact.

Good news that now India is one among 130 countries in the world having 3G platforms. Even better that government made billions of dollars, through spectrum auction. But questions still remain – is that enough? What's next? What's going to change? How it is going to change? Would this impact the user experience, and how? Bigger question – how will this impact the masses?

Let's first understand what 3G is 3G or Third Generation is a generation of mobile phones and mobile telecommunications that conform to standards set by the International Telecommunications Union from the year 2000 onwards (officially referred to as International Mobile Telecommunications-2000 or IMT-2000). These include wireless voice services over a wide area, mobile internet access, mobile media services such as TV and video streaming and video calls.

3G differentiates itself from previous generations like 2G and 2.5G in that it should simultaneously allow both speech and data access services. This essentially means that you should be

3G or Third Generation is a generation of mobile phones and mobile telecommunications that conform to standards set by the International Telecommunications Union from the year 2000 onwards (officially referred to as International Mobile Telecommunications-2000 or IMT-2000).

Mobile users are in constant look-out for more information, faster data access and new multimedia content. While 3G surely suffices to a great extent, its success would depend on – 3G enabled network activation (in progress); low cost phone (multimedia phone with 3G) (in 2 quarters, in my opinion, market would be flooded with Rs. 3-4K phones loaded with features, thanks to Android, and low-cost chipset manufacturing companies). So, expecting a win-win situation in near future won't be an exaggeration.

Voice was envisioned as big, years back, and it proved to be a big success (by success here I mean – positive impact on masses, great consumer experience, tons of value added services, and above all good ROI for everyone). The next surely is video, and 3G is one of the enablers in addition to various other mobile broadband technologies. Having said that, it is important to smartly gauge various service offerings with other 3G enabled countries (even when Indian telecom environment exhibit little differently than rest of world. Remember the RBT, paisa per second, push communications...?) I'm quite bullish on it's (3G) success, but it won't happen as of tomorrow, rather its result will come in 4 quarters from now. Meanwhile, lots of hard work, in terms of – network, phones, services/offering traction & packaging, pricing & bundling.

I WILL BET FOR:

Circuit switched 3G in a subscription based push delivery model. Unique content packaging and user experience for indial-portals. Regular video portals (though would be default offering) would

be there but just for the sake of being there.

Some of the utility apps for enterprise customers like video-mall, video ATM, Near me (location mapped).

Multi genre education stuff. (Note: “how stuff works” is one of the most popular apps on smart devices or web, standing in parallel to ‘YouTube’) “High definition voice” based services. Smart device media applications (will leverage on packet network).

Moreover, I’m not too hopeful for, video-call services, because: A video-call (receiving or making) while you’re on the go is not easy neither comfortable (think what happens if you’re driving...)

Cost: While network readiness to support such services are quite expensive; much costlier than voice.
Handsets: Almost all: do not have a dedicated key for video call. Selecting options under menu does not work.
Privacy: People around see and hear you. Do you always use headphones? How do you hide video?

Multi genre education stuff. (Note: “how stuff works” is one of the most popular apps on smart devices or web, standing in parallel to ‘YouTube’) “High definition voice” based services. Smart device media applications (will leverage on packet network)

Moreover, are you always ready enough to show yourself on someone’s screen?

Above all, I expect 3G (additional spectrum), would help operators to solve existing problems (in 2G environment) of frequent call drops.

3G definitely is a way forward for everyone – operators, content providers, consumers; and this indeed would be a success. Not to forget, it’s a stepping-stone to 4G (actually 3.9G), meaning, more fun is in store, a “wireless only world” with much-much faster speed than 3G, which is still a “circuit + packet world”.

DIGITAL EMPOWERMENT FOUNDATION

www.defindia.net

Empowering through Information and Content

>> auditing <<

>> knowledge <<

>> advocacy <<

>>> outreach <<

>> research <<

>> consultancy <<



parveen.pannu@yahoo.com

Convergence of ICTs leading to development

DR PARVEEN PANNU

We are living in an era where ICTs constantly surround us and there is a blitz of convergence of ICTs- radio, films, television, home video, photography, animation, gaming, music, etc. We are surrounded by the multi level convergent information communication technologies' world which is playing a crucial role in the modes of achieving social, economic and political development.

The rise of digital communication has made it possible for the ICTs to deliver text, audio and video material over the same wired, wireless or fibre-optic connections. The previously separate technologies of voice, data and video now interact with each other and converge synergistically creating new efficiencies. This has made possible multimedia delivery of information resulting in convergence of ICTs by bringing together the three 'Cs'- computing, communications and content.

Today internet has become an important tool used to reach people around the world. The rise of the internet as well as the activities, products and services that have emerged in the digital media space are the factors contributing to the convergence and its unpredictable results and unlimited possibilities.

The previously separate technologies of voice, data and video now interact with each other and converge synergistically creating new efficiencies. It has made possible multimedia delivery of information resulting in convergence of ICTs by bringing together the three 'Cs'- computing, communications and content

But it is the convergence in mobile phone industry which is continuously making waves. Mobile phones are meant to not only carry out phone calls and send text messages, but also hold messages, videos, music, television, camera, animation, gaming too. It has revolutionized the communication scenario. It is the first digital ICT to have reached poor households and communities. Whether it is m-learning, m-health, m-governance, m-banking, m-marketing, m-entertainment, mobile phones in India are changing the communication landscape dramatically. Convergence in ICTs have also led to media convergence- radio, television, films, etc. and has altered forever the relationship that exists between industries, technologies and different stakeholders and has contributed to the empowerment of individuals. In a country like India where there are tremendous diversities in culture and languages and demographic and ecological imbalances exist, the convergence of ICTs has provided for fast, relevant and accessible communication system leading one to gain the knowledge, skill-sets and attitudes needed to cope with the changing world and the circumstances in which one is born. It may lead to increased development opportunities, enhance development outcomes and improve people's quality of life.

It can be said that the phenomenon of convergence in ICTs is tip of the iceberg, as all facets of social-economic, political and institutional life are affected by it such as governance, poverty eradication, health, education, literacy, reaching out to women and other vulnerable groups, etc. The phenomenon of convergence can be used for creating the synergy needed to empower marginalised communities to develop innovative ways to use technology applications that improve economic development and the quality of life.

The possibilities in convergence of ICTs are mind boggling. As the proliferation of new communication technologies continues, the trend of convergence is going to be invincible and inevitable. It has changed forever the way we create, consume, learn and interact with each other. The trend of convergence of ICTs is empowering people, enabling them to improve their living standards and quality of life.

vish@imimobile.com

Towards building an INFORMED India

VISHWANATH ALLURI

The telecom revolution has successfully strengthened the emotional connect between people separated geographically. With the decrease in the price of handsets and most importantly tariffs, mobiles have penetrated to the remotest corner of the country. The actual usages of mobile too have started to transform the communication patters, from just giving missed calls to even sending sms. In addition to the emotional connect; India's subscribers have begun to expect the benefits of timely exchange of information as well.

We are now trying to bridge this gap by empowering them with information that improves their standard of living. Rural India population presents us with its many uniquenesses. This section of India's population is unlike its counterpart in the urban areas. In the urban areas Cricket and Bollywood form the major part of information consumption, coming mainly from the youth segment. People in the rural areas, with limited discretionary spending at their disposal, look for critical information about weather, markets, government policies, schemes, healthcare and education. This category of information can be termed as utility services for rural India as it helps them improve their living conditions. The mobile VAS industry needs to understand this unique need and deliver solutions in a form and language which is easily accessible, understandable and useful.

We at IMImobile recognize the potential and significance of value added services aimed at rural India. 'Cell Shakti' our unique service, is specifically targeted to fulfill the information and entertainment needs of rural India. Through Cell Shakti we are able to inform, empower and enable the rural folk and thus bridge the digital divide. Reliable and comprehensive information is delivered regularly to the mobile device in one package, with tailor made data in local language. This data is in sync with crop cycles, health camps, weather fluctuations, agriculture tips and techniques, market information and prices - which helps im-

prove productivity, earnings and thus lifestyle. Additionally, we have also introduced 'English Seekho' (Learn English) service, to help rural India integrate faster with commercial India. We are also glad to report that telecom operators have appreciated our initiatives and are partnering with us in taking these services to the masses.

The rise in the acceptance of rural VAS services clearly indicates the reach of technology even in the remote areas and how rural people are accepting new technologies. Now gradually they are going to be ready to avail the benefits of advanced and innovative VAS services with the availability of 3G

This is gradually creating the platform for the rural people to understand the importance and start accepting the advances in technology. The rise in the acceptance of rural VAS services clearly indicates the need of technology even in the remote areas and reveals how rural people are accepting new technologies. Gradually, they will become ready to avail the benefits of advanced and innovative VAS services with the availability of 3G.

We understand the importance and potential 3G can bring to the rural consumers with tailored video content, educational video, video enabled weather report, crop related information, and are geared up to bring such innovative solutions to empower them to be productive human capital.





rajen.varada@gmail.com

A Catalyst house for Manthan

RAJEN VARADA

The Manthan awards is crossing seven years of celebrating ICT innovation in India. It has in the past few years also crossed borders and touched our neighbours to promote the creation of excellent content for ICTs.

There have been many original ideas and innovations which have passed through the stringent jury process to be short-listed for final evaluation. Of these just a hand picked few are selected to be considered the best of the best.

As part of the jury process for 6 years, I have seen some very exciting ICT innovations which held great promise in addressing and accelerating the developmental goals of the nation. However, few have really reached a critical mass of change makers. Many have vanished or exist as small islands of excellence.

There may be multiple factors which may be blamed or considered as stumbling blocks for creating a conducive environment for sustaining or taking them to "scale". Regardless of whether it is infrastructural support or inadequate dissemination, the fact remains that even the best of the best remain only academically the best in design and innovation and do not get mainstreamed into wide practice.

The promise of internet and connectivity has not created the kind of application and reach as expected and the digital divide has remained more or less static with most of the country's rural population left out of the information society. Mobile technology has connected this country as never before and holds the

promise of reaching the remotest corners. However the use of mobiles is still very much only for voice communication and most of the creative content and applications have not gone beyond pilots.

There is a need to understand and learn from the past few years of digital technology and creation of content. An intense soul searching needs to be done. Why are they so short-lived. Why is that even the most promising ones are not seen through or enough effort put into taking them forward? Is it because in the Indian context they are spoilt for choice? Is too much of a good thing not good at all? I have no real tangible solution of how does one really take ICT innovations to scale in India. The ICT space in India is becoming like a lumbering giant, so weighed down by its own weight that it has become incapable of going forward. There is also the nagging suspicion that ICT creativity is too focused on getting awards and do little else afterwards.

Mobile technology has connected this country as never before and holds the promise of reaching the remotest corners. However the use of mobiles is still very much only for voice communication and most of the creative content and applications have not gone beyond pilots.

One probable answer may be that most of the innovations have not transitioned to effective business models. From the recognition of creativity with words they must be taken forward with business plans which speak numbers instead of words. It would be an interesting exercise to revisit all the winners of the past seven years and do an analysis of their current status to understand where they have succeeded and where they have faltered. The Manthan awards having raised the bar on creative content, it also need to monitor and evaluate the success and failures of the awardees since inception. Such an exercise may provide the insight of how to incubate the creative content and catapult them into successful ventures.

Total Entries**456****Total Nominations
after Screening****434****Finalists****77****Winning Nominations****41****Special Mentions****09****Country Wise
Nominations**

INDIA: 313
SRI LANKA: 57
BANGLADESH: 51
PAKISTAN: 31
NEPAL: 02
AFGHANISTAN: 01
MALDIVES: 01
BHUTAN: 00

**Country Wise
Winners**

28 : INDIA
06 : SRI LANKA
05 : BANGLADESH
01 : PAKISTAN
01 : NEPAL
00 : MALDIVES
00 : BHUTAN
00 : AFGHANISTAN

**Country Wise
Special Mentions**

03 : INDIA
01 : SRI LANKA
04 : BANGLADESH
01 : PAKISTAN
00 : NEPAL
00 : MALDIVES
00 : BHUTAN
00 : AFGHANISTAN

Category wise Nominations with Country-wise break-up**e-GOVERNANCE: 89**

India: 76
Bangladesh: 05
Sri Lanka: 04
Pakistan: 04

e-INCLUSION: 41

India: 28
Bangladesh: 08
Sri Lanka: 03
Pakistan: 02

e-NEWS & MEDIA: 16

India: 09
Bangladesh: 03
Sri Lanka: 02
Pakistan: 02

e-EDUCATION : 34

India: 29
 Bangladesh: 03
 Pakistan: 01
 Sri Lanka: 01

e-ENTERTAINMENT: 15

India: 06
 Sri Lanka: 04
 Bangladesh: 03
 Pakistan: 02

**e-TRAVEL & TOURISM:
10**

India: 07
 Sri Lanka: 03

**e-BUSINESS &
ENTERPRISE: 41**

India: 19
 Sri Lanka: 09
 Bangladesh: 06
 Pakistan: 06
 Nepal: 01

e-HEALTH: 55

India: 39
 Sri Lanka: 08
 Bangladesh: 04
 Pakistan: 04

e-ENVIRONMENT: 16

India: 11
 Bangladesh: 04
 Sri Lanka: 01

**e-CULTURE & HERITAGE:
20**

India: 10
 Bangladesh: 06
 Sri Lanka: 04

e-LOCALIZATION: 17

India: 08
 Bangladesh: 04
 Sri Lanka: 03
 Pakistan: 02

e-LEARNING: 46

India: 29
 Sri Lanka: 10
 Pakistan: 03
 Bangladesh: 03
 Maldives: 01

**COMMUNITY
BROADCASTING: 17**

India: 13
 Sri Lanka: 01
 Pakistan: 01
 Afghanistan: 01
 Bangladesh: 01

**e-AGRICULTURE &
LIVELIHOOD: 28**

India: 21
 Bangladesh: 04
 Sri Lanka: 02
 Nepal: 01

e-SCIENCE: 08

Pakistan: 03
 India: 02
 Sri Lanka: 02
 Bangladesh: 01

MOST INNOVATIVE NOMINATION: 01

India: 01

JURORS' DISTINCTIONS: 03

India: 02
 Bangladesh: 01

Category-wise Winners (including Special Mentions) with Country-wise break-up

e-GOVERNANCE: 04

India: 03
Sri Lanka: 01

e-INCLUSION: 04

India: 03
Bangladesh: 01

e-NEWS & MEDIA: 03

India: 01
Sri Lanka: 01
Pakistan: 01

e-EDUCATION : 04

India: 03
Bangladesh: 01

e-ENTERTAINMENT: 02

India: 01
Sri Lanka: 01

e-TRAVEL & TOURISM: 02

India: 01
Sri Lanka: 01

e-BUSINESS & ENTERPRISE: 03

Bangladesh: 02
Nepal: 01

e-HEALTH: 03

India: 03

e-ENVIRONMENT: 04

India: 01
Bangladesh: 03

e-CULTURE & HERITAGE: 02

India: 02

e-LOCALIZATION: 04

India: 01
Sri Lanka: 02
Bangladesh: 01

e-LEARNING: 04

India: 04

COMMUNITY BROADCASTING: 03

Sri Lanka: 01
India: 02

e-AGRICULTURE & LIVELIHOOD: 03

India: 03

e-SCIENCE: 01

Pakistan: 01

INDIAN STATE-WISE NOMINATIONS

Tamil Nadu: 18
Uttar Pradesh: 19
Uttarakhand: 02
Karnataka: 28
Maharashtra: 51
Delhi: 42
Punjab: 03
Andhra Pradesh: 23
Madhya Pradesh: 20
Chhattisgarh: 02
Kerala: 24
Haryana: 17
Rajasthan: 14
West Bengal: 10
Jharkhand: 02
Odisha: 09
Bihar: 02

Goa: 01
Gujarat: 12
Assam: 01
Tripura: 01
Manipur: 01
Puducherry: 02
Jammu & Kashmir: 01

INDIAN WINNERS (STATE WISE)

Uttar Pradesh: 03
Karnataka: 04
Maharashtra: 07
Delhi: 03
Punjab: 01
Andhra Pradesh: 01
Kerala: 03
Haryana: 01
West Bengal: 02

Goa: 01
Gujarat: 01
Tripura: 01

INDIAN FINALISTS (STATE WISE)

Uttar Pradesh: 01
Karnataka: 01
Maharashtra: 01
Gujarat: 03
Kerala: 03
Andhra Pradesh: 02
Haryana: 01
Rajasthan: 02
Puducherry: 01
Madhya Pradesh: 01
Tamil Nadu: 02
Delhi: 01

MANTHAN AWARD SOUTH ASIA 2010 WINNERS

e-AGRICULTURE & LIVELIHOOD: 03

RML Direct
INDIA

Transparent Targeted Public
Distribution System

INDIA
e-Krishi
INDIA

e-BUSINESS & ENTERPRISE: 03

Tothyo Tori
BANGLADESH
msme.com.bd
BANGLADESH
Nepal Wireless
NEPAL

e-CULTURE & HERITAGE: 02

Aporv
INDIA
Panjab Digital Library
INDIA

e-EDUCATION: 03

Implementation of Computer-
aided Learning in 244 Schools
in Bihar under BEP
INDIA
School Report Card under DISE
INDIA
Guruji
INDIA

e-ENTERTAINMENT: 02

ABA
SRI LANKA
Spiel Studios
INDIA

e-ENVIRONMENT: 03

Cell Phone based Early Warn-
ing Dissemination
BANGLADESH

Ship-breaking in Bangladesh
BANGLADESH
Digital Green Project
INDIA

e-GOVERNANCE: 03

Sri Lanka GovSMS Portal
SRI LANKA
Akshaya
INDIA
AutoDCR (Automatic Building
Plan Scrutiny System)
INDIA

e-HEALTH: 02

Tripura Vision Centre
INDIA
PathReports.in
INDIA

e-LEARNING: 03

N-LIST (National Library and
Information Service Infrastruc-
ture for Scholarly Content)
INDIA
www.ganitgurooz.com
INDIA
MKCL's Digital Schools
INDIA

e-LOCALIZATION: 03

Project Bhasha
INDIA
SiyaBasScript
SRI LANKA
Ceylonmap.com
SRI LANKA

e-NEWS & MEDIA: 03

Neuron Newsroom Manage-
ment System
PAKISTAN
Village Voice
INDIA

Ada Derana
SRI LANKA

e-INCLUSION: 03

Affordable Indigenous Assis-
tive Technologies for People
with Disabilities
INDIA
FINO Technology Solutions
INDIA
Ability
INDIA

e-TRAVEL & TOURISM: 02

AWATAR (Any Time Any Where
Advance Reservation System)
INDIA
SALA ProSat GPS Navigator
SRI LANKA

COMMUNITY BROADCASTING: 02

Adult Education Through
Radio
INDIA
Radio Active Community
Radio
INDIA

MOST INNOVATIVE NOMINATION: 01

Guruji
INDIA

JURORS' DISTINCTIONS: 03

Women Aloud Videoblogging
for Empowerment (WAVE)
INDIA
Digital Cane Procurement Sys-
tem (e-Purjee)
BANGLADESH
Save The Baby Girl
INDIA

SPECIAL MENTIONS – 9 IN ALL

E-ENVIRONMENT: 01

Disaster Management Informa-
tion Network Portal
BANGLADESH

E-HEALTH: 01

The Software for Assessment of
Disabled for Access Rehabilita-
tion and Empowerment
(SADAREM)
INDIA

COMMUNITY BROADCASTING: 01

Yaaldevi
SRI LANKA

E-SCIENCE: 01

Non Touch Interface (NTI)
PAKISTAN

E-GOVERNANCE: 01

Fishnet REALCRAFT
INDIA

E-LOCALIZATION: 01

Bangla Calculator
BANGLADESH

E-INCLUSION: 01

DAISY Digital Talking Books &
Digital Talking Drama
BANGLADESH

E-EDUCATION: 01

Paperless Admission System for
Shahajalal University of Science
& Technology (SUST)
BANGLADESH

E-LEARNING: 01

Women Aloud Videoblogging for
Empowerment (WAVE)
INDIA

E-AGRICULTURE & LIVELIHOOD

Agriculture is the basis of livelihood for the Indian landscape. Introduction of Information Communication Technologies 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 ICT used as media rather than just technology and enrich globalization with local knowledge and wisdom.

RML Direct
INDIA

Transparent Targeted Public Distribution System
INDIA

e-Krishi
INDIA

ORIGINAL TITLE
RML DIRECT

PRODUCER
REUTERS MARKET LIGHT

LOCATION
NEW DELHI, DELHI, INDIA

PHONE
+ 91-22-67431583

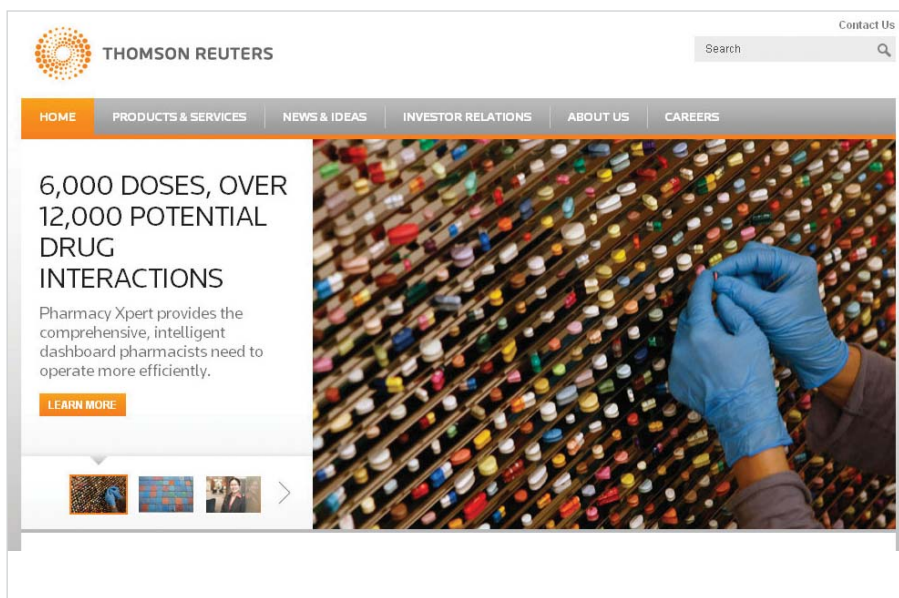
CONTACT
AMIT.MEHRA@THOMSONREUTERS.COM
RANJIT.PAWAR@THOMSONREUTERS.COM

MEDIA FORMAT
MOBILE CONTENT

LANGUAGE
MULTILINGUAL – 8 INDIAN
VERNACULAR LANGUAGES

WWW
WWW.THOMSONREUTERS.COM

Each farmer receives four messages each day providing information about the local weather forecast, local market prices, relevant news for the two types of crops chosen, tips about harvesting, proper fertilizer usage, irrigation methods, seed and soil combinations and more



RML Direct

DESCRIPTION

RML is a pioneering service that provides highly customized and localized agricultural information to Indian farmers using mobile phones messaging services. The subscription-based service provides each individual farmer with a choice to receive information about over 150 crop types in more than 1,000 markets. On average, each farmer receives four messages each day providing information about the local weather forecast, local market prices, relevant news for the two types of crops chosen, tips about harvesting, proper fertilizer usage, irrigation methods, seed and soil combinations and more. In a country where approximately eight million new mobile phone users connect to networks each month and where 60 per cent of the population is dependent on agriculture, RML is leading the way to provide easy-to-use information to a vast farming community.

EVALUATION

By one estimate, a farmer in India gets as little as 25% of the final price of his produce as against 40%-50% in the developed world. The chief cause for this is the lack of information regarding prices, which does not allow the farmer to bargain and obtain the correct value for his crop. Besides crop prices, millions of Indian farmers do not have affordable access to timely weather forecast and other decision-critical information which leads to reduced yields and increased wastage. RML is attempting to correct this lacuna in information infrastructure and positively influence the earnings and livelihood of India's 250 million farmers. RML grants the farmers the power to negotiate better, decide when and at which market to sell, take precautions based on localized forecasts, improve their sowing and cultivation practices and access timely support offered through various government schemes.



ORIGINAL TITLE
TRANSPARENT TARGETED PUBLIC
DISTRIBUTION SYSTEM

PRODUCER
FOOD & CIVIL SUPPLIES
DEPARTMENT, UTTAR PRADESH

LOCATION
LUCKNOW, UTTAR PRADESH, INDIA

PHONE
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CONTACT
RAJIVAGGARWAL@GMAIL.COM
JCSFOOD-UP@UP.NIC.IN

MEDIA FORMAT
BROADBAND/ONLINE

LANGUAGE
ENGLISH & HINDI

WWW
FCS.UP.NIC.IN

Transparent Targeted Public Distribution System

DESCRIPTION

The Targeted Public Distribution System (TPDS), budgeted at around Rs. 25,000 crore annually, is affected by targeting errors (both inclusion and exclusion errors), spurious beneficiaries and diversion. The success of TPDS depends largely on the ability of State Governments in identifying genuine poor families and putting in place an effective and efficient delivery system. To accomplish these objectives, the Food and Civil Supplies Department of the Uttar Pradesh Government launched this initiative. Under the project, the digitization of ration cards was carried out, provision of free SMS alerts to ration card holders on lifting of rations was made and dates for lifting and distribution of rations to card holders were fixed according to a roster. Already, around 119.63 lakhs ration cards have been uploaded and over 21.6 lakhs bogus ration cards have been cancelled. The details of the ration cards can be accessed by anyone on the departmental website. As a result, efficiency and effectiveness of operations has been achieved, greater transparency has strengthened the TPDS and better delivery ensured to the public.

EVALUATION

TPDS was initiated in 1997 as an important policy instrument designed to reduce hunger by delivering food grains at highly subsidised prices to the population below the poverty line. However, a performance evaluation of the TPDS conducted by the Planning Commission in 2005 found that about 58 per cent of the subsidised food grains issued from the central pool do not reach the BPL families. Moreover, due to faults in the execution of TPDS, one rupee of budgetary consumer subsidy is worth only 27 paise to the poor. It has been established with certainty that the adoption of technology rectifies the deficiencies and incorrect practices that plague the implementation of virtually all government welfare schemes. Although ICT may not be the answer for all maladies, yet, it can solve a great many problems, particularly those of pilferage and spurious beneficiaries as proven by this undertaking.

Through this system, over 21.6 lakh ration cards have been identified as bogus and consequently cancelled



ORIGINAL TITLE
E-KRISHI - MARKET DRIVEN
AGRICULTURAL INITIATIVE THROUGH
IT ENABLED AGRI BUSINESS
CENTRES IN KERALA STATE

PRODUCER
KERALA STATE IT MISSION

LOCATION
TRIVANDRUM, KERALA, INDIA

MOBILE/PHONE
+ 91-9446469449
+ 91-471-2726881

CONTACT
DIRECTOR@KERALAITMISSION.ORG

MEDIA FORMAT
WEB/INTERNET

LANGUAGE
ENGLISH

WWW
E-KRISHI.ORG

The major agri-procurement agencies of Kerala have also been brought into the e-Krishi Project



e-Krishi

DESCRIPTION

Implemented by Kerala State IT Mission, the e-Krishi project aims at facilitating and enabling farmers and other stakeholders through IT enabled Agri-Business Centres to interact with agricultural service providers in the private, government and non-government sectors. Besides providing agricultural information and advice to farmers, the initiative is also a means of making many other services available including marketing agricultural products - both selling and buying, access to warehouses, access to schemes and subsidies, grading of agricultural produce, access to micro credit, soil testing and so on. The major agri-procurement agencies of Kerala state, including Agmarknet, NAFED and Milma etc. were also brought into the network, thus assuring a fair price and assured market for the farmers, eliminating middle men. The e-Krishi initiative shows how government agencies can partner with community organisations like self-help groups and farmer's clubs to develop ICT-enabled local agriculture services that can empower the citizens.

EVALUATION

Gaps in information flow and marketing infrastructure have made certain that farmers typically get very low prices for their products. Several layers of intermediaries exploit the situation and take away a disproportionately large share of the profits without providing commensurate value addition. The present project is unique in that it helps the farmers to get better price for the product and better exposure. An important factor in the success of this initiative has been the fact that it has utilized the ICT infrastructure and the existing linkages of the Akshaya e-Kendra entrepreneurs with the local community of farmers, local self-government institutions and the traders in the locality. As the credibility of these Akshaya centres was already established within the communities, their accessibility and ownership by the local farmers to access e-Krishi services was no longer a challenge.

E-BUSINESS & ENTERPRISE

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 Enterprise's on the market-place.

Tothyo Tori
BANGLADESH

msme.com.bd
BANGLADESH

Nepal Wireless
NEPAL

ORIGINAL TITLE
TOTHYO TORI: ACCESS TO INFORMATION FOR POOR COMMUNITIES OF HAOR REGION IN BANGLADESH

PRODUCER
CARE BANGLADESH

LOCATION
DHAKA, BANGLADESH

MOBILE/PHONE
+ 88-01711952931
+ 880-2-9112315

CONTACT
OMAR@BD.CARE.ORG
MISHAEL@BD.CARE.ORG

MEDIA FORMAT
CROSS MEDIA

LANGUAGE
BANGLA AND ENGLISH

WWW
WWW.CAREBANGLADESH.ORG

A typical boat is equipped with computers for accessing the Internet, photocopiers, printers, scanners and more



Tothyo Tori

DESCRIPTION

CARE Bangladesh with support from Grameen-phone began this unique project to provide communication services to people in remotest parts of Bangladesh. It made sense to use boats as the service centres as they are the only reliable mode of transportation for most of the year in the Haor region, a wetland ecosystem in the north eastern part of Bangladesh. Hence the initiative was named 'Tothyo Tori' or information boats as the boats serve as information hubs for the people residing in these rural communities, providing them with the opportunity to learn, share and communicate with the world.

There are currently four information boats in operation, and they travel up and down the villages on a fixed schedule in the Sunamgonj and Kishoregonj districts. A typical boat is equipped with computers for accessing the Internet, photocopiers, printers, scanners and more. Periodically, depending on the local demand, the boats also organize health camps to provide primary healthcare services to the community.

EVALUATION

According to the WFP (World Food Programme) Poverty Atlas 2005, the Haor basin is one of the poorest and most vulnerable areas of Bangladesh. Chronic widespread poverty has denied the people of this area access to basic services such as health and hygiene, medication, information, water and sanitation, markets, etc. The Tothyo Tori project has been the first step towards bringing these marginalized communities in contact with the rest of the country and providing them with these essential services.

The one big challenge that is faced often by such undertakings is ensuring a regular and cost-effective supply of power. The Tothyo Tori operation has attempted to resolve this basic problem by roping in Intel to provide solar power to these boats. As a result, two of the four boats are have already been installed with solar panels. These are sufficient for 6 hours of operation and promise to bring down operating costs significantly.

WWW
WWW.MSME.COM.BD

ORIGINAL TITLE
NEPAL WIRELESS

PRODUCER
NEPAL WIRELESS

LOCATION
NEPAL

MOBILE/PHONE
+ 97-79-84159236

CONTACT
MAHABIR@NEPALWIRELESS.NET
RABI@OLENEPAL.ORG

MEDIA FORMAT
BROADBAND/ONLINE

LANGUAGE
ENGLISH AND NEPALI

WWW
WWW.NEPAWIRELESS.NET

More than 100
villages in 13
districts of Nepal
have been
connected to the
network



Others

- * When and how did we start?
- * Runs & Maintains The Network
- * What is our target?
- * Challenges and Problems
- * Contribution
- * Goals & Objectives
- * Our Services
- * Status of Telecommunication
- * Nepal Wireless Blog
- * Nepal Wireless Community
- * Nepal Wireless Forum

Home • **Network**

Networked Villages

Myagdi and Makawanpur Districts

Name of the Villages and Stations that are Networked Currently in Myagdi Network:

1. Pokhara - Dip Station (for Internet connection to an ISP and telemedicine)
2. mhr - Mohare (Relay Station 1 at 3,320 m) - A cattle farm and camping site)
3. ngi - Nangi (Hub for the wireless network for teleteaching). There is higher secondary school and a clinic.
4. rmc - Ramche Village - There is a middle school and sub-health post.
5. kpr - Khopra (Relay Station 2 at 3,600 m) - A Yak farm and camping site)
6. gpi - Ghorepani Village (a tourist town)
7. ska - Shikha Village - There is a high school and Area health post.

[READ MORE...](#)

Makawanpur and Dolakha District

Satellite Photo of the Wireless Network in Makawanpur and Dolakha District. The work is completed now and we are testing telemedicine program between Kathmandu - Dolakha and Makawanpur

[READ MORE...](#)

Nepal Wireless

DESCRIPTION

Nepal Wireless, begun in Nangi, a mountain village in western Nepal, is a social enterprise that provides Internet access, electronic commerce, education, telemedicine and other services to a number of remote villages in Nepal, using wireless technologies. Wi-Fi has enabled many villages within the region to connect to the public switched telephone network (PSTN). Lacking even basic telephone access earlier, the communications centers in these villages now provide call services, Internet access, and video conferencing facilities.

Addressing the problem of shortage of doctors in rural clinics, tele-medicine has been turned into a viable health opportunity for the rural community. Connectivity has proved to be a remarkable boon for the yak herders and farmers living in the higher reaches of the Himalayas, as the ability to contact the world, or even the next village, is transformational. According to the latest figures, more than 100 villages in 13 districts of Nepal have been connected to the network with the approximate population of the area covered by the wireless network at about 50,000.

EVALUATION

Often, bringing computer and internet to the rural areas does not necessarily translate to actual, tangible benefits for the villagers. The main cause for this is the lack of services designed for the rural environment and content suitable for such a setting. Nepal Wireless has successfully avoided this pitfall by ensuring that along with the internet they also introduce services which the community members can actually use.

Through the internal homepage of the network, the villagers can post their urgent messages, local news and information. They can put up advertisements and notices about the products they want to sell or buy on the self-developed portal, HaatBazar. This facilitates inter-village communication for local commerce. There is also a Wiki forum, where people can discuss about different technical issues and information of the network.

E-CULTURE & HERITAGE

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.

Aporv
INDIA

Panjab Digital Library
INDIA

ORIGINAL TITLE
APORV

PRODUCER
APORV CRAFTS PVT LTD

LOCATION
BANGALORE, KARNATAKA, INDIA

MOBILE
+91-9611804145

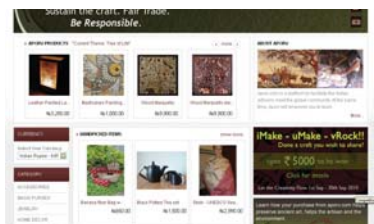
CONTACT
SUDIP@APORV.COM
SUBHRA@APORV.COM

MEDIA FORMAT
BROADBAND/ONLINE

LANGUAGE
ENGLISH

WWW
WWW.APORV.COM

Knowing the history of a craft and how an object is created adds to the intrinsic value to the product and leads to a greater appreciation for it



Aporv

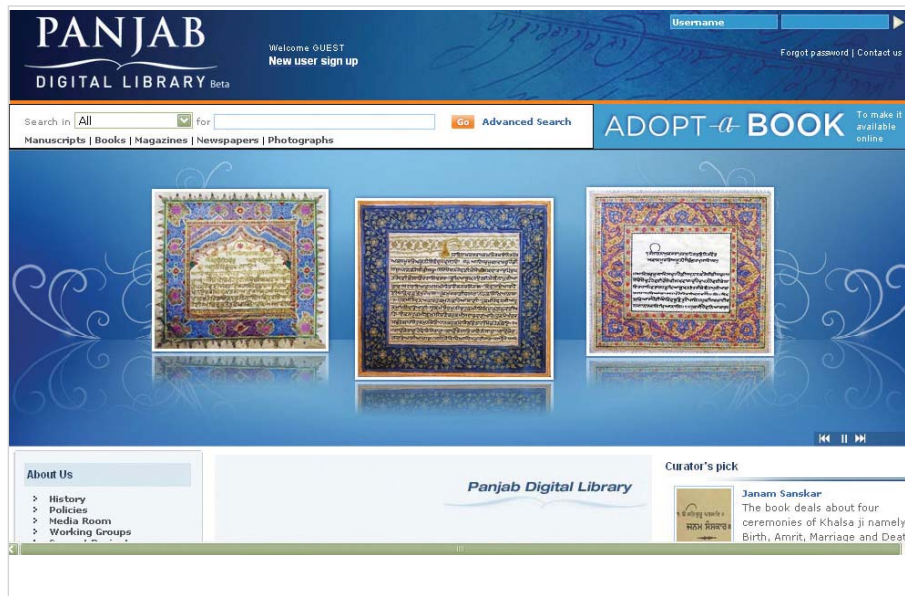
DESCRIPTION

Aporv is an online portal that gives handicraft lovers all over the world easy access to a unique collection of ancient, modern as well as contemporary Indian art. Although India has a very strong handicraft culture, compared to other such countries, it numbers are very low in terms of trade. Aporv was born out of this realization of the need to create a platform which would reach out to the wider audience, educate them about these crafts and products and also facilitate the users to buy the products online. Aporv believes that knowing the history of a craft and how an object is created adds to the intrinsic value to the product and leads to a greater appreciation for it.

Aporv is committed to preserving the dying craft forms in India. Seeking out these arts which are on the verge of being forgotten, it partners with organizations, NGOs, Self-Help Groups and individual artisans and creates market linkages.

EVALUATION

After agriculture, handicraft is the second largest occupation in India with more than 23 million people employed in this sector. Every 10 years, about 10% of these artisans leave their jobs looking for better opportunities. If this continues most of Indian handicrafts will be lost in the next few decades. The only sustainable way to prevent this extinction of skills and crafts is to provide a platform where the craftsmen can get the true value of their products and hence continue to create these works of art. Aporv has the potential of becoming one such channel of trade. The Aporv team has set very high standards for itself by also ensuring that they follow fair trade policies right from the beginning and also partnering with only those organizations that follow the same. In the future, they hope to make an even bigger social impact with plans to invest a percentage of their revenue back into this sector.



ORIGINAL TITLE
PANJAB DIGITAL LIBRARY

PRODUCER
PANJAB DIGITAL LIBRARY

LOCATION
MOHALI, PUNJAB, INDIA

MOBILE/PHONE
+91-9814113047
+91-172-4653047

CONTACT
DAVINDER.SINGH@PANJABDIGILIB.ORG
HARINDER.SINGH@SIKHRI.ORG
GURNIHALPIRZADA@YAHOO.COM

MEDIA FORMAT
BROADBAND/ONLINE

LANGUAGE
PANJABI, HINDI, PERSIAN, ENGLISH

WWW
WWW.PANJABDIGILIB.ORG

**Digitalization
secures heritage for
future generations
and enables wide
availability of the
preserved material**



Panjab Digital Library

DESCRIPTION

The mission of the Panjab Digital Library (PDL) is to locate, digitize, preserve, collect and make accessible the accumulated wisdom of the Panjab region, without distinction as to script, language, religion or nationality. It is dedicated to addressing heritage loss due to environment, ignorance and destruction, saving invaluable treasures as well as connecting people globally by providing continued free online access. Digital preservation is the future of museums, libraries, archives and other repositories of valuable and rare historic information. Digitalization not only secures heritage for future generations but also enables wide availability of the preserved material through internet and makes it easily searchable. PDL has so far (till June 2010) digitized over 45,13,000 folios, launched India's first digital library showcasing centuries old manuscripts, books, magazines, newspapers and photographs with over one million pages made available for research and reference.

EVALUATION

Today, access to manuscripts and other historical documents is quite difficult because of their widespread distribution. Moreover, many manuscripts and objects remain undocumented, uncatalogued, or simply unknown, posing a significant threat of loss and deterioration. The handling of originals establishes a risk of wear and tear, a damage classified as a permanent loss because no duplicates exist. Inappropriate storage conditions further compound the deterioration of precious materials. Thus, efforts in this field must be advanced on a wider level and taking a cue from this pioneering effort in the Punjab, other communities and regions of India should initiate similar projects. The PDL project aims to improve expertise in the field of digital preservation and establish common grounds for future collaborative work by specialists from the global community. Digital technology and integration to reference tools have revolutionized the ability to create electronic replicas of print materials.



Empowering Panchayats Digitally

2,50,000 Panchayats in India where real governance are supposed to happen but that is where the disconnect is. 99% of these Panchayats are devoid of ICT connected world of knowledge. In order to make Panchayats in India visible bottom-up, benefit the information revolution, and help Panchayats have virtual home to connect with citizens and the hierarchy of governance, DEF & NIXI has launched a Pilot program to create 500 DPs across 10-15 States and inspire others to evaluate the same.

Initiative of:



Department of Information Technology
Ministry of Communications & Information Technology
Government of India



Partners:



www.epanchayat.in

E-EDUCATION

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

Implementation of computer-aided learning in
schools in Bihar under BEP
INDIA

School Report Cards under DISE
INDIA

ORIGINAL TITLE
IMPLEMENTATION OF COMPUTER
AIDED LEARNING IN 244 SCHOOLS
IN BIHAR UNDER SSA BY BIHAR
EDUCATION PROJECT COUNCIL (BEP)

PRODUCER
BIHAR EDUCATION PROJECT
COUNCIL (BEP), BIHAR STATE
EDUCATION DEVELOPMENT
COUNCIL (BSEDC) AND
IL&FS EDUCATION AND
TECHNOLOGY SERVICES LTD

LOCATION
NOIDA, UTTAR PRADESH, INDIA

MOBILE/PHONE
+91-9811466099
+91-120-2488931

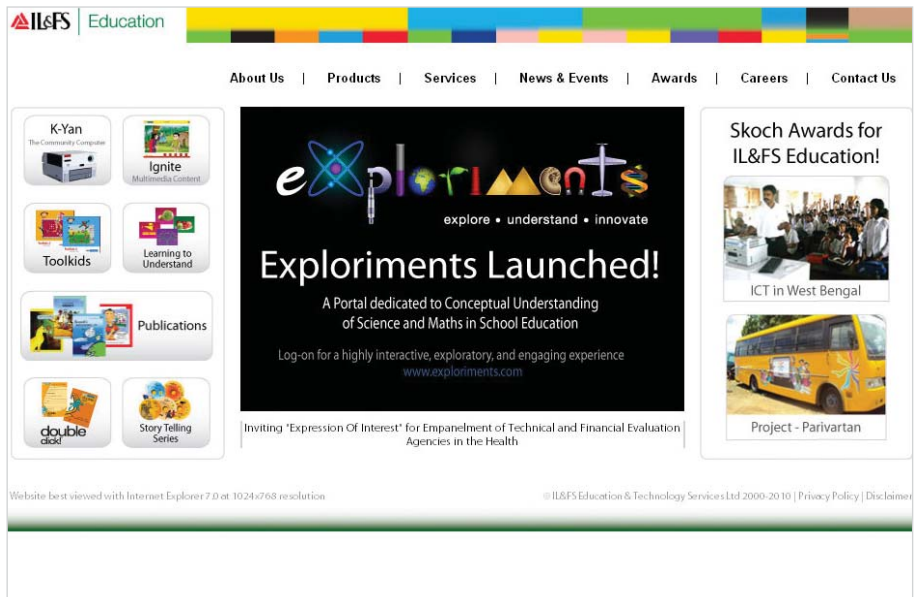
CONTACT
DEEPTI.LAMBA@ILFSETS.COM

MEDIA FORMAT
WEB/INTERNET

LANGUAGE
HINDI/URDU/SANSKRIT/ENGLISH

WWW
WWW.ILFSETS.COM

IETS is implementing
the CAL project in
244 middle schools
located in 37
districts of Bihar



Implementation of computer-aided learning in schools in Bihar under BEP

DESCRIPTION

The Bihar Education Project Council (BEP) decided in the year 2009 to partner with Bihar State Education Development Council (BSEDC) and introduce computer-aided learning (CAL) in middle schools across the state of Bihar. For this project, BSEDC and IL&FS Education and Technology Services (IETS) formed a consortium to work in partnership with Sarva Siksha Abhiyan, Bihar. IETS is implementing the CAL project, christened e-Samarth, in 244 middle schools (classes VI to VIII) located in 37 districts of Bihar. The scope of the project includes setting up of computer labs with three computers, four UPS, one server, one printer, one scanner, one generator set and a K-Yan a community learning device in all schools. As many as 171 chapters of various subjects have been selected for e-Samarth and for that 1,637 teachers have been trained. In selected schools, these subjects will be taught through multi-media.

EVALUATION

There is a consistent international trend to explore and utilize computer-aided learning to augment the learning processes in the class room. Besides increasing attendance in students, improving reading and writing abilities of students, enhancing learning levels, computer base education also makes the students more confident in the use of computers, removing inhibitions and hesitation. Of vital importance in the project has been the dedicated team of District Coordinators that IL&FS ETS had put in place to monitor teacher attendance and smooth functioning of the CAL labs in each school under their jurisdiction to ensure quality and efficient implementation. Technicians and other IETS personnel helped teachers and school administrators address any technical or other problems that arose on a daily basis. The project implementers have plans to scale up and implement the initiative across all the schools in the state, identify more difficult areas in order to develop the required e-content, build and further enhance capacities for teachers within the state.



ORIGINAL TITLE
SCHOOL REPORT CARDS UNDER THE
PROJECT DISTRICT INFORMATION
SYSTEM FOR EDUCATION (DISE)

PRODUCER
NATIONAL UNIVERSITY OF EDUCATIONAL
PLANNING AND ADMINISTRATION
(NUEPA) & DEPARTMENT OF SCHOOL
EDUCATION AND LITERACY,
MINISTRY OF HRD

LOCATION
NEW DELHI, DELHI, INDIA

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+ 91-11-26853037

CONTACT
ARUNMEHTA@NUEPA.ORG
MR.NBHATIA@GMAIL.COM
SHALENDAR@GMAIL.COM

MEDIA FORMAT
MOBILE/CONTENT

LANGUAGE
ENGLISH

WWW
WWW.SCHOOLREPORTCARDS.IN

The Report Cards
provide users with
comprehensive data
on all the vital
parameters

School Report Cards under DISE

DESCRIPTION

The National University of Educational Planning and Administration (NUEPA, New Delhi) has created a comprehensive database on elementary education in India under the project known as District Information System for Education (DISE), under one of its most prestigious projects. The project covers both primary and upper primary schools of all the 633 districts of the country. This database has now been made available online (www.schoolreportcards.in) and as a result any information, including the number of schools, their grade-wise enrollment in states, examination results, even the conditions of the classrooms, can be found by just a mouse-click. The Report Cards provide users with comprehensive data on all the vital parameters, yet the information remains concise and is presented in a standard format which allows meaningful comparisons to be made among schools.

EVALUATION

District Information System for Education, developed by NUEPA and under implementation in all the districts of the country, is the monitoring tool of the Government's flagship programme, Sarva Shiksha Abhiyan (SSA). The lack of such detailed and wide-ranging consolidated data has hampered the planning and execution of welfare measures and schemes. However, now all the District Elementary Education Plans under SSA are prepared based on data generated through the DISE School Report Cards. Interestingly, apart from the quantitative information that helps the policy makers to analyze the prevalent situation in terms of actual numbers, the report cards also provide qualitative information in terms of a descriptive report on each school.



A NATIONAL PROGRAMME OF DIGITAL EMPOWERMENT FOUNDATION



eMSME is a national programme initiated by DEF to offer unlimited Webpages to the MSMEs (Micro, Small and Medium Enterprises) working at grassroots level. eMSME would like to see that maximum number of entrepreneurs find a virtual identity and be visible to global and national audience. eMSME programme offers websites in any language.

Empowering Micro, Small & Medium Enterprises
through Internet & Website



Ministry of Micro, Small and
Medium Enterprises



Supporting Partners:



www.eMSME.in

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.

Aba
SRI LANKA

Spiel Studios Pvt. Ltd.
INDIA

ORIGINAL TITLE
ABA

PRODUCER
GAME CORE

LOCATION
COLOMBO, SRI LANKA

PHONE
+ 94-77-931856

CONTACT
S.D.SANJAYA@GMAIL.COM
DANANJAYA87@YAHOO.COM

MEDIA FORMAT
GAMES PLATFORM

LANGUAGE
SINHALA

WWW
WWW.GAMESLK.COM

The developers did thorough research so that the game remained true to the various legends and folklore related to this historical character



Aba

DESCRIPTION

Game Core, Sri Lanka has developed the first Sri Lankan 3D game "Aba" which has a historical theme. This remarkable game is based on the historical legend of Prince Pandukabhaya, who is considered the first Sinhala king of Sri Lanka. The title is derived from "Pandu Aba", another name for the prince.

The game centres on a series of events that took place about 2400 years ago in the Panduvasadeva Palace of the city of Upatissa Nuwara. The developers did thorough research so that the game remained true to the various legends and folklore related to this historical character. Set in 400 BC, the player in the game is Prince Pandukabhaya and the weapons he uses are those which were used in that era, consisting of swords, axe, bow and arrow etc. Stereoscopic or 3D technology further adds to the thrill and suspense of the game.

Apa was launched at the Colombo International Book Festival at the BMICH, Colombo on September 18, 2010.

EVALUATION

The gaming industry in Sri Lanka is set to expand rapidly in the coming years, both in terms of market and developers. Some of the future trends identified for the gaming industry in Sri Lanka include localization of content, 3D games gaining ground, online gaming becoming popular for social networking sites, rise in popularity of massively multiplayer online game (MMOGs) and gaming companies organising gaming competitions.

The game Aba seems to be frontrunner for the industry as it includes several of the elements that are known to come into vogue with the users soon. Earlier, players were used to playing foreign games, developed by mostly western developers. Aba not only uses the Sinhala language but it is also based completely on Sri Lankan history. This is for the first time that Sri Lankan gamers have the opportunity to play a game steeped in their own history and culture.



ORIGINAL TITLE
SSPIEL STUDIOS

PRODUCER
SPIEL STUDIOS PVT. LTD.

LOCATION
MUMBAI, MAHARASHTRA, INDIA

MOBILE/PHONE
+ 91-9820059980
+ 91-22-26115995

CONTACT
MOHIT@SPIEL-S.COM

MEDIA FORMAT
MOBILE CONTENT

LANGUAGE
ENGLISH

WWW
WWW.SPIEL-S.COM

All the games developed use latest technologies like Accelerometer, Gyroscope, OpenGL ES 2.0, Multi-touch support, Game Center etc



Spiel Studios

DESCRIPTION

Spiel Studios is India's leading game development and publishing company which develops games for all platforms including mobile, online, PC, hand-held and console. They create games and offer a range of services to some of the top international publishers and entertainment companies in the USA and UK. In addition, Spiel also creates their own games which are distributed around the world by their global partners.

The services on offer include almost all of those which are required in a game development cycle. They include game development and porting, game publishing and distribution, game asset development, and game testing and quality assurance. Spiel is one of the only companies in India to be authorized by Sony Computers Entertainment (SCE) to develop games for PlayStation 2 (PS2) and PlayStation Portable (PSP) platforms. All the games developed use latest technologies like Accelerometer, Gyroscope, OpenGL ES 2.0, Multi-touch support, Game Center etc.

Spiel Studios has helped in promoting game development in India and has become among the Top 5 gaming companies in India.

EVALUATION

Game development is currently a 52 billion dollar industry worldwide, of which only 300 million dollar is contributed by the Indian market. India is at a very nascent stage and there are only a handful of game development companies who are actively involved and treat gaming as their core business activity. Spiel Studios aspire to promote India as a hub for game development and tap the multi-billion dollar industry. Spiel was nominated among the Top 3 Mobile Games in FICCI Best Animated FRAMES Awards 2007. Its latest game, "The Sealink", is India's first 3D iPhone racing game to be developed fully in India and published worldwide. It is the first game to have an Indian theme where the player can drive an Auto-rickshaw on Mumbai's Bandra-Worli Sealink! "The Sealink" was ranked #3 in downloads in games category and #7 overall in the Indian iPhone App Store.



THE WALL STREET JOURNAL. | INSIDE

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OR ETF**

mint money

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THE WALL STREET JOURNAL

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State-owned firms' market cap may slump

Asad Mahmood's happy to be an entrepreneur

Key buys financial

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E-ENVIRONMENT

Content & services to encourage sustainable models of living; smart use of e-media to promote green energy; new media like web, internet, mobile and blog approaches to monitoring and reducing pollution; portals and social media applications to encourage climate controls and holistic environment friendly habits

Cell phone based Early Warning Dissemination
BANGLADESH

Shipbreaking in Bangladesh
BANGLADESH

Digital Green Project
INDIA

ORIGINAL TITLE
DURJOG SHATARKA BANI
(EMERGENCY WARNING MESSAGE)

PRODUCER
COMPREHENSIVE DISASTER
MANAGEMENT PROGRAMME (CDMP),
UNDP

LOCATION
DHAKA, BANGLADESH

MOBILE/PHONE
+88-01711534180
+88-02-9890937

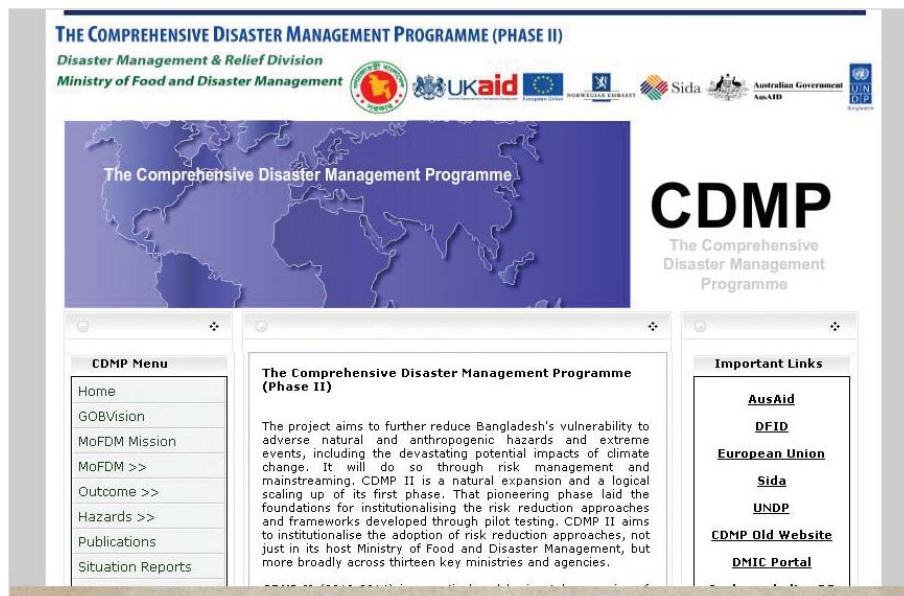
CONTACT
INFO@CDMP.ORG.BD
TASDIQ.AHMED@CDMP.ORG
REZWANUR.RAHMAN@CDMP.ORG.BD

MEDIA FORMAT
MOBILE/PDA

LANGUAGE
ENGLISH

WWW
WWW.DMIC.ORG.BD

This pilot project covers two districts – one for cyclone, Cox's Bazar and Sirajganj for flood warning



Cell phone based Early Warning Dissemination

DESCRIPTION

One key cause for the huge loss of lives and assets in the frequent environmental calamities suffered by Bangladesh is the lack of an appropriate and timely early warning system. However, now the people of District Sirajganj have started receiving flood warning through their cell phones, thanks to a recent initiative by the government and two cell phone operators - Grameenphone and TeleTalk. Disaster Management Bureau (DMB) has taken the initiative to use Cell Broadcast System (CBS) to disseminate early warning among people and communities at risk from flood and cyclone.

This pilot project covers two districts – one for cyclone, Cox's Bazar and Sirajganj for flood warning. Warning messages are collected from two concerned government organizations. One is Flood Forecasting and Warning Centre (FFWC) for flood warning and another is Bangladesh Meteorological Department (BMD) for cyclone warning. From these bulletins, warning messages are coded and published through cell broadcasting.

EVALUATION

Bangladesh—owing to the factors like geographical positioning, deltaic formation history and low-lying coastal morphology—is perhaps the most disaster prone region on earth. The country is exposed to natural hazards of all possible sorts including floods, river bank erosion, cyclones, droughts, water logging, tornadoes, heat waves, earthquakes etc. The co-occurrence of these events coupled with high vulnerabilities of communities result in disasters that further drive the country towards greater hunger, poverty and social deprivation.

Disaster Management Bureau (DMB) is a technical arm of the Ministry of Food and Disaster Management (MoFDM), Bangladesh which coordinates all activities related to disaster management. The DMB is coordinating the initiative with technical assistance from Comprehensive Disaster Management Programme (CDMP). A nation-wide coverage for flood warning message dissemination through cell broadcasts will be put into place following lessons learnt from this pilot initiative.



ORIGINAL TITLE
BANGLADESHER SHIPBREAKING

PRODUCER
YOUNG POWER IN SOCIAL ACTION
(YPSA)

LOCATION
CHITTAGONG, BANGLADESH

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+88-031-672857

CONTACT
VASHKAR79@HOTMAIL.COM

MEDIA FORMAT
WEB/INTERNET

LANGUAGE
ENGLISH AND BENGALI

WWW
WWW.YPSA.ORG

Mission: influencing public policy to ensure human rights and protecting the environment from the pollution caused by the ship-breaking industry in Bangladesh



Ship-breaking in Bangladesh

DESCRIPTION

Developed as an e-advocacy tool by Young Power in Social Action (YPSA), the website, www.shipbreakingbd.info was begun in the year of 2006 with a mission of influencing public policy to ensure human rights and protecting the environment from the pollution caused by the ship-breaking industry in Bangladesh.

The ship-breaking industry started its operations in Bangladesh in the 1960s and these have expanded ever since to a point that today ship-breaking is the mainstay occupation for thousands. The heart of the country's ship-breaking industry, is Sitakunda, near the port city of Chittagong, and employs more than 20,000 people each day. But indiscriminate and hazardous ship-breaking activities in once pristine, biodiverse Sitakunda has turned it into a barren wasteland. To cut costs, many of the international guidelines to dispose of hazardous waste are not followed by the ship-breakers. Through shipbreakingbd.info, YPSA campaigns for these guidelines to be implemented more effectively and organizes citizens to influence policymakers. It targets government officials, common people, businessmen, researchers, journalists, environmentalists, human rights workers.

EVALUATION

Some 700 commercial ships are decommissioned each year worldwide and need to be dismantled and recycled. Lower labour costs and lax environmental regulations in South Asia make it a primary destination for old ships. Bangladesh has long been a final destination for decommissioned ships from around the world. Here, little effort is made to dispose of hazardous waste, such as lead paint, arsenic and asbestos-packed sealants, posing severe health risks for thousands working in the multimillion-dollar industry.

YPSA is working to improve public policies to directly influence the dangerous working-conditions of ship-breaking workers which include a lack of safety, hygiene, and protective gear. It uses the Information, Education and Motivation (IEM) approach to make stakeholders more responsible towards worker's rights as well as the environment.

ORIGINAL TITLE
DIGITAL GREEN PROJECT

PRODUCER
DIGITAL GREEN

LOCATION
NEW DELHI, INDIA

MOBILE/PHONE
91-9650806532/ 91-11-41881037

CONTACT
RIKIN@DIGITALGREEN.ORG

MEDIA FORMAT
TV/INTERACTIVE TV

LANGUAGES
**ENGLISH AND REGIONAL/
INDIGENOUS LANGUAGES**

WWW
WWW.DIGITALGREEN.ORG

The Digital Green project was developed as a solution to the challenge of improving the speed and effectiveness of agriculture extension at a reasonable cost



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Latest Progress Stats				
<div style="display: flex; justify-content: space-between;"> <div>Videos produced</div> <div style="font-size: 2em;">721</div> </div> <div style="text-align: center; font-size: 0.8em;">Check out the production statistics</div>				
<div style="display: flex; justify-content: space-between;"> <div>Videos screened</div> <div style="font-size: 2em;">8144</div> </div> <div style="text-align: center; font-size: 0.8em;">Check out the screening statistics</div>				
<div style="display: flex; justify-content: space-between;"> <div>Farmers involved</div> <div style="font-size: 2em;">24542</div> </div> <div style="text-align: center; font-size: 0.8em;">Check out the overall statistics</div>				
Connect with Us				
Follow Us				
<div style="display: flex; justify-content: space-around;"> Facebook Twitter YouTube </div>				
Start Exploring				
Featured Farmer				
<div style="margin-left: 10px;">Gauravva Channappa Morabad</div>				

Digital Green Project

DESCRIPTION

The Digital Green project was developed as a solution to the challenge of improving the speed and effectiveness of agriculture extension at a reasonable cost. The initiative aims to enrich and upgrade the quality of extension so that small-scale farmers across the developing world can better their livelihoods in a manner that is socially, economically, and environmentally sustainable.

Digital Green is a technology-supported means of agriculture extension which is cost-effective, scalable, and uses grassroots-level partners to share and disseminate relevant information. It is a combined system of technology and social organization in which village-level mediators use locally produced videos to motivate and train small-scale farmers, increasing the adoption of sustainable agricultural practices and technologies, ultimately raising incomes and mitigating the effects of climate change. Digital Green is currently working in 4 states of India i.e. Jharkhand, Orissa, Madhya Pradesh and Karnataka, in more than 100 villages. The aim is to spread their work to 1200 villages in India over the next three years.

EVALUATION

Extension refers to the task of bringing scientific knowledge to farmer communities which can develop and induce innovations and improve the efficiency of agriculture. Digital Green addresses two key areas where agricultural extension has historically faced major shortcomings: production of relevant content and distribution to small-scale farmers. In contrast to traditional extension systems, it follows two important principles: cost realism, essential if the system has to be scaled up to a significant number of villages and farmers; and building systems that solve end-to-end agricultural issues with interactivity that develops relationships between people and content.

Digital Green integrates the use of locally recorded video, "mediated instruction," and existing extension systems to increase adoption rates among farmers of new practices and technologies, and to sustainably raise farmer incomes for the long-term. Because audio-visual formats are likely preferred to mostly illiterate, visually-oriented groups, the idea is to encourage the use of video to reach out to farmers.

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.

Sri Lanka GovSMS Portal
SRI LANKA

Akshaya
INDIA

AutoDCR – Automatic Building Plan Scrutiny System
INDIA

ORIGINAL TITLE
SRI LANKA GOVSMS PORTAL

PRODUCER
ICT AGENCY OF SRI LANKA

LOCATION
COLOMBO, SRI LANKA

PHONE
+ 94-777584312

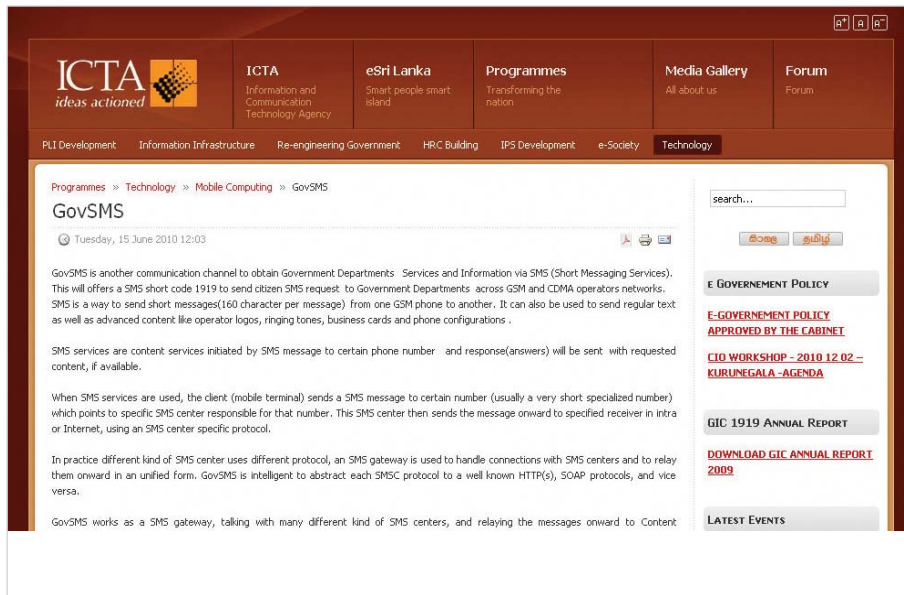
CONTACT
WASANTHA@ICTA.LK
SANJAYAK@ICTA.LK

MEDIA FORMAT
MOBILE CONTENT

LANGUAGE
ENGLISH

WWW
WWW.ICTA.LK

Plans are afoot to increase the number of services offered through this platform



Sri Lanka GovSMS Portal

DESCRIPTION

Sri Lanka GovSMS Portal is a solution implemented by Information and Communication Technology Agency of Sri Lanka (ICTA) for the Government of Sri Lanka to deliver its citizen services via SMS. The project was started in July 2009 and completed its first phase in November 2009. Currently it offers three services from three different government organizations: railway time table and train delay information, crop prices in popular market places, and weather information. Plans are afoot to increase the number of services offered through this platform. Currently Central Bank of Sri Lanka has published draft guidelines for mobile payment implementation. Once this facility is enabled, this will become a very powerful channel in delivering government services. Since citizens don't have to pay extra this becomes an attractive channel to obtain services. Moreover, it is clear that the overall strategy employed has benefits for all the stakeholders.

EVALUATION

On comparing the number of mobile users in Sri Lanka (65% and growing) to the number of internet users (about 10%) the effectiveness of this means to reach out to citizens in the country becomes clear. As was shown by the Government Organization Visitors Survey of March 2008, one of the key issues citizens face in obtaining government services is access to information and service delivery points. Hence, through GovSMS, the government aims to reduce the average number of visits to a government office that a citizen has to make in order to receive a service (current average is 4), reduce the average waiting time for this service (current average is 6 hours), reduce the expenses outside of the service fee (travel, meals, loss of work-time, etc) and consequently increase the citizen satisfaction level of the government service (current average satisfaction is 40%).



ORIGINAL TITLE
AKSHAYA

PRODUCER
KERALA STATE IT MISSION (KSITM)

LOCATION
THIRUVANANTHAPURAM, KERALA, INDIA

MOBILE/PHONE
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DIRECTOR@ASPO.NET

MEDIA FORMAT
BROADBAND/ONLINE

LANGUAGE
MALAYALAM

WWW
WWW.AKSHAYA.KERALA.GOV.IN

Since its inception for e-literacy, the project has diversified and now the 2000 Akshaya centers provide a multitude of services

Akshaya

DESCRIPTION

Akshaya, an ambitious project initiated by Kerala State IT Mission (KSITM), is aimed at bridging the digital divide, addressing the issues of ICT access, basic skill sets and availability of relevant content. Akshaya was started as an e-literacy project, in 2002, in the Malappuram district of Kerala and after a successful pilot was rolled out in the rest of the districts. It has helped towards bridging of the digital divide and bringing government services to the citizen's door.

Since its inception for e-literacy, the project has diversified and now the 2000 Akshaya centers provide a multitude of services. These include: e-Filing of tax returns for Commercial Taxes by traders, e-Payment of selected utility bills, online submission of application for ration card, e-Ticketing for railway, air travel, e-Content on education, career building, health, and law in Malayalam, e-Krishi platform for transactions between buyers and sellers, forum for public grievances redressal to District Collectors, key officials and Ministers, rural e-banking & financial services and micro insurance.

EVALUATION

Although the democratizing potential of the Internet cannot be doubted, yet it has been recognized that there is a very real danger that a new inequality will be created, that of the "information rich" and the "information poor." However, e-governance has the potential of equalizing access to government and its services. The governments must ensure that those who are already educated or have Internet access are not the only ones who benefit from e-government. Such a disparity would only increase the problems of social and economic injustice, which e-government is meant to address.

E-governance programs have to take special steps to include people who are not e-literate and the Akshaya project has done just that for the people of Kerala.



ORIGINAL TITLE
AUTODCR – AUTOMATIC BUILDING
PLAN SCRUTINY SYSTEM

PRODUCER
SOFTTECH ENGINEERS PVT. LTD.

LOCATION
PUNE, MAHARASHTRA, INDIA

MOBILE/PHONE
+ 91-9822015285
+ 2421-7676-020

CONTACT
VIJAY@SOFTTECH-ENGR.COM

MEDIA FORMAT
WEB/INTERNET

LANGUAGE
PRODUCT IS DEVELOPED USING
C++ AND .NET

WWW
WWW.AUTODCR.COM

It can offer direct access to the citizens about the status of their applications without any official interference



Building Plan Scrutiny Service

Detail Scrutiny Report

Proposal Details (Table A)		Propo	
File No.		Location Zone	Reside
Sub. Engineer		Proposal Type	New
Asst. Engineer	PQR	Case Type	Proj
Plot Details (Table C)		Architect Name	
Location Name	Non Connected		

Pre-scrutiny of Building Plans

This portal is designed to help you to pre-scrutinize your building plans before submitting them to the Corporation for final scrutiny and approval. By using this portal, you can upload your drawing files and get converted and pre-scrutinized drawings in short period. This will help you in saving precious time and manpower.

Login / Register

Your A

Login Id :

Password:

☐ Remember Me

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AutoDCR – Automatic Building Plan Scrutiny System

DESCRIPTION

AutoDCR is a software application that has the potential to revolutionize the way building plans are examined before being granted the building permission. It can help local governance bodies like Municipal Corporations and Municipalities in automating the cumbersome process of scrutinizing the building plans and ensuring that they abide by the development rules and building by-laws.

AutoDCR reads the building entities from drawings submitted by architects in soft copies, geometrically maps each and every entity and produces relevant reports embedded with drawings. Not only does this system reduce paper work and save valuable time and efforts but also helps in standardizing the building drawing plan process. It also makes the whole process objective and transparent replacing the existing manual system which is prone to intentional and unintentional human errors.

EVALUATION

A building permit is required from the local municipal body before a new construction can be started to ensure that its plans are in compliance with national, regional, and local building codes. In India, getting a permit is an exceedingly difficult and long-drawn task and the process is fraught with delays, rejections and so on. Corrupt practices further add to the woes of the citizen.

However, if innovations like AutoCDR are adopted by local bodies, this process is bound to become much easier and faster. AutoCDR brings speed and accountability in the building plan approval process. It can offer direct access to the citizens about the status of their applications without any official interference. Approval procedure can be reduced to a uniform and easily-understandable process wherein all officials and stakeholders follow same process. Everyone follows a preset of rules and regulations as levied by the authority, thereby bringing in the standardization.

E-HEALTH

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

Tripura Vision Centre
INDIA

PathReports.in
INDIA

ORIGINAL TITLE
TRIPURA VISION CENTRE

PRODUCER
DEPARTMENT OF HEALTH AND
FAMILY WELFARE, GOVT. OF TRIPURA

LOCATION
AGARTALA, TRIPURA, INDIA

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+ 91-381-2313649

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PREM4WIN@GMAIL.COM


MEDIA FORMAT
BROADBAND/ONLINE

LANGUAGE
ENGLISH/BENGALI

WWW
HTTP://116.214.31.156/TVCEN-
TRE/VCADMIN/



A total of 40 Vision Centres have been be deployed in three phases to render the service across Tripura





TRIPURA VISION CENTRE

[Home](#)

Primary Eye Care Services Management Systems (PECOSYS)

PECOSYS is online primary eye care centre management system that p patients. Billing utility is available to collect the cash for the services pro

Doctors sitting anywhere with internet can access to the data captured further investigation or base hospital visit.

Patients waiting for doctor's advice or clarification can be tracked. Statis

Tripura Vision Centre

DESCRIPTION

Conceived by the Department of Health and Family Welfare, Government of Tripura, the Tripura Vision Centre project is a breakthrough in delivering eye-care services to the previously un-reached rural citizens of the state. Through a decentralized approach, the project aims at improving access to quality, primary and preventive eye care for patients through tele-ophthalmology. A total of 40 Vision Centres have been deployed in three phases to render the service across Tripura. In Phase I, the pilot Vision Centre was set up in Melaghar block in April 2007 where more than 4,800 patients have been screened till date. Based on the progress made at Melaghar, the project network was expanded to 10 blocks in West Tripura district. The second phase also comprised of digitalization of patient medical records in the Vision Centres and setting up of an independent wireless network with a bandwidth of 256 Kbps. The third phase is still continuing and deployment is happening in another 29 locations.

EVALUATION

There are an estimated 12 million blind people in India today out of which over 90 per cent live in rural areas. Because of the increase in life expectancy and the projected increase in country population, this number is likely to rise to more than 18 million by the year 2020. Cataract is the major cause of blindness in the developing countries, accounting for nearly 68 per cent of all cases in Asia. Cataract is easily treatable but goes untreated due to inadequate medical facilities and limited eye care specialists. This initiative has however, managed to overcome all geographical, economic, social barriers earlier faced by the rural citizens in obtaining essential eye care services. The application of ICT tools in the initiative not only takes eye care to remote locations but also enables ascertaining of the quality of the service. The feedback mechanism has significantly assisted the administration to take informed decisions in obtaining the required capacities for the sustainability of the project.

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We have been very happy using the pathreports.in system. With the integration of pathreports.in into our laboratory, we have seen

ORIGINAL TITLE
PATHREPORTS.IN

PRODUCER
N ANOOP

LOCATION
KANPUR, UTTAR PRADESH, INDIA

MOBILE
+91-9886755044

CONTACT
ANOOPTechnology@GMAIL.COM

MEDIA FORMAT
WEB/INTERNET

LANGUAGE
ENGLISH

WWW
WWW.PATHREPORTS.IN

PathReports.in

DESCRIPTION

Pathreports.in is a real-time pathology reporting system which is designed in such a way that it can be used by anyone, from a small neighbourhood pathology lab to a sizeable laboratory. At the end user level, it provides the facility to view the reports over the internet or on their mobile. Users can also use their WAP/GPRS enabled cell phone and view their reports from <http://m.pathreports.in>. On the pathology level it provides a complete software solution to manage and maintain pathology data. Although mostly similar to commonly available pathology software, it offers a lot of enhanced features including high level security, data privacy and easy usability. The pathologist also gets features such as viewing dashboard which contains important statistics like day-wise earnings of pathology and number of reports generated. The advanced search feature allows him to quickly search customers under his pathology while the report creation interface is as easy as composing an email.

EVALUATION

By enabling the patient to view his pathology report online or through SMS, this application can significantly reduce the number of trips to the lab, time wasted in waiting for the report to come and so on. Hence, it helps to make this part of the treatment process hassle-free for the patient. On the other hand, it serves pathologists who need an interface which is more flexible and has an advanced functionality for maintaining and managing their pathology. Through this pathology application, they can easily manage customers, create reports and have complete control over their part of the application. Savings, both for the patient, in terms of travel costs and loss of work-time, and the pathologist, in terms of reduced paper and printing costs is an obvious advantage derived from the use of this webware.

It offers a lot of enhanced features including high level security, data privacy and easy usability



Connect Build Explore



One97MobilityFund


For Mobile Game Changers

The One97 Mobility Fund(OMF) is a \$100 million fund set up to support entrepreneurs who are building game changing companies in the mobile ecosystem. The fund has been incorporated by a team that today leads the way in the Mobile Value Added Service space, a team that has been through the paces, and has a vision for smaller players to access meaningful capital, mentorship and resources. OMF aims to accelerate the growth and dynamics of the mobile universe and make it easier for the entrepreneurs who are starting out. This is a commitment to translate opportunities in the mobile VAS and allied sectors into relevant and scalable businesses by working closely with entrepreneurial teams and industry stakeholders.

www.one97mobilityfund.com

contact@one97mobilityfund.com

ONE97 COMMUNICATIONS LIMITED is proposing, subject to market conditions and other considerations, a public issue of its equity shares and has filed the Red Herring Prospectus with the Registrar of the Companies, National Capital Territory of Delhi & Haryana and the Securities and Exchange Board of India (SEBI). The Red Herring Prospectus is available on the website of SEBI at www.sebi.gov.in and on the websites of the Book Running Lead Managers at www.idfccapital.com and www.avendus.com. Investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, see the section titled "Risk Factors" in the Red Herring Prospectus. This announcement has been prepared for publication in India and may not be released in the United States. This announcement does not constitute an offer of securities for sale in any jurisdiction, including the United States, and any securities described in this announcement may not be offered or sold in the United States absent registration under the US Securities Act of 1933 or an exemption from registration. The equity shares are being offered and sold only outside the United States in compliance with Regulation S and the applicable laws of each jurisdiction where such offers and sales occur.

E-INCLUSION

All measures supporting Information Communication Technology integration of least developed states and countries 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 for otherwise excluded and differently abled society

Affordable, Indigenous Assistive Technologies for
People with Disabilities
INDIA

FINO Technology Solutions
INDIA

Ability
INDIA

ORIGINAL TITLE
AFFORDABLE, INDIGENOUS ASSISTIVE
TECHNOLOGIES FOR PEOPLE WITH
DISABILITIES

PRODUCER
MINDTREE FOUNDATION

LOCATION
BANGALORE, KARNATAKA, INDIA

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 + 91-80-67064033

CONTACT
RAJA_SHANMUGAM@MINDTREE.COM


MEDIA FORMAT
OFFLINE

LANGUAGE
PRODUCTS UNDER THIS PROGRAM
CURRENTLY SUPPORT ENGLISH


WWW
WWW.MINDTREEFOUNDATION.ORG

The primary audience
 for this will be
 individuals with
 Cerebral Palsy, a motor
 disability that severely
 limits control over
 limbs and speech





MindTree Foundation



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MindTree is committed to the pursuit of better living for people with disabilities and enhancement in the quality of primary education.

Working on the leading edge of technology innovation, MindTree firmly believes it can add significant value through assistive technologies in achieving these goals.

MindTree Foundation provides the platform to channelize these initiatives. [Read more...](#)

The *Manthan* Award

Digital Inclusion for Development South Asia 2010

Our Initiatives

People with disabilities (with specific focus on Assistive Technologies):

As a company at the forefront of technology innovation, MindTree appreciates the benefits that technology can deliver to people with disabilities in any form. These assistive technologies are envisioned to support differently-abled people to interact better with their environment. [Read more...](#)

Primary Education:

Affordable, Indigenous Assistive Technologies for People with Disabilities

DESCRIPTION

Through this initiative, the MindTree Foundation aims to develop and disseminate assistive technologies to address the needs of people with different types of disabilities – muscular, visual, hearing, mental and learning. Aware of the benefits that technology can deliver to people with disabilities, MindTree is in the process of adding final touches to several devices that can enable the differently-abled to interact better with their environment. The first of these is KAVI, a device that will assist persons with severe speech impairment to communicate with ease. The primary audience for this will be individuals with Cerebral Palsy, which is a motor disability that severely limits control over limbs and speech. The application software allows the selection of one letter or image at a time, strings them together to form words, and uses text-to-speech conversion to generate audio output. The second is ADITI (Analog Digital Theremin Interface), an input device to a computer developed to enable people with severe muscular skeletal disorders – Cerebral Palsy, Arthritis etc – to access computers more easily.

EVALUATION

In India, the concept of Assistive Technologies has been limited to mostly hearing aids, prosthetics and wheel-chairs. More sophisticated technology is needed to help a person with special needs to perform many of the tasks required to function independently, communicate and be productive in today's world. Apart from the cost related issues, there are also issues of availability, training, localization, servicing etc – even for those who can afford them. Currently, it is not possible for international makers to either sell their current devices at the required price points or invest in research to make devices targeted towards Indian needs. Hence, there is a great need for developing affordable and indigenous technologies. MindTree's innovations avoid cost escalations, localise graphics and accents and have a high level of reliability and stability.

ORIGINAL TITLE
FINO TECHNOLOGY SOLUTION

PRODUCER
FINANCIAL INCLUSION NETWORK & OPERATIONS LTD.

LOCATION
MUMBAI, MAHARASHTRA, INDIA

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+ 91-22-41613558

CONTACT
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SUNEEL.GUPTA@FINO.CO.IN

MEDIA FORMAT
CROSS MEDIA

LANGUAGE
ENGLISH

WWW
WWW.FINO.CO.IN

FINO offers end-to-end IT solutions and business correspondent services to help banks reach underserved rural banking markets in India



FINO Technology Solutions

DESCRIPTION

FINO, short for Financial Information Network and Operations, is working to provide technological solutions in banking and insurance to the unbanked rural people of India, bringing a remarkable change in their lives and financial habits. On the other end, FINO offers end-to-end IT solutions and business correspondent services to help banks reach underserved rural banking markets in India. FINO is committed to providing a standardized, pan-Indian infrastructure that will link clients and financial service providers such as banks, micro-finance institutions, insurance companies and government entities, reducing costs of client acquisition and servicing across the value chain while ensuring that the basic premise of door step delivery to rural customers remains intact. With an army of 10,000 agents or bandhus, FINO reaches clients in 21 States, 266 districts and 100,000 villages across the country. FINO is currently acquiring incrementally over 50,000 customers per day. By 2011, FINO aims to reach 25 million customers through its vast bouquet of services and products.

EVALUATION

Rural India has approximately 500 million people who, until now, have had limited access to traditional banking services simply because most commercial banks found it too uneconomical to serve them. These people live in 600,000 odd villages across India's vast terrain and are in the market for banking products that are typically a hundredth the size of a banking product in the United States or Europe and at a tenth the size and cost of a product in urban India. Micro-finance and development-credit institutions have largely catered to the needs of the people without bank access so far — but these have remained largely local, grassroots efforts hampered by their lack of access to technological resources. It is against this backdrop that FINO decided to explore the possibility of delivering value, to this largely under-served market in need of financial products and services.

ORIGINAL TITLE
ABILITY

PRODUCER
WILLAGER

LOCATION
RAJKOT, GUJARAT, INDIA

PHONE
+91-2823-272336

CONTACT
AGRAVATB@WILLAGER.COM

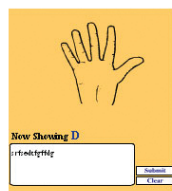
MEDIA FORMAT
CROSS MEDIA

LANGUAGE
MULTI

WWW
WWW.WILLAGER.COM/ABILITY.HTML

The software converts typed English text into sign language, allowing differently-abled persons to receive and comprehend instructions easily

Type your text in the white box



and click submit button

Ability

DESCRIPTION

Ability is a unique communication tool which aims to ease the difficulties faced everyday by differently-abled persons while communicating. It does away with the lack of local, custom-built technologies which can provide equal opportunities to interact to people living with sensory impairments. The software, developed by Willager, converts typed English text into sign language, allowing differently-abled persons to receive and comprehend instructions easily. The software can translate text into both one-handed sign language, used in the US, and two-handed sign language, prevalent in India and the UK. Besides targeting persons with disabilities, the application can also be used as a teaching tool for their relatives and friends and others interested in learning the sign language. Ability can promote independent communication for persons who are hearing impaired or experience communication challenges by allowing effective two-way communication to occur in as natural an environment as possible.

EVALUATION

In India, there is a severe lack of recognition of sign language, lack of bilingual education and there is very limited availability of sign language interpreting services. The widespread lack of awareness and knowledge about the situation of deaf people deprives most of them access to large sections of society. As a result, they are not able to truly enjoy even the basic human rights. Better integration of persons with disabilities into society will only be possible if sign-language communication was made widely available. If this is done, the access of the differently-abled to public services, commercial transactions and entertainment, learning and leisure opportunities will improve drastically. The Ability application has the potential to make this possible by providing a sign-language synthesis solution for the sensory impaired. It can provide users with unparalleled opportunities in classroom, business and everyday environments.



E-LEARNING

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

National Library and Information Services
Infrastructure for Scholarly Content (N-LIST)
INDIA

www.ganitgurooz.com
INDIA

MKCL's Digital Schools
INDIA

ORIGINAL TITLE
NATIONAL LIBRARY AND
INFORMATION SERVICES
INFRASTRUCTURE FOR SCHOLARLY
CONTENT (N-LIST)

PRODUCER
INDIAN INFORMATION AND LIBRARY
NETWORK (INFLIBNET) CENTRE

LOCATION
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+ 91-79-26305702

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KRUTI@INFLIBNET.AC.IN

MEDIA FORMAT
WEB/INTERNET

LANGUAGE
ENGLISH

WWW
NLIST.INFLIBNET.AC.IN

This initiative would help the nation move towards an information-rich society and deliver highly reliable scholarly content to university students.



N-LIST (National Library and Information Services Infrastructure for Scholarly Content)

DESCRIPTION

N-LIST or National Library and Information Services Infrastructure for Scholarly Content is an initiative of the Ministry of Human Resource Development under its National Mission on Education through ICT programme. The project is being jointly executed by the UGC-INFONET Digital Library Consortium, INFLIBNET Centre and the INDEST-AICTE Consortium, IIT Delhi. INDEST and UGC-INFONET are jointly responsible for subscribing and providing access to selected UGC-INFONET e-resources to technical institutions and selected INDEST e-resources to universities; while the INFLIBNET Centre would ensure subscription and access to chosen e-resources to 6,000 Government and Government-aided colleges. It is also to act as a monitoring agency for colleges, observing, evaluating and promoting activities which would guarantee effective and efficient access to e-resources to colleges as well as develop and deploy appropriate software tools and techniques for authenticating authorized users. As on November 18 2010, a total of 1479 colleges have registered themselves with N-LIST.

EVALUATION

All educational institutions in India, especially the universities, face acute shortages of funds to subscribe to international scholarly journals. It is estimated that a typical university in India subscribes to less than two hundred international journals. While there are several government funded consortia that are catering to the information requirements of engineering and technological institutions, research laboratories, defense R&D laboratories, universities and other institutions of higher education, none of them, however, targets the users in colleges. The N-LIST initiative would help the nation move towards an information-rich society and deliver highly reliable scholarly content to university students. It is anticipated that the increased access to resources would have a significant impact on students, faculty and researchers from colleges not only in terms of research output but also in terms of the quality of students who graduate from beneficiary colleges.

GanitGurooz

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Home

Feedback...
I shall ensure 100% registration of all our mathematics teachers. Let's change the way mathematics is taught and understood in India.
Mr. T.C. Pandain
Principal,
Chinmaya
Vidyalaya, Tamil

Hon'ble Minister of Human Resources, Shri Kapil Sibal Launching India's Affordable Computer for Education. ([Read Full Story...](#)) ([View Movie](#))

Very Soon Every Teacher and Student will have

ORIGINAL TITLE
WWW.GANITGUROOZ.COM

PRODUCER
ELIPSIS CONSULTING

LOCATION
NEW DELHI, DELHI, INDIA

MOBILE/PHONE
+91-9810300076
+ 91-11-26303263

CONTACT
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JONAKIBGHOSH@YAHOO.CO.IN
SIMI.S@ELIPSIS.IN

MEDIA FORMAT
WEB/INTERNET

LANGUAGE
ENGLISH

WWW
WWW.GANITGUROOZ.COM

The first objective is to expose teachers to new methods, tools, technologies and techniques of explaining mathematical concepts



Ganitgurooz

DESCRIPTION

The website www.ganitgurooz.com has been designed with the aim of creating a knowledge sharing network for the more than 17,00,000 school mathematics teachers in India. The first objective of the site is to expose teachers to new methods, tools, technologies and techniques of explaining mathematical concepts. Through this exposure teachers will gain the motivation to commit themselves to begin and continue their own learning. www.ganitgurooz.com focuses on what the teachers can implement in the classrooms for better student achievement in mathematics.

Thousands of links to content, multimedia modules, applets, movies, presentations, tutorials, practice assignments and assessment tools have been tagged to various chapters of the NCERT curriculum so that teachers can access useful and relevant information without wasting any time. In future, curriculum books of all state boards will be tagged to resources available on the internet so that every teacher can use them conveniently in their classrooms.

EVALUATION

It is imperative that the teaching skills of educators evolve as rapidly as the world that the teachers are preparing their students to enter. Continuous professional development is the process by which teachers reflect upon their competences, maintain them up to date and develop them further as no initial course of teacher education can be sufficient to prepare a teacher for his or her entire career. Capable educators continually work to sharpen their skills and classroom methods by studying new research. The educational opportunities made available by dramatic technological innovations in the 1990s can be put to effective use in elementary and secondary education to help the next generation of school children to be better educated and better prepared for the evolving demands of the new economy. The insights into mathematics that ganitgurooz.com delivers to its members is bound to change the way maths is taught in Indian schools.

ORIGINAL TITLE
MKCL'S DIGITAL SCHOOLS

PRODUCER
MAHARASHTRA KNOWLEDGE COR-
PORATION LIMITED

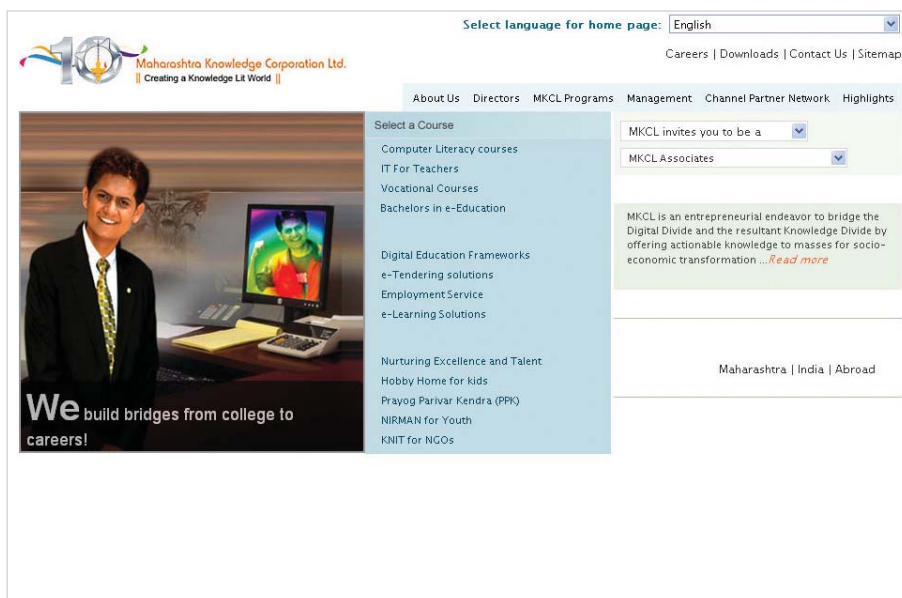
LOCATION
PUNE, MAHARASHTRA, INDIA

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CONTACT
AMITR@MKCL.ORG
YOGESHT@MKCL.ORG
GOPALM@MKCL.ORG

MEDIA FORMAT
BROADBAND/ONLINE

It provides a
personalized,
self-paced and
collaborative
learning
environment



MKCL's Digital Schools

LANGUAGE
ENGLISH

WWW
WWW.MKCL.ORG

DESCRIPTION

Digital School is a program that empowers school children to capture various learning experiences in a technology-enabled, teacher-facilitated environment. Developed by the Maharashtra Knowledge Corporation Limited (MKCL), this eLearning platform offers curricular, co-curricular and extracurricular multimedia-based interactive learning content to the school children of Maharashtra. Through the Digital Schools program MKCL aspires to transform the everyday learning experience of each student. It provides a personalized, self-paced and collaborative learning environment.

Digital school is deployed through MKCL's eLearning framework called ERA or eLearning Revolution for All. ERA operates on the school's intranet, every child getting a personalized login id. The student can access ERA using this personal login. The eContent is of high quality, with attractive and explorative multimedia, rich voice overs and complements the curricula of the school. MKCL's Digital School Framework is successfully deployed in 400 schools of the Rayat Shikshan Sanstha for 3,00,000 students of classes 5th through 10th.

EVALUATION

Computer-based learning has revolutionized the concept of education by enabling access to more knowledge than ever before. This is a part of the evolution of education systems which allows them to cope with the need for new learning skills for the twenty-first century. Not only does e-learning maximize learning opportunities but also removes the restrictions of time and location. It has the potential to offer richer resources than most traditional methods of delivering learning or teaching.

MKCL's ERA encourages and enables the student to think, explore, experiment and then master a particular skill. Beyond the skills developed from traditional learning systems, e-learning enhances the child's problem-solving, critical thinking and self-directional skills. Working productively with others, they demonstrate teamwork and leadership and hence develop superior inter-personal skills.

E-LOCALIZATION

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

Project Bhasha
INDIA

SiyaBasScript
SRI LANKA

Ceylonmap.com
SRI LANKA

ORIGINAL TITLE PROJECT BHASHA

PRODUCER
MICROSOFT CORPORATION (INDIA)
PRIVATE LIMITED

LOCATION
GURGAON, HARYANA, INDIA

MOBILE/PHONE
+ 91-01244158000
+ 91-0124-4158000

CONTACT
MEGHAK@MICROSOFT.COM

MEDIA FORMAT
WEB/INTERNET

LANGUAGE
12 INDIAN LANGUAGES & ENGLISH

WWW
WWW.BHASHAINDIA.COM/COMMUNITY/COMMUNITYHOME.ASPX

This portal aims at building a community of developers and linguists who will contribute towards the development and use of Indian languages for PC usage



Project Bhasha

DESCRIPTION

Project Bhasha is a comprehensive program which aims to localize Microsoft's flagship products, Windows and Office in 12 Indian Languages including Assamese, Bengali, Gujarati, Gurumukhi, Hindi, Kannada, Konkani, Malayalam, Marathi, Oriya, Sindhi, Tamil and Telugu. This is designed as a collaborative programme for bringing together the governments, the academia and research institutions, the vendors and the industry associations on a common ground for backing local language computing. Under this program, Microsoft focuses its efforts along four key areas: product localisation, government collaboration, academia and developer integration and Bhasha Online Community portal. This portal aims at building a community of developers and linguists who will contribute towards the development and use of Indian languages for PC usage. There is no doubt that in a country like India; localisation will drive the next wave of computing by enabling access to technology for a broader section of society and thereby helping eliminate the current digital divide.

EVALUATION

Besides helping to realise economic and social benefits, enabling the use of regional languages in technology can also facilitate the preservation of languages and cultures in an increasingly globalised world. With over 33 major languages and 1652 dialects, India is a nation of diverse traditions and languages. About 95 percent of the nation's population prefers working in their regional language - while just about five percent conducts its business in English. It is obvious that the disparity in language usage contributes to the digital divide. Since 1998, when Microsoft India identified localization as a key catalyst for effecting ushering in an IT revolution, the company has been working on overcoming the language barrier to computing since. With local language support offered by Microsoft's Project Bhasha, governments will be able to accelerate IT literacy among the regional language speakers which can also become a means of accessing the services and schemes offered by the state.



Keheliya Gallaba

Intern at WSO2 Inc.; Student at Faculty of Engineering, University of Moratuwa
Malabe, Sri Lanka

Keheliya has 166 followers
Keheliya is following 142

Follow Keheliya

or Block Keheliya

Verified email at aiesec.org.lk and wso2.com

[oo ooooo oooooo I Think](#)
[Follow me on twitter](#)
[My shared items in Google Reader](#)
[Keheliya's Bookshelf](#)
[Keheliya's Tumblr](#)

Gender
Male

Interests
reading, tweeting, blogging, playing chess, playing cricket, listening to podcasts

My places



About me **Buzz**

Keheliya Gallaba - Twitter - Public 7:08 am ▼
 keheliya: Nook's so-called biggest software update ever is here!!! #nook Cnt wait till I get home!!!
<http://t.co/GkuzRsE> via @shelan @engadget

[Comment](#) [Like](#)

Keheliya Gallaba - Twitter - Public Nov 22 ▼
 keheliya: RT @chathuraw: Without FlashGot and DownThemAll, Chrome just doesn't feel complete :(| Totally.

[Comment](#) [Like](#)

Akila Wajirasena - yeah!! I miss them too. btw FF 4b7 looks good :) Nov 22

[Comment](#) [Like](#)

ORIGINAL TITLE
SIYABASSCRIPT

PRODUCER
KEHELIYA BANDARA GALLABA

LOCATION
**MAKOLA, WESTERN PROVINCE,
SRI LANKA**

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MEDIA FORMAT
WEB/INTERNET

LANGUAGE
SINGHALA, ENGLISH

WWW
**WWW.GOOGLE.COM/PROFILES/
KEHELIYA.GALLABA**

Unicode enabled sites that was nearly impossible when they were available as non-Unicode content.



SiyaBasScript

DESCRIPTION

Sinhala language has been in use in computer technology since the late 1980s. However, as no standard character representation system was put in place from the beginning it resulted in proprietary character representation systems and fonts. Then the Unicode standard, which has the explicit aim of transcending the limitations of traditional character encodings, was introduced to Sinhala in 1998. But even now, some major websites in Sinhala have still not adopted the standard which causes lot of compatibility issues when viewed in different browsers and operating systems. SiyaBasScript is a Mozilla Firefox and Google Chrome extension which can convert web sites with non-Unicode Sinhala fonts to Unicode. This means SiyaBasScript not only allows the hassle-free viewing of a numerous web pages but allows copying and pasting of earlier non-Unicode content to Unicode enabled sites using browsers like Mozilla Firefox and Google Chrome. This allows quoting, referencing and sharing of content via Unicode enabled sites that was nearly impossible when they were available as non-Unicode content.

EVALUATION

Although Unicode has been considered as the standard for creating and viewing Sinhala language content, some Sri Lankan websites including some famous news sites still create content in non-Unicode and misuse methods that are for styling webpages, to display Sinhala text in various other font-faces. Although users can get around the problem of missing font files by installing them in the computer or using embedded online font files, it causes unnecessary disruptions. SiyaBasScript extension solves the problem by converting that text to Sinhala Unicode. It will help to increase the content of World Wide Web in Sinhala Unicode, allowing a far easier standard of representing, searching, sorting and processing knowledge. This takes away the need of recommending or restricting users to certain browsers for viewing, editing and sharing localized content.

ORIGINAL TITLE
**THE FIRST AND ONLY MULTI-
 LINGUAL WEB BASED**
SRI LANKA MAP

PRODUCER
MARIUS SANJEEWA JAYASURIYA

LOCATION
KELANIYA, WESTERN PROVINCE,
SRI LANKA

MOBILE/PHONE
+94-757609609/+ 94-114-906905

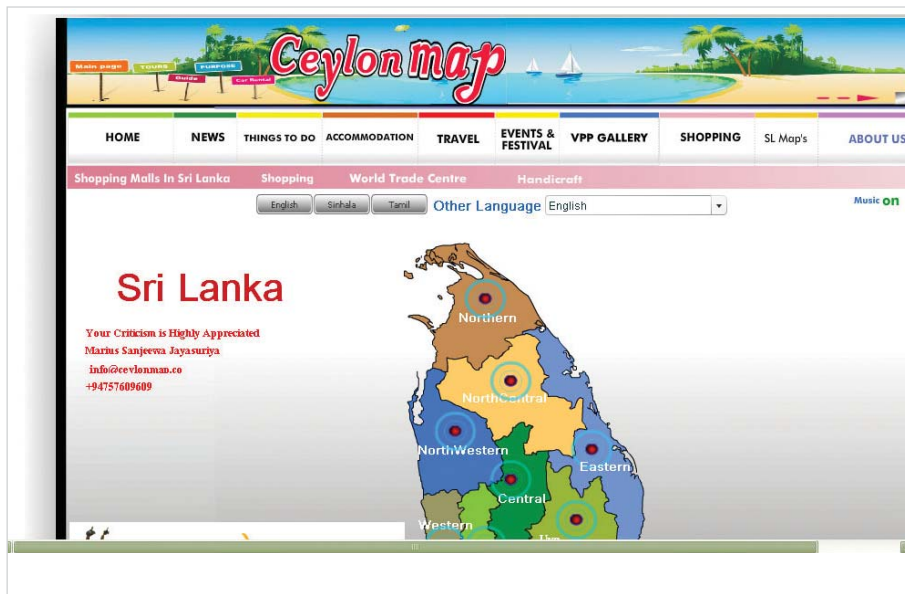
CONTACT
JAYASURIYA@CEYLONMAP.COM

MEDIA FORMAT
WEB/INTERNET

LANGUAGE
ENGLISH, SINGHALA, TAMIL

WWW
WWW.CEYLONMAP.COM

Just by rolling the mouse over certain part of the map, the visitors can instantly get information about that area in terms of text, links and images



Ceylonmap.com

DESCRIPTION

Ceylonmap.com is Sri Lanka's first and only interactive, multilingual internet-based mapping system of its kind. It is a comprehensive geographical database on the country which is freely accessible by everyone. It aims to provide an easier way of locating places and tourist attractions. This site helps the user know more about Sri Lanka, its provinces, municipalities, districts, villages, streets, government offices, prominent landmarks etc. It is currently available in three languages - Sinhala, Tamil and English and allows the map to be printed for ease of use. Just by rolling the mouse over certain part of the map, the visitors can instantly get information about that area in terms of text, links and images. Clicking on such links, visitors can get more detailed information about that particular feature such as panoramic view of hotels, shopping malls etc. and their exact locations.

EVALUATION

Interactive web-based maps have several advantages over the older, static maps. As they let the users manipulate and interact with the data on the map, an interactive map surpasses the functionality of any other mapping system. They also allow users to zoom and pan as they wish, plot any number of data points, highlight markers or areas and a whole lot more. Ceylonmap is an attempt to bring these benefits in a localized manner with culture-specific content to the citizens of Sri Lanka. Tourism promotion is also an expected advantage as besides tourist attractions, the site also gives information regarding bus routes (with their numbers and colours) as well as railway routes and time tables. Interestingly, the site also hosts an e-book on Sri Lanka's history from the time of King Vijaya to the contemporary times.

E-NEWS & MEDIA

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 like net, web, mobile, blog, social network, kiosk, video and so on.

Neuron Newsroom Management System (NNMS)

PAKISTAN

Gaon ki Awaaz

INDIA

Ada Derana

SRI LANKA

ORIGINAL TITLE
NEURON NEWSROOM
MANAGEMENT SYSTEM (NNMS)

PRODUCER
NEURON MANAGEMENT SERVICES
PRIVATE LTD.

LOCATION
KARACHI, PAKISTAN

MOBILE/PHONE
 + 92-3002611350
 + 92-21-32205303

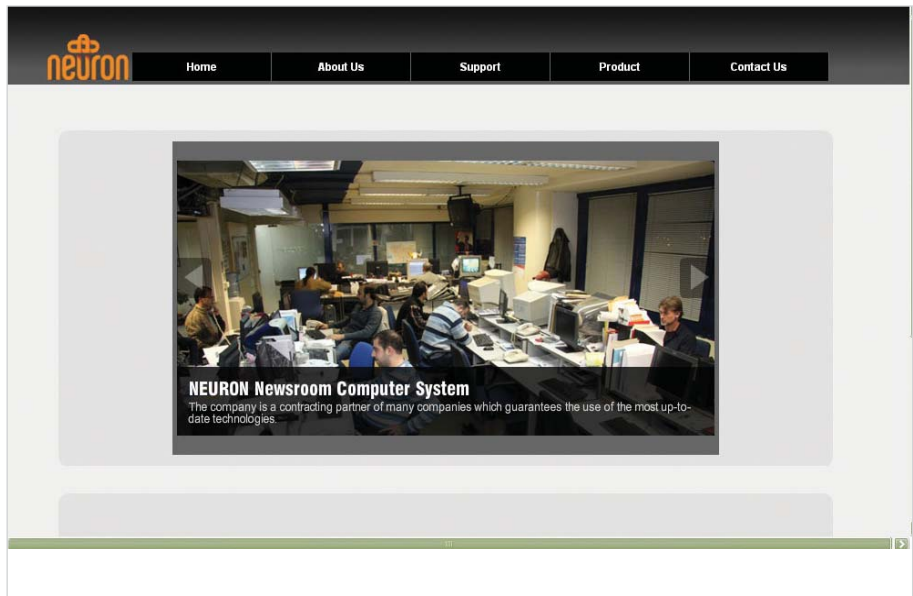
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OGY.NET
SYED.MAIRAJ@CHANNELTEK.COM

MEDIA FORMAT
WEB/INTERNET

LANGUAGE
ENGLISH

WWW
WWW.NEURONTECHNOLOGY.NET

Neuron can
streamline news
production with
powerful new tools
that enable text,
video and audio
management



Neuron Newsroom Management System

DESCRIPTION

Neuron News Management System is a newsroom computer system (NRCS) that automates and streamlines the procedures of a newsroom. It encompasses everything from news collection to news delivery on air. In addition to providing user management and workflow functionalities, the Neuron NCS allows for more sophisticated metadata and media management. Neuron can streamline news production with powerful new tools that enable text, video and audio management. Journalists, editors, producers and news directors can share and access video, scripts and rundowns, as well as easily publish news stories in HTML format on the World Wide Web, allowing them to extend news coverage to a wider audience.

Neuron has been running successfully at the DawnNews television channel in Pakistan for the last year and a half, where it had replaced a world's leading Newsroom System. Neuron has also been successfully deployed in a couple of news channels in Afghanistan in the last year.

EVALUATION

The newsroom computer system has evolved from a simple text-based wire browsing, script and rundown editing system. It has become a multimedia workflow engine that spans well beyond the newsroom floor. Third-generation newsrooms have to provide all of the content management and production tools required to provide media to televisions and radios, as well as to a growing range of interactive platforms. The digital newsroom is fast becoming the core groupware platform and workflow engine of successful broadcast organizations. The newsroom computer market continues to grow and the sheer number of products that are now available to broadcasters is amazing. The Neuron NRCS is a powerful newsroom solution that will help journalists streamline and better manage the newsroom process. It provides leading-edge digital newsroom production tools that offer proven quality, ease-of-use and advanced integration with existing and future newsroom equipment.



ORIGINAL TITLE
GAON KI AWAAZ

PRODUCER
INTERNATIONAL MEDIA INSTITUTE OF INDIA

LOCATION
NOIDA, UTTAR PRADESH, INDIA

MOBILE/PHONE
+ 91-9717418256
+ 91-0120-4228464

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SUNIL.S@IMI.I.CO.IN

MEDIA FORMAT
MOBILE CONTENT

LANGUAGE
AVADHI (HINDI DIALECT SPOKEN IN PARTS OF UTTAR PRADESH, INDIA)

WWW
GAONKIWAAZ.WORDPRESS.COM

Gaon Ki Awaaz

DESCRIPTION

Gaon Ki Awaaz is a rural news bulletin service which uses the mobile phone as a broadcast tool. The initiative is an attempt to give a voice to rural community of the Rampur-Mathura village in Uttar Pradesh.

Mobile phones are used to record audio content which is then transmitted as an MMS to a local editor for checking. The content is scanned for accuracy and usefulness before being passed on to the news desk in Noida for onward transmission. The approved MMS is subsequently broadcast as a voice call to village subscribers. The audio bulletins are in Avadhi, the local dialect and they are transmitted twice every day – one at 12 noon and the other at 5 in the evening. Subject matter for the broadcasts can include alerts such as when health camps are coming to a nearby area, farm tips, events happening in the village or in the neighbouring villages such as religious and community-oriented celebrations, or local-centric government announcements.

EVALUATION

The basic premise of this project is that mobile has become the most prevalent mode of communication all over India and even in its hinterlands. Gaon Ki Awaaz has presented the rural people with an opportunity to create news bulletins that are about the villagers themselves and in their language, and which inform them of what was happening in their village and nearby villages.

It can not only prove to be an excellent tool in providing relevant information pertaining to health, education, agriculture etc., but will also aid in community development. The people will become more aware and feel greater responsibility towards disseminating useful information in a timely manner as they are responsible for the news service themselves. The news bulletins were free earlier but from July 1, 2010, the villagers pay Rs. 10 as monthly subscription charges. It is heartening to see that a few village merchants have used the channel to advertise their products.

Mobile phones are used to record audio content which is then transmitted as an MMS to a local editor for checking



ORIGINAL TITLE
ADA DERANA

PRODUCER
DERANA MACROENTERTAINMENT
PVT. LTD.

LOCATION
COLOMBO, SRI LANKA

MOBILE/PHONE
+ 94-772841063
+ 0094-011-5300800

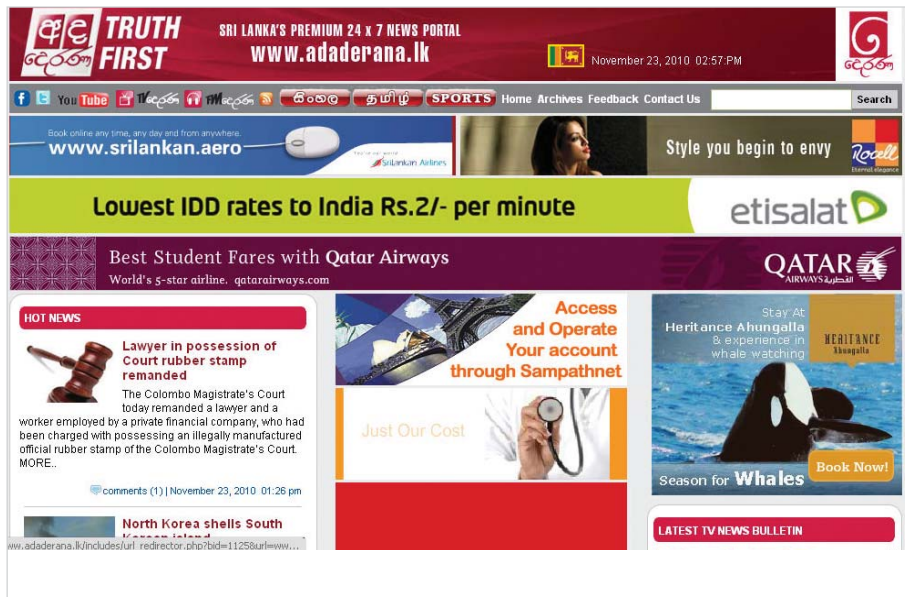
CONTACT
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MEDIA FORMAT
WEB/INTERNET

LANGUAGE
ENGLISH, SINHALA, TAMIL

WWW
WWW.ADADERANA.LK

An imaginative interactive feature is My Report which allows viewers to file in their own news reports through Newsdesk



Ada Derana

DESCRIPTION

The portal adaderana.lk is the showpiece of the Ada Derana news service, having being ranked the number one news website in Sri Lanka. Analysis shows that surfers spend more time on the site than they do on that of the nearest competitor. Available in Sinhala, Tamil and English, the site facilitates two-way content generation by offering consumers an interactive platform to comment on the latest stories and interact with the Ada Derana community. Another imaginative interactive feature is My Report which allows viewers to file in their own news reports through Newsdesk. Ada Derana also provides one of the single largest SMS based breaking-news base in Sri Lanka with over 300,000 subscribers around the island with all major mobile providers. Ada Derana has achieved its position as the market leader due to its accurate and instant reporting combined with user friendly web interface and interactive web initiatives.

EVALUATION

Ada Derana had its beginnings as the conventional television news bulletin aired on TVDerana. Today, Ada Derana is characterised by its availability across delivery channels such as Television, Radio, Web, SMS alerts, IVR, Video Alerts, and social media such as Facebook, Twitter and YouTube. In most of these forms, Ada Derana is available on a multilingual platform providing greater accessibility to consumers both in Sri Lanka and across the world. The style of the news content has been customised to suit each of the delivery media, taking note of the nature of consumption. Ada Derana Sinhala and Tamil sites have also captured its audiences by the use of Unicode fonts and also video based web segment which cater to its audience. It has quickly earned a reputation amongst the local community as being accurate as well as timely in terms of bringing the latest news updates to the nation.

E-TRAVEL & TOURISM

Use of ICT applications and services for enriching the information society by aggregating digital content pertaining to travel and tourism thus help creating knowledge rich information society; offer of travel and tourism related information and services like real time travel bookings, location and transport information.

AWATAR – Anytime Anywhere Advance Reservation System
INDIA

SALA ProSat GPS Navigator
SRI LANKA

ORIGINAL TITLE
WEB BASED PASSENGER ADVANCE
RESERVATION SYSTEM

PRODUCER
KARNATAKA STATE ROAD TRANS-
PORT CORPORATION

LOCATION
BANGALORE, KARNATAKA, INDIA

PHONE
+91-80-22221125

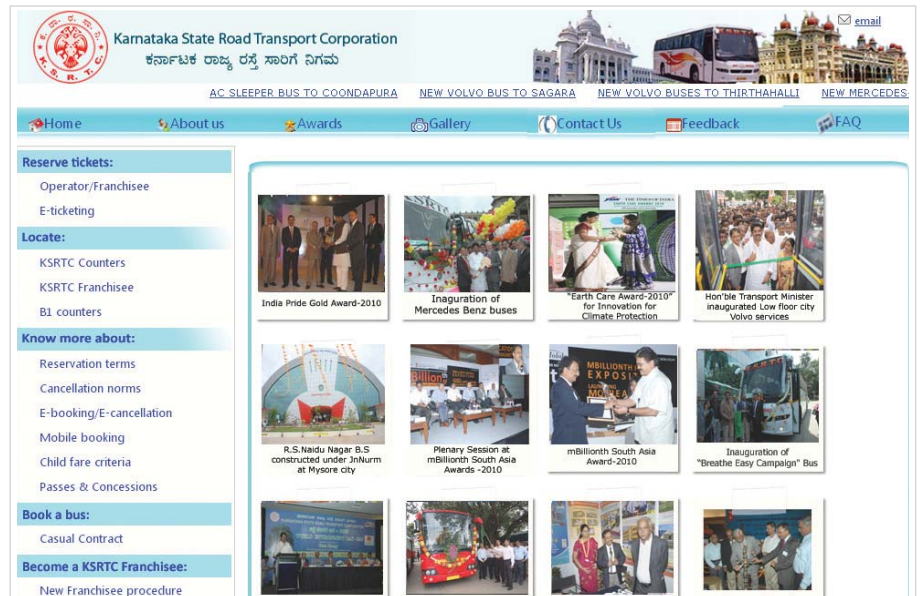
CONTACT
MD@KSRTC.ORG

MEDIA FORMAT
WEB/INTERNET

LANGUAGE
ENGLISH

WWW
WWW.KSRTC.IN

This entire system includes 509 reservation counters to enable even those without internet access to benefit from it



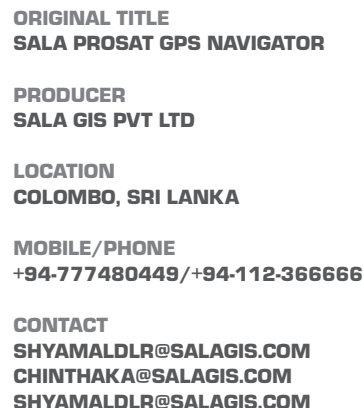
AWATAR (Anytime Anywhere Advance Reservation System)

DESCRIPTION

AWATAR is a web-based passenger reservation system that provides for advance ticket booking for Karnataka State Road Transport Corporation (KSRTC) passengers. It is the first-of-its-kind-and-scale road transport passenger booking system in the country. An advanced system, it enables the booking of tickets from any place and for any destination, allowing the passengers to plan their journey well in advance. Tickets can be paid for online using either credit or debit cards, bank accounts or cash cards. To further ease the booking process, the online system has been supplemented with a mobile booking application. KSRTC also integrates service information, route maps, bus schedule timings, pick-up points and so on, under one unified umbrella. This entire system includes 509 reservation counters to enable even those without internet access to benefit from it. There is also has provision for cancellation, partial cancellation, modification and partial modification like change of passenger name, advancement or postponement in the date of journey etc.

EVALUATION

The Karnataka State Road Transport Corporation is the first state transport undertaking in India to facilitate booking of bus tickets through the Internet. Besides the convenience to the citizens, in terms of buying tickets and getting travel information, AWATAR has proved to be advantageous to KSRTC as well. It has led to improved efficiency, accountability and transparency and which has compelled KSRTC to become more service oriented and responsive to the needs of the citizens. Moreover, it has enabled more cost-effective collection of revenues and enhanced revenue collection. Hence, the introduction of this system has presented a win-win situation for both the Corporation as well as the commuters.



MEDIA FORMAT
SATELLITE

LANGUAGE
SINHALA & ENGLISH

WWW
WWW.SALAGIS.COM

EVALUATION

A GPS navigation device is any device that receives Global Positioning System (GPS) signals for the purpose of determining the device's current location on Earth. GPS has become a mainstay of transportation systems worldwide, providing navigation for aviation, ground, and maritime operations. Disaster relief and emergency services depend upon GPS for location and timing capabilities in their life-saving missions. An important use of these devices is as navigation assistants as they enable users to choose the best route i.e. a route that which take the least time and be the shortest in distance.

With a massive increase expected in the tourist flow to Sri Lanka, the tourism sector will greatly benefit by the introduction of the SALA ProSat GPS Navigation System. The system is capable of providing useful and comprehensive travel data, such as present speed, the average speed of the overall trip, direction, altitude above the sea level and many more parameters.

After installation in a vehicle, the system will guide the user to any given location in Sri Lanka





The Official Domain Name of India

An Internet Top Level Domain

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Book**



POWERED BY 

COMMUNITY BROADCASTING

Community Broadcasting considers all efforts in the areas of broadcasting services for the benefit of the communities, especially in rural areas. It serves local communities, reflecting the diversity of their views and needs, and provides access to volunteer participants.

Chetana - Adult Education through Radio
INDIA

Radio Active- Community Radio
INDIA

ORIGINAL TITLE
RADIO-R MADHYAME
BOYOSHKO SHIKHA

PRODUCER
CHITRABANI SOCIETY

LOCATION
KOLKATA, WEST BENGAL, INDIA

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CHETANA@CHITRABANI.COM

MEDIA FORMAT
RADIO

LANGUAGE
BANGLA

WWW
WWW.CHITRABANI.COM

**Around 70 per cent
of the programmes
are produced in
the field with the
actual participation
of the listeners**



Chetana - Adult Education Through Radio

DESCRIPTION

Christened Chetana or “awareness”, the adult literacy project of Chitrabani is concerned with the education of illiterate and semi-literate listeners, especially women, spread out mainly in West Bengal, north-east India and Bangladesh. Broadcast four times a week from Radio Veritas Asia in Manila, Philippines, Chetana programmes are informal, knowledge-based shows presented in Bengali.

Placing great emphasis on involvement and participation, these programmes are designed based on regular visits to the field by the Chetana team members to obtain suggestions for topics, record discussions, interviews, skits, etc. In fact, around 70 per cent of the programmes are produced in the field with the actual participation of the listeners. As more advanced ICT tools reach Indian villages, the demand for digital content will increase. Attempts are being made towards enabling live streaming radio over the internet and creating podcasts as at present programme content is available only while it is being broadcast on the radio.

EVALUATION

Although this is the age of high-speed internet, most of the people of India still live in the villages. Here, they face frequent power cuts and fluctuations which makes radio the only viable means of information and entertainment. Hence, for many, radio dominates over all other media even today. The programmes produced under Chetana are value-based and remain popular with the listeners even after 15 years of such broadcasts. The listeners are made aware of various issues and subjects through these programmes and being non-formal in nature and easily understandable they are well-liked and appreciated by the audience. The most crucial element, however, is the regular contact and interaction that takes place between the listeners and Chetana project staff through field visits, letters and SMS which helps to keep the project in touch with the needs and demands of the people.



ORIGINAL TITLE
RADIO ACTIVE - COMMUNITY RADIO

PRODUCER
RADIO ACTIVE CR 90.4MHZ

LOCATION
BANGALORE, KARNATAKA, INDIA

MOBILE/PHONE
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MEDIA FORMAT
RADIO

LANGUAGE
LOCAL INDIAN LANGUAGE & ENGLISH

WWW
WWW.JGI.AC.IN/RADIOACTIVE

The radio station broadcasts for 15 hours and presents programmes produced by the community members themselves

STATION DEVICE	
Address	# 1/1 - E. Alka Towers, Palode Road
City	Bangalore
Pin Code	560 015
Country	India
Telephone	+91 80 2235 5154/5156/51
Fax	+91 80 2235 5123
E Mail	radioactive@jagroup.info
LAMP HEAD DEVICE	
Address	# 1/1 - E. Alka Towers, Palode Road, 1/1/1/1
City	Bangalore
Pin Code	560 014
Country	India
Telephone	+91 80 2235 5154/5156/51
Fax	+91 80 2235 5123
URL	www.jgi.ac.in

Radio Active Community Radio

DESCRIPTION

A community radio station, Radio Active, broadcasts socially relevant programmes in Kannada, Tamil, Telugu, Urdu and other languages in a 15 kilometre radius across the city of Bangalore. The radio seeks to reach out to Bangalore's masses to create awareness among them about issues such as health, environment, development, scientific awareness, women, social issues etc. Involving groups as diverse as the LGBT community, the differently-abled, people living with HIV/AIDS, auto-drivers, senior citizens, animal rights campaigners, environment activists and many others, it enables the local community members to drive social change and educate the public regarding socially responsive behaviour. The radio station that began with a transmission of only 8 hours, today broadcasts for 15 hours and presents programmes which are produced by the community members themselves. For reaching out to its audience more effectively, the station even organises activities like eye camps, awareness drives, film festivals, quiz competitions and street plays.

EVALUATION

According to the new guidelines issued by the Government of India regarding the setting up of Community Radio Stations (CSRs) in November 2009, non-profits including civil society and voluntary organisations were given the permission to set up CSRs. Earlier licences were granted only to well-established educational institutions and by allowing associations and communities to run their own station has resulted in greater participation by the civil society on issues relating to development & social change. Radio Active not only engages the mainstream community but also promotes respect for diversity and acceptance of people on the margins of society. The most significant contribution of the station and its programmes has been the efforts towards persuading people to make a behavioural change regarding issues such as HIV/AIDS and LGBT rights, thereby reducing the stigma attached to these subjects.

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edurite™

MANTHAN AWARD SOUTH ASIA 2010 SPECIAL MENTIONS

E-EDUCATION: 01

Paperless Admission System of
Shahjalal University of Science &
Technology (SUST)
BANGLADESH

E-ENVIRONMENT: 01

Disaster Management Information
Network Portal
BANGLADESH

E-GOVERNANCE: 01

Fishnet - REALCRAFT
INDIA

E-HEALTH: 01

Software for Assessment of Dis-
abled for Access Rehabilitation
and Empowerment (SADAREM)
INDIA

E-INCLUSION: 01

DAISY for All
BANGLADESH

E-LEARNING: 01

Women Aloud Videoblogging for
Empowerment (WAVE)
INDIA

E-LOCALIZATION: 01

Bangla Calculator
BANGLADESH

E-SCIENCE: 01

Non-Touch Interface (NTI)
PAKISTAN

COMMUNITY BROADCASTING: 01

YaalDevi
SRI LANKA

E-EDUCATION

Paperless Admission System of Shahjalal University of Science & Technology (SUST)



Original Title
Paperless Admission System of Shahjalal University of Science & Technology

Producer
Shahjalal University of Science & Technology (SUST)

Location
Sylhet, BANGLADESH

DESCRIPTION

Shahjalal University of Science & Technology, Bangladesh has introduced an SMS based automated registration system for admission tests. Candidates are required to send in their HSC information from any Teletalk prepaid mobile phone. Their information is then processed and verified by the Education Board. After this is completed successfully, the eligible candidates are sent a confirmation message on their mobiles instantly. Finally, the application fee for the admission test is deducted from the candidate's prepaid mobile account and a notification is sent, again through the SMS channel. All the candidates also receive the admission test seat number via SMS. On the day of the test, the students only need to bring along two attested photographs. The result of the test could again be known using a mobile phone and the students could easily find out their position in merit list.

EVALUATION

This SMS-based admission system is indeed an innovative solution to the large logistical problem that every university faces before and after the admission process is conducted every year. Its usefulness to the students is undoubted as it simplifies the whole process, makes it less time-consuming and eradicates unnecessary delays. It makes the university's task easier by eliminating all chances of fraudulent practices and issues such as non-receipt of admission test roll numbers. The key advantages of adopting such a system, however, lie in the huge amounts of savings made by cutting of travel costs and the environmental benefit derived from reducing the amount of paper used. Its advantage to the girl students is especially important as they are often restricted by the difficult process of applying to a university which involves travelling across the country and staying in an unknown city for several days.

Mobile/Phone
+ 88-01552437771
+ 88-0821-713850

Contact
shoeb-cse@sust.edu
mzi@sust.edu

Media Format
Cross Media

Language
English

www
sust.edu/admission

E-ENVIRONMENT

Disaster Management Information Network Portal



Original Title
Durjug Beboothapona Tatthyo Kendra Portal

Producer
Comprehensive Disaster Management Programme (CDMP), UNDP

Location
Dhaka, BANGLADESH

Mobile/Phone
+88-01711534180/ +88-02-9890937

Contact
info@cdmp.org.bd
tasdiq.ahmed@cdmp.org,
rezwanur.rahman@cdmp.org.bd

Media Format
Web/Internet

Languages
English

www
www.dmic.org.bd

DESCRIPTION

The main objective of the DMIN web portal is to share, coordinate and disseminate disaster management information, programs and guidelines from source down to the last mile. The portal enables Disaster Management Information Centre (DMIC) to collect, analyze and broadcast information for risk reduction and emergency response. This web portal has established data communication network to link the DMIC with government agencies, NGOs and other organizations concerned with disaster management at the regional, national and local levels. It is mainly through the portal that DMIN, which implements the specified functions of disaster management, will offer its resources to users. These include disaster alert, situation report, online forum, mapping services, disaster management and climate change related information sharing. The web portal will be an organized common platform to capture, organize and share the knowledge of disaster management and to create a versatile interface among policy-makers in the Government and disaster managers at all administrative levels.

EVALUATION

In low-lying Bangladesh, floods, earthquakes and other disasters disrupt food supply, cause severe environmental damage and decimate the livelihoods of the many Bangladeshis working in agriculture. Poor town planning, overcrowding and weak infrastructure aggravate the threats to urban communities. Besides

the cost to life and the economy, large-scale disasters can reverse poverty-reduction efforts and divert resources from more productive uses. In 2003, the Government of Bangladesh launched the Comprehensive Disaster Management Programme (CDMP) together with the United Kingdom's Department for International Development and the United Nations Development Programme. The European Commission became the third major partner in September 2006. The DMIN portal was launched under the CDMP initiative as the disaster management community had expressed a need for more effective and better coordinated information management system. A responsibility of the Emergency Operations Center (EOC) of the ministry of Food and Disaster Management (MoFDM), it has succeeded in improving coordination among agencies at all levels.

E-GOVERNANCE**Fishnet ReAL Craft**

Original Title
Fishnet- REALCRAFT

Producer
National Informatics Centre, Kerala
State Centre

Location
Trivandrum, Kerala, INDIA

Phone
+ 91-471-2729894

Contact
Kasthuri.m@nic.in
unni.ek@nic.in
twinkle.george@nic.in
Mohanank_m@rediffmail.com

Media Format
Web/Internet

Language
English

www
fishnetkerala.gov.in

DESCRIPTION

Fishnet - Registration and Licensing of Fishing Craft (ReAL Craft), an e-governance initiative, is a portal cum web-based work flow application developed by National Informatics Centre (NIC), Kerala for the Department of Fisheries. The project components include knowledge-based portal with online site administration facility, application system for registration and licensing of fishing vessels. The objectives of the project are to foster efficient monitoring and control by the department, provide user-friendly interface for the approval of applications at various level (fisheries station, district, zonal), improve services and enable effective policy making.

Some of the services on offer are: registration and licensing activities, renewal of licenses, issuing of duplicate Registration Certificate, change of ownership, impounding of fishing vessels, issue of permit to other state vessels for fishing in Kerala waters, flash news about the impounding of vessels and other important events, SMS service to public and marine enforcement.

EVALUATION

The 590 kilometre long extensive coastline of Kerala is responsible for the annual yield of about 6 lakh tonnes of marine fish production in

the state. With lakhs of fisherman and women and thousands of fishing vessels, there was a crucial need to create a database for these vessels as coastal security has now become an important issue. Besides the obvious benefits to the citizen in terms of easier delivery of services, a major advantage of the system is its role in ensuring coastal security. The application helps to check and track suspicious vessels in Indian waters, by providing instant information of a specified vessel. It prevents illegal, unregistered and unreported vessels in the territorial waters, strengthens security of the coasts as well as the security of Indian fishermen at sea.

SADAREM

Original Title
SADAREM

Producer
APOnline Limited

Location
Hyderabad, Andhra Pradesh, INDIA

Mobile/Phone
+ 91-4066675611/+ 91-040-66675601

Contact
Bodgari.balakishore@tcs.com
gsrganti@gmail.com
Spmdis123@gmail.com
Sadaram.rao@tcs.com

Media Format
Web/Internet

Language
English

www
www.sadarem.ap.gov.in

DESCRIPTION

SADAREM or Software for Assessment of Disabled for Access, Rehabilitation and Empowerment is a web-based software programme that allows a scientific assessment of disabilities and it is being implemented across the state of Andhra Pradesh. Society for Elimination for Rural Poverty (SERP, an autonomous body under the Department of Rural Development, Government of Andhra Pradesh), in close coordination with the Women, Child and Disabled Welfare Department, has evolved this computer-aided disability assessment strategy.

Earlier, doctors used to ascertain the disability of a person based on the guidelines and their discretion. In this approach, the doctors are instructed to enter only the parameters of the person into the system, following which the software automatically assesses the percentage of disability of that particular individual. Accordingly, a computer-generated disability certificate with a unique ID and identity card is issued to the concerned person.

EVALUATION

As per the 2001 Census of India, the total number of people with disabilities in the state of Andhra Pradesh is 1,364,981, out of which 1,050,400 (76.95 percent) live in rural areas.

Due to negligence, irregularities and corrupt practices most of these people are unable to receive the pensions and services to which they are entitled. Once the screening process under SADAREM is completed, all ineligible persons enjoying pensions will be weeded out while it will become easier for the right beneficiaries to receive the help they need. Besides identifying the eligible persons and issuing them certificates, the software will also generate details of the support services that a disabled person is entitled to. The database created through SADAREM will be hosted in the public domain to ensure transparency and enable service providers to reach out to the disabled persons.

E-INCLUSION

DAISY for All



DESCRIPTION

An initiative of Youth Power in Social Action (YPSA), the DAISY for All project has been playing a key role in serving people with print disabilities, including blindness, impaired vision, dyslexia or other issues, in Bangladesh. DAISY stands for Digital Accessible Information System and the DAISY Consortium (an international association) develops, maintains and promotes international DAISY Standards. DAISY digital format assists people who, for various reasons, have challenges using regular printed media. Affiliated to the DAISY Consortium, YPSA through digital talking books offer the benefits of regular audiobooks to these differently-abled users. Digital talking books allow users to hear and navigate written material presented in an audible format.

DAISY for All has already created 155 digital talking books on various subjects, which were not available to such users previously. More than 20 organizations and 500 visually challenged students has become member of this centre.

EVALUATION

Around 4 million people in Bangladesh are visually challenged and a high percentage of these visually-impaired are now studying at schools and universities. There is a severe lack of adequate study materials and books for them both in market as

Original Title
DAISY (Digital Accessible Information System) for All

Producer
Young Power in Social Action (YPSA)
ICT Resource Centre

Location
Chittagong, BANGLADESH

Mobile/Phone
+ 88-31-672857

Contact
vashkar79@hotmail.com

Media Format
CD/DVD

Language
English and Bangla

www
www.ypsa.org

well as in libraries. Moreover, no comprehensive strategy has been formulated yet by the government with regard to this issue. Books and lectures are a basic study materials used by students but there is severe shortage of these in the format which would be useful for such students. This situation does not allow the print disabled and visually challenged students to complete on fair terms. However, there are a number of technical advancements all over the globe that can provide these people with study materials in accessible information system formats. DAISY for All is working to create an environment where people with print disabilities have equal access to information and knowledge, without delay or additional expense.

E-LEARNING

Women Aloud Videoblogging for Empowerment (WAVE)



Original Title
Women Aloud Videoblogging for Empowerment (WAVE)

Producer
Women Aloud Videoblogging for Empowerment

Location
Goa, INDIA

Mobile/Phone
+ 91- 9819829310

Contact
angana@waveindia.org
gaspar@waveindia.org
teresa@waveindia.org

Media Format
Web/Internet

Language
English and Hindi

www
www.waveindia.org

DESCRIPTION

Wave is a unique digital platform for young women from various socio-economic backgrounds to communicate their ideas, exhibit their potential and voice their opinions on issues that matter through video blogs. The mission of WAVE is twofold: to encourage young women to articulate their views about subjects that matter to their communities, and to present these views to the world on an online forum, thereby bringing about a change in age-old attitudes.

One young woman from every state in India was selected for a 9-month mentorship program, and provided with video equipment, intensive training and monthly stipends for participating in the project. A key activity of this programme has been the mentorship in ICT skills provided to these women. Over the past year, they were trained to script, shoot, edit and upload videos online and made aware of free online tools such as Yousendit, Google docs, mpeg streamclip, Facebook etc.

EVALUATION

People-centred advocacy aims at influencing societal attitudes and socio-political processes that enable and empower the citizens to speak for themselves. In contrast to traditional approaches to advocacy that seek to effect policy change, participatory advocacy aims towards social transfor-

mation. Beginning in September 2009, WAVE established the first nationwide women videobloggers' network, bringing a new ICT medium to the work of women's empowerment. WAVE's philosophy is that young women in India need be heard and encouraged to analyze the problems in their communities and then, if possible, go on to become leaders who provide effective solutions to these problems. These young women will also serve as ambassadors for their communities, which were previously almost invisible, engaging the outside world through the images communicated on the video blog. With its first-of-its-kind citizen journalism program, WAVE aims to share compelling videos that start conversations and go beyond boundaries to enable the exchange of novel solutions.

E-LOCALIZATION

Bangla Calculator

DESCRIPTION

Although a basic tool which has been in use the world over for several decades, the calculator had not reached a great number of people in Bangladesh. The main reason for this was that, being partially literate, they were not familiar with Roman numerals. Calculators do not only save time but also provide more reliable answers to problems, both when used in businesses as well as classrooms. With the Bangla Calculator innovation, the benefits of using calculators can reach even the rural people on Bangladesh. All the mathematical operations in this calculator are just like normal calculators, only the display is different. The user has the choice to either use Bengali numeral characters or normal Arabic numerals. Both type of characters are printed on the keys and the display can be switched between the two, as per need..

EVALUATION

It has been often seen that local content has significant advantages over content produced for global consumption. Being locally produced it can be more responsive to local interests and needs and users feel more comfortable using and accessing content that has been locally produced. Closely related to the issue of local content creation is the use of lan-

Original Title

Dual Language Bangla/English Calculator

Producer

Bangla Technologies

Location

Dhaka, BANGLADESH

Mobile/Phone

+88-01911129213/+88-02-8358534

Contact

gazibaba_robin@live.com

Media Format

Offline

Language

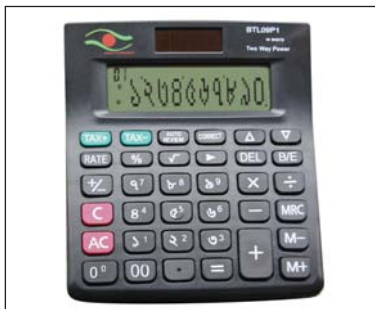
Bengali and English

www

www.banglatechnologies.com

guage. Local language content is bound to derive a positive response as local people can then have access to it and this can also help to reduce the domination of certain languages. Moreover, studies suggest that there is a greater possibility of ICTs being adopted when the community finds that it incorporates local knowledge and has regional-centric context.

Bringing useful technology - affordable and adapted to local needs - can transform the ways and the extent to which technology is adopted by a community and people. Bangla Calculator is a remarkable project as it brings a very handy tool to the Bangla-speaking populace.



E-SCIENCE

Non-Touch Interface (NTI)

Original Title

Non-Touch Interface (NTI)

Producer

University of Central Punjab

Location

Lahore, Punjab, PAKISTAN

Mobile/Phone

+ 92-03214058425/+ 92-042-6373450

Contact

ICE-BURNS@LIVE.COM

Media Format

Wireless/WAP

Language

English

www

None

DESCRIPTION

Non-Touch Interface or NTI is a new computer interface technology which has the potential to revolutionize man machine interaction. Falling in the category of spatial operating environments, NTI is a software and hardware combination technology that essentially comprises of a glove with sensors which is connected to a Wii Remote. Enabled with motion sensing capability, it allows the user to interact with and manipulate items on screen via gesture recognition and pointing through the use of accelerometer and optical sensor technology. The currently available computer terminal keyboards are bulky and they require an operator using them to sit in a fixed position proximate the keyboard. NTI technology can do away with such disadvantages and provide users with greater ease-of-use especially to the users who are differently-abled. The interface permits users to input data and interact with on screen objects with increased ease and efficiency.

EVALUATION

Man-machine interfaces of varying degrees of complexity are commonly used to input data to machines. Although the currently available interface devices are adequate for their intended purpose, they are less than

ideal from both a human factors as well as from an economic standpoint. As we move towards ubiquitous computing, the need for peripherals is beginning to disappear. Breakthrough technologies, including touch, gesture and special perception are helping define the future of environmental and social computing. Making data pervasive and accessible in almost any situation, these solutions allow virtually any surface to be turned into a portal for the internet and present other advancements that were never before thought possible. Non-Touch Interface is a cutting-edge innovation in this field and importantly, it has been executed in South Asia. It is an experiment that would help in building a future in which people can experience and engage with all kinds of information from any surface, any place.

COMMUNITY BROADCASTING

Yaaldevi.com



Original Title
Yaaldevi

Producer
Yaaldevi & Friends Pvt Ltd

Location
Wellawatta, SRI LANKA

Mobile/Phone
+ 94-777478147/+ 94-114-888628

Contact
cherankrish@yaaldevi.com
praveen@yaaldevi.com

Media Format
Online

Language
Tamil

www
www.yaaldevi.com

DESCRIPTION

yaaldevi.com is a platform conceived by Yaaldevi & friends, a fast growing New Media company in Sri Lanka, which allows users writing in Tamil not only to publish their compositions online but further sell them to newspapers, magazines and other media. It enables contributors to rate each other's writing with each user's vote having a specific value.

Blogs have the ability of bringing together scattered speakers of a relatively minor languages and yaaldevi.com successfully connects Tamil speakers not only in Sri Lanka and south India but throughout the world. It promotes the creation of independent content in Tamil through a community of active, participatory and creative bloggers who act as the audience as well as critics. The concept of passive audience has now vanished and an ever-growing number of participatory users are taking advantage of the interactive opportunities of the internet.

EVALUATION

New Media presents the possibility of interactive user feedback, creative participation and community formation around the media content, as well as on-demand access to content anytime, anywhere, on any digital device. Another important promise of

New Media is the "democratisation" of the creation, publishing, distribution and consumption of media content. The advent of user-generated content marked a shift among media organizations from creating online content to providing facilities for amateurs to publish their own content. The two-way exchange process is a key characteristic of the so-called Web 2.0 which encourages the publishing of one's own content and commenting on other people's. Yaaldevi.com is attempt to ride on this successful idea of using computer technology for distribution and exhibition of content created by the users. What is most important, however, is that, unlike traditional blog sites, the benefit to the contributors is clear as they are allowed to sell their articles through yaaldevi.com.

MOST INNOVATIVE

Guruji



Original Title
GURUJI

Producer
Databyte Equipment Pvt. Ltd.

Location
Pune, Maharashtra, INDIA

Mobile/Phone
+ 91-20-24453977/+ 91-9371019082

Contact
jugal@databyteindia.com
sharayu@databyteindia.com

Media Format
Offline

Language
Hindi, Marathi, Gujarati, English

www
www.guruji-india.com

DESCRIPTION

Developed by Databyte, Guruji is a teaching device that brings in efficiency and flexibility in teaching and learning of elementary education. It consists of an inexpensive electronic blackboard which has the potential to not just simplify but perhaps transform the teaching of elementary education in rural areas. The LED-based blackboard plays inbuilt audio-visual lessons repeatedly which enables a child to learn to read, write, speak, count, subtract, multiply and divide effortlessly. The blackboard is operated using a hand-held infrared remote. At present, lessons are available in Hindi, Marathi, Gujarati and English.

Guruji obviates the need for a trained teacher. Anyone who has only basic knowledge or even be illiterate himself or herself can effectively run a class with Guruji. Moreover, no particular schooling infrastructure is essential. There is zero dependency on electricity as the blackboard runs on built-in rechargeable battery which can be charged from mains or from a suitable solar panel. The class itself can have a flexible, informal format and still be effective.

EVALUATION

The Annual Status of Education Report (ASER) for 2005, compiled by Delhi-based NGO Pratham Foundation, has revealed that 93.4% of village children are in school but 52% of them between ages 7-14 cannot read a simple story and 41% cannot do simple arithmetic. Of the 140 Million primary school children in India, 30 million cannot read at all and 40 million can recognize only a few alphabets.

These findings make it clear that due to a range of reasons, children do not receive the kind of basic, elementary education that would enable them to learn or even keep them coming to the school year after year. Tools like Guruji must be introduced to village schools and children as they can fill some of the gaps inherent in the education system and potentially decrease the drop-out and illiteracy rates of the country.

JURORS' DISTINCTIONS

Digital Cane Procurement System (e-Purjee)



DESCRIPTION

Digital Cane Procurement System or e-Purjee, is a joint initiative of Access to Information (A2I) Programme at the Bangladeshi Prime Minister's Office and the Bangladesh Sugar and Food Industries Corporation (BSFIC). The project is expected to be benefit the sugarcane growers residing in the rural areas of Bangladesh. 'Purjee' is a legal permit for the sugarcane growers given by the sugar mill, which help them to supply their crops and receive payment against it. Through this SMS-based service, the two hundred years old system of Purjee distribution is experiencing a technological renaissance. An instant SMS notification ensures to a grower that his Purjee has been issued and that he may start preparing his harvest to supply at the mills. In case of emergency, the notifying system is also very efficient, cost and time effective.

EVALUATION

Since the British era, the sugarcane growers in Bangladesh are issued a Purjee or a legal order which confirms that their sugarcane will be bought by the sugar mill. The growers are given three days within which they need to deliver the crops to the mills. This process was flawed from the be-

Original Title
Digital Cane Procurement System (e-Purjee)

Producer
Bangladesh Sugar And Food Industries Corporation (BSFIC)

Location
Dhaka, BANGLADESH

Mobile/Phone
+ 88-02-9565869/+ 88-01745771103

Contact
chinikal@yahoo.com
forhadzahid@pmo.gov.bd

Media Format
Mobile Content

Language
Bengali

www
e-purjee.a2ipmo.info

ginning and fraught with corrupt practices. The validity of the order started from the moment it was issued, but it could often take more than two days to reach the farmer it had been issued to. In such cases the farmers could not get the necessary time for preparing and reaching at the mills in time.

However, the new e-Purjee system has solved several of these problems. Text messages are sent from authorized mills to the listed growers' mobile phones, notifying them about the Purjee and also other relevant information, like when to deliver the crops, the quantity of the crops and so forth.

JURORS' DISTINCTIONS

Save The Baby Girl



Original Title
Save The Baby Girl

Producer
Collector Office, Kolhapur

Location
Kolhapur, Maharashtra, INDIA

Mobile/Phone
+ 91-231-2652950/+ 91-9325297509

Contact
girish@magnumopus.in

Media Format
Broadband/Online

Language
English

www
www.savethebabygirl.com

DESCRIPTION

Launched by the District administration of Kolhapur, the Save the Baby Girl initiative is an attempt to tackle the malpractices of sex-determination and selective abortion. Despite many laws framed to deal with the issue, government agencies have been unable to keep in check the illegal abortions performed by medical practitioners.

The solution offered by Save the Baby Girl campaign consists of a monitoring solution for medical centres having sonography machines. To ensure that no under reporting or false reporting takes place, a device called The Silent Observer is connected to the the sonography machine. This device captures the output stream from the equipment and the captured data can then sent to the authorities. Although true equality will come about only when there is a change in the collective psyche of the people, yet this project can also have a positive impact and help to restore gender balance in the society.

EVALUATION

Selective abortion has been in existence ever since gender-identification became possible through ultrasound technology. It is estimated that the birth of nearly 10 million girls may

have been prevented by selective abortions in the past 20 years. The gender composition in India has worsened in last few decades. Demographically the sex ratio has increased from 927 females per 1000 males to 933 from the Census of 1991 to that of 2001, however, this ratio is alarmingly decreasing among children in the age group of 0-6. The child sex ratio in Kolhapur district of Maharashtra, is one of the worst in the state, i.e. 839, next to only Mumbai and Thane. The number of ultrasonography centres here, in 2010, is 232. Save the Baby Girl project does not only overcome the shortcomings in enforcement of laws but also addresses issues like improper maintenance of records by sonography centers and strict monitoring on all centers.

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For any further queries, contact Manish Uniyal at manishu@cybermedia.co.in

MANTHAN AWARD SOUTH ASIA 2010 FINALISTS

E-AGRICULTURE & LIVELIHOOD: 01

eFarms
SRI LANKA

E-BUSINESS & ENTERPRISE: 02

Rang De
INDIA
SourcePilani
INDIA

E-CULTURE & HERITAGE: 03

SHIKSHAKA: A
Framework for Bridging
the Language Gap
SRI LANKA
Disha – Sanskrit
Manuscripts
INDIA
Vimanika Comics
INDIA

E-EDUCATION : 01

Schools of the Future
INDIA

E-GOVERNANCE: 04

Janmitra Samadhan
Kendra, Gwalior
INDIA
M-Governance – An
Efficient Way to Meet
Citizen's Expectations
INDIA
Citizen Services Portal
INDIA
JEEVAN
INDIA

E-HEALTH: 06

Mobile Phone Health
Service
BANGLADESH
Computerized Manage-
ment Information System
(CMIS) for Safe Mother-
hood and Child Survival
INDIA
AG Breast Care e-Health
Program
BANGLADESH

Remote Patent Monitor-
ing System
PAKISTAN

Aarogyam
INDIA

E-Mamta: Name based
Mother and Child Track-
ing Application
INDIA

E-INCLUSION: 04

HarVa
INDIA
INSIGHT
INDIA
COMBACCS – (Cell Phone
Operated Mobile Audio
Communication & Con-
ferencing System)
INDIA
Source for Change
INDIA

E-LEARNING : 01

Resource Centre for
Visually Challenged
INDIA

E-NEWS & MEDIA: 01

NOAKHALI WEB
BANGLADESH

E-SCIENCE: 02

NINITHI
SRI LANKA
BIGGANI.ORG
BANGLADESH

COMMUNITY BROADCASTING: 02

Implementation of
Science and Technology
for Women Empower-
ment and Improvement
in Rural Sectors
INDIA
Protecting Planet Earth
and Combating Global
Warming
INDIA

E-AGRICULTURE & LIVELIHOOD

eFarms



eFarms is a project that attempts to provide technological solutions to problems faced by agricultural communities in rural Sri Lanka. A joint initiative involving TEAMS Private Limited, Industrial Technology Institute (ITI), Ministry of Technology & Research (MOTR), Sri Lanka and Megaskills Research, it will build capacities and enable informed decision making for the farmers. The scheme includes arranging of multi-lingual eLearning resources and reference materials for enterprise set-up, value addition, packaging and income generation; direct access to technology transfer agencies (like ITI) via video conferencing for troubleshooting; linking rural producers with direct markets through web databases thus providing supply chain efficiency; SMS alerts providing market prices

Original Title
eFarms Project: Establishing Sustainable Rural Production Communities through Innovative and Integrated use of ICT

Producer
TEAMS (Pvt) Limited with Industrial Technology Institute (ITI), Sri Lanka

Location
Maharagama, Colombo, SRI LANKA

Mobile/Phone
+94-7712896720/ +94-11-2850528

Contact
channa@megaskills.com
dir_ceo@iti.lk
mstsasad@sltnet.lk

Media Format
Cross Media

Language
Sinhala, Tamil, English

www
www.efarms.lk

and other information. Vidhata Resource Centres (VRCs) of the MOTR provide the supporting infrastructure & facilitation at community level.

E-BUSINESS & ENTERPRISE

Rang De

Rang De is a pioneering, web-based social initiative with a mission to provide cost effective microcredit to low income households in India. Through an online microlending platform called RangDe.Org, it enables individuals to participate in microcredit by lending as little as Rs. 100. The problem Rang De is trying to address is inaccessibility of affordable finance to low income households for business and education. About 80% of the working poor are still dependent on local money lenders for credit who compel them to borrow at exorbitant interest rates and remain indebted for life. Since January 2008, Rang De has reached out to over 4542 entrepreneurs across 10 states in India by lending over Rs. 23 million.

Original Title
Rang De

Producer
Rang De

Location
Chennai, Tamil Nadu, INDIA

Mobile/Phone
91-9790967649/91-44-42121919

Contact
ram@rangde.org
smita@rangde.org
nikhil@rangde.org

Media Format
Broadband/online

Language
English

www
<http://www.rangde.org>



E-BUSINESS & ENTERPRISE

SourcePilani

With manpower cost and real estate prices in cities escalating at an exponential rate the profit margins for business process outsourcing firms are beginning to see a sharp decline. To save on capital expenditure and reduced operational costs, BPO players in India are now looking to begin operations in rural areas. Rural BPOs hold the promise of viable and cost effective outsourcing business and

SourcePilani, founded in 2007, is one of the first enterprises to begin operations in a rural area. Located in Rajasthan, one of India's poorest states, the unique business model leverages low cost stable talent and inexpensive infrastructure, to create employment, empower women and bring rural India into the mainstream economy.

Original Title
SourcePilani – Empowered Outsourcing

Producer
SourcePilani (Pilani BPO Pvt. Ltd.)

Location
Pilani, Rajasthan, INDIA

Mobile/Phone
+91-9004350521/ +91-1596-243300

Contact
manoj@sourcepilani.com
bharat@sourcepilani.com
tarun.bansal@sagaciousresearch.com

Media Format
Broadband/online

Language
None

www
www.sourcepilani.com



E-CULTURE & HERITAGE

SHIKSHAKA: A Framework for Bridging the Language Gap

Shikshaka is a computer-based, open source, customizable tool developed to facilitate and ease the process of teaching and learning a new language. This computer assisted language teaching framework built by University of Colombo School of Computing, Sri Lanka provides for and enables the learning Tamil in Sinhala and Sinhala in English. The framework consists of three sections,

i.e. Dialogue, Grammar and Exercises. In the Dialogue section the teacher can add conversational examples and make them more attractive by using images and audio content. The exercises relevant to the particular chapter can be included in the Exercise section. Moreover, the system is designed in a manner that it can be easily adapted and localized for other languages.

Original Title
SHIKSHAKA: A framework for bridging the language gap

Media Format
CD/DVD

Producer
University of Colombo School of Computing

Language
Sinhala, English, Tamil

www
www.ucsc.lk/itr

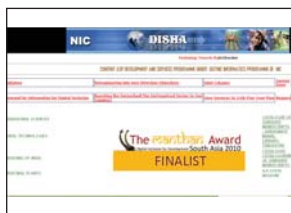
Location
Colombo, SRI LANKA

Mobile/Phone
+94-714416055/ +94-11-2158962

Contact
rpn@ucsc.lk
arw@ucsc.lk



Disha – Sanskrit Manuscripts



The Sanskrit Manuscript Collection of the Saraswati Mahal Library, Tanjore dates back to the 16th century and includes manuscripts which record the writings of poets who composed during the Nayak and Maratha periods. Disha – Sanskrit Manuscripts is an initiative that has created an on-line repository or catalogues of Sanskrit manuscripts and digitally archived thousand of original manuscripts preserved in the Saraswati Mahal and other important libraries of the country. The manuscripts were digitised to ensure keyword based search facility and the site lets the user explore according to category, subject and author. Digital preservation is the most viable and the only major technological alternative available to us for safe guarding our fast diminishing heritage.

Original Title
Disha – Sanskrit Manuscripts

Producer
National Informatics Centre, Andhra Pradesh State Centre

Location
Hyderabad, Andhra Pradesh, INDIA

Mobile/Phone
+91-9652222812/ +91-40-23223142

Contact
sekhar@nic.in
radha.ap@nic.in

Media Format
Broadband/online

Language
English/Sanskrit

www
disha.ap.nic.in

Vimanika Comics

Founded on the belief that the values and philosophy of India's mythological stories are relevant even today, Vimanika Comics showcase Indian mythology to the current generation in comics and graphic novel formats. The comics present ancient stories and myths in ways that young readers can relate to and understand them. For instance, Legend of Karna, narrates the tale of Karna, a mythical character from the Mahabharata, and runs a parallel story that deals with Karna's reincarnation in the present times as a business tycoon. By contemporizing Indian myths, the stories and their morals can be preserved and even popularised. To ensure that they reach out to a wider audience, plans are afoot to venture into animation, video gaming, mobile comics and merchandising.

Original Title
Vimanika Comics

Producer
Vimanika Comics

Location
Mumbai, Maharashtra, INDIA

Mobile/Phone
+91-9869065915

Contact
karanvir@vimanika.com

Media Format
Broadband/online

Language
English

www
www.vimanika.com



E-EDUCATION

Schools of the Future



An initiative of the Indus Trust, Schools of the Future aims to design schools that can give underprivileged children a chance to transform their future. The first of these schools is already in operation. Situated on a 3-acre campus near Bangalore, Indus International Community School is based on a one-computer-per-child model where teachers from the local community, having been trained for eight months, facilitate learning. The students, who live within 5 km from the school, are provided bags, books, uniforms, stationery, mid-day meals and transport, besides child-friendly laptops. This community school is a model for these future schools, which will be all about self-learning. Traditional high-cost solutions managed by professional teachers will be replaced

by small, low-cost and financially sustainable quality schools.

Original Title
Indus International Community School

Producer
Indus International Community School

Location
Bangalore, Karnataka, INDIA

Mobile/Phone
+91-9845398097/ +91-80-22895900

Contact
arjun.ray@indusschool.com
manoj.kumar@indusschool.com

Media Format
Web/Internet

Language
English and State Language

www
www.induscommunityschool.com/

E-GOVERNANCE

Janmitra Samadhan Kendra, Gwalior

Delivering dedicated public services to citizens in rural areas in an effective and responsive manner has always been a formidable challenge for the administration. Janmitra, is an attempt towards responding to this challenge through measures that address issues in effective programme management and field level implementation. The project delivers citizen services through 72 centralized centers and monitors daily attendance and performance of field level functionaries involved in MNREGS data entry scheme. These field level functionaries, from 13 different departments in the district, regularly register their on-field presence at the centres using biometric fingerprint identification technology and deliver citizen services in a time bound manner.

Original Title
Janmitra Samadhan Kendra

Producer
Collector Gwalior

Location
Gwalior, Madhya Pradesh, INDIA

Mobile/Phone
+91-9425046228/ +91-0751-2446200

Contact
mpgwa@nic.in
dmgwalior@nic.in
ceo2pgwa@mp.nic.in

Media Format
Offline

Language
Hindi

www
gwalior.nic.in/janmitra/index.htm

ner. MIS data entry under the MN-REGS has also been decentralized to the Panchayat cluster level through these centers.



M-Governance – An Efficient Way to Meet Citizens' Expectations

The m-Governance project launched by Rajkot Municipal Corporation (RMC) wishes to bring about a paradigm shift in the delivery of governance services to the citizens. It intends to actualise truly online operations with not a single batch mode operation, effective back office integration of all citizen centric services and centralized server architecture. Currently, the following services are being provided through the mobile channel: alert services, vaccination, property tax transaction, professional tax transaction, birth and death registration, bill payment to vendors/contractors, Avas Yojana installment transaction, property name change details, property tax assessment request, daily grievance management statistics to higher officers and so on. Using mobile technology, the municipal body provides point to point services, in terms of delivery, to all Rajkot residents.



Original Title
m-Governance - An Efficient Way to Meet Citizens' Expectations

Producer
Rajkot Municipal Corporation

Location
Rajkot, Gujarat, INDIA

Mobile/Phone
+91-9714503717/ +91-281-2230920

Contact
msgohel@yahoo.com
smgohil@rmc.gov.in
bkshah@rmc.gov.in

Media Format
Web/Internet

Language
English

www
www.rmc.gov.in

E-GOVERNANCE

Citizen Services Portal

Developed by Government of Andhra Pradesh in partnership with Tata Consultancy Services, APOne is a citizen services portal which aims to make the government more efficient, drive down costs and increase transparency. It is virtually a 'one-stop-shop' that provides end-to-end services to citizens. The online payment facility allows people to pay their utility bills like electricity, water, telephone, mobile, purchase recharges of all

mobile operators, pay property taxes, insurance instalments, challan payments etc. Its G2G services include internal applications for various government departments; for instance online teacher transfer requisitions, online processing and issuing of new digitally signed ration cards and so on. This effort has negated the need for citizens to interact with multiple offices, multiple times and stand in long queues at government counters.

Original Title
Citizen Services Portal

Producer
APOne Ltd.

Location
Hyderabad, Andhra Pradesh,
INDIA

Mobile/Phone
+91-140-66675601

Contact
sadaram.rao@tcs.com
v.rajanna@tcs.com

Media Format
Web/Internet

Language
English

www
www.aponline.gov.in



E-HEALTH

Mobile Phone Health Service



The Mobile Phone Health Service is intended to serve the entire population of Bangladesh. Altogether, there are 64 district hospitals and 418 upazila hospitals in the country and MIS Health provided one mobile phone to each of these hospitals. The hospital managements were instructed to make sure that one duty doctor was available every day to receive the incoming phone calls and answer the citizens' questions on health problems. This service does not only save the people precious time and money but is also very convenient for the women, many of whom cannot travel alone. Moreover, the local health care providers are in better situation to understand the health problem of the callers due to familiarity with local language, culture, seasonal disease patterns.

Original Title
Mobile Phone Shaystho Seba

Producer
Department of Management Information System (MIS) under the Directorate General of Health Services (DGHS)

Location
Dhaka, BANGLADESH

Mobile/Phone
+88-01713018538
+88-02-8816412

Contact
profakazad@gmail.com
sukendb@hotmail.com
sarana@grameen-phone.com

Media Format
Mobile Content

Language
Bangla

www
www.dghs.gov.bd

Computerized Management Information System (CMIS) for Safe Motherhood and Child Survival

Safe Motherhood and Child Survival (SMCS) is a project that has been initiated by Deepak Foundation, a voluntary organization in Vadodara, Gujarat, to reduce maternal and infant mortality in tribal and rural areas of Vadodara district. Any woman who is pregnant or has an infant is registered by a trained woman volunteer or Accredited Social Health Activist (ASHA) in each of the 1548 villages of the district. The CMIS tracks care services given to every single pregnant woman, develops output report for block level staff to be able to monitor project implementation and cross-checks government service statistics which are often inflated. The beneficiaries are contacted periodically till they complete the eligibility period of 21 months to ensure that they receive the health services they are due.

Original Title
Computerized Management Information System (CMIS) for Safe Motherhood and Child Survival Project

Producer
Deepak Foundation

Location
Vadodara, Gujarat, INDIA

Mobile/Phone
+91-9825018649/+91-265-2371439

Contact
archana.joshi@deepakfoundation.org
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nandini.srivastava@deepakfoundation.org
ramesh.maisuria@deepakfoundation.org

Media Format
Offline

Language
Gujarati

www
www.deepakfoundation.org



eSri Lanka

smart people smart island

ICTA

“... the dividends of ICT to every village , to every citizen, to every business and also transform the way Government works ...”

The Information and Communication Technology Agency of Sri Lanka

www.icta.lk

E-HEALTH

AG Breast Care e-Health Program



The mission of the Amader Gram (AG) Breast Care e-Health Program is to reduce mortality from breast cancer and other breast diseases in the women of Bangladesh. It provides education to women and medical professionals through community activation and empowerment creating activities. The project has started a breast problem telephone helpline service and created computer-based breast problem educational resource in Bangla, accessible at the Amader Gram computer training centres and at virtually all telecentres of Bangladesh. Family Welfare Volunteers (FWVs) and Family Welfare Assistants (FWAs) have also been trained to use cell phones to enable

telemedicine consultation service for the patients. There is also provision for medical care for breast problems through local primary breast care clinics.

Original Title
AG Breast Care - A Choice

Producer
Amader Gram

Location
Dhaka, BANGLADESH

Mobile/Phone
+88-1552316972/ +88-9-124659

Contact
info@amadergram.org

Media Format
CD/DVD

Language
Bangla/English

www
www.amadergram.org

Remote Patient Monitoring System

Remote Patient Monitoring System is a low-cost patient monitoring system that provides point-of-care decision support to reduce the alarming rates of maternal and infant mortality. The system gathers the physiological data of the patient using wearable medical sensors and transmits it via a mobile phone to a remote web server in a tertiary care hospital. The server stores the transmitted data in an electronic medical record system and invokes the services of an intelligent clinical decision support system to scan for anomalies and generate medical inferences. The medical consultant accesses these inferences and then transmits the information back to the patient/field medical staff for immediate action. The proper implementation of this system, therefore,

guarantees a reliable, safe and efficient maternal care routine.

Original Title
Remote Patient Monitoring System

Producer
Next Generation Intelligent Networks Research Centre

Location
Islamabad, PAKISTAN

Mobile/Phone
+92-3335466155/+9251-111-128128

Contact
mudaser.awan@nexginrc.org
muddassar.farooq@nu.edu.pk
mudaser.awan@nu.edu.pk

Media Format
Mobile/PDA

Language
English

www
rpms.nexginrc.org



Aarogyam

Aarogyam is a unique end-to-end community based digital health mapping system that has been envisaged to strengthen preventive medical care within the society as a whole. For development of district database, a comprehensive baseline survey is carried out with respect to various family health indicators including age, immunization details of children, ANC/PNC details of pregnant/lactating mothers, due-date of delivery and finally a unique ID is assigned to each family. This information is then uploaded on specially designed software and then linked to the Interactive Voice Response System (IVRS). The database so generated forms the backbone through which a software system generates automated calls on child immunization, ANC, PNC, safe delivery, pulse-polio campaign etc. thereby ensuring health care for the entire family.

Original Title
Aarogyam

Producer
Meerut Division, Meerut

Location
Baghpat, Uttar Pradesh, INDIA

Mobile/Phone
+91-9415000026/ +91-121-2221900

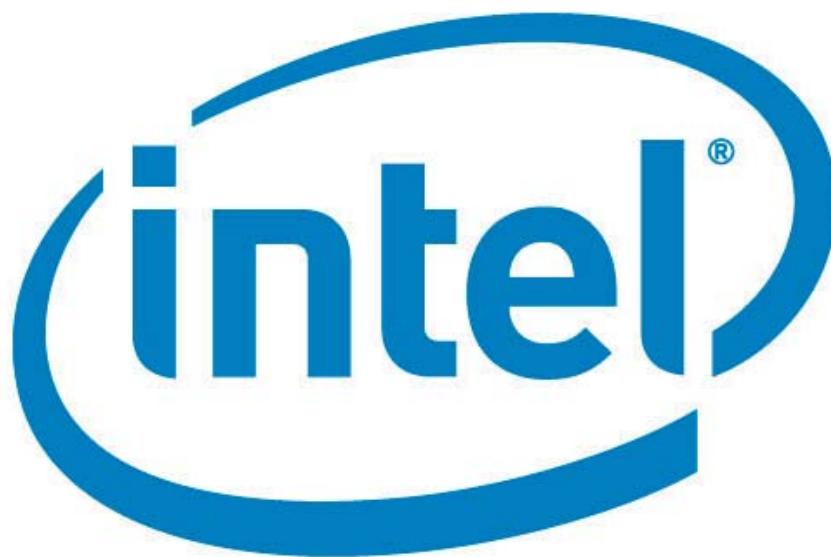
Contact
mayurmaheshwari@yahoo.com
catch_ritz@yahoo.com

Media Format
Mobile/PDA

Language
English/Hindi

www
www.aarogyam.co.in





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E-HEALTH

E-Mamta: Name based Mother and Child Tracking Application

The Health and Family Welfare Department of the Government of Gujarat, has introduced a mother and child information management system called E-Mamta. The system consists of a web-based software application that tracks the health of the citizens of Gujarat with special emphasis on rural and urban slum populations. Health details of about 85 lakh families in the State, covering more than 80 percent

of the total population, have been entered so far in the software's database and unique Health IDs provided to all. The system aims at registering pregnant mothers, children in the age group 0-6 and adolescents to ensure complete delivery of Ante Natal Care (ANC), child birth, Post Natal Care (PNC), immunization, nutrition and adolescent services and to track those who are left out.

Original Title
CE-Mamta: Name based Mother and Child tracking application

Producer
State Rural Health Mission, Department of Health and Family Welfare, Government of Gujarat

Location
Gandhinagar, Gujarat, INDIA

Mobile/Phone
+91-9978405600/+91-79-23253299

Contact
md-nrhmr@gujarat.gov.in
kkpanchal57@gmail.com
kgihmr@gmail.com

sio-guj@nic.in

Media Format
Web/Internet

Language
Gujarati and English

www
e-mamta.guj.nic.in/



E-INCLUSION

HarVa

HarVa which stands for "Harnessing Value" of rural India, is a rural start up that primarily focuses on skill development, providing BPO services, community-based farming and microfinance. HarVa aspires for sustainable inclusive growth by creating value in the heart of rural India. HarVa specializes in finding the right approach to achieving maximum social, economic and environmental sustainability through appropriate development in rural India. At the same time, it focuses on enhancing the capacity of the villagers who then become HarVa brand ambassadors and implement these development changes. Looking forward, it is clear that the rural sector will be the engine for growth in India. With technological advances, the prospects for villages have improved significantly, thus allowing companies to produce an array of goods and services for and from the villages.

Original Title
HarVa

Producer
HarVa

Location
Gurgaon, Haryana, INDIA

Mobile/Phone
+91-9810979219

Contact
ajay.chaturvedi@harva.co.in

Media Format
Broadband/online

Language
English, Hindi, Local dialects

www
www.harva.co.in



INSIGHT

The project INSIGHT of Kerala State IT Mission was conceived as an ICT centre for the differently-abled which became functional in Thiruvananthapuram in the year 2007. Initially, its activities were confined to exploiting ICT for endorsing the rights of the visually challenged; later the capacities of INSIGHT were expanded to include programmes for children with mental challenges. INSIGHT started the IT Activity Lab for autistic children with a view to groom them into productive members of the society. Currently, INSIGHT is trying to improve the functional and academic skills of autistic children through an educational software package named Gcompris. INSIGHT has also imparted Gcompris software training to over 60 special educators from a number of special schools in the state.

Original Title
INSIGHT

Producer
Kerala State IT Mission

Location
Trivandrum, Kerala, INDIA

Mobile/Phone
+91-9446469449/ +91-471-2726881

Contact
director@keralaitmission.org
renjith@keralaitmission.org
james@gnu.org.in

Media Format
Web/Internet

Language
English

www
www.insight.kerala.gov.in/www.itmission.kerala.gov.in



E-INCLUSION

COMBACCS (Cell Phone Operated Mobile Audio Communication & Conferencing System)



COMBACCS is an ICT tool that uses mobile phone as interface for performing low cost audio conferencing. It can facilitate distance learning, economically, for self-help group members, especially farmers who can seek the advice of experts including scientists, doctors, veterinary doctors etc. from any part of the state or country. COMBACCS machine includes a cell phone with an active SIM card, a cordless microphone connected to loud speakers with its basic assembly, an amplifier, a CD/DVD player and 3 hour backup rechargeable battery enclosed in a portable box. This ICT device is designed in an easy-to-use manner which can build capacities through audio conferencing and viewing videos which can lead to better understanding of complex topics.

Original Title
COMBACCS - (Cell Phone Operated Mobile audio Communication & Conferencing system)

Producer
College of Veterinary & Animal Sciences, Mannuthy, Thrissur

Location
Thrissur, Kerala, INDIA

Mobile/Phone
+91-9447436130/ +91-48-72372734

Contact
rajeedrvet@rediffmail.com
ramku61@satyam.net.in
c.j.garforth@reading.ac.uk
dtraju@yahoo.com

Media Format
Mobile Content

Language
None

www
www.delphesindia.org

Source for Change



Source For Change (SFC) is one of the first all-woman rural business outsourcing firms in India. Located in Bagad, a small village in the Jhunjhunu district of Rajasthan, it is running under the auspices of Ajay G. Piramal Foundation. A joint initiative of Indicorp and the Grassroots Development Laboratory, SFC was founded with the goal of empowering rural women by providing them with employment opportunities and a platform to be financially independent. Becoming an earning member of the family has proven to be an effective way of achieve greater social standing and freedom for these women. However, the social aim of the organization does not distract it from the essential requirement of providing quality outsourcing services to clients around the world.

Original Title
Source for Change

Producer
Source for Change

Location
Jhunjhunu , Rajasthan , INDIA

Mobile/Phone
+91-9929405785

Contact
shrot.katewa@sourceforchange.in
anand.shah@piramal.org.in
Biplab.saha@sourceforchange.in
Rahul.anand@sourceforchange.in

Media Format
Offline

Language
English, Hindi

www
www.sourceforchange.in

E-LEARNING

Resource Centre for Visually Challenged

Resource Centre for the Visually Challenged was begun by the Society for Rehabilitation of the Visually Challenged and Rotary Club of Cochin Global (RCG) to provide a platform where the visually challenged could be exposed to the world of computers and prepared to become gainfully employed in the future. The centre houses 10 computers supported with screen reader software and other software including Talking Typing Teacher Software, Scanning and Reading Software, Magic Screen Magnification Software etc. The modules covered consist of mobility training skills, IT training - keyboard handling, basic computer knowledge and so on, English communication, personality development and confidence building. Through this effort, the RCG SRVC Foundation hopes to change many lives and create more awareness about the need to have a more inclusive environment.

Original Title
Resource Centre for the Visually Challenged

Producer
RCG SRVC Foundation

Location
Kochi, Kerala, INDIA

Mobile/Phone
+91-484-2415080

Contact
info@rcg-srvc.in

Media Format
Offline

Language
English

www
www.rcg-srvc.in



DIGITAL EMPOWERMENT FOUNDATION

Digital Constituency

Towards informed and digitally empowered constituency development and governance in India

NeerJaal

Drinking water and sanitation Information System
www.neerjaal.org

ContentXchange.in

A digital platform of content & service providers

Gyanpedia.in

Web based content learning and exchange programme

Community Information Resource Centres (CIRCs)

Working towards ICT solutions to serve community information & resource needs
www.gyanvatika.in

eNGO

Empowering Grassroots development agencies @ ICT
www.engo.in

mBillionth Award

Recognising innovations in mobile technology and applications serving citizen needs in South Asia
www.mmbillionth.net

Manthan Award South Asia

Recognising and scaling up digital content innovations and applications in South Asia
www.manthanaward.org

ICTD Fellowship Awards

Felicitating and recognising best ICTD Research in India & South Asia

Research & Analysis

Implementing and carrying out ICTD research towards policy and academic problem solving.

ICTD Publications

Bringing out timely ICTD publications having relevance in development and governance towards desired results.

Mission: To constantly make efforts in creating an order of knowledge and economic empowerment of the people living at the edge of information and economy through the use of Information Communication Technologies and Digital Media

Vision: The concept and efforts of Digital Inclusion reaches the masses till the last mile, to see that event linkages between haves and have-nots are created towards informed, intelligent and inclusive development and empowerment of the latter.

eNorthEast

Towards integrated, inclusive and intelligent ICTD solutions and advocacy in North East India
www.enortheast.in

Digital Panchayat

ICT enablement of Village Panchayats with local language digital platforms

Campaign, Advocacy & Outreach

Carrying out thematic and policy oriented ICTD campaigns, dialogues, congregations, conclaves, workshops, seminars, conferences and round tables.

Audio-Visual Documentation

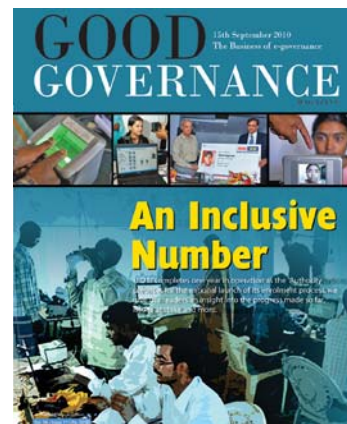
Carrying out development oriented audio-visual case studies, documentations and films.

Rural Empowerment through Wireless Connectivity

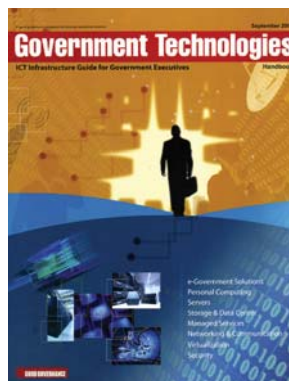
Taking wireless connectivity to rural communities towards informed development

GOOD GOVERNANCE

MAGAZINE



Government Technologies



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Shwetha P A
9035715558
701, 702 7th Floor, Tara Apartments,
#132 Infantry Road, Bangalore- 560 001
Tel : 22864050, 22864040

For subscription send mail to
subscribe@goodgov.in

E-NEWS & MEDIA

Noakhali Web

Noakhali Web (www.noakhaliweb.com.bd) is one of the most popular online newspapers in Bangladesh which started its activities on July 01, 2005. With the slogan of 'Your Community, Your News', the paper reports news and events taking place in Noakhali, a district in South-eastern Bangladesh, located in the Chittagong Division. Looking at the ever-rising popularity of online media, this is an attempt to

do original reporting, rather than just commentary or summaries of reporting from traditional means of publication. Although in the beginning it was just a normal community paper, but because of a huge demand from readers, it has now become an online newspaper. People from the Noakhali region who live abroad eagerly wait for the news of their community and the portal becomes a viable means of providing this news.



Original Title
Noakhali Web

Producer
Noakhali Web

Location
Dhaka, BANGLADESH

Mobile/Phone
+88-019-16553366

Contact
editor@noakhaliweb.com.bd
mojnu@ddf.com.bd
reaj@ddf.com.bd

Media Format
Web/Internet

Language
Bengali

www
www.noakhaliweb.com.bd

E-SCIENCE

Ninithi



Original Title
Ninithi

Producer
Lanka Software Foundation

Location
Colombo, SRI LANKA

Mobile/Phone
+94-11-2591785

Contact
karthiga@opensource.lk
chanaka@ninithi.lk
mufthas@ninithi.lk

Media Format
Offline

Language
English

www
www.opensource.lk
www.ninithi.lk

Ninithi is a free, open-source modelling software developed to visualize and analyze the carbon allotropes used in nanotechnology. Nanotechnology deals with objects which are at nanometer scale and not visible even to powerful optical microscopes. An infinite number of geometries exist and it is not feasible to prepare samples of all of them in the real world. Having a three dimensional visualization of atomic structures in a virtual environment and the capability to plot graphs illustrating their band structure greatly enhances the ability to understand the correlation between material properties and the geometry. Ninithi provides this functionality with attractive 3D images and 2D/3D graph plots features to users. Target group of users are the lecturers, students and scientists who are involved in nanotechnology related work.

Biggani.org

Biggani.org is an attempt to encourage writing of articles and multimedia tutorials on the subjects of science and technology in Bengali language and making them widely available through the Internet media. Although news papers are contributing a lot of content in Bangladesh but very few sites are dedicated towards covering the science and technology areas. It is clear that more writers are needed who can explain science and technology in a simple and lucid manner to the younger generations and hence boost their interest in these topics. Biggani.org is an effort to foster and cultivate good writers. So far, the site has registered 3855 members and among them 364 users (status as Authors/Writers) are active contributors to the site.

Original Title
Biggani.org (বজ্জানী ডট অর্গ)

Producer
Biggani.org

Location
Dhaka, BANGLADESH

Mobile/Phone
+88-01715026367

Contact
mashiur.rahman@gmail.com

Media Format
Web/Internet

Language
Bangla

www
biggani.org



COMMUNITY BROADCASTING

Implementation of Science and Technology for Women Empowerment and Improvement in Rural Sectors



Women play a critical role in the agriculture and allied sectors as producers and hence concentrated efforts need to be made to ensure that benefits of training and extension programmes reach them in proportion to their numbers. This project paves a way for women to receive scientific knowledge and know-how using radio broadcasts as a means. It has helped in developing a culture of listening and learning new things about agri-marketing, farming using natural manure protection of crops from rain and damp weather, rain water harvesting etc. The transmissions are also concerned with topics that can help improve the quality of life of the listeners including legal rights for women, non-formal education using distance learning methods, importance of vaccination, child-nutrition, personal hygiene etc.

Original Title
Implementation of Science and Technology for Women Empowerment and Improvement in Rural Sectors

Producer
Sri Manakula Vinayagar Engineering College

Location
Puducherry, INDIA

Mobile/Phone
+91-9443444844
+91-0413-2641151

Contact
vskvenkatachalapathy@yahoo.com
uraikavi@yahoo.com

Media Format
Radio

Language
Tamil and English

www
www.smvec.ac.in

Protecting Planet Earth and Combating Global Warming

Even as developed countries are groping in the dark about ways of saving our planet Earth from the ill-effects of carbon production, some developing nations like India have understood the responsibility of finding new and renewable sources of energy. The Kongu Community Radio has taken it upon itself to create awareness among listeners about global warming and climate change. A community radio programme titled Vazhum Bhoomi (Living Earth) is being broadcast every day since the last 8 months highlighting simple methods of conserving energy at grass root level, the effect of industrial revolution and the production of energy from fossil fuels, need for conservation of energy and the necessity to go in for new, renewable and non-conventional energy sources.

Original Title
Vazhum Boomi (Living Earth)

Producer
Kongu Community Radio

Location
Perundurai, Erode, Tamil Nadu, INDIA

Mobile/Phone
+91-9843121359/+91-04294-226680

Contact
kt@kongu.ac.in
asokece@kongu.ac.in
skavitha@kongu.ac.in

Media Format
Radio

Language
Tamil

www
www.kongu.ac.in



MANTHAN AWARD SOUTH ASIA 2010 GRAND JURY

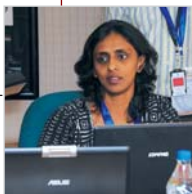


Amir Ullah Khan**Bangalore Management Academy**

Amir Ullah Khan is an eminent Indian economist who is currently Dean and Director Research at the Bangalore Management Academy. He studied at the Institute of Rural Management at Anand and has a doctorate in Economics and Business Studies from Jamia Millia Islamia, New Delhi. He has worked as Researcher for the Ministry of Finance, Government of India and the UNDP at Project LARGE (Legal Adjustments and Reforms for Globalizing the Economy). He was also the Academic Head at the Indian School of Finance and Management, after which he worked at Encyclopedia Britannica and then with the India Development Foundation. He is also an Associate Fellow at the India Development Foundation and Adjunct Professor of Business and Law at the Edith Cowan University.

**Indumini Kodikara****ICTA, Sri Lanka**

Indumini started her career as a Market Researcher covering all sectors of products and services. Her 12 year experience includes 9 years in e-marketing at the Export Development Board (EDB), Sri Lanka promoting e-commerce services in the export sector. As a Deputy Director at EDB she played a key role in implementing the EU-Sri Lanka Organic Agriculture Project. She is presently working as a Project Manager at Information & Communication Technology Agency of Sri Lanka implementing and monitoring ICT4D projects at the grassroots. Indumini graduated from the Faculty of Agriculture, University of Peradeniya and also has an MBA from the Postgraduate Institute of Management, University of Sri Jayawardenapura, Sri Lanka.

**Jayalakshmi Chittoor****ICT for Development Consultant**

Jayalakshmi is a capacity building and change management expert as well as a knowledge management specialist in the ICT for Development domain. She has worked for the Ministry of Science and Technology, Government of India, in the Research and Development Statistics Division. She was a consultant to Technology Information, Forecasting and

Assessment Council (TIFAC) and contributed in the setting up of the expertsbase and expertisebase online information systems in 1989. She has worked with IDRC's Bellanet programme as Senior Programme Specialist and later as Regional Asia Advisor, as a team member of the dgroups programme.

**Dr. Ananya Raihan****D.Net**

Dr. Ananya Raihan is presently the Executive Director of D.Net, Bangladesh and Member Secretary of Executive Committee of D.Net. He completed his MS in Economics in 1990 and was awarded a PhD in Economics in 1994 by the National Academy of Science, Ukraine. Dr. Raihan has served as a Research Fellow at the Centre for Policy Dialogue (CPD), a civil society think tank in Bangladesh and worked at Bangladesh Institute of Bank Management (BIBM) as an Associate Professor and Bangladesh Institute of Development Studies (BIDS) as a consultant. He was one of the founder members and first Secretary General of Bangladesh Telecentre Network (BTN).

**GRAND JURY****Ashis Sanyal****Department of Information Technology,
Ministry of Communications and Information
Technology,
Government of India**

Ashis Sanyal started his professional career as an Engineer in the Indian Engineering Services in 1975 and has since worked in various capacities in the areas of radio spectrum management and related fields, terrestrial microwave and satellite communication network planning and management. Since the year 2001, his responsibilities at the Department of Information Technology have been in the areas of implementation of e-governance projects related to various social and economic concerns in various states of India. He is responsible for drafting policy guidelines, strategy and framework for the core e-governance programme of the Government of India.



He is responsible for drafting policy guidelines, strategy and framework for the core e-governance programme of the Government of India.

Balendu Shrivastava**eTechnology Group,
IMRB International**

Balendu Shrivastava has been with IMRB International, one of the premier sources for market research and consultancy services for specific countries or on a multi-country basis throughout South Asia, the Middle East and North Africa, for about a decade. He spearheads the Research Division of eTechnology Group. The eTechnology Group of IMRB International is one of the very few groups that has constantly monitored the technology market and has successfully estimated this difficult market during the last few years.

**V K Madhavan
Chirag**

V K Madhavan is a rural development professional whose interests range from sustainable agriculture, primary health-care, primary education, community management of natural resources and international politics – in which Madhavan received his Masters from Jawaharlal Nehru University. Madhavan is the

Executive Director of the Central Himalayan Rural Action Group (Chirag) a not-for-profit organisation that works in the Kumaun Himalayas. In the past he has worked with Urmul Trust in Rajasthan for 8 years and on policy issues with ActionAid. Madhavan is a Trustee of The Action Northeast Trust, an group that works with tribal communities in Assam, and a founder member of the No Pesticide Management Initiative.

GRAND JURY

Mehul Gupta IAMAI

Mehul Gupta has been working with the Internet & Mobile Association of India (IAMAI) for past four years. He looks after research, the safe surfing initiative and is the business head for Thinking Aloud! - Industry (CII). At CII he was part of the IT practice and was involved with Shiksha a monthly magazine published by the association. Mehul is a Management Graduate from Apeejay School of Marketing and started his career with Confederation of Indian India, the digital divide initiative of the association.



Rajat Kathuria ICRIER

Rajat Kathuria is an External Consultant at the Indian Council for Research in International Economic Relations (ICRIER) and a professor of Economics at International Management Institute (IMI). He has over 20 years experience in teaching and 8 years experience in economic policy. Kathuria worked with Telecom Regulatory Authority of India (TRAI) during its first eight years (1998-2006) and gained hands on experience with telecom regulation. He has worked at the World Bank, Washington DC as a consultant and done project assignments for numerous organizations, including ILO, UNCTAD, Ernst and Young and Consultancy Development Centre (CDC).



Rajneesh De Cyber Media

Rajneesh De is currently working with the Cyber Media group as an editor of The DQ Week and DQ Channels. The DQ Week is a weekly newspaper targeting the IT channel community and resellers. DQ Channels is a fortnightly magazine targeted at the solution providers and

Tier 2 service providers. He has previously worked as an Associate Editor with Dataquest magazine for seven years, where he was also bringing out a separate monthly supplement on Governance. He has also worked with the Business Publications Division of the Indian Express in Mumbai, Jasubhai Group for CHIP magazine and CD-based CBTs as a content developer.



Pranesh Prakash Centre for Internet and Society

Pranesh Prakash, currently a Programme Manager at the Centre for Internet and Society, a Bangalore-based research and advocacy firm working in the newly emerging field of internet and society. He is a law graduate from the National Law School, Bangalore with a keen interest in the law, economics, and culture of intellectual property rights. Prakash helped initiate the Indian Journal of Law and Technology and was part of its editorial board for two years. He is most interested in research on IP and property law, freedom of speech, and privacy. He



has worked with practising lawyers, civil society organizations and law firms.

Dr. Praveen Pannu Institute of Home Economics, University of Delhi

Parveen Pannu is an Associate Professor at the Department of Communication and Extension, Institute of Home Economics, University of Delhi, India. She teaches communication technologies, journalism and gender studies to undergraduate students. Her PhD thesis on "Ironing Enterprise and Its Management" was a study of ironing micro-enterprises existing within the unorganized sector. Presently, she is the Principal Investigator for a research project entitled "Assessment, awareness and action against female foeticide for achieving gender equality and women's human rights", funded by the UGC. She has also co-authored a book titled 'ICT4D' (2010) which discusses how the digital revolution can be utilized for development.



Rajesh Chharia ISPAI

Rajesh Chharia has been the President of the Internet Service Providers Association of India (ISPAI) since September

2006 and prior to this, has served as the Vice President of the same. He has also played a major role in initiating the National Internet Exchange of India and is currently he is one of the Directors of NIXI. Chharia has more than 10 years of experience in telecommunications and is now looking to help in the spread of broadband services and telephony in rural India. Together with other technocrats, has started a new venture which is pioneering development & deployment of high-density carrier grade multi-play switching systems.



Rajnesh D Singh ISOC

Rajnesh Dharendra Singh is a Fiji-born entrepreneur and engineer of Indian descent. He holds several positions in the regional and international ICT community, including the Internet Society and IPv6 Forum, and is an active Internet advocate and speaker on Internet tech-

nologies. Singh is the co-founder of Avonsys, an Information and Communications Technology outsourcing firm serving the US West Coast and also the Chief Operating Officer of PATARA, a private sector firm involved in providing ICT solutions in the Pacific region. He is a frequent speaker at regional and international events on topics related to the Internet and technology.

GRAND JURY

Rini Khanna

Independent Broadcast Media Professional

With a career spanning three decades, Rini Simon Khanna began producing and hosting programmes and interviews on India's National Radio at the age of 13 and was soon selected to read the prime time National News on All India Radio. Rini is an experienced Voice talent, rendering commentary and voiceovers for documentaries, advertising films and feature films. She also anchors international and national conferences, cultural shows and seminars for prestigious organizations, UN agencies and corporate groups. She has majored in English literature from Delhi University and has done her post graduation in History. She also has a PG diploma in Journalism IIMC, New Delhi.



Samanth Subramanian

MINT

Subramanian is the deputy editor at Mint, the New Delhi based business daily. He has an undergraduate degree in journalism from Pennsylvania State University and a graduate degree from Columbia University's School of International and Public Affairs. He has written for, among other publications, The New Republic, Foreign Policy, Foreign Affairs, the Far Eastern Economic Review, Newsweek, The National, and The Hindu. His first book, "Following Fish: Travels around the Indian Coast," was published by Penguin Books in May 2010 to critical acclaim.



Tulika Pandey

DIT

An Electronics and Telecommunications Engineer, Tulika has been with the Government of India since 1992 and holds the position of Director with the Department of Information Technology, Ministry of Communications & Information Technology.



Rajen Varada

Labournet

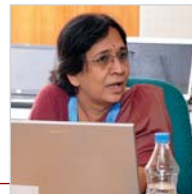
Rajen Varada has over 15 years of experience in the social development sector, to which he brings a mix of technology awareness and practical experience with marginalized communities. He was until recently the resource person and moderator for the United Nations Solution Exchange ICTD community. Varada has since joined Labournet as its CEO. He has earlier been the project manager in United Nations Children's Fund, (UNICEF) Hyderabad and is the founding director of Technology for the People (TFTP), a non-governmental organisation in south India that works towards providing livelihood options for deprived communities by upgrading traditional skills to match modern market requirements.



Desi S Valli

net4india

Desi S Valli is one among the most successful Internet executives in India. He started his professional career in a small start-up in Delhi and his initial interest in network design and integration gave him a chance to get involved in the cutting-edge Internet technologies. He joined Net 4 India Ltd as a founding member in the year 1999. After his stint in the technological wing of the organization, he was entrusted with responsibilities of sales and business development. Valli is also the Secretary of the Internet Service Providers Association of India (ISPAI) and a member of Technical Advisory Committee of NIXI (National Internet Exchange of India).



Usha Rani Vyasulu Reddi

ICT for Development Consultant

Until July 2010, Usha Reddi was the Professor in Education, and Director at the Centre for Human Development, Administrative Staff College of Hyderabad. She has also been the Director of Commonwealth Educational Media Centre for Asia, New Delhi and also associated her-

self with Osmania University as the Professor and Director of the Audio Visual Research Centre. Some of the projects undertaken during her work phase in CEMCA include UNESCO consultant for the reconstruction of the Educational Radio and Television of Afghanistan and case studies on Social Accountability in Urban Governance.

Partners and Associates

Digital Empowerment Foundation

Digital Empowerment Foundation (DEF) is a Delhi based not-for-profit organization which attempts to find solutions for bridging the digital divide. It endeavours to offer and facilitate ICT and digital solutions to diverse groups in India's rural areas. It aims to sensitize and provide knowledge inroads to government and corporates which would enable the delivery of inclusive ICT solutions. Timely interventions of ICT in inaccessible, neglected areas and communities can give crucial impetus to their progress.

Department of Information Technology

Department of Information Technology (DIT) is a department under the Ministry of Communication and Information Technology of the Indian Government. It strives to facilitate and promote e-governance through a multi-pronged strategy of e-infrastructure creation, promotion of electronics & Information Technology and Information Technology Enabled Services (ITeS). It intends to provide support for the development of the Knowledge network and securing India's cyber space.

One97

One97 Communications offers innovative services to businesses and organizations to leverage telecom opportunities in today's information driven society. It provides localized content, robust platforms for network services and is the perfect partner to take a message to the market via the telecom media. Besides offering an intelligent network infrastructure with a complete range of products and services to its growing band of customers, One97 is recognized for its robustness, responsiveness and flexibility.

Internet Society

The Internet Society (ISOC) is a nonprofit organisation founded to provide leadership in Internet related standards, education and policy. It is dedicated towards ensuring open evolution and use of the Internet for the benefit of people throughout the world. ISOC also acts as the organisational home for the groups responsible for Internet infrastructure standards. Through sponsored events, developing-country training workshops, public policy, and regional and local Chapters, it serves the needs of the growing global Internet community.

NIXI

The National Internet Exchange of India (NIXI) is a non-profit firm established in 2003 to provide neutral Internet Exchange Point services India. It was initiated with the aid of the Internet Service Providers Association of India (ISPAI) to become the operational meeting point of Internet Service Providers (ISPs) in India. It aims to facilitate the handing over of domestic Internet traffic between the peering ISP members, rather than using servers in the US or elsewhere.

Mint

Mint is a business newspaper from HT Media, launched in collaboration with The Wall Street Journal in 2007. It is a premium business news publication targeting the decision and policy makers of the country. It provides its readers global headline news, breaking news, current business, financial, economic and technology news and analysis. Along with the print edition, Mint also has specialized online and mobile editions available at livemint.com, which is among the fastest growing news websites in India.

One97 Mobility Fund

One97 Mobility Fund is a \$100 million fund set up to support entrepreneurs who are making or are ready to make game-changing companies in the mobile ecosystem. Initiated by One97 Communications and SAIF Partners, the fund will support companies that are focused on serving the Indian markets and will leverage mobile as a key delivery medium. Its vision is to provide mobile entrepreneurs meaningful access to capital and mentorship besides significant industry experience and wisdom.

Intel

Intel, the world leader in silicon innovation, develops technologies, products, and initiatives to continually advance how people work and live. It is a leader not only in technical innovation, but also in efforts to advance education, environmental sustainability and healthcare. With over 200 active programs worldwide, it aspires to place the right technology in the hands of people and businesses to improve education and health, stimulate economies, and enrich lives.

IMI Mobile

IMImobile is a leading provider of converged mobile and online technology platforms and content services to mobile operators and media companies around the world. The IMImobile product portfolio includes a core service delivery platform, mobile advertising platform, carrier grade messaging platforms and gateways, applications for data services, full track music download services and voice platforms. IMImobile is a fast growing company with operations in 66 countries and offices in Asia, Europe, Latin America and the Middle East.

IAMAI

The Internet & Mobile Association of India (IAMAI) is a not-for-profit industry body that seeks to expand and enhance the online and mobile value added services sectors in India. It is dedicated to presenting a unified voice of the businesses it represents to the government, investors and consumers. The association's activities include evaluating and recommending standards and practices to the industry, conducting research, communicating on behalf of the industry and creating a favourable business environment for the industry.

World Summit Award

The World Summit Award (WSA) is a global initiative to select and promote the world's best e-content and most innovative ICT applications. It offers a worldwide platform for all who value the creative use of ICTs and who are committed to making today's information society more inclusive. WSA is based on a unique mechanism of a global contest supported by national selections of best practice and a sequence of content-focused national and international events, content conferences and promotional exhibitions.

ICTA

The Information and Communication Technology Agency (ICTA) of Sri Lanka is the single apex body involved in ICT policy and direction for the nation. Wholly owned by the Government of Sri Lanka, ICTA is the implementing organization of the e-Sri Lanka Initiative. It intends to harness ICT as a lever for economic and social advancement by taking the dividends of ICT to every village, to every citizen, to every business & to re-engineer the way government thinks & works.

Partners and Associates

VeriSign

VeriSign operates a diverse array of network infrastructure, including two of the Internet's thirteen root nameservers, the generic top-level domains for .com and .net. VeriSign also provides a variety of security services ranging from digital certificates and managed PKI to two-factor authentication. The company offers a comprehensive selection of solutions for carriers, financial services organizations, healthcare and life sciences establishments, media and entertainment companies, retailers and the public sector to help them achieve operational efficiency, increased security and intelligence.

Edurite | Manipal K-12 Education

Edurite Technologies, a leader in technology enabled education began in the year 2000 with an aim to create comprehensive educational content which could be delivered through a series of innovative mechanisms, thus removing physical and cultural barriers in knowledge dissemination. Edurite has succeeded in making education interactive, convenient and effective. They combine years of experience in the educational field with domain expertise to bring the best educational resources to diverse audiences, regardless of physical location.

TCS

- Tata Consultancy Services is the world's leading provider of information technology and business process outsourcing services in Asia. Through its Global Network Delivery Model™, Innovation Network and Solution Accelerators, TCS focuses on helping 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.

P@SHA

Pakistan Software Houses Association for IT and ITES (P@SHA) was initiated by a number of software houses in an attempt to create a functional trade association for the IT industry in Pakistan. Aiming to protect the rights of its members; P@SHA lobbied with the government to initiate policies and create an environment that would attract more firms to join the industry. Over the course of the last fifteen years, P@SHA has broadened its scope to include other IT enabled services companies such as Internet Service Providers, call centers etc.

ITPF

IT Professional Forum (ITPF), founded in 1998 as a non-government and non-profit organization in 2000, is a team of well established IT professionals. ITPF members represent private, semi-government, government, academic and financial institutions in Nepal. ITPF has conducted numerous national-level Information and Communication Technologies (ICT) policy research to impact Nepalese society towards economic growth, equity, and poverty reduction and provided its assistance to Government of Nepal for the formation of Electronic Transaction Act, framework for the e-Government Master Plan (eGMP).

D. Net

D.Net (Development Research Network) is a non-profit organization, which envisages using information and communication technology for economic development of Bangladesh. Working with interfaces of all development use, D.Net thrives to build up itself as a multi-disciplinary organization. It aspires to function as an agency for undertaking and promoting study, research and dissemination of knowledge in development economics and others related fields to planning for national development and poverty alleviation through use of ICTs. It works to use ICT for agriculture, health, education, legal right, awareness building as well as capacity building for development.

Good Governance

The Good Governance magazine, published by Namaste Publications, focuses on the real issues pertaining to technology procurement and implementation in the government sector in India, covering central, states, local units. Good Governance's mission is to provide political-leadership, policy-makers, decision-makers in the government with relevant, timely, actionable information, and people's experiences in ICT in governance. Good Governance Magazine aims to be the platform of interaction for the complete eco-system, including the government, academia, NGOs, apex bodies, citizens, and corporate.

Dataquest

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. It has constantly endeavored to highlight major issues faced by the industry and users, publishing in-depth analyses of market trends and fast changing technologies. As a 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.

MP Post

MP Post is Madhya Pradesh's first Hindi e-paper that was launched in 2005 and comes out with a daily edition. Besides being a provider of the latest national and local news, it has also helped to increase and aid Hindi literacy in rural areas. As Hindi is the most easily understood and read language in Madhya Pradesh, this service has had a positive impact on the citizens making them more aware and conscious of the political and social issues affecting them. Such new media initiatives hold out the possibility of on-demand access to content anytime, anywhere, as well as interactive user feedback.

Barefoot College

Established in 1972, the Barefoot College is a non-government organisation that has been providing basic services and solutions to problems in rural communities, with the objective of making them self-sufficient and sustainable. These 'Barefoot solutions' can be broadly categorised into solar energy, water, education, health care, rural handicrafts, people's action, communication, women's empowerment and wasteland development. The College believes that for any rural development activity to be successful and sustainable, it must be based in the village as well as managed and owned by those whom it serves.

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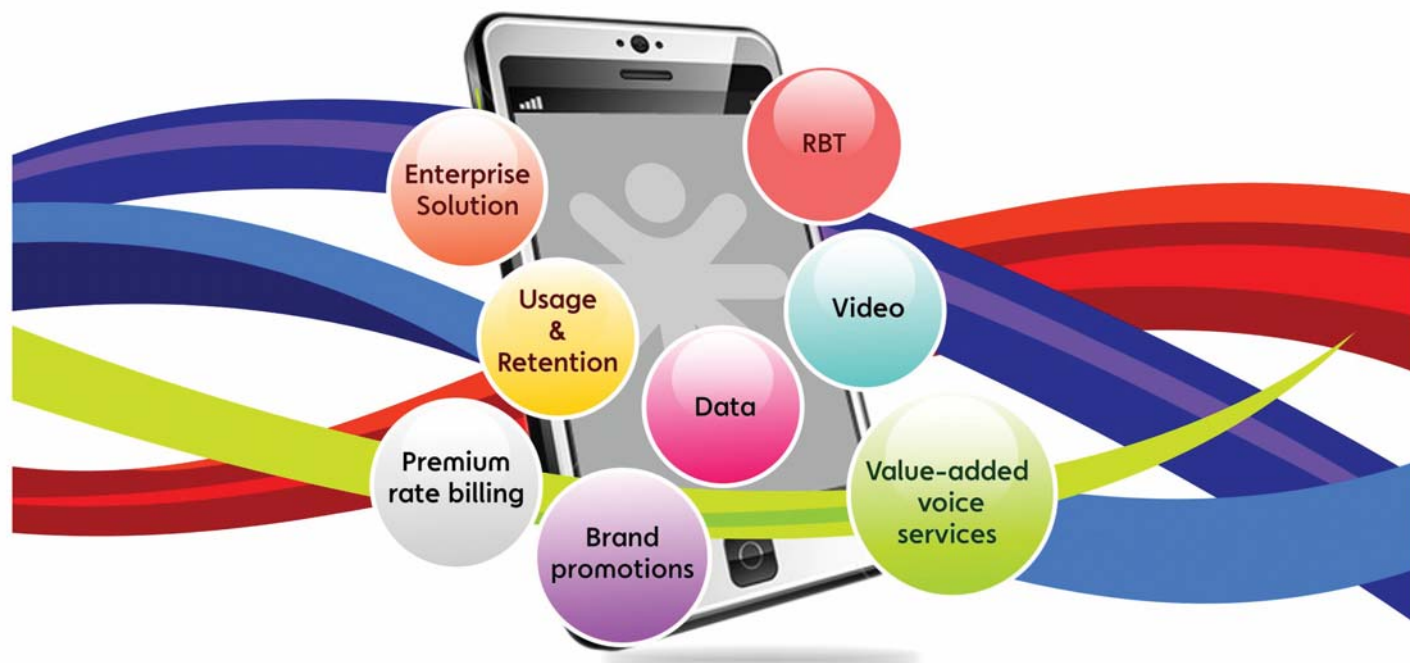
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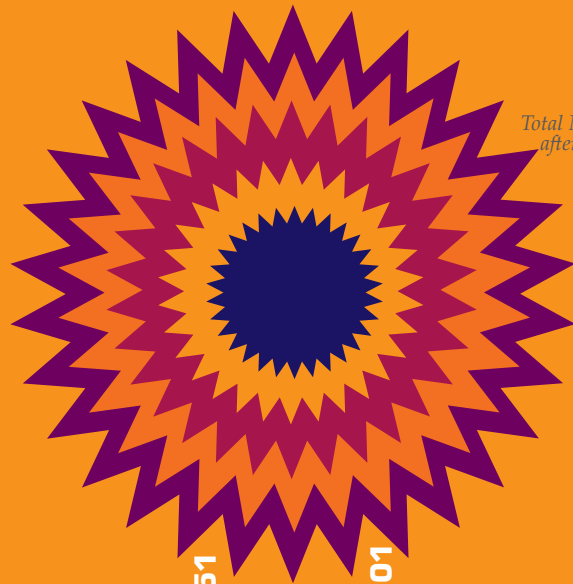
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