

# Message of Empowerment

India's  
Best e-Contents  
2006

The Manthan-AIF Award  
2006

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EMPOWERMENT  
FOUNDATION**

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The Manthan Award is conducted in the framework of the World Summit Award and United Nations' World Summit on Information Society (WSIS)

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STATES		NO. OF NOMINATIONS
Andhra Pradesh	17	
Assam	3	
Chandigarh	1	
Chhattisgarh	4	
Delhi	31	
Gujarat	9	
Haryana	6	
Himachal Pradesh	7	
Jharkhand	10	
Karnataka	11	
Kerala	11	
Maharashtra	52	
Meghalaya	3	
Nagaland	1	
Orissa	2	
Rajasthan	1	
Tamil Nadu	9	
Uttar Pradesh	11	
Uttaranchal	13	
West Bengal	9	
Punjab	1	
Madhya Pradesh	2	
Pondicherry	1	
Bihar	1	

The Manthan Award 2006 nominations clearly indicated that Maharashtra, Delhi, Andhra Pradesh, Uttaranchal and UP, Karnataka, Kerala are the leading states where e-content activities are leading the way to ICT applications for development.

PLATFORM	NO.
Broadband/online	27
Web/Internet	110
Offline	40
CD/DVD	16
Radio	3
Blog	1
E-Mail / e-Groups	14
Mobile Van	3
Mobile/PDA	11
Telephone	5
TV/ Intractive TV	7
LAN or WAN	2
Client-server	3
Video Conferencing	1

It also indicates that Uttaranchal is far ahead in leading e-content movements among new states, so much so, that it is hand in hand with other major states.

The statistical analysis of Manthan Award nominations as per their technological cum media platform is a clear indication of the domination of Internet/web as the biggest platform to produce e-content

Total Nominations	250
Valid Nominations	216
Number of Winners	32
Special Mention	5
Max. winners from a state	11 (Maharashtra)
Total States	24
Max nominee state	Maharashtra

**Nominations: Winners**  
**100: 10.8**

CATEGORY	NO. OF NOM.
E-LEARNING	23
E-BUSINESS	13
E-CULTURE	14
E-ENTERTAINMENT	11
E-SCIENCE	5
E-INCLUSION & LIVELIHOOD	29
E-LOCALISATION	16
E-YOUTH	5
E-EDUCATION	22
E-HEALTH	14
E-ENVIRONMENT	12
E-GOVERNANCE	38
E-NEWS	8
M-CONTENT	6

E-governance, e-Inclusion & Livelihood, e-Learning and e-Education are the categories which attracted maximum nominations. This also indicates that India's leadership in ICT4D projects continues to be unabated.

**Manthan Award 2006**  
**Nominations**  
**at a Glance**

# Acknowledgement

# Backing the e-Content movement

**I**t is heartening to note that this special edition of the Manthan Award 2006 is a manifestation of hard works, diligent activities, ground level performances, a manifestation of instant human relationship, power of instinctive networking, promises and delivery of content for development and empowerment, and above all a dedicated compilation of dedicated works of e-Content practitioners, advocates and supporters in India, and abroad.

I must reveal that the genuine and sincere works of the Manthan Award winners is solely responsible for influencing Digital Empowerment Foundation to work with such a zeal and force that "quality and hand-work be recognised" at any cost in the emerging e-Content domain in India. Though initially the output of this book seemed a gargantuan task, yet the final delivery and product forced to give the pains and efforts spent a go by.

I have special admiration for the whole Manthan and DEF team for extremely helpful and cooperative in bringing out this compilation at the opportune time and accomplish the task. It is a big boosting to know that this effort is being backed by supportive individuals and organisations in both tangible and intangible ways.

World Summit Award needs mention to reiterate that it all started with WSA three years and we are highly bullish about our partnership with WSA as mentor and international affiliate.

I am especially indebted to the Manthan Award 2006 Winners that it is due to their hard works, best practices that have been recognised and enabled us to come out with this special edition.

My special gratitude goes to the PHD Chamber of Commerce and Industry (PHDCCI) for their timely support and cooperation in becoming the co-



publisher of this wonderful edition of the Manthan Award 2006. My acknowledgement cannot be complete without expressing my sincere gratitude to the Manthan Award 2006 partners and supporters for their wholesome support and trust in DEF's initiative in spearheading a e-Content movement in India through this wonderful platform.

My special thanks to America India Foundation and Government of Uttaranchal for their support as pillars of strength ever since Manthan Award started. Thanks to Centre for E-Governance, DIT, Government of India for its support and decision to accord us the privilege to associate with the Manthan Award 2006. PHDCCI's timely support has remained a good will gesture for this meaningful venture.

My special thanks goes to the entire Manthan and DEF team of Maria, Hemlata, Shahid Ahmad, Rupen Patel, Manish Unniyal and Syed S Kazi for their untiring efforts and dedication in bringing out the book while doing editing, proofing, compiling and doing other vital activities.

And, if you like the book in terms of design, colour, layout, presentation and visually appealing, then the credit goes to Shaifali Chikermane

Finally, I would like to recall the entire e-Content fraternity in India and the world which are a ray of hope for all those precious and hard efforts to build and sustain a e-Content movement in India and elsewhere for development and empowerment of so many needy hands and souls for whom technology can be a great enabler for mitigating their woes via meaningful, relevant, accessible and affordable e-Content.

My request to you all would be to ignore any mistakes and errors in this special edition of the Manthan Award 2006 as a sign of visual errors or missing of ignorance and callousness here and there.

Thanking you all once again

Sincerely

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

## Acknowledgement

# Voicing for content using 'e' as media

Osama Manzar

**A**midst tall hopes, high expectations and realistic considerations, returns the 2006 edition of the Manthan Award, bringing ICT community in one single platform. Get some clue to this year's event: the plate is full of excitements, innovations, creativity and diversity. What is being realized is fulfilling the realistic objectives of 'e-content for development and empowerment' in India. What started as a difficult and a challenging journey is on its way forward to spread the message and value of e-content loud and clear. The Great Manthan Journey has begun and catching geometric progression.

## The Odyssey

The story of Manthan Award is not old but new. It all started in 2003 when World Summit Award (WSA) was formed in Austria, under the framework of World Summit on the Information Society (WSIS).

Since WSIS was formed by United Nations to unite the efforts across the world to create "information society", especially focusing the developing countries and regions, WSA picked up "content & creativity" as a major component for the entire concept of "information society". And formally, in 2003 WSA announced to select "best e-content & creativity" from across all member countries of United Nations. They got entries from 135 countries across 8 categories.

India was among the nominees and also among the grand jury list of WSA and that got ahead so well that Digital Empowerment Foundation and WSA formed a solid bond and decided to work on launching national chapter for India to select best e-contents, under the guidelines of WSA.

Some counting and the list is here with facts and figures. From 8 best practices in 8 categories in 2003 to 27 best practices in 8 categories in 2005, the e-content movement launched by Digital Empowerment Foundation on a roll. Add to this, 2006 nominations and winners and the list is enriched manifold. A small glimpse of the 2006 winners and there is a rich list of innovations, hard work, creativity and utility which clearly explains the fundamentals of this award, the only of its kind in India

Some counting and the list is here with facts and figures. From 8 best practices in 8 categories in 2003 to 27 best practices in 8 categories in 2005, the e-content movement launched by Digital Empowerment Foundation on a roll. Add to this, 2006 nominations and winners and the list is enriched manifold. A small glimpse of the 2006 winners and there is a rich list of innovations, hard work, creativity and utility which clearly explains the fundamentals of this award, the only of its kind in India. So, this year, we have 25 states which participated, 250 nominations received, 37 awardees decided across 14 categories. And the grand Jury consisted of 14 members from across all sectors along with 2 Chairmen, 1 Moderator, 2 Observers, and 1 Protocol.

### **Lead issues: content & medium**

Technology is rich, users are poor. The demand is more, supply is scarce. The gaps are there but not the content to fill in those. Medium is there but not the message.

Imagine India and one discovers a country of one billion plus heads and just 0.2 billion fixed telephones, 130 million radio sets, 110

# introduction

million TV sets, 80 million mobile sets and 10 million Internet connections. But how many of these tools are being used to deliver good content? A little thinking and the picture is clear of an ICT deprived society with low e-content usage and penetration and a technology induced development deprived country. Thus the gap is there, but efforts are less, quality is poor, reach is limited in enabling e-content and in that case use of ICT for development and empowerment.

Any analysis would give a picture of irony: India emerging as a technology prowess yet standing in the last league of using ICT tools for grassroots development. Little it is realised that the reason is sheer lack of content in electronic form and in the language that it can reach to masses.

## Voicing e-content, delivering right platform

Close to half a decade and the Manthan Award process has emerged as an enabling platform for e-content practitioners, supporters and advocates. And the process is emerging strong spearheading an e-content movement in India to realise and fulfill unmet and unserved e-content and ICT objectives.

The platform is unique: celebrating creativity, recognising talents and propelling e-content fundamentals.

It is instilling confidence, nurturing innovations and recognising the unrecognized practitioners

The platform is unique: celebrating creativity, recognising talents and propelling e-content fundamentals. It is instilling confidence, nurturing innovations and recognising the unrecognised practitioners. The process is driving efforts of real and potential ICT promoters and users into delivery of meaningful and usable e-content and drive home the last mile impact. The purposes are clear, move beyond pure technology parameters and delve into the delivery path and make technology a growth medium and enabler for empowerment.

The commitment is to provide a platform via the Manthan Award to the grassroots e-content innovators in vital life changing areas of health, education, and livelihood, and others driving home some cheers to the common man till the last mile.

The award is not about competition but recognition, not about technology but its impact, not about machines but delivering message, and not about only enablement but more about empowerment.

Aiming great, the Manthan Award is propagating and promoting India's IT leadership across the social and development spectrums. Building bridges, it is networking talents, connecting information and knowledge efforts to contribute in the reducing of the great

The award is not about competition  
but recognition,  
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and not about only enablement  
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introduction

E-content is creation of inputs, making efforts to deliver quality content and bettering lives. It is about effective e-content creation and its recognition

digital divide. The mission is to address information gaps, redress technology backwardness and address poverty and underdevelopment through the ICT route.

The purpose is to make the wider society know about the creative use of ICT at the grassroots level and its momentous impact in changing the day-to-day living parameters of the common man for good. The commitment is to create a social conglomerate and a community of Socio-ICT Innovators and empower them with economic linkages.

## Recognising the Unrecognised

E-content is creation of inputs, making efforts to deliver quality content and bettering lives. It is about effective e-content creation and its recognition. This is the vision of the Manthan Award, create a platform, recognise the creators and inspire them and propel them for growth and sustenance in ICT use and delivery via digital medium. The background belief is best social innovations fail to receive due recognition and support that is closely linked to sustainability. What is missed out in general is according due recognition to grassroots innovations via social platforms is bestowing of commercial credibility of social and development projects ipso facto.

The Manthan Award commitment whirls around meeting the creditable purposes horizontally and holistically inviting nominations across e-governance, e-learning, e-education, e-business, e-culture, e-science, e-health, and e-inclusion & livelihood and other critical segments. No wonder the popularity and large scale acceptance of the Manthan Award has inspired to expand its reach and search across new frontiers in e-news, e-youth, e-localisation, and m-content in

Yet good ICT Samaritans, trusted friends, and passionate organisations have remained as the continuous bedrock of support for the Manthan Award.

These are the sources of e-content emerging as a utility domain, sources for continuous inspiration and propagation for its reach and impact involving the common man

2006. And, interestingly, the grand jury of Manthan Award has introduced another category called "community broadcasting", in order to consider the efforts in the areas of community radio and community television, and so on.

## Understanding the hurdles

Hurdles are easily found, but solutions are rare and specific. India is IT rich but ICT poor country. It is IT enabled but less than ICT induced for the commoners. Add to this the social-economic-cultural ambience, a picture of jigsaw puzzles of literacy and illiteracy, of development versus underdevelopment, of conscious versus unaware citizenry. Thus the biggest hurdle is in making the common Indians understand the practicality of use and worth of e-content and its utility for social innovation and empowerment.

Besides, limited resource, budget crunches, limit spread and inviting nominations have remained hurdles sine-qui-non for the Manthan Award and its propagation.

Yet good ICT Samaritans, trusted friends, and passionate organisations have remained as the continuous bedrock of support for the Manthan Award. These are the sources of e-content emerging as a

# introduction

utility domain, sources for continuous inspiration and propagation for its reach and impact involving the common man. Receiving the unwavering support of individuals like Mr. Peter Bruck, Chairman of the World Summit Award and institutions like the American India Foundation and the Government of Uttaranchal is a sign of trust and faith in the entire e-content exercise.

## Development @ e-content

If development @ ICT is imminent so is e-content is the king. Increasingly, e-content is determining the usage and utility of technology for empowerment and growth. To link development with ICT is the relevance of the Manthan Award and its continuous efforts. No wonder, the focus is on e-content, knowledge and the finally delivery and not merely technology. No surprises, technology is considered as the sound enabler to deliver knowledge and services for the benefit of the needy and deserving.

## Looking Forward

The broader vision of the Manthan Award is to see and witness the spread and delivery of timely, relevant and quality digital content for digitally embraced development paradigms for the wider socio-economic empowerment of millions of the countrymen. And the mission is to see India emerging as the highest e-content creator via the universal medium of ICT and Internet.

The larger objectives shall remain to see the common man smile in India's countryside and villages wherein ICT and e-content shall deliver goods, supply services that shall reduce hardships, minimize sufferings and bring real moments of happiness through information and knowledge driven efforts.

If development @ ICT  
is imminent,  
so is e-content the king!



foreword

# A message of Empowerment

Bibek Debroy

Governance has become a bit of a buzzword, although it is not always properly defined. Governance is different from the act of governing through three organs of State laid down in the Constitution - the executive, the legislature and the judiciary. For a start, civil society, which is not just media and NGOs, has a role to play, often to exert countervailing pressure on the three organs of State. But more than formal institutions, governance is also about decision-making processes that characterize a given society and about the interaction and interface between enterprises or individuals and formal institutions.

Despite some subjectivity in defining, this remains the core of all governance definitions, regardless of whether they emanate from the World Bank, UNDP, EU or assorted governance surveys. Cross-country governance surveys generally find a strong positive correlation between governance (however measured) and economic development (however defined), although the direction of causation is unclear. Governance is perhaps not only a means towards the end of economic development, but an end in itself. Improved governance is good for India's poor. At the core of PHDCCI's attempts to push reforms, usually at the level of the States, lies the governance agenda.

We can debate the precise number involved when we talk about poverty in India, which is also a function of the poverty line used. But roughly speaking, 22% of India's population is below the poverty line, with significant inter-regional variations. Why are these people poor? There can be different answers. But the core remains

People are poor because there is asymmetric access to information and this hasn't changed significantly, despite 59 years of Independence. However, technology facilitates dissemination of information and with the advent of ICT we have a very powerful tool to eliminate this constraint asymmetric access and thus address the problem of poverty

inadequate access to growth opportunities, physical connectivity, education and health and inefficient delivery of public services in these areas, since there will be market failures and the private sector will not come enter everywhere.

Every area may not be a public good. But there may be merit goods, where public provisioning is unnecessary, but public financing is essential. To get back to the point, if information is broadly defined, most poverty can be interpreted as resulting from inadequate access to information. People are poor because there is asymmetric access to information and this hasn't changed significantly, despite 59 years of Independence. However, technology facilitates dissemination of information and with the advent of ICT (information and communication technology) we have a very powerful tool to eliminate this constraint of asymmetric access and thus address the problem of poverty. This needn't be purely privately provided and privately funded sources of information.

In the poverty context, this is much more likely to be publicly funded, and privately or publicly provided, sources of information. About what the government is spending in the name of the poor, about the use being made of National Rural Employment Guarantee or Bharat Nirman funds. About right to information, backed by legislation or otherwise, and about citizens' charters. In this sense, ICT is a tool to improve e-governance. But whenever I think about ICT, I prefer to expand the acronym www in a slightly different way - where, whom and what.

The word "manthan" means churning. To most Indians, the word will conjure up images of the churning of the ocean ("samudra manthan").

It is perhaps significant that both gods and demons were involved in the churning

Where is it being done? There are successful anecdotal instances of ICT in some geographical parts, but not in others. What will it take to replicate and clone these successes in other parts and scale them up? What are the pre-conditions for success and what are the lessons from failure? The former is sometimes discussed, the latter never. Related to the where question, is the for whom one.

For whom is this being done, in urban India or in rural Bharat? Is it happening in the new BIMARU States of Bihar, Uttar Pradesh and Orissa? Is it happening in India's 150 backward districts and 125,000 backward villages? Within these geographical entities, is it happening for the poor? The ICT message will not become a broad-based one as long as it is about H1-B visas and out-sourcing.

Finally, the what. In all this euphoria about ICT, what precisely is being done? Hardware is rarely the constraint, nor is software (in the computer sense) the constraint. Software (in the human resource sense) is indeed a constraint, as is applications and content.

The word "manthan" means churning. To most Indians, the word will conjure up images of the churning of the ocean ("samudra manthan"). It is perhaps significant that both gods and demons were involved in the churning. It is all the more significant that while, according to some accounts, the Goddess of Wealth (Lakshmi) emerged from the churning, so did poison. There were other assorted treasures that came out, but those aren't terribly significant. In this ocean of

Bibek Debroy is Secretary General,  
PHD Chamber of Commerce & Industry  
bdebroy@phdcci.in

euphoria about India's ICT initiatives, there is a lot of euphoria, but not all that much about objective evaluation, and one doesn't have in mind only revenue streams and bottom-lines in this context.

And for the reasons just mentioned, any such evaluation has to be primarily based on content and applications, the driving force behind delivery. Thomas Gray's (1716-71) "Elegy Written in a Country Church-Yard" has the following lines, the latter part of which is often quoted. "Full many a gem of purest ray serene, The dark unfathom'd caves of ocean bear: Full many a flower is born to blush unseen, And waste its sweetness on the desert air."

In the clutter of obsession and euphoria about technology, if Digital Empowerment Foundation's Manthan Award separates poison from wealth and recognizes and rewards e-content initiatives that are born to blush unseen, that is an effort well spent. Through the digital route, that is the means for empowerment. That is the foundation for poverty alleviation. That is the way to fathom what the ocean has borne, the Goddess of Wealth. Thankfully, the message isn't one of an elegy.

India's Best  
e-Contents

The Manthan-AIF Award  
2006

Agriwatch

Online Interegrated Computerized Systems  
(OICS)

## e-Business

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

## product description

Producer  
Sunil Khairnar

Organisation  
Indian Agribusiness  
Systems Pvt. Ltd.

Location  
Delhi

Telephone  
011-39564126

Email  
sunil@agriwatch.com

URL  
www.agriwatch.com

Technology/Medium  
Internet/Web

Language  
English, Hindi,  
Marathi, Gujarati,  
Kannada, Tamil,  
Telugu, Malayalam and  
Bengali

The Agriwatch portal project is characterized as a knowledge hub in the agriculture sector in India. It actively compiles, generates and disseminates agro-related information through various media including publications, web portal, email, SMS, audio-visual and events. The e-information services of Agriwatch include Real-time quotes from various national and international updates, policy, weather, agro-inventions etc. national exchanges, commodity price charts, news, commentary, market prices.

# Agriwatch





# Online Interegrated Computerized Systems (OICS)

Name of the Organisation  
Surat Districts Co-Operative  
Milk

Location  
Gujarat

Producer  
Mr. Jayesh Deshi (E-Bus001)

Telephone  
09824136863

email  
jhd@sumul.coop

URL  
www.sumul.coop

Offline  
English

## product description

The Online Integrated Computerized Systems (OICS) covers Milk Procurement, Marketing, Sales Distribution, Cattle Feed Management, Materials Management, Maintenance Management, and Document Management, Human Resource and Financial Accounting and other dairy activities. The product is pivoted around 8 major modules comprising on an approximate 1000 data entry forms, 120 query forms and 1500 reports. It is estimated that more than half million records are created each day in the computerized systems at different places.

## citation

Keeping track of dairy activities involving dairy population, units, quantity and quality, records, facts, figures is a gigantic exercise. The Online Integrated Computerized Systems (OICS), Sumul Dairy is helping to use data generated at 1004 village level dairy co-operatives collecting milk from 2,14,415 members, spread over 7,65,759 Sq. Km area for various analytical purposes. Geographical Information System (GIS) is integrated with OICS to keep track of animal population, animal diseases, milk route transport management; cattle feed utilization, milk procurement and other veterinary services. The online platform is using swipe card and biometric technology, M-service communicator (SMS Gateway), Vigilance survey system using IP cameras and Digital Video recorder for dairy development and monitoring purposes.



e-Business



Bhojpuria.com  
India Heritage  
anandautsav.com

## e-Culture

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

## product description

Producer  
Sudhir Kumar

Organisation  
Infogate Exporters Pvt. Ltd

Location  
Jharkhand

Telephone  
0657-2271219

email  
kumar@bhojpuriya.com

URL  
www.Bhojpuria.com

Technology/Medium  
Broadband/Online  
Bhojpuri

World's first Portal for Bhojpuri Speaking people. The site attempts successfully to provide a holistic and a global platform for more than 34 Crore Bhojpuri speaking people across the Globe. One can find News, Bhojpuri Songs, Bhojpuria Dukan, Free E-mail, Bhojpuri E-greetings, ecards, Bhojpuria culture, Festivals etc through the online platform. The site is a value addition in itself with continuous information and coverage on latest and vital perspectives of life of Bhojpuri community. The site is a great wholesome service provider and entertainer with resourceful information on vital aspects of the community like matrimony, books, events and so on.

Bhojpuria.com



## citation

An online communication and networking platform is a great value addition for any group or community. Bhojpuria.com provides such a platform to the world-wide Bhojpuri population providing news and views from Bhojpuria region, and Bhojpuri Film industry. The aim is to connect the young generation from the 340 million strong Bhojpuria community worldwide through its language, Bhojpuria. It is not just a website; it's a way of life. The basic features are Online Shopping, People, Bhojpuri Sahitya, Khana, Festivals, Member's directory, and several others.

# India Heritage

Producer  
Kunaal Firoze Mullick

Organisation  
Macro Graphics Pvt Ltd

Location  
Delhi

URL  
[www.indiaheritage.com](http://www.indiaheritage.com)

email  
[kmullick@macrographics.com](mailto:kmullick@macrographics.com)

Telephone  
011-26271838

Technology/Medium  
Internet/Web

Language  
English

## product description

Launched on August 15, 1997 to coincide with the celebration of 50 years of India's independence, [www.indiaheritage.com](http://www.indiaheritage.com) is one of the first solely devoted sites in promoting India's cultural heritage. Its prime objective is to faithfully and effectively mirror attractive aspects of Indian culture and showcase to those interested in Indian art and culture, across the globe.



## citation

India's rich cultural heritage has inspired the entire world since ages because of her rich possession of a repertoire of classical music and dance, philosophy and literature, poetry and dramatics, fine arts and sculpture, handicrafts and Ayurveda, Yoga and the saree, traditional Indian marriage customs and many more. The India Heritage website, has been created with the objective of reaching out worldwide through the medium of internet, so as to increase the awareness of people globally, on subjects related to Indian arts, crafts, culture, and heritage. The heritage platform is a wonderful contribution using ICT to promote India's rich past, present and future.



e-Culture

Producer  
Manish K

## product description

Organisation  
iridiumInteractive Ltd

Location  
Delhi

Telephone  
011-41553448

email  
manish@iridiuminterac-  
tive.com

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

Technology/Medium  
Internet/Broadband/Online

Language  
English/ Bangla

Visually driven this innovative and annual Durga Puja site captures all the colours and magic, that the festival conjures up and touches every Bengali. The site captures the colour, sounds, frenetic activity and even the smells of Kolkata during this high-spirited period of the year. The site is an online forum especially Internet depicting a vibrant cultural occasion like the Durga festival as well as in connecting the people worldwide associated with it. The site is a very unique presentation from the Ananda Bazaar Patrika group. The site has so many bewildering and interesting sections with colourful and pictorial presentations.

anandautsav.com

## citation



An online forum, especially Internet, depicting a vibrant cultural occasion transcending geographical boundaries helps to project that festival as well as in connecting the people worldwide associated with it. The Ananda Utsav site transcends the same geographical boundaries, and attempts to bring the cultural phenomenon of Kolkata to the world and knitting the world wide Bengali diaspora successfully. The site is a very unique presentation from the Ananda Bazaar Patrika group with unique features. One of the section contains the famous pandals of Kolkata and from around the world during the time of Durga Puja.



Disney Channel Web sites

## e-Entertainment

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

## product description

Producer  
Anand Roy

Organisation  
Walt Disney TV  
International (India)

Location  
Maharashtra

Telephone  
022-56516666

email  
anand.roy@disney.com

URL  
[www.disneychannelindia.com](http://www.disneychannelindia.com)  
[www.toondisneyindia.com](http://www.toondisneyindia.com)  
[www.playhousedisneyindia.com](http://www.playhousedisneyindia.com)

Technology/Medium  
Web/Internet/

Language  
English

The product is a website for Disney Channels in India which are B2C interface. It consists of content Promotion, channel listings as well as fun interactive properties for the consumers and users.

# Disney Channel Web sites



## citation

Anything new and entertaining through technology mediums is a wholesome welcome affair especially for the kids' and young population. The Disney sites are providing multifarious services right from TV schedules to interactive games, from downloads to character mini-sites. With a lot more original programming on the anvil, Disney has partnered with Hungama to reach out to its TG via the Internet. Hungama has been mandated to develop and maintain the three Disney Channel India sites [www.toondisneyindia.com](http://www.toondisneyindia.com), [www.disneychannelindia.com](http://www.disneychannelindia.com) and [www.playhousedisneyindia.com](http://www.playhousedisneyindia.com).

e-Entertainment

We received 5 nominations in the e-Science category, out of which one was shifted to the e-Education category. A unanimous decision was taken by the Jury Members not to give any award in this category as none of the nominations were considered fit for this category

## e-Science

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



Mental Health Awareness and Stigma Eradication  
Deployment of Telemedicine  
for Healthcare in Rural Areas  
GPGI OPD On VC

## e-Health

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

## product description

Producer  
Akila Maheshwari

Organisation  
NAMI India

Location  
Maharashtra

Telephone  
022-26288620

email  
akilamaheshwari@yahoo.com

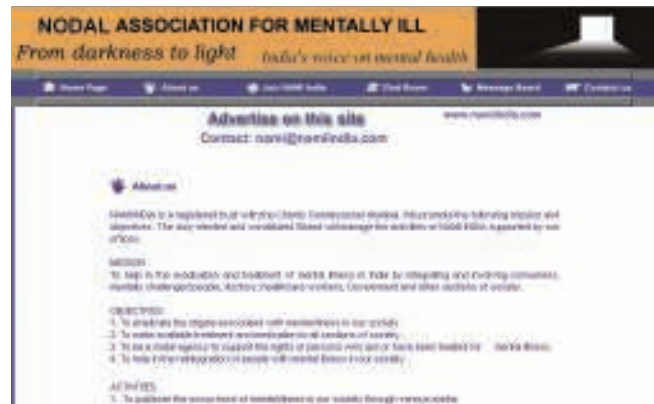
URL  
www.namiindia.com

Technology/Medium  
Internet, Email/web, mail,  
mobile, telephone

Language  
English

The project aims to create awareness and stigma reduction for families and persons affected by Mental Illness via email all over India. It further uses other ICT mediums like telephone, mobile help lines to address the issue. The product is a noble initiative while connecting a segment of population that generally is overlooked.

# Mental Health Awareness and Stigma Eradication



## citation

Families and individuals facing the situations of mental health problems are further put to stress due to stigma attached to it. NAMI India project is a noble initiative to create awareness and stigma reduction for families and persons affected by Mental Illness via email, telephone, and mobile help lines all over India. The project is gradually moving to rural areas after making a mark in the urban area. Persons can pose their questions to the doctor or on the yahoogroups to get assistance and funding. All members' data is kept confidential to avoid stigma.

# Deployment of Telemedicine for Healthcare in Rural Areas

Producer  
Dr. J.N. Maiti

Organisation  
Webel Electronic  
Communication

Location  
West Bengal

Telephone  
030-23677207

email  
jnmaiti@yahoo.co.in

URL  
[http://www.webel-  
india.com](http://www.webel-india.com)

Technology/Medium  
Video  
conferencing/telemedi-  
cine, broadband

Language  
English

## product description

The telemedicine project of Webel, a state enterprise under Dept. of IT, Govt. of West Bengal has been implementing Healthcare projects in collaboration with IIT, Kharagpur who has developed the technology. The two pilot projects implemented at Government Hospitals in West Bengal in different districts and one project in Tripura have so far provided health care services to more than 4000 patients suffering from various diseases and located in different areas that include remote/rural/hilly areas.

## citation

Telemedicine (also referred to as e-health) is the use of ICT to provide health care when distance separates the participants. Webel has taken the initiatives in collaboration with IIT, Kharagpur for the Development and Deployment of telemedicine through execution of several projects in West Bengal and Tripura. The project has played a significant role in the delivery and support of health care particularly in the under-served, rural and remote areas by bridging the rural-urban divide and distance barrier through use of ICT.



e-Health

## product description

Producer  
Ravindra Kumar

Organisation  
National Informatics  
Center

Location  
Uttar Pradesh

Telephone  
09415907525

email  
Ravindra.kumar@nic.in

URL  
<http://pilibhit.nic.in/>

Technology/Medium  
Video  
conferencing/telemedicine

Language  
English

For the common and less privileged patients getting treatment at the SG-PGI in Lucknow becomes difficult due to distance and financial reasons despite being referred by the Chief Medical Superintendent of the district for better treatment. The NIC-VC project is doing a yeoman's service as it is enabling the common patients to treat diseases like neurological problem, Heart problem, Cancer, and other disease treated by PGI doctors on Video Conferencing. The project has resulted in a very high level medical consultancy of reputed SGPGI doctors by the poor people at their own place at very low cost.

# SGPGI OPD On VC



## citation

The Video Conferencing health care project is to facilitate people of districts of Uttar Pradesh to consult SG PGI, the premier health facility center, Lucknow for their ailments irrespective of distances. The project is facilitating the needy poor people who are not able to bear the expenses incurred in transport and boarding at Lucknow to treat their serious ailments at SG PGI.





Panchayati Raj Department  
Lokvani  
Information Kerala Mission

## Special Mention

Hyderabad First  
Prison Management System

## e-Governance

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

## product description

Producer  
Rabindra Nath Dash

Organisation  
Panchayati Raj  
Orissa Government

Location  
Orissa

Telephone  
0674-2536260

email  
rn.dash@rediffmail.com

URL  
<http://orissagov.nic.in/panchayat/default.asp>

Technology/Medium  
Internet/Web

Language  
English

The online Panchayati Raj platform of Orissa Government has networked 314 block offices of Orissa state with 30 DRDA offices and state head quarters of Panchayati Raj department during 2001-2005. Installation of Priasoft, Rural soft, Betan and Pamis application software in Oracle is enabling an enterprise platform for online data processing and management of rural development and anti poverty programmes in Orissa. This is a perfect example of an e-panchayat concept.

# Panchayati Raj Department



## citation

Monitoring and evaluating grassroots development projects have been a daunting challenge for the Panchayati Raj Department in Orissa as in other states in the country. The online platform of the Orissa Panchayati Raj Department is the first initiative of its type in e-panchayat governance in India that has enabled to network 314 block offices of the state with 30 DRDA offices and state head quarter of Panchayati Raj department. This has led to the improvement of efficiency and better delivery of services to the target group consisting of people under below poverty line numbering 45 lakh families.

# Lokvani

Producer  
Amod Kumar

Organisation  
Government of Uttar Pradesh

Location  
Uttar Pradesh

Telephone  
09415329411

email  
amodkumar71@yahoo.co.in

URL  
<http://sitapur.nic.in/lokvani>

Technology/Medium  
Kiosk, Internet/web,  
crossmedia, broadband

Language  
English, Hindi

## product description

The public-private partnership project Lokvani in the district of Sitapur in U.P. is a single window, self-sustainable e-governance solution providing transparent, accountable and responsive administration for grievance handling; land record maintenance as well as an eclectic mixture of essential services. Lokvani caters to the needs of these major players resulting in a symbiotic and mutually beneficial relationship among its benefactors.

## citation



E-Governance is defined as the use of information communication technology for the purpose of enabling and improving the efficiency through which government services and information are provided to the citizens, employees, businesses, and other government agencies. Lokvani is a public-private partnership e-governance program which has been initiated with the combined efforts of both, the Sitapur district administration as well as the NIC to cater to a population having 88% rural population with 38.86% literacy rate. The project is an outstanding example of a highly cost-efficient, economically self-reliant and user financed community network.

## e-Governance

## product description

Producer  
P.V. Unnikrishnan

Organisation  
Information Kerala Mission

Location  
Kerala

Telephone  
0471-2595633

email  
pvunni@infokerala.org

URL  
<http://www.localgovkerala.net>

Technology/Medium  
Internet, client-server,  
kiosk/ web, CD, DVD, kiosk

Language  
Malayalam, English,  
Kannada, Tamil

The Information Kerala Mission is a project of the Government of Kerala for undertaking ICT initiatives for local governments in the state. The objectives include the computerisation of services in the local governments, setting up networking linking the 1,223 local governments and related offices across the state. Training of the staff in the local governments in computer fundamentals and the application software in the context of improved service delivery, devising handholding and support strategies & implementation are some of the other objectives of IKM. As part of these initiatives IKM is implementing intensive pilots in a few locations, where, all the applications developed by IKM have been deployed.

## Information Kerala Mission

## citation

Use of ICT for local administration enables to implement a holistic and humane centred ICT project aiming at strengthening decentralised planning and local democracy through good governance and improved service delivery. The Information Kerala Mission, has aimed at strengthening decentralised planning and local democracy through good governance, by enabling improved service delivery, sharing of best practices and building up community knowledge bases for decentralised planning and local area development. The IKM provides the much required database support for better decision making in development projects, offers improved public services and responsive local administration and imparts necessary skills to the community to use ICT for transparency, participation and judicious decision-making in several local governments.



# Hyderabad First

Producer  
Sanjay Jaju

Organisation  
Municipal Corporation Of  
Hyderabad

Location  
Andhra Pradesh

Telephone  
040-23225867

email  
Sjaju1@rediffmail.com

URL  
www.ourmch.com

Technology/Medium  
web server

Language  
English

## product description

Hyderabad First covers a 179 sq km spread through a utility-driven website [www.ourmch.com](http://www.ourmch.com), which has a four-pronged agenda: accessibility, transparency, accountability and responsiveness. The project enables citizens who do not have access to the Internet to use the fully computerized e-Seva and Citizen Service Centre kiosks whereby, they can pay their bills and remit all municipal taxes. Citizens can also apply for birth / death registration certificates, permits / licences, transport department services, bus and train reservations, avail themselves of the Internet and utilise B2C services, among other things.



## citation

The functioning of municipal bodies is often braved with challenges like serving multifarious services to the citizens and thus faces a demand-supply imbroglio. The idea of Hyderabad First as an e-governance platform is to ease out these exploiting and complex situations and provide a transparent administration. By using Hyderabad First, Parishkruthi, an integrated grievance registration system, citizens can contact officials and file their complaints / send in their comments by Internet or call centre facilities.



e-Governance

## product description

Producer  
Rajiv Prakash Saxena

Organisation  
National Informatics  
Centre

Location  
Delhi

Telephone  
011-24364299

email  
rajiv.saxena@nic.in

Technology/Medium  
web server, client server

Language  
English

The product developed and implemented by NIC is a Prisons Management System (PMS) application. PMS is a G2G and G2C e-Governance tool. It has created a transparent, simplified and efficient Prisoners' Information Handling System for all Prisoners who are lodged in the Tihar Prisons and their visitors. Court Cases Details along with the actions taken by the courts are stored along with movement details like recording and tracking of all movement and activities within the Jail and outside the jail.

# Prison Management System



## citation

Managing information and other details of prisoners in the Asia's biggest Tihar Jail in Delhi is a tremendous job. The Prisons Management System (PMS) developed by NIC is to manage the information regarding all the prisoners of Tihar Prison. Among the vital features of the PMS includes Unique Registration Number Allocation; Secured data entry and retrieval after User Authorization; Court Cases Details; and Movement Details of prisoners and their activities.



Information Technology based  
Education and Rehabilitation  
Multimedia content for class V to IX  
Vidya online

**Special Mention**  
Maharashtra state course in IT

## e-Learning

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

## product description

Producer  
Sri. S. N. Goswami

Organisation  
Webel Mediatronics Limited

Location  
West Bengal

Telephone  
033-24015602

Email  
webelmedia@gmail.com

URL  
[www.webelmediatronics.in](http://www.webelmediatronics.in)  
[www.braille-aids.in](http://www.braille-aids.in)

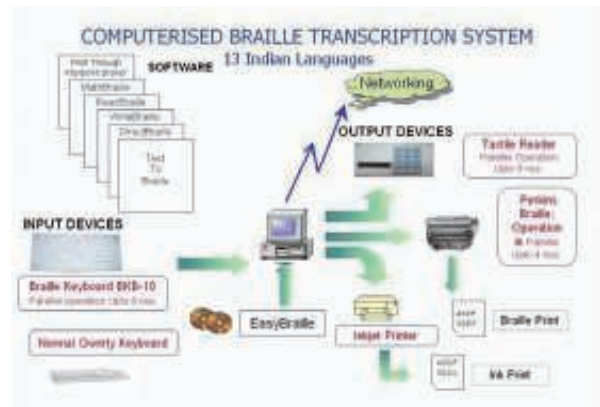
Technology/Medium  
System application/offline

Language  
13 Indian Languages  
including English

The product by Webel Mediatronics Limited (WML) is a pioneer in the development of integrated system for education of people with visual impairments.

The system addresses solutions to major obstacles in disseminating Braille education in vernacular languages. The product is a successful one with its implementation in around 110 schools in 22 states all over the country, while providing necessary infrastructure support to the blind schools to develop unlimited reading material in Braille for visually impaired communities.

# Information Technology based Education and Rehabilitation



## citation

Braille is a system of touch-reading for the blind, which employs 6 embossed dots evenly arranged in 3 columns and 2 rows. Though only 63 combinations available, there are lot many symbols in use leading to many overlapping Braille codes. WML has successfully developed and deployed Computerized Braille Transcription System in 13 major Indian languages for visually impaired community of India that addresses many issues through logic in conversion program. Among many advantages from Computer Based Transcription is the operator need not have thorough knowledge of Braille, unlike manual transcription.

# Multimedia content for class V to IX

Prducer

Dr. Amol C. Goje

Organisation

VIIT,Vidyanagri MIDC  
Baramati

Location

Maharashtra

Telephone

02112-239555

email

director@viitindia.org

URL

[www.ict4rd.org](http://www.ict4rd.org)

Technology/Medium

Internet/Web

Language

Marathi

## product description

SCORM (Sharable Content Object Reference Model) is the produce of VIIT.

The product compiles multimedia content objects to teach the syllabus to students of 10 to 16 age groups. SCORM enables to reuse content for faster development; share content between systems; reduce cost of content maintenance; maximize technology investments; decrease reliance on proprietary tools and technology; reduce switching cost risk and offer other services.



## citation

Use and reuse of learning contents is a new frontier in technology and computer based learning. VIIT has broken a new ground in this field with its SCORM (Sharable Content Object Reference Model) project. SCORM aims at faster creation of reusable learning contents as "Instruction Objects" within a common technical framework to meet high-level requirements for computer and web based learning. The project is a collection of specifications and standards that can be viewed as a separate "books" together into a growing library for use in local language (Marathi).



## e-Learning

## product description

Producer  
Vidya M. S

Organisation  
Vidya Online Charitable  
Trust

Location  
New Delhi

Telephone  
011-29536153

email  
vidya@vidyaonline.net

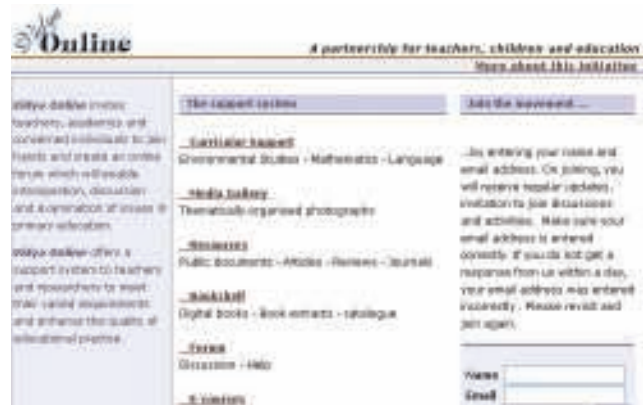
URL  
vidya@vidyaonline.net

Technology/Medium  
Online/Web-based

Language  
English

Vidyaonline is a 'one stop' non-commercial website, which facilitates knowledge sharing, provides resources and online help for better classroom transactions, create forums for critical reflection on issues in education and supports ongoing teacher improvement initiatives. The target audience and users are the primary school teachers of India, though researchers and academics in education can also use it. The site is drawn on databases that make searching and retrieval easy and less time consuming.

# Vidya online



## citation

Knowledge sharing, accessing resources and information are whole time fundamentals for educators, researchers, teachers, students and others to improve various learning initiatives. Catering to the needs of these categories of audiences is the Vidya Online website that offers knowledge and learning resources to teachers, general public and researchers online. Vidya online further encourages people to participate proactively in the process of education and patronize primary schools apart from offering other services.

# Maharashtra State Certificate in Information Technology (MS-CIT)

Producer  
Deoram Chandrakant Kale

Organisation  
Ideal Computer Education

Location  
Maharashtra

Telephone  
02137-264610

email  
idealmcscit@rediffmail.com

URL  
[www.mkcl.org/mscit](http://www.mkcl.org/mscit)

Technology/Medium  
Offline/CD/DVD

Language  
English/ Marathi

## product description

Maharashtra State Certificate in Information Technology (MS-CIT) is the new IT literacy course module developed and designed by the Maharashtra Knowledge Corporation Limited. The 132 hour course module is a high quality study material in the form of a book that covers various basic concepts, course materials comprising lectures, demonstrations and hands-on practice section backed up terminology and large number of interesting and useful applications of IT in everyday life.

## citation

Living in the ICT age means a continuous search for knowledge acquisition and delivery to cater to diversified needs and categories of audiences. Stepping a right foot forward is the 3 months IT literacy course structure by the Maharashtra Knowledge Corporation Limited. The course is of 132 hours duration in total combining theory and practical lessons. A book along with a Multimedia Tutor CD is presented as a part of the study material covering basic IT concepts and applied aspects of IT.





Bio-metric tracking of payments under NREGA  
E-Choupal Sanchalak  
Asha - Hope for Farm Prosperity

## e-Inclusion & Livelihood

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

## product description

The project is unique in India, as it enables unique tracking of bio-metrics of beneficiaries under ( NREGA National Rural Employment Guarantee Scheme). The product can be operated with a simple 12 volt car battery or rechargeable battery. The device can help to register up to 1,000 finger prints and then compare the actual beneficiary with the template, thereby ensuring the right person gets paid, for the services rendered. The device uniquely identifies the thumb impression of each beneficiary, linked to their ID.

Producer  
Kris Dev

Organisation  
Life Line to Business  
(LL2B)

Location  
Tamil Nadu

Telephone  
044-42115995

email  
krisdev@gmail.com

Technology/Medium  
Biomtric Tracking/Offline

# Bio-metric tracking of payments under NREGA





## citation

Keeping a track of record of facts and figures on government schemes and beneficiaries is a monumental challenge in India and elsewhere. The Bio-metric device is unique, as it is a stand alone device that attempts to keep records of beneficiaries of schemes like NREGA, successfully. The response in rural villages has been fantastic as it has helped to empower the common man and woman.

# E-Choupal Sanchalak

Producer  
Kishor Dattarao Wagh

Organisation  
ITC LTD - IBD

Location  
Maharashtra

Telephone  
07252-235097

email  
27000259@echoupal.com

URL  
www.echoupal.com

Technology/Medium  
VSAT, Internet, kiosk, PC/  
offline, web, CD/DVD

Language  
English, Hindi

## product description

The e-sanchalak provides information on agriculture to his village farmers through the echoupal website. The sanchalak has been instrumental in developing his village through imparting education, teaching savings, information sharing, running health programmes, dairy development, water shed management and so on. The site has been rendered helpful to run services in all these segments.



## citation

Mending the role of an Information and knowledge sharing carrier in rural Indian villages is a challenging task for any social entrepreneur. Mr. Kishor Dattarao Wagh from Maharashtra has donned this mantle with flying colours. Kishore shares information on farming practices, price of commodities, imparting education to poor kids, organising farmer trainings and other activities and in all these and the e-choupal site has been a tremendous help to him.

# e-Inclusion & Livelihood

## product description

Producer  
Dr. Mahammed Ariz Ahammed

Organisation  
Government of Assam

Location  
Assam

Telephone  
0361-2363325

email  
arizahmed@yahoo.com

URL  
<http://www.assamagribusiness.nic.in/>

Technology/Medium  
Internet/Web

Language  
English and Assamese

The Small Farm Agriculture Consortium project was launched by Assam SFAC to provide ICT based agribusiness services through 219 Community Information Centres using portal [www.assamagribusiness.nic.in](http://www.assamagribusiness.nic.in). The project attempts to address the issues of farmers' access to technology, government endeavor (schemes), institutions, markets, resources and services to tackle poverty and poor growth through agriculture medium in Assam.

# Asha - Hope for Farm Prosperity

## citation

In Assam despite the strong presence of corporate in agribusiness sector, the access of quality inputs and services in rural areas has been very inadequate, badly affecting farm incomes and livelihoods. The Assam Small Farmers' Agribusiness Consortium (Assam SFAC) undertook the mission of providing access to technology, government endeavor, markets, institutions and services to farmers Media using ICT with relevant and need based content under a brand name ASHA, meaning Hope. ASHA services are made available through the Community Information Centres (CICs) located in 219 Community Rural Development Blocks of the state where farmer can access technology, Institutions, Government schemes, Markets and Services without barriers at his convenience either over telephone or through walk in and engage with them.





Chukki Chinna Animal discovery Learning game  
Learnet (Experiments for class 8, 9 in Hindi)  
[www.studentindia.com](http://www.studentindia.com)

**Special Mention**  
Eureka.in

## e-Education

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

## product description

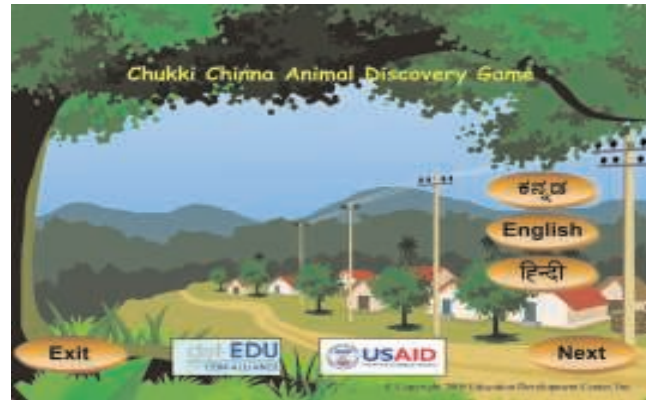
Producer	Group Teaching and Learning (GTL) Multimedia Hybrid is the product produced by Bangalore based Education Development Centre (EDC). The product is an innovative computer-based teaching & learning methodology, supported by USAID under its dot-EDU T4 project. The unique feature of the GTL Multimedia is a hybrid of rich multimedia and pedagogical strategies that is customised to the needs of its audiences, especially the unaffordable ones.
Douglas Bell	
Organisation	
Education Development Center	
Location	
Karnataka	
Telephone	
080-26349244	
email	
dbell@edc.org	
URL	
hwww.dot-edu.org/india	
technology/Medium	
DigitalMultimedia/CD/DVD	
Language	
Kannada, Hindi and English	

## Chukki Chinna Animal discovery Learning game



## citation

The challenges in introducing technology in schools as a means to improve the quality of education in India are too many, like stretched budgets, higher student-teacher ratio, technology affordability and others. Education Development Centre in Bangalore has developed an innovative teaching and learning methodology that attempts to address some of these issues. The product is a hybrid of rich multimedia and pedagogical strategies that is customised to the needs of students and teachers especially who are unable to access computer learning facilities easily. The product is a learning package that embraces a whole class or group learning environment that supports the teacher and integrates various pedagogical approaches, such as games and competition, familiar characters and songs, local rich animation and audio examples for students to view, sing and interact with in a larger group, on a single computer.



# Learnnet (Experiments for class 8, 9 in Hindi)

Producer  
Alok Bhargava

Organisation  
Learnnet India Limited

Location  
Maharashtra

Telephone  
022-66947575

email  
info@learnnetindia.com

URL  
www.learnnetindia.com

Technology/Medium  
Digital Multimedia/CD/DVD

Language  
Hindi

## product description

'Physics - My Own Lab' or 'Bhautiki - Meri Apni Prayogshala' is an educational title in Hindi for grades 8, 9 & 10 that consists of 19 experiments & activities dealing with different concepts in Physics. The highlight of the product is its

interactive nature, which encourages students to freely explore and interact with a simulated experiment setup. This has facilitated a pure interactive and visually attractive user interface for every experiment conducted.

## citation

Doing scientific research and conducting experiments by young students is no less a Herculean task and more so if the experiments are less attractive and less communicative. The 'Physics - My Own Lab' or 'Bhautiki - Meri Apni Prayogshala' attempts to address these uncanny feelings and experiences. It includes 19 experiments and activities dealing with different concepts in Physics that are visually attractive and illustrated with graphics and interactive animations. The student can set the input parameters for the experiment through a variety of interactive controls such as sliders, knobs, buttons, type-in boxes, user-moveable elements etc. The experiment results are in the form of animations, dynamic graphs as well as numerical tables. In addition, each experiment is accompanied by a Theory section.



## product description

Producer  
Mr. Rashmi Kanta Mahapatra

Organisation  
StudentIndia.com

Location  
Mumbai

Telephone  
022-27576634

email  
rkchartered@yahoo.com

URL  
www.studentindia.com

Technology/Medium  
Internet/Web

Language  
English

A dedicated information site for students is the [www.studentindia.com](http://www.studentindia.com). The objectives of the site are to meet the global requirements of students and partial educational awareness for parents to guide their children. The project is a 'free of cost service' and has been created through voluntary efforts. The site is a wholesome service provider as its contains data bank of colleges and universities in India and abroad and the courses offered; career option analysis; Government Job information and analysis; Career dictionary for awareness; Career advice; Hostel data bank and other vital information.

[www.studentindia.com](http://www.studentindia.com)



# Eureka.in

Producer  
Capt. KJS Brar

Organisation  
Designmate (I) Pvt. Ltd.

Location  
Gujarat

Telephone  
079-30919601

email  
brar@designmate.com

URL  
www.designmate.com

Technology/Medium  
LAN or WAN and applica-  
tion/Animation Movies

Language  
English, Gujarati, Arabic

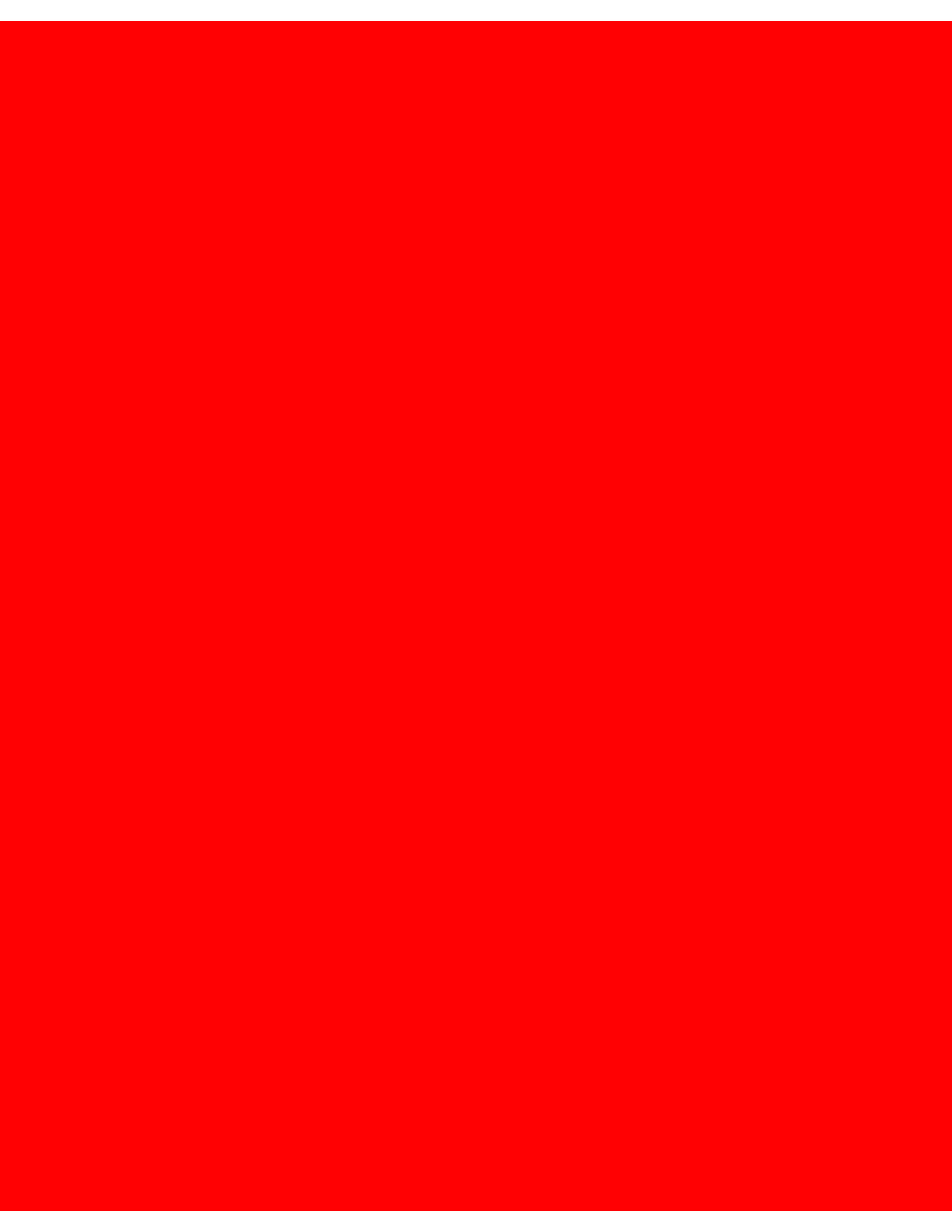
## product description

"Eureka.in" is an unique educational software covering the Science and Math subjects for classes I to XII. The subjects have been converted into 3D animated movies, creating an absorbing and enjoyable learning experience for the students. All the animations are of broadcast quality and they total up to nearly 250 hours of educational content requiring 125 GB of hard disk space. Eureka.in is an advance teaching aid for teachers. It helps the teachers to teach better. With "Eureka.in" learning becomes easy and fast. Even difficult concepts can be understood and retained by the students.



## citation

Students all over the world would rather watch movies than study textbooks due to less interesting and attractive contents in books. Eureka.in is an interesting revelation in basic learning that is converting entire textbooks into colorful 3D animated movies with interactive games and puzzles. The product has enabled a visually beautiful and interesting learning experience, thus enhancing the student's learning and retention capabilities. Eureka.in is an advance teaching aid for teachers who find it easier to teach the students through animated movies.





Merinews

NewsRack

## e-News

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

## product description

Producer	The product is India's first
Vipul Kant Upadhyay	, wherein citizen journalists contribute news, interviews, pictures, news analysis, etc. Currently, merinews offers a diverse set of categories for citizen journalists from different geographic locations.
Organisation	
Bizsoladvisors	
Location	
Haryana	
Telephone	
0124-4133555	
email	
info@merinews.com	
URL	
www.merinews.com	
Technology/Medium	
Internet/Web	
Language	
English	

Merinews



## citation

The Internet communities have developed encyclopedias, dictionaries, music, operating systems, cultural projects, etc. through collaboration in cyberspace. But, not much has happened in the field of news. merinews.com seeks to fill this space in the Indian media and take the Indian Internet community towards citizen journalism, where people write news and analysis right from where they see the action. The main concept behind merinews is to provide a platform which is open to individuals from diverse backgrounds from all over India and abroad to voice people's concerns that touch their lives.

# NewsRack

Producer  
Subramanya Sastry

Organisation  
Sarai FLOSS fellow

Location  
Karnataka

Telephone  
080-41203229

email  
sastry@cs.wisc.edu

URL  
[www.floss.sarai.net/news-rack](http://www.floss.sarai.net/news-rack)

Technology/Medium  
Internet/Web

Language  
English

## product description

NewsRack allows users to specify taxonomy and gather news and classify selected news items into the taxonomy. This is done by specifying news filters - somewhat similar to email filters. By implicitly making gathered news public, NewsRack benefits a much wider audience than the narrow user base that has written filters on NewsRack.

## citation

Monitoring relevant news for any social organisation is a time-consuming and laborious process, especially when the news is monitored, marked, cut, and filed using hard copies of newspapers and magazines. However, much of this work can be automated using web versions of newspapers and magazines. NewsRack is a tool/service for classifying, filing, and long-term archiving of news. NewsRack takes input news feeds and generates a set of categorised news feeds based on filtering rules that the contributor specify. One can use these output news feeds in their favourite news aggregator, or can let NewsRack organise this information.



e-News



kannada logo  
azhagi  
multilingual software

## e-Localisation

Interventions of ICT has been instrumental in empowering life at the grassroots level in many ways such as application in local languages, vernacular content and digital tools to work in oral medium. Agriculture, eco-tourism, ayurveda, artisans skills, organic food, are all being strengthened by the electronic and digital technologies as they move towards localisation.

## product description

Producer  
Dr U B Pavanaja

Organisation  
Vishva Kannada Softech

Location  
Karnataka

Telephone  
080-23309693

email  
pavanaja@vishvakannada.com

URL  
www.vishvakannada.com

Technology/Medium  
Offline Application

Language  
Kannada

The Kannada version of LOGO is being used to teach programming logic to kids. The local version of LOGO is intended to spread computer education in villages and help students develop the thinking and analysing powers in Kannada while making provisions of applying the keywords in Kannada. It is a programming language at the school level that will tap into this potential and hone student's skills, especially in rural areas. Kannada version of Logo is a simple tool to help children understand programming.

# Kannada Logo





## Citation

India has made rapid strides in IT but the benefits of ICT have not reached the rural populace. One core reason is the language issue because computers speak English but the Indian villagers prefer local language. All over the world, people use LOGO to teach programming logic to kids. Giving some respite is the Kannada version of LOGO that is intended to spread the use of computers in villages in Kannada language. The product is assisting students to develop the thinking and analysing power in Kannada. The program uses the keywords in Kannada, which will enhance the computer education in the villages.

# AZHAGI

Producer  
B. Viswanathan

Organisation  
SRV Consultants

Location  
Tamil Nadu

Telephone  
044-42024669

email  
contact@azhagi.com

URL  
www.azhagi.com

Technology/Medium  
Application/Offline

Language  
English

## product description

Azhagi (www.azhagi.com) is one-stop software for ALL Tamil computing needs. It is a complete solution for DTP, Emailing, Chatting and Website creation - in Tamil. It is an unique combination of innovation, user friendliness and sophistication, Azhagi hosts a first-of-its-kind Transliterator. It supports Direct Transliteration/Typing in Windows applications. Azhagi is a product which caters to the needs of all classes of people and business entities, to help them compute in Tamil easily and quickly, thereby enhancing the overall productivity levels.

## citation

For any Indian language transliteration software, the 'English to Indian Language' key-mappings are the foundation on which everything else should be built around. Azhagi simply excels in its English-to-Tamil Key' mappings, thus standing on a firm foundation. Azhagi is "Different" and "Special". A Unique combination of Innovation, User' Friendliness and Sophistication, Azhagi hosts a first-of-its-kind Transliterator. Azhagi is Unicode-powered and user can choose between Unicode and TSCII input in external applications. With the power of Unicode, one can do sophisticated Tamil computing like 'Tamil Search and Replace', 'Tamil Sorting', etc. in office applications.



## e-Localisation

Producer  
R. Kalyana Krishnan

Organisation  
IIT Madras

Location  
Tamil Nadu

Telephone  
044-22574355

email  
rkk@acharya.iitm.ac.in

URL  
<http://acharya.iitm.ac.in>

Technology/Medium  
Internet/Web

Language  
All Indian languages

## product description

The project relates to software development tool- Multilingual Software, for computer applications supporting user interfaces in Indian languages. The tools provide for software development in a uniform manner across all the Indian languages including Urdu. Applications developed and deployed for use include resources for visually handicapped persons to use computers effectively. The product is a easy to avail technology module for utility purpose as per own cultural and social settings.

# multilingual software

## citation



Creating a software development tool, especially a Multilingual Software, for computer applications supporting user interfaces in Indian languages have remained a gigantic tasks in terms of ICT use. The Systems Development Laboratory, Dept of Computer Science, IIT Madras have tried its mettle on this front and with success.

A variety of software applications have been developed by the Lab for multilingual users like: multilingual text and document preparation packages under different operating systems; Indian language based command processors which are similar to a DOS or UNIX shell and many more.



IndFauna, Electronic Catalogue of Known Indian Fauna  
Aaranyak  
Clean India

## Special Mention

Biodiesel-a green alternative

## e-Environment

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

## product description

Producer  
Vishwas Chavan

Organisation  
National Chemical  
Laboratory, Pune

Location  
Maharashtra

Telephone  
020-25902484

email  
vs.chavan@nccl.res.in

URL  
<http://www.ncbi.org.in>

Technology/Medium  
Internet/Web Portal

Language  
English, Hindi,  
Marathi, Gujarati

IndFauna is a baseline data platform available online, of all Indian fauna resources at a single click of a mouse. Using multi-lingual engine, this data can be accessed in six Indian languages viz. Hindi, Marathi, Gujarati, Tamil, Telgu, and Punjabi thus ensuring dissemination of knowledge in languages that people understand the best and covering nearly the entire country. The Database developed using Oracle 9i has 10 inter-related tables, which collate data on scientific names, synonyms, common names, and occurrence details, and so on.

IndFauna, Electronic Catalogue of  
Known Indian Fauna





## citation

Getting access to information and knowledge about India's nearly 90,000 species of animals in one single platform is a daunting task indeed. Until recently data about these were distributed with various R&D, academic, survey agencies, institutions and individuals such as taxonomists and ecologists. The electronic catalogue - IndFauna, of known Indian fauna has been conceived to address this search as a web accessible database collating and disseminating baseline data of faunal species.

# Aaranyak

Producer  
Bibhab Kr Talukdar

Organisation  
Aaranyak

Location  
Assam

Telephone  
0361-2228418

email  
info@aaranyak.org

URL  
www.aaranyak.org

Technology/Medium  
Web/ Internet

Language  
English

## product description

The Aaranyak website was launched offer information services on various aspects of conservation of biodiversity. Among the basic objectives, the site aims to curtail and eliminate wildlife trade in the region, to explore and access the legal and judiciary provisions for protection of biodiversity, to compliment and support the Government agencies working for protection of the rich biodiversity of the North East India.

## citation

Conserving and protecting the rich but scarce biodiversity of North East India is a challenging task indeed. The need to conserve the same has been stressed by the Government of India on many occasions.

Taking a timely step on this front, Aaranyak, a society for biodiversity conservation working in the north east India since 1989, has been involved in the research, education and policy frame work in the field of environment and forests.

Since its inception Aaranyak has been working towards the conservation of rich biodiversity within the region through its multifarious interventions including awareness campaign.

Aaranyak has been influencing the policymaking procedure through its presence in various platforms like the Steering committee for formulation of New Assam forest Policy and State Board of Wildlife, Assam.



e-Environment

## product description

Producer  
Usha Srinivasan

Organisation  
Development Alternatives

Location  
Delhi

Telephone  
011-26898264

email  
cleanindia@devalit.org

URL  
www.cleanindia.in

Technology/Medium  
Internet/Web

Language  
English

Using the Internet as an intelligent medium, the CLEAN-India programme is a nationwide programme on environmental assessment, awareness, action and advocacy involving school students and communities. Its vision is to develop cleaner environments for towns and cities and aims at fulfilling the mission of sustainable development by addressing environmental, social and economic goals.

With a core network of 28 NGOs, 300 schools, 800 teachers, 60,000 trainer students and 1.25 million other students; and several other citizens groups and individuals the programme so far has mobilised an extensive network of environmentally conscious citizens assuming responsibility and evolving solutions to various environmental problems.

# Clean India



## citation

With around 300 million people living in 500 major towns and cities in India the country is facing vital challenges in its ability to cope with the negative impacts of rapid urbanisation. Taking a suo-motto step, Development Alternatives has embarked upon the Community Led Environment Action Network - CLEAN-India Programme to address urban environment problems.

# Biodiesel-a green alternative

Producer  
Sanjay Borkar

Organisation  
Shivrai Technologies

Location  
Maharashtra

Telephone  
020-24214373

email  
info@shivrai.co.in

URL  
www.shivrai.co.in

Technology/Medium  
Digital animation/(CD,DVD)

Language  
Marathi

## product description

The project 'Bio Diesel - A green alternative' is a timely intervention with its interactive multimedia content that is excellently presented and described with the help of text information, demonstration video clips, animations, relevant photographs, sketches, and narration in Marathi. The Contents of this guide includes introduction to Biodiesel, use of Biodiesel, crops suitable for Biodiesel, India and biodiesel, Government Schemes and other useful Information.

## citation

Bio Diesel has emerged as one of the alternative fuel for the future to save societies from the catastrophe in case traditional fuel sources are exhausted.

The interactive multimedia elaborates on the socio-commercial, economical and technical aspects of Bio diesel. It covers topics like basic concepts, plant cultivation management, economics of bio-diesel cultivation, low and medium scale bio-diesel production, processing and governmental information. The product is expected to be an extremely useful multimedia guide for the farmers, entrepreneurs, scientists as a self-learning guide to the farmers who are willing to look at it from alternative point of view.







Mouthshut.com  
Shunya.in

## e-Youth

India's 45 percent youth population is getting digital with the speed of thought and adopting newest technologies to empower themselves and to work efficiently. Youth are also involved in offering innovative ideas, application, and initiatives which is empowering the masses.

## product description

Producer	MouthShut is India's largest and most comprehensive
Faisal I Farooqui	Person to Person (P2P) Consumer Information Exchange.
Organisation	It has emerged as an online community where India's
MouthShut.com (I) Pvt Ltd	most sophisticated, vocal and influential consumers
Location	gather to exchange ideas that impact the purchasing
Maharashtra	decisions of millions everyday.
Telephone	
022-26006788	
email	
faisal@mouthshut.com	
URL	
www.MouthShut.com	
Technology/Medium	
Internet/Broadband/Online	
/Web	
Language	
English	

Mouthshut.com



## citation

For a long time, manufacturers of goods and providers of service took the consumer for granted. The consumer was handicapped in the sense that did not have even a single platform where he could express freely his opinion on them. At MouthShut.com, Consumer is King. Here, the consumer finally gets a voice and that voice acquires an individualistic tenor. MouthShut is an excellent consumer portal where grievances and accolades are put up in perspective for good decision making.

# Shunya.in

Producer  
Kulpreet Singh

Organisation  
Shunya.in

Location  
Haryana

email  
kulpreet@shunya.in

URL  
www.shunya.in

Technology/Medium  
Internet/Broadband/online  
/Web

Language  
English

## product description

Shunya.in is a forum for people interested in contemporary Indian IT sector. Shunya allows registered users to display ads from their google ad sense accounts. This allows users to generate revenue for themselves by posting stories on shunya.in. It is unlike those run of the mill IT sites where restrictions and regulations mark the service and product arenas. The site is a boosting platform for IT professionals to connect themselves and discuss and seek solutions to their grievances and issues.

# citation

Creating an online community for IT young professionals is a noble yet timely concept. The goal of shunya is to build a community of the youth working in the IT sector to enable them to discuss and debate fearlessly, their working conditions and other issues like appraisals. The aim is to provide an opportunity to the IT workers to trigger changes in IT sector using their own voice. Provision for revenue generation in shunya.in by posting stories is an attractive feature for users and audiences.





Freedom HIV/AIDS

## m-Content

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

## product description

Producer  
Hilmi Quraisi

Organisation  
ZMQ Software Systems

Location  
Delhi

Telephone  
011-27318551

email  
zmq@vsnl.com

URL  
[www.freedomhivaids.in](http://www.freedomhivaids.in)

Technology/Medium  
Cellular Device/  
Mobile Content

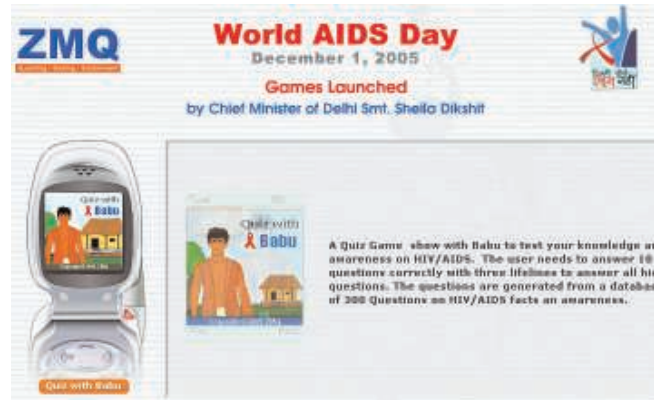
LanguageEnglish

Freedom HIV/AIDS is a social initiative program of ZMQ Software Systems. ZMQ used an innovative IEC methodology to educate people on HIV/AIDS using mobile phone games.

# Freedom HIV/AIDS



## citation



Mobile devices are the most prevalent tools in the hands of a common man all over the world and are the devices of the future, whether it is communication, education, gaming or information. One of the effective ways of using it is spreading messages and creating awareness by Play-and-Learn method. This methodology makes learning not only exciting and engaging but helps in better enhancement and retention of knowledge. Through its edutainment based interactive learning solutions in the form of mobile games, the ZMQ product intends to teach people about HIV/AIDS and spread HIV/AIDS awareness in the country and across the world.



# Introduction of a special category: Community Broadcasting

Community Broadcasting has been introduced as a new category from the year 2007. After having seen many good entries which could be categorised as community broadcasting, the grand jury reached to a consensus to introduce "Community Broadcasting" as a new category in addition to 14 existing categories. The category would broadly consider all efforts in the areas of broadcasting services for the benefit of the social sector, especially in the rural areas of India. As a gesture, the jury decided to invite all those entries of Manthan-AIF Award 2006, under community broadcasting platform for the award ceremony and recognise their good efforts and encourage them to apply again for next year

Community  
Broadcasting

# FM Community Radio

90.4

Producer  
Dr Amol C. Goje

Organisation  
VIIT

Location  
Maharashtra

Telephone  
02112-239555

Email  
director@viitindia.org

URL  
www.viitindia.org

Technology/Medium  
Radio

Language  
Marathi

## product description

Community radio is a broadcasting platform established to provide communication support for the social, economic and cultural development of community within geographical location and owned and operated by the community on a non-profit basis.

Krishi vahani named "Vasundhara vahani 90.4 MHz", a community radio service catering exclusively to farmers within a 30-km radius of the tehsil Baramati of

Pune district. This is state-of-the art radio station, which will have standard recording, editing and transmission facility. Their focus is farmer and student community. The service, which is run and managed by the local people addressing issues relating to the community in the local language marathi, was introduced by VPIIT, Baramati (Maharashtra). It is technically a Campus Community FM Radio, stationed in the campus of VIIT

# Community Broadcasting

# Havel Vani Samudayik Radio Initiative

## product description

The Havel Vaani Samudayik Radio Initiative has been ongoing in Chamba district of Uttaranchal for the past 4 years. The community members have a rudimentary community media centre with one computer and a couple of mini disc recorders. They regularly produce programmes on local issues like health, dowry, female infanticide, caste practices and improving agricultural practices. The achievement of the team is commendable given that a few months back none of them had touched a computer let alone work on complicated audio editing software and now all team members are fluently working on the computer and producing content that is derived locally, is locally referenced and locally relevant.

Producer

Venu Arora

Organisation

Equal Access

Location

Uttaranchal

Telephone

0129-5510156

Email

varora@equalaccess.org

URL

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

Technology/Medium

Local Radio

Language

Hindi and Garhwali

# Namma Dhwani in the Classroom

Producer  
Nagaraj G

Organisation  
VOICES/MYRADA

Location  
Karnataka

Telephone  
080-25213902

email  
voices1@vsnl.net

Technology/Medium  
Audio video cable,  
cable/TV/Audio

Language  
Kannada

## product description

Namma Dhwani's school audio program uses both conventional media-audio and new media including internet and multimedia to provide comprehensive education for the school children of Budikote village in Karnataka, near Bangalore. Namma Dhwani has a digital audio production centre which uses mixed media to disseminate local information. In this model, the audio production centre acts as a hub with other reception points becoming the spokes.

# Community Broadcasting

# Raghav FM Mansoorpur

Rural and discreet Raghav Mahto started the community FM radio using a fifty rupee technology device that served the entire Mansoorpur village in his Vaishali District of Bihar as well as adjoining villages. He and his RJ (Radio Jockey) friend Sambhu started an innovative Rural FM service which enabled villagers and the local community to benefit from various services it offered. People at large benefited from announcements, messages, entertainments that touched their health, educational, trade, commerce, entertainment needs on day-to-day basis. Using an innovative knowledge enhancement & awareness driven simple technological platform, Raghav and his community FM served community needs and services in every possible way.

The community FM was for the community and by the community, driven by community needs and demands. What was more unique was the manner in which the community embraced Raghav FM and become emotionally well attached to it. This was vividly revealed by the community members in sorrow and anger when Raghav FM was shut down in March 2006 after it served its listeners with grace and humility for more than 4 years, albeit unofficially.

Producer  
Raghav Mahto

Organisation  
Raghav FM Mansoorpur

Location  
Bihar

Telephone  
0-9430262067

Technology/Medium  
FM/Community Radio

Language  
Bhojpuri, Hindi





# E-merging State of India

Among the newly formed States of India,  
Uttaranchal leads the way to become  
e-Merging State of India

## state description

After intense and grueling considerations on certain specified ICT benchmarks, Digital Empowerment Foundation decided that the newly born State of Uttaranchal has surpassed so many other States in introducing 'Technology for Development' for empowerment and development.

Based on the prime considerations like impact of ICT reach, budget allocation for ICT projects, number of Schemes launched, the reach and spread of such schemes, the initiatives in roping in private and other partners in various ICT initiatives in the State, the e-readiness among the State authorities, the gender inclusiveness of these ICT interventions, and other fundamentals, it was a well researched and well considered decision of the management of the Digital Empowerment Foundation that the Himalayan State of Uttaranchal deserves to be accorded and recognised as the 'e-Merging State of India' on the Manthan-AIF Award 2006 Platform

It is well satisfying to think and witness that this State have done and attempted to do what many other new states have faltered or lagged behind in putting the technology race for human advancement and empowerment.

## citation

Despite nascent in origin with multitude of issues to handle, and limited resources at hand, the Government of Uttaranchal has introduced path breaking initiatives in the social and economic spheres using Information Communication Technology. Mention can be made of Aarohi, the wholesome computer literacy project across 1400 State run schools, the first in its kind in India on such a large magnitude.

Stepping further, the State authorities have introduced rural business hubs and Kisan Soochna Kendras as public information booths using the ICT medium, wherein the farmers and others can use the booths having computers, call centre facilities to deal with agriculture and other trade issues. Mention can be made of the Environmental Information System that has been launched in the State to sort out emerging environmental issues.

The introduction of Online Registration Facilities in the commercial tax department is another interesting and yet practical initiative. Not the least are programs like Shaksham, the computer awareness and educational program for the government employees in the State, and Shikar, the computer literacy project for higher education students in the State.

The long list of e-content and ICT application driven projects can be seen at [www.itdaaa.org](http://www.itdaaa.org)

# e-merging state of India



# Winners @ states of india

Every state has different number  
of nominees. Likewise, there  
are different number of winners  
from each of those 13 states.

Multimedia content for class V to IX

Maharashtra State Certificate in Information  
Technology (MS-CIT)

IndFauna-Electronic Catalogue of Known Indian  
Fauna

Biodiesel-a green alternative

Mouthshut.com

E-Choupal Sanchalak

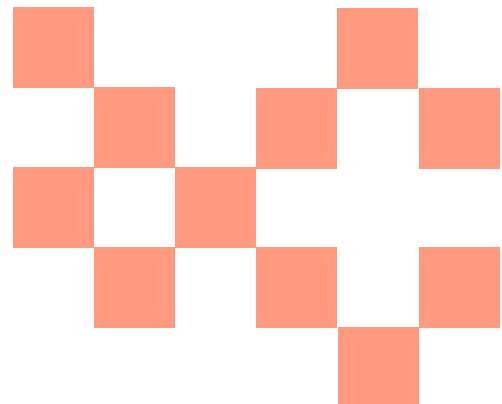
Mental Health Awareness and Stigma Eradication

Disney Channel Web sites

Learnnet (Experiments for class 8, 9 in Hindi)

Studentindia.com (Dedicated info site for stu-  
dents)

FM Community Radio 90.4



Vidya online

India Heritage

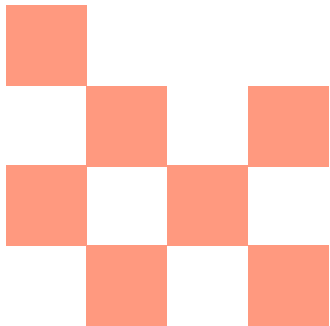
Anandautsav.com

Clean India

Freedom HIV/AIDS

Agriwatch

Prison Management System



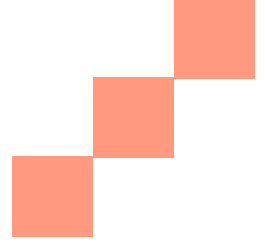
Delhi

Karnataka

Kannada Logo

NewsRack

Chukki Chinna Animal discovery Learning  
game

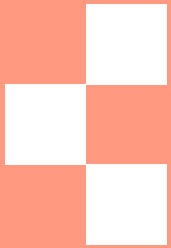


Tamil Nadu

AZHAGI

Multilingual Software

Bio-metric tracking of payments under  
NREGA





Gujarat

Online Interegated Computerized Systems  
(OICS)

[www.designmate.com](http://www.designmate.com) (Eureka.in)

Uttar Pradesh

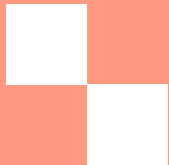


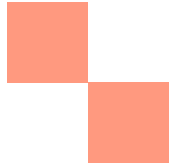
SGPGI OPD On Video  
Conference

Voice of people (An  
e-ffort to empower citizen)

Merinews

Shunya.in





Aaranyak

Asha - Hope for Farm Prosperity

Assam

Orissa



Panchayatiraj department

Bhojpuria.com



Jharkhand



Andhra Pradesh

Hyderabad First

Kerala

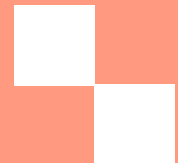


Information Keral Mission

West Bengal

Information Technology based Education  
and Rehabilitation

Deployment of Telemedicine for  
Healthcare in Rural Areas



The Manthan-AIF Award 2006

JURY

Prof. Ashok  
Jhunjunwala

Professor,  
IIT Madras, Chennai

## chairman of jury (day 1)

Prof Ashok Jhunjunwala is from IIT Madras, and very well known for his innovative ideas in the areas of telecom revolution. He is also an incubator of many successful ideas. He helped in founding n-Logue, the company which started as the rural ISP and expanded into Common Service Centers based in rural areas.

## chairman of jury (day 2)

Prof Gupta is from IIM Ahmedabad. He is Executive Chairman of National Innovation Foundation. He also founded and runs organisations like Sristi, HoneyBee, and GIAN. Prof Gupta is a proponent of Social Entrepreneurship and leaves no stone unturned in globalising the local innovations, especially coming from the villages of India. He has traveled more than 2,500 kilometers to find local innovation across the rural villages of India.

Prof. Anil Gupta

Professor, IIM  
Ahmedabad & Executive  
Vice Chairman, National  
Innovation Foundation,  
Ahmedabad

Osama Manzar

Chairman,  
Manthan Award and  
Director Digital  
Empowerment Foundation

## moderator

Osama is the Chairman of the Manthan Award and Director of Digital Empowerment Foundation, the organiser of Manthan Award. He is also on the board of World Summit Award, the International affiliate of Manthan Award and DEF. He has written three books so far on e-Content and Internet Economy. He enjoys putting all possible effort in making the local content reach out to global audience - the Manthan Award is formed to achieve that purpose among others

Ashis Sanyal

Director E-Gov, DIT  
New Delhi

observer

Mr. Sanyal is Director, E-Governance Programme Management Unit (EGPMU), Department of Information Technology, M/o Communications & Information Technology. He is a great proponent of spreading knowledge without inhibition, and has been putting great efforts in making the CSC (Common Service Centers) project of DIT to achieve its best objectives and goals.

observer cum co-moderator

Mr. Sundar Krishnan is the Head of ICT division of American India Foundation. He has earlier worked with Media Lab Asia.

Sundar Krishnan

Head, ICT Division,  
AIF, New Delhi

The Manthan-AIF Award 2006  
JURY

# Members of The Grand Jury

## frederick noronha

Frederick Noronha is a Goa-based independent journalist, co-founder of BytesForAll & active chronicler of ICT4D initiatives in India. He is also founder of indialists.org (a network of alternative mailing lists) and [www.goa-india.org](http://www.goa-india.org) (creating space for alternative voices from Goa), and for the past decade he has been a member of the Admin Volunteer Team of Goanet ([www.goanet.org](http://www.goanet.org)), Goa's oldest and largest mailing list.

Frederick Noronha  
Freelance Journalist,  
Goa

## Vinnie Mehta

Vinnie Mehta Executive  
Director, Manufactures  
Association of  
Information  
Technology, New Delhi

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Vinnie Mehta has been involved in the promotion and policies formulation pertinent to the IT industry with the Centre and the State Governments in India as also internationally since 1992. He delivers lectures on industry strategy with reputed management institutes. He also conducts training programs and seminars for the IT industry. Prior to MAIT, Vinnie has worked for 2 years on the SCADA system (Supervisory Control and Data Acquisition) with the Gas Authority of India Limited.

## Tanmoy Chakrabarty

Tanmoy Chakrabarty  
VP & Head of the  
Global Government  
Industry Group.  
Tata Consultancy  
Services

Tanmoy Chakrabarty is the Vice President & Head of the Global Government Industry Group at TCS - Tata Consultancy Services, based in New Delhi. He is responsible for Sales and Business Development for TCS for the Government Industry worldwide. He has over 22 years of Sales & Marketing and Business Development. He is a member of the IT Sub-Committee at CII.

## Dr Subho Ray

President, Internet and Mobile Association of India (IMAI). As the President, Subho heads the permanent secretariat of the association and is currently responsible for driving & delivering several turnkey objectives to change mindsets and working towards a mission of "100 million Internet users online" + "robust e-economy growth" from the Indian - citizen / consumer, business, and government point of view / perspective.

Dr Subho Ray President,  
Internet and Mobile  
Association of India,  
Mumbai

## Sajan Venniyoor

Sajan Venniyoor  
Community TV,  
Doordarshan, Prasar  
Bharti, New Delhi

After 15 years in radio, and a brief stint in the Prasar Bharati secretariat, Venniyoor moved to Doordarshan, where he presently works in their community TV ('Narrowcasting') division, as well as Doordarshan's DTH project, 'DD Direct'.

## Ravi Gupta

Ravi Gupta  
Editor - i4D Magazine  
Noida

Ravi Gupta represents Centre for Science, Development and Media Studies (CSDMS), an NGO founded in 1997. His organisation has been involved in ICT4D issues. He is the editor of i4d ([www.i4donline.net](http://www.i4donline.net)), eGov ([www.egovonline.net](http://www.egovonline.net)) and Digital Learning ([www.digitalLEARNING.in](http://www.digitalLEARNING.in)) magazines. He can be contacted at [Ravi.Gupta@csdms.in](mailto:Ravi.Gupta@csdms.in)

## Rufina Fernandes

Ms. Rufina Fernandes holds significant responsibility for overall operations of Nasscom Foundation. Ms. Fernandes's career that spans over 18 years includes managing a family business as well as assignments with Alpic Finance and thereafter with GTL Limited. Prior to joining NASSCOM Foundation, she was Sr. Vice President (Strategic Initiatives & Head - CSR).

Rufina Fernandes CEO,  
Nasscom Foundation,  
Mumbai

## Hareesh Belawadi

Hareesh Belawadi Joint  
Director, ASCENT,  
Bangalore

He now leads ASCENT's (Asian Centre for Entrepreneurial Initiatives) cluster development initiatives and also assists in the design, marketing, and delivery of ASCENT's Entrepreneurship Development Services such as training, research, counseling, and project consulting. After his degree in Mechanical Engineering from MIT Manipal, he joined TATA Motors as a management trainee in 1995.



## Dr Reuben Samuel

Dr Reuben Samuel  
World Health  
Organisation, New  
Delhi

Under the direct supervision of the Joint Secretary to the Ministry of Health & Family Welfare, Government of India, in-charge of the GFATM and the overall supervision of the World Health Organization - Representative to India, Dr Samuel facilitating the establishment and the management of the Secretariat for the GFATM Country Coordinating Mechanism (CCM) in India.

## Shubhendu Parth

A journalist by profession, Shubhendu Parth has been a strong advocate of technology for masses and moved on from the mainline media, The Indian Express, in 2000 to join Dataquest in order to push the cause. Over his six year stint with the Cyber Media Group he went on to head the CyberMedia News, India's only technology wire service to steering the magazine's e-Gov initiative. He is also credited with conceptualizing the Dataquest regional e-Gov Summit and the Dataquest e-Gov Champion Awards.

Shubhendu Parth  
Associate Editor -  
Dataquest, CyberMedia  
India Ltd., Gurgaon

## Ravi Gulati

Ravi Gulati  
Director,  
Manzil, New Delhi

Mr. Gulati is an educationist and free thinker. After his management course at IIM Ahmedabad, he intentionally decided to dedicate his life along with his family to serve the urban needy children in the field of education and training so that they do not lag behind students who have all the resources to avail the best facilities in a typical urban milieu. He runs an organisation called Manzil to achieve the above mentioned objectives.

## Dr. V K Dharmadhikari

Dr. V K Dharmadhikari  
Scientist G & HOD,  
Internal Coordination,  
EGPMU, DIT  
New Delhi

Scientist G & HOD, Internal Coordination, EGPMU,  
Department of Information Technology, Ministry of  
Communication & Information Technology

## Rajen Varada

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

Rajen Varada  
Co-founder,  
Technology for the  
People  
Hyderabad

## Mridula Chandra

Mridula Chandra  
Secretary, Health &  
Social Development  
Research Centre, Jaipur

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



The Manthan Award  
for  
Best e-Content &  
Creativity  
in India

Digital Empowerment foundation works in the area of Development in relations to Information Communication Technology with especial focus in research and assessment and recognizing the unrecognized. Ironically, most of the movements in the ICT for Development sector are more about technology and less about final deliverables or content in general. DEF observed that most of the innovative initiatives at the grassroots level using ICT do not get attention and recognition which could easily enable them to move forward. Therefore, Manthan Award was conceived under the guidelines of World Summit on the Information Society and its e-Content award called World Summit Award. The agenda of the Manthan Award is to inspire, encourage and recognize the un-sung heroes and un-recognized innovators who would be using ICT application to deliver extremely useful content/business/products/services and leave an impact on the last mile citizens. Started in 2005, in the first year itself, Manthan Award recognized 27 such initiative and incidentally they all were first time winners of any award in their life of high impact innovative projects. The beauty of Manthan Award is its is a platform for and by innovators which is designed to bring them into the limelight as most of the best social innovations do not even get into the sustainability as they desperately lack national and global platform to become business viable. The Manthan Award also achieves the purpose of all horizontal as it invites nominations from sectors like e-governance, e-learning, e-education, e-business, e-culture, e-science, e-entertainment, e-health, and e-Inclusion & Livelihood. Because of the popularity and large scale acceptance, Manthan Award in 2006 has expanded the categories by including e-news, e-youth, e-localization, and m-content. Interestingly, the Manthan Award defines e-content

as the final deliverables like knowledge, information, products and services by using digital medium such as telephone, mobile, radio, television, internet, web, satellite, mobile vehicles, CD, DVD, movie, and so on. The best for the award would be those who apply the best creativity of the usage of ICT and apply prime focus on deliverables. The winners of Manthan Award 2005 can be seen at [www.manthanaward.com](http://www.manthanaward.com) which clearly explains the concept and power this award which is the only of its kind in India and abroad.

## Manthan Award: Its Innovativeness

The origin of the Manthan Award is its association with World Summit Award. In 2003, WSA was conceived in Austria under the framework of United Nation's World Summit on the Information Society (WSIS). As matter of its process, WSA selected Mr. Osama Manzar, director of Digital Empowerment Foundation as its India Country Expert of e-Content. The country experts are supposed to apply their own process to select and nominate 8 entries from the country. Later, WSA further selected Mr. Manzar as one of the 35 grand Jury members of WSA. With an active and innovative contribution of the Indian expert, WSA also offered and placed Mr. Osama Manzar as one of the board of director and signed a MoU with DEF to work together with similar agenda of recognizing the best practices in e-Content and Creativity. For the last three years, WSA and DEF partnership has been working together and through Manthan Award selecting the best innovative products from India and putting efforts to make them reach global attention.

## Origin of Manthan Award

1. The biggest hurdle was to make people understand the practical meaning of e-content and the implication creative in using ICT as enabler for social innovation. It cannot be confidently said that this hurdle is over but the tough task to reach people and each and every time a nomination comes, a return call becomes necessary to make them understand and resend the nominations in appropriate format with right information.

2. Launching Manthan Award as a non-entity with almost no budget and yet making a success out of it. Many of the awardees in fact mentioned that they had never heard of the Manthan Award and were skeptical; and requested to make various road shows to get them widespread publicity and reach.

3. Getting formidable number of nominations; this was overcome by accumulating database and contacting each one of them by phone and influencing them to apply. But the award ceremony brought tears into the eyes of many awardees as many of them has been struggling to make a mark but they never got any recognition.

Special Mention: When we launched all we knew was that we have to make it a success and it is the need of the time to focus on final content and deliverables rather than just technology which is no good if cannot deliver. And, overall we had just Rs. 2 lakh sponsorship from American India Foundation. Yet everybody (300 people attended and press gave wide spread publicity including NDTV, TOI, HT, IE, The Week, and scores of websites) thought we must have had spent huge amount to make the kind of show that we made it projected as at India International Center). Now there is no looking back as the response was amazing

## Challenges of the implementation process

Peter Bruck, Chairman of World Summit Award, who inspired and propagated that Content Gap, is a huge issue and must be given attention; and courageously launched world's first movement for Content based recognition thus the creation of World Summit Award.

Osama Manzar, Chairman of the Manthan Award, and Director of Digital Empowerment Foundation, who believed into the idea and took it further. His other efforts can be seen at [www.manzar.info](http://www.manzar.info), [www.econtentworldwide.org](http://www.econtentworldwide.org), [www.gabdd.org](http://www.gabdd.org), [www.wsis-award.net](http://www.wsis-award.net), [www.defindia.net](http://www.defindia.net), and so on.

Prof. Ashok Jhunjhunwala, IIT Madras, who believed in the works of Osama Manzar and immediately agreed to provide many supports including his agreement to become a jury, and various talks and meetings for guidance.

Prof. Anil Gupta, IIMA, who spared unexpected ample time for this effort. He became jury, agreed to come for the award function, and even took many of the awardees to next level by personally guiding them.

Shankar Venkateswaran, Country Head, American India Foundation, who alone, agreed to support financially, and was so happy with the result that went ahead for sup

porting Manthan Award 2006 with even bigger budget. Many other respectable names like J Shankar of Azim Premji Foundation, Prof. S. Sadagopan of IIT Bangalore, and Ganesh Natrajan of Zensar Technologies; who all lended their names, agreed to be part of the tedious jury process and spent quality time.

## People Responsible for Manthan Award

This innovative award called Manthan Award is unique because it relates development with the latest technologies like Information Communication Technology.

It is unique because it focuses on content, knowledge and the finally delivery and not so much on technology. It is unique because it considers technology as enabler. It is unique because it looks at practices and practitioners who use technology innovatively to deliver the passionate services.

It is unique because it does not only look at hi-fi technologies but also as pervasive technologies as telephone if it is used innovatively to deliver knowledge and services for the benefit of the needy and deserving.

It is unique because it targets all kind of innovation in almost all sectors. It is unique because it offers recognition and platform whereby the winners get national as well international platform.

It is unique because Manthan Award is partnered with world Summit Award which its reach and network to 168 countries. It is unique because it links emotion, passion, innovativeness, professionalism and technology into one; to reach the possibility where Indian grassroots reaches world market to become economically strong.

## Uniqueness of Manthan Award



>> Improvement in life <<

There is no direct relations with the Manthan Award and the improvement in life expectancy. But this example cannot be ignored. Last year in the Manthan Award, one the awardees was IndianBloodDonors.com who started this website as one stop database of blood donors and seekers with expensive network with hospitals; any needy is only a call away from the group of blood he or she needs. For five years the producers of this initiative had been struggling to reach out and get some recognition that they deserved. Now, after the award their reach has increased and they are connecting to more people thus a reason for many to be life savior.

In fact, 5 years Pocha couple in Nagpur saw a death in front them because of the non-availability of right information about the blood and its group and thus they left everything to start this initiative. All they expect is to reach more and more people and save more and more live

>> Impact on knowledge and education <<

In fact, 2003-4 winner of Manthan Award in the e-Learning category was Total Literacy of Tata which is all about making adults literate in 40 hours through a CD based package. Manthan Award has a category of award such as e-Learning and e-Education. As mentioned earlier all the recognitions are designed in such a way that the winners should be those who use ICT applications innovatively for grassroots impact.

>> Improvement in the quality of life <<

One of the mottos of DEF and Manthan Award is to somehow link the grass-roots to the market through linkages and it is known that ICT can play a huge role in this. The aim and approach of Manthan Award is bottom up and not top down. Manthan Award is more about the producers and ICT users at the grass-roots level to link them to national and global platform and generate global content.

## Impact of Manthan Award

The Manthan Award softly started in 2003-4, and formally launched in 2005 with 8 categories, and as mentioned in many of the sections above the gains it has accounted for. So much so that Manthan Award 2006 has been launched this year with 5 additional categories based on sheer demand. Manthan Award was launched with a prime focus on content and final delivery through digital medium, and its uniqueness to target grass-roots audience for creative use of ICT. The Manthan Award is here for a long haul and impact, and would not become complacent until India's every village becomes an individual portal with interactivity and ecommerce. India is extremely poor in terms of its presence on the Internet which is the universal medium. The Manthan Award would like to see that each and every village, legislative constituency, and parliamentary question go on the web, and become a country with highest content on the universal medium called Internet.

It is being scaled up every now and then—First, in terms of outreach, press coverage, providing international and national platform to innovators and champions. Second, targeting to get at least 300 nominations this year (2006). Third, to create an environment of achieving at least a quarter of a billion websites related to India not only in English but also in local languages.

## Etymology of Manthan Award and its near Future



Invitation to  
the Manthan Award  
2007

# The Manthan Award Roadshows 2006-07

The Manthan Award 2006 winners will be showcased nationally and internationally as well through special events during 2006-2007. Each of the national and international events will be organised 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.

The Manthan Award 2007 contest for e-Content and Creativity will be launched later this year and will be open to all producers and companies, institutions and organisations, agencies and professional bodies, 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 June, 2007. The winners will be announced at the Manthan Award Gala in New Delhi, in Quarter 3 of 2007

# The Manthan Award 2007

Wish to enter your project or application into

**the Manthan Award 2007?**

We welcome your interest and will be happy to inform you about the registration process: Please contact us via [www.manthanaward.com](http://www.manthanaward.com) or [manthanaward@gmail.com](mailto:manthanaward@gmail.com)

Publisher

**DIGITAL  
EMPOWERMENT  
FOUNDATION**



Co-publisher

DIGITAL EMPOWERMENT FOUNDATION  
(www.defindia.net)

- >> Name of the Organisation: Digital Empowerment Foundation
- >> Location: New Delhi, India
- >> Status Profile: A Non-Profit Organisation registered in Delhi under Societies Registration Act, 1860
- >> Year of set up: 2002
- >> Organisation Head: Mr. Osama Manzar, Founder & Director
- >> Address: 12/17LG Sarvapriya Vihar, New Delhi-17, India
- >> Activity domain: Information Communication Technology for development and empowerment
- >> Area of Operations: All over India
- >> Area of Activities:

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## Genesis

The increasing and fruitful use of Information Communication Technology (ICT) is being recognized and acknowledged world over. Developed and under developed countries and societies are experiencing the increasing interventions of ICT in various domains of activities. So far ICT is being increasingly used in areas like livelihood, education, employment generation, entertainment, health, environment, sustainable development, ICT literacy, business, commerce, and in other fields. Instances have been reported in large numbers of how ICT has helped and assisted in community empowerment and development, trade and business, education and health and so on. So far so good.

It is not roses all the way in case of ICT and its role in development and empowerment purposes world over. There are increasing reports of digital divide, information poverty, information haves and have nots, digital gap, digital poverty which all point to the huge gap in making ICT available to a huge chunk of world population as well as to a huge section within a nation.

India fits well into the above dichotomy of digital growth versus digital divide. It is more than a decade that ICT has seen its vertical as well as horizontal growth in various domains of interventions be it education, health, livelihood, trade and commerce and governance. No doubt such gigantic exercises using ICT for development and empowerment have bore mixed outputs. There are reports emanating from states like Kerala, Tamil Nadu, Uttaranchal, Delhi where ICT has been used in the most utilitarian and quality perspectives. Despite all these, the bug of digital divide haunts India. There are cases where even the basic services of ICT are still being deprived. With this the information gap is hurting the community development in the holistic sense. It is here Digital Empowerment Foundation could trace its ICT interventions justified and timely.

## Mission

The mission of DEF is based on practical considerations and realistic visions. Its mission is to inspire individuals and communities to use technology for their own advantages. The mission is to enable communities to be aware and conscious of the utility and necessity to using ICT for their upliftment and empowerment.

DEF's mission is to bring the content delivery of ICT into limelight. The reason being content comprises the fundamental component of any ICT interventions. The larger part of DEF's mission is to contribute its efforts towards making India an information rich country vis-à-vis the world info society.

## Vision

DEF's vision is to see that there is no information barrier in India, that there should be no avenues for information gap among individuals and communities. The vision is to see that information delivery and spread is being facilitated in every possible methods and ways including making information services available in local language content. DEF's vision is to see that individuals and communities in India do not lag behind or lie in backwardness due to lack of avenues to access the immense power of information and communication technologies.

## DEF Journey So Far

Following are some of the major activities of Digital Empowerment Foundation since its inception in 2002:

//Manthan Award//

DEF organizes the annual Manthan Award for India's best e-Content and creativity. The objective of this Award is to recognize the e-Content practitioners, advocates and crusaders in enabling ICT a tool for

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empowerment and development. The 2006 edition of the Award is being held on August 5, 2006 in New Delhi. American Indian Foundation is the principal partner for Manthan Award 2006.

//First International Conference on "e-Content & Sustainability//

DEF has undertaken a vital initiative in holding the First International Conference on "e-Content & Sustainability" in New Delhi on August 5, 2006 as a vital component of the Manthan Award. The Conference is to highlight issues in e-Content creation, utility, challenges and sustainability.

//DEF Aligns with LBS//

DEF is privileged to be associated with Lal Bahadur Shastri Academy of Administration in Mussorie, Uttaranchal. DEF was a part of a teaching session on community radio with the civil servants trainee.

//DEF associates with NPA Team//

DEF received the privileged position to be associated with India's top police team at National Police Academy, Hyderabad on ICT and community policing in India issues.

//DEF teams up with IIMA//

DEF in early 2006 became an intellectual partner with Indian Institute of Management Ahmedabad, IIMA rural

entrepreneurship and use of ICT.

//Parliamentary Constituency Portal//

DEF is developing a GloCal web portal for Dausa parliamentary constituency in Rajasthan State of India in order to put Dausa on global platform using the web as the universal medium.

//Dataquest e-Gov Summit & Champions Award 2006//

DEF was the Process Partner for this national summit as well as partner to Dataquest's e-Gov Award for the people championing the cause of e-governance across the country.

//E-Content 2.0//

DEF published and released e-Content: Voices from the Ground - Sequel 2.0 recently in Tunis during WSIS 2005 in November.

//Education Technology Study//

DEF undertook and completed a nationwide study on Education Technology for USAID in India. The study was completed in March 2005.

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

DEF accomplished the "Mid-Term Study" of Uttaranchal government's flagship project of providing ICT laboratory in all the government and government secondary

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schools across the state in 1400 plus schools. The study was finished, tabulated, analysed and submitted to the state government in March 2006.

//Project Assessment Study for American India Foundation//

DEF undertook an assessment study for AIF in its educational program, Equal Access apart from other projects, about their performance, promises, execution, and viability.

//DEF Bamboo Mission//

DEF is partnered with NMBA in its technological mission and vision to develop ICT-enabled outreach program for converting the Bamboo resource into the means of poverty alleviation.

These apart, DEF participated in numerous activities and programs like World Summit Award, WSIS, published the two versions of the book "e-content Voices from the Ground", forming a Global Alliance for Digital Divide in Hong Kong, organizing first ever workshop on ICT and policy initiative for civil societies, co-organizer and active participant in Global Summit on Information, Communication and Technology (ICT) in Hong Kong, chairing "10th Dubtech Summit on GCC Information Society" in 2005 in Dubai and many other such ICT based activities and programs.

## DEF PARTNERS

Digital Empowerment Foundation has been working with local, regional, national and international organizations. It has worked with various State governments in India as well as with Government of India.

DEF's list of partners includes:

- ▶ World Summit Award (Salzburg, Austria),
- ▶ British Council (New Delhi),
- ▶ World Bank (New Delhi),
- ▶ Digital Partners (Seattle, Washington),
- ▶ Development Gateway Foundation,
- ▶ International Center of New Media (Salzburg, Austria), European Academy of Digital Media, Arekibo Communications (Ireland),
- ▶ CDAC (New Delhi/Pune),
- ▶ ISAP (Indian Society of Agriculture Professionals, New Delhi),
- ▶ SEWAA (Dehradun),
- ▶ PlaNet Finance India,
- ▶ Bytes for All (Internet),
- ▶ OneWorld South Asia (New Delhi),
- ▶ Global Internet Policy Initiative (New Delhi),

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- ▶ Mahiti (Bangalore),
- ▶ Information for Development (i4d, New Delhi),
- ▶ TeNet (IIT Madras, Chennai)
- ▶ NIIT
- ▶ Indian Institute of Management, Ahmedabad, IIMA, Gujarat, India
- ▶ Lal Bahadur Shastri Academy of Administration, Mussorie, Uttaranchal, India
- ▶ Department of Information Technology, Government of India
- ▶ Uttaranchal Government, India
- ▶ Rajasthan Government, India

## The Journey on a Roll

DEF's journey that started in 2002 continues to move ahead with confidence and spirited zeal. It continues to make efforts and apply energy in making ICT a true delivery and utility platform for growth and empowerment. It's interventions either independently or in cooperation with development and other vital partners continuous both on qualitative and quantitative dimensions. DEF is equally aware of the continuous and impending challenges in its ICT mission. Yet DEF believes in the ever true dictum of 'Where there is a will there is a way'.

# About PHDCCI

**P**HD Chamber of Commerce and Industry is a private non-profit organization devoted to industrial growth, independent research and policy solutions. It is an industry led and industry managed organisation, playing a proactive role in North India's development process. PHDCCI analyses current and emerging issues and produces new ideas that take the reform process forward. PHDCCI members provide the highest quality research, policy recommendations, and analysis on the full range of public policy issues. Research at PHDCCI is conducted to inform the public debate. Its office bearers, the President and the Vice President, are leading industry leaders who devote more than two years of their time to guide the Secretariat in its activities.

PHDCCI traces its beginnings to 1905, when a group of leading reformers founded the first business chamber in North India, a private organisation devoted to analysing public policy issues at the national level. PHDCCI is financed largely by its members, corporations, and private individuals. The Chambers funds are devoted to carrying out its research and educational activities. PHDCCI works to create and sustain an environment conducive to the growth of industry in the eleven states of North India, partnering industry and government through advisory and consultative processes.

PHDCCI is the leading business support organisa-

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tion in this area of Northern India that contributes to more than 40% of India's exports and is among the fastest growing industrial areas in the country. It is guided by its defining principles of ethical business methods, corporate governance and social responsibility. The Chamber works through two independent foundations, the PHDCCI Rural Development Foundation and the PHDCCI Family Welfare Foundation, in the areas of education, healthcare, environment and energy to foster sustainable development in the country.

In its history of a little more than 100 years, PHDCCI has emerged as North India's premier business association, with a direct membership of over 1500 organisations from the private as well as public sectors, including SMEs and MNCs and reaches more than 60,000 organisations through its 140 association members and 175 professional members covering national and regional sectoral associations. It provides a broad range of services to its members helping them enhance productivity, improve efficiency and network with domestic and foreign partners. With 6 offices in India and institutional partnerships with a large number of counterpart organisations in various countries, PHDCCI serves as a reference point for Indian industry and the international business community.

Associates & Partners

## DIGITAL EMPOWERMENT FOUNDATION

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. Technology inspires, but Content inspires more and is what ultimately matters in the long run. DEF has a mission to make India an information rich country and vis-a-vis enrich the world about India's ancient knowledge, skill and its cultural diversity through the ICT route.



## THE AMERICAN INDIA FOUNDATION TRUST

The American India Foundation (AIF) is a leading international development organization charged with the mission of accelerating social and economic change in India. By mobilizing people and resources across the United States, AIF has raised over \$30 million since its inception in 2001. AIF awards grants to education, livelihood, and public health projects in India - with emphases on elementary education, women's empowerment, and HIV/AIDS, respectively.



## UTTARANCHAL GOVT

Govt. of Uttaranchal has registered a society named "Uttaranchal E-Governance Initiative Project Management Unit" that also function as State's Nodal Information Technology Development Agency. The PMU/ITDA is an independent and autonomous body to guide and monitor various projects and provide expert inputs, monitor, evaluate and execute state's IT initiatives.



## DIT/ CEG

DIT's Center for E-Governance (CEG) is involved in various activities such as policy matters relating to IT; Electronics; Internet; IT enabled services; promotion of E-Governance, E-Commerce, E-Medicine, E-Infrastructure, etc; Promotion of IT education and IT-based education; Interaction in IT related matters with International agencies and bodies e.g. Internet for Business Limited (IFB), Institute for Education in Information Society (IBI) and International Code Council (ICC); bridging the Digital Divide; Media Lab Asia; Promotion of Standardization; Testing and Quality in IT and standardization of procedure for IT application and Tasks, and so on.





## WORLD SUMMIT AWARD

The World Summit Award (WSA) is a global contest for selecting and promoting the world's best e-content and applications. It sees the bridging of the digital divide and narrowing of the Content Gap as its overall goal and- as of today- involving representatives from 168 countries on each continent. Putting its focus on cultural identity and diversity, the WSA looks for multimedia projects that effectively 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).



## METALEARN

Knowledge and learning brings change. Metalearn is continuously working with ideas and platforms that facilitate change and create a dynamic environment of reason and dreams for all its customers. Its mission is to continuously increase access, availability and affordability of knowledge and learning technologies for all customers across the globe.



## DATAQUEST

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



## E-GOVWORLD.GOV.IN

The eGovWorld portal aims to be the first site of reference on e-government by providing a single window interface for sharing ideas, resources and opportunities. eGovWorld is a service available on the Internet that will improve communication between citizens and businesses on one hand and e-government institutions on the other. Its partners are DIT, Govt of India, UNDP- India, NISG and NIIT-Reliance Infocomm Consortium.



## HOLE-IN-THE-WALL EDUCATION LTD

Hole-in-the-Wall Education Ltd. (HiWEL) is a joint venture between NIIT Ltd. and the International Finance Corporation (a part of The World Bank Group). Established in 2001, HiWEL was set up to research and propagate the idea of Hole-in-the-Wall and is now poised to scale up the idea of Hole-in-the-Wall to make a significant contribution to improving elementary education and life skills of children across the world, especially those in disadvantaged communities in rural areas and urban slums.



## TECHNOLOGY FOR THE PEOPLE

Technology For The People (TFTP) is a non-profit organization, aimed at leveraging technology to benefit marginalized and rural communities. It supports the use of ICT in areas of education, vocational training for adolescents, and economic empowerment of marginalised groups. TFTP's major focus is education of adolescents between 14-18 years combined with livelihood skill enhancement programs linked to industry.

## AGENCYFAQ

agencyfaqs! was established on September 28, 1999 with a simple objective: to make easier the lives of professionals in advertising, media and marketing. Hence the name agencyfaqs! - 'faqs' being Internetese for Frequently Asked Questions. Most of the brand-related questions that executives ask are answered on the site.



## ICONGO

I-CONGO (Indian Confederation of NGOs) was established in January 2005. Its founders realised that the best way forward for sensitizing people about social issues was through Direct Dialogue or Face to Face fundraising through direct sales. They also realised that the external agencies they were establishing would need to be regulated through standard processes and practices to avoid undercutting or demands for high commissions from funds raised since some charities were doing this by under cutting and not informing the donor about fees paid to the agencies



## SRISTI/NIF/HONEYBEE NETWORK

SRISTI, which means creation, was born in 1993 essentially to support the activities of the Honey Bee Network to respect, recognize and reward the creativity at grassroots. Based in Ahmedabad, Gujarat, SRISTI (Society for Research and Initiatives for Sustainable Technologies) is a registered charitable organization that is devoted to empowering the knowledge rich-economically poor people by adding value in their contemporary creativity as well as traditional knowledge.



## IRAM

IRAM, better understood as Initiative for Reconstruction And Mobilization, is a professionally-run NGO. It is an All India level Voluntary Organization, registered with the Registrar of Societies as per Societies Registration Act, 1860. The Society is based in Delhi with its Chapter Offices and programs running in some other cities and states. Its Mission to make Development 'Sustainable' by integrating the beneficiaries into the mainstream and, help them take charge of the process of social development.



## INOMY MEIDA PVT LTD

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.



Prof. Anil Gupta: Manthan Award Grand Jury Chairman

There was lot of stress on the impact that most people were making use of the technology and in a few cases the creativity or the originality of the thought was very much appreciated.

Dr Reuben Samuel: Manthan Award Grand Juror

It was good to recognize those who have started something innovative.

Mridula Chandra: Manthan Award Grand Juror

I feel that there is a lot of scope of grassroots level people to come forward. It is a very good opportunity for the people who have never been acknowledged can become visible.

Sajan Venniyoor: Manthan Award Grand Juror

The process has been very democratic, lot of arguments, heated discussions but ultimately I think when the results come out, it should represent pretty much the cream.

Rufina Frernandes: Manthan Award Grand Juror

I truly believe that content is the crucial part and element to the success of any grassroots information dissemination.