The manthan Award
DIGITAL INCLUSION FOR DEVELOPMENT

13 Years

Concept Note

2016
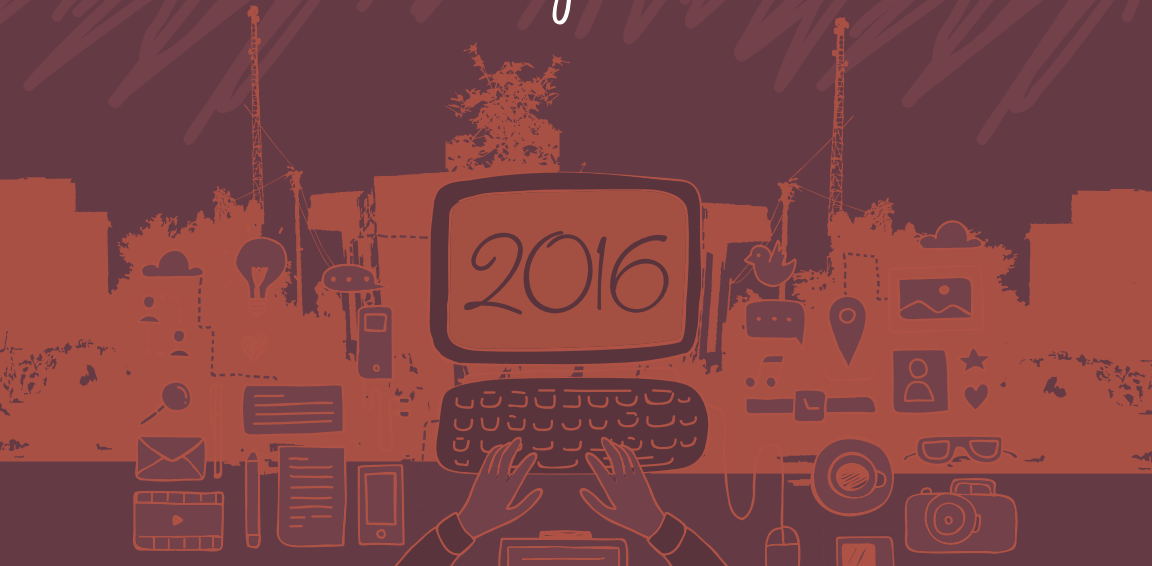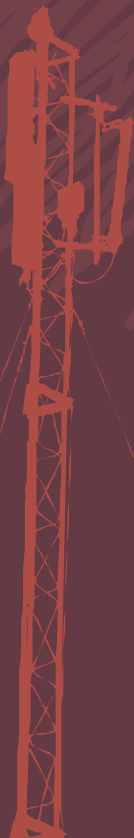
Introduction

Since the beginning of this millennium there has been growing recognition around the world that Information and Communication Technologies (ICT) can play a big role in socio-economic development. For this reason, the first World Summit on Information Society held in Geneva in 2003 launched a formal mechanism to identify, reward and give recognition to initiatives across the world on ICT interventions for development. The World Summit Awards have now become an annual feature.

The Digital Empowerment Foundation (DEF) in partnership with World Summit Awards, Ministry of Communication and Information Technology, Government of India and other organisations interested in ICT for development launched the Manthan Awards in October 2004 to supplement this effort to identify, reward and give recognition to significant contributions in the field of ICT interventions for development (ICTD).

The specific objective was to bring to the attention of all stakeholders such as governments, business and industry and civil society organisations engaged in the development sector significant ICTD initiatives and valuable digital content that are successfully serving underserved communities especially in rural areas and urban slums.

Most of these success stories go unheralded in the mainstream media as these ICT interventions often operate in media-blind areas and sectors. Consequently, there is little knowledge-sharing among the progenitors of these initiatives which in turn hinders the emergence of an eco-system that feeds on this knowledge and enables scaling up of these initiatives and coordination among them for much larger impact.

The Manthan Awards sought to bridge this gap and create a platform that would not only highlight such ICTD initiatives but also help to create a network and database of such players that would enable all stakeholders to contribute in a way that would enhance the overall impact of such ICT interventions.

Initially, the award entries were limited to India only. From 2008, it was expanded to SAARC countries. Again in 2012 the ambit of the award was extended to reward and recognise the best ICT interventions for development from some 36 countries of South Asia and the Asia Pacific region. In 2016, due to lack of interest from Asia Pacific countries, we rethought and the secretariat restructured the format of the Manthan awards to 8 south Asian countries only.

The Manthan Awards try to demonstrate to every stakeholder the existing range of creativity and excellence in the use of ICT tools and communication networks to bring about socio-economic development and empowerment of women, people with disabilities and other marginalised sections of society. They seek to highlight best practices in social and financial inclusion brought about by the use of digital tools and media. Over the years, the awards have substantiated DEF's conviction that all those who are engaged in ICT interventions for development can benefit immensely from access to networks and ICT platforms such as the one represented by the Manthan Awards. The Manthan Awards have also enabled DEF to bring to light case studies that
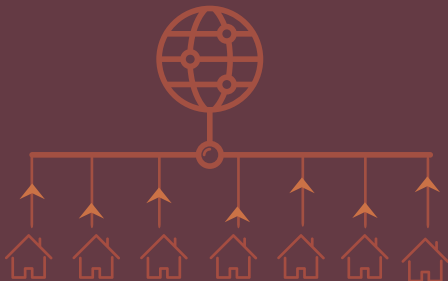
show what changes must be brought about in the way markets operate and governments act to make such ICT interventions for development economically sustainable.

Today, a knowledge database of more than 3000 such interventions have been built up through the annual award giving process which all stakeholders find immensely valuable and useful. Awards are given in 09 different categories to cover almost the entire range of ICT for development initiatives.

Mission

To create an information rich society where everyone, irrespective of caste, religion, race, region, gender etc., is empowered to create, receive, share and utilize information and knowledge through digital content for their economic, social, cultural and political upliftment and development

Objective

Increasing visibility of the content that already exist and thus demonstrating the richness and diversity of content creativity to those interested in understanding and planning an Information Society.

Our Impact:

13 years of Digital Inclusion

Manthan Awards is a conclusive exchange platform for ICT practitioners, content creators, e-domain experts, social media change-makers to create a complete ecosystem where the digital tools can be seen as a tool for education, business and infrastructure and the holistic society empowerment for the 21st century.

Over the last 12 years, the Manthan Awards platform has created a repository of over 3,000 innovations and given people "an opportunity to interact with innovators, entrepreneurs and government officials at a personal level".

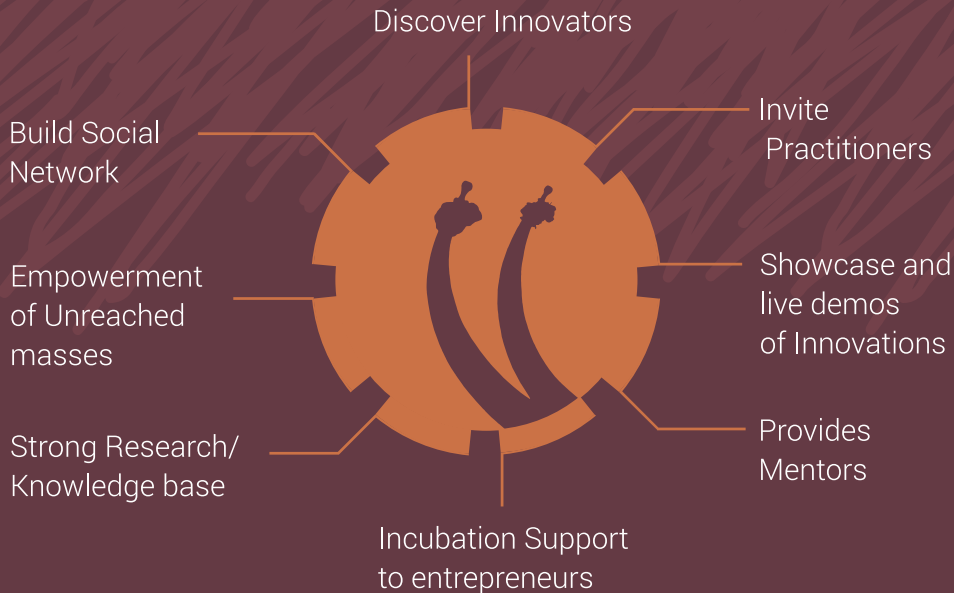| Past Award Winners | Paytm | safecity | Rang De | desicrew | chai with lakshmi |

The 12th Manthan Awards Gala (2015 edition) was witnessed by more than 500 delegates from across the Manthan awards region. Over the year, many partnerships have been formed, and government and corporate organisation have joined on-board to support the award, thereby improving its credibility. The new partnerships brought in access to a wide range of audience such as decision makers in the business sector, government entities and, of course, a lot of relevant participants for the award which resulted in exclusive networking opportunities and consolidated future business associations.

Award Categories

Government & Citizen Engagement
| citizen entitlements | services | open data |
democratic participation & public service
grievance redress |

The Government & Citizen Engagement category may entail solutions that:

- Integrate the citizens in public administration & increase the citizen engagement
- Deliver content rich solutions to the public & connect the public including individuals, businesses and organisations
- Enable low threshold access of information, data & procedures & make public services accessible to all
- Significantly improve and enhance service depth and quality & democratic processes
- Increase transparency in governmental processes & facilitate participation of citizens and public services clients
- Simplify administrations & foster efficiency of information exchange
- Ensure equal rights to economic resources, access to basic services, ownership and control over land and other forms of property, inheritance, natural resources, appropriate new technology and financial services, including microfinance

Health & Well Being
| medical care | sport | lifestyle

Health & Well Being solutions may address for example:

- Meeting healthcare needs of citizens and patients with innovative content applications
- Reduce maternal mortality ratio & preventable deaths of new-borns and children
- Prevention & reduction of epidemics like AIDS, tuberculosis, malaria, hepatitis or substance abuse
- Supporting healthcare professionals, as well as the broader public, policy makers and healthcare providers with easy data access and communication tools & diagnosing with technical solutions & content
- Supporting research and development of vaccines and medicines, health financing and recruitment, development, training and retention of the health workforce
- Enable information on healthcare, nutrition, medication, disease & well-being by smart solutions
- Solutions to learn health & well-being by improving and enhancing healthy behaviour, nutrition, hygiene, sports
- Content rich solutions to enjoy and facilitate sports, music, entertainment, style & fashion
- Utilizing ICTs for hobbies, free-time activities and sports

Learning & Education
| knowledge | science | skills

The Learning & Education category may entail ICT solutions that:

- The Learning & Education category may entail ICT solutions that:
- Provide intelligent solutions for easy & low threshold access of education for everyone
- Address the learning needs of every level of learner and creating interactive e-learning communities & interactive, personalized and distributed education resources online
- Support knowledge transfer and skills gain in a complex and interactive fashion
- Help teachers to enhance and simplify teaching & material creation & find new methods and innovative teaching solutions using ICT's
- Enhance corporate training & lifelong learning
- Foster global collaboration in science, provide measures to promote science and demonstrate results and value to society
- Eliminate gender disparities in education and ensure equal access to all levels of education and vocational training including persons with disabilities, indigenous peoples and children in vulnerable situations
- Provide child, disability and gender sensitive education tools and safe, non-violent, inclusive and effective learning environments

Environment & Green Energy
| climate | sustainable resources | agriculture

The Environment & Green Energy category may entail ICT solutions that:
- Support maintaining ecosystems, sustainable food production systems & resilient agricultural practices that increase productivity and production
- Adaptation to climate change, extreme weather, drought, flooding and other disasters
- Utilization of genetic resources and associated traditional knowledge for sustainable agriculture
- Facilitation of timely access to market information, including on food reserves
- Supporting methods via ICT's to progressively improve land and soil quality
- Enhance agricultural productivity and support small-scale food producers
- Water-use efficiency across all sectors & water resource management at all levels
- Support and strengthen the participation in water- and sanitation, including water harvesting, desalination, water efficiency, wastewater treatment, recycling and reuse technologies
- Enhance access to clean energy research and technology, including renewable energy, energy efficiency and advanced and cleaner fossil-fuel technology

Culture & Tourism
heritage | entertainment | media | broadcasting

Culture & Tourism solutions may address for example:

- Preserving and presenting cultural heritage in line with the challenges of the future
- Demonstrating valuable cultural assets clearly and informatively using state-of-the-art technology
- Promote entertainment products and services to enjoy the linguistic and cultural diversity available around the world, support and promote the transition from one-way to two-way communication.
- Enabling travellers to find attractions, to be informed and enlightened, to enjoy safe travel and have access to up-to-date travel information
- Enhance intermodal use of public transport, supporting orientation in cities and countryside, allowing the hotel industry to address customers, and providing navigation-based content
- Promote sustainable tourism that creates jobs and promotes local culture and products
- Recognises achievements of media and community broadcasting stations including community radio and programs, initiatives. It includes digital media initiatives radio programs- like talks, music.
- Digital solutions to spread the right message to the right people, ensure accessibility and encourage expression of alternative voices and use of alternative media.

Smart Settlements & Urbanisation
| mobility | productive work | sustainable living

The Smart Settlements & Urbanisation category may entail ICT solutions that:

- Support higher levels of economic productivity through diversification, technological upgrading and innovation
- Support productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value
- Offer regional and trans border infrastructure, to support economic development and human well-being
- Enhance safe, affordable, accessible and sustainable transport systems
- Entail inclusive and sustainable, integrated and sustainable human settlement planning and management
- Solutions for safe, inclusive and accessible, green and public spaces
- Support positive economic, social and environmental links between urban, per-urban and rural areas
- Solutions for financial and technical assistance, sustainable and smart buildings
- Substantially increase the number of cities and human settlements adopting and implementing integrated policies and plans towards inclusion, resource efficiency, mitigation and
- Support adaptation to climate change, resilience to disasters and/or risk management
- Consumer information and/or smart access to data at all levels

Business & Commerce
| innovative services | security | finance | marketing

This category may entail ICT solutions with high social impact that:

- support and optimization of business processes
- are Fintech solutions with social impact
- create of new business models in e-commerce and m-commerce
- are solutions which demonstrate an incremental or radical / disruptive innovation development
- are applications, processes, products or business models in the financial services industry
- are solutions with regard to their supported business processes such as financial information, payments, investments, financing, advisory and cross-process support
- are solutions for the insurance industry ("InsurTech"), like retail, private and corporate banking as well as life and non-life insurance
- are Business-to-business (B2B), business-to-consumer (B2C) or consumer-to-consumer (C2C) solutions, internet security and other areas
- are complementary services such as personal finance management systems, or competitive solutions such as e.g. peer-to-peer lending
- provide Data security to protect sensitive consumer and corporate financial data

Inclusion & Empowerment
| diversity | gender | justice | human rights |

This category may entail ICT solutions with high social impact that:

- support integration of the global information society, empower the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status
- empowering citizens and stakeholders in public services
- reduce "digital divides" between technology-empowered and technology-excluded communities
- Ensure equal opportunity and reduce inequalities, eliminating discriminatory laws, policies and practices in legislation, policies and action in this regard
- Enhance resilience to climate-related extreme events and other economic, social and environmental shocks and disasters
- Support mobilization of resources from a variety of sources
- Ensure access for all everyone to food, education, information, data etc.
- Strengthen the capacity, in particular developing countries, for early warning, risk reduction and health risks
- Reduce discrimination against all women and girls & prevent all forms of violence against all women and girls in the public and private spheres
- Enhance the use of enabling technology, in particular information and communications technology, to promote the empowerment of women

Award Categories

Early Stage
[Projects launched after 01 July, 2016]

Early stage means the digital interventions which have just been recently launched and are potentially very exciting. Manthan Awards South Asia would like to recognise such initiatives in this fast growing segment. We want to tap such initiatives early on. So we are inviting all those entrepreneurs, startups who are dreaming big and want the wider world to take note of their thought processes. It is a new category which has been created keeping in mind the fast growing start-up space.

Nomination Process

The online process of accepting nominations for the 13th Manthan Awards South Asia starts from August 12, 2016. Every nomination is required to submit a 'Product Demo' presentation as well as a 'How to use' Video. The Manthan Awards South Asia brings together the best ICT for Development experts from South Asia region as jurors, to deliberate and decide upon the award-winning digital interventions and e-content in the region.

The nomination and jury process is transparent and fair, and has drawn support from leading corporate and government players in the SOUTH ASIA region since 2003.

- Each award category will be judged by a panel of Jurors. The panel comprises eminent personalities from the private and public sectors, industry and academia. The Jurors are selected based on their knowledge and expertise in various fields.

- The process of evaluation commences from the date of closing of nominations.

- The initial evaluation is through online review of the nominations by the Virtual Jury Panel. A Shortlist of maximum of 10-15 nominations per category is consolidated for the Grand Jury

- In the main Jury, the Jurors Panel is expected to go through all the nominations in the final stage & score them according to the laid-down criteria.

- The final Jury of the respective award categories has the right to modify the judging criteria to suit the respective category in consultation with the Award Chairman.

- The Jury, in consultation with the Award Chairman, may transfer any nomination received under a particular category to another category to ensure "best fit".

- The decision of the Jury is final and binding.

- The Jury holds the right to contact any eligible nominee to clarify doubts/queries regarding the project.

- The Jury reserve the right to declare 'Not eligible' if any nomination does not meet the required standards.

- The final results will be announced during the Award Gala only.

Awards Eligibility Criteria

1. Award nominations submitted by individuals on behalf of public or private sector organisations, universities, or research and development institutions and non-government organisations will be considered.

2. Award Nominations should be for projects that have been on the ground for at least 4 months to apply in 8 respective award categories. Start-ups can send their new launched projects started after 1st July, 2016 in our new category called Early Stage.

3. Award Nominations should come only from South Asia. Nominations from other countries will not be considered.

4. Award nominations from past years' winners for the same project will not be considered.

5. Award nominations must provide clear and concrete information about the initiative, organisation and the team involved.

6. Any single project entry of nomination will not be considered under multiple categories.

7. No direct entries from Bangladesh for the Manthan Awards South Asia will be entertained from this year. All entries from the country will only be allowed through BRAC Manthan Digital Innovation Award (BMDIA), a collaborative initiative of BRAC and DEF (http://brac.manthanaward.org). The winners of the BRAC Manthan Digital Innovation Award (BMDIA) will get direct entry to the Grand Jury of the Manthan Awards South Asia

8. Irrespective of the product/project language, all producer and project information must be in English.

Evaluation Criteria

Nomination forms must be filled out entirely. Judging will be done on:

- Content & Services: Quantify the quality of content and services delivery, relevance of content and its utility value.

- Impact, accessibility & Sustainability: Quantify and qualify the social impact & the commercial viability of the application.

- Functionality/Navigation: Please highlight the user-friendliness & interactive nature of the application.

- USP & Strategic Value: Please focus on the uniqueness of the idea & easiness of strategy replication.

- Benefit & Utility: Please describe the real benefit to last mile users.

Award Calender 2016

Nomination Open Date
18th **August 2016**

Nomination closing Date
05th **October 2016**

Grand Jury
22nd **October 2016**

Awards Gala
25th **February 2017**

Opportunities at Manthan Awards 2016

Nomination

The best platform for getting an opportunity to shine across the Asia Pacific region & get recognition among ICT stakeholders from so many countries.

Participation

To share ideas/ opinions and build a network with the most ground breaking services/models

Sponsor

As a sponsor get an opportunity to promote your brand in the specific target market segments of the emerging markets of South Asia & the Asia Pacific region.

Partners

Talk about the association of your brand with the Manthan Award to identify & explore the most innovative ICT initiatives even in the remotest corners of the world.
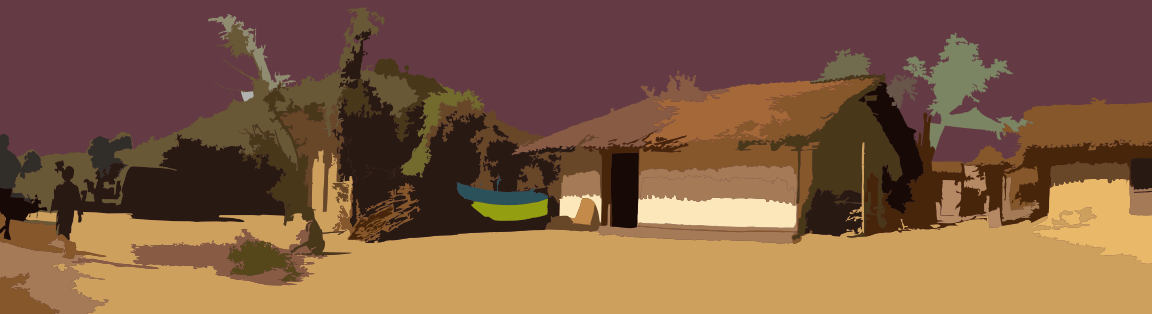
Exhibition

A vast platform to showcase the best initiatives in ICT across South Asia countries, including a wider target audience during the Award, Conference and Exhibition
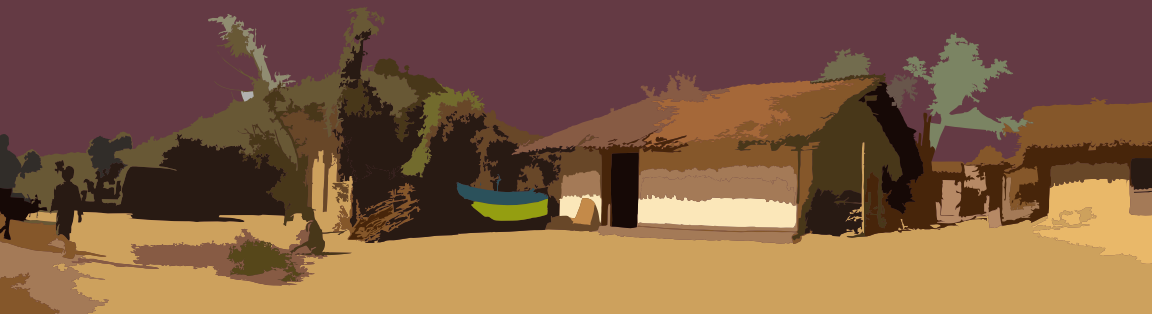
Speakers

Get an opportunity to Speak about your initiative & experience on the role of ICT in global development.

Glimpses from the Past

WELCOME

13th MANTHAN

UNCOFEREN

For information or queries:

Manthan Award Secretariat
Mobile: **+91-9582200857**
Email: **lucky@defindia.net**
Website: **www.manthanaward.org**

Presenter	Strategic Partner	South Asian Country Partners	Institutional Partner	Event Partner	Outreach Partner