

connecting people for access and empowerment






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connecting people for
access and empowerment



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Published and Distributed by INOMY Media Pvt. Ltd
Buy online at www.inomyservices.com

For more copies, contact:

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ISBN No: 978 - 81 - 927717 - 4 - 8

Contributory Price: ₹395 I \$10

Printed in India by Wings Marketing Communication

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STATISTICS

Total Nominations **430** Total Nominations after Pre-Screening **351** Finalists **98**

Winners **26** Special Mentions **10** Jurors' Encouragement **3** Runners Up **10**

Country wise Nominations (430)

Afghanistan **04**
 Australia **02**
 Bangladesh **12**
 India **371**
 Indonesia **02**
 Nepal **03**
 New Zealand **01**
 Pakistan **04**
 Sri Lanka **30**
 Vietnam **01**

 e-Agriculture and Ecology **02**

 e-Business and Financial Inclusion **02**

 Community Broadcasting **02**

 e-Culture and Tourism **02**

 e-Education, Learning and Employment **03**

 e-Entertainment and Games **02**

 e-Governance **03**

 e-Health **02**

 e-Inclusion and Localisation **02**

 e-News and Journalism **03**

 e-Science and Technology **02**

 e-Women and Empowerment **01**

Category wise Winners (26)

Country wise Finalists (98)

Afghanistan **02** Bangladesh **04** India **86** Nepal **01** New Zealand **01** Sri Lanka **04**

Category wise Nominations Break-up (430)

e-Agriculture and Ecology	21
e-Business and Financial Inclusion	49
Community Broadcasting	26
e-Culture and Tourism	26
e-Education, Learning and Employment	76
e-Entertainment and Games	08
e-Governance	84
e-Health	44
e-Inclusion and Localisation	58
e-News and Journalism	19
e-Science and Technology	06
e-Women and Empowerment	13

11 e-Agriculture and Ecology
16 e-Business and Financial Inclusion
10 Community Broadcasting
09 e-Culture and Tourism
08 e-Education, Learning and Employment
03 e-Entertainment and Games
09 e-Governance
12 e-Health
09 e-Inclusion and Localisation
05 e-News and Journalism
02 e-Science and Technology
04 e-Women and Empowerment

Category wise Finalists (98)

STATISTICS

State wise Nominations from India (371)	Andaman & Nicobar Islands	02	Himachal Pradesh	02	Odisha	09
	Andhra Pradesh	17	Jammu & Kashmir	02	Punjab	03
	Assam	02	Jharkhand	03	Rajasthan	17
	Bihar	03	Karnataka	39	Sikkim	01
	Chhatisgarh	03	Kerala	13	Tamil Nadu	16
	Delhi	53	Madhya Pradesh	11	Tripura	01
	Goa	03	Maharashtra	86	Uttar Pradesh	28
	Gujarat	27	Manipur	01	Uttarakhand	05
	Haryana	09	Meghalaya	03	West Bengal	12

The Manthan Award Asia Pacific 2013: WINNERS (26)

e-Agriculture and Ecology - 02

Apple Project India - INDIA
CropIn Technology Solutions - INDIA

e-Business and Financial Inclusion - 02

Ekti Bari Ekti Khamar - BANGLADESH
Buy Leads - INDIA

Community Broadcasting - 02

Chak de Chotu - INDIA
Kumaon Vani - INDIA

e-Culture and Tourism - 02

Monuments in Delhi - INDIA
MTDC Online Booking Website - INDIA

e- Education, Learning and Employment - 03

iMobile Lab - INDIA
SkillTrain - INDIA
Let Me Know - INDIA

e-Entertainment and Games - 02

Indian Cheers Loud and Clear - INDIA
Zenga TV - INDIA

e-Governance - 03

Unnathi POP Strategy - INDIA
Electronic Service Level Agreement
(e-SLA) - INDIA
JKPULSE Project Monitoring Tool for Border Area
Development Program - INDIA

e-Health - 02

Mobile Tele - Ophthalmology Units - INDIA
ThalCare - INDIA

e-Inclusion and Localisation - 02

TDIL-DC (Indian Language Technology
Proliferation and Deployment Centre) - INDIA
CHILDLINES Child Sexual Abuse Awareness
School Program - INDIA

e-News & Journalism - 03

Halabol - INDIA
Kannadanet - Kannada Online News Paper - INDIA
Youth Ki Awaaz: Mouthpiece for the
Youth - INDIA

e-Science & Technology - 02

Onama - INDIA
e-safeT (Safety enablement device for
perishable items) - INDIA

e-Women & Empowerment - 01

English and ICT for Adolescent Girls
- BANGLADESH

The Manthan Award Asia Pacific 2013: SPECIAL MENTIONS (10)

e-Agriculture and Ecology - 01

Birthday Forest - NEPAL

e-Business and Financial Inclusion - 01

ARTOO - INDIA

Community Broadcasting - 02

Radio Benziger - INDIA

Jan Vani - INDIA

e-Culture and Tourism - 02

Thrillophilia - INDIA

Hela Jana Gee - SRI LANKA

e-Education, Learning and Employment - 01

Touchable Earth - NEW ZEALAND

e-Governance - 02

HimBhoomi - Integrated Land Records Computerisation in Himachal Pradesh - INDIA

MAGIC - Mineral Administration and Governance Using ICT - INDIA

e-Inclusion and Localisation - 01

e-Sakhyam - INDIA

The Manthan Award Asia Pacific 2013: RUNNERS UP (10)

e-Agriculture and Ecology - 01

Impel Touch - INDIA

e-Business and Financial Inclusion - 02

Mobile Kisan Credit Card (mKCC) - INDIA

SARAL DHAN (Eazy Money)- INDIA

Community Broadcasting - 01

Ummeed se Bhari Zindagi - INDIA

e-Culture and Tourism - 01

Trip Platform - INDIA

e-Health - 02

Commcare Asha - INDIA

TeachAIDS Animated Software - INDIA

e-Inclusion and Localisation - 03

IVR Junction - INDIA

e-Inclusive Urban Planning in Madhya Pradesh - INDIA

Multilingual Multimedia Tool for Mitigating Code of Conduct Cases at Election Commission - INDIA

The Manthan Award Asia Pacific 2013: JURORS' ENCOURAGEMENTS (03)

e-Agriculture and Ecology - 01

e-Krishi Patashala - INDIA

e-Culture and Tourism - 01

Sri Lanka Archaeology - SRI LANKA

e-Health - 01

Health Management Information Systems (HMIS) - INDIA

ACKNOWLEDGEMENT



Writing an acknowledgement is customary in any book or compilation. But this time, it is neither custom nor tradition. It is simply impossible to go to print without acknowledgements in this case. The effort here is not in merely mentioning the people who have made this book possible, it is about a 10 year journey of the Manthan Award and what this 10th year means to us and how it is being realised.

Firstly, the Manthan Award is not merely an award; it is a concept, a philosophy, a large community, a wide network, and a learning and knowledge platform. The Manthan Award is a bundle of magical ideas, of people where the guide is the doer, and the core philoso-

phy is guided by the weakest who live on the fringes of information and income poverty.

Secondly, in the last 10 years, Manthan has grown into a network of around 10,000 practitioners who use digital tools to touch the lives of people in a positive manner.

The effort here is not in merely mentioning the people who have made this book possible, it is about a 10 year journey of the Manthan Award and what this 10th year means to us and how it is being realised.

Thirdly, the Manthan Award has given birth to several other awards, not only in

India but in neighbouring countries too. It has spawned the mBillionth Award, eNGO Challenge, Mobile for Good Award, Pearson Teaching Award, Social Media & Empowerment Award, eSwabhimani in Sri Lanka, Digital eContent Award in Bangladesh and has influenced several other awards in and around India.

More so, it is the informality mixed with absolute seriousness in the cause and the discerning participation of the jury and its process that makes the Manthan Award a unique, ever growing, sustained effort that has been able to give birth to diverse projects, interventions in policies, advocacy strength, a widespread genuine network and goodwill.

Because of the inbuilt process, Manthan Award and its family of awards have an alumni list of about 140 jurors. Since



half the jurors are replaced by new ones each year, the trend has created a pool of the best of minds in the digital development sector. These pioneers have to be acknowledged first, and thanked for sparing huge amounts of time, attention and passion in determining the winners year after year.

With the growing number of nominations every year, all nominees and winners of felicitated projects and their organisations have spread word that has made the Manthan Award not only grow in reach and participation but also create partnerships within the network and with DEF for various project deployments and wider impact. A sincere thanks to all those who applied, participated, honoured, felicitated, partnered, supported, volunteered and worked on our genuine intentions.

Manthan Award has taught us the power of community and how learning from the communities is the best and most sustainable practice.

In the last 10 years, Manthan Award has catalysed Digital Empowerment Foundation as an organisation, growing from a couple of people to a strong team of more than 60, present at more than 30 locations - in rural and remote areas, and active in more than 10 countries. Besides, there is a great sense of satisfaction at the respect and impeccability that people bestow upon us.

Thanks for being passionate about the objective that digital tools can truly

empower people and that digital inclusion is the only solution that can pull our society out of poverty. The Manthan Award is an annual congregation and a Digital Celebration - where not only do all awardees and nominees get together, but all on-ground projects of DEF are showcased, discussed, established and partnered. It is a place where hundreds of interventions and innovations shake hands and exchange knowledge.

OSAMA MANZAR

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Manthan Award: 10 years of translating UN goals into action

Awarding local content with global relevance

by Dr. Peter A Bruck



Exactly 10 years ago, the United Nations started the World Summit on the Information Society (WSIS) as a conference and a set of defined goals for the achievement of a true knowledge society. In the summit conferences of Geneva and Tunis, governments, businesses and civil societies contracted to work together.

One of WSIS' core objectives was to bridge the digital divide, separating rich and poor countries in terms of access to knowledge and New Media. This has been implemented by the World Summit Award on a global scale and by Manthan Award on a regional one.

Today South East Asian content developers turn available technical devices into powerful tools for the masses: They create content that has a direct impact on the daily lives of millions of people.

And a most positive one: Smart content and new platforms support citizens in harvesting crops, transferring money, managing learning processes or starting up their businesses.

Manthan Award stands out worldwide. Nowhere else has a repository of close to 5000 best practice cases been collected, nowhere else has a network developed as strong and as dedicated as this one.

Manthan Award makes best use of the World Summit Award -WSA mechanism of a contest to find out what is best, build relationships and strengthen the creative community. It encourages and connects the region's best digital 'actipreneurs'.

Together with the World Summit Award, Manthan Award puts local content into a global showcase and is also a source of inspiration in the battles against ICT-illiteracy.

Manthan Award has a substantial impact, both on the diffusion of innovation and advancement and of social justice. It opens up the possibility for social franchising, turning products that make a difference from local heroes to global shootingstars.

Manthan Award makes best use of the World Summit Award -WSA mechanism of a contest to find out what is best, build relationships and strengthen the creative community. It encourages and connects the region's best digital 'actipreneurs'.



Women from different countries getting solar engineering training at Barefoot College in Tilonia, Rajasthan, where DEF works as a partner for ICT and digital empowerment, including community radio, wireless Internet across campus

I congratulate the team and partners of the Digital Empowerment Foundation and all those involved in the winning projects and thank those who have enabled them. I salute Osama

Manzar for his dedication and tenacity in creating a digital sign post that shines from India across the region and around the globe.

FOREWORD

It opens up the possibility for social franchising, turning products that make a difference from local heroes to global shootingstars.

DR. PETER A BRUCK

Chairman of the Board of Directors, World Summit Award and WSA Mobile Award
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A Decade of Incredible Journey for Promotion of Digital Content and Applications

by Ashis Sanyal



It was around 2003 that a not-so-old NGO entity Digital Empowerment Foundation (DEF) felt the need for a thrust, to be given to promote the innovative digital content in the country. It was that time when there was a buzz in the air about the newly identified Information Technology discipline on which the country India has just established its affluence overseas. NASSCOM visionary Devang Mehta had given the new slogan for the basic need of our countrymen as '*roti, kapra, makan, bijli* and bandwidth'. Government of India had firmed up its intent to incorporate ICT in all walks of its business. Union IT Minister had declared the dream goal of earning 50 billion USD export revenue from software alone by 2008. In the corridors of the DIT building, a group of dedicated professionals were busy preparing for a long-impacting transformational initiative in the area of electronic governance.

However, there were some informed people in the fraternity as well who felt that there were only few originals and innovations in the software applications eco-system created by Indians in the country and abroad. It was their

conviction that unless serious attention was given in this area of digital content and applications, the entire revenue 'earnings' would be dubbed as courtesy 'body shopping'. There was no denying of the fact that for this country, with profound diversity in language, culture, heritage, custom, the need for digital content is enormous and creating the content to meet that massive need could keep thousands of best professionals utterly busy for decades to come.

Perhaps the Digital Empowerment Foundation was also in league of those having such thoughts, which prompted it, in a small way, to start an initiative to encourage creation of innovative digital content and software applications in various hues of societal needs. In those initial years the American India Foundation, a nonprofit American organization from New Delhi, founded in 2001 and devoted to accelerate social and economic change in India, came forward to support DEF initiative to create a platform christened as "Manthan Award". As for the objective, the Manthan Award emphasized the importance on cultural diversity and identity, the creation of varied information content

Union IT Minister had declared the dream goal of earning 50 billion USD export revenue from software alone by 2008. In the corridors of the DIT building, a group of dedicated professionals were busy preparing for a long-impacting transformational initiative in the area of electronic governance.



RAMGARH: Women doing skilled work who at other time also come to DEF's COMMUNITY INFORMATION RESOURCE CENTER to get familiar with digital tools and become digitally literate.

and digitalization of educational, scientific and cultural heritage of our country and also intended to open doors for global recognition and support to the local initiatives.

But, alike the need for preparation of wicks before a lamp is actually lighted, there is also a background story of Manthan Award, which was eventually global and that prompted Osama Manzar, Director-Founder of DEF, to start this decade-old initiative for recognition of creators of innovative digital content through awards. In the 2003 Geneva Summit of the World Summit of Information Society (WSIS), the singular initiative named World Summit Award (WSA) was created, for bridging of the digital divide and narrowing of the "Content Gap" as its overall goal across the globe. WSA thereafter took the mantle of globally recognizing innovative digital content creations through WSA awards in various categories, with the help of a commendable Jury process in which jurors were regularly drawn from at least 30 countries from 5 continents. Since the inception of WSA

in 2003, Osama Manzar has been a regular member of the WSA Jury and he, therefore, felt encouraged to mirror the entire WSA Jury process in to the primi Manthan Award 2005 jury process and onwards – year after year. In the initial year, DEF had a direct tie up with WSA secretariat to launch a similar initiative in India and nominate the winners of each category directly for consideration for the WSA award. Till today, the Manthan and the other Award initiatives mutated from Manthan, have a commendable Jury process, which is immaculate in its transparency, integrity and efficacy. And Prof Peter Bruck, Chairperson of WSA remains a primary Patron for Manthan and other awards conducted by DEF.

In the above-mentioned scenario, the journey of Manthan Award started in October 2004 with the partnership from AIF and WSA. The mission of the initiative was simple but very inspiring: to create an information rich society where everyone, irrespective of caste, religion, race, region, gender etc., are empowered to cre-

Till today, the Manthan and the other Award initiatives mutated from Manthan, have a commendable Jury process, which is immaculate in its transparency, integrity and efficacy. And Prof Peter Bruck, Chairperson of WSA remains a primary Patron for Manthan and other awards conducted by DEF.

INTRODUCTION

ate, receive, share and utilize information and knowledge for their economic, social, cultural and political upliftment and development. And the goal of the Award offering was also precise: making visible the existing digital content and applications by demonstrating the richness and diversity of content creativity to those interested in making use of them for the betterment of the society. There were, of course at that time, many stakes, existing even today, for the creation, mass production and economic sustainability of quality digital content in an emerging eco-system, which is dependent on the way markets operate and government act on its mandates.

Since its inception in 2003-04, Manthan Award had 8 categories for digital content and applications. In 2005, The Award received about 100 nominations from 21 states of the country. The Jury comprised of 16 eminent expert members in various walks of life of academia, government, corporate, civil society and professional experts. As per the initial year of tie up with WSA, winner for each Manthan Award category was directly taken up for eval-

uation from the global WSA award. It was a proud moment for all when two of the Indian nominations, namely TeleDoc, in the e-health category and n-Logue Communications, in the e-Inclusion category, received WSA awards in 2003-04, out of over 800 of the world's best examples of e-content and creativity from 130 participating countries in competition for the award.

Over the next two years, DEF was very encouraged by the overwhelming response from the participants of Manthan Award 2005 and increased the numbers of categories for the Manthan Award 2006 from 8 to 12 categories and 12 to 15 categories in 2007 with around 350 nominations in 2007.

Then came a milestone year of 2008 for the Manthan Award journey, when the Award process reached out to the geography of South Asia, in scouting out and recognizing best ICT and digital content for development practices and innovations. Consequently, the award was renamed as Manthan Award South Asia. . Also witnessed that year were representatives from 17 countries, all member representatives of

Since its inception in 2003-04, Manthan Award had 8 categories for digital content and applications. In 2005, The Award received about 100 nominations from 21 states of the country. The Jury comprised of 16 eminent expert members in various walks of life of academia, government, corporate, civil society and professional experts.



In the Arian Panchayat of Ajmer district in Rajasthan, there is centre run by DEF and Intel called NATIONAL DIGITAL LITERACY MISSION, which has digitally literate at least one adult from each household of the Panchayat.



In the Muthayapalem village of fishermen in the coastal district of Vishakhapatnam of Andhra Pradesh, there is a centre run by DEF and Intel called NATIONAL DIGITAL LITERACY MISSION, which has digitally literate at least one adult from each household of the fishermen village.

World Summit Award, participating in a big way. The participating countries included Italy, Austria, Germany, China, Sri Lanka, Afghanistan, Malaysia, Bangladesh and others. It was a fruitful year of 2008 for DEF having a 3 day conclave with parallel thematic conference sessions, workshops and roundtable interactions, all provided by a holistic platform created for exchange of ideas and experiences for the innovative users and implementers of information communication technologies and tools for development for benefit of the masses. The objective of the conclave was supplemented and complimented by ICT for development exhibition, which provided more than 50 ICT4D organisations from public, private and civil society domains alongside Manthan Award partners, nominees and supporters, an opportunity to demonstrate their innovations, practices and products.

Time has passed by its own rule and the importance of getting a 'Manthan Award' became

more and more visible among the aspiring developers of content and applications in the country. Business development managers of the content and applications industry started mentioning about acquiring Manthan award in the citation of their products. Informed people opined more and more that a Manthan awarded product must have gone through an intensive scrutiny for its worth by a group of experts. The nominations went up and down and almost settled around 400 numbers every year. DEF continued to broaden its Jurors' base by inviting people from all walks of creative and performing disciplines, even from other countries, like Sri Lanka, Bangladesh, Indonesia, Pakistan, Nepal. Grand Jury exercise was conducted in Sri Lanka and Nepal as well. In the wake of surged nominations, DEF also refined and fine tuned its jury process. Apart from internal scrutiny, it introduced online virtual jury as the second level in order to present the best batch in front of the grand jury at the final level.

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INTRODUCTION

An imbibed culture of DEF has been that it always strives to remain pro-active in the context of contemporary technology. Appreciating the enormous potential of mobile device to significantly change the social fabric of our country DEF promoted the mutation of mBillionth Award out of Manthan award in 2010, in order to encourage innovations in mobile content. The mBillionth Award process has the stated objectives of recognizing innovations and creativity in mobile and telecom solutions, strengthening mobile policy advocacy through strategic networking, alliances and partnership building and campaigning for mobile as a tool for mass empowerment and inclusive growth. It was almost an instant success for DEF after launching mBillionth Award South Asia 2010 for 11 categories as it immediately received significant support from the leading mobile service agency Vodafone and Vodafone Foundation by way of providing substantial Incubation Grants for 2-4 winners developers to carry out further research on commercialization of their innovative winning applications. In a span of three years now mBillionth Award has already curved

its niche position in the eco-system of content and applications.

Keeping in line of the above trend, in this current year of 2013, DEF has introduced a separate Award for 'Social Media & Empowerment' as a new emerging area to explore the various initiatives under Social Media category. Today digital outreach media, social media platforms, like Facebook, Twitter, YouTube, Blogs, Google Hangout, Flickr, Foursquare etc. are playing critical role by involving millions of citizens in real time. Social media is increasingly proving to be the illustrious and most potent democratic tool of empowerment, promotion, participation, commerce, cause, campaign, activism, among others. It is therefore a prudent step DEF has taken by deciding to encourage the social media as a special category of the Manthan Award.

India is a vast country with unbound societal diversity in language, culture, custom, religion and community practices. There are many innovations taking place, perhaps every month, in the remote corners of this large country, which do not come to the fore due to information barrier, never get due recognition and ultimately

In this current year of 2013, DEF has introduced a separate Award for 'Social Media & Empowerment' as a new emerging area to explore the various initiatives under Social Media category.



DIGITAL PANCHAYAT WORKSHOP
Under the Digital Panchayat program of DEF, Panchayat members of Kolhapur district in Maharashtra going through digital training and how to maintain their Panchayat websites



In a slum colony called Kamod, in Ahmedabad in Gujarat, children are curiously watching what a DEF foot soldier is showing them as power of computer and digital literacy

INTRODUCTION

Information brings knowledge, knowledge brings empowerment, and empowerment opens up choices for livelihood.

die due to lack of promotion. Communication of information is the first step towards empowerment. The country suffers from this information gap and useful content and applications never get replicated in other parts of the country. It is information, which would transfer this country into an Information Society. Information brings knowledge, knowledge brings empowerment, and empowerment opens up choices for livelihood. In its decade old incredible journey of Manthan Award, DEF has endeavored just to bridge this information gap.

There are so many things happened in and around DEF in one decade. Its basket of activities has swollen. The organisation has grown from 5 to 60 members. The list of well-wishers,

advocates and active supporters has also grown manifold. The Manthan Award fraternity is now well established with key members of the intelligentsia from government, academics, civil society and corporate CSR teams with their valuable association in one form or the other. But even after a decade, it appears to DEF that the journey has just begun. This welcome attitude would keep them busy in raising the bar for more profound success in its future endeavours. Support would any way come on the journey. After all, they say 'God help them who help themselves'. *Sarve bhavantu sukhinah, sarve santu niraamayaah, sarve bhadraani pashyantu, maa kashchida-dukha-bhaag-bhaveta.*

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How .ORG will Change the World

by Brian Cute



As a global community, we are rapidly approaching the 2015 target date set to complete the United Nations' eight Millennium Development Goals. In order to achieve these goals and continue on the path toward improving living conditions throughout the world in the future, it is imperative to engage in activities that use ICT and encourage cross-sector collaboration with an emphasis on economic and social development in emerging countries.

Public Interest Registry is a non-profit organization and the longstanding operator of .ORG – the domain that has served the public interest, particularly the international non-profit community, for more than 25 years. Nearly two years ago, we announced a new dual-initiative that sought to help Non-Governmental Organisations (NGOs) throughout the world to distinguish themselves online from other individuals or groups that use the .ORG domain. The first part of the plan was to launch 2 more domain extensions: .NGO and .ONG (the equivalent of NGO for Romance languages). The second dynamic called for an online NGO directory that would essentially serve as a “Facebook for NGOs”.

Currently, most of today's NGOs do occupy the .ORG space on the Internet. However, there is an ever-growing need for these organisations to establish their credibility, which is why we chose to develop domain extensions with validation requirements – to give NGOs greater recognition and a credibility factor online. The purpose of the NGO Directory is to grant these organisations with access to vast resources, and to open up communication channels between these organizations, governments, businesses, and donors.

Registering .NGO/.ONG domains automatically enters the NGOs into the Directory, thereby providing new opportunities for these organizations to brand and strengthen themselves through a digital space. It is our hope that these resources, new communication tools, and potential partnerships will help NGOs become more sustainable. We feel confident that our .NGO/.ONG initiative falls directly in line with the concept of using ICT to contribute to the Millennium Development Goals.

We are happy to announce that as of June 28, 2013, Public Interest Registry's applications

Currently, most of today's NGOs do occupy the .ORG space on the Internet. However, there is an ever-growing need for these organizations to establish their credibility, which is why we chose to develop domain extensions with validation requirements – to give NGOs greater recognition and a credibility factor online.



Under the Wireless for Communities program of DEF and Internet Society, a training workshop is going on in Dhaka in Bangladesh

PARTNERS' VIEWS

We feel confident that our .NGO/.ONG initiative falls directly in line with the concept of using ICT to contribute to the Millennium Development Goals.

for .NGO and .ONG have passed the Internet Corporation for Assigned Names and Numbers' (ICANN's) initial evaluation process! What does this mean for you and NGOs all over the world? It means that we are one step closer to launching these domains, which will provide a unique domain name address for genuine NGOs and ONGs to present themselves and their mission on the Internet on a global scale. It also means that the official launch is predicted to happen in late 2014.

Leading up to the launch date of these domain extensions, we will continue collaborating

with global and local partners to create a validation process for registrants, and we will proceed with the development of the .NGO/.ONG Directory/'hub'.

There is still much work to be done, but we are making great progress, and we look forward to making .NGO/.ONG available to all NGOs globally. As the launch of .NGO/.ONG draws closer, please continue to submit free Expressions of Interest for these domains and sign up for our NGO Newsletter at www.globalngo.org for the latest updates.

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A Vital Tool for Inclusive Growth

by Rohit Adya



Since its inception, four decades back, one word – Internet – has changed the world. It has changed the way the world interacts – socially, economically, politically and otherwise. Connecting over two billion people globally, its contribution and impact on the global economy, amounting to 3 per cent (approximately) of the total world GDP until couple of years back, is undeniable. India alone has over 125 million people using Internet in some capacity, hinting at a great growth story in the making. The fact that our country is adopting this technology at a pace that is greater than few advanced economies, our rank in the global listing will only go up.

India is on the verge of an Internet boom and makes the role of telecom industry significant than ever before. The classic urban usage pattern has already influenced sectors like films, fashion, finance, travel and luxury, it's due to create a revolution of sorts in sectors like ed-

ucation, employment, healthcare, agriculture, banking and SMEs – helping them create a more favorable business environment. The need of the hour is cost-effective Internet access across devices, vernacular content and applications and seamless high-speed connectivity.

Mobile phones can contribute to sustainable development in several ways and demonstrate potential for economic development. It's interesting to note that while the overall internet penetration in India is low, mobile penetration is several notches higher. The pattern is same in rural and semi-rural areas due to easy, accessible, and affordable pricing. We, at Vodafone, have always looked at means to empower our customers, to help them discover the true power of mobile Internet by offering a wide variety of pocket friendly data packages to choose from. Through our RoTo stores –one-stop-shop– our customers can easily upgrade their handsets and ensure smooth transition to use mobile

India alone has over 125 million people using Internet in some capacity, hinting at a great growth story in the making. The fact that our country is adopting this technology at a pace that is greater than few advanced economies, our rank in the global listing will only go up.



In the Muthayapalem village of fishermen in the coastal district of Vishakhapatnam of Andhra Pradesh, there is centre run by DEF and Intel called National Digital Literacy Mission, which has digitally literate at least one adult from each household of the fishermen village.

internet. With initiatives like the Unlimited Data Usage Pack, Mobile Internet Trial Packs, Special offers for Students and First-Time Users, we have time and again endeavoured to make people explore of the endless possibilities that Internet can offer. Our various campaigns

and strategic partnerships with Google and Twitter bear testimony to it. And it only gets better here on.

We are Future Ready, are you?

PARTNERS' VIEWS

With initiatives like the Unlimited Data Usage Pack, Mobile Internet Trial Packs, Special offers for Students and First-Time Users, we have time and again endeavoured to make people explore of the endless possibilities that Internet can offer.

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Manthan Award: 10 years

by Dr. Subho Ray



In 2003 when social entrepreneurship was an unknown word in India and internet was an expensive pastime of the well-to-do, one man had the vision of connecting the two. Thus was born Digital Empowerment Foundation. The Foundation does exactly what it says: empower people through digital. One of the Foundation's empowering tool is the Manthan Award.

Of course, if you are reading this, you already know what Manthan Award is. But it is worth reiterating the spirit behind the award: recognising those who have, without commercial concerns, used digital to better our lives. Over the years, I have been privileged to see the Awards grow from strength to strength and become more inclusive. In more recent times, we have had the unique pleasure of taking out a category of the awards and building them into standalone awards. The mBillionth Award which focuses on empowerment through mo-

bile started its life from a category at Manthan and now stands confidently on its own feet. We are hoping that with favourable winds in our sails, in the next couple of years, Manthan would be able to spawn off another standalone award.

In the meantime, the main Manthan Award keeps growing. From South Asia it has stretched itself to cover Asia Pacific, the response on this front has been pleasantly surprising. Use of social media has been included as a separate category this year with a very energetic response from participants. Needless to say, the Manthan has also grown optically: larger gala, more sessions on award day, larger delegates, more entries, and if I may say, better venues and food on the Gala day. The response from our patrons: primarily technology companies in the Internet and mobile space has been very positive. The government of India through the Department of Electronics and IT, has stood firmly behind the

Of course, the highest credit goes to those who are at the ground using digital in better and better ways for a social cause. It is their commitment to their cause and their enthusiasm for the Award that helps us move forward.



Chanderi is famous for its silk weaving and sarees. DEF has a digital design centers for the weavers of Chanderi, which is supported by Ministry of Communication & IT in India. Some of the youth here are designing textile and apparel patterns.

Manthan Award and other initiatives of the Foundation. Of course, the highest credit goes to those who are at the ground using digital in better and better ways for a social cause. They have always found time to send their entries and participate actively in the Award. It is their commitment to their cause and their enthusiasm for the Award that helps us move forward.

At 10 positive and fulfilling years, we are a bit apprehensive for so much is expected of us.

However, one thing is certain that we keep our ears close to the ground and work on every feedback that we receive from stakeholders with much through and diligence. But at 10 we are still very young and learning!

EXPERTS' VIEWS

At 10 positive and fulfilling years, we are a bit apprehensive for so much is expected of us.

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The Value of Permission-less Innovation

by Rajnesh D. Singh



ICTs have long been looked at as an important tool in development. In more recent times, ICTs combined with the power of the Internet have arguably created far greater opportunities for rapid human and socio-economic development than ever before in human history.

The application of these tools, services and applications touch every part of life – from education to healthcare to citizen rights to organisational governance to trade and commerce. By using ICTs, governments are able deliver services to citizens far more efficiently, and big (as well smaller) businesses have long been a believer in the power of ICTs to improve business decision-making, efficiency and productivity.

However, time and again, I am astounded by some of the innovations that happens at the grassroots, community level – whether its building a community wireless network and seeing it transform all sectors of the local community or someone identifying a problem at the community (or local) level and using ICTs to provide a solution e.g. by sharing agricultural information specific to an area, or digitising (and thus pre-

serving for future generations) information on plants and herbs used for traditional medicine. And, we all know the success stories of some of the largest brand names on the Internet today that evolved out of garages and backyards.

A large part of this is possible because the Internet is permission-less by design – none of these innovators and promoters had to seek permission to build an application or service, nor did they have to obtain “licenses” or pay royalties to develop a system.

By nature (and in many respects, perhaps by purpose), the Internet supports creativity and innovation – and it empowers like nothing ever before. All who use the Internet have the ability to be both, consumers and creators alike - if they choose to be so.

That is why, we must do all we can to preserve this empowering nature of the Internet – the Internet must remain open, accessible and permission-less. This is the least we can do to ensure that the generations to come will be able to use the Internet and it enables in ways that we cannot even think about now.

By nature (and in many respects, perhaps by purpose), the Internet supports creativity and innovation – and it empowers like nothing ever before. All who use the Internet have the ability to be both, consumers and creators alike - if they choose to be so.

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Connecting People for Access and Empowerment - State of Internet and ICT access in India

by Amitabh Singhal



It is pretty passé to state that access to Broadband Internet in general leads to people's empowerment and therefore overall economic and social development. We all know this. It is better to start talking only of specific goals that need to be achieved and measure the status of those goals from time to time and take corrective measures to fill the noticeable gaps.

At the cost of repeating, let me first begin with recounting the Millennium Development Goals, established by the UN, a decade back. It is needless to say that larger the number of people who get access to Broadband and through it information and ability to participate, higher will be the chances of people in any region to achieve the MDG goals viz; reduction in hunger and poverty, achieving universal education, reducing gender gap, improving child and maternal health, combating HIV/AIDS, improving environment. Globally there is now plentiful research and data that is available to establish the co-relation between state of access and socioeconomic development.

In light of the above, The Broadband Commission for Digital Development established by International Telecommunication Union (ITU)

and UNESCO, endorsed four ambitious but achievable targets for 2015:

1. To make broadband policy universal by 2015, where all countries should have a national broadband plan or strategy or include broadband in their universal access/services (UAS).
2. By 2015, make broadband affordable by ensuring that entry level broadband services are made affordable in developing countries through adequate regulation and market forces (e.g. be priced at less than 5 per cent of average monthly GNI per capita).
3. By 2015, at least 40 per cent of homes in developing countries should be connected to broadband and have access and
4. Finally, to get more people online, effort must be made to ensure that Internet penetration reaches 60 per cent worldwide by 2015, 50 per cent in developing countries and 15 per cent in Least Developed Countries (LDCs).

Increasingly, countries across regions world over are getting connected with Information

By 2015, at least 40 per cent of homes in developing countries should be connected to broadband and have access and Finally, to get more people online.

EXPERTS' VIEWS

and Communication Technologies. There has been consistent growth in uptake of ICT worldwide with increase in all vital indicators, according to an ITU report. It has emerged that more and more countries are reaching a critical mass in terms of ICT access and use, which accelerates ICT diffusion and further boosts demand and where demand is also driven by the spread of mobile Internet, according to report findings.

As per the Broadband Commission Report of 2013, Mobile broadband subscriptions overtook fixed broadband subscriptions in 2008, and show an astonishingly high growth rate of some 30 per cent per year, the highest growth rate of any ICT, exceeding fixed broadband subscriptions by a ratio of 3:1 (up from 2:1, just two years ago). By the end of 2013, ITU predicts there will be 2.1 billion mobile broadband subscriptions, equivalent to one third of the total global stock of mobile cellular subscriptions.

In India, some studies show that while overall user base for internet is at 120 million odd, which is just about 10 per cent of the population, Broadband itself has been dismally slow to grow, currently at 15.5 million odd users – just about 1 per cent or so of the entire population. Silver lining seems to be mobile internet, which is expected to touch about 86 million users or so by end 2013.

In essence, therefore in India, the digital di-

vide phenomenon continues to remain wide open with access and connectivity unavailable to a large critical unreached mass base and communities, mostly all in rural and urban poor segments. Access limitations in these communities are attributed to huge infrastructure requirements and thereby larger investments leading to economic unviability. The divide and denial becomes reflected in high access costs and affordability apart from other situational and contextual limitations such as social and cultural barriers.

The annual ICT Development Index chart (IDI) is a testimony of this disparity and India continues to perform badly than ever before. India has been ranked 121 among 157 countries in terms of progress in the realm of ICT in a newly-released report of the ITU, which makes an annual assessment based on a wide range of parameters and data.

It comes in the wake of the Broadband Commission for Digital Development, in a recent report, ranking India 145th among nearly 200 countries in terms of the percentage of individuals using the Internet and 106th in the case of mobile broadband penetration.

Some of the measures that can be possibly considered, to achieve deeper diffusion of Broadband and ICT penetration could be:

As per the Broadband Commission Report of 2013, Mobile broadband subscriptions overtook fixed broadband subscriptions in 2008, and show an astonishingly high growth rate.



W4C CHANDERI: Under the Wireless for Communities program of DEF and Internet Society, the entire valley township of weavers of Chanderi is network through wireless Internet provision. This is a scene of wireless deployment by the community members themselves.



MUTHAYAPALEM-AP (NDLM): She is one of the most advanced level digital literate young girl from a fisherman's family of Muthayapalem village of Vishakhapatnam in Andhra Pradesh, where DEF and Intel has established NATIONAL DIGITAL LITERACY MISSION CENTER

EXPERTS' VIEWS

The digital divide phenomenon continues to remain wide open with access and connectivity unavailable to a large critical unreached mass base and communities, mostly all in rural and urban poor segments.

1. Where India is amongst 134 countries to have a National Broadband Plan, it is time that States, Cities and Towns now develop their own Local Broadband Plans, which should be incorporated into their respective local city development plans, along the usual plans for land use, infrastructure such as water, power, buildings, etc. Local realities than can be addressed specifically and in shorter time.
2. Universal Service Obligation, after many years of consideration has gone on to include taking Broadband to the Panchayat level as one of their mandates, through vehicles such as NOFN, etc. While this is laudable, it leaves out another sizeable and deprived section of people, which is the urban poor. Cities like Mumbai, where arguable 72 per cent of the population lives in slums, they are

most likely not in a state to access the benefits of ICT/Inter net. USO should consider enfoldng them under its mandate to provide broadband.

3. To address this large urban poor population, state and city level USO Fund should be considered so that local funding with support from Centre, State, public and private sources could be organised.
4. Focused and target based local programs now need to be the order of the day aimed at creation of digital cities and fully connected societies.

I think that the above bottom-up approach is the only way out, which can help ameliorate the dismal state of penetration, over a period of reasonable time, in our country. Top down approach till now has yielded only mixed results and there is still a very long way to go.

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Innovation Enabled Interactions

by Natesh BV



While the rapid growth and development of Asian economies like India has been an inspiring story in the last decade, the ever-widening income and skills gap within the population have been a cause for concern. To achieve economic growth that is all-inclusive, Governments have formulated many programs aimed towards empowering households falling within the lower socio-economic segments. Basic necessities such as food, drinking water, electricity, roads and primary education have been the top priority of such programs. However, an often neglected aspect of such developmental effort is building strong awareness through relevant information dissemination and creating connections or interactions with people in these segments.

Till date, broadcast media such as Television, Radio and Newspapers have been predominantly used to disseminate information about government schemes and for other social awareness campaigns. While these are effective

for broad messages, these approaches fail to build relevance and interactions with the targeted audience.

For example, in Agriculture – which is the predominant source of livelihood for over 70 per cent Indian households – there are over 300 major crops grown across India in a wide variety of soil types and climatic conditions. These crops are sold by farmers in over 6,000 *Mandis* through a layer of middlemen and local traders. Information sent through mass media is often inadequate and irrelevant for a farmer growing or selling a single crop in a specific part of India.

In such a scenario, new personalised and interactive media such as internet provide lots of promise in accessing relevant information. Unfortunately, such media is not accessible to people in the lower socio-economic strata. Also, in countries like India, language creates another barrier, as a majority of people are more comfortable in using vernacular languages,

Till date, broadcast media such as Television, Radio and Newspapers have been predominantly used to disseminate information about Government schemes and for other social awareness campaigns.



EXPERTS' VIEWS

In recent years, mobile phones have emerged as a new platform for information dissemination and awareness building.



Young dalit and minority students in a minority school in Ranchi, Jharkhand, where DEF has a COMMUNITY INFORMATION RESOURCE CENTER established in a school campus where 300 students are benefited with digital education annually.

rather than English.

Thankfully, in recent years, mobile phones have emerged as a new platform for information dissemination and awareness building. Using voice, SMS as well as data transmission, personalised and relevant information can be sent out to each person. Innovations on mobile platforms have also enabled interactions in local languages, graphical and intuitive presentation of information for easier understanding and location-aware services.

Such tools build a new kind of connection and interaction between Government and people, as well with different public / private play-

ers in the same ecosystem. Such interactions have a compounding effect on awareness building, information usage and livelihood improvement across the country. A farmer not only can interact with other farmers to share knowledge, but also he can access market prices, weather forecast and news and tips – in local languages and all specific to his location and crop preferences.

These types of innovations in connecting people - to share relevant information and empowering them for a better livelihood - is our hope for a better future through all-inclusive socio-economic growth.

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India goes digital

by Dr. Amir Ullah Khan



India is a strange country indeed, with some glaring contradictions. With more than 280 million people living in abject poverty on one hand, it has nearly 820 million mobile connections. And while nearly 130 million households don't have toilets in their homes, India in December 2013 will have 213 million internet users across the country. In each of these, India is a world leader. There is no country with nearly 300 million people living at less than a dollar a day. There are very few countries in the world where the number of mobile phones amounts to 80 per cent of the total population. And certainly there is no country where nearly 50 of the population defecates in the open.

Let's look at the latest data that has come out of the latest report of the Internet and Mobile Association of India and IMRB International. India has 213 million internet users and will have 243 million by June 2014. The number of internet users has gone up by nearly eight million just in the last three months and by nearly 5 million in the last six months. Which means that now it is only China that has more internet users than India with a little over

300 million internet users, while the US with 207 million users falls behind. The internet user base in India moved from 10 million to 100 million in ten years and then took three years to double from there to 200 million.

What is remarkable also is that much of the steep increase in internet usage is seen among women and among rural youth. The fact is that the internet has become the single most efficient empowerment tool for all those who find it difficult to access markets and information in the traditional world. The internet now is the window that allows distance education to a house bound person with limited physical mobility. It allows real time price discovery to farmers at the receiving end of an abysmal supply chain that predominates agricultural India. It also helps a number of government and non-governmental organisations reach out to millions of stake holders at minimal costs.

The internet, with all its user friendliness, now even helps out the illiterate. Number of sites play audio files and run videos.

No longer do people need to worry about language skills as the internet now provides ac-

The number of internet users has gone up by nearly eight million just in the last three months and by nearly 5 million in the last six months.



A young kid trying his hand on a computer in the TURA INTERNET AND SERVICES CENTER in Tura in Meghalaya, run by DEF and North East Development Foundation.

EXPERTS' VIEWS

The Internet also helps a number of government and non-governmental organisations reach out to millions of stake holders at minimal costs.

cess to just about every language speaker. It is also remarkably anonymous. In a caste and gender insensitive society, there is no longer the need for any vulnerable person to stand before a judgmental official or bank clerk, who would first look you up and down before considering your worth and the time he would take to service your query. The ATM now dispenses cash in denominations of choice to anyone and everyone who has a bank account.

The Manthan Award have been celebrating this spirit of the internet for ten years. The jury has been looking at the breath taking pace of

change in website development and the manner in which millions of people have made such remarkable efforts to make cyber space truly an empowering tool. This year again, we have seen some stupendous efforts across South Asia to bring in marginalised populations and access the world wide web in search of information and insight on culture, education, health and livelihoods, among other sectors. In this decade itself, we have seen the power of the net fulfil its prophecy and reach out to, where no road had gone before.

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Building Information Society: The Case of Indonesia

by Yudho Giri Sucahyo



Usage of the Internet in our life now becomes a necessity. In Indonesia, to get into schools, prospective students must register using a web based application, the system ranks the exam results and announces acceptance lists. Earlier, Universities that used to sell manual registration forms, now provide the online registrations for free. To be a civil servant, prospective employees also must register online and follow online computer assisted tests. Moreover, every government institution in Indonesia must use e-procurement for all its projects, and its prospective vendors must register on the system before bidding any project.

Based on the above facts, it becomes extremely important to educate the people of Indonesia on realising the importance of ICT literacy, the Government of Indonesia has declared to comply with the goal of WSIS that half of Indonesia's population will have access to information by 2015. As a fourth largest country with a population of around 240 million, then the number that we discuss here is around 120 million.

The goal is set, and several initiatives have been launched by various stakeholders, ranging from government institution, academia, private sector and civil society. In 2007, the Ministry of Communications and Information Technology (MCIT) asked telecommunication operators to reduce the price of internet to make it more affordable by the common people. The broadband internet price in big cities was gradually reduced from USD 250 per month in 2007, to only USD 15 per month in 2011. As predicted, the number of internet users increased significantly from only 2 million in 2007 to 55 million in 2012 (Source: *internetworldstats.com*). Moreover, the affordable price of the internet combined with the cheaper price of smartphones also make mobile internet applications such as social media applications flourish. Indonesia ranks number four after USA, India, and Brazil on Facebook with 51 million users (according to *internetworldstats.com*) and ranks number five on twitter after USA, Brazil, Japan, and UK, with around 20 million users (Source: *semicast.com*). Furthermore, e-Commerce is

Realising the important of ICT literacy, the Government of Indonesia has declared to comply with the goal of WSIS (World Summit on the Information Society) that half of Indonesia's population will have access to information by 2015.



EXPERTS' VIEWS

Among 7,000 sub-district in Indonesia, so far 6,000 telecentres have been deployed in various sub-districts.



Digital Literacy training workshop for panchayat members being conducted by DEF at the campus of Sapna NGO in Alwar district of Rajasthan.

also booming in Indonesia and people use it intensively to buy airline tickets, book hotels, and buy some stuff. We can also easily find wi-fi spots in restaurants, cafés, and other public spaces.

However, as a big country with more than 17,500 islands, we do realise the challenge of digital divide. Even though the price of the internet is getting cheaper, but in some regions, especially in eastern part of Indonesia, the problem is simply the absence of internet. To overcome this, there are two major initiatives currently going on. The first one is the development of major ICT infrastructure known as Palapa-Ring that is actually laying out more than 36,000 kilometers of fiber optics connecting 34 provinces and more than 527 municipalities/cities throughout Indonesia. The second one is the deployment of telecentres in each

sub-district in Indonesia. Among 7,000 sub-district in Indonesia, so far 6,000 telecentres have been deployed in various sub-districts. In addition, 1,800 mobile telecentres are also deployed to reach remote villages, rural areas, and other isolated areas. A mobile telecentre is a small truck that is converted into internet facilities with six computers, LCD TV, fax machine, etc. The mobile telecentre visits farmers, fisherman, women, disable peoples, etc. Other than small trucks, currently Indonesia has also built prototypes of motorcycle-telecentres and boat-telecentres. The boat-telecentre is very useful for regions which have more rivers than road, such as in Kalimantan Island.

With all those initiatives described above, Indonesia hopes that by 2015, half of citizens will have access to information, and can benefit from ICTs for their better livelihood.

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The Bandwidth of Growth

by Saleema Razvi



Today, life is dominated by technology with most of us accepting the fast and ever-changing developments in the field as routine. However, the immense potential that technology has to transform lives through empowerment and access is extraordinary, more so, when we think of marginalised groups and the poor. There is now a growing recognition of the newer and wider possibilities that technology presents before society in the modern times. IT together with Communication Technologies is bringing about unprecedented changes, not only in the way people communicate but also in proving to be critical in supporting people out of poverty through various mechanisms – by providing access, opportunity, empowerment, security, and sustainability.

Having said that, it's important to first appreciate the magnitude of the challenge the poor faces, and its urgency. The poor lacks affordable and reliable access to food, health, education, and other basic services. They lack access to fi-

nancial services. They are deprived of the key requirements for productivity and income generation: information and knowledge to improve agricultural practices and small businesses and services. They face extreme vulnerability to economic shocks, natural disasters, ill health, and violence. They are powerless to influence decisions affecting their lives.

Digital inclusion helps in accelerating the development of human capital and securing the wellbeing of the poor by transforming education and health services, for instance, via e-learning and mobile health. It further transforms public services by making them accessible and responsive to the poor, via basic e-services and shared Internet access.

It provides and fosters opportunities by making finance inclusive, via mobile money and low-cost delivery of microloans. The poor farmer benefits by the transformation of agricultural extension and business development services, for example, by using mobiles to provide timely in-

Digital inclusion helps in accelerating the development of human capital and securing the wellbeing of the poor by transforming education and health services, for instance, via e-learning and mobile health.



EXPERTS' VIEWS

People are empowered by strengthening transparency, accountability, and performance management, for instance, via open government data and local budget tracking.

formation to farmers and entrepreneurs and also by the improvement of the investment climate, by using ICT to simplify government transactions with SMEs and reduce corruption and entry barriers. Job prospects are improved by the promotion of inclusive innovation via online work opportunities, further providing access leads to improving opportunities and facilities for poor urban communities, by using ICT to map and monitor their needs and support their community development initiatives.

People are empowered by strengthening transparency, accountability, and performance management, for instance, via open government data and local budget tracking. Demand for good governance is also strengthening, for example, via mobile apps to monitor elections and human rights abuses.

Security and sustainability can be, and is being achieved through securing cost-effective

cash transfer and corruption-proof social protection programs, by providing unique digital identities for the poor, securing last-mile delivery of food, medicine, and disaster relief, via mobile, sensors, and early warning systems and promoting sustainable resource management systems, via smart grids and flood control systems that use real-time data.

As we gather evidence of the transformative power of ICT, we need to recognise that the challenge is not just technological. It demands a better understanding of the poor and marginalised, their resources, the difficulties they face, and the information they lack. It requires building the capacity of local information intermediaries and grassroots innovators. It requires piloting, experimenting, and taking smart risks, and it demands that governments create the enabling environment to bridge the digital divide.

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A Voyage Fuelled Aspiration

by Venki Nishtala



We are all part of a country which had made up its mind to move. Though, we experience an occasional pause of wind in the sails, our voyage has acquired a momentum to carry us forward and more importantly, with a direction and a purpose. There is little doubt that the reforms, starting with the liberalisation of trade and industrial policies and later, the right to information (RTI) have helped shaped the aspirations of the country and its people.

As we move forward, we are also deeply conscious of the need to recognise and connect with those around us, if only to ensure that we have a collective sense of achievement, which in most cases heighten the sense of satisfaction. There are folks amongst us who extend their efforts beyond philosophy - efforts that are purposeful with a thought that the progress cannot be sustained, nor should be, by restricting to an exclusive few. There might be no rhythm to be found in the varied efforts yet, but the attempts to fine-tune are indisputable.

It also makes sense, in the business of a country, to find as many people as possible in the marketplace of an economy. Such a realisation came upon our thinkers and policy makers, when they found that serious discontinuities in the marketplace exist due to the non-inclusion of a majority of the people of the country. No amount of infusion of capital, it was realised, will bridge the gaps unless the economy grows collectively and most importantly, inclusively. That is, the development has to be broad-based with specific and focused efforts to strengthen the existing micro economies of varied scale, which exist in our diverse country side. Such a diversity, while possibly unique in the world, also poses challenges.

Some of the best results of integrating countryside micro economies with collective efforts came from non-governmental initiatives. Such efforts inspired and got replicated, some with the help of the government using them as templates of planning for progress and others

No amount of infusion of capital, it was realised, will bridge the gaps unless the economy grows collectively and most importantly, inclusively.



EXPERTS' VIEWS



A scene of a village school without school building where the children take their classes under a tree. A scene from the Islampur village in West Champaran district of Bihar

through emulation. There is little doubt that the key technique underlying successful stories of co-operative development is the oldest method of communication, sharing through the word of mouth.

The technologies of information and communication are now being used to accelerate sharing experiences and wisdom, with an exciting possibility that, done right, the benefits will permeate within one's lifetime. This is possibly the motivation for the quick and wide-

spread adoption of mobile communication technology.

The Manthan Award programme is an attempt to unearth the efforts of inclusion and specially reward and encourage those which use the information and communication technologies. This, in itself, creates a virtuous cycle of both scientific and social development, even if not by design. It was my pleasure and privilege to be associated with the programme as a jury member this year.

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Celebrating Digital Excellence

by Mahesh Venkateswaran



The Manthan Award grand jury nominations presented a rich variety of innovations and practices across 12 different categories, a remarkable consolidation of work using ICT tools in the development space. Each nomination brought in a certain level of freshness, a new approach or refinement of an existing practice with effective use of technology. Some of the innovations addressed issues with reach of traditional media, some addressed aspects of increasing demand for transparency in governance, while some other nominations addressed specific issues in health, agriculture, financial literacy and education.

From a professional standpoint, it was wonderful to see nominations addressing areas of skill development and employability. Two such innovations have evolved into conversations as part of NSDC's work in the skill development space through innovative products and practices. Given the mandate of the Government to skill 500 million Indians by 2022 and with a

heterogeneous mix of people, languages and culture, innovators in India also have an opportunity to develop products, services and solutions for a diverse pool of customers. There is certainly an opportunity to address multiple challenges in awareness building, counseling, learning tools, content generation, innovative methods of delivery, labour market linkages, assessments and other areas of skill development.

Also given the wonderful location for the jury, we had the opportunity to disconnect and focus on each of these nominations with utmost interest and criticality. The breadth and impact of such an exercise certainly reinforces the fact that digital tools for development are only going to grow, and Manthan Award has a challenging task ahead to keep with the pace of growth and diversity of such innovations. It might be wise to establish a program to identify some of the winners, incubate and support with an eye on building long-term sustainable models from these efforts. The Award in itself helps many

It might be wise to establish a program to identify some of the winners, incubate and support with an eye on building long-term sustainable models from these efforts.



EMSME (NORTH TRIPURA): Weaving entrepreneurial women from North Tripura district of Tripura who are responding to a survey being conducted by DEF for starting a DIGITAL LITERACY CENTER

EXPERTS' VIEWS

Digital Empowerment Foundation's continued efforts in connecting people and organisations on the ground to such a rich set of innovators is a great way to reduce the digital gap, while providing tremendous levels of empowerment through access to relevant information.

small and large innovations available to the larger development audience in one shot, and to continually engage with the innovators and experts. Digital Empowerment Foundation's continued efforts in connecting people and organisations on the ground to such a rich set

of innovators is a great way to reduce the digital gap, while providing tremendous levels of empowerment through access to relevant information. I am a fan of Osama Manzar's leadership and his team's unwavering commitment over the past decade to address these issues.

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Journey to Digital Innovation

by Mostafa Zaki Haider



Cooled up in a conference room in Kathmandu to pour over hundreds of entries, knowing full well that I am surrounded by the vastness of Himalayas, was not easy. Surprisingly what helped me were the entries with the vastness of vision, idea and innovative solution, the best minds of so many countries have worked at.

Being a member of the Grand Jury for the Manthan Award 2013 was an inspiring experience. The sheer variety of projects made me feel glad about choosing this line of work and believing in the potential here. The solutions offered really stretched expectations and in the best way.

All the entries conclusively show that ICT has been making great strides in neutralising the natural obstacles faced by marginalised populations. Farmers no longer have to walk fifty miles with produce to find that the market has been saturated or is unable to stand for bank loans because the local office is too far away to miss a day's work. Students no longer have to settle for going to the local college, simply because they are not aware of the opportunities available or make do with outdated knowledge because their books are decades

old. Buy Leads, *Ekti Bari Ekti Khamar*, Let me Know, iMobile and all such projects have done much to reduce gap that exists between the privileged and the marginalised, by simply allowing access to information and a space to operate in.

ICT-based development projects seem to start out bridging the obvious gaps – providing basic information, bringing banking services to those who can't use them - but then they surprise and delight, innovating solutions that are self-perpetuating and eminently sustainable. Projects like SkillTrain and iMobile Lab are not only allowing marginalised people access to opportunities, but providing new ways of exploring those opportunities. This is encouraging, in so far as it relates to thinking out of the box and coming out with new ways of looking at problems and making solutions.

These are stories of people who have not been satisfied with the stories that came before them. They unfolded their own myth. Their journey is just beginning and I can't wait to see where it leads us to.

All the entries conclusively show that ICT has been making great strides in neutralising the natural obstacles faced by marginalised populations.



DIGITAL PANCHAYAT (CHAMBA): Some of the Panchayat women and their neighborhood youth, in a DigitalPanchayat Center of DEF that is functional in Chamba town to enable all the Panchayat members in digital literacy.

EXPERTS' VIEWS

Projects like SkillTrain and iMobile Lab are not only allowing marginalised people access to opportunities, but providing new ways of exploring those opportunities.

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Winners, Special Mentions and Jurors' Encouragements



e-Agriculture and Ecology

Apple Project India
Winner, INDIA

CropIn Technology Solutions
Winner, INDIA

Birthday Forest
Special Mention, NEPAL

e-Krishi Patashala
Jurors' Encouragement, INDIA



e-Business and Financial Inclusion

Ekti Bari Ekti Khamar
Winner, BANGLADESH

Buy Leads
Winner, INDIA

ARTOO
Special Mention, INDIA



Community Broadcasting

Chak de Chotu
Winner, INDIA

Kumaon Vani
Winner, INDIA

Jan Vani
Special Mention, INDIA

Radio Benziger
Special Mention, INDIA



e-Culture and Tourism

Monuments in Delhi
Winner, INDIA

MTDC Online Booking Website
Winner, INDIA

Hela Jana Gee
Special Mention, SRI LANKA

Thrillophilia
Special Mention, INDIA

Sri Lanka Archaeology
Jurors' Encouragement, SRI LANKA



e-Education, Learning and Employment

iMobile Lab
Winner, INDIA

SkillTrain
Winner, INDIA

Let Me Know
Winner, INDIA

Touchable Earth
Special Mention, NEW ZEALAND



e-Entertainment and Games

India Cheers Loud and Clear
Winner, INDIA

Zenga TV
Winner, INDIA



e-Governance

Unnathi PoP Strategy
Winner, INDIA

Electronic Service Level Agreement
(e-SLA)
Winner, INDIA

JKPULSE Project Monitoring Tool for Border
Area Development Program
Winner, INDIA

HimBhoomi-Integrated Land Records Com-
puterisation in Himachal Pradesh
Special Mention, INDIA

MAGIC – Mineral Administration and Gover-
nance Using ICT
Special Mention, INDIA



e-Health

Mobile Tele - Ophthalmology Units
Winner, INDIA

ThalCare
Winner, INDIA

Health Management Information Systems
(HMIS)
Jurors' Encouragement, INDIA



e-Inclusion and Localisation

TDIL-DC (Indian Language Technology
Proliferation and Deployment Centre)
Winner, INDIA

CHILDLINES Child Sexual Abuse Awareness School
Program
Winner, INDIA

e-Sakhyam Accessibility portal for State
Commission for Persons with Disabilities, Odisha
Special Mention, INDIA



e-News and Journalism

Halabol
Winner, INDIA

Kannadanet - Kannada Online News Paper
Winner, INDIA

Youth Ki Awaaz: Mouthpiece for the Youth
Winner, INDIA



e-Science and Technology

Onama
Winner, INDIA

e-safeT (Safety enablement device for
perishable items)
Winner, INDIA



e-Women and Empowerment

English and ICT for Adolescent Girls
Winner, BANGLADESH



e-Agriculture and Ecology

This category recognises purposeful contributions made by individuals, institutions, organisations, government agencies and enterprises in the field of agriculture. It is a platform to share best practices in agriculture for a larger community benefit with consideration of excellent digital content and services across ecological research, training and to communicate the science of ecology. It recognises e-content in environmental excellence in Asia Pacific countries. The category also considers individuals, businesses, and organisations that have shown leadership, innovation, or extraordinary service in protecting, improving, or cleaning up the environment and help in better ecological balance.

Apple Project India

Winner, INDIA

CropIn Technology
Solutions

Winner, INDIA

Birthday Forest

Special Mention

NEPAL

e-Krishi Patashala

Jurors'

Encouragement, INDIA



Apple project creates a profitable partnership between investors and farmer groups, by setting up joint agro-processing enterprises, based on solid feasibility studies and business plans. The project has been implemented in 108 villages of Uttarakhand and Himachal Pradesh through 6 collection centers, using web and mobile technologies.



Apple Project India

ORIGINAL TITLE

Apple Project India

PRODUCER

Shri Jagdamba Samiti

COUNTRY

India

CONTACT

Shrijas19@gmail.com

MEDIA FORMAT

Web Based

LANGUAGE

English

WWW

www.sjsindia.org

Started in 2007, the project is based on apple farming. The farmers included in this project are small and marginal. The deliverable starts from the beginning of apple cultivation till the collection of ripened apples. The project helps in: technical inputs on apple farming; apple orchards maintenance; weather forecasting through SMS; information on current market rates; purchasing their products based on market price; giving shares for their contributions.

This farmer-run joint venture enters into a loan agreement with (social) investors and becomes responsible for setting-up and running the business in a commercially responsible manner. The joint venture is to generate sufficient profit to:

- meet its loan obligations;
- capitalise the company;
- pay premium prices to the farmers, who supplied produce and/or;
- invest in new profitable business ventures (allowing the farmer to move further up the value-addition chain).

As a result, the farmers benefit in the form of good and assured prices for their commodities and possibly additional premium or dividend payments if sufficient profit is realised. In such partnership, the (social) investor, the social conscious entrepreneurs and the farmers become mutually dependent business partners.



CropIn addresses needs of agriculture sector by bridging the information asymmetry using innovative web and mobile technologies. CropIn helps farmers in real time, connects with financial institutions and other stakeholders. Currently, Pepsico, Omnikan, FieldFresh, Bharti-Walmart, Tata Rallis, Paprika, Mapro, HDFC Bank and Technico-ITC are using this solution. Till date the application has monitored 15,000 + acres of agricultural land in India.



CropIn Technology Solutions

ORIGINAL TITLE

CropIn Technology Solutions Pvt. Ltd.

PRODUCER

CropIn Technology Solutions Pvt. Ltd.

COUNTRY

India

CONTACT

krishna.kumar@cropexotechnology.com

MEDIA FORMAT

Web Based

LANGUAGE

English

WWW

www.cropexotechnology.com

As the population increases, efficient crop production and reduced wastage is crucial to food security. CropIn Technology provides online farm visibility for better crop management. The product is a low cost and affordable cloud based platform that integrates mobile technology into assisting the agricultural industry. Farmers are benefitted by getting the access to information about best practices and latest technology in agriculture that has been only available at institute level.

A hand held device loaded with CropIn Apps is carried by field officers that help them to track the farms on real time. The apps guide the field officer to capture information and visuals of the farm.

CropIn helps the farmers in following ways:

- It assists with real time help to farmers, if they face issue in the farms;
- It connects the farmers with financial institutions;
- Losses are reduced by having better control and more visibility into farms' progress during the season.

The target companies are pertaining mostly to the domains of food processing, contract farming, export oriented, pesticides and seed production, banks where crop monitoring and traceability is an issue.



Birthday Forest is a unique and innovative web and mobile based platform that encourages tree plantation. The initiative also addresses issues such as climate change, deforestation, saves watershed and helps to celebrate a "green" birthday. In just 6 months, it has created a significant buzz in Nepal.



Birthday Forest

ORIGINAL TITLE

Birthday Forest

PRODUCER

Birthday Forest

COUNTRY

Nepal

CONTACT

info@birthdayforest.org

MEDIA FORMAT

Web and Mobile Application based

LANGUAGE

English

WWW

www.birthdayforest.org

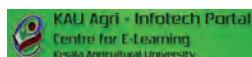
Birthday Forest was established to allow people to contribute to nature for creating ecological harmony. The biggest problem is that even though people are aware about forest degradation and climate change, they seldom have time to act on this social issue. Talking about planting trees, the hassle includes finding nursery for a sapling, travelling to find land and planting it. Birthday forest also takes care of finding saplings, traveling, planting and the biggest challenge of growing it.

Birthday Forest contributes in ecological harmony in following ways:

- It helps corporates celebrate their corporate birthday, (corporate anniversary) by planting trees.
- It also helps community forest user group get incentive via carbon trading.
- It helps to sink carbon dioxide from atmosphere, increase carbon stock via natural forest and ultimately help to reduce climate change.
- It encourages plantation by the side of the road in urban area to increase greenery, decrease noise pollution and to build the aesthetic of the city.
- This initiative also provides a platform for non-residential Nepalese and international community to plant trees in Nepal.



An ICT enabled platform for demand-driven technology, information and advisory service for farmers, extensionists, researchers, students and other stakeholders of the agriculture front. It is the "learning in which Information and Communication Technology is used to promote connections: between one learner and other learners, between learners and tutors; between a learning community and its learning resources.



e-Krishi Patashala

ORIGINAL TITLE

ഇ-ക്രൂഷി പാശാല

PRODUCER

Kerala Agricultural University

COUNTRY

India

CONTACT

celkau@gmail.com

MEDIA FORMAT

Web Based

LANGUAGE

English

WWW

<http://celkau.in/Online%20Courses/Login.aspx>

The e-Krishi Patashala does the following function in online courses: It registers learners, maintains course schedule, communicates it to the users, delivers courses and conducts assessment of the users as well as content, records their test scores, tracks progress and gives reports on its basis. Networked learning is a process of developing and maintaining connections with people and informing, and communicating in such a way so as to support one another's learning.

Blended learning in the e-Krishi Patasala provides a 'good' mix of technologies and interactions, resulting in a socially supported, constructive, learning experience. It is facilitated by the effective combination of different modes of delivery, models of teaching and styles of learning, and is based on transparent communication amongst all parties involved with a course.

Objectives:

- To combine various pedagogical approaches to produce an optimal learning outcome with or without instructional technology;
- To combine any form of instructional technology with face-to-face instructor-led training.
- To mix or combine instructional technology with actual job tasks in order to create a harmonious effect of learning and working. The community of learners could interact at anytime and anywhere because of the benefits that computer-mediated educational tools provide.

For over 20 years, the Internet Society has been involved in Internet development work around the globe.

By partnering with multiple stakeholders, including governments, civil society organisations, development organisations, the technical community, the private sector, and local technical experts, we can develop stronger communities to build and support the Internet infrastructure and promote an open and more affordable Internet.

Specific project examples include Internet exchange point development around the world, more cost-effective routing and network deployment, and wireless projects in rural India to promote connectivity and economic development.

For more information on our Wireless for Communities project in India visit www.wforc.in, or to become a member of the Internet Society and help support efforts like this visit <http://www.internetsociety.org/join>





e-Business and Financial Inclusion

E-business is about adoption of electronic and digital medium to achieve efficiencies in business processes and create new business models in e-commerce across business-to-business, business-to-consumers, Internet security and other areas. E-business becomes inclusive if it particularly enables small micro and medium-enterprises. E-business is also about entrepreneurs using new media to innovate new business opportunities and practices.

The financial inclusion part considers the best of efforts in the area of digital, financial and social inclusion to provide financial security and better financial management such as offering reach of banking to the doors of masses.

Ekti Bari Ekti Khamar

Winner, BANGLADESH

Buy Leads

Winner, INDIA

ARTOO

Special Mention, INDIA



Ekti Bari Ekti Khamar

ORIGINAL TITLE

একটি বাড়ি একটি খামার

PRODUCER

Ekti Bari Ekti Khamar

COUNTRY

Bangladesh

CONTACT

prosantaroy@hotmail.com

MEDIA FORMAT

Web Based

LANGUAGE

English & Bengali

WWW

www.ebek-rdcd.gov.bd

The project provides financial services such as account opening, fund mobilisation, loan and advances to the marginal poor. This is a project for improvement of socio-economic conditions and poverty in Bangladesh. The Bangladesh government launched the project to reduce poverty rate to 20 per cent from 40 per cent through turning every house into a mini farm with agriculture, fisheries, animal husbandry, poultry, nursery, tree plantation activities etc.

Entire procedure of the project starting from the society creation to loan collection is fully automated that is executed through our solution. Each member deposits its monthly deposits BDT 200 online and receives confirmation of the same through SMS instantly. In return, the project gives bonus to each of their savings online and they receive confirmation by SMS accordingly. The loan has been sanctioned by the authority on online and the beneficiaries receive the information by SMS. After getting such SMS of loan approval, beneficiaries move to the Union Information Service Centre or *Upazila* (PS) information service centre and receive the money as per approval without any harassment.

The number of beneficiaries or service holder is 1.38 million as of today.

Ekti Bari Ekti Khamar project is one of the integral parts of building Digital Bangladesh initiative, where 5 million families of the country expected to be benefited through IT services by depositing, lending and mobilising fund through mobile banking. It also provides financial services to the marginal poor woman through optimum utilisation of digital tools.



Buy Leads

ORIGINAL TITLE

Buy Leads

PRODUCER

IndiaMART Intermesh Ltd.

COUNTRY

India

CONTACT

jaya.sinha@indiamart.com

MEDIA FORMAT

Web Based

LANGUAGE

English

WWW

http://trade.indiamart.com

IndiaMart has developed 'buy-leads' service online for micro, small and medium enterprises. IndiaMart allows suppliers to access buying requirements, evaluate them and then decide to purchase the lead at a minimal cost. Over 1.2 million suppliers are registered with IndiaMART.com, and 10,000 SMEs are using the 'buy-leads' service presently.

IndiaMART.com buy leads service is a centralised enquiry system where all business enquiries generated from genuine buyers across the globe are stored and managed. This innovation is based on a unique 'pay per seen lead model', an extension to pay per lead model.

IndiaMART.com has made low cost solution 'Buy Leads' available for Micro, Small and Medium Enterprises (MSMEs) to choose buyers on their own and conduct businesses. It is an essential tool for MSMEs to increase their reach beyond their local realm and access new markets easily. The leads are verified and hence, they further build credibility of buyers and instill confidence in suppliers to contact them. In turn, buyers get quality responses from capable and serious suppliers who can meet their buying requirements without any cost.

The key benefits offered by the service are:

For Suppliers: It allows the customer to pay per seen lead; credit back option, if you have purchased any SPAM/ fraud buy leads; verified leads build credibility of buyers and confidence in suppliers to contact them.

For Buyers: They get quality responses from suppliers who can meet their buying requirements; as a result, no SPAM; free of cost service, which can be efficiently used for sourcing requirements.



Artoo uses mobile application and cloud based technology to speed up loan disbursement by mutual fund institutions and improve field staff productivity. Artoo empowers social enterprises to capture, analyse and process information remotely through smartphones and tablets. With three companies on Artoo's platform and 525 devices in the field, Artoo is currently serving 7.2 million people annually.



Artoo

ORIGINAL TITLE

Artoo

PRODUCER

Artoo

COUNTRY

India

CONTACT

kavita@artoo.in

MEDIA FORMAT

Mobile Application and Cloud Based

LANGUAGE

English, but have the ability to support 22 Indian Vernaculars

WWW

<https://artoo.in>

Artoo's cloud-based financial inclusion product allows financial institutions to take all field processes such as customer enrolment, loan approval and repayment collections online. The product consists of mobile applications for Android smartphones and tablets that allows social enterprises to take all field processes online and track their businesses with real-time input.

The application allows field staff to remain in touch with other participants as well as programme controllers in real time: audio-video training modules are created by Grameen and uploaded on the app, which the staff access on their mobiles. They are also given assignments for various training modules through the app. This model can simultaneously serve multiple enterprises across industries such as financial inclusion and healthcare, thereby distributing the cost over a wider range of clients making our product more affordable.

Artoo's financial inclusion product offers the following functionalities:

- Lead Generation: Generate lists of existing customers from company's database, who are eligible for future loans. Ability to engage with leads through notifications;
- SMS, voice calls in local vernacular;
- Loan origination: Fill customer demographic data and perform detailed financial analysis of household and business cash flows;
- Real-time email alerts and daily digests to internal employees;
- To alert different roles in the workflow of loan applications in their queue or pending work;



Community Broadcasting

It acknowledges the accomplishments of community media and community broadcasting stations including community radio, in their programs, initiatives or practices, especially in rural India that increase the stations' capabilities or improve the services offered to their community. It includes: excellence in community participation, best digital media initiative, radio programs – talks, music; contribution to indigenous broadcasting; excellence in ethnic and multicultural broadcasting and the likes.

Chak de Chotu

Winner, INDIA

Kumaon Vani

Winner, INDIA

Radio Benziger

Special Mention, INDIA

Jan Vani

Special Mention, INDIA



Chak de Chotu is an interesting community radio programme started by Noida based community radio called Salaam Namaste. The program highlights issues of child labour and works towards helping child labourers have a better life. It gives them an opportunity to express themselves on the radio, share their stories and also find ways to get support and help. Chak de Chotu has successfully created awareness among the neighbourhood about the grave issues of rampant child labour.



Chak de Chotu

ORIGINAL TITLE

Chak de Chotu

PRODUCER

Salaam Namaste Community Radio, A
Unit of IMS, Noida

COUNTRY

India

CONTACT

vchabaria@gmail.com

MEDIA FORMAT

Community Radio Based

LANGUAGE

Hindi (Hinglish)

WWW

www.salaamnamaste.in

Most of the “Chotus” (a popular name for young boys who are employed for work) working at tea stalls, construction sites or any local shops are deprived of normal privileges of life. They are mainly victims of child labour, economic distress, no education and in turn have no childhood. Helping such children have a better life by helping them go to schools, express themselves on radio, play games, share their stories and learn to support themselves is the motto of the programme – ‘Chakh De Chotu’.

To help such Chotu’s to escape from being victimised, Salaam Namaste started this programme to help underprivileged kids. Such kids are also part of a literacy mission called “Akshar Gyan” under the concept of Abhinav Vidyalaya. They are also sent to privileged schools with NGOs and associations working for such kids.

Radio programmes like ‘Bal Majdoori Hatao’ is also a production of Salaam Namaste. Since these children have become Chotus, due of economic distress, their family members are given employment either at the institution or at the staff members’ homes.



Kumaon Vani

Kumaon Vani is a community radio station set up by TERI in Mukteshwar in Nainital district of Uttarakhand. Located at an altitude of more than 2286 m, it reaches out to nearly 500 villages in Nainital, Bhimtal, Almora, Ranikhet, Champawat, Devidhura, Pithoragarh, Betalghat, Sheetlakheta, Kausani, Gwaldham and Bagheshwar. Kumaon Vani also uses IVR and mobile technologies to reach wider population with phone-in facility also.

ORIGINAL TITLE

Kumaon Vani

PRODUCER

The Energy and Resources Institute (TERI)

COUNTRY

India

CONTACT

rishun@teri.res.in

MEDIA FORMAT

Community Radio Based with IVR and Mobile Technology

LANGUAGE

Kumaoni

WWW

http://www.teriin.org/index.php?option=com_gonging&task=about_project&pcode=2005FT01

Kumaon Vani is operated, owned and driven by the local communities in Mukteshwar. The main agenda of Kumaon Vani is growth and development of Kumaon region by promoting knowledge and information on agriculture, horticulture, social issues and governance. 'Kumaon Vani' is among the 150 functional community radio stations in the country that have been granted license by the Ministry of Information and Broadcasting, Government of India. It covers a population of nearly 200,000 people, which is pre-dominantly an agricultural community.

It has a feature called Mobile Vani, which is an IVR system (Interactive Voice Response) that allows people to call into a number and leave a message about their community, or listen to messages left by others.

The radio also discusses social problems in the community like bringing together people against domestic violence, generating awareness about environmental conservation etc. There is increasing participation by women in studio programmes, live interviews and phone-ins. They are voicing their opinions more readily than before on issues affecting their welfare. Children are given simple lessons on health and hygiene in an entertaining way through programmes like "Galli Galli Sim Sim". The local youth have been able to take advantage of the information being given about employment opportunities in organisations like ITBP etc.



Radio Benziger is a hospital based community radio reaching out to villages of Kollam. It is engaged to empower people belonging to the marginalised communities. Nearly 35,000 people have directly participated in radio programmes in less than two years. Radio Benziger has established 25 radio clubs in Kollam, and 100,000 school children listen to educational programmes.



Radio Benziger

ORIGINAL TITLE

Radio Benziger

PRODUCER

Radio Benziger

COUNTRY

India

CONTACT

bishopbenzihosp@hotmail.com

MEDIA FORMAT

Community Radio Based

LANGUAGE

Malayalam

WWW

[http://www.bishopbenzigerhospital.com/
communityradio.html](http://www.bishopbenzigerhospital.com/communityradio.html)

Radio Benziger is an innovative initiative undertaken by Benziger hospital as an attempt to reach out to local communities. The radio provides a platform where members of the community come together to interact and share information, knowledge and skills regarding issues such as climate change, safe drinking water, sanitation, life style diseases and monsoon related communicable diseases that concern them.

The radio also joins crusades against social evils like alcoholism, dowry, substance abuse, garbage menace, suicides etc. Marine weather, with all its details is broadcasted on a daily basis with the help of Indian National Centre for Ocean Information Services (INCOIS). This information is a boon to the fishermen at sea. The largest listener group is from the coastal areas of Kollam, especially women and children. Nearly 100,000 school children listen to the educational programmes produced by the State Institute of Educational Technology (SIET).

People can call at any time during broadcast hours to a specified number and tell whatever they have to say, be it a grievance, or an opinion about a particular issue or a relevant information or a suggestion. The matter is broadcasted through radio facilitating a public discussion. Many grievances receive immediate relief through the prompt response of the authorities.



3816 Audio Programmes | 28 Languages
| 165 Operating CR Stations |
44 CR Initiatives | and growing...

Ministry of Information & Broadcasting
Community Radio Facilitation Centre

TOLL FREE NUMBER
1800-11-6346

Upload Audio

Upload Script

Gandhidarsanam (Ep- 01) (Malayalam)
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 Gandhi Darsanam is a series of radio programmes based on the Gandhian philosophy. This episode talks about ...more

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CR Compendium 2013

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Jan Vani

ORIGINAL TITLE

Community Radio Service Pantnagar
 Janvani 90.8 Mhz

PRODUCER

G B Pant University of Agriculture &
 Technology, Pantnagar

COUNTRY

India

CONTACT

kashyapsk@gmail.com

MEDIA FORMAT

Community Radio Based

LANGUAGE

Hindi, English, Kumaoni

WWW

<http://edaa.in/janvani/>

The objective of Pantnagar Janvani is to bridge the information gaps with latest and relevant information related to agriculture and allied fields, health, education, occupation, culture, traditions and almost all practical areas of daily life. The project brings a scenario of participatory development through community mobilisation.

Krishi Sandesh is a signature programme in which, it broadcasts a daily programme based on agricultural technologies that are related to the need, season and recent technological developments. Agricultural scientists, who are directly working on related research projects come in those programme to address the needs of the farmers. Gaon Ki Baat is yet another very popular capsule in which farmers directly ask questions related to their agricultural problems and concerned scientists address their problems and provide them solutions. This programme has emerged as a single window solution provider for farmers.

Spreaded throughout the Tarai region in the foothills of Himalayas, the main target of Pantnagar Janvani is the local community of this region. The team from community radio visits local communities every day to prepare community-based programmes.

Total 1068 hours of programmes had been broadcasted by Pantnagar Janvani up to May 31, 2013 since its inception. Pantnagar Janvani has also developed and broadcasted three farm radio schools on rice cultivation, sugarcane and organic farming. They have also launched two more radio schools on communication skills, yoga and naturopathy. These radio schools have demonstrated significant impact on cognitive and psycho-motor levels.



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M-BUSINESS & COMMERCE



M-GOVERNMENT & PARTICIPATION



M-LEARNING & EDUCATION



M-ENTERTAINMENT & LIFESTYLE



M-TOURISM & CULTURE



M-MEDIA & NEWS



M-ENVIRONMENT & HEALTH



M-INCLUSION & EMPOWERMENT



مركز أبوظبي للأنظمة الإلكترونية والمعلومات
 Abu Dhabi Systems & Information Centre



e-Culture and Tourism

Best kept cultures also result in high tourism within national boundaries and across nations. Use of new media and technology tools enhance cross cultural exchanges, knowledge sharing, and in developing better relations. Culture and tourism also helps in local economy and use of new digital media ensures wider outreach. Broadly this category entails the use of ICT and digital media tools in developing excellent content, services around culture and tourism and also demonstrating tools that provide cultural preservation, cultural integration and diversity and better processes for tourism.

**Monuments in
Delhi**

Winner, INDIA

**MTDC Online
Booking Website**

Winner, INDIA

Thrillophilia

Special Mention, INDIA

Hela Jana Gee

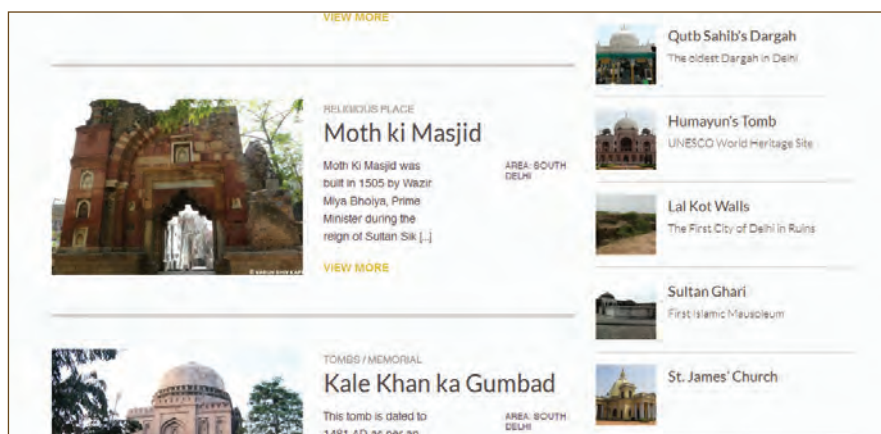
Special Mention

SRI LANKA

**Sri Lanka
Archaeology**

Jurors' Encouragement

SRI LANKA



'Monuments in Delhi' is a travel portal that focuses exclusively on Monuments in Delhi region. Visually delightful, 'Monuments in Delhi' website aims to revive the cultural heritage of the city of Delhi and highlights all the present monuments in Delhi area.



Monuments in Delhi

ORIGINAL TITLE

Monuments in Delhi

PRODUCER

DKRS Group

COUNTRY

India

CONTACT

reachus@dkrsgroup.org

MEDIA FORMAT

Web Based

LANGUAGE

English

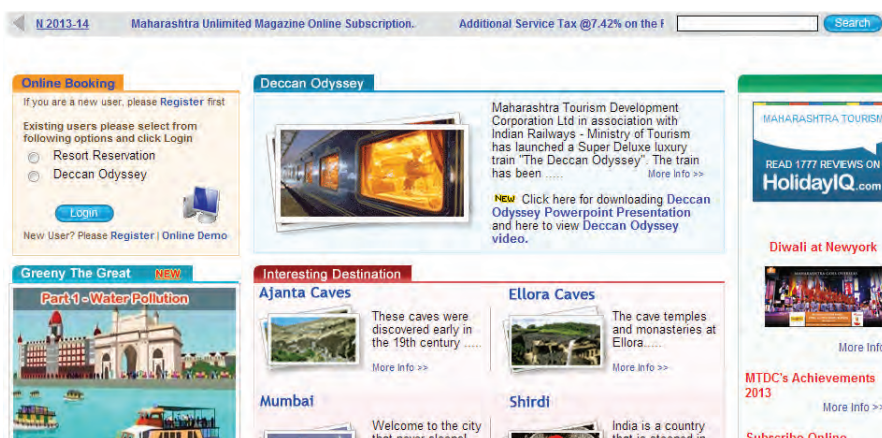
WWW

<http://MonumentsInDelhi.org>

The aim of this project is to highlight the true heritage of Delhi and make 'Monuments in Delhi' as the website everyone looks up to while visiting Delhi. It also aims to inform the masses, importance of heritage and the need to work towards its preservation.

For 'Monuments in Delhi', the portal has used advance search mechanism where the user can search monuments using multiple factors like - age of monument, type of monument, Delhi districts or can enter its own keywords with it. Visitors can search using any combinations of these factors and more will be added in coming months as well. Users can create accounts and submit more monuments on the website. They can register manually or can use Facebook Login. Once they submit a monument and it is approved, they can see the performance of the entry they have created on the website as well. Till now, have been identified 325 monuments in Delhi.

The Web Portal <http://MonumentsInDelhi.org> acts like a directory cum travel portal using which, people can explore the city of Delhi and reach out and visit place they would never do so normally.



MTDC Online Booking Website

ORIGINAL TITLE

MTDC Online Booking Website

PRODUCER

Maharashtra Tourism Development Corporation

COUNTRY

India

CONTACT

antony.davis@semt.maharashtra.gov.in

MEDIA FORMAT

Web Based

LANGUAGE

English, Marathi and other foreign languages

WWW

www.maharashtratourism.gov.in

The Maharashtra Tourism website by the Government of Maharashtra is a unique website that has blended tourism and e-commerce effortlessly. The website not only provides information on tourism and heritage locations but also provides online transactions. Last time, the annual online transaction was ₹20 crore, i.e. about 4 million USD.

It acts as a one stop shop for various tourism related programs in the state. Domestic and international tourists are the frequent visitors of the portal and booking site. The portal delivers both, content and services about tourism opportunities in Maharashtra – booking of hotels, resorts and luxury railways. They also have a bed and breakfast model integrated to their scheme. In the web-site, there is a facility available for online trip planner through which tourists can plan their trip from one point to another by just following the instructions given thereon. Online trip planner suggests for week long holidays, short break, and weekend destination.

Other Features:

- Online reservation facility is available both for resort and Deccan Odyssey tickets booking.
- Tariffs are updated yearly or after every six months.
- A customer can update his bookings, rooms wise or date wise.
- A customer can book his accommodation through his cell phone or any landline phone. He has to just call the toll free number to avail this facility.



Thrillophilia is a one stop destination for traveling in India, be it activity get-aways, weekend trips, long trek expeditions, rafting tours or wildlife. Thrillophilia also delivers corporate outdoor trips with its outdoor consultants and tour managers. The website has more than 3000 pages of information on activity travel in India - through blogs, guides, articles, travelogues and tour pages.



Thrillophilia

ORIGINAL TITLE

Digitizing Local Experiences

PRODUCER

Thrillophilia Adventure Tours

COUNTRY

India

CONTACT

abhishek@thrillophilia.com

MEDIA FORMAT

Web Based

LANGUAGE

English

WWW

www.thrillophilia.com

Thrillophilia provides tourists all relevant information under one umbrella. It is a platform for curated activities and experiences in the Indian subcontinent and Southeast Asia. Locals to a region. The 11 members outdoor and product team at Thrillophilia travels across India to experience and verify a trip or activity. The team at Thrillophilia uses its expertise to reach out to people using digital marketing tools and technology. The outdoor team now is doing its research on other regions like Sri Lanka, Bhutan, Thailand, Malaysia and Nepal to expand into these regions.

Today, Thrillophilia is tied up with more than 400 service providers in all the regions of India and has 500+ activity tours on the website with local partners. Locals to a region are the actual experts at the stuff they are doing and the team at Thrillophilia is an expert at reaching out to people using digital marketing and technology. This becomes a win-win for both the parties. Moreover, the consumer perspective is getting all relevant information that is not otherwise easily available.



Hela Jana Gee is a website designed to give opportunity to familiarise people with folk songs that are fading away in Sri Lanka and other countries. This platform has assembled voice tracks and uploaded them on YouTube. The site is now being projected through a social media to spread the cause and try to save dying folk and art.



Hela Jana Gee

ORIGINAL TITLE

හලෙ ජනගී

PRODUCER

Sri Nimal Padmakumara

COUNTRY

Sri Lanka

CONTACT

srinimal2@gmail.com

MEDIA FORMAT

Web Based

LANGUAGE

Sinhala/English

WWW

www.helajanagee.org

Sri Lankan folk songs that are known as 'Jana Gee' or 'Jana Kavi' that originated during the times of the Sinhalese ancestors play an important role in the cultural development of the Sri Lankan society today. Local Sri Lankans sang folk songs while working in paddy fields, rowing boats, bullock carts and looking after cultivation at night. These folk songs were spontaneous emotions expressing the Sinhalese at work. The aim of the website is to provide correct information and educate the present and future generations, who have lost the chance of knowing these beautiful folk songs and poems and to preserve them on the internet for the future.

The founder of this website, Nimal Padmakumara recorded all folk poems without music. He went to villages, and spoke with elderly people and visited libraries to gather more information about the beauty of the true Sri Lankan folk songs. He also recorded their voices in their own native styles of singing folk songs. To make people listen to the beautiful folk songs with the original melody and the exact way it should be sung, the voices of talented Sri Lankan artists were recorded for the website.



Sri Lanka Archaeology website creates a buzz about the country's archaeology and archaeological information at national and international level. It also creates database of research papers and abstracts related to Sri Lankan Archaeology. The majority of users are from 20-35 age group and most of them are university undergraduates or graduate students. Other users are Sri Lankans, who are living abroad.



Sri Lanka Archaeology

ORIGINAL TITLE

Sri Lanka Puravidiyawa

PRODUCER

archaeology.lk

COUNTRY

Sri Lanka

CONTACT

anuradha@ieee.org

MEDIA FORMAT

Web Based

LANGUAGE

Sinhala

WWW

<http://si.archaeology.lk>

The website launched by archaeology.lk team has been functioning on a voluntary basis for nearly four years, bringing articles and information on archaeological and historical studies regarding the past of Sri Lanka. The Sri Lankan archaeology uses modern amplification technology and methodology, creating latest system of knowledge on the past. The website creates awareness among people working and studying Archaeology. It aims to publish e-journal and publications related to national heritage.

The publications would give, not only knowledge regarding archaeology but viewers also will get an opportunity to use the print media in their studies, when internet facilities are not available. It is important that the facility is available free of charge and viewers too have the opportunity to get their articles relevant to the subjects discussed and published on various forums in the site. This facility has given amateur researchers as well as students an important opportunity to publish their essays, articles and theses. Those who are not directly attached to archaeology or history subjects have also been given an opportunity to experience and enjoy the subject of archaeology.



e-Education, Learning and Employment

Use of Information Communication Technology, digital applications and devices, and social media in achieving excellence in education, learning at various levels such as schools, colleges, universities, and vocation. Making efficient education process with the use of ICT and generating employment at all levels.

iMobile Lab

Winner, INDIA

SkillTrain

Winner, INDIA

Let Me Know

Winner, INDIA

Touchable Earth

Special Mention

NEW ZEALAND



iMobile Lab is an educational vehicle that is equipped with digital equipments such as laptops, wi-fi, 3G data cards, projectors and UPS. The uniqueness of the iMobile program is the science/digital media integrated mini project, which blends science learning and ICT learning into a single session. The iMobile Lab also facilitates mini-science fairs in each school and reaches door steps of learners in remote areas.



iMobile Lab

ORIGINAL TITLE

iMobile Lab

PRODUCER

Agastya International Foundation

COUNTRY

India

CONTACT

janani.agastya@gmail.com

MEDIA FORMAT

Education Toolkit Based

LANGUAGE

English

WWW

www.agastya.org/what/what-we-do/imobile-lab

i-Mobile addresses the lack of science and computer labs through an integrated digital curriculum to be used along with hands-on science lessons. The lab uses innovative sessions of ICT based learning through face-to-face classroom methods, enhanced student-teacher interaction models and computer mediated activities. Adding to the mobile hands-on learning sessions, the lab also facilitates children-teach-children science fairs, to improve science learning outcomes. This is ideal for 7th and 8th grade students. Each science lesson/model-based lesson is chosen according to a topic appropriate for that grade according to the state syllabus. During these fairs, students participate as teachers. The peer-to-peer learning model engages many more students attracting them to the wonders of science.

Advantages:

- Hands-on science and technology opportunities achieve high learner engagement;
- Program is effective for the demographic with digital gap.
- Those learners/teachers with additional access to computing devices (internet cafes, school labs, family owned PCs) can continue learning without installing special software etc.
- Single set of equipment is shared between all participant schools, making the program cost-effective.
- Program makes effective use of scarcity of skilled teachers by rotating them between participant schools.

In 2012, the program was launched in 2 locations. The program is projected to launch in 6 additional locations in 2013.



SkillTrain

ORIGINAL TITLE

SkillTrain

PRODUCER

SkillTrain

COUNTRY

India

CONTACT

ganesh@skilltrain.co.in

MEDIA FORMAT

Web and Mobile Based

LANGUAGE

Hindi

WWW

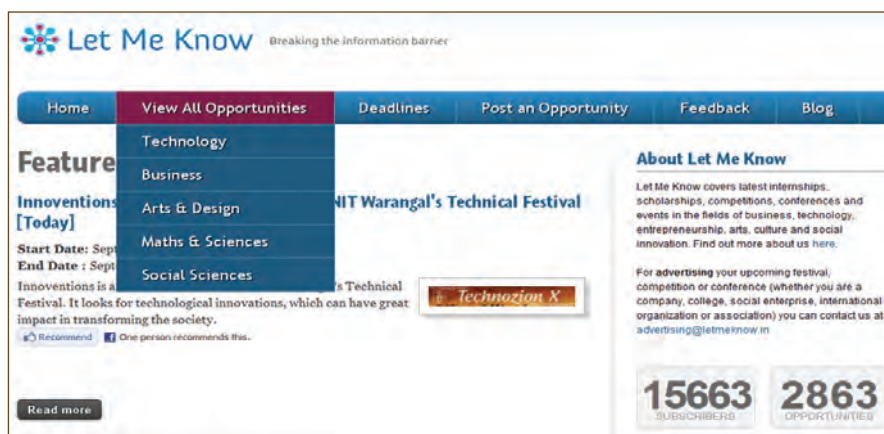
www.skilltrain.in

SkillTrain is a technology-enabled blended vocational training social enterprise that offers online and mobile based training programmes to cater to prospective vocational skill learners anywhere in India. Skill Train has a dedicated You Tube channel with video enabled learning content available free of cost.

SkillTrain provides vocational training to the rural unemployed youth through a technology enabled blended learning model with the objective of preparing them for employment or entrepreneurship. SkillTrain offers online vocational training programmes to prospective vocational skill learners. This web-based and mobile-based resource offers audio, video and simulation based learning material for learners to understand and practice vocational skills. In locations where there is no internet accessibility, the content is made available pre-loaded on to low cost mobile phones enabling learners to access the content truly anytime, anywhere. The content is made available completely in regional languages.

Currently, SkillTrain offers basic courses on electronics, mobile repairing, computer software & computer hardware. It also aims to provide content for all the vocational courses listed out in the Government of India Modular Employability Skills Scheme. SkillTrain partners with local vocational training centres and independent workshops to offer practical training to SkillTrain students. SkillTrain also enables learners to appear for the Government of India modular employability skills examination on completion of each course, thereby enabling them to secure a recognized certification.

The course material, tool kits, certification and hands-on training at a SkillTrain certified workshop can be availed on additional nominal payments. If the learner wishes to take it on a mobile phone, he/she can send an SMS to the SkillTrain Exam Helpline along with the course code and unit code. Accordingly, multiple choice questions will be sent by SMS to the learner.



Let Me Know is a web based portal for youth opportunities. Start-ups, universities, associations, and student bodies are currently using this platform to advertise their competitions, conferences, events, internships and jobs. It has received over 550,000 unique visitors from more than 150 Indian cities, since its inception in 2007.



Let Me Know

ORIGINAL TITLE

Let Me Know

PRODUCER

Let Me Know

COUNTRY

India

CONTACT

daming@letmeknow.in

MEDIA FORMAT

Web Based

LANGUAGE

English

WWW

www.letmeknow.in

Let Me Know was started in 2007 when Nitin Rao, a B.Tech student at NIT, Suratkal, first blogged (www.letmeknow.wordpress.com) about Tie-ISB's Connect forum. Armed with more than 425 posts, 268,000+ hits and a nine-member all-student team, the blog migrated to a full-fledged web-site in December 2008, with a little design and tech help from Grayscale, a design studio floated.

It is a time-efficient portal for companies, start-ups, universities, associations, and student bodies to advertise their competitions, conferences, events, internships, jobs or their organisation altogether, thereby quickly gaining access to a diverse pipeline of self-selected talent. It also provides information about opportunities like- internships, conferences, competitions, fests, etc.

Students earlier were not aware of the things going around them. Its social media team tweets all opportunities two or three times a day and updates Letmeknow's Facebook and LinkedIn pages. Festival managers constantly liaison with campus ambassadors to make their presence felt during events, while the campus outreach teams scout for new campuses and opportunities.

Let Me Know has succeeded in connecting young students and professionals to exciting opportunities in India and from around the world. Their focus market segment is:

- UG/PG university and college students enrolled in any stream/discipline
- Fresh graduates and young professionals



Touchable Earth is an integrated online platform inclusive of mobile app for children. Children learn key facts and develop an insight into life around the world by visiting families, schools, seeing the games kids play, and being introduced to other cultures. It utilises online and mobile based training programmes to prospective vocational skill learners anywhere in India.



Touchable Earth

ORIGINAL TITLE

Touchable Earth

PRODUCER

Touchable Earth

COUNTRY

New Zealand

CONTACT

tc@touchableearth.com

MEDIA FORMAT

Mobile Application Based

LANGUAGE

English

WWW

www.touchableearth.com

With the help of this app, children learn from other children in engaging ways. Most videos are in English and all videos have a transcript and translation for read along or hearing impaired students. Chapters are available from the Apple App store in Nepal, India, China, South Africa, Iraq, Kurdistan and Romania. The app has been downloaded by individual users across the world.

The app aims to create a chapter on every place in the world. As a social enterprise, the Touchable Earth project develops a sustainable program for putting connected tablets in the hands of children, with the tools to engage with other children from all over the world. It connects the classrooms using the donated tablets so that each child can collaborate with the other from any place in the world creating a true 'global classroom'.

In its donation program, Touchable Earth is providing technology and learning resources to kids from disadvantaged groups. This includes donating tablets and internet connections and promoting collaborative projects with other schools across the world.



EMPOWERING GRASSROOTS
ORGANISATIONS
THROUGH INFORMATION
COMMUNICATION TECHNOLOGIES

eNGO is an international flagship programme of Digital Empowerment Foundation and supported by Public Interest Registry for the digital empowerment of grassroots NGOs. The eNGO programme strives to empower more than 4 million NGOs and Self Help Groups in India, South Asia and African countries.

*Be an active
member of the
largest network
of ICT enabled
non profit community*
**More than
5,000**
NGOs are Online

Get Online FREE

Call eNGO helpline + 91 9044901901

Log on to www.pirengo.org



www.defindia.net



www.pir.org



www.ngotld.org



e-Entertainment and Games

Supplying digitised entertainment products (like games) 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. The category considers innovative projects in the field of creative content development for entertainment and infotainment.

India Cheers Loud
and Clear

Winner, INDIA

Zenga TV

Winner, INDIA



'India Cheers Loud and Clear' uses online platform to identify emerging athletes with Olympic medal winning potential and raise funds for them. The campaign is being steered by Olympic Gold Quest, a non-profit organisation started by Indian sportsmen, Geet Sethi and Prakash Padukone. With an objective to help Indian athletes win more Olympic medal, ICLC has more than one million social media followers.



India Cheers Loud and Clear

ORIGINAL TITLE

Cheer Karega India toh Gold Jeetega
India

PRODUCER

Ethinos Digital Marketing

COUNTRY

India

CONTACT

siddharth.hegde@ethinos.com

MEDIA FORMAT

Web Based

LANGUAGE

English

WWW

www.olympicgoldquest.in

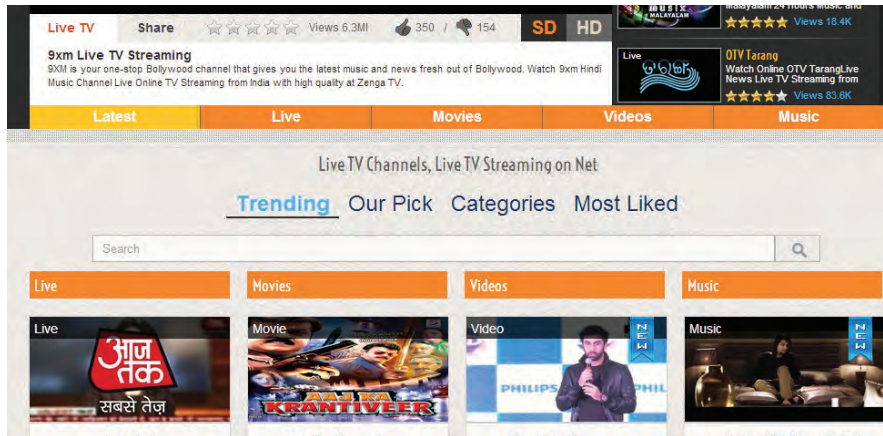
The idea behind Olympic Gold Quest is to bring about a positive change by providing training, exposure to the international sports arena, funding, coaching, dieticians, physiotherapists, etc., to support the Indian athletes with potential to win medals at the Olympics; and share stories to motivate a billion Indians driven by a common cause.

The campaign has four key parts: brand building, generating contributions, promoting the 2012 Olympic Games, and setting the stage for future champions and sports tournaments. The campaign also leveraged support of celebrities for the sports in order to grab attention and ensured that the message of the cause reached to a much larger audience. Engaging them in conversations on Twitter, retweeting their tweets, and sharing their comments and thoughts about the Olympics allowed wider reach to include their respective fans and followers as well.

It has online awareness and support for all the initiatives, increased online contributions, social media management and engaging fans through various activities such as contests, quizzes, live chats, etc. By building and managing the corporate presence and the presence of 16 Indian Olympians including Saina Nehwal, Mary Kom, Gagan Narang and Vijay Kumar on Facebook, this initiative has created a 1,100,000+ community of sports enthusiasts.



E-ENTERTAINMENT AND GAMES



Zenga TV provides a seamless Live TV and video experience to consumers across mobile and web interface. It has 300 + million video views across devices & platforms and 18 to 22 million unique visitors monthly. With increasing mobile penetration and smartphones, Zenga TV wants to become global player in digital content distribution.



Zenga TV

ORIGINAL TITLE

Zenga TV

PRODUCER

Zenga Media Pvt Ltd

COUNTRY

India

CONTACT

shabir@zengatv.com

MEDIA FORMAT

Cloude Based

LANGUAGE

English

WWW

www.zengatv.com

Zenga TV, a mobile TV platform provides seamless mobile TV experience on bandwidth as low as 20 kbps and content that comes to users, free of cost. While the market is still new and every player wants to earn from subscription, Zenga TV was launched with the idea of increasing adoption of live streaming and video streaming on mobile and other devices. Zenga TV video delivery platform enables digital content streaming, aggregates, hosts, converts, configures, distributes and monetises content. Since Zenga TV is cloud-based, it can handle any spikes in demand. It is available for web as well as apps across various platforms. The platform is not dependent on handset models, since it is also available through a WAP site.

All other mobile TV operators provide a subscription based service. Zenga TV is a free service, both on web as well as mobile and available across devices and networks. The mobileTV application market is around Rs 25-30 mn in India, out of which ZengaTV holds about 65-70%. Video consumption within live TV, recorded TV, shows, etc, is projected to grow 300 times in the next 3 years as it has already shown 10-fold growth this year in consumption as compared to the last year.

Empowering People @ the Edge of Information

Digital Empowerment Foundation is a not-for-profit Society at the forefront of creating ways and means to find solutions to developmental issues using Information and Communication Technology tools.

outreach

knowledge

research

advocacy

consultancy

deployment



www.defindia.net





e-Governance

Governments need to offer good governance to its people and institutions through efficient system and transparency. Use of information communication technology, digital tools, interactive social media platforms together with efficient technological system helps government to not only have their internal government system efficient but also promptly can serve the businesses, government offices and network of physical points, and also the citizens. E-governance recognises all such initiatives where government efficiencies are achieved and governance targets are accomplished across sectors, geographies, departments and ministries.

Unnathi PoP
Strategy

Winner, INDIA

HimBhoomi-
Integrated Land
Records
Computerisation in
Himachal Pradesh

Special Mention, INDIA

Electronic Service
Level Agreement
(e-SLA)

Winner, INDIA

MAGIC - Mineral
Administration and
Governance Using
ICT

Special Mention, INDIA

JKPULSE Project
Monitoring Tool for
Border Area
Development
Program

Winner, INDIA



UNNATHI - Nirupedala samagrabhivrudhi aims at improving the economic status of the down trodden communities especially SC & ST with the help of ICT. The objective of this strategy has been spelled clearly as enabling every poorest of the poor (PoP) family to earn an additional annual income of at least INR 60000 over the next 3 years along with a significant rise in human development indicators. Unnathi strategy is being implemented in 339 *mandals*, 3163 GPs across 22 districts covering 6.2 lakh poorest of the poor (PoP) households.



Unnathi PoP Strategy

ORIGINAL TITLE

UNNATHI - Nirupedala samagrabhivrudhi

PRODUCER

Society for Elimination of Rural Poverty (SERP)

COUNTRY

India

CONTACT

popserp@gmail.com

MEDIA FORMAT

Software Application Based

LANGUAGE

English and Telugu

WWW

www.serp.ap.gov.in

As part of ICT initiatives, Unnathi PoP Strategy has two applications viz baseline data-entry and ePoP. The former is for capturing the baseline information of the selected POP families while later is dealing with analysis of the baseline data along with the screens for capturing the household livelihood projects and utilisation certificates. The application is trying to integrate with various existing databases like NREGS, Ration card, SHG bank linkage, land information, health and nutrition etc. to track the progress made by each PoP household under the scheme.

Baseline information of all the identified 6.2 lakh households had already been collected and made available on the web using the data-application developed by Infosys Technologies. It is an online application with the provision for data entry in local language and easy to view navigating screens with all the necessary validation controls.

The district level users are using the MIS reports mainly for monitoring purpose and put special focus on the poor performing *mandals*. The *mandal* staff is mainly providing the inputs regarding the household livelihood projects.



'Electronic Service Level Agreement (e-SLA)' project monitors the time bound delivery of government services as per provisioning of 'The Delhi Right of Citizen to Time Bound Delivery of Services Act 2011'. Under this act, every citizen residing in Delhi has the Right to obtain time bound delivery of services. Till now, 116 public services of 24 departments have been covered under the ambit of electronic monitoring system.



Electronic Service Level Agreement (e-SLA)

ORIGINAL TITLE

Electronic Service Level Agreement (e-SLA)

PRODUCER

Department of Information Technology,
Govt. of NCT of Delhi

COUNTRY

India

CONTACT

secyit@nic.in

MEDIA FORMAT

Software Application Based

LANGUAGE

English

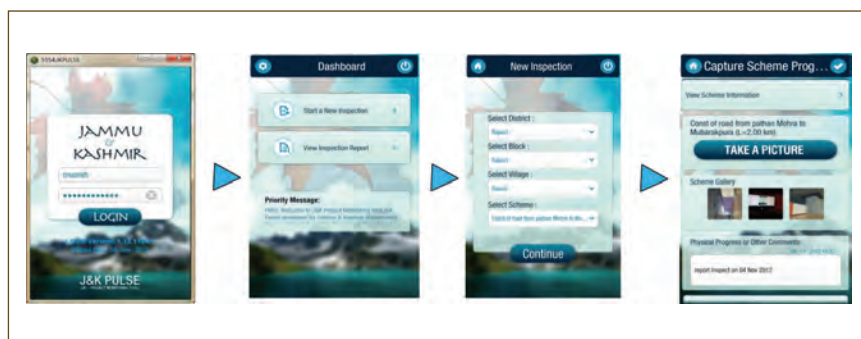
WWW

<http://esla.delhi.gov.in>

The project envisaged development of a system to monitor the time bound delivery of services as per provisioning of 'The Delhi Right of Citizen to Time Bound Delivery of Services Act 2011', Government of NCT of Delhi (GNCTD) has designed and implemented an online monitoring system for the timely delivery of services in Delhi named 'Electronic Service Level Agreement (e-SLA)' system. GNCTD has also enacted the Act to provide the legal strength to the monitoring mechanism.

With the help of e-SLA system, a citizen can track the status of application through a web-portal by using a unique application ID provided by the department at time of submission of application. For some services, the application status can also be tracked through mobile devices. The 116 services of various departments are selected after an interaction and feedback of Citizens of Delhi through 'Bhagidari platform'. Bhagidari was devised as an appropriate model to interact with citizen-groups.

The e-SLA monitoring system streamlines service delivery by developing an adequate service delivery monitoring mechanism. It is empowering citizens by creating various tools for making service delivery procedures, citizen friendly.



Government of J&K started an initiative called JK Pulse to monitor ongoing projects using mobile technologies on open platforms. With the application, inspecting officer can click photographs of the location and can give real time comments and status report of the scheme. This is being used by field level officers, currently in five districts. The project rolled out in all the 11 border area districts of Jammu and Kashmir.



JKPULSE Project Monitoring Tool for Border Area Development Program

ORIGINAL TITLE

JKPULSE Project Monitoring Tool

PRODUCER

Information Technology Department,
Government of J&K

COUNTRY

India

CONTACT

cit-jk@nic.in

MEDIA FORMAT

Mobile Application Based

LANGUAGE

English

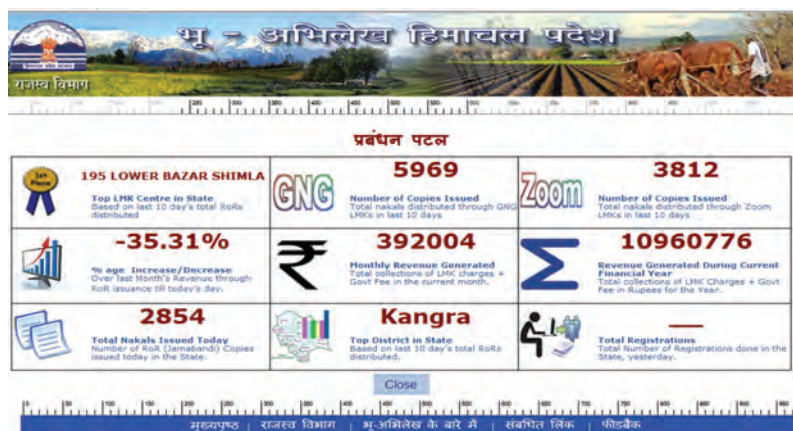
WWW

<http://jkpulse.gov.in/>

Government of J&K started the initiative 'JK Pulse' to monitor ongoing projects using mobile technologies on open platforms. This application has been developed on open source Android platform and is being used by field level officers, currently in five districts. The telecom connectivity in border area districts of Jammu and Kashmir is not very good; hence it was challenging to rollout this application. There were many sites where there was no connectivity. When the village level worker (VLW) clicks the picture, the application geo tags and time stamps the picture. The VLW has the option of entering any text (comments) if he wants to. The application then uploads it to the central server. The update is now available to every user higher up in hierarchy. BDO (or first level reviewer) gets a notification of upload on his dashboard. He has the option to add his inputs to the upload. Similarly, other officers up in the hierarchy have the option to add their inputs on the upload.

Features:

- Inspecting officer can click photographs of the location and can give real time comments and status report of the scheme.
- The pictures are embedded with the Geo Tags (location coordinates) and time stamp (Date and Time) so that there is minimal chance of status tampering.
- The Picture / Status once captured by the inspecting officer are out of his control to delete or modify.
- There is a provision of backward communication where the Upper level officers can send messages to the lower levels in case there is a priority for the task.



Himbhoomi - the computerisation of land records in Himachal Pradesh started as a replica of existing Record of Rights (RoR). This unique software automatically keeps land records. The software is under implementation in 12 Districts and 77 Tehsils. The software will update the data of 19,352 villages in the state.



HimBhoomi – Integrated Land Records Computerisation in Himachal Pradesh

ORIGINAL TITLE

HimBhoomi

PRODUCER

Department of Revenue HP Government
& NIC Himachal Pradesh

COUNTRY

India

CONTACT

Sio-hp@nic.in

MEDIA FORMAT

Web Based

LANGUAGE

Hindi

WWW

<http://admis.hp.nic.in/hprevenue/>

The computerisation of land records in Himachal Pradesh has been a massive exercise over the last 20 years. The Himachal Pradesh Government, India has introduced the software named 'Him Bhoomi'. The state is taking lead in e-Governance by launching a big computerisation and application of IT and IT enabled services. The Him Bhoomi software helps in the streamlined maintenance of land records.

The charges fixed for getting certified copies of RoR are very nominal, which has resulted in a large number of land owners of the state, who are taking RoR copies through Tehsil centres and Citizen Service Centres-LMK. The citizens need not be in their own District/Tehsil or Panchayat. They can take it from any LMK Centre for any village. The revenue being generated at Tehsil centres is ensuring that cost of infrastructure and technical manpower is being met thereby ensuring it sustainability in the long run.



It is an e-Governance system for mineral administration and governance. The innovative role of weigh bridge owner is covered to complete mineral transportation cycle. It has Hand Held Terminal (HHT) solution for better service delivery to lease holder, especially in remote areas of mining site, where IT infrastructure setup is a challenge.



MAGIC (Mineral Administration and Governance Using ICT)

ORIGINAL TITLE

Mineral Administration and Governance Using ICT

PRODUCER

Commissioner of Geology and Mining, Industries and Mines Dept., Govt. of Gujarat.

COUNTRY

India

CONTACT

commi-geomine@gujarat.gov.in

MEDIA FORMAT

Software Application Based

LANGUAGE

English, Gujarati

WWW

www.geomining.gujarat.gov.in

(n) Code Solutions, a division of Gujarat Narmada Valley Fertilizers Company Ltd. has offered integrated software development, portal application modules such as e-payment, e-Royalty pass, e-return, e-Delivery *Challan*, demand register and other related modules covering in one single portal for stake holders of geology and mining in Gujarat. The project has played crucial role in reduction of malpractices such as royalty theft and illegal mining and bringing in transparency with minimal human intervention. The former process of issuing royalty pass to leaseholders was manual. The leaseholders had to get physical *challans*, get them signed from district geologist office, stand in queue to deposit in an authorised bank and wait for the days decided by district office for allotment of royalty pass booklet and get each triplicate passes stamped.

It is used in areas with limited internet connectivity and irregular power supply, where lessee has to generate the e-Royalty pass as per Mining laws. The leaseholders have an option of portable battery operated Hand Held Terminal (HHT) Devices to generate royalty pass. The system has created the centralised database containing the information related to leaseholders, payment transactions, updated mineral rate, royalty pass issuance, demand register information and weighbridges, mineral stockist for better automation.



e-Health

E-health category identifies applications and initiatives that provide solutions related to health, through the use of ICT and digital tools. For example, a consumer-centered model of health care, where stakeholders collaborate, utilising Information Communication Technology, includes Internet technologies to manage health issues as well as the health care system. It also considers all aspects of mobile healthcare, such as lifestyle and health coaching, decentralised access to healthcare and remote diagnosis solutions, chronic disease management & healthcare monitoring and treatment compliance. Initiatives could be from e-health products, devices, solutions, services, applications and initiatives.

Mobile Tele -
Ophthalmology
Units

Winner, INDIA

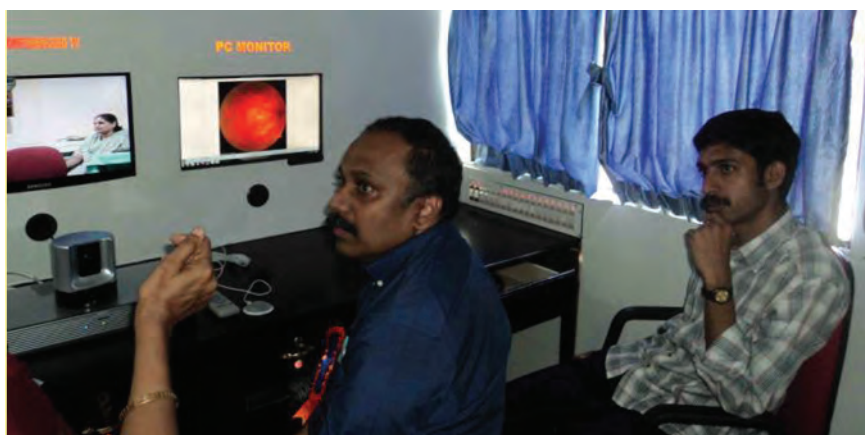
ThalCare

Winner, INDIA

Health
Management
Information
Systems (HMIS)

Jurors'

Encouragement, INDIA



Mobile Tele-Ophthalmology Units encompasses access to specialist eye care for remote patients, ophthalmic disease screening, monitoring, diagnosing and management, sharing of medical resources, collaboration on research and clinical trials, distance learning and continuing education. Tele-Ophthalmology unit is mobile based with WiMAX/KSWAN connectivity for early detection and treatment of blindness causing diseases.



Mobile Tele - Ophthalmology Units

ORIGINAL TITLE

Mobile Tele-Ophthalmology Units

PRODUCER

CDAC, Vellayambalam

COUNTRY

India

CONTACT

mckartha@cdac.in

MEDIA FORMAT

App based

LANGUAGE

English

WWW

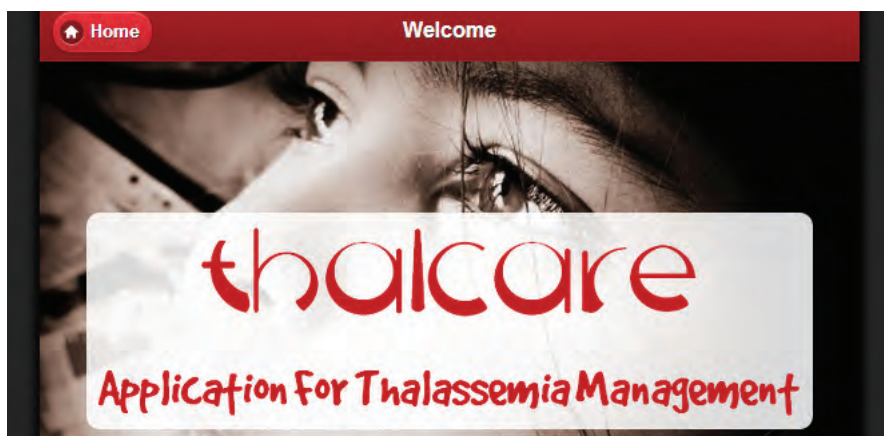
www.cadctvm.in

The specialist doctors diagnose and provide treatment to the patient through videoconferencing and their prescription forms part of EMR and can be scanned and send to the mobile unit for delivering to the patients. In the mobile Telemedicine unit, the local doctors treat the patients based on the expert doctor's advice and provide the expert doctor's prescription as a printout for getting medications. This unit conducts scheduled camps in the remote rural areas.

Mobile Tele-Ophthalmology Unit is built on Tata 1613 chassis with air suspension in the rear. Medical equipments are slit lamp, fundus camera, indirect ophthalmoscope and refraction unit. Infrastructure equipments include workstation, high resolution video conferencing camera and LCD TV, generator mounted below chassis, UPS, fresh and waste water tanks, air conditioner.

Currently, Government Ophthalmic Hospital, Trivandrum and District Hospital, Palakkad (Kerala) are using this service. Tele-ophthalmology expands the range of ophthalmic services available in specialty hospitals to rural remote locations, where the distance to an ophthalmologist can be a significant obstacle to satisfactory diagnosis and treatment. The project is providing services to the people, who stay far off from the specialist hospitals and do not have access to timely medical attention, when needed.

Currently, the project is covering Trivandrum, Kollam and Palakkad Districts and Kerala – Tamil Nadu border areas.



ThalCare

ThalCare is a web based application which aims at affordable and reliable care locally to individuals suffering from thalassemia. Thalcare manages vast amount of medical information and lab reports has ThalSense - an intelligence engine which processes the data to generate alerts, suggestions and indications for proper management of disease as per international guidelines for the local doctors.

ORIGINAL TITLE

ThalCare

PRODUCER

Sankalp India Foundation

COUNTRY

India

CONTACT

rakeshdhanya@gmail.com

MEDIA FORMAT

Web Based

LANGUAGE

English

WWW

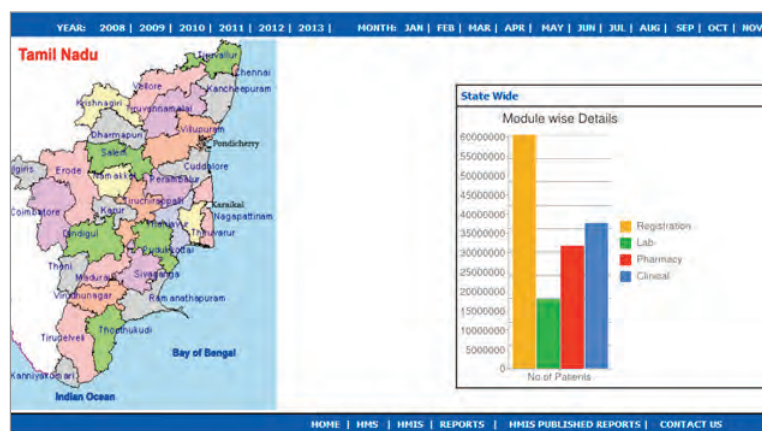
www.thalcare.in

The application aims at making available affordable and reliable care locally to individuals suffering from thalassemia by making use of technology and management. It lays emphasis on 4 major factors:

- Management of Thalassemia;
- Prevention of Thalassemia;
- Exploring Possibilities of Complete Cure and preparing patients for the same;
- Counselling and other non-medical support for families;

Thalcare manages vast amount of medical information and lab reports. It has ThalSense - an intelligence engine which processes the data to generate alerts, suggestions and indications for proper management of disease as per international guidelines for the local doctors. It tracks adherence to protocols both by local centres and the individuals. The application allows physicians and experts from remote locations to provide advice and care. It has smart phone applications, web based access and sms based access to medical records relating to the patient. This tool enables patients to manage their condition better and enhances adherence.

It manages reports including some vital graphs and statistics of pre and post transfusion Hb, ferritin levels and parameters considered crucial in thalassemia care and management. This relieves the family of the burden to maintain records for years together. At the same time it makes it possible for physicians to get instant access to entire disease history on the system.



Health Management Information System 'HMIS' is a combination of Information Technology and Management Systems, to deliver evidence based health care. Health Management Information System also provides information based support for the decision making and implementation of cutting-edge reforms by the health administrators of the state. Currently, the projects cover 1614 Primary Health Centers, 267 Secondary Care Hospitals and 47 Tertiary Care Hospitals including 19 Medical Colleges in Tamil Nadu.



Health Management Information Systems

ORIGINAL TITLE

Health Management Information Systems

PRODUCER

Tamilnadu Health Systems Project,
Department of Health & Family Welfare,
Govt. of Tamilnadu

COUNTRY

India

CONTACT

pdtnhsp@gmail.com

MEDIA FORMAT

Web Based

LANGUAGE

English

WWW

www.tnhmis.org

The project lays emphasis on providing an efficient health care system that is accessible, and equitable, based to the socio economically under privileged disadvantaged group and tribal population. It delivers evidence based health care to the public by using a judicious combination of information technology and hospital management systems. It also provides information based support for implementation of reforms by health administrators and policy makers.

Prior to the implementation of HMIS, in government hospitals, patient records were entered manually and maintenance of manual records were time consuming and inaccurate. Monthly reports were sent as hard copy and this remains as a challenge for data compiling and analysis, also no real time data for monitoring the hospitals were available, and drugs and equipment inventory were inaccurate. HMIS eases this process and gives the Tamilnadu Health Care system a significant leverage in efficient management across the entire state.



e-Inclusion and Localisation

Interventions of ICT have been instrumental in empowering life at the grassroots level in many ways such as application in local languages, vernacular content and digital tools to enable people, who work and communicate in local languages including oral medium. E-inclusion ideally encourages and recognises those initiatives, where the use of digital tools, applications, and Information Communication Technologies are for making several of those excluded societies and communities inclusive at the level playing with others. It also considers exemplary use of technology for the disadvantaged groups of the community and raises the public awareness on digital inclusion. e-localisation is about those applications and initiatives, which help the use of ICT tools to work in the language of the users, communities such as non-English speaking.

TDIL-DC (Indian
Language Technology
Proliferation and
Deployment Centre)
Winner, INDIA

CHILDLINES Child
Sexual Abuse
Awareness School
Program
Winner, INDIA

e-Sakhyam
Accessibility portal
for State Commission
for Persons with
Disabilities, Odisha
Special Mention, INDIA



'Child Sexual Abuse Awareness Program' is Mumbai's largest communication initiative on CSA Awareness through toll-free tele-helpline service. The programme aims to reach 1000 schools and 1 million children and their families over the next one year. CHILDLINE Project across India is supported by the Union Ministry of Women and Child Development under the Integrated Child Protection Scheme.



CHILDLINEs Child Sexual Abuse Awareness School Program

ORIGINAL TITLE

CHILDLINEs Child Sexual Abuse Awareness School Program

PRODUCER

CHILDLINE India Foundation

COUNTRY

India

CONTACT

nishit@childlineindia.org.in

MEDIA FORMAT

Phone Based

LANGUAGE

English, Hindi

WWW

www.childlineindia.org.in

Launched by CHILDLINE India Foundation (CIF), the campaign involves training and certifying lady volunteers to deliver the story session in school classrooms. CHILDLINE found that though 53 per cent of Indian children experience sexual abuse, the reporting is extremely low since information about the possibility of abuse isn't imparted to children. CIF's Program aims to break the communication barrier about the issue between parents and children and encourages children to break the silence about a 'touching problem' and openly communicate on the subject with a trusted adult.

Using a unique story narration format delivered in school classrooms, it provides parents with an understanding of CSA and methods to deal with it. A 30 minute classroom session starts with the volunteer introducing herself as a didi from CHIDLINe. Then she conducts the story telling session for approximately 20 minutes, which also includes review questions and clarifies any doubts that the children may have. The stories are told using the flipcharts as a visual aid. Post this, the volunteer conducts the Label Sheet exercise with the children and then hands out the sealed 'Letter to Parents' to the children.

Since 2011, CHILDLINE has taken the programme to over 250 schools in Mumbai, Navi Mumbai and Thane through trained lady volunteers.



e-Sakhyam is a website with an aim to provide maximum accessibility and usability to people with disabilities. As a result, this website can be viewed from a variety of devices such as Desktop/Laptop computers, web-enabled mobile devices, WAP phones, PDAs. A visually impaired person can access this portal using assistive technologies, such as screen readers and screen magnifiers.



e-Sakhyam: Accessibility portal for State Commission for Persons with Disabilities, Odisha

ORIGINAL TITLE

e-Sakhyam

PRODUCER

National Informatics Centre

COUNTRY

India

CONTACT

sio-ori@nic.in

MEDIA FORMAT

Software Based

LANGUAGE

English

WWW

<http://scpdodisha.nic.in>

The online case management system is integrated with this portal. Through this system, a citizen (PwD) can lodge the complaint, views the status of the complaint, receives SMS alert when the case is lodged, when the case is considered for hearing and after disposal of the complaint. Verification of authenticity of disability certificates on line by State Commission for Persons with Disabilities is carried out online through the portal.

The stakeholders are:

- Persons with Disabilities (PwDs) as common citizen;
- State Commission for Persons with Disabilities, Odisha (SCPD) and
- Medical Officers issuing Disabilities certificate.

Single point grievance lodging and redressal for the citizen, increased reach to the Commission (even in rural area citizen can access through CSCs). e-Sakhyam has become one stop authentic and standardised information centre on the various activities taken up by State Commissioner along with schemes, projects, acts/rules, documents.



e-News and Journalism

e-News & Journalism is about using new media and digital tools including social media to reach wider masses, taking up issues of people's diverse interests. The category particularly looks at how digital media tools are used for alternative issues and alternative voices. E-News & Journalism is also 'alternative media' and 'citizen media'.

Halabol

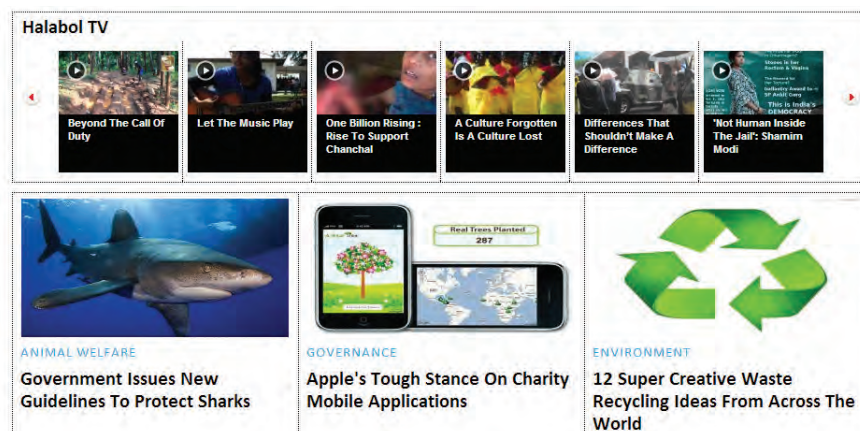
Winner, INDIA

Kannadanet -
Kannada Online
News Paper

Winner, INDIA

Youth Ki Awaaz:
Mouthpiece for the
Youth

Winner, INDIA



Halabol is an online medium that gives issues, causes and their supporters, an online and offline platform, to amplify their voices. The web portal reaches out to relevant and large audiences across the country. Citizens, NGO's and Corporate are currently using this service. It has 90,000+ followers on facebook and 2500+ followers on twitter.



Halabol

ORIGINAL TITLE

Halabol

PRODUCER

Halabol Technologies Pvt. Ltd.

COUNTRY

India

CONTACT

ajay@halabol.com

MEDIA FORMAT

Web Based

LANGUAGE

English

WWW

www.halabol.com

Halabol provides relevant content to the socially inclined users in form of articles through its media arm called 'Voices'. Socially relevant content on various issue the categories (environment, women, governance etc.) are also shared through blogs. All the content on Halabol portal is curated for social media audience. Halabol TV delivers socially relevant and inspiring videos to its audience.

This web based project creates a sustainable platform, where the collective participation of the constituents – citizens, social sector organisations, and businesses – shall eliminate the gaps in the information, provide knowledge repository, and ensure full transparency and accountability.

The platform is catalysing meaningful social changes by developing and enabling individuals, groups, and organisations to pool resources and to jointly advance a cause. It provides a platform that facilitates the collaboration of Citizens, Social Sector Organizations, and Businesses to impact positive social change; creating philanthropic leaders and generating economic values in the process. Various initiatives are there that cater to the requirements of social change online, though in bits and pieces, and therefore, there is need for a comprehensive platform that integrates and addresses all these requirements.



Kannadanet.com is a portal in North Karnataka where Internet usage and awareness is low. The portal provides daily news updates, information regarding state government schemes and data and images about Koppal District in Kannada language. To increase internet awareness and availability of Koppal district data it has created different blogs for different occasions.



Kannadanet - Kannada Online News Paper

ORIGINAL TITLE

kannadanet.blogspot.com

PRODUCER

Kannadanet

COUNTRY

India

CONTACT

Kannadanet@gmail.com

MEDIA FORMAT

Web Based

LANGUAGE

Kannada

WWW

kannadanet.blogspot.com

Kannadanet.com provides all the relevant information to Koppal to the local people in their own language. In the last, Koppal was referred to as 'Kopana Nagara'; Hampi, a world heritage centre. The site's advantage is providing data in Kannada language. The usage of Internet in north Karnataka as well as in Koppal has also increased. It has also created a blog kannadanet.blogspot.com that is more popular than the website. Many access Koppal on Android mobile also.

The coming of new technology like 3G and 4G, along with the availability of devices like tablets and the increasing penetration of the smartphone will mean that more and more language users will get onto the search bandwagon. This is where the search market will grow. The portal has also started updating data and news through android mobiles. The portal is making use of social networks for spreading links of data and news. Kannadanet.com reaches thousands of readers all over the world.



YOUTH KI AWAAZ
Mouthpiece for the Youth



Youth Ki Awaaz: Mouthpiece for the Youth

ORIGINAL TITLE

Youth Ki Awaaz: Mouthpiece for the Youth

PRODUCER

Youth Ki Awaaz: Mouthpiece for the Youth

COUNTRY

India

CONTACT

anshultewari@youthkiawaaz.com

MEDIA FORMAT

Web Based

LANGUAGE

English

WWW

www.youthkiawaaz.com

Youth Ki Awaaz is a portal that presents views, opinions, analysis and reports on issues that matter to the young generation. This platform mobilises and engages young people in participatory and collaborative journalism. Currently, it has over 4 million hits, nearly 900,000 page views and 150,000 unique readers every month.

Youth Ki Awaaz, which literally translates to 'voice of the youth' in English, is an online platform for young people to express themselves on issues of importance. The portal combines the dynamism of the youth with the power of journalism and new media to create compelling content that reaches out to a mass audience in order to create awareness, and is thought provoking.

The website makes best use of online journalism and new media tools such as blogs and forums to mobilise youths. The platform also runs India's popular work-from-home online journalism internship program that trains and equips young people in skills to express themselves on crucial issues and also develop skills for professional communication.

Impact:

- Over 15000 young people have written their opinions for the platform;
- Engaged 2000 young people at any point to write their opinions on pertinent issues;
- Trained over 1200 young people as a part of the work-from-home training program;
- Did stories that did not find space in mainline media but have been very pertinent;
- Actions on issues such as lack of safety for women in Delhi Metro;
- Provided a strong platform for non-profits to engage with young people and create an outreach channel for their issues;
- Given voice to a large unheard community in India.



e-Science and Technology

This category recognises the crucial role of science and technology in the innovation process with use of Information Communication Technology applications. It considers scientific projects articulated through new media and inspires the use of ICT applications in the field of science and technology, thereby, offering real time experimentation using ICT, especially online. Wireless application, widespread use of advanced ICT to achieve innovation objectives comes under this category.

Onama

Winner, INDIA

e-safeT (Safety enablement device for perishable items)

Winner, INDIA



Onama is a computer-based cluster solution that enables engineering students to use high performance computing (HPC). Onama has been designed by C-DAC. Currently 4700 engineering students, faculties and research scholars are using this service.



Onama

ORIGINAL TITLE

Onama

PRODUCER

Centre For Development Of Advanced Computing (C-DAC)

COUNTRY

India

CONTACT

goldi@cdac.in

MEDIA FORMAT

Device Based

LANGUAGE

English

WWW

www.cdac.in/index.aspx?id=hpc_hpcs_onama

Launched by All India Council for Technical Education (AICTE), Onama consists of a number of accelerator enabled applications in several domains namely molecular dynamics, bio-informatics, life sciences and physics. Most of the tools and applications reduce the learning curve. It also provides access to various libraries like parallel libraries, performance libraries and engineering domain specific libraries that can be used to develop programs to solve problems. Till date, Onama has been deployed at three private Engineering colleges in India. Onama has also been adopted by various centers in Ghana, Tanzania, Vietnam, Armenia and Kazakhstan.

Features: Low cost state-of-the-art supercomputing cluster; Set of software programming environment including OS, Tools; Indigenously developed Onama software; Remote support facility; 'How to use Supercomputing' Manuals.

Impact:

- Enhanced employability in the industry by creation of supercomputing ready professionals;
- A new avenue for recruiters to absorb HPC skilled quality manpower globally;
- Bridges the gap between scientific/technical education and industry requirements;
- Concrete platform as a basic building block to initiate inclusion of supercomputing as a part of scientific curriculum;
- Serves as a tool for creation of a nationwide social interest group around supercomputing;



e-safeT provides end to end infrastructure for monitoring lifesaving perishable items like blood and medicines. The end application has played an important role in hospitals for tracking of blood bags and temperature sensitive medicines, cold chains for tracking of food item, and cold chains for vaccines. In Rajasthan, so far around 5 lakh blood bags are issued to attendants of the patients that are monitored with e-safeT.



e-safeT (Safety enablement device for perishable items)

ORIGINAL TITLE

e-safeT

PRODUCER

Centre For Development Of Advanced Computing (C-DAC)

COUNTRY

India

CONTACT

bkm@cdac.in

MEDIA FORMAT

Device Based

LANGUAGE

English

WWW

<http://www.cdacnoida.in/e-safeT/>

Developed by C-DAC Noida, E-safeT is a compact, ultra-low power data logger consisting of a high resolution temperature sensor, memory, visual indicators and wireless link. This can be used to track the thermal history of the items (Vaccine, Blood bags, Medicines, Perishable goods, and other temperature sensitive items), while in storage or in transit. The wireless link is used for location stamping at key transit points. e-safeT software is a smart Windows based software package that is included with every e-safeT data logger. It allows for easy setup, retrieval, interpretation and export of the recorded data. With finalisation of 12th Plan outlay, Health Ministry is aiming to roll out its ambitious project for provision of free medicines to all at public health facilities across the country.

Impact:

- The fitness for usage of blood and temperature sensitive medicines is immediately ascertained by the user and concerned authorities;
- Immediate corrective actions have been taken by concerned authorities to prevent spoilage of life saving medicines and blood;
- The spoilage due to failure of Walk in coolers is also prevented;



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e-Women and Empowerment

Even if half the population of any society is women, the voices are never equal. Digital and electronic media have provided opportunities for voices of women for their benefit and there are several applications being developed using digital tools and ICT programs that empower women. E-women & empowerment recognises projects and innovations that exclusively target women, their needs and causes and serve them with solutions for issues pertinent to women. The category, particularly identifies how ICT and digital tools could empower women.

English and ICT for
Adolescent Girls

Winner, BANGLADESH



English and ICT for Adolescent Girls (EITA) is creating community-based learning centres for girls in Bangladesh. It provides access to English and ICT for adolescent girls in order to create livelihood opportunities, promote empowerment and overcome the gender digital divide. The project has created non-formal English and ICT clubs for almost 1000 girls through 5 -months batches.



English and ICT for Adolescent Girls

ORIGINAL TITLE

English and ICT for Adolescent Girls

PRODUCER

British Council and BRAC

COUNTRY

Bangladesh

CONTACT

Alex.tyers@britishcouncil.org

MEDIA FORMAT

Software Based

LANGUAGE

English and Bangla

WWW

www.britishcouncil.org/bangladesh

British Council has partnered with BRAC, a Bangladeshi NGO, to set up a network of community ICT clubs for adolescent girls, tapping into Adolescent Development Programme. These clubs provide an informal space, where participants can experience learning English through the British Council's digital English resources, preloaded in an offline format onto small notebooks. Guided by the peer leaders (who have been initially trained by BRAC and the British Council and have continual mentoring and support), the participants use the notebooks to navigate the resources, which use songs, games and interactive activities, mapped to the Bangla curriculum and supported with Bangla text. The community ICT centre for women provides unrestricted access to ICTs in a safe environment, and provides training and guidance for women.

Rationale English is an international language, and in a low-income country like Bangladesh, having English skills can be a key to success. The project is reaching out to marginalised young girls and bringing them to the forefront of society. The English and ICT for Adolescent girls project is also working towards readdressing gender imbalance.

RUNNERS UP

Runners Up



e-Agriculture and Ecology

Impel Touch



e-Business and Financial Inclusion

Mobile Kisan Credit Card

SARAL DHAN (Eazy Money)



Community Broadcasting

Umeed se Bhari Zindagi



e-Culture and Tourism

Trip Platform



e-Health

Commcare ASHA

TeachAIDS Animated Software



e-Inclusion and Localisation

IVR Junction

e-Inclusive Urban Planning in Madhya Pradesh

Multilingual Multimedia Tool for Mitigating
Code of Conduct Cases at Election Commission



Impel Touch



PRODUCER

PK4 Software Technologies Pvt. Ltd.

COUNTRY

India

CONTACT

surekhagimpelcrm.in

MEDIA FORMAT

Cloud Server Based

LANGUAGE

Hindi, English, Marathi, Gujarati etc.

WWW

www.impelcrm.in

e-Agriculture and Ecology



Impel Touch's PK4 e-agriculture solution includes SMS, android tablet and web access capabilities. This initiative helps crop science industry by combining expertise from agriculture and Information Technology.

The solution emphasises on capability development of field officers by empowering them with latest technologies in form of fully loaded android applications, which assists in:

- Information bank and knowledge transfer;
- Communication content and delivery;
- Product reinforcement;
- Channel management

Data connection is not necessary for data collection since auto- synchronisation happens whenever a GPRS connection exists.

Advantages:

Helps in building a vibrant rural community by giving farmers, access to crop protection, crop growth best practices and data; building a large database of farmers with details of their crops, acreage and location; quick access for diagnosing crop growth problems by providing access to field-based images and videos.

In the first season, the system was deployed in Andhra Pradesh, Maharashtra and Karnataka. One lakh farmers have registered themselves prior to the current Kharif season. Call centers are deployed in Aurangabad and Hyderabad.

This initiative helps crop science industry by combining expertise from agriculture and Information Technology



Mobile Kisan Credit Card



e-Business and Financial Inclusion

PRODUCER

PayMate India Pvt. Ltd.

COUNTRY

India

CONTACT

prateek.v@paymate.co.in

MEDIA FORMAT

Mobile Based

LANGUAGE

English

WWW

http://gopaymate.com



Mobile Kisan Credit Card (mKCC) is an efficient 'mobile money credit delivery system' or 'direct cash transfer' facility that helps farmers in rural areas. This facility provides farmers with instant cash, which means, they don't need to travel long distances carrying large amount of money in hand.

mKCC service eliminates the need for direct cash transactions, allowing the farmers to use their mKCC loans for purchasing goods for their agricultural needs. It also saves on transit time to banks and is also safe, since it doesn't use physical money. The farmers also receive instant reports of all transactions and available funds by SMS.

The mKCC pilot project was launched with an initial target to include 5000 farmers but, the project exceeded its expectations by registering 93,000 farmers into the system. Following the success of mobile enabled KCC, the mobile banking facility has been extended to all the customers along with value added services as mobile funds transfer, mobile recharge and DTH recharge.

Mobile Kisan Credit Card is an efficient 'mobile money credit delivery system' or 'direct cash transfer' facility that helps farmers in rural areas

RUNNERS UP



SARAL DHAN (Easy Money)

e-Business and Financial Inclusion



PRODUCER

Tech Mahindra Ltd

COUNTRY

India

CONTACT

Vishal.kumar5@techmahindra.com

MEDIA FORMAT

Mobile & Product Based

LANGUAGE

English

WWW

www.canvasm.com

Saral Dhan (Easy Money) is a bouquet of banking services for the unbanked and under-banked regions where banking services are unaffordable. Saral Dhan is present in Odisha and Andhra Pradesh with a 5 lakh customer base.

Saral Dhan provides ICT based banking services for the unbanked and under-banked regions. The Service works in an agent assisted model wherein a micro banking application on a mobile handheld terminal/POS/netbook/

tablet is used to facilitate cash deposits and withdrawals by end consumers in remote areas with no bank branches.

Access to these services is provided through various easy to use modes so that illiteracy and awareness barriers can be overcome. To overcome barriers such as fraudulence, illiteracy and memorizing passwords, the Saral Dhan platform uses biometrics authentication of its users.

The project also facilitates electronic disbursements of Government to Consumer benefits and Social Pensions (schemes like MGNREGA, Indira Aawas Yojana etc) in a transparent and accountable fashion.

Saral Dhan provides ICT based banking services for the unbanked and under-banked regions



Umeed Se Bhari Zindagi

Community Broadcasting



PRODUCER

ISIM, Radio 7

COUNTRY

India

CONTACT

fmradio7@icfia.org

MEDIA FORMAT

Community Radio Based

LANGUAGE

English

WWW

www.iisjaipur.org/fm7.htm

'Umeed Se Bhari Zindagi' is a radio program that includes a series of documentaries that takes up various social issues such as HIV/AIDS, child marriage, child labour, polio, safety of women, respect for elders, and environmental awareness. Programmes are broadcasted in Mansarovar area of Jaipur and cover a radial distance of 9 kilometers. The project covers approximately 30,000 listeners.

Started by ISIM, Radio 7-Rajasthan, 'Umeed se bhari Zindagi' incorporates formats such as interviews, Nukkad Natak, expert talk, phone-ins, surveys etc. Information for radio program is collected through surveys and then based on the feedback; scripts are prepared for the series. The content gives in-depth and detailed information on a particular topic. The facts and figures are supported by expert talks and interviews with the people working on these social issues such as social workers and NGOs. Students also prepare street plays to ensure that the point 'makes home' in the minds of the audience.

It also actively involves community members along with students and staff members to reach out to listeners and provides them with the information and guidance that they need in the areas of local interest like education, health, awareness, culture, language etc.

Started by ISIM, Radio 7-Rajasthan, 'Umeed se bhari Zindagi' incorporates formats such as interviews, Nukkad Natak, expert talk, phone-ins, surveys etc



Trip Platform

e-Culture and Tourism

PRODUCER

TripPlatform

COUNTRY

India

CONTACT

gaurav@tripplatform.com

MEDIA FORMAT

Web Based

LANGUAGE

English

WWW

www.tripplatform.com



This online platform creates a community of travel enthusiasts and travel experts who can offer various services to travelers. It also gives a platform to locals to create their profile and manage their offerings: edit details, update prices, upload images, manage payments etc. Villagers, small entrepreneurs, NGOs can create own profile, offer various activities and tours, set payment preferences for each, set prices, manage booking requests received and manage communication with travelers. The online platform can be scaled as and when required.

Payment Gateway by EBS Systems that offers various payment options like net banking, credit cards, debit cards including amex and paypal for foreign customers is also implemented.

Village entrepreneurs offering village tours, camel riders of Rajasthan offering camel safari and Rajasthan village entrepreneur are offering village stay in traditional Rajasthan style houses are some attractions on Trip Platform.

It being a web based model without the requirement of any software, makes it scalable across India from suppliers point of view i.e. travel experts and enthusiasts from across India can participate. Also it being a marketplace, multiple suppliers for the same services can participate.

It being a web based model without the requirement of any software, makes it scalable across India from suppliers point of view



Commcare ASHA

e-Health

PRODUCER

India Health Action Trust

COUNTRY

India

CONTACT

singhpriyamvada@yahoo.com

MEDIA FORMAT

Mobile Based

LANGUAGE

Hindi, Marathi

WWW

www.commcarehq.org/a/ihat-mch



CommCare is a scalable mobile health platform that can be customised for use by community workers. It is used in over 30 countries, and 15 states in India, for projects as diverse as Tuberculosis screening and tracking to solar panel installation training and issuing payment receipts. A model use case is with ASHAs or other community health workers.

The project aims to reduce maternal and neonatal mortalities through effective counseling and increasing awareness about pregnancy danger signs, neonatal danger signs, improving nutrition and iron supplementation, emergency preparedness, encouraging choice of delivering at institutions and deconstructing myths surrounding pregnancy and newborn care practices.

CommCare improves care across four areas: access to care through client lists on the ASHAs phones and SMS reminders when visits are due; client engagement through audio and video clips and improved credibility of the ASHAs; quality of care through checklists, decision support and delivery of sensitive information through recorded voices; and data-driven management through real-time monitoring of the ASHAs' activities.

A unique feature of CommCare is case management. This workflow supports extension-workers who routinely visit the same clients, so they can manage the entire life-cycle of a case without any need for network connectivity, completely offline.

CommCare is used in over 30 countries, and 15 states in India, for projects as diverse as Tuberculosis screening and tracking to solar panel installation training and issuing payment receipts

RUNNERS UP



TeachAIDS Animated Software

PRODUCER

TeachAIDS India Trust

COUNTRY

India

CONTACT

piya@teach aids.org

MEDIA FORMAT

Software Application Based

LANGUAGE

English & Telugu

WWW

<http://teach aids.org/software>

e-Health



TeachAIDS is a not for profit social venture to solve persistent problems in HIV prevention. It uses research-based interactive software to solve persistent HIV prevention problems throughout India. This approach is used in 74 countries, including India, and the plan is to generalise it to every country worldwide and later expand to prevention for diseases beyond HIV and AIDS.

The TeachAIDS software has been cited as a model health intervention. Since the materials bypass issues of stigma, they allow HIV prevention education to be provided to communities, where it has previously not been allowed. In other communities, the tutorials provide the highest learning effects and comfort rates of any tested educational approach.

TeachAIDS materials can be replicated and installed on an unlimited number of computers. The Linear version of the software can be viewed directly on the website (www.teach aids.org/software) and YouTube channel (www.youtube.com/TeachAIDS).

In India, the National AIDS Control Organisation approved the TeachAIDS materials in January, 2010, marking the first time HIV/AIDS education could be provided decoupled from sex education. Later that year, the Government of Karnataka approved the materials for its state of 50 million and committed to distribute them in 5,500 government schools.

This approach is used in 74 countries, including India, and the plan is to generalise it to every country worldwide



IVR Junction

IVR Junction

PRODUCER

Microsoft Research India

COUNTRY

India

CONTACT

thies@microsoft.com

MEDIA FORMAT

Mobile and Cloud Based

LANGUAGE

Language independent

WWW

www.ivrjunction.org

e-Inclusion and Localisation



IVR Junction is a free and open-source tool that offers flexible and robust voice-based communication in terms of connecting communities. IVR Junction systems to reach people such as YouTube, Facebook and other social media. Using IVR Junction, people with limited computer literacy can establish a voice forum using an ordinary microcomputer setup and modem. Calls can be made and then to pass via mobile phone. While the global community can access and contribute knowledge on the internet, IVR Junction and existing cloud-based services to provide the online content moderation. The sharing of audio recordings for dissemination to a global audience and a novel mechanism to automatically synthesize audio recordings across geographically dispersed offices, thereby enabling local access points with decreased calling costs.

IVR Junction is developed by researchers in the Technology for Emerging Markets group at Microsoft Research India. The project has been sponsored by Microsoft Research Connections.

IVR Junction by Microsoft Research is an open source project that offers flexible and robust voice-based communication by connecting an IVR system to cloud services such as YouTube, Facebook and other social media. Using IVR Junction, people with limited computer literacy can establish a voice forum using an ordinary Windows machine and modem.

IVR Junction provides free online content moderation, free hosting of audio recordings for dissemination to a global audience, thereby enabling local access points with decreased calling costs. It is bridging digital divide by enabling seamless interaction between marginalised users of IVR systems, and privileged users of Internet and social media. It enables people with a simple basic mobile or even landline phone to participate in a social media revolution irrespective of the device they are using, network they are on and their literacy level. Because of IVR Junction, marginalised communities now have an accessible, robust, scalable and sustainable communication platform that can be used for knowledge creation and dissemination.

IVR Junction is impacting lives of thousands people in India, Somaliland and Mali. Almost 15,000 people have collectively made 50,000 calls to IVR services deployed on IVR Junction. These people have stayed connected for almost 180,000 minutes, while consuming and contributing information on IVR channel.

It is bridging digital divide by enabling seamless interaction between marginalised users of IVR systems, and privileged users of Internet and social media



e-Inclusive Urban Planning in Madhya Pradesh

e-Inclusion and Localisation

PRODUCER

Urban Administration & Development
Department, GoMP & City Managers
Association, Madhya Pradesh

COUNTRY

India

CONTACT

cmamp@mpurban.gov.in

MEDIA FORMAT

System Based

LANGUAGE

Hindi & English

WWW

www.mpcdp.com



Urban Planning of Madhya Pradesh is an initiative by Urban Administration & Development Department to develop urban Madhya Pradesh in a planned manner. Target is to prepare city development plans of 377 major towns (110 Towns in 1st Phase and 263 towns in second phase and 4 towns under Jawaharlal Nehru National Urban Renewal Mission-JnNURM) in Madhya Pradesh.

In order to complete the preparation of development plans in a time bound and transparent manner, e-inclusive approach was adopted in Madhya Pradesh. e-Inclusive approach made the process transparent, hurdle free and successful. The approach disseminates information to the consultant & cities involved in preparation of City Development Plan.

Projects are prioritised as per the development plans and are available on single click to the higher officials of department. Participatory Approach is an essential requisite for planning. The project aided to maximise stakeholders' participation in a time-bound manner.

Monitoring Portal made preparation of development plans transparent as well as provided an easy means to disseminate information and instructions at a rapid pace. It played a critical role in meeting the deadlines of the project. The CDP of 110 towns finished in 11 months.

Monitoring Portal made preparation of development plans transparent as well as provided an easy means to disseminate information and instructions at a rapid pace



Multilingual Multimedia tool for mitigating code of conduct cases at Election Commission

e-Inclusion and Localisation

PRODUCER

CDAC, Noida

COUNTRY

India

CONTACT

bkm@cdac.in

MEDIA FORMAT

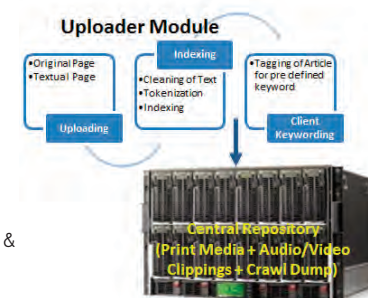
Software Based

LANGUAGE

Gujarati, Hindi, English, Marathi, Kannada, Tamil & Telugu

WWW

<http://ocr.cdacnoida.in/>



Multimedia tool for Mitigating Code of Conduct is a project to design, develop and implement video and audio, textual information extraction and retrieval tool on identified news items as per the requirements of Election Commission of India. With the help of this tool, collection of data is available in different formats for example: newspaper and television news clippings.

During Assembly and Parliament elections, Election Commission's code of conduct of candidates needs to be monitored. It is a tough task to collect all the information regarding code of conduct at different places throughout the state/country from the print media or television channels. The product 'Multilingual Multimedia tool for mitigating code of conduct cases at Election Commission' is a backend process of Election commission to retrieve all the information regarding code of conduct at Election Commission within 6 hours.

During the next parliament election also, this tool is proposed to be used all over the country. As the usage of multimedia documents is increasing day by day, a lot of meaningful data can be fetched with the use of few key strokes. The project also used brail conversion and text to speech to generate text and help in searching even for visual impaired people.

With the help of this tool, collection of data is available in different formats for example: newspaper and television news clippings

FINALISTS

Finalists (49)

e-Agriculture and Ecology (06)

Project Name

Farmers' Advisory

Producer

NIC

Website

wbagrisnet.gov.in

Project Name

Expert System on Seed Spices

Producer

Indian Agricultural Statistics
Research Institute

Website

www.iasri.res.in/exps

Project Name

e-Agriculture

Producer

Central Agricultural University

Website

www.earik.in

Project Name

Climate Himalaya

Producer

Prakriti - A Mountain Environment Group

Website

www.chimalaya.org

Project Name

KAU Agri-Infotech Portal

Producer

Kerala Agricultural University

Website

www.celkau.in

Project Name

Karshika Rathnam 2012 (Farmers' Reality
Show)

Producer

Centre for e-Learning, Kerala Agricultural
University

Website

www.celkau.in

e-Business and Financial Inclusion (11)

Project Name

Apptha

Producer

Contus Support Interactive Pvt. Ltd.

Website

www.apptha.com

Project Name

MobQuery

Producer

Hazel Media Pvt Ltd.

Website

www.mobquery.com

Project Name

KashmirBox.com

Producer

Kashmir Box Online Pvt Ltd.

Website

www.kashmirbox.com

Project Name

MapOut - Market Intelligence

Producer

iConcept Software Services Ltd

Website

www.conceptglobal.com

Project Name

Kinobeo Software Pvt. Ltd (mydala.com)

Producer

Kinobeo Software Pvt. Ltd (mydala.com)

Website

www.mydala.com

Project Name

Jhankar- A Turning Point Initiative

Producer

Jhankar- A Turning Point Initiative

Website

www.jhankarindia.in

Project Name

Financial Inclusion By E-commerce

Producer

Information Technology Consultants Limited

Website

www.itcbd.com

Project Name

Digital Livelihoods for Empowerment of
Marginalized Youth and Minority Women

Producer

iMerit Technology Services

Website

www.imerit.net

Project Name

WeServe

Producer

Channellcert Solutions

Website

www.weserveapp.com

Project Name

e-Bdesh (e-Bangladesh)

Producer

ERA InfoTech Ltd.

Website

<http://mb.ebek-rdcd.gov.bd/>

Project Name

IMPRESS (Mobile Thermal Printer used for
Financial Inclusion)

Producer

Evolute Systems Pvt. Ltd.

Website

www.evolute-sys.com

Community Broadcasting (05)**Project Name**

Radio Programme - Rajasthani Folk

Producer

Radio 7

Website

<http://icfia.org>

Project Name

Radio Programme - Save Water

Producer

Radio 7

Website

<http://icfia.org>

Project Name

A glimpse of the Land of Desert

Producer

ISIM, Radio 7

Website

www.iisjaipur.org/fm7.htm

Project Name

Community Radio Station for the rural
communities in Mewat Rural Voices of Mewat

Producer

S.M. Sehgal Foundation

Website

www.irrad.org

Project Name

www.odiaradio.com

Producer

Sitansu Sekhar Mahapatra and Subhransu
Sekhar Mahapatra

Website

www.odiaradio.com

e-Culture and Tourism (03)**Project Name**

Vishnu Taranga

Producer

Shri Vishnu Engineering College for Women

Website

[http://varmams.net/tarang/VishnuTarang1.p
df](http://varmams.net/tarang/VishnuTarang1.pdf)

Project Name

Love Across Borders

Producer

Love Across Borders

Website

www.loveacrossborders.org

Project Name

CycEscape (by RLTgo.com)

Producer

Roads Less Travelled

Website

cycling.RLTgo.com

**e-Education Learning and
Employment (04)****Project Name**

www.indiaeducationdiary.in

Producer

India Education Diary

Website

www.indiaeducationdiary.in

Project Name

Alphabet Writing

Producer

Mango Technologies

Website

<http://mangoappstore.com/mangoappstore/>

Project Name

T-Learning Suite

Producer

C-DAC, GIST Group, Pune

Website

www.cdac.in

FINALISTS

Project Name
Cisco Inclusive Growth
Producer
Cisco
Website
www.cisco.com

e-Entertainment and Games (01)

Project Name
IndianRaga
Producer
IndianRaga
Website
www.indianraga.com

e-Governance (04)

Project Name
e-Government Procurement (e-GP)
Producer
Kerala State IT Mission, DIT, Government of Kerala
Website
www.etenders.kerala.gov.in

Project Name
Online application System, Maharashtra Public Service Commission (MPSC)
Producer
MPSC
Website
www.mpsc.gov.in

Project Name
DHARNAKSH
Producer
Directorate of Settlement and Land Records Goa
Website
www.dharnaksh.com

Project Name
e-Despatch
Producer
Cybertech Software & Multimedia Pvt. Ltd.
Website
www.edespatch.com

e-Health (07)

Project Name
CommCare
Producer
Dimagi Incorporated
Website
www.commcarehq.org

Project Name
MocDoc
Producer
Yro Systems Pvt Ltd
Website
<http://mocdoc.in>

Project Name
Surgerica
Producer
Forever Medic Online Private Limited
Website
<http://surgerica.com/>

Project Name
Health Education - Online
Producer
Health Education Library for People
Website
www.healthlibrary.com

Project Name
Sri Lankan Personal Health Record (PHR)
Producer
Family Care Hospital (Pvt.) Ltd
Website
www.srilankanphr.info

Project Name
HealthKartPlus
Producer
Bright LifeCare Pvt. Ltd
Website
www.healthkartplus.com

Project Name
IndiaHeartBeat.Com
Producer
DreamWeavers InfoCom Private Limited
Website
www.indiaheartbeat.com

e-Inclusion and Localisation (03)

Project Name
LuitPad
Producer
Nabaprabhat
Website
www.luitpad.com

Project Name

xahitya.org

Producer

Bhaxa Xahitya Xonmiloni, Axom

Website

www.xahitya.org

Project Name

Marathi Encycyedia - Vishwakosh

ProducerVishwakosh Nirmitti Mandal, C-DAC, GIST,
Pune**Website**

www.marathivishwakosh.in

e-News & Journalism (02)**Project Name**

Alive

Producer

TimesMobile Ltd.

Website

www.alivear.com

Project Name

Mahanews

Producer

Mahaonline Limited

Website

http://mahanews.gov.in

e-Women & Empowerment (03)**Project Name**

FightBack

Producer

Tech Mahindra Ltd.

Website

www.fightbackmobile.com

Project NameICT as Tool for Women Empowerment
Through Education and Adovocacy Initiatives**Producer**

Human Welfare Association

Website

www.hwavaranasi.in

Project Name

Trishulam

Producer

Trishulam

Website

www.trishulam.com

GRAND JURY

Grand Jury 2013



GRAND JURY



GRAND JURY PROFILE

Osama Manzar

Founder & Director, Digital Empowerment Foundation



Osama Manzar is a convert social entrepreneur spearheading the mission to overcome the information barrier between India's rural sector, and the so-called developed society, through Digital Empowerment Foundation (DEF) – the not-for-profit organisation founded to accomplish the mission. He is a Member, Working Group, Internet Governance Forum of Ministry of Communication & IT and was a Member, Task Force on Growth of IT, ITES & Electronics HW Manufacturing Industry, Ministry of Comm & IT, India.

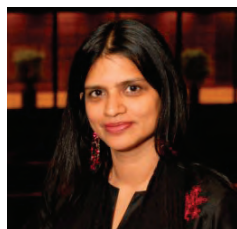
Natesh B V

Director - Emerging Markets, Nokia India

Natesh's focus has been on introducing India-specific products besides successfully building new start-up business initiatives such as Nokia Life focusing on rural and middle income consumers in India and supporting replication of the same across other emerging markets. His forte has also been to build and sustain long-term strategic tie-ups with key ecosystem partners including Government, Industry and NGO's leading to Nokia's transformation to a socially responsible consumer brand.

**Dr. Ravina Aggarwal**

Programme Officer-Media Rights & Access, Ford Foundation



Ravina Aggarwal is the Program Officer for the Ford Foundation's Advancing Media Rights and Access initiative in India. Her grant-making supports infrastructure planning and policy reforms for bridging the digital divide and increasing broadband and broadcast access for the poor. Prior to joining the Ford Foundation in December, 2006, Ravina was a professor of anthropology at Smith College in Massachusetts for 12 years. Her scholarship focused on media, culture, gender, and peace-building, and her extensive field research in the trans-Himalayan region of Ladakh resulted in several publications.

Soumya Sarkar

National Editor, MINT



Soumya Sarkar is National Editor in Mint, a sister publication of *the Hindustan Times* published in partnership with the *Wall Street Journal*. He has been working in Media and Communications for over two decades and was previously with *The Times of India*, *The Indian Express Group*, *the Telegraph* and the *Down to Earth* magazine. He has also worked as development and communications consultant with organisations that include the World Bank and the Aga Khan Development Network. Besides working in the areas of environment, rural livelihoods, energy and water resources, Soumya is keenly interested in science and technology issues.

Ashis Sanyal

e-Governance & ICT4D Consultant

Ashis Sanyal, currently working as an Independent Consultant in the areas of e-Governance, Capacity Building and ICT4D for various e-Governance projects in India and abroad supported by World bank and its sister entities, is former Senior Director in the Department of Electronics & Information Technology, Government of India and was a significant contributor in firming up government policy guidelines, strategy and framework for core e-governance infrastructure related to e-governance.

**Shahzad Ahmad**

Country Director, Bytes for All



Shahzad is the Country Director of Bytes for All, Pakistan. Bytes for All is an international human rights organisation with a focus on Information and Communication Technologies for development, democracy and social justice. It experiments and organises debate on the relevance of ICTs for sustainable development and strengthening human rights movements in the country. Shahzad's focus of work includes ICT policy advocacy, Internet rights, privacy and freedom of expression online.

Rajen Varada

Founder, Technology For The People



Rajen Varada is a core group member of a think tank group of technology and knowledge management innovators who have been instrumental in the formation of 'The Open Knowledge Community' which is being co-founded by UNESCO and civil society organisations. Rajen is the current CEO of the Open Knowledge Community. He has been an ICT practitioner since 1995 and continues to be actively engaged in designing and implementing

proof of concept solutions for rural development using technology and in particular ICT.

Amitabh Singhal

Board Member, PIR.ORG

Amitabh Singhal is Founder and former President of Internet Service Providers Association of India, which was in continuation of its predecessor, the Email Service Providers Association since 1994. Various policy and regulatory achievements including, amongst others, helping the Government to write key elements of the ISP policy, opening up Internet for private competition and those that led Indian companies to set up International Gateways and become dominant Bandwidth owners, opening up of Internet Telephony, etc. is credited to him.

**Venki Nishtala**

CTO, Rediff.com



Venki Nishtala is the Chief Technology Officer at Rediff.com for over a decade. He is an alumnus of IIT Madras where he obtained his Master's degree in Electrical Engineering. He completed his earlier studies from Hyderabad. Rediff.com's Internet portal operations offers services to millions of consumers worldwide, using technologies and solutions developed and integrated by Rediff's engineering team based in Mumbai. Besides the deployment of an extremely-large email system, one of the handfuls in the world, the engineering team has also implemented innovative solutions for large community networks.

employment of an extremely-large email system, one of the handfuls in the world, the engineering team has also implemented innovative solutions for large community networks.

Yudho Giri Sucahyo

Lecturer, ICT Expert, Consultant Trainer and Researcher



Yudho Giri Sucahyo is involved in the academic staff at Faculty of Computer Science – University of Indonesia, lecturer at Master of Accounting program University of Indonesia (MAKSI UI), board member of PANDI (ccTLD .id Registry), member of Academic Senate - University of Indonesia, highly involved as IT consultant in many national IT projects in Indonesia, jury for Indonesia ICT Award and Indonesia e-Government Ranking. He has a bache-

lor degree and master degree in computer science from University of Indonesia, and doctorate degree in computer science (thesis topic: data mining) from School of Computing - Curtin University of Technology, Australia.

Mahesh Venkateswaran

Principal- Innovation & Engagement, NSDC

Mahesh leads the engagement and innovation practice at NSDC. In his role, he works closely with training partners and external stakeholders, in contributing to the skilling mission. As part of the innovation piece, his team supports and funds products/practices that add value to the skills ecosystem in the country. For almost four years before his present job, Mahesh was associated with KGVK in Jharkhand, a Corporate Social Enterprise arm of the Usha Martin Group, in leadership roles.

**Prof. Rekha Jain**

Professor and Executive Chair, IIMA IDEA Telecom Centre Of Excellence, IIM Ahmedabad



Rekha Jain is Professor, Indian Institute of Management, Ahmedabad, India and the Executive Chair of the IIMA-IDEA Telecom Centre of Excellence. She has a Ph.D. from the Indian Institute of Technology, New Delhi, India. She was a recipient of senior Fulbright Fellowship on Telecom Regulation in 1997-98.

GRAND JURY PROFILE

Saleema Razvi

Health Economist



Saleema Razvi works on public health issues focusing on linkages between trade liberalisation in the healthcare and health insurance sectors. She is at the Indian Institute of Foreign Trade working on health policy, health reforms and universal access to healthcare. She has worked for the National Council for Applied Economic Research, EPOS Health Consultants, Jawaharlal Nehru University and General Electric Medical Services. She has writ-

ten extensively on Health insurance regulation and growth in India and is now working on the liberalisation of the medical service sector and its impact on the Indian health care delivery system.

Sairee Chahal

Founder & CEO, Applied Life Pvt Ltd

Sairee Chahal is the CEO Applied Life Pvt. Ltd, Founder, Fleximoms and Convenor, SHEROES Summit - initiatives committed to connecting women with their careers. Fleximoms www.fleximoms.in is a career destination for women in India and helps connect businesses with female talent. Sairee is a finalist for the Cartier Women's Award Initiative for 2012, a TED speaker, Business Today, Most Powerful Women in Indian Business 2012 and has been featured on shows like Young Turks, Pioneering Spirit and What Women Want.

**Mostafa Zaki Haider**

Deputy Director, Multimedia Content and Communications Ltd.



With background in marketing, international business and information technology, Zaki worked in international development communication. Acting as a bridge between communication, development and technologists, he has led a highly technical team to develop communication solutions. His works cover from mobile apps to M&E systems, game development to micro documentaries, from IVR messages to SMS push-pull services.

Hempal Shrestha

Practitioner, ICT For Education and Social Development



During the past 15 years, Hempal Shrestha has served many national and international organisations from social, educational, private and government sectors in various capacities. His core competencies are in the fields of Information and Communication Technology capacity building, knowledge sharing and knowledge management. In the course of his career, he led the Open Development Programme in the Asia region for Bellanet International Secretariat.

Kishore Balaji

Head - Digital Inclusion-South Asia & Head Strategic Alliance Corporate Affairs - South Asia, Intel

Kishore joined Intel in August 2010 and works as a Head- Strategic Relationships for South Asia, with a keen focus on Digital Inclusion, Entrepreneurship and Innovation at the Corporate Affairs Group, he works with universities, schools, governments, foundations and multilaterals to drive innovation & entrepreneurship programs across APAC. Kishore represents Intel Corporation at the various expert advisory committees on Education, Non Formal Education, Entrepreneurship and Innovation and manages strategic programs with the governments on Digital Literacy, Broadband, Education, Environment and Entrepreneurship.

**Graham Minton**

Director, Corporate and Organisational Partnerships, Internet Society



Graham has over 20 years of marketing and fundraising experience at both a national and international level. He joined the Internet Society in February 2011 to develop resources for the organisation globally, with a focus on business, foundations and individuals. Graham joined from World Heart Federation where he returned the organisation to income growth through developing their global approach to the business sector, as well as broadening their fundraising base in foundations and starting a high net worth individual activity.

Manju Dhasmana

Lead - Community Affairs/Corporate, Social Responsibility,
Microsoft India



Manju Dhasmana is Lead – Community Affairs at Microsoft India, where she drives Microsoft's CSR mandate of building skills and employment opportunities for youth. She also leads the portfolio of partnerships with NGOs on technology, employee engagement and disaster response. Manju has worked extensively in the development sector for 15 years on issues of health, gender, rights and access.

Dr. Amir Ullah Khan

President, Glocal University



Amir Ullah Khan is a development economist and President of the Glocal University in Saharanpur in India. He studied Electronics Engineering at Osmania University in Hyderabad, Management at the Institute of Rural Management at Anand and got his PhD from the Jamia Millia Central University in Delhi. He is Fellow at the India Development Foundation, Adjunct Professor of Law and Economics at the Edith Cowan University in Western Australia and has served as a Policy advisor to the Bill and Melinda Gates Foundation.

Dr. Madan Mohan Rao

Research Director, YourStory

Madanmohan Rao graduated from the Indian Institute of Technology at Bombay and completed his advanced studies from University of Massachusetts at Amherst. He is M.S. in computer science and a Ph.D. in communications. He works as a consultant and author from Bangalore, in knowledge management and new media. He was formerly the Communications Director at the United Nations Inter Press Service bureau in New York, and vice president at India World Communications in Bombay. He is the Research Projects Director of *Mobile Monday* and co-founder of the Bangalore K-Community.

**Sushil Pandey**

Knowledge Management and Communication Specialist, International Centre for Integrated Mountain Development

Sushil Pandey is an Information and Communication Technology Specialist and leads the information technology team in ICIMOD's Information and Knowledge Management Programme. He has 16 years of experience in the area of ICT, and his current responsibilities include the management of the enterprise-wide computing and electronic communications environment; planning, designing and implementing information systems; systems integration; and interface with mutually reinforcing systems and technology like enterprise resource planning and knowledge management.

**Anirban Mukerji**

Senior Manager – Wireless Reach, Qualcomm



Anirban Mukerji is Senior Manager within Qualcomm's Government Affairs department. Based in New Delhi, India, he manages Qualcomm's Wireless Reach™ initiatives in India and South Asia. Qualcomm believes access to 3G and next-generation mobile technologies can improve people's lives. Qualcomm's Wireless Reach initiative is a strategic program that brings wireless technology to underserved communities globally.

Indrajit Banerjee

Director, Knowledge Societies Division, Communication and Information Sector, UNESCO



Born in 1964, Mr Banerjee obtained a Bachelor of Arts degree in Arts and Sciences (1985) from the Sri Aurobindo International Centre of Education, Pondicherry (India), and a Master of Arts degree in French (1988) from the Jawaharlal Nehru University, New Delhi (India). In 1990, he obtained a Diplôme d'Etudes Approfondies and, in 1994, Ph.Ds in Communication and in Didactics from the Université de la Sorbonne Nouvelle, Paris (France). Indrajit has been appointed as Director (D-1) of the information society division, Communication and Information Sector on 10, Aug 2010.



The Manthan Award SOUTH ASIA & ASIA PACIFIC
DIGITAL INCLUSION FOR DEVELOPMENT
10 YEARS
GRAND JURY Graffiti Card

Is it over?
When is the next??
Dmitriy

The Manthan Award SOUTH ASIA & ASIA PACIFIC
DIGITAL INCLUSION FOR DEVELOPMENT
10 YEARS
GRAND JURY Graffiti Card

MANTHAN is an awakening
process.
True 'Kotnas'
age after that.
Sainee

The Manthan Award SOUTH ASIA & ASIA PACIFIC
DIGITAL INCLUSION FOR DEVELOPMENT
10 YEARS
GRAND JURY Graffiti Card

The Jury Process is better
this time as the double
testing produced good
nominations to evaluate!
All lots of papers in the
jury process! Let's go GREEN!!

Ashis is more aware

f what goes on!
Amazing & humbling
experience!
Verhi

The Manthan Award SOUTH ASIA & ASIA PACIFIC
DIGITAL INCLUSION FOR DEVELOPMENT
10 YEARS
GRAND JURY Graffiti Card

RIGEROUS

LEBORIOUS

ENGAGING

OPEN

ENTERTAINING

GRAND JURY
Graffiti Card

Manthan
leading the
knowledge,
& information
stream

"LONG LONG HAS
MANTHAN" PUT IN!!

I GOT

Always great to meet new
friends, learn new things and
see lots of initiatives in
digital inclusion for development.
Happy 10th year anniversary!
Yuan

..... & lived to tell
though I am

PARTNERS AND ASSOCIATES

DIGITAL EMPOWERMENT FOUNDATION

www.defindia.net

Digital Empowerment Foundation, a Delhi based not-for-profit organisation was registered on December 2002, under the 'Societies Registration Act XXI of 1860' to find solutions to bridge the digital divide. With no political affiliations, it was founded by Osama Manzar to uplift the downtrodden and to create economic and commercial viability using Information Communication and Technology as means. It was actively started in the year 2003 after the founder director left his software company to seriously pursue the aims and objectives of Digital Empowerment.

PUBLIC INTEREST REGISTRY

www.pir.org

Based in Reston, Virginia, Public Interest Registry is a not-for profit organisation created by the Internet Society. Acting in the public interest, it's the philosophy behind our online platform and the battle cry of our mission in providing people and organisations an identity online. For the millions of people we serve, we are forever committed to providing online platforms where everyone always has a voice and no one is ever hindered, restricted or censored.

VODAFONE

www.vodafone.in

Vodafone Group is a British multinational telecommunications company headquartered in London and with its registered office in Newbury, Berkshire. It is the world's second-largest mobile telecommunications company measured by both subscribers and 2011 revenues (in each case behind China Mobile), and had 439 million subscribers as of December 2011. Vodafone owns and operates networks in over 30 countries and has partner networks in over 40 additional countries. Its Vodafone Global Enterprise division provides telecommunications and IT services to corporate clients in over 65 countries.

MINT

www.livemint.com

Mint is national business newspaper published by HT Media. *Mint* is a one-of-its-kind newspaper in the sense that the company has an exclusive agreement with the *Wall Street Journal* to publish Journal-branded news and information in India. *Mint* is today the second-largest business newspaper in India with presence in the key markets of Delhi, Mumbai, Chennai, Bengaluru, Chandigarh, Pune, Kolkata and now Ahmedabad too.

INTERNET SOCIETY

www.internetsociety.org

The Internet Society takes on many of the most important and challenging issues facing the Internet – and we do so on a global, regional and local level. By connecting the world, working with others, and advocating for equal access to the Internet, the Internet Society strives to make the world a better place. At the foundation of our work are a vision and a mission. **Vision:** The Internet is for everyone. **Mission:** To promote the open development, evolution, and use of the Internet for the benefit of all people throughout the world.

FACEBOOK

www.facebook.com

Founded in 2004, Facebook's mission is to give people the power to share and make the world more open and connected. People use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them.

INTEL

www.intel.in

Intel, the world leader in silicon innovation, develops technologies, products, and initiatives to continually advance how people work and live. Founded in 1968 to build semiconductor memory products, Intel introduced the world's first microprocessor in 1971. The mission is to create and extend computing technology to connect and enrich the lives of every person on earth.

IAMAI

www.iamai.in

The Internet & Mobile Association of India (IAMAI) is a not-for-profit industry body registered under the Societies Act, 1896. Its mandate is to expand and enhance the online and mobile value added services sectors. It is dedicated to presenting a unified voice of the businesses it represents to the government, investors, consumers and other stakeholders. The association addresses the issues, concerns and challenges of the Internet and Mobile economy and takes a leading role in its development. The association's activities include promoting the inherent strengths of the digital economy, evaluating and recommending standards and practices to the industry, conducting research, creating platforms for its members, communicating on behalf of the industry and creating a favorable business environment for the industry. Founded in January 2004 by leading portals in India, IAMAI is the only specialised industry body in India representing the interests of online and mobile value added services industry.

ASSOCIATION FOR PROGRESSIVE COMMUNICATIONS

www.apc.org

APC is both a network and an organisation. APC members are groups working in their own countries to advance the same mission as APC. In December 2010, APC had 50 members in 35 countries, the majority from developing countries. APC's mission is to empower and support organisations, social movements and individuals in and through the use of information and communication technologies to build strategic communities and initiatives for the purpose of making meaningful contributions to equitable human development, social justice, participatory political processes and environmental sustainability.

WORLD SUMMIT AWARD

www.wsis-award.org

The World Summit Award is the global follow-up initiative of the United Nations World Summit on Information Society (WSIS) organised by the International Center for New Media, Salzburg, Austria. It partners with the key UN organisations and agencies in the framework of the UN Geneva Agenda and the Tunis Action Plan and selects and promotes the world's best e-Content and innovative ICT applications; to date more than 160 countries are actively involved. Through national pre-selections and contests together with a global jury process, WSA demonstrates the local diversity and rich creativity of ICT use. WSA is a global hub for everyone who values the crucial importance of local content to make today's information society more inclusive.

FORD FOUNDATION

www.fordfoundation.org

Established in 1936, the foundation is an independent, global organisation with a legacy of commitment to innovative leaders on the frontlines of social change. Our commitment to social justice is carried out through programs that: Strengthen democratic values, Reduce poverty and injustice, Advance human knowledge, creativity and achievement. In addition to grant making in our core issue areas, we have established three major initiatives that focus on areas in which the foundation historically has had particular interest.

.NGO

www.ngotld.org

Within a year new generic Top Level Domains (gTLDs) will be launched worldwide, joining the likes of .ORG, .COM, and .NET. Among the proposed new gTLDs is .NGO|.ONG. .NGO|.ONG will be the exclusive domain for local and global non-governmental organisations looking to advance their missions or to inspire their communities. .NGO|.ONG will provide immediate recognition for organisations to pursue a cause and make a positive impact.

PIR is the non-profit organisation managing .ORG – the domain that has served the non-profit community for more than 25 years – making it the natural choice for managing the .NGO|.ONG domain.

MICROSOFT

www.microsoft.com

Microsoft set up its India operations in 1990, and has since been working closely with the IT industry, the Indian government, academia and the local developer community to partner in India's growth. Microsoft in India is focused on being a key IT partner to the Indian government and the local IT industry; enhancing India's inclusive development; and delighting customers and consumers.

UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND CULTURAL ORGANIZATION

en.unesco.org

In 1945, UNESCO was created in order to respond to the firm belief of nations, forged by two world wars in less than a generation, that political and economic agreements are not enough to build a lasting peace. Peace must be established on the basis of humanity's moral and intellectual solidarity. UNESCO strives to build networks among nations that enable this kind of solidarity, by mobilising for education, building intercultural understanding, pursuing scientific cooperation, protecting freedom of expression.

OPEN KNOWLEDGE COMMUNITY

www.okcindia.org

Open Knowledge Community is a not-for profit organisation formed by UN, Public sector and civil society organisations which work on open, transparent, inclusive and sustainable knowledge practices to connect communities, civil societies, industries and government through the effective use of information and communication technologies. OKC is mandated to be a bridge between policy, implementation and practice. OKC aims to empower people, communities, civil societies, industries and government through a common platform, enabling them to participate in knowledge creation, sharing and dissemination and to support policy development processes, enhance program delivery and help accelerate progress towards developmental goals. OKC provides critical analyses and research on a wide range of thematic through citizen feedback, think tanks and its large network of communities of practice consisting of NGOs, CBOs, corporate and government agencies.

It works towards building a knowledge society that will actively support government outreach and will enable feedback using ICT- and other knowledge-based platform for participatory governance. OKC is also mandated to act as a recommendatory body for research and analysis towards policy development and regulatory approaches, in order to address the needs of specific social groups such as the underserved, marginalised and differently abled.

PARTNERS AND ASSOCIATES

COMPUTER ASSOCIATION OF NEPAL

www.can.org.np

Computer Association of Nepal (CAN) was formed in May 1992 but was formally registered in December 1992 with the involvement of professionals, specialists, manufacturers, institutions and related organisations from the Information Communication Technology sector in Nepal. It is the umbrella organisation with membership base ranging from ICT Institutions, Associations to Individuals working in this sector. A representative of the private sector of the association also works closely with the government as the President of CAN is member of the IT Council of Nepal headed by Prime Minister. It works along the lines of an autonomous, non-political, non-partisan, non-profitable and service oriented.

D.NET

www.dnet.org.bd

D.NET a social enterprise, established in 2001, with a vision for a society where information and knowledge facilitates all stake holders participation in generation of wealth and its equitable distribution for poverty alleviation. D.NET pioneered in research on using ICT as a primary means for alleviating poverty, empowerment through minimising the digital divide and access to information, civic participation, capacity development and employment generation. These endeavors have helped us to transcend the national boundary and become visible in the global context. D.NET fosters fusion of social and technological innovations for improving the lives of marginalised people.

BYTES4ALL

www.bytesforall.pk

Bytes for All (B4A), Pakistan is a human rights organisation with a focus on Information and Communication Technologies. It experiments and organises debate on the relevance of ICTs for sustainable development and strengthening human rights movements in the country. At the forefront of Internet Rights movement and struggle for the democracy, B4A focuses on capacity building of human rights defenders on their digital security, online safety and privacy. Working on different important campaigns particularly against Internet censorship and surveillance in Pakistan, B4A continues to work on cyberspace issues, awareness raising and policy advocacy from civil liberties and human rights perspective. Globally acclaimed Take Back The Tech Campaign is the flagship of Bytes for All, which focuses on strategic use of ICTs by women and girls to fight violence against women in Pakistan.

ICTA

www.icta.lk

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 organisation of the e-Sri Lanka Initiative. Major donors including the World Bank will be funding a number of the Agency's initiatives.

NATIONAL ICT ALLIANCE OF AFGHANISTAN

www.nictaa.af

The NICTAA constitutes the largest consortium of ICT players in Afghanistan, brought together in partnership and collaboration to address the challenges that the sector faces. Our membership and partners are committed to advancing trade, development and digital inclusion in the country. NICTAA will work with the public and private sectors in achieving the national development benchmarks put forth in the Afghanistan National Development Strategy, and other national priorities. The Alliance will contribute to policy and regulatory reforms to secure the interests of the country, the sector and its membership. We strive to create an Afghanistan that is knowledge-rich and technology-equipped.

INOMY MEDIA PVT. LTD.

www.inomy.com

INOMY is a Media company involved in activities like e-content, digital content, content development, content management and development of information and knowledge at various levels. It was formed in 1999 to focus on the then emerging new economy, information economy, and knowledge society. INOMY started with publishing e-newsletter and later expanding itself in publishing e-books, and other formal electronic publishing information like, design, consultancy, content development and outsourcing, online research and online survey. INOMY defines New Media as interactive media, web media, internet media, and digital media.

ISOC NEPAL

www.internetsociety.org.np

Internet Society [ISOC] Nepal is a non-profit, non-partisan organization registered under Organisation Registration Act, 1976 on 11th November, 2009 at District Administration Office, Kathmandu, Nepal. Previously, ISOC Nepal was loose network and received status of National Chapter by the Internet Society [ISOC] in April 2007. Professing technology as an integral part of social development and empowerment, Internet Society Nepal (ISOC Nepal) is an association of different ICT professionals from diverse areas of life.

OPTIONS AND SALUTIONS IN SOCIAL MEDIA

www.oasism.net

OasisM is a small but mighty team of smart people working in a renovated space in Social Media Marketing. The common things expected from a digital agency are nice looking websites, branded social media profiles, some mobile apps and possibly a few microsites. At OasisM, we aim for more. It kicks off with a brilliant idea and leads to a unique digital approach to draw in your target group. Contemporary advertising should be something that people really want to be part of. Engaging your audience that is what we're here for.

README

www.readme.lk

Read Me is an exclusive IT content provider in Sri Lanka empowering the IT industry with unbiased information and enriching IT awareness within the local community. Among the handful of other local IT websites providing content in English, ReadMe consistently aims to provide news and reviews based on primary research from a ReadMe standpoint, which enables the readers to consume information always on a fresh perspective.

YOUTH OPPORTUNITIES

www.yopportunities.com

YO is an initiative taken by a group of young and energetic youths who believe in social change through acquiring knowledge credibility and experience. YO believes information should not be kept hidden. It needs to spread among the millions because knowledge increases when shared. YO takes the responsibility to circulate opportunities to those who need it.

91 SPRINGBOARD

www.91springboard.com

91springboard is a startup co-working space and incubator, that provides space to startups and a number of service providers to work towards together to build their businesses. Such an environment not only leads to a productive cross pollination of ideas but also lets startups operate at a significantly lower cost.

TECHALOO

www.techaloo.com

TechAloo is a platform to foster entrepreneurship at colleges. It provides showcase platforms for innovative start-up budding at college campuses.

MPPOST

www.mppost.com

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 latest national and local news, it has also helped to increase and aid Hindi literacy in rural areas. Such new media initiatives hold out the possibility of on-demand access to content anytime, anywhere as well as user feedback.

PARTNERS AND ASSOCIATES



United Nations
Educational, Scientific and
Cultural Organization



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\$10 : ₹395