

## Showcasing the richness and diversity of e-Contents

Bridging the Content Gap

Acknowledging the achievements of producers and designers

Narrowing the Digital Divide

Celebrating creativity and digital cultures

Networking & cooperating Globally in best practice

Editor and Publisher: Osama Manzar Project Manager: Dhiraj Sinha

Published (for The Manthan Award) by Digital Empowerment Foundation D-307, Sarvodaya Enclave, New Delhi - 110017

Design & Visualisation: Shaifali Chikermane

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Printed in India 6 Invitation Price: Rs. 99/-

# India's Best e-Contents 2005



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#### Manthan Award Mission

#### INDIA'S BEST e-CONTENTS

- e Business
- e Culture
- e Science
- e Entertainment
- e Health
- e Inclusion
- e Learning
- e Governance

#### Content India STATE WISE WINNERS

Manthan Award 2005 JURY

Invitation to the Manthan Award 2006

Manthan @ DEF

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## Bridging the content gap

## Showcasing India's best e-Content practices

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

#### Inspiring the information society

It is information which is taking us ahead not technology alone. The slim book which you are holding in your hand contains a sharp message: the information society will remain an empty concept if one talks solely about technology, network and access issues. We need not only to consider the general use or impact of the new information and communication technologies (ICTs), but also the cultural messages which they can relate. This book guides you to those best e-Contents from India which stands out due to their excellence in carrying message and creating knowledge.

India wide selection for the best e-content practices - Manthan Award - received more than 100 nominations from 21 states for the eight categories prescribed in context of the World Summit Award, formed in 2003 under the framework of United Nation's World Summit on the Information Society.

The Product nomination process was conducted online through the www.manthanaward.com website, along with sending the relevant CDs, cassettes, floppies required for the evaluation process. The eminent experts, chosen to nominate the best of the initiatives from their respective state, actively nominated the initiatives from their region and apart from that the Manthan Award also approached the innovators to nominate their initiatives for the Manthan Award.

Out of 104 nominations 95 nominations were found to be valid and were considered for the Jury evaluation process. E-Governance category received the maximum of 25 percent nominations closely followed by E-Learning with 23 percent nominations. In e-Inclusion category 20 percent products were nominated whereas e-Health and e-Culture received 15 percent and 10 percent nominations respectively. E-business, e-Science and e-Entertainment were among the least nominated categories.

Manthan Award received nominations from 21 states covering the length and breadth of the country. The majority of nominations came from the capital of India, New Delhi. New Delhi nominated 20 percent products followed by Maharastra with 14 percent. Other major nominators were Karnataka and Gujarat with 13 and 9 percent nominations respectively. Among others, the states to nominate were Andhra Pradesh, Tamil Nadu, Bihar, Haryana, Rajasthan, Pondicherry, Punjab, Nagaland, Uttar Pradesh, Meghalaya, Kerala, Assam, Uttranchal, West Bengal, Orissa, Himachal Pradesh and Tripura.

Majority of products were nominated form the private companies and the governments. Private companies nominated 31 percent products whereas the government body nominated 26 percent initiatives for the Manthan Award. National and International NGOs including the Trust had 21 percent nominations. The Academic institutions had 11 percent nominations for the award and the rest are joint ini-

tiatives of government, institutes, community help groups etc.

Manthan Award selected the JURY of 16 members comprising of eminent experts in various walks of life. The winners were awarded on 23rd July, 2005 in the Manthan Award Gala in New Delhi.

#### Objective

The goal of the entire Manthan Award process is simple: making visible the contents that already exist and thus demonstrating the richness and diversity of content creativity to those interested in understanding and planning the Global Information Society.

The Manthan Award wants to demonstrate to you, the readers - experts and diplomats, civil society activists and policy makers - the existing range of creativity and excellence in the use of the IT tools and communication networks. It might confirm your conviction that access to networks and ICT platforms is beneficial to the high quality and value of e-contents which are produced and available. It might also lead you to consider that quality contents, their production and economic sustainability require changes to the way markets operate and governments act.

## Innovation comes from the ground

The Manthan Award and this book emphasize the importance on cultural diversity and identity, the creation of varied information content and digitalization of educational, scientific and cultural heritage.

The Manthan Award is the first of its kind initiative in India which will open doors for global recognition and support to the local initiatives. Innovation comes from the ground. It is created by people wishing to communicate. In order to extract and recognize excellent content, initiatives should be taken to select and promote creative content developers in all world regions.

E - Content will indeed enable every citizen to have complete information about his/her rights, privileges, strengths, and how he/she can become self reliant on the basis of information prowess.

We would also take it further by encouraging the development of e-content at every level and enhancing the e-content production capabilities and inducing poverty alleviation exercises.

India is a vast country and has ancient history which reflects its cultural, educational and social richness.

#### OSAMA MANZAR

Chariman
The Manthan Award
Founder & Director
Digital Empowerment Foundation
osamam@gmail.com
manthanaward@gmail.com

#### Manthan Award 2005

Number of Nominations: 104

Nominations Valid for Evaluation: 95 STATE WISE Delhi - 20 Maharastra - 14 Karnataka - 13 Gujarat - 09 Andhra Pradesh - 04 Tamil Nadu - 05 Bihar - **02** Haryana - **04** Rajasthan - **02** Pondicherry - 02 Nagaland - **01** Punjab - **05** Uttar Pradesh - 04 Meghalaya - 01 Kerala - **02** Assam - 02 Uttranchal - **01** West Bengal - 01 Orissa - **01** Himachal Pradesh - 01 Tripura - **01** PRODUCTS PER CATEGORY (THE FIGURE IS IN PERCENTAGE) e-Business - **04** e-Culture - 09 e-Entertainment - 01 e-Science - **Q1** e-Health - 10 e-Inclusion - 19 e-Learning - 25 e-Governance - 26

# India's Best e-Contents 2005

Inspiring the Information Society

## e-Business

- Automatic Milk Collection System
   GUJARAT
- ToeHoldindia.com KARNATAKA
- PlantersNet ITC
   ANDHRA PRADESH

#### e-Business contents are:

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



## Automatic Milk Collection System

#### **Description of the product/project:**

The Automatic Milk Collection System provides several advantages over the traditional manual method which was time taking and due to that the milk got spoiled. The Automatic Milk Collection System speeds up the entire process, thereby reducing the spoilage of milk. Wait time for the farmers decreases from 45 to 10 minutes. Automation of the measurements eliminates the potential for milk purchasers to misrepresent the quality of the milk and cheat farmers out of a fair price. Far from just having economic consequences, automation gives freedom to the farmers from the burden of having to fear cheating or corruption in their daily business dealings. Physical transparency and simplicity of the process are the keys to the success of such an endeavor.

The simple technology has enabled the timely collection of milk and generated higher profits for producer. A basic milk collection transaction done by AKASHGANGA comprises:

- Measuring weight of milk with Electronic Weighing Scale
- Fat testing using Milk-o-Tester
- Capture of unique member ID by the PC software
- Printing of pay slip

Producer Shree Kamdhenu Electronics Pvt.Ltd. Sulax Shah Sachin Shah Alpesh Shah Ujyal Parghi

> State Gujarat

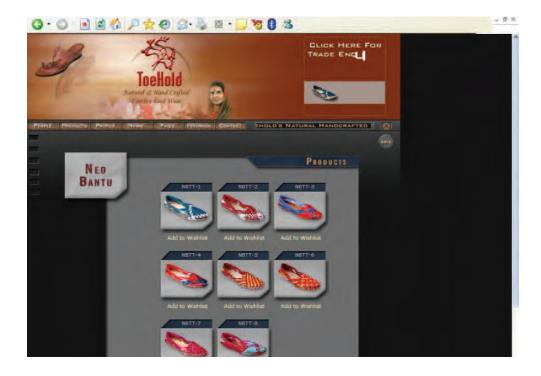
Contact shahsulax@akashganga.co.in www.akashganga.co.in

> Platform of Product Offline

Title in English Automatic Milk Collection System

Title in Original Language Automatic Milk Collection System

Language of Product English/Gujarati/Marathi/Hindi



#### **SILVER**

### ToeHold Website

Producer Asian Centre for Entrepreneurial Initiatives (ASCENT) Madhura M Chatrapathy Hareesh B. S. Raghu K

State Karnataka

Contact madhuramc@vsnl.net www.toeholdindia.com

Platform of Product Broadband/Online

Title in English ToeHold Website

Language of Product English

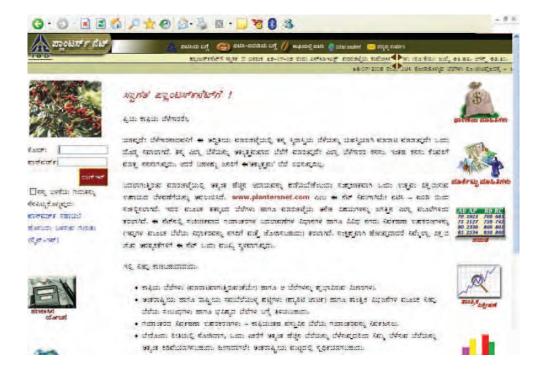
#### **Description of the product/project:**

ToeHold Artisans Collaborative (TAC) is an export-oriented Group Enterprise, owned and governed by the artisans through their eleven women's Self Help Groups (SHGs), aims to take the humble generic Kolhapuri footwear to branded 'couture' status in international markets.

Toeholdindia.com designed to enable the artisans to gain access to international and national B2B footwear markets. The website has a product catalogue with more than 300 designs on display at a time. It has a webpage about the people who make these exquisite Kolhapuri fashion footwear.

This website, aimed at B2B markets, is one of the key drivers of business for the artisan enterprise. All the market interactions happen through e-mail and a marketing coordinator takes care of the communications in English. Customized designs are made for clients and in this process exchange of ideas / designs happen through digital images by e-mail - this is a boon to the largely illiterate and vernacular speaking artisans.

This unique model of Grassroots Group Enterprise, The front end of TAC is a market-focused, customer-centric and profitdriven business enterprise while fully integrated social cause.



#### **BRONZE**

#### PlantersNet.com

#### **Description of the product/project:**

PlantersNet.com, a unique web based initiative of ITC's International Business Division, offers the Coffee Growers of India all the information, products and services they need to enhance productivity, improve price realization and cut transaction costs. Coffee planters can access latest information on weather, scientific farming practices as well as market prices sitting at the village itself through the PlantersNet web portal which is available in English and Kannada language as well. The initiative is bringing about a paradigm transformation in the life of the Indian farmer and enhancing competitiveness of a business enterprise. It is changing the Indian farmer into a progressive knowledge-seeking netizen, enriching him with knowledge and in the age of Intellectual Property Rights (IPRs) elevating him to a new order of empowerment.

Producer

ITC Limited

Contact ashok.raja@itc.co.in www.plantersnet.com

Platform of Product Broadband/Online

> Title in English PlantersNet

Language of Product English / Kannada

## e-Culture

- Honeybee Network
   GUJARAT
- NUDI The Kannada script-enabling software KARNATAKA
- Marathiworld.com
   MAHARASHTRA

#### e-Culture contents are:

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.





## Honey Bee Network

#### **Description of the product/project:**

The Honey Bee Network is a huge database of grassroots innovation and technologies collected over a period of 15 years. It incorporates about ten thousand "green" grassroots innovations, including examples of traditional ecological and technological knowledge of farmers, artisans, pastoralists, fishermen and women, scouted from more than 4,000 villages of India and several other countries.

These innovations: herbal pesticides, small machinery, veterinary medicines, soil and water conservation, organic agriculture, vegetable dyes, fishing, food processing, new plant varieties are developed by local people without any outside help. Honey Bee has also developed a touch screen interface to allow access to innovations for those without a strong working knowledge of computers.

Producer Society for Research and Initiatives for Sustainable Technologies and Institutions (SRISTI) Anil Gupta

> State Gujarat

Contact anil@sristi.org http://www.sristi.org/honeybee.html

Platform of Product Broadband, Online, Offilne, Print, Face to face Interaction

> Title in English Honey Bee Network

Language of Product English



#### SILVER

### NUDI

Producer KANNADA GANAKA PARISHAT G M Narsimhan Murty

State Karnataka

Contact ganakaparishat@rediffmail.com www.kagapa.org

Title in English NUDI-the Kannada Script enabling software in computers

English Title in Original Language NUDI

Language of Product Kannada

#### **Description of the product/project:**

NUDI- the Kannada script enabling software in computers is the first effort which works under Windows OS with 8-bit code (ASCII) representation. Government of Karnataka is using NUDI in all its computerization activities. Hence it has become easy for all its departments and offices to implement Kannada in their activities without any hindrance. This is significant in view of the need for free availability of Kannada script in computers and most importantly portability of information in Kannada language that originate from different offices of the government, public sector undertakings, Private enterprises and General public throughout the state of Karnataka; in fact, wherever they are. This project has been very successful in Karnataka, with the government too adopting the applications rapidly.



#### **BRONZE**

#### Marathiworld.com

#### **Description of the product/project:**

Marathiworld.com is a community portal for Marithi community. It is a cultural abode of Marathi and Maharashtra in the web world aimed at imbibing Marathi people together who are scattered all over the world.

It caters to the information and cultural needs of the children, youth, and all age groups alike who correlate themselves with Marathi. Every person who is inquisitive may log on to the site and search for the required information.

Marathiworld.com is the first to launch Dindharshika -World's first e-calendar with all that you need to know for festivities of Maharashtra, Marathi culture and tradition.

Producer Marathiworld.com Bhagyashree A. Kenge Vinay Hinge Anurag Kenge

> **State** Maharashtra

Contact webmaster@marathiworld.com www.marathiworld.com

> Platform of Product Broadband/Online

Title in English Marathiworld.com (Community portal)

> Title in Original Language: Marathiworld.com

> > Language of Product Marathi

## e-Science

• Electrophoresis DELHI

#### e-Science contents are:

Fostering global collaboration in key areas of science, and the next generation of infrastructure that will enable it; providing measures to promote and demonstrate scientific processes and make them accessible to citizens; scientific projects articulated through new media.





### Electrophoresis e-Lab

#### **Description of the product/project:**

The project was to design and develop Lab Exercises of Electrophoresis e-Learning Course. The project comprised of analysis, design and development of the courseware.

The main feature of the course is its detailed simulated scripted laboratory, taking students to the all procedures to perform electrophoresis without attending a real-time lab.

Lot of animations and simulations has been developed to give the real-time experience of a lab.

This could be an excellent step and could be replicated to all the experiments performed in schools, colleges, universities, labs which besides being cost-effective and accessible to everybody would also not expose students to risky chemicals. Producer ZMQ Software Systems Hilmi Quraishi Subhi Quraishi Sabina Hassan

> State Delhi

Contact zmq@vsnl.com http://www.zmqsoft.com http://www.zmqsoft.com/elearning/eL ab/Lab.html

> Platform of Product Broadband/Online

Title in English Electrophoresis e-Lab

Language of Product English

## e-Entertainment

World Cup Cricket
 DELHI

#### e-Entertainment contents are:

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



GOLD

## World Cup Cricket

#### **Description of the product/project:**

The project comprises of highly interactive games developed on Cricket. A set of 5 highly interactive edutainment (entertainment plus educational content) games developed on Cricket.

The games are meant for children as well as adults. The games comprised of Adventure Cricket Games, eQuizzes, Live Shows and Mind Games on Cricket. The games can be played by logging onto the Internet and browsing through the WWW address. The game has been developed in Shockwave Flash with a back end database.

Producer
ZMQ Software Systems
Hilmi Quraishi
Subhi Quraishi
Sabina Hassan

State Delhi

Contact zmq@vsnl.com http://www.zmqsoft.com http://www.zmqsoft.com/Worldcup2 003/home.htm

> Platform of Product Broadband/Online/Offline

> > Title in English World Cup Cricket

Language of Product English

## e-Health

- Sisu Samrakshak
   ANDHRA PRADESH
- IndianBloodDonors.com MAHARASTRA
- Helpline on HIV/AIDS RAJASTHAN

#### e-Health contents are:

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



GOLD

#### Sisu Samrakshak

#### **Description of the product/project:**

Sisu Samarakshak is all about information dissemination and services for women and children. The project components Include: Information pages (using audio, picture, video and touch-tone screen) for illiterate and semi-literate women that include contents related to care, nutrition, growth and development, immunization, illnesses, hygiene and various related services.

Other part of the project consists of manuals and training programmes for front-line workers enabling them apply and integrate ICT messages with ongoing development programmes i.e. the integrated child development service; water user committees, women's self-help groups, village development committees, health advisory boards, school management committees, etc.

The program aims at harnessing ICT to accelerate achievement of goals in women's health, children's growth and development in the early years through enhanced community monitoring mechanisms. The goals of the project are well twined with the Millennium Development Goals.

Producer

UNICEF HFO
State
Andhra Pradesh

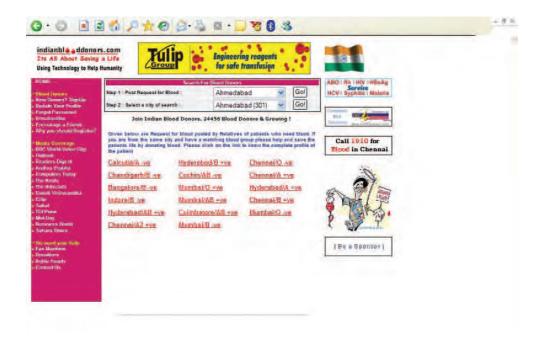
Contact msaintlot@unicef.org www.unicef.org

Platform of Product Cross Media

> Title in English Sisu Samrakshak

Title in Original Language Sisu Samrakshak

Language of Product English, Telugu, Kannada



#### **SILVER**

### IndianBloodDonors.com

Producer Indian Blood Donors Khushroo Poacha Fermin Poacha

State Maharashtra

Contact info@indianblooddonors.com www.indianblooddonors.com

Title in English Indian Blood Donors

Platform of Product Broadband/Online

Language of Product English

#### **Description of the product/project:**

www.indianblooddonors.com is a web based helpline for patients who need blood all over the country in an emergency.

Quite often a critically ill patient dies because of the non-availability of the right group of blood in the blood banks. India is always facing a shortage of blood, and as we know people have to run from pillar to post for a unit of blood. Indianblooddonors has donors registered from over 330 cities including more than 25,000 donors.

The aim is to serve the needy by offering a little organized source of adequate information.

The website gets 25-30 request for blood everyday. Incidentally, this novel initiative is started by a common concerned citizen, not by any specialized IT professional or a medical practitioner.

The producer of indianblooddoners.com has started the initiative by using his personal savings.

FOR ALL THAT YOU WANTED TO KNOW ABOUT

**AIDS** 

DIAL 1097 (TOLL FREE TELEPHONE)

ASK ANY QUESTION
ANONIMITY & PRIVACY
ASSURED

HEALTH & SOCIAL DEVELOPMENT
RESEARCH CENTER, JAIPUR
SPONSORED BY:
RAJASTHAN STATE AIDS CONTROL
SOCIETY,
GOVT. OF RAJASTHAN

**BRONZE** 

## Helpline on HIV/AIDS

#### **Description of the product/project:**

This is an electronic helpline accessible to people 24 hours a day for seeking answers to any query on HIV/AIDs.

The helpline is equipped with both - automatic answering machine as well as human voice interaction replying to personal queries.

Electronic Helpline create awareness on HIV/AIDS as the rate of spread of HIV/AIDS in India is reaching to an alarming level. The added advantage is that it helps in optimizing costs to a great extent.

The Helpline uses a computer equipped with four channel voice card, linked to two telephone lines using customized software. This IVRS system operates 24 hours a day, seven days a week and 365 days a year.

The objective of the project is to disseminate technically sound information on HIV/AIDS along with details of related health services, to as many people as possible maintaining the anonymity of the client.

Producer
Health & Social Development
Research Centre
Mridula Chandra

State Rajasthan

Contact + 91-141-2606976 hsdrc@datainfosys.net

Platform of Product Interactice TV

Title in English Helpline on HIV/AIDS

Language of Product English, Hindi

## e-Inclusion

- aAQUA: Almost All Questions Answered
   MAHARASTRA
- VAACHAK Text to speech software for Indian languages UTTAR PRADESH
- Dissemination of animal health -RGCVAS PONDICHERRY
- Save the Girl Child DELHI
- Disability India Network
   DELHI

#### e-Inclusion contents are:

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





#### **aAQUA**

#### **Description of the product/project:**

aAQUA is a multilingual online question and answer forum. Almost All Questions Answered (aAQUA) provides online answers to questions asked over the internet.

aAQUA caters to the needs of the farmer in many ways such as a) Providing a forum for a farmer (typically posted by a computer operator) to pose his question

- b) Having a panel of experts to view the problem and work out a feasible solution
- c) Providing back the solution to the affected farmer over the internet
- d) Thus creating a cumulative archived database of questions and answers on various issues
- e) Allowing users to search the archive
- f) Allowing common Indian languages and simultaneous keyword searches in Hindi-English-Marathi.

Experts use aAQUA to assist farmers in seed selection, new techniques, animal husbandry, and pest and disease management. Kiosk operators photograph crop and animal diseases, and are sometimes assisted by our full-time local person in administering the solutions. Information on where to buy medicines, techniques, taking soil samples etc. are also answered by experts.

Producer Indian Institute of Technology, Mumbai Krithi Ramamritham Anil Bahuman T. Kadarbhai Yogesh Kulkarni

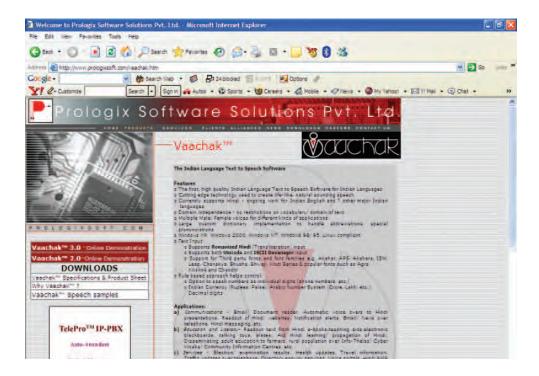
> State Maharashtra

Contact abahuman@it.iitb.ac.in www.aaqua.org www.projects.mlasia.iitb.ac.in/aquar

> Platform of Product Broadband/Online

Title in English aAQUA (Almost All Questions Answered)

Language of Product Multilingual - Marathi, Hindi, English



#### SILVER

#### VAACHAK

Producer Prologix Software Solutions Pvt. Ltd. Vinamra Agarwal

State Uttar Pradesh

Contact contact@prologixsoft.com www.prologixsoft.com www.vaachak.com

Title in English
Text to Speech software for Indian languages

Platform of Product Broadband/Online

Language of Product
Major Indian Languages and English

#### **Description of the product/project:**

Vaachak is Text-to-Speech (TTS) software for Indian Languages and English developed by Prologix based in Lucknow.

Vaachak enables computers to read out text in Indian languages and English in clear, easily understandable and Natural (Indian) accented voice (particularly for English - as opposed to British or American accents for other Text-to-Speech software).

Vaachak is the first product of its kind developed and breaks new ground by being the first and only high quality, natural sounding software for reading out text in Indian languages and in English, in an Indian accent.

The software finds use in making Human-Computer interfaces more natural for the end users - by giving them the option of being able to hear information required by them - either on the computer itself, or through a telephone based service.

It can be a wonderful tool to produce content / applications for the visually impaired and illiterate people. It can help convert the written information to voice in native language.



#### **BRONZE**

## Dissemination of animal health knowledge

#### **Description of the product/project:**

The touch screen kiosk with need based information on cattle health, derived through participatory meetings with the stakeholders aimed at the direct use of largely illiterate and poor livestock owners.

As one of the important strategies for reducing information poverty, information kiosk was designed as a tool to enhance the farmers' information system through appropriately designed content and methods of extension programmes that meet the expressed needs and objective circumstances of the resource poor.

This was used as one of the extension delivery methods to reach these marginalized groups, under a research project supported by the DFID Animal Health Programme, UK and in collaboration with the University of Reading, United Kingdom.

Producer
Rajiv Gandhi College of Veterinary
and Animal Services
Dr. S. Ramkumar
Dr. S.V.N. Rao
Prof. C.J.Garforth

Dr. Claire Heffernen

Platform of Product Broadband/Online

Pondicherry

Title in English

Dissemination of animal health knowledge for development of landless dairy cattle owners in the peri-urban regions of Pondicherry

Language of Product English, Tamil



## SPECIAL MENTION

### Save the Girl Child

**Producer**Datamation Foundation Charitable Trust
Chetan Sharma

State Delhi

Contact csharma@giasdl01.vsnl.net.in www.datamationfoundation.org www.indiafemalefoeticide.org

Title in English Save the Girl Child

Platform of Product Broadband/Online

Language of Product English

#### **Description of the product/project:**

Under Save the Girl Child campaign, website www.indiafemalefoeticide.org is solely dedicated to the cause of female foeticide in the country. Datamation Foundation Charitable Trust has been involved in active championing, and advocating complete ban and penal action against selective sex tests, working at the convergence of ICTs, and social as well as human development.

This is both an online and off-line initiative that successfully makes use of the e-mail, Internet, and other information-sharing strategies to actively promote legal measures banning (and penal action taken against those who conduct) selective sex tests, which can result in the decision to abort female foetuses. Some of the offline initiatives towards the campaign include, using radio and video tools to reach rural people.

The portal contains a number of distinctive features which enable advocacy, capacity building and sensitization towards femicide. The complaint lodging process in the best tradition of e-governance is a very critical feature of our portal, (http://www.indiafemalefoeticide.org/COM-PLAINTS.ASP) which allows the visitor to lodge a complaint against erring medical agencies, doctors, radiologists etc.





## Disability India Network

#### **Description of the product/project:**

Disability India Network is an IT initiative to empower the citizens with disabilities. The website www.disabilityindia.org provides information, knowledge and assistance to the disabled to claim their rightful place in society.

The Network through its website empowers disabled citizens with information, and also serve those who are the service providers to the disabled fraternity.

This initiative for the dissemination of information related to disability issues specific to India was started in 1999. It has grown to become one of the largest and most well known websites on disability.

The site contains information on benefits offered by the government, information on all laws pertaining to disability, information on landmark legal cases, online library, discussion board, dynamic and ever-growing database of organizations in India and Disability India Journal.

Producer Society for Child Development Madhumita Puri Vijay Agarwal

> State Delhi

Contact madhumita@disabilityindia.org www.disabilityindia.org

> Platform of Product Broadband/Online

Title in English Disability India Network

> Language of Product English, Tamil

## e-Learning

- C-GAP course self learning kit MAHARASTRA
- Learning objects-creating a knowledge utility
   MAHARASTRA
- Chukki Chinna interactive radio instruction programme KARNATAKA
- BookBox
   PONDICHERRY
- Adventus Learning Management KARNATAKA

#### e-Learning contents are:

Serving the needs of the learners to acquire knowledge and skills for a complex and globalizing world; transforming schools, universities and other educational institutions through interactive, personalized and distributed learning resources; creating active e-learning communities and target models and solutions for corporate training, supporting first steps in multimedia





## C-GAP course self learning kit

#### **Description of the product/project:**

C-GAP (Certificate in Good Agricultural Practices) is a course targeted towards farmers to educate them on good agricultural practices and quality systems.

It is a self learning material CD in multimedia format including narration, video clippings, and photographs, animations in interactive and attractive format. The language of instruction is Marathi and can be used by any learner who is primary school educated.

The international and national agriculture product markets demand high quality and low cost products. Only by employing recent developments in sciences and new technologies could one produce such quality agricultural products. The training will help farmers become globally competitive and lead them to gain knowledge about scientific farming. The Program offers two GAP certificate courses - one for farmers and the other for field service providers (FSP). After successfully completing the course, FSP would have skills and functionalities to offer assistance in GAP as well as could provide services in raising productivity and quality by employing ICT and latest agricultural knowledge.

Producer Shivrai Technologies Sanjay Borkar Santosh Shinde

> State Maharashtra

Contact sanborkar@rediffmail.com www.shivrai.co.in

> Platform of Product Offline

Title in English C-GAP course self learning kit

Title in Original Language Uttam Sheti Padhatti

> Language of Product Marathi



#### **SILVER**

Producer Vidya Pratisthan's Institute of Information Technology Amol C. Goje

**State** Maharashtra

Contact director@viitindia.org

**Title in English**Learning Objects-Creating a knowledge Utility

Platform of Product Offline

Language of Product Marathi

## Learning Objects

#### **Description of the product/project:**

Learning Objects: Creating a Knowledge Utility uses SCORM (Sharable Content Object Reference Model) for Multimedia enriched educational content in rural schools in India. It improves the quality of teaching and learning mechanism to create interest among students and teachers. The Multimedia contents are developed in local language. The multimedia objects teach the subjects effectively and with ease of understanding.

The advantage of SCROM is platform independency and facility to add more learning objects easily.

The Knowledge Utility ensures that the teacher uses the content through the means of technology and participates in the enhancement of the process by adding his/her own experience to share it with a community. The experience has been that teachers find it extremely easy to access these objects. Minimal training is required for these first generation technology users to use the SCORM players and access content



#### **BRONZE**

### Chukki Chinna

#### **Description of the product/project:**

The Chukki Chinna Interactive Radio Instruction programmes have been developed by the Education Development Center (EDC), a non-profit organisation, for a project titled 'Technology Tools for Teaching and Training' funded by the dot-EDU co-operative agreement initiated by the USAID and part of the DOT-COM alliance.

These have been developed in the local language, i.e Kannada for classes 4 and 5 for mathematics, social studies and science and are broadcast on All India Radio in the forenoon to enable the teachers and the children to listen to them and do the activities in the classrooms at the time of the broadcast itself.

The evaluation of the impact of the programmes is being done in the 340 project schools in Karnataka very intensively. An important feature of these Chukki Chinna IRI programmes is that they are geared towards addressing not only the learning gains among the students but are also very potent tools for teacher training, as the technique is highly activity based, and facilitates active learning during and after the broadcast of the programmes.

Producer Education Development Center Madhyam Vandita Sharma

> State Karnataka

Contact edcinfo\_india@edc.org www.dot-edu.org/india

> Platform of Product Cross Media

Title in English Chukki Chinna Interactive Radio Instruction programmes

> Title in Original Language Chukki Chinna

> > Language of Product Kannada



## SPECIAL MENTION

### BookBox

Producer BookBox Brij Kothari Nirav Shah Holger Jetter Mohammed Abdoolcarim Lavina Tien

**State** Pondicherry

Contact brij@bookbox.com www.bookbox.com

Title in English BookBox

Platform of Product Broadband/Online

Language of Product 13 languages at present and increasing

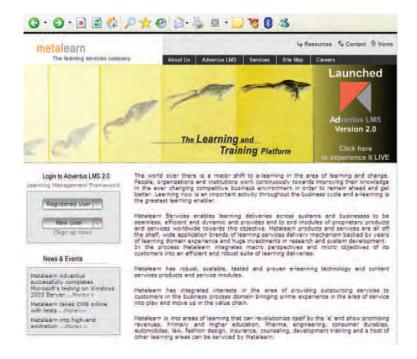
#### **Description of the product/project:**

BookBox is a 'JukeBox' of edutaining and multilingual "animation-books", for distribution on electronic (TV, radio, VHS video) and digital (internet, DVD/VCD) media.

BookBox was born with the vision of integrating "books" into the lives of children through the media already in their lives and in their languages.

BookBox is currently producing children's "animation-books" from original and public domain stories. BookBox plans to distribute content globally in as many languages as there is a need and demand for. This will include all major languages of the world and also many minority languages.

While BookBox promises to take care of major languages, it wants to tie up with various groups around the world that are interested in books in their language(s). For example, these groups will do the translation and narration of existing stories on BookBox, send these elements to BookBox, and BookBox will put the elements together to make the stories available in even relatively minor (but important) languages.





## Adventus Learning Management System

#### **Description of the product/project:**

Adventus Learning Management System (LMS) is learning and training platform that caters to organizations to achieve their competitive advantage with dynamic efficiency resulting in savings to the tune of almost 50 percent time and material. The product is built on three-tier architecture - the database layer, the business layer and the presentation layer - that is highly scalable and flexible.

Adventus LMS include software development tools used to create e-learning courseware in a highly interactive and animated format, and are easy to use. The target group is mostly teachers who will create their courseware using these tools in an interactive manner.

Education is introduced as a very interactive and versatile means which can make normal education more productive and relevant for both trainer and trainee. Indian education methodology is primarily text oriented but initiations like the above can be critical for students who don't have qualified teachers to learn from.

Producer Metalearn Services Pvt Ltd Rithesh Jain Sonjib Mukharjee

> State Karnataka

Contact ritesh@metalearnindia.com www.metalearnindia.com

> Platform of Product Offline

Title in English Adventus Learning Management

> Language of Product Multilingual

## e-Government

- NISANI National Identity Card UTTAR PRADESH
- www.tvmcitypolice.org
   KERALA
- E-governance infrastructure for globalised Indian agriculture
   DELHI
- State-Wide Attention on public Grievance by Application of Technology
   GUJARAT
- E-VIKAS Government to citizen interface
   HIMACHAL PRADESH
- E-Cops ANDHRA PRADESH

#### e-Government contents are:

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





## **NISANI**

#### **Description of the product/project:**

The NISANI card is a multi-purpose card which would replace the 10 types of card like blood group, religion, caste, date of birth, education, eye donor, driving, arms, employer, disability, gender, own home and of course citizenship electoral role, death, birth registration and so on.

NISANI also cares for the eve and body color index to make

the identity code. The card is supposed to be renewed after three year or in case of theft, loss may be requested for new card. The card is also bearing the previous card number and mother's name, father's name, telephone number and pin code, assembly, parliament code, state code. All the information is compressed into 20 digits only. This is a multi purpose National Identity Card. The card bears the photo, thumb Impression, signature and a unique 20 digit code.

This is a unique information directory about census, disability, education, election, planning, eligibility certificate, internal passport etc.

Producer National Informatics Center, Mirzapur Rajendra Prasad

> State Uttar Pradesh

Contact rajp@up.nic.in

Platform of Product Offline

Title in English National Identity Card

Language of Product English



#### **SILVER**

## Trivandrum City Police Portal

Producer Indian Institute of Information Technology and Management, Kerala Trivandrum City Police Venkatesh Choppella K. R. Srivathsan Rajan Singh

State Kerala

Contact choppell@iiitmk.ac.in choppell@gmail.com www.tvmcitypolice.org

Title in English Trivandrum City Police Portal for Community Interaction

Platform of Product Online

Language of Product English

#### **Description of the product/project:**

The Trivandrum City Police Community Interaction portal helps Trivandrum's police to serve the public in a manner that is transparent, efficient and friendly.

The first of its kind in India, it allows the citizens to directly interact with the police and engage in discussions with other citizens and over local issues through online forums.

The portal's backend is an intranet for automating the workflow within the police department. Within this intranet, a police official can track the flow of documents, including those from citizens, monitor the progress of events of various types, share internal documents and conduct discussions.



#### **BRONZE**

## DACNET

#### **Description of the product/project:**

An e-governance model to globalize the Indian Agriculture.

State-of-the-art implementation of Internet and intranet solutions for dissemination of information, effective information exchange, knowledge sharing and support amongst the offices across the country.

Development of various specific applications for better decision support at the directorates and a systematic approach to educate officials under the IT empowerment component.

Producer DACNET National Informatics Centre

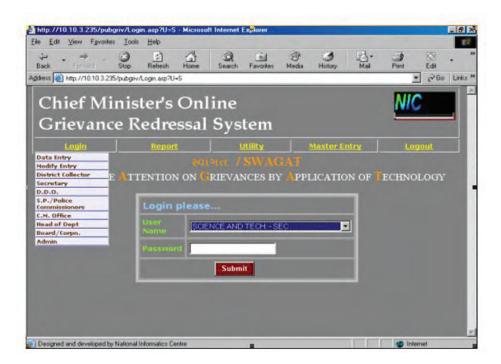
> State New Delhi

Contact amishra@nic.in www.dacnet.nic.in

Platform of Product Broadband/Online

Title in English e-Governance infrastructure for globalization of Indian Agriculture

> Language of Product English



## SPECIAL MENTION

## **SWAGAT**

Producer
Gujarat Informatics Ltd
Narendra Modi
A K Sharma, IAS
Narendra Gamit,
Rajnish Mahajan,
Rajesh Kishore,
J.N. Singh
Neeta Shah

Contact neetas@gujarat.gov.in

Title in English BookBox

Platform of Product Broadband/Online

Language of Product English

#### **Description of the product/project:**

SWAGAT is designed for "resolving" long pending grievances of citizen at large, irrespective of social/economical background of the applicant. It is a strong empowerment platform if used transparently.

SWAGAT provides applicant to avail "one point access" to all decision makers in the state administration. Anyone with a grievance has the opportunity to be considered under the scheme.

Government is considering opening 4 centres - in addition to CM's secretariat - to enable people from near by area to deposit their grievance. This will enhance chances & probability to access SWAGAT scheme by the poor who cannot afford expenses for coming to Capital on SWAGAT day. Applicants can come and participate in the program through Video Conferencing facility at the regional centre.



Project I RuralSoft Software

Developed in Visual Basic6.0 using SQL Server under WindowsNT(Server) & Window (Client) Platform by NIC Hqtr. Delhi

The RuralSoft software is a GUI-based software, and has a three-tier architecture automatic data transmission feature. The software covers all the important scheme Ministry of Rural Development for which grants are received from the Govt. of India. execution of various schemes is done by the DRDAs and monitored by the State department. The important feature of the software is that it monitors the execution various schemes at the grass root level i.e. the panchayats. The software has a interface also allowing the progress to be monitored online and data to be transmitte the Ministry of RD, GOI for consolidation.

#### 7. EDUCATION DEPARTMENT

Project I Educational Institutions MIS

Developed in FoxBASE-2.1.1 under UNIX by NICHP SU firstly as DISNIC-Education MIS Re-developed in Oracle 7.0 under Unixware later by NICHP SU

The Department of Secondary Education is entrusted with the responsibility of collecstatistical information annually in respect of infrastructure, enrolments, teach finances etc. from all the schools located in the State, and transmitted to Government of India after consolidation at the State level. A Software package DISNIC-EDUCATION was developed in FoxBASE under UNIXWARE, for computerising School wise statistical information collected, and subsequent consolidation at the S level, as per the proformae prescribed by the GOI. The software was implemented a the NIC District Centres in 1992-93, and the data entry and validation was entruste the respective District Education Office's staff.

In 1993-94, the 6th All India Educational Survey conducted for NCERT in all the St was also computerised by NIC in coordination with the respective NIC State Units.



## e-Vikas

#### **Description of the product/project:**

e-Vikas is a nodal touch screen based Government to Citizen (G2C) project which provides an interactive platform about various rural development schemes/programmes being implemented by the District Rural Development Agency (DRDA) This project has been developed by District Administration Una with a view to bring the entire spectrum of rural development programmes and projects being implemented in district under a common ambit of information technology based Government to Citizen (G2C) interface.

There is a wide range of programmes for development of rural areas and substantial financial resources are channelized through these schemes to cater to the objective of rural infrastructure creation and productivity augmentation. A need was felt to bring the outlays and outcomes of these programmes closer to public by designing an information-technology-development oriented forum to provide a public access to the output of these Rural Development Programmes.

Producer District Administration, Una Raineesh Kumar Balbir Badalia Dharmesh Sharma Sanieev Kumar R.K. Bhardawaj

Himachal Pradesh

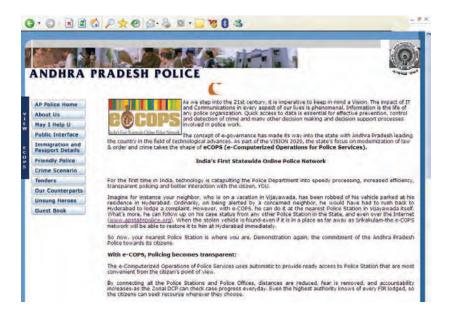
Contact una@hp.nic.in

**Platform of Product** Offline

Title in English e-Vikas-Government-to-Citizen

Title in Original Language e-Vikas-Government-to-Citizen Interface

> Language of Product Hindi, English



## SPECIAL MENTION

## e-COPS

Producer Andhra Pradesh Police S.V. Ramana Murthy, IPS

Contact igpcs@appolice.gov.in igorg@appolice.gov.in

Title in English e-Computerised Operations for Police Services

Platform of Product Broadband/Online

Language of Product English

#### **Description of the product/project:**

e-COPS stands for "e-Computerised Operations for Police Services." It is conceptualized to computerize the total policing by utilizing state of the art technology which is catapulting the Andhra Pradesh Police into speedy processing, increased efficiency, transparent policing and better interaction with the citizen of Andhra Pradesh.

The focus of eCOPS is to computerize the activities of controlling Crime, Administration and Support Services across the State in an integrated fashion so as to enable the Division Heads and Senior Officers to obtain information that may not have been previously or easily accessible to them.

Through eCOPS, complaint can be registered by a citizen at a police Station which is convenient and comfortable to him without the problem of jurisdictional limits. This is a boon for weaker sections, minorities and women victims, as they can register their complaint at a Police Station of their choice comfortably. Woman victim can choose to register at all women police station or with a responsible officer above the rank of inspector of police.

"E-Content in India is a meagerly used word, meant mostly as the presence of content on the World Wide Web. In fact, website and Internet have been the most effective motivational medium for publishing content, and successfully so, it has attracted the whole new generation to use web as a medium of information dissemination, and global reach, not only in English but also in other major India languages. The Manthan Award gives a unique chance for producers to receive recognition outside their existing markets and customer communities."

Professor Ashis. K. Pani Chairman, IT XLRI, Jamshedpur

"Manthan Award is the first mover in encouraging e-content that are created in India languages"

Mr. M. K. Senthil Head - Content Creation Azim Premji Foundation

"Can help upcoming ventures in this sector to learn from the class examples and benchmark for perfection"

Mr. C.K.Ilyas, Project Coordinator, Kerala IT Mission

> "Manthan Award is a much-needed step to recognize and award the people working in the field of e-Content. This will encourage content players to improve in accessing and expanding the use of public sector information and also help them in enhancing content production in multilingual and multicultural environment in the global network. The Award will help in influencing the e-content owners to integrate content management, resource management, workflow and collaboration in a better way"

Mr. Avdhash Kaushal Chairman, Rural Litigation & Entitlement Kendra

"ICT can act as a catalyst for development if it addresses three issues – connectivity, reliability and relevance. Well conceived e-Content can tackle both the reliability and relevance aspect."

Mr. Manish Kumar Assistant Comptroller and Auditor General Indian Audit and Accounts Department

"An effort of this kind is long overdue. It facilitates and encourages a focused effort to define and evolve a key element that spurs knowledge economy and that is content."

Mr. V. Rajasekhar Chief Information Officer ITC Limited

# State wise winners of Manthan Award

#### Delhi

- > Electrophoresis e-Lab
- > World Cup Cricket
- > Save the girl child
- > Disability India Network
- > E-governance infrastructure for globalised India agriculture

#### Maharashtra

- > Marathiworld.com
- > IndianBlooddonors.com
- > aAqua
- > C-GAP
- > Learning Objects

#### Karnataka

- > ToeholdIndia.com
- > NUDI
- > Chukki Chinna interactive radio instruction programme
- > Adventus Learning Management

### Kerala

> Tvmcitypolice.org

#### Andhra Pradesh

- > PlantersNet.com
- > Sisu Samrakshak
- > e-COPS

## Gujarat

- > Automatic Milk Collection
- > HoneyBee Network
- > SWAGAT

## Pondicherry

- > Dissemination of animal health knowledge
- > BookBOX

### Rajasthan

> Helpline on HIV/AIDS

### Himachal Pradesh

> e-VIKAS

# Manthan Award JURY

Manthan Award has a Grand Jury of 16 members responsible for judging and choosing the best practices

#### FREDRICK NORONHA

Founder
Bytes for All
Internet

#### SURBHI SHARMA

Secretary General ITSMA Bangalore

#### MADANMOHAN RAO

Research Director, AMIC Singapore

#### SHANKAR VENKATESHWARAN

Executive Director - India America India Foundation, New Delhi

#### ANSHUL GOEL

MBA Student ICFAI Business School, Gurgaon

#### J. SHANKAR

Azim Premji Foundation, Bangalore

#### **GARED PRICE JONES**

Ashoka Innovators for the Public, New Delhi

#### ANAND SWAMINATHAN

Wipro Limited, Bangalore

#### DR. ASHOK JHUNJHUNWALA

IIT Madras, Chennai

#### S. SADAGOPPAN

IIIT Bangalore

#### RISHI CHAWLA

Country Representative, GIPI India, New Delhi

#### JASWINDER SANDHA

JAGRITI, Jalandhar

#### GANESH NATRAJAN

Managing Director Zensar Technologies, Mumbai

#### PROF. ANIL GUPTA

IIM Ahmedabad

#### DINESH T.B

Servelots, Bangalore

#### DR. D.C.MISRA

E-Gov Expert, Ghaziabad

# Invitation to the future The Manthan Award 2006

## 2005 - The World Summit Award - Information Society 2005 at Tunis

The winners of the Manthan award 2005 would be nominated for the World Summit Award 2005 to be held in Tunis in November, 2005. The World Summit Award will demonstrate the world's best in quality e-Content creation and will create awareness on various e-Content initiatives taking place world wide.

#### 2006 - The Manthan Award Road Show

The Manthan Award 2005 winners will be showcased nationally and internationally as well through special events during 2005-2006. Each of the national and international events will be organized in close cooperation and on the invitation of local organizers and partners. The events would demonstrate best of the Indian and international best e-Content practices and create awareness about the importance of content among various initiatives.

#### 2006 - The Manthan Award

The Manthan Award 2006 contest for e-Content and Creativity will be launched in October 2005 and will be open to all producers and companies without discrimination in terms of language, technological platform of the submitters.

The eminent experts chosen for various states and union territories in India would organize pre-selections in their regions. The partners guarantee the fairness and independence of the evaluation process and follow the criteria of the Manthan Award rules. The Manthan Award grand jury with the selection of nominees and winners would take place in May, 2006.

The winners will be announced at the Manthan Award Gala in New Delhi, July 2006.

## Wish to enter your project or application into the Manthan Award 2006?

We welcome your interest and will be happy to inform you about the registeration process: Please contact us via www.manthanaward.com or manthanaward@gmail.com

## Manthan Award

## Associates and Partners

## Center for Development of Advance Computing (CDAC) www.cdac.in



C-DAC expertise areas are Information Technology, enabling advanced IT based solutions in areas like Financial and Capital market simulation and modeling, Network and Internet Software, Healthcare, Real Time Systems, e-governance, Data Warehousing, Geomatics, Multimedia, Digital library, Artificial Intelligence and Natural language processing. http://www.cdacindia.org ramki@cdacindia.com

## World Summit Award www.wsis-award.org



The World Summit Award (WSA) is a global contest for selecting and promoting the World's best e-contents and applications. It sees the bridging of the Digital Divide and narrowing of the Content Gap as its overall goal and - as of today - involves representatives from 168 countries on each continent. Putting its focus on cultural identity and diversity, the WSA looks for multimedia projects that effectively and creatively work with quality contents and digitalise educational, scientific and cultural heritage. It is held in the framework of and in cooperation with the World Summit on the Information Society (WSIS).

## American India Foundation www.aifoundation.org



The American India Foundation (AIF) is devoted to accelerating social and economic change in India by connecting communities and resources across the United States and India.

The Foundation also operates three programs; the Service Corps, which places skilled Americans with NGOs in India for nine months of development work; and the Digital Equalizer which provides computers, software, Internet access and training to children and teachers in underprivileged schools in India; the League of Artisans which facilitates sustained improvement in the economic and living conditions of crafts people, by creating a domestic and international marketplace and building their skills. AlF is a secular and non-partisan organization that adheres to the highest standards of professionalism and transparency on all operational and financial matters.

## PlaNet Finance India www.planetfinance.org.in



PlaNet Finance India has been established in April 2001 and operates from Gurgaon, Haryana, as a registered Charitable Trust. PlaNet Finance India is a member of the PlaNet Finance Global network based in France working in the field of Microfinance and Information Communication Technology.

## INOMY Media Private Limited www.inomy.com



INOMY is a new 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.

## Broadband Society for Universal Access www.bsua.org



Registered on 20th September 2004, the Broadband Society for Universal Access is an initiative to propagate the understanding, usage and importance of broadband and new media technologies in the development of communications, media, entertainment, education, healthcare and governance in all sections of our community.

## Rajiv Gandhi Foundation, Rajiv Gandhi Institute for Contemporary Studies www.rgfindia.com

The Rajiv Gandhi Foundation was established on 21 June 1991 to commemorate Rajiv Gandhi's vision for India. The Rajiv Gandhi Foundation aims to work in areas which were of deepest concern to Rajiv Gandhi and to act as a catalyst in promoting effective, practical and sustainable programmes in areas of national development. The Foundation has established its presence in virtually all the states and union territories of India, and launched programmes and activities in all our areas of concentration.

## European Academy of Digital Media www.eadim.org



The European Academy of Digital Media (EADiM) provides an infrastructure for sharing and networking expertise among the nominees, winners and jurors of EUROPRIX. It is a network of merit, that is only nominees of EUROPRIX can become members, jurors can become fellows of the Academy. The academy is incorporated as a non-profit foundation under Dutch law and managed by a board of directors.

# ManthanAward@DEF www.defindia.net

Digital Empowerment Foundation, a Delhi based not-for-profit organization 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 has been founded 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 Foundation.

DEF has a mission to make India an information-rich country and vis-à-vis enrich the world about India's ancient knowledge, skill and its cultural diversity. DEF understands that because of the content gap, the digital divide exists and therefore its foremost mission is to narrow the content gap using IT, ICT and Internet as means.

Following its mission DEF launched Manthan Award to recognize and award the best practices in e-content and creativity. The Manthan Award 2004-2005 is unique through its specific categories, which cover all aspects and sectors of the emerging Information Society and put the added value of multimedia and electronic contents for specific user groups and purposes at the centre of competition and evaluation.

It is also unique due to sustained outreach activities in all the Indian states and territories and its promotion by leading multimedia and internet organizations and institutions. The Manthan Award Project is governed by rules approved by the Board of Directors, of Digital Empowerment Foundation and is carried out from its office at Delhi, India. he Manthan Award stands out as a contest with benefits for every entry. It is a showcasing and networking platform for e-Content products and a unique chance for producers to receive recognition outside their existing markets and customer communities.

Founder and Director

Osama Manzar

**DEF Team** 

Shaifali Chikermane Dhiraj Sinha Shahid Ahmad Arun Anand Syed Kazi Luckaz



## DEF Projects < 2005

#### Educational Technology Study in Kuppam

DEF completed the baseline study of Digital Equalizer program of American India Foundation. The objective of the DE program is to provide students and communities in India access to digital technology, thereby increasing their economic potential and promoting global camaraderie. The study reflects about the immense potential of ICT and as the only solution to touch the huge population of India.

#### Microfinance Process Excellence Award

DEF is a part of the initiative under which PlaNet Finance India together with ABN AMRO Bank successfully instituted Microfinance Process On April 12, 2005, the MPEA Presentation was hosted at the India Habitat Center, New Delhi and was attended by over 150 high profile guests from the development and microfinance sector, banking industry, bilateral agencies and several other key dignitaries.

#### Education Technology Study for USAID

A Consultant of DEF has just completed a nationwide study on Education Technology for USAID. The study has been completed in March 2005, and handed over to USAID, and the same highlights various best practices in ET, and how technology and ICT are playing decisive role in education to reach larger masses. The study also highlights various media and technology visà-vis Sarva Shiksha Abhiyan.

## Mid Term Study of Aarohi Project: ICT in Education in Uttaranchal

DEF is conducting a "Mid-Term Study" of Uttaranchal government's flagship project of computerization of all the government and government aided primary schools all across the state in 1400 plus schools. The government has started the project about more than 2 years back, and reaching the end of its implementation. The mid-term study has been assigned to DEF to find the progress and shortcomings of the project so that there could be consideration of any change if the learning is tabled by independent body. The study would be finishing by April 2005 or so.

## Project Assessment Study for American India Foundation

American Indian Foundation, time and again, target to facilitate and fund organization for executing interesting projects. For those projects, which has got ICT component and which promises to do something in the area of education, livelihood, and health, DEF has been partnered to do pre-funding assessment of such promising projects, about their performance, promises, execution, and viability. DEF has just completed assessment of 3 such projects and handed over the report. The final report was submitted in April 2005.

#### The New India: Where do we go from here?

DEF undertook a massive research on the viability of ICT for Development projects undertaken in India for the last 5 years. The research "Where do We Go from here?" is an endeavor to find out the projects using ICT tools and applications which can be considered for scaling up and replication without any financial support so that it could ignite the spirit of social entrepre-

neurship across the length and breadth of the country. The final outcome in the shape of a book will be released in May in Delhi

#### E-Content & Sustainability

This is the topic of the International conference slated to be organized in May in Delhi by DEF, PlaNet Finance India, World Summit Award, and American India Foundation. The one day conference will be organized to release the book "The New India: Where do we go from here?", and full deliberation on the significance and necessity of ICT at a grassroot level, and the day will end with award gala for best e-content practices in India, known as Manthan Award.

## Launch of the Manthan Award (October 10, 2004)

DEF and WSA in partnership with PlaNet Finance India launched The Manthan Award, to recognize and award the best e-Content practices in India. The Manthan Award is the first of its kind in India which emphasizes the importance of Content in bridging the ever widening digital divide.

The aim and purpose of organizing The Manthan Award (Indian name given for the e-Content Award) is to recognize, encourage and further disseminate India's best e-Content practices to break the information barrier which has kept the country under-developed

Incubation and pilot project implementation of Two-Way Information Hub, in Jharkhand, in association with BIT Mesra The project "Two-Way Information Hub" addresses the 80 percent population of India who are living at the edge of information. The Two-Way Information Hub is a plan to make the Indian population information rich, breaking the information barrier which has in fact kept India underdeveloped since its Independence. Through this Two-Way information Hub, information will be both pushed and pulled from the Kiosk. One hub will be in the form of the Local information kiosk and the other hub will be a web-based virtual entity available for access by the national and global audience.

The idea is to outreach the local knowledge assets, wisdom, skills, products and services to attract external economy to local communities. And at the same time provide global information at the door step of the population so that an Information Society could be created.

The project will use simple ICT tools like computers, kiosks, content management system, and internet, wireless and e-commerce technologies.

It is expected that by the end of the pilot, the project would be in a position to assess the power of "bridging" the "information divide" between the citizens, other stakeholders and the development

#### National Mission on Bamboo Application

It is a mission to develop ICT-enabled outreach program for converting the Bamboo resource into the means of poverty alleviation.

30 States of India
30 Best e-Contents
Bratesonies
The
Manthan Awards

#### Indian Tradition, Content Gap & Digital Opportunity

India is perhaps one of the most uniquely positioned countries in the world. Although India is a developing country, its wealth of information, resources, and knowledge capacity immediately puts the country on the list of top 5 knowledge economy countries in the world.

India is also one of the poorest countries in exposing their content on the global platform using digital media. Except TV, among all other medium India and its information assets are weakly represented.

However, the scope of India's strength is immense as far as the local content creation is concerned. If you look at the cover of the immensely rich book, it is the horns of a cow in a street of a small town called Kuppam in Andhra Pradesh. A cow in India represents a highly powerful content in the sense of its tradition, nutritional milk with many possible by-products, mythical value of being worshiped, every excreta of cow as means to something useful and finally as it is visible in the photo, the horns of the cow is very aesthetically decorated by jewellery showing the creative strength of the grassroots people who daily life can best be defined as content with creativity.

This book is a collection of best practices in e-content and creativity from across the country. Manthan Award hopes to bring this every year under the banner of Manthan Award and Digital Empowerment Foundation.

Our special thanks go to C-DAC for extending their support in bringing out this book.

