The manthan Award

Best e-content for Development

southasia
2008

digital content for development in south asia

DIGITAL EMPOWERMENT FOUNDATION

MATHAN AWARDS IN INDIA & SOUTH ASIA
ICT & Digital Content for Development

Salzburg/New Delhi, October 8, 2008: With the backdrop of identifying the best practioners of the south asian region, the Digital Empowerment Foundation and the World Summit Award are organising together with the Center for e-Governance, the South Asia Conclave on ICT & Digital Content for Development as part of efforts to strengthen the Digital Content Movement in the countries of the region.

The prime objective of this initiative is to promote quality contents as an essential element in the creation of a quality information society and to address the widening digital divides and strategies to bridge the content gap between the North and the South.

South Asian countries play a critical role in advancing the Digital Content Movement thanks to the strong economic growth of the last years and the high levels of technical education and creativity among multimedia and internet professionals, companies and NGOs.

Yet, as the biannual global contests of the World Summit Award have shown in 2003, 2005 and 2007, the potential is not fully used. Rather, South Asian countries remain underrepresented among the winners of the World Summit Award.

Thus, the strategic direction of WSA is to strengthen the digital content industries and the creative development in the region by holding national contests in all countries and partnering with leading organisations such as the Digital Empowerment Foundation for conducting workshops, conferences and Global Digital Content Summits.

WSA's plan up to 2015 foresees a myriad of innovative content in fixed line and mobile Internet applications.

WSA takes great pride at leading this vision thanks to the cooperation with the Manthan Award, which now proactively encompass the entire South Asia for the World Summit Award.

I look forward to personally get involved with the movement in South Asia.

Cheers,

Peter Bruck
Chairman
World Summit Award

Patrons & Board

Hon Jyotiraditya Madhavrao Scindia

Prof Peter A. Bruck

Prof Anil Gupta

Prof Ashok Jhunjhunwala

Prof Bibek Debroy

Sanjeev Chopra

Dr Ganesh Natrajan

FC Kohli

Shankar Venkateswaran

Osama Manzar

"Manthan is the first of its kind in e-world in India. It therefore deserves a lot of national, international and government support so that as years go by, Manthan becomes a more enjoyable and benchmarking institution."

Ramesh Kumar
Beltron Telecom

"Manthan is real 'Manthan'. Transparent, judicious, intense and cross industry views. Great collaboration too. Ranchi was a superb venue."

Satish Kaushal
IBM, India

"Fair, democratic, thorough and intense- The Manthan award incentivizes niche areas in India's e-journey."

Lekha Kumar
Government of India

"Excellent opportunity to access India's best IT enabled contents."

Amol Goje
Vidya Pratishthan's Institute of Information Technology

"ICT for development at its best."

Peeyush Bajpai
Raftaar.com

"The Manthan awards are a great opportunity for the smaller communities. A voice for the unheard, Great job Manthan-Way to go."

Ashish Garg
GeSCI

"Involved, Interesting, Been long since I have seen such passionate involvement by eminent Indians."

Dr Amir Ullah Khan
India Development Foundation

"Intense.....Inclusive..... Challenging! Best wishes."

Vinnie Mehta
Manufacturer's Association for Information Technology

"Fantastic experience, especially being in Jharkhand. Congratulations."

Manas Chakrabarti
Education Consultant

"Quite democratic and open kind of an event."

Mansoor Ahmed
Education specialist

"Beautiful process with rich contributions from diverse perspectives."

Rajen Varada
UN Solution Exchange

"Mind-blowing ideas. Very helpful for me to have a look at what other people are doing in South Asia."

A. A. Munir Hasan
PMO, Bangladesh

"It is an encouraging event for future participants."

Dr G Sahoo
BIT Mesra

Country wise NOMINATIONS

India: 225
Afghanistan: 01
Bangladesh: 13
Bhutan: 01
Nepal: 03
Pakistan: 02
Sri Lanka: 18

India State-wise NOMINATIONS

Andhra Pradesh: 23
Assam: 04
Bihar: 01
Chhattisgarh: 03
Delhi and NCR: 42
Goa: 02
Gujarat: 16
Haryana: 12
Himachal Pradesh: 02
Jharkhand: 06
Karnataka: 15
Kerala: 10
Lakshadweep: 03
Madhya Pradesh: 05
Maharashtra: 39
Nagaland: 01
Orissa: 06
Puducherry: 01
Punjab: 02
Rajasthan: 04
Tamil Nadu: 13
Uttar Pradesh: 12
Uttarakhand: 01
West Bengal: 02

Total Nominations Received

284

Valid Nominations

264

Winners

33

THE RATIO

nomination : winners

100 : 12.5

category-wise NOMINATIONS

Community Broadcasting
08

e-Business
17

e-Culture & Entertainment
14

e-Education
35

e-Enterprise & Livelihood
26

e-Government
32

e-Health
28

e-Inclusion
15

e-Learning
36

e-Localisation
14

e-News
15

e-Science & Environment
06

m-Content
19

MANTHAN AWARD SOUTH ASIA 2008 WINNERS LIST

COMMUNITY BROADCASTING: 03
- Dambadeniya Community Radio, Sri Lanka
- Equal Access, Nepal
- Kalanjiam Samuga Vanoli Community Radio, Tamil Nadu, India

E-BUSINESS: 02
- Safal National Exchange of India Limited, Karnataka, India
- ngpay, Karnataka, India

E-CULTURE & ENTERTAINMENT: 03
- UnnayanTV (Development TV), Dhaka, Bangladesh
- Youth Voice - (Netbetar), Dhaka, Bangladesh
- www.kharia.in, Jhakhand, India

E-EDUCATION: 03
- Gyandarshan - Gyanvani , IGNOU, New Delhi, India
- 'Learn with fun', Karnataka, India
- Kissan Krishideepam, Kerala, India

E-ENTERPRISE & LIVELIHOOD: 03
- ITSHED, Sri Lanka
- GiveIndia , India
- JEEON-IKB , Bangladesh

E-GOVERNMENT: 02
- Unified Ration card project , Chattisgarh, India
- VoteBD.org, Dhaka, Bangladesh

E-INCLUSION: 02
- Arpit's Wheel, Delhi, India
- Digital Talking Books , Sri Lanka

E-HEALTH: 04
- WebHealthCentre, Tamil Nadu, India
- Integrated Digital Health Platform, Andhra Pradesh, India
- We In Recovery, New Delhi, India
- Project HIGH>>>WAYS... beyond cancer, Maharashtra, India (SPECIAL MENTION)

E-LEARNING: 02
- DigitALIy, Karnataka, India
- MEdRC EduTech, Andhra Pradesh, India

E-LOCALISATION: 03
- Hoimonti, Bangladesh
- LIPIKAAR, Maharashtra, India
- Sea Monkey, Afghanistan

E-NEWS: 02
- Pratibadh (Wall Newspaper), New Delhi, India
- CGNet, Chattisgarh, India

E-SCIENCE & ENVIRONMENT: 01
- India Water Portal, Karnataka, India

M-CONTENT: 01
- CellBazaar, Dhaka, Bangladesh

JURORS' DISTINCTION AWARD FOR INNOVATION
- IPSupermarket.com, Karnataka, India
- VoiKiosk, Delhi / Hyderabad, India

Winners @ States/Nations of SAARC

INDIA - 22

NEPAL - 1
Equal Access

AFGHANISTAN - 1
Sea Monkey - Font Development in Pashto

SRI LANKA - 3
Dambadeniya Community Radio
Digital Talking Books
ITSHED

BANGLADESH - 6
CellBazaar
Hoimonti
VoteBD.org
JEEON-IKB
Youth Voice - (Netbetar)
UnnayanTV

Winners @ States of India

Every state has different number of nominees. Manthan Award South Asia 2008 received nominations from 24 States & UTs in India. Likewise, there are different numbers of winners from each of the 17 states. Following are the winners as per their state.

ANDHRA PRADESH - 2
MEdRC EduTech
Health Management and Research Institute (HMRI)

TAMIL NADU - 2
Web Health Centre
Kalanjiam Samuga Vanoli Community Radio

KARNATAKA - 6
IPsupermarket.com
India Water Portal
DigitALly
'Learn with Fun'
ngpay
Safal National Exchange of India Limited

JHARKHAND - 1
www.kharia.in

NCR Delhi - 5
VoiKiosk
Pratibadh (Wall Newspaper)

Arpit's Wheel
We In Recovery
Gyandarshan - Gyanvani

KERALA - 1
Kissan Krishideepam

MAHARASHTRA - 3
LIPIKAAR
Project HIGH>>>WAYS… beyond cancer
GiveIndia - The power to change lives

CHHATISGARH - 2
CGNet
Unified Ration card project

Acknowledgement

An idea, they say, can change your life. And this annual edition of the Manthan Award 2008 is a compilation of ideas in the domain of ICT and digital Content for development, which have materialized into practices and interventions bringing about positive changes in the lives of the larger population. But what makes this publication extra special in the true sense of the word is that it tries to demystify the widespread notion of India being a forerunner in the use of ICT and digital content for development, and brings to limelight countries from South Asia which are equally having notable interventions in bridging the digital divide.

The joy is tremendous in terms of having all South Asian countries within the Manthan Award umbrella, for not merely widening the ambit, but for taking forward the objectives of the Manthan Award in recognizing innovative ICT and digital content innovations and practices. The joy is in breaking boundaries and getting inclusive by including all neighbours in the award process and in its core objectives and values in ICT and digital content for development. . It is equally exhilarating to witness the varied experiences on work, the hard work, diligence and brains across the eight countries in South Asia. This special publication is at attempt to capture all these. Overall, it is all about growth of the Manthan Award and its outreach at the South Asia level and celebrating the diverse innovations and practices across 13 categories. .

A quote by Hellen Keller is apt here. She once remarked, "I know I am one, I cannot do everything, but there is something that I can do, and I shall not refrain myself from doing that something." Likewise, the Manthan Award process is clear on its intent and capacity to facilitate in creating a digital content for development movement across South Asia. The objectives are clear as to facilitate a network of ICT and digital content practitioners, innovators, technology incubators, policy stakeholders and others through this Manthan Award platform for learning, sharing and experimenting from each other.

The mandate is clear for the Manthan Award and Digital Empowerment Foundation; not to bring any revolution in the ICT and digital content domain, but in facilitating in creation of an apt digital content for development environment in South Asia, building awareness on critical aspects of ICT and digital content for community development and empowerment through the agents of change in the Manthan Award winners and nominees. The Manthan Award is clear that it cannot bring the much needed revolution to cause an overnight disappearance of the digital divide in India and South Asia. But it is assured of itself in doing its bit to boost the nascent digital content movement in South Asia to the best of its abilities.

This special publication is intended to provide an insight into the winners and their innovative practices and innovations. It is expected to throw light on ideas and experiments in ICT and digital content domain with an intention to boost and motivate those who intend to make efforts in brining development impact using technology tools and applications.

The effort of Manthan Award is always incomplete without the timely support and encouragement from partner countries, Ministries, agencies, organizations. Our special acknowledgement goes to Ministry of Communications & Information Technology (India), World Summit Award (Austria), Centre for e-Governance (DIT, India), and Mint (India) for their whole hearted support in carrying forward the objectives of the Manthan Award successfully. Our acknowledgement also goes to BNNRC and D.Net (Bangladesh), Ministry of Communications & IT (Afghanistan), ICTA (Sri Lanka) in taking extra pain in making the Manthan Award South Asia 2008 really happening at South Asia level.

Our special gratitude goes to State Governments of Kerala, Nagaland, Jharkhand and Lakshadweep in believing in the values of the Manthan Award and in supporting in more than one way.

The support from the private stakeholders has been always relevant in bridging the development gaps. Our special acknowledgment goes to IBM, CORE, Edurite, Designmate and Intel in trusting in the Manthan Award processes and wholeheartedly supporting in both financial and otherwise in holding the 3 days conclave successfully. The moral and material support from Commonwealth of Learning, Farm ERP, National Institute of Open Schooling, IGNOU, IAMAI, MicroAssociates, Arghyam, Aarogya.com and MEdRC deserves our special acknowledgment.

The support from our knowledge and grass-roots partners was equally timely and meaningful. The support from KPMG, Civil Society, Dataquest, i-Government, Industree, Barefoot College, TFTP, SEWA, UN Solution Exchange, Media Lab Asia, Sristi and Honeybee, and desicrew were tremendous in successful completion of the event. Our special gratitude goes to SMS One Pune (past Manthan Awardee) in wholesome facilitation in holding the event successfully.

Here, I would like to specially thank the Government of Jharkhand in pulling out all stops to host the Manthan Award Grand Jury 2008 at Ranchi and in facilitating in holding the final events. It was a great experience to see the emerging State taking so much interest and efforts in facilitating development in the nascent state using ICT and digital content in multiple ways.

Coming out with the Manthan Award

Publication along with the hectic preparations that go into making Manthan Awards a success is by no means a cake walk. We feel proud of the Manthan Award team comprising of Shahid Ahmad, Neeraj Singh, Devendra Singh Bhadauria, Nidhi Sharma, Pritam Sinha, Md. Niyaz, Puneet Sharma, Ranjit Kumar, and Ravi Kanta in spending days and nights dedicatedly to make the 3 days events a success.

We cannot say that we have succeeded without the relentless and untiring inputs of Syed S Kazi in the compilation of this award book.

Like the past years, Shaifali Chikermane's artistic and designing skills have given the book its aesthetic appeal and made it visually appealing.

Last but not the least; it is very much possible that the book may have mistakes or shortcomings that the readers will disapprove of. We would request all of you to overlook those and bear with our errors. But we have to mention that we have put in very honest efforts to deliver the best possible product.

Thanking you all with utmost sincerity

Regards

Osama Manzar

On behalf of DEF & The Manthan Award Team

Emerging Digital Content trends in South Asia

An analysis from the entries of Manthan Award South Asia 2008

Our constant urge to carry forward the objectives of the Manthan Award have led Digital Empowerment Foundation to facilitate outreach of the Award process to the South Asia level from the year 2008. The objective behind this move is to facilitate in creating a common thread of network and cooperation in the domain of Information Communication Technology and digital content for development in the region, a region that shares not only common historical and cultural affinities but otherwise shares many common social and economic limitations. The result, a bigger and better ICT and digital content fraternity in the region, with nominations from 8 countries, involvement of e-Content innovators and practitioners from across South Asia including Afghanistan.

It is an established fact that there exist a vast digital divide between the developed and the developing societies. This divide is equally glaring within the developing societies. Thus the ICT and digital gaps are both inter and intra. Same is the case in South Asia. Within the region there are varied interventions in ICT and digital domain. But what is missing is the chord in most of the cases for learning and sharing from each other's interventions and experiences. It is here, the outreach of the Manthan Award platform to the South Asia level is expected to address ICT and digital content for development gaps in the region in terms of sharing and learning, in terms of ideas, experiences, policy, and institutional matters.

The Manthan Award process is a sincere attempt to give a big push to the issues in digital content for development. For 5 years now this process have seen both horizontal and vertical expansion in terms of recognition, felicitation and a huge network of over 1000 organisations, thus creating a vast network of Manthan Award fraternity. It is firmly believed that the expansion of this process at South Asia level with give a new meaning and importance to this initiative at practice, administrative and policy level in the domain of ICT and digital content for development in the region. From now onwards, every country in the region has a stake in the Manthan Award processes, to churn out the best ICT and digital content practices and innovations and facilitate in its replication, scaling up and value addition to address social and economic gaps for communities.

Here, we would like to express our awe and appreciation for the level of ICT and digital practices being attempted and experimented upon in the region as being revealed in the country wise nominations for the Manthan Award South Asia 2008. Of special mention is the efforts being made in Sri Lanka, Bangladesh and Nepal followed by Pakistan, Afghanistan, Bhutan, and Maldives. We must say it was very motivating for us to see Afghanistan participation in the award process despite its own social, political and economic limitations and finally the lone nominee winning an award in its very first instance.

The following is a country specific brief account of the trends in ICT and digital content as reflected through the nominations and award process of the Manthan Award:

@ Afghanistan

The need to spread internet literacy and that too in local language in Afghanistan is a need felt reality. The lone Afghani nomination entitled 'Sea Monkey' - font developed in local Pashto language is a reflection of this. This is an indication that as English language is not popular, there is an urgent need to spread computer literacy and the local Pashto language as a chosen language vehicle to spread ICT and digital content in the country even in remote areas.

@ Bangladesh

A look at the nominations from our Eastern Neighbour and the instant comment could be - 'Bangladesh is a country of innovations despite constraints'. A testimony to this is the quality of nominations from the coastal country. The nominations spread across categories from e-education to community broadcasting and livelihood. The impressive point is six out of the 13 nominations from Bangladesh emerging as winners, making the country's success rate almost 50%.

All might not be winners, but Creative Canvas, Win Corporate and World Net, and Cell Bazaar all drew admiration for their e-content practices. Mention must be made of Cell Bazaar, the practice being lauded for its mall concept inscribed in the mobile applications for buying and selling.

Overall, the diverse nominations and winning practices from Bangladesh is an eye opener to the fact that ICT and digital content could work wonders in a country like Bangladesh, besotted with multiple challenges in social, economic and political frontiers. This shows that the more difficult the living conditions are, the better the human mind and efforts get directed towards surmounting the hardships.

@ Nepal

Nepal sent 3 nominations which were in the categories of Community Broadcasting, E-Localisation and E-Culture and Development. Out of those, Equal Access won in the first category because of its inclusive approach to make information available wherever the end user might be staying. The work being done by the other two nominees is also commendable. The nominations from Nepal is expected to scale up by next year, once the country settles politically and is better positioned to use ICT and digital content innovatively. Otherwise, Nepal desires more of ICT and digital content interventions beyond the Community radio networks to have a multi-pronged approach towards technology facilitated development.

@Pakistan

Pakistan is a country that would require a wholesome approach in ICT and digital content practices. The country is still to have qualitative as well as quantitative practices in ICT. For Manthan Award there were two nominations   from Pakistan in e-health and e-Culture and entertainment. This could be a point to demonstrate that the country has vast scope to ideate and experiment in ICT and

It is ultimately the communities who really decide on what and how of technology must determine their fate and needs.

digital content practices to address its own social, economic and governance challenges. An integrated approach towards development in Pakistan must have technology and digital inputs as fundamental elements of holistic and all round growth for the communities.

@ Sri lanka

The nominations from Sri Lanka gives an interesting picture of a country making hard hitting efforts in deployment and usage of ICT and digital content tools and applications despite political and social turmoils at times. The island nation had the maximum number of nominations with the count of 18. Three of these won in different categories. It must be brought to notice   that most of the nominations, as far as their work is concerned, were in some way or the other linked to the ethnic violence that has engulfed Sri Lanka for   long now. Other issues of development have also affected the ICT and digital content initiatives. The winners, be it Gemidiriya Foundation, Dambadeniya Development Foundation Community Radio or Information Accessibilty for the Print Disabled, have taken excellent initiative to improve the lives of those in need with the help of innovative means. The other nominations also deserves praise for its efforts to bridge social, cultural and economic gaps.

@ Bhutan

Although the Himalayan kingdom of Bhutan was represented with a single e-News nominee,   the landlocked country has a long way to go with more development work and inno-

vative use of technology. Bhutannewsonline is a good effort by Bhutanese citizens in the USA and yet more needs to be done to facilitate ICT and digital practices in the Himalayan Kingdom to overcome geographical, social and economic divides.

@Maldives

Maldives is a typical case of a country with little ICT and digital practices. There was only a lone nomination from the Oceanic country. Maldives is a challenging case for the entire ICT fraternity as to how to facilitate and connect the island country and its citizens into various ICT and digital networks and activities for greater intra and inter information and communication framework

@ India

India's diversity is equally reflected in its various ICT and digital content practices. The Manthan Award for four years now have witnessed to diverse ICT and content practices from India, the Award so far was India specific. For this year, there were   226 nominations out of which only 22 nominations were shortlisted and considered for recognition, placing the success rate at roughly 10%. This indicates   the difficult and quality testing of nominations by the e Grand Jury of the Manthan Award. This also reflects the fundamental point that despite numerous ICT and digital content practices, the quality interventions can only provide the much needed input in giving out result and impact oriented output.

Long way to go

All ICT and digital content interventions in South Asia are nothing but recent trends of one - two decades in experimenting and experiencing in old and new technology tools and applications to meet diverse and multiple challenges across communities in one of the most underdeveloped regions of the world. The outcomes are equally diverse in terms of its impact and utility in meeting expectations of the common man in addressing their day-to-day needs. In this, the role of the public, private and the civil society agencies have been active in enabling and facilitating technology tools towards development and empowerment. In all various ICT led development efforts, the challenges have been equally glaring and hard. The turmoil witnessed is in social, political, cultural and economic domains all of which have contributed in slowing down various technology approaches.

Despite upheavals and limitations the so many ICT and digital practices in the region deserves replication, upscaling and recognition at the end of the day. Despite constraints, the various technology practices across the region have come handy in providing the much needed succor for all, especially for the common citizens in overcoming their traditional developmental hurdles and see a new hope through a facilitating help from technology tools, devices and applications.

The Manthan Award process is about taking these digital efforts forward for larger benefit across the board. The need to recognize and

felicitate the hard efforts across the region have been tried to be fulfilled through this platform. This is not only to bring together in one common platform the winners and stakeholders, but also to carry forward the innovative works and practices for further replication and implementation as per need based social, cultural, economic indicators emerging out from the countries in the region.

Irrespective of all these, the region as whole has a long way to go in ideating and implementing qualitative and impactful ICT and digital content interventions. What is desperately required is a multi pronged approach at all levels including at policy levels leading to a desirable and result oriented ICT and digital content interventions. On top of this, involving the stakeholders is a must with the needs and voices of the communities taking the centre stage in designing and implementing any ICT and digital programme. It is ultimately the communities who really decide on what and how of technology must determine their fate and needs.

This special publication is thus an effort to bring out all the above, the tales of winners and their practices, the voices of practitioners and experts, the issues and ideas that holds importance in ICT and digital efforts in South Asia.

Hope you all have an interesting and thoughtful reading as well as enjoy the creativity of ICT and digital content for development

With hope,
Syed S Kazi and Pritam Sinha
DIGITAL EMPOWERMENT FOUNDATION

Making best use of digital economy and technology to bridge digital divide...

PROF ANIL GUPTA

It is a world brimming with opportunities, and also challenges. We cannot afford to be left behind in making use of information communication technology for our progress. We need to work upon innovative ideas for the purpose of working towards this end.

I have on various occasions spoken and written about few ideas, which I believe can bring tremendous change in the state of affairs. These include, making use of the inherent talents and knowledge of the poor man, coming up with portals of various kinds, changing the education system, etc. All my ideas, except one or two, need ICT and digital application to reap fruit.

Let me start by saying that there is huge digital divide prevalent in our society in urban and rural areas, in the formal and the informal sector, in the organized and the unorganized sector, between the literate and the not so literate or uneducated. This disparity is the biggest paradox of India and in entire South Asia. The big question is how to make best use of digital economy, digital technology to empower the knowledge and culture rich, but economically poor people, so that we can bridge this huge divide.

It is no less an irony that a country like India which claims to be a world leader in IT today and provide services to the top companies of the world, is unable to provide digital content in the local languages to address basic education, health, governance and commerce needs. In case of education needs, while computers are reaching, the content is not reaching.

Making best use of ICT & Digital Content

Let us not deny the fact that we are yet to make actual and better use of various ICT tools and applications. When I say ICT I don't mean only the Internet. ICTs also include the traditional TV / radio sets which can be best used to reach out to millions in a rural society like India. For instance, in the 1960s, television brought about a revolution in our lives with its role as a countrywide classroom. It was on Doordarshan that lectures on various subjects were given. This had proved beneficial for schools in various parts of the country, especially those teaching underprivileged children. We can also think of a similar connection with radio.

The sad part is that today, I can't even think of even five programmes on radio that people listen to. There are few programmes meant for children that are broadcast on Doordarshan. However, their timings are not suited to the liking of the children. But as far as radio is concerned, I can claim that there are no educational programmes. The content of these programmes, if any, is a separate issue.

Here, I would like to put forward an idea which I believe can do wonders. The radio can be used in combination with the telephone for the purpose of bringing about real development through delivery of useful content. For instance, we can have a toll free number which people can make use of to have their issues and problems aired on radio. The radio can serve as a medium to provide solutions to these problems as well as educate the masses. The idea of creating a portal on radio, especially an educational portal on radio through telephone is a brilliant idea as per my understanding.

Talking about the issue of making the vast reservoir of knowledge and content on internet accessible at the grassroots level, a very effective technique can be adopted. We should provide net access to the teachers, who can download the matter and disseminate the knowledge /information to the students. By paying Rs 4 to Rs 10 rupees to an interactive kiosk, a large number of people will be benefitted. Yet, still the larger question remains: where is the content for the school dropouts?

Now that we have a community radio act, I would say that the schools at block level should have community radio licence to be able to broadcast the lessons which will be taught by the local teachers in local languages. In this manner, those children who are unable to go to school for some reason can get some education.

Cultural enrichment using ICT tools and

Instead of few large companies taking care of the needs of the world, we can create a large number of hubs which will be networked to the international community through digital technology.

applications is equally important. My idea is to create a portal wherein a social and economic market for cultural creativity can be promoted. There are so many talents lying idle and obscure in remote areas of our country and that too diverse content. Why not tap all these through a cultural portal. It is very relevant to facilitate the artists by creating a demand for their work among people who love art and culture. The proposal is if somebody who is interested, can either video graph or record their performance with the help of a mobile and take down the name and the address of the artist and post it on the portal. This way, anybody who wants to listen to that music or art, irrespective of where he or she is sitting, Munger in Bihar or Champaran will be able to download the performance. If he or she appreciates the art, they download a form by paying 1 rupee for it. This money goes to the account of the person whose song it is.

Economic empowerment through ICTs is very much possible and has been demonstrated. ICTs can facilitate both the demand and supply chain of products and services. One moot point here is how to use the supply chain, which you can download from my webpage on integrating vertical and horizontal markets. Let's say you want a particular pickle or want to make a particular variety of pickle. Sitting in Delhi, you want to get the taste of that particular dish from another state. So what you do is you go to the net, find out the whereabouts of the person who makes that dish and place a order on the net. The order will reach the house, the courier agency will connect with the packaging industry, the packaging industry will coordinate with the courier agency and, and in 36 hours you will get that dish in your house from that village. So you are connected to the supply chain.

Inclusive Human Resources

The need to build and upscale the social capital which includes the human capital is critical for the growth process. And here I see the momentous role of the ICT tools and applications in enabling the same, in building and scaling up the social and human capital in diverse areas of interventions.

There is tremendous restructuring going on in the manufacturing industry because many large companies are vertically integrated. Outsourcing is now getting to the next level. This is the age of restructuring. What I am saying is that if you have 5 machines and I have 4 machines, some have 3, others have 5; a pool can be created for helping industries of the world. You can place an order for that on this portal, place requisition and we will our supply chain, organize them and will give you product, whether we make it from 10 places or one place.

This is decentralizing the process and making use of small workshops. We are trying to give work to lesser known names. This way, instead of few large companies taking care of the needs of the world, we create a large number of hubs which will be networked to the international community through digital technology. Let us create a pool of villagers who are skilled. We have to network them, decentralize the opportunities. This way, things can be and will be done through distributed models. Local supply chains will be made and global markets will be created.   We want our skills to be engaged with organizing things on a scale where people will contribute their best. Their creativity will be enhanced. Here we are talking about grassroots to global ,or what I would call G2G. You may even call it gLocalisation.

Prof Anil Gupta, IIMA, is Padamshree and Vice Chairperson of National Innovation Foundation. He can be reached at anilgb@gmail.com

Creating Digital Content is fundamental

SAM PITRODA

There is a Herculean task before India. The task is the development of the country. As an Indian, I would say that we need to realize how important it is the role of information communication technology in digital content and digital services as far as the developmental sector is concerned. India has a huge potential in this field, which results from our disparity and diversity, coupled with our strong heritage in art, culture, music, food, paintings.

This gives us a huge canvas of our own content. If you look back a little, you will realise that we have created a lot in the last two-three years that needs to be documented with the help of digital media. Besides, we have to remember that the content has to be about things that really made an impact on the history of India. Whether it is about our religious places, our poetry, and our way of life, a lot of content needs to be documented.

Content for decreasing divide

We have to start somewhere. In a country like India, where we have this huge divide between the haves and the haves not, between the urban and the rural, between educated and uneducated, our efforts have to be directed towards decreasing the divide. Creating digital content is fundamental to decreasing the divide in a modern day environment like we are in. So, on one hand the job is to create whole new content and documenting it, followed by targeting the people for whom it is meant for, and the issue of how will it be delivered. We must remember that this cannot be accomplished by a single soul. It requires thousands and thousands of people.

I believe that the local content which we are creating is short of what may be used as a domestic content. I feel the question is how to bring the already existing digital content into the virtual world. We probably have more regional content than any other country. I am convinced of that. Nowhere will you find such diversity. Multiple tribes, multiple races, multiple religions, you name it and we have it. Our local content is very rich. Be it the Madhubani Paintings, or some tribal art (even art of masks), or tribal languages. All this is real world heritage of our own content which needs to be brought before the masses through the virtual medium. Here the process of digitization comes into picture.

Reaching out to the last mile

I would like to draw your attention towards mobilisation of the last mile, or reaching out to that man at the far end or the end of the ladder. My concern is that a mechanism to reflect the accountability of the representatives in a huge democracy like India is non-existent. Where is the platform for the masses to get an answer to their questions about the manner in which the MPs, MLAs etc are dispensing their duties? You won't see even a single Panchayat, MLA or MP portal or website. ICT is hardly used to inform the people. None of those in seat of authority are interested. Also, MPLADS fund does not give scope for the same.

To connect the representatives and those whom they represent is a rare phenomenon. When I think it seems really funny, that I select people, I elect people, send them to the Parliament, to an Assembly, but they are not accountable. This is unfair. If we start the trend, linking representatives with the people, you will suddenly have 5000 websites resplendent with the nitty gritties.

If you look at expansion of governance, there is e-governance in India. However, governance is really not up to the mark in our country, despite all the money that we have spent on it and keep spending. At least I do not feel satisfied as a citizen. I really need to look at 20 processes which have contributed to improving services provided to the citizens. Have they really succeeded? Has it changed our culture of unaccountability? Have we become open, responsible, accountable and answerable? If not, then it is e-governance for namesake and not for real change.

Absence of 'e' in education

Coming to education, every school should have its presence on the web. I need to know my physics teacher. My question is how many teach-

The question is how to bring the already existing digital content into the virtual world. We probably have more regional content than any other country.

ers are there on the net? What about places of higher learning, like IITs and IIMs portals? Every university should have a portal. All course work, all grades, all admissions, the background of all teachers, all courses, what the teacher teaches, everything should be there on the portal. These are institutes of higher learning, so they should set the trend. I believe the representatives of the people will eventually follow. Not even the so called progressive institutions have done it.

Active district portals are needed.

You need portals for every district. For example, I am in a district of Balangir where I was born and I need to know about the place, what is the size of the district, its demography, how many schools are there, the teachers, colleges, business activities of the district and much more. But who is going to do it?

Most people do not understand the information technology culture, even the best of intellectuals. It's all about openness, all about accessibility, connectivity, it's all about networking, it's all about decentralization. I think it requires people to be very accessible. If I can talk to you, I should be able to talk to a person in Uganda at the same time. How do I change the way I see the world today? Today, the entire world is going through a major transformation. The world has to be made a more local place.

ICT needs to be made much more use of and also the all new methods we will have to adopt. New economy has to be developed; new skills have to be developed. Everything today is localized, and information bridges the distance.

Value of Information & Digital Content

It is not possible to change the DNA of the whole system overnight. People have to understand the value of information and digital content, which they do not. The digitisation process and documentation of content will in the end effect generations. A lot of work has started taking place.

E-governance is a good way to reach out to people, to improve access to each. Birth certificates have to be made available through the internet. Land records should be available on the net. On one hand you need standardization, and on the other its implementation.

Few Points Vital

There are a few points which we need to concentrate upon while working towards the digitization process, or digital content creation process, or digital service delivery process. This will push the process into a fast forward mode.

Successful e-governance has to be our target. We need to identify the areas where e-governance has to be strengthened, fund them properly through public private partnership, and make it global content. The implementation of e-governance has to be at the district level. We must remember that all these efforts require large amount of participation from people. We have started doing things in our capacity. We have India Water Portal (www.indiawaterportal.org) in association with Arghyam. In energy we have a portal with Teri, in environment with the Centre for Science and Environment. A health portal is coming up soon.

We have to move in the right direction. A country as gifted as India with so much talent only requires the will and effort, and the results will surely become visible. India has to rise and shine before the world.

Sam Pitroda is Chairman of National Knowledge Commission. He can be reached at sam.pitroda@c-sam.com

COMMUNITY BROADCASTING

Community Broadcasting considers all efforts in the areas of broadcasting services for the benefit of the social sector

DAMBADENIYA COMMUNITY RADIO

Producer
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Ajith Kumara
Nalini Herath

Organisation
Dambadeniya Development Foundation

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Noth Western Province, SRI LANKA

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Technology/Medium
Radio

Language
Sinhalese

DESCRIPTION

The income of rural community living on agro/live-stock/craft depends on seasonal rain, raw materials, environment, services and information from the government. The rural community is deprived due to existing communication gaps, poor roads, electricity and potable water that cause heavy losses and low productivity in their income generation. To address these gaps, Dambadeniya Development Foundation, a non government and non profit organization registered in 1994 under the social service ministry of Sri Lanka, has initiated a Community Radio programme to meet informational and communicational gaps of the communities. The community radio belongs to and is managed by the communities with the objectives of enhancing efforts of those living in vulnerable areas to raise their voices and fill the information and communication gaps through carrying out group interviews. This way the grievances are brought to the notice of the decision makers with uploaded programmes on the internet. Recorded CDs are being disseminated at village gatherings.

CITATION

Community broadcasting is one of the best tools for empowerment across distance, communities, and educational barriers. Dambadeniya Community Radio has done exactly that by offering services, information directly relevant to the community including information services in livelihood, agriculture, weather, veterinary, cattle rearing, fruits and vegetables, and so on. The impact of Dambadeniya Community Radio multiplies by integrating the content through internet, CDs, DVDs and other digital media. The sustainability is taken care of because of widespread involvement of community members.

EQUAL ACCESS

Producer
Pawan Prakash Upreti
Anil Ghimire
Krishna Guragain
Upendra Aryal

Organisation
Equal Access Nepal

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uaryal@equalaccess.org

Technology/Medium
Satellite

Language
Nepali

DESCRIPTION

Digital Broadcast Initiative, Equal Access Nepal was established as an NGO in Nepal in February 2004. This initiative, that utilized digital satellite broadcasting technology to bring vital development information directly to under served communities in rural settings, was formally launched in Kathmandu on June 24, 2003. Since then, Equal Access has continued to implement numerous 'communications for development' projects in Nepal, with programming on a range of thematic areas including education, healthcare, microfinance, sustainable agriculture, human rights and conflict management, HIV/AIDS and women's empowerment. Equal Access projects are designed to reach the broadest possible audience in culturally appropriate and cost effective ways By April 2008, 100 multimedia sites were setup by Equal Access Nepal in different rural parts of the country. More than anything else, Equal access's initiative has helped in overcoming the bias of English associated with Internet.

CITATION

Information in this age has become the key to growth and access or denial of access to information greatly affects the economic and social conditions of any place. Unfortunately, a large share of the rural population of Nepal are underprivileged and do not possess basic information on a wide number of issues. In such a scenario Equal Access entered into collaboration with several partners for developing software and technology for data casting multimedia to rural sites in Nepal using the World Space Satellite Technology. Using this technology set up, Equal Access today has been disseminating various information materials on health; women's issues such as domestic violence, rape, girls trafficking; Youth issues; HIV/AIDS; and education.

MADURAI KALANJIAM SAMUGA VANOLI

Producer
Kalanjiam Samuga Vanoli
T Kannan
A Porkodi
S Meena
P Vetriselvan

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DHAN Foundation, Madurai

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Technology/Medium
Radio

Language
Tamil

DESCRIPTION

community radio Kalanjiam Samuga Vanoli was planned as a part of documenting the various development interventions that was taking place along the coast of Nagapattinam district after tsunami; thereby create awareness among the community on disaster and the coping-up mechanisms for overcoming such impacts of disaster. So far, a total of forty weeks of programme were produced and broadcasted. The contents are community-oriented and mostly community-driven. All the community reporters are below plus 2 qualification, all from poor family back ground. They do not have any experience in any media work but are trained in audio production and facilitating community participation. The products had created very good social recognition for the station among listeners.

CITATION

A new set of community reporters without any previous experience in production successfully completing 40 episodes of weekly programmes on their own is by no means a small achievement. Despite the fact that the chance for interactivity is less, yet the programmes on safe drinking water, primary producer groups and marketing groups of agricultural intervention, usage of assola as a livestock fodder have created greater awareness among the community members. This effort has been able to introduce concepts like a community based, community owned, community driven radio, something unknown to the people earlier.

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 Enterprises in the marketplace

NGPAY

Producer
Sourabh Jain

Organisation
JiGrahak Mobility Pvt. Ltd.

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Karnataka, INDIA

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Technology/Medium
Mobile/PDA

Language
English

DESCRIPTION

JiGrahak has come up with "ngpay", India's first and fastest growing end-to-end mass market mobile commerce service. Through ngPay consumers - anywhere in India, using entry-level handsets, on any telecom network - can bank, pay bills, book tickets, make donations, shop, order food, and more - easily and securely - from a single place on their mobile handsets. Consumers can complete services with 45+ businesses across 9 sectors. Consumers simply download a small application into their handset and complete a 3 step registration process (takes 1-2 minutes) before using ngPay. During registration, they will select a unique 6 digit password that is used for all transactions. ngPay provides end-to-end multi-level security that has been certified by security firms and financial institutions. Like an ATM card, users can complete transactions when the password is coupled with the corresponding handset. If handset is lost, a transaction cannot be completed.

CITATION

With the growing mobile penetration, m-commerce is taking shape and consumers are being tapped for being served services including transactional. ngPay is one of such start-up which has put in faith in the possibility of integration of mobile, reach, services, payment and transactions, including ATM like experience. The ngPay user experience is easy, fast and secure. The mobile channel offers reach and convenience for completing electronic transactions that the PC has not been able to match till todays time. Consumers can complete end-to-end transactions easily and securely from their mobile handset with businesses like travel, banking, entertainment, shopping, charity etc.

SAFAL NATIONAL EXCHANGE OF INDIA LIMITED

Producer
Mother Dairy, MCX &
Financial Technologies India Limited

Organisation
Safal National Exchange of India Limited

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Technology/Medium
Web/Internet

Language
English

DESCRIPTION

Safal National Exchange of India Limited (SNX) is an initiative of National Dairy Development Board in collaboration with Multi Commodity Exchange of India (MCX) and Financial Technologies (India) Limited (FTIL). SNX is an electronic spot market which offers transparency and guarantees payment and delivery with quality for the benefit of sellers and the large number of buyers across the country, pursuing a vision of One India One Market. The exchange started operations in December 2007 and offers contracts in mango, onion, potato, tomato, grapes and banana which are being traded. The exchange has 250 members, including 150 Self Help Groups and Farmer Associations that connect individual farmers. The exchange has created an opportunity for farmers, even the small ones to get access to national markets.

CITATION

Marketing of agriculture produce in the country is riddled with layers resulting in a long chain that lacks transparency. There is also limited option in terms of the buyers with whom a farmer can work through. SNX attempts to get the Farmers to negotiate the price for his produce with as few intermediaries as possible, which is also transparent. SNX is the first spot electronic exchange ever in the country, or possibly even outside. The vision of "One India One Market" is possible only because of the Internet reach and the ease of software that enables any with basic intelligence to manage trading on SNX.

SNX is the first spot electronic exchange ever in the country, or possibly even outside

E-CULTURE AND ENTERTAINMENT

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. Supplying digitised 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 entertainmentband the synergy between analogue and digital platforms.

UNNANYA TV

Producer
Shahjahan Siraj
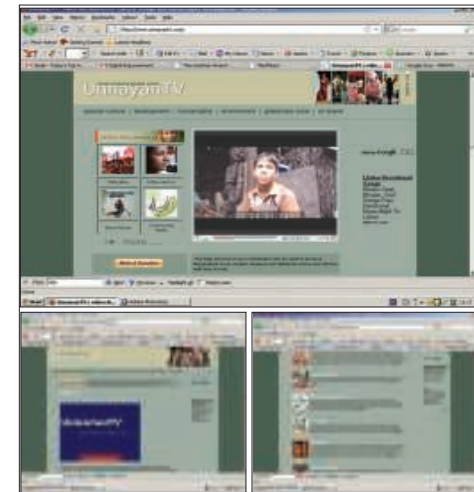
Organisation
Machizo Multimedia Communication

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Dhaka, BANGLADESH

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Technology/Medium
Web/Internet

Language
English, Bangla

DESCRIPTION

Unnayan TV is the first online video channel in Bangladesh which regularly publishes video contents on development, human rights, and educational as well as cultural issues of the country. The non-profit project is an alternative initiative against the commercial media giants. The Bangla word "Unnayan" stands for "Development" i.e. "Development of human life and civilization". The Unnayan TV project is registered under the host organisation "Machizo Multimedia Organisation " by Bangladesh Government as a trade organisation. The project makes tremendous use of multimedia and web technology to produce and publish local content online. Simple online web technology is used for video distribution. News-content is sent and published through popular mailing list, blogs and online applications.

Despite challenges equally unrelenting like lack of internet facilities, Unnayan TV is reaching out to the semi-urban and rural user communities

CITATION

The need to recognize grassroots and farfetched communities, their living conditions, culture and practices is very relevant for an inclusive growth and development agenda. With its efforts directed towards focusing the unreported Bangladesh, Unnayan TV is trying to create space for marginalized community, particularly the poor. There is an active involvement of young media professionals and journalists in this technology project making regular efforts to reach out to the unreached. Despite challenges equally unrelenting like lack of internet facilities, Unnayan TV is reaching out to the semi-urban and rural user communities and making efforts to provide various cultural and entertainment programmes to the farfetched and deprived viewer communities.

NETBETAR

Producer
Suny Md. Ashraf Khan

Organisation
Netbetar

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Technology/Medium
Web/Internet

Language
Bangla

PYARA KERKETTA FOUNDATION TRIBAL COMMUNITY PORTALS

Producer
Pyara Kerketta Foundation

Organisation
Pyara Kerketta Foundation

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Technology/Medium
Broadband/Online

Language
English, Hindi, Kharia

DESCRIPTION

Music on the Internet isn't new. But using an Internet radio station to address development certainly is. NetBetar is the first online audio channel in Bangla for Bangla speaking audience globally. NetBetar as an Internet Radio station serves two goals-to reconnect the global Bangladeshi to their roots and give them a chance to be a part of Bangladesh's development. The medium is very interactive. Some of the programs have "call to ask" functions where the listeners can call in and have their questions answered. Besides, the channel provides infotainment related matter that will help all kinds of audiences, whether rural or urban, to get the best out of the station. Netbetar has plans of reaching deep rural interiors with the help of its tele-centers.

It has certainly been able to capture the untapped potential of the Internet and turn it into a tool of development where Bangladeshis placed globally can also participate

CITATION

Making innovative use of existing technology to address development areas is a challenging task. And this is what NetBetar is attempting to for Bangladesh. It has certainly been able to capture the untapped potential of the Internet and turn it into a tool of development where Bangladeshis placed globally can also participate. In a country where literacy rates are low, it is to be expected that contents developed for a mass audience would be mostly audio or video, therefore a bright future awaits the initiative. Also, with infotainment as a tool, it is sure to be drawing a large audience and informing them about various issues the country faces and convey developmental messages in a format that will draw and hold attention, thereby getting across ideas better. The medium is not very expensive either.

DESCRIPTION

The Tribal community portals developed by the Pyara Kerketta Foundation (PKF) is focused on issues related to Jharkhand tribal life, population, history, culture, politics and community efforts. The community portals like kharia.in stresses a lot on making the tribal languages and their rights protected, alive and promoted at all levels including advocacy and policy. In this the Internet is used very effectively to popularize the culture of the tribals in Jharkhand. Through websites like Kharia.in and at least four more websites, PKF has put in content on the web in the same script as that of specific Tribal groups.

CITATION

Tribal groups and aborigine communities are in danger world wide of being vanishing culturally, linguistically, economically and politically. Taking a serious note of Jharkhand in India Pyara Kerketta Foundation is attempting hard to protect the culture, languages and rights of the tribal groups in the state. By using digital media very effectively to achieve the same, Pyara Kerketta Foundation is doing a pioneering job in bringing the indigenous communities and their culture, ideas, practices to the forefront. . By developing web portals exclusively for the tribal groups in Jharkhand, PKF is facilitating online websites to discuss, advocate and popularize the issues of tribal culture at large. This way the pioneering words and deeds of the late Pyara Kerketta, the great educationist, social reformer, political activist and pioneer in cultural movement, is being preserved.

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.

GYANDARSHAN - GYANVANI - E-GYANKOSH

Producer
Prof. Uma Kanjilal

Organisation
Indira Gandhi National Open University

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Delhi, INDIA

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Technology/Medium
Web/Internet
Language
English

DESCRIPTION

Gyandarshan, Gyanvani and Edusat are pioneering moves by Indira Gandhi National Open University to bring about notable changes in the age old education system through web casting facilities. GyanDarshan-I is a satellite based TV channel devoted to educational and developmental needs of the society. Then there is GyanDarshan-II / Edusat, which is an exclusive educational satellite to provide interactive education using DVB-RCS technology. It offers distance education through Virtual Class Room mode and provides access to digital repository of educational content hosted at IGNOU. The GyanVani educational FM Radio network provides programmes covering different aspects and levels of education including Primary and Secondary Education, Adult Education, Technical and vocational Education, Higher Education and Extension Education. eGyankosh is an exclusive dedicated initiative to digitize the entire course curriculum of IGNOU and make it available to all.

CITATION

There is hardly any example of any university in India which uses all possible media tools and applications to reach out to those who want to be educated. IGNOU is an example which uses print, radio, TV, Web/Internet to reach out to the masses. After having deployed various TV channels, EduSat, Community Radio, IGNOU is at task through eGyankosh to utilize digital media to the best of its possibility. Through these multifarious technological interventions, IGNOU is putting maximum efforts in extending its reach beyond the borders of the country and facilitate international students. What is laudable is IGNOU's continuous pursuit in providing higher and quality education using digital tools and technologies and reaching out to the unreached.

'LEARN WITH FUN'

Producer
Sumana K Samuk
C Arvind
Dr Nandini Mundkur

Organisation
Centre For Child Development & Disabilities

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Technology/Medium
Satellite

Language
Kannada

DESCRIPTION

The aim of 'Learn with fun' Maths programme is to teach basic mathematics concept and its application in solving problems to primary school children (I - V Std) through the satellite. The programme is conducted from the expert centre in Bangalore and 16 villages from various parts of Karnataka logging in for 5 days a week (Monday - Friday).
Classes are conducted from 9 to 10am Monday to Friday. Communication is in vernacular language - Kannada. The efforts are directed towards teaching Math not as a subject, but as a fun game. The class is based on teaching concepts like addition, subtraction but not calculation of sums. (For eg. teaching the concept 'multiplication' as repeated addition and not otherwise).

Giving a 100 per cent result in mathematics at most of the centres in the last academic year, 'Learn with Fun' is a new found panacea to a traditional learning problem for many

CITATION

Mathematics has been proved to be the most difficult subject among school going children, a fact maintained in the rural areas too. Most school dropouts complain that mathematics is an 'unmanageable subject'. 'Learn with Fun' programme has been trying to change this. After a modest start, 'Learn with Fun' is generating enthusiasm through interaction built around a healthy competition among the 14 centres promoting better learning and in the process raising the bar of confidence among the learners. Giving a 100 per cent result in mathematics at most of the centres in the last academic year, 'Learn with Fun' is a new found panacea to a traditional learning problem for many.

KISSAN KRISHIDEEPAM

Producer
Smt. Tinku Biswal IAS
Dr. K.R. Srivathsan
R. Ajith Kumar

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Indian Institute of Information Technology
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Technology/Medium
Cross Media

Language
Malayalam

DESCRIPTION

Kissan Krishideepam is a weekly agricultural based informative television program produced by the Indian Institute of Information Technology and management Kerala (IIITM-K) targeted at the entire farming community of Kerala. It forms the forward selective dissemination of dynamic information of value to farmers across entire Kerala. The television program is backed by a toll-free telephone call center and the KISSAN-Kerala portal for asynchronous interaction between viewers (farmers) and to get feedback from the viewers. The Krishideepam program is telecast through satellite channel (three times per week) and at the end of the program, the toll free numbers are being advertised to ensure the interaction between the farmers and the scientists. Apart form this, the DVD`s and CDs are also available for the farmers to view the programme as part of continuous learning. The contents are highly interactive. The video contents are mounted online in collaboration with Google YouTube. The biggest boon is the toll free call centre (1800-425-1661), from where farmers can also take expert advice

CITATION

Agriculture education for farmers and the using medium like TV, satellite, telephone, CD/DVDs and Internet clearly indicates that how powerful the oral media could be for the empowerment of the likes of farmers. Kissan Krishideepam in Kerela by Indian Institute of Information Technology and Management, Kerala is doing exactly that. The project aims at providing 'right information at the right time in the right context' to the farmers across the entire state of Kerala and is unique in more than one way. Krishideepam is the first television program directly produced and telecast by State Agricultural Department as part of e-governance, and well received by the farming community in Kerala. The integrated model of the project ensures the speedy aggregation of relevant information from various sources, and disseminate through cross media platforms. Also, the project is supported with an agri-data center with fully professional management to cater various information requirements of the farming community in Kerala.

E-ENTERPRISE AND LIVELIHOOD

Enterprise and Entrepreneurship are the basis of livelihood across the South Asian landscape. Introduction and integration of Information Communication Technology have created new opportunities and added efficiency in livelihood creation. The biggest challenge however is to stress on deliverables, content, and services for the masses. Small innovations and proactiveness can make the ICT used as media rather than just technology and enrich the globalisation with local knowledge and wisdom.

ITSHED

Producer
Gamini Batuwitage
Rev. Pattiyawela Mahinda

Organisation
Gemidiriya Foundation

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Technology/Medium
Web/Internet

Language
English, Sinhala, Tamil

DESCRIPTION

Government of Sri Lanka's Gemidiriya project is about empowering the rural poor to take part in their own village and livelihood development, by helping villages access the Internet for information on services, jobs, and market opportunities; and market their village, its infrastructure, labour pool, and products for sale out to a wider audience. It is also known by its brand name called ITShed. Once a village has a page on ITS, villagers-often the youth-gather and post information about the village, including skills available, job-seekers and products for sale. For instance, a visitor to the ITS might see that Gemidiriya villages have 13,070 kg of brinjals (egg plant) for sale. Clicking on the link lets them know that the bulk of brinjals are available in Badulla district. Therafter, Badulla Federation can be contacted for details. The success of Gemidiriya project has led to an increase in farmer productivity and in the number of economic endeavours the poor are undertaking.

CITATION

Gemidriya Project is all about ICT and digital content intervention with bottom up approach. Uniquely, the community uploads and inform about their products and services and its availability where other peer group access information for their demand to available supplies. Improving the production and building the skills of the poor will not translate into higher incomes unless the poor can link to jobs and markets for their goods and services. Gemidriya's ITSHED is helping those rural communities and youths forge that link by bridging the information gap that isolates the rural poor in even the most dynamic economies.

Gemidriya's ITSHED is helping those rural communities and youths forge that link by bridging the information gap that isolates the rural poor in even the most dynamic economies

GIVEINDIA.ORG

Producer
GiveIndia.org

Organisation
GiveIndia

Location
Maharashtra, INDIA

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Technology/Medium
Web/Internet

Language
English

DESCRIPTION

GiveIndia.org is a donation platform that allows donors to support a cause of their choice from a choice of hundreds of NGOs in India that have been scrutinized for transparency and credibility. This way, the GiveIndia website (www.GiveIndia.org) intends to play the role of a "philanthropy marketplace". The website makes its listed members (NGOs) to release key financial and operational details to be shared with investors (donors) who can then make an informed decision on their social investments. Donors are provided with a range of convenient payment options to make their donations and provided with a tax-deduction receipt. In about 3-4 months' time, GiveIndia reverts to the donor with a feedback report informing them about how their money was utilised.

CITATION

GiveIndia.org has been able to bring about a social change in terms of demand for and supply of contribution. The concept of donation in India faces various challenges because of lack of transparency and corruption. The use of technology-enabled solutions and an online model for donations and sharing information allows the costs to remain low and ensure at least 90 per cent of a donor's contribution reaches the seeking organization (as against an average of 60 per cent for the NGO sector). The best part is that the amount of money that is donated is a non-issue; it is the contribution that counts.

The best part is that the amount of money that is donated is a non-issue; it is the contribution that counts.

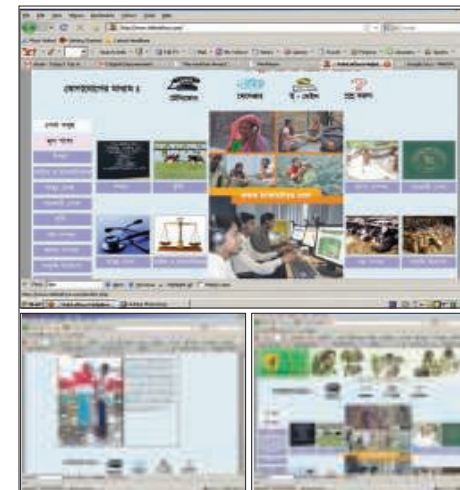# JEEON-IKB - 'INFORMATION FOR LIFE'

Producer
D.Net

Organisation
D.Net

Location
Dhaka, BANGLADESH

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88 02 8156772

Email
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Technology/Medium
CD/DVD

Language
Bangla

DESCRIPTION

JEEON-IKB, subtitled 'Information for Life', have been developed by Development Research Network in Bangla language. All critical information related to education, agriculture, governance, livelihood, scholarships, libraries, loans, banking, health and so on are aggregated into a CD. The Jeeon CD reaches all and sundry through various tele-centres, kiosks and through internet also. Each CD responds to daily queries made by villagers concerning what, where, who and how in the areas of agriculture, healthcare, non-farm economic activities, appropriate technology, healthcare, education, human rights, awareness and disaster management. Eight thousand entities of data from the database have been included in the CDs.

CITATION

Providing all vital information needs of local communities in one compact format is no less stupendous task in a country like Bangladesh. The Jeeon IKB initiative of D.Net is aimed at addressing this need, by benefiting the masses and making use of the local language. This has surely improved the quality of life of the poor and underprivileged and helping in poverty alleviation. JEEON-IKB is providing information which is not readily available and it is accessible through internet and CDs. This is one instance wherein technology has been designed and deployed to reach the marginalized in a way that is popular for the user citizens and helping in meeting day-to-day challenges.

This has surely improved the quality of life of the poor and underprivileged and helping in poverty alleviation

E-GOVERNMENT

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.

UNIFIED RATION CARD PROJECT

Producer
Department of Food, Civil Supplies and Consumer Affairs,
Government of Chhattisgarh, (ICT Partner-NIC)

Organisation
Department of Food, Civil Supplies and Consumer Affairs, Government of Chhattisgarh (ICT Partner - NIC)

Location
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Technology/Medium
Broadband/Online

Language
Hindi

DESCRIPTION

The department of Food & Civil Supplies & Consumer Affairs of Chhattisgarh Government has computerized the entire food grain supply chain in Chhattisgarh, starting from paddy procurement from farmers, its storage, milling and distribution of rice and other commodities to 3.4 million ration card holders through fair price shops. As a part of this project, 1,532 Paddy procurement centres, 50 storage centres, all district offices concerned, 99 Civil Supplies Corporation distribution centres and 35 Food Corporation of India rice receiving centres have been computerized covering six different organizations involved in food grain management . Purchase and issue at paddy procurement centres including generation of cheques has also been computerised. Miller's registration, Agreement with millers and generation of Delivery Orders etc. are computerised. 3.4 million Ration card holders database has been prepared. Calculation of monthly allotment to FPS has been automated. Citizen interface web site is hosted to increase the citizen participation in controlling diversion of PDS commodities.

CITATION

In Chhattisgarh, Government pays more than 24,000 million Indian rupees in paddy procurement and spends about 20,000 Indian rupees in the form of subsidy in Public Distribution System. Because of the huge subsidy involved, complaints of leakages and diversion are common. Unified Ration card project is an end to end solution developed and implemented with primary reason of checking diversion and leakage. The computerization is ascertaining whether the scheme will be able to benefit about 0.75 million farmers and 3.4 million below poverty line families. The whole process has been able to give the citizens a platform for their complaints and receiving information on paddy procurement and public distribution through the call centre with a toll free number (1800-233-3663).

VOTEBD.ORG

Producer
Syed Ziaul Habib

Organisation
SHUJAN (Shushashoner Jannoy Nagorik)

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Technology/Medium
Web/Internet

Language
Bangla

DESCRIPTION

Democracy is a government of the people, for the people, by the people. But do we have a medium to turn this theory into a practical reality. The website www.votebd.org has been developed for this purpose, to disseminate the personal information of the candidate who will contest in the local and national elections among the voters. Ironically, this effort is happening in Bangladesh. The information disseminated are educational qualification, criminal records (present and past), statements of assets and liabilities of candidates and dependents, profession, loan from bank and financial institutions, statement of income tax returns, source of election expenses, statement of actual election expenses etc. In addition, about 2,500 news published in the leading national dailies on corruption and criminalization made by politician, businessmen, government officials and others also posted in this site. It is being regularly updated.

An improvement in the political solution may eventually encourage an environment for honest, competent and devoted persons to join the politics

CITATION

In the governance of a country, it is very important in this age to be informed about the people who will be running the country and representing it. Shushashoner Jannoy Nagorik's Votebd.org does exactly this. Votebd.org tracks all the information related to contesting politicians and makes it available to people of Bangladesh. This is an effort in the direction of reducing corruption by making use of technology for transparency. In the past, even the voter list was not available to the common people. Shujan made the voter list available through this web site. Hopefully, an improvement in the political solution may eventually encourage an environment for honest, competent and devoted persons to join the politics.

E-HEALTH

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

WEB HEALTH CENTRE

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Monish Chopra

Organisation
TATA CONSULTANCY SERVICES LTD

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Technology/Medium
Broadband/Online

Language
English

DESCRIPTION

Web Health Centre (WHC) is a multi -speciality, multi-Institution participation online consulting facility where doctors and patients can access some of the leading medical institutions in India for medical advise. Web Health Centre is a result of CSR effort of Tata Consultancy Services. . The objective of WHC is to enable medical professionals to offer telemedicine, online consultation and other healthcare services to people across geographic barriers through the Internet. This enables doctors and institutions in giving follow-up advice and preventive care to their own patients and to others seeking medical advice. The WHC portal is free for browsing through general content like health calculators, drug information, disease details, etc. However, for online consultation, accessing online health and medical record storage facility etc., one needs to register. The target users of the site are general users / patients, doctors /medical Institutions and medical students.

CITATION

Reaching out to masses for health services has been a great challenge in a country like India. Information Communication Technology and digital content services have shown some possibilities of remotely reaching to people with health services and diagnosis, instantly and economically. Web Health Centre not only allows online medical and health services but also offer virtual home for patients and doctors alike to restore their information, record and databases for cross referencing. Free for all makes it more attractive. All it needs is to reach out to users aggressively. The website exceeds 3 million hits/month and has 40,000 unique visitors each month. Approximately 700,000 pages are viewed per month. It has a record of completing more than 26,000 tele- consultations. Interestingly, WHC usage data spans 16 countries.

104 ADVICE

Producer
Balaji Utla
Venu Madhav Chennupati

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Health Management and Research Institute

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Technology/Medium
Telephone

Language
English

DESCRIPTION

Health Management and Research Institute (HMRI) provide health care services to 40 million virtual contacts and 40 million physical contacts per annum in the state of Andhra Pradesh through an Integrated Digital Health Platform. There is a Helpline consisting of group of doctors supported by mobile medical units visiting the patients. HMRI services include Toll-free doctor on call, fixed day health services to rural areas, tele-cardiology, disease surveillance and hospital and blood bank management systems. The people of Andhra Pradesh in India can dial 104 to access the Health Helpline. After its success in Andhra Pradesh, HMRI is going Pan India with various government health ministries and departments. Even in Andhra Pradesh, HMRI works in tandem with state government. HMRI has been initiated by Satyam Foundation, the Corporate Social Responsibility arm of Satyam Computer Services Limited.

The project addresses the last mile problems involved in delivery of Health Care Services to the rural public

CITATION

Healthcare reaches the masses through meticulous planning, integrated infrastructure, ICT enablement, government support and passionate concern for the need of healthcare by the masses. HMRI has converted vision into reality. The project addresses the last mile problems involved in delivery of Health Care Services by supplementing, supporting, and complementing the existing Public Health Delivery Systems, through technology, especially to the rural public. The project has proved its strength with time. Initially started to provide the health information as a Health Information Help Line, with a toll free number now it has extended to provide various health services in four districts of Andhra Pradesh.

WE IN RECOVERY

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Sunil Kumar
C Saraswati
Arbind Prasad
Satyendra Prakash
Anita Jasani

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Technology/Medium
Web/Internet

Language
English

DESCRIPTION

Recovery Network is meant to be a platform for those who are in the process of recovery. Together.weinrecovery.org is not restricted to recovering addicts. It has useful information for all those who want to know more about addiction and for the professionals working in drug abuse prevention. It is meant to help people in recovery become productive members of society and to reclaim their rightful place in society. The effort is aimed at addressing a gap in the whole recovery of the person and to enable successfully recovering people to help their fellow recovering addicts. We in Recovery is a kind of online social network where one could find ways and means to understand how recovery happens and how to integrate with normal society.

CITATION

Being addicted is a painful experience. And if you have recovered from being an addict and want to recover and integrate with your neighbouring society, it is like a stringent effort. However, 'We in Recovery' is a social networking site of a different kind. It is an initiative in the field of helping people who are on path of recovery. It is an effort in providing a formal set up which helps people recovering from addiction to find support in their reintegration into society through issues like employment etc.

HIGH>>>WAYS...INFINITE (SPECIAL MENTION)

Producer
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Miss Tista Joseph

Organisation
HIGH>>>WAYS...INFINITE

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Technology/Medium
Web/Internet

Language
English, Hindi, Marathi

DESCRIPTION

The disease of cancer always rings the death bell in our minds. Cancer Project ''HIGH>>>WAYS" was conceptualized with a mission to create advocacy and awareness on Breast, Cervix and Oral Cancer by reaching out to the Hard-to-reach places. This endeavour of a cancer survivor and her teenage daughter has been successfully blending adventure sports with cancer awareness mission across the country. The methodology is to make use of different ICT tools for enlightening the people about cancer. It was started in 2006 with a solo drive of 30,220 kms in 177 days to the 4 tips of India, and across the highest motorable mountain passes in the world -KhardungLa and Tangla La, in Ladakh, the first two highest motorable roads in the world. 140 cancer awareness programmes reaching out to more than 26,000 people were conducted. Milestone 2008 is about shaping of foundation "HIGH>>>WAYS...INFINITE" - a public trust to undertake campaigns on multiple health issues like Cancer, AIDS, T.B., Tobacco and environment related health issues.

CITATION

It is often seen that basic ICT tools with very passionate human interface creates much deeper impact than purely automating processes with hi tech ICT tools. ''Project High>>>Ways " is an example of rigorous involvement of a woman using basic ICT tools like email, web, sms, LCD projectors, PPTs, Community Mikes , to create awareness about Breast, Cervix and Oral Cancer. In ''Project Highways", Captain Ritu Joseph and her daughter, Tista Joseph, have driven more than 30,000 kms across India, reaching out to 42,700 people. This is an effort of a woman soldier, who has faced cancer herself, which is a brilliant example of the innovative use of various ICT tools to spread awareness about cancer.

E-INCLUSION

All measures supporting Information Communication Technology integration of least developed regions of South Asia 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.

ARPIT'S WHEEL

Producer
Arun Mehta
Arpit
Vickram Crishna

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Radiophony

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Technology/Medium
Offline

Language
English

DESCRIPTION

"Arpit's Wheel" is named after the physically challenged person called ARPIT. First time when Arpit got his hands on ''Ruby on Rails" demonstration, he wrote his first line: ''I am Arpit." Since then Radiophony worked on developing application for using standard inexpensive joystick/wheel as input devices for severe physically challenged persons. Large size of wheel enables easier handling by persons for whom motor control is a major issue. Arpit's Wheel gives persons with physical motor control issues access to computers and game players.

CITATION

Current designs of computer interfaces are either unsuitable or exceedingly expensive for persons with physical challenges. By modifying the action/result behaviour of a game wheel, the Arpit's Wheel provides the user with an intuitive and friendly interface device. It is Open Source and completely software based. Using game hardware ensures that the price of the associated device will not be raised in future just because it addresses the disabilities market. Arpit's Wheel is an off-the-shelf inexpensive device with familiar and useful form factor. By offering a path away from traditional form factors, it opens possibilities for more appropriate form factor and functionally suitable alternatives to the mouse/keyboard.

DIGITAL TALKING BOOKS

Producer
Anthony J. Bernard
Prof. D.P.M. Weerakkody

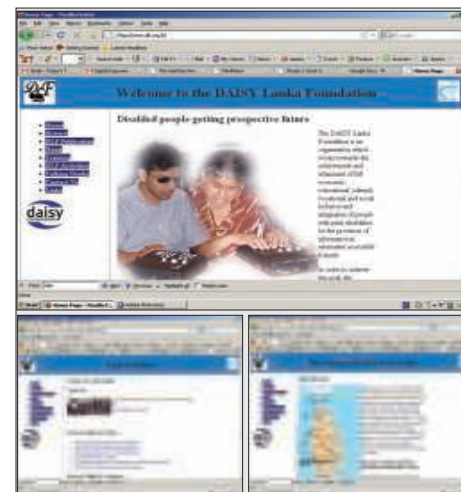**Organisation**
The DAISY Lanka Foundation (DLF)

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Technology/Medium
CD/DVD

Language
Sinhala, Tamil and English

DESCRIPTION

The Information on Accessibility for Print Disabled project seeks to remedy the lack of accessibility to information by the print disabled, through the production and dissemination of digital talking books and provision of instruction and training in ICT. The project was developed by the DAISY Lanka Foundation (DLF), which is working towards inclusion and integration of people with print disabilities in to mainstream society, by the provision of information in alternative accessible formats. The need for this project stems from the acute dearth of reading-matter for the print-disabled community of Sri Lanka. At its conclusion, it is anticipated that the consortium will have a sizable collection of DAISY books, a website for the print disabled, the necessary and general hardware and software for the production of the books, and a well-trained and qualified technical staff to ensure continuation of the project.

The Talking Books are being produced in Sinhala, Tamil and English, the three predominant languages of the country

CITATION

Information accessibility is the key to total integration of the print-disabled into mainstream society. Braille book production has been an expensive, time-consuming and labour-intensive process. Cassette books, on the other hand, have inherent shortcomings. Information on Accessibility for Print Disabled project has been trying its best to meet the specific needs of Sri Lanka's print disabled community. It is here that Digital Talking Books (DTBs) hold special importance. The Talking Books are being produced in Sinhala, Tamil and English, the three predominant languages of the country. What is unique is whereas in other Asian countries the concentration is mainly on school textbooks and leisure reading, in this case an equal preference is being given to the reading needs of university students and other professional people.

E-LEARNING

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

DIGITALLY

Producer
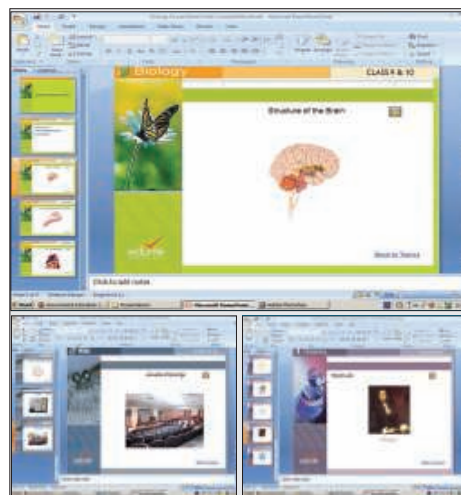Srikanth Iyer

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Technology/Medium
Offline

Language
English

DESCRIPTION

Developed by Edurite Technology, DigitAlly is designed to assist the teaching community in adding multimedia objects to their teaching slides, thus empowering students with multimedia rich learning objects creating a classroom experience. The product is bundled with a huge off-line library of learning media objects and application is tightly integrated with MS PowerPoint for easy usage. Animations, Videos and Diagrams are the three main categories of media objects bundled in this version of product. The other features of DigitAlly are to provide users i.e. teachers and faculty, a way to search for, view multimedia learning objects and add hyperlinks to their presentation slides pointing to the selected multimedia resource. DigitAlly gets added to the MS PowerPoint menu bar during the PowerPoint startup. Application can run from a click on DigitAlly menu bar which makes it easy to use interface for selection of media objects. Collections and search are the two options provided to discover specific media objects. Add new, modify & delete features enhance additional usability of the product.

CITATION

William Ward says "The mediocre teacher tells. The good teacher explains. The superior teacher demonstrates." With the same belief, edurite has formulated a way to add new life to the mundane teaching methods in our education system - and that too by adding a plug-in in the pervasive Power Point tool of MS Office. It is called DigitAlly. It provides a facility for the faculty to customise their own schedules or flow of teaching, by selecting relevant modules from the repository. It is an open application which allows the teachers to add more content to the repository. DigitAlly is an example of ICT usage in helping students to understand difficult and key concepts better, faster and also helps in retention of the same for a longer period of time.

MEdRC EDUTECH

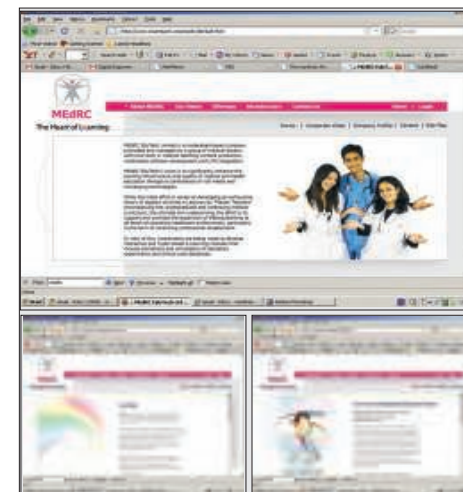**Producer**
Dr. Neeraj Raj (Founder)

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MEdRC EduTech

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Technology/Medium
Broadband/Online

Language
English

DESCRIPTION

MEdRC EduTech is about digital healthcare education, aligning with the national requirement of 700,000 qualified doctors & 10, 00,000 nurses. It has built an innovative repository of re purpose able multimedia rich learning objects with lectures delivered by eminent medical teachers across the nation, which would enable flexible and easy retrieval, customisation, reconfiguration, sharing of existing learning and teaching resources from different sources (universities), adoptable to a wide range of delivery methods. The teachers are invited to MEdRC's multimedia studios for recording their expert knowledge into e-lectures. The lectures are captured on video and subsequently enhanced by adding multimedia elements in the form of slides, graphics, illustrations, 2D and 3D animation, etc. MEdRC's digital courseware for the medical stream is designed as per the Medical Council of India (MCI) curriculum and is approved by MCI.

CITATION

The Planning commission report states that India needs 700,000 qualified doctors & 10, 00,000 nurses - mostly in rural areas. Also, there is an acute shortage of medical teachers in most medical subjects - not many want to opt for teaching as a career and instead concentrate on private practice. MEdRC directly targets these huge untapped masses with digital healthcare educational content. MEdRC's Health Care and Medical repository are created by a set of "dream faculty" - the "Who's Who" of medical education in India and abroad. The repository has been able to create a healthcare knowledge infrastructure to transform the way health and medical education is delivered in India.

E-LOCALISATION

Interventions of ICT has been instrumental in empowering life at 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 strenghthened by the electronic and digital technologies as they move towards localisation.

HOIMONTI

Producer
Khandakar Mujahidul Islam

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Ankur ICT Foundatiuon, Bangladesh

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Technology/Medium
Offline

Language
Bangla

DESCRIPTION

Hoimonti is a first of its kind technical endeavour in Bangladesh, where a Linux based free operating system called Ubuntu has been developed. The operating system is in Bangla. Hoimonti has a Bengali "installation procedure" along with configuration documentation. After installation, the default username is set to "Ankur" with the same password. So far Ankur ICT Foundation has released customized Bangla Operation System based on Linux so that the people can get used to know about Bengali localised softwares through Hoimonti.

CITATION

Among many local language based society, Bangla is one of the most spoken languages especially in Bangladesh. And the lack of availability of Bangla based operating system, which could be free to use, became biggest barrier to create and access the digital tool for content. Ankur ICT Foundation's efforts to create Hoimonti have totally converted Linux-based OS Ubuntu in Bangla and it has got popularized across Bangladesh. This has not only facilitated a form of Bangla based operating system but also contributed towards bridging digital barriers in the form of providing Bangla content for daily use.

This has not only facilitated a form of Bangla based operating system but also contributed towards bridging digital barriers in the form of providing Bangla content for daily use

LIPIKAAR

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Anjali Gupta

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Technology/Medium
Web/Internet

Language
Supports 16 languages Hindi, Marathi, Sanskrit, etc

DESCRIPTION

Lipikaar is a method to enable typing in 16 languages with an ordinary keyboard for the PC and on the Internet. The languages it supports include Hindi, Marathi, Sanskrit, Nepali, Kashmiri, Konkani, Sindhi, Bengali, Gujarati, Punjabi, Tamil, Telugu, Kannada, Malayalam, Urdu and Arabic. Lipikaar is currently available for the Microsoft Windows Desktop and all Windows Applications, Mozilla Firefox browser and for use with Internet or web applications. Lipikaar is also available in an embedded or hardware form allowing you to use the ordinary keyboard for regional languages with various hardware products. The typing method is intuitive and effortless to learn and is as close as possible to writing in a regional language.

In Lipikaar the typing method is unambiguous and efficient, making it very easy and enjoyable to type

CITATION

The need for localization is becoming almost mandatory and various efforts are making ICT tools, especially computers work across all languages. Provision for typing in local language in ICT tools and applications is one such need. And this is what Lipikaar is attempting to provide by selecting 16 out of total 22 official Indian languages in devising a methodology to enable typing in those languages. The uniqueness of Lipikaar is it works with the same English keyboard without being fluent in English across popular browsers like Mozilla Firefox and Internet Explorer. In Lipikaar the typing method is unambiguous and efficient, making it very easy and enjoyable to type out stories, articles and documents in your chosen language. Adding value, Lipikaar also serves as a key component in enterprise applications, remote banking, and financial services.

SEA MONKEY

Producer
Rafiqullah Kakar
Habibur Rahman Ghaznawe
Sharifullah Mahboob

Organisation
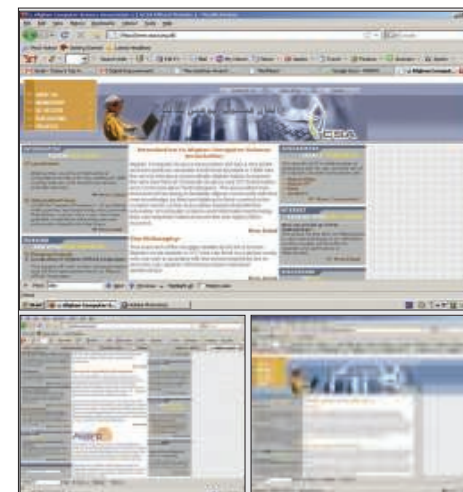Afghanistan Computer Science Association

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Technology/Medium
Web/Internet

Language
Pashto

DESCRIPTION

Sea Monkey is a project of developing all-in-one internet suite in Pashto language. The Afghanistan Computer Science Association has been developing Sea Monkey in Pashto language as a community effort for quite some time. Such a software suite was previously made popular by Netscape and Mozilla, and the SeaMonkey project continues to develop and deliver high-quality updates to this concept. Containing an Internet browser, email & newsgroup client, HTML editor, IRC chat and web development tools, SeaMonkey appeals to advanced users, web developers and corporate users as far as Pashto language is concerned. For Afghanistan, Sea Monkey is one effort which can reach out to the entire country for accessing internet and avail digital media.

People will no longer need to learn English Language because they can now see their native language on their desktops

CITATION

For a country like Afghanistan this is manna from heaven. Sea Monkey is community based effort to create all-in-internet suite in Pashto language. Sea Monkey can use Mozilla browser, email, newsgroup client, HTML Editor, IRC Chat, and web development tools - all in Pashto language. This project removes the digital gap and content gap because it removes the main barrier to digital world, the English Language. People will no longer need to learn English Language because they can now see their native language on their desktops. Through Sea Monkey project Afghanistan can leapfrog beyond digital divide and avail the digital opportunity to a great extent.

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.

PRATIBADH (WALL NEWSPAPER)

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Technology/Medium
Cross Media

Language
Hindi and Punjabi

DESCRIPTION

As a development newspaper targeting rural and low literate with their participation, this product is a very progressive effort. For this over 600 Rural Communicators cum Rural Reporters have been identified. They are building their capacity to be interface between ICT revolution and rural India. The development newspaper, published fortnightly, is pasted on the walls of milk cooperatives and Panchayat buildings in three states, covering around 40,000 villages. This community newspaper uses the strong network of milk cooperatives to ensure that it reaches villages. It has been influencing the lives of over 600,000 milk cooperative farmers. It is perfect two way channel. The van that delivers the newspaper is also used by farmer to send feedback.

CITATION

Lack of information on scope of development is one of the reasons for underdevelopment of the third world. A vast chunk of rural population has been out of domain of commercial interest of media houses. The Pratibadh initiative is trying to change the scenario. It is simply a thick broadsheet based wall newspaper since 1996 reaching 40,000 villages in three states of Bihar, Punjab and Haryana through its network of 600 rural reporters. Lately, Pratibadh has enabled all its reporters with ICT training and tools for not only collecting information news and reports but also use ICT tools like Emails, PDF, LCD projectors, PPTs to reach out to rural masses in groups and communities. Wiith the introduction of some more business modules like Rural Communication, Rural Research and Rural Market Pratibadh is now growing fast.

CGNET

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Shubhranshu Choudhary (Freelance Journalist)
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CGnet

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Technology/Medium
Email/e-Groups

Language
Hindi, English, Chhattisgrahi, Gondi

Url: www.cgnet.in

DESCRIPTION

CGnet is a Citizen Journalism platform where the subject is that of development of Chhattisgarh, and its people, who are discussed and then acted upon. The belief is that everyone is a journalist and ICT can help leapfrog many hurdles in the way. It is an effort to start a dialogue between tribal and others with the help of ICT. CGNet is also making all effort for the communities for have their own Community Radio. CGNet is also an ''E Gram Panchayat of the people of Chhattisgarh''. It is also a library and reference point. Here people raise their issues with the help of ICT and discuss debate and act on it. Some literate tribal have been trained on the use of computers, in Hindi, which can be used for writing in the local languages.

Development cannot happen until each strata of the country is brought into its fold, and CGNet is working towards that end

CITATION

With dismally low levels of literacy and large scale poverty amongst tribal populations in Chhattisgarh, TV or newspaper can not be "their own" media. But with their strong oral traditions communities could be trained in the usage of oral media like radio, internet and audio-visual. CGNet has adopted the model of community journalism and citizen journalism where the issues discussed and covered are mostly developmental. So far the interface is web, email, discussion group, but gradually moving towards claiming license for community radio. Efforts towards giving an ear to the grievances of tribal, who are increasingly turning to Maoists is a very thoughtful step in the direction of progress. Development cannot happen until each strata of the country is brought into its fold, and CGNet is working towards that end.

E-SCIENCE AND ENVIRONMENT

The spread of all the concerns is of high importance as far as science and environment are concerned. Scientific projects articulated through new media. Especially with emerging globalisation, environment is being affected badly and it requires all kinds of technology and medium to spread the right message about devastaion etc it can create. ICT palys a huge role in responsible dissemination of information about science and environment; content matters.

INDIA WATER PORTAL
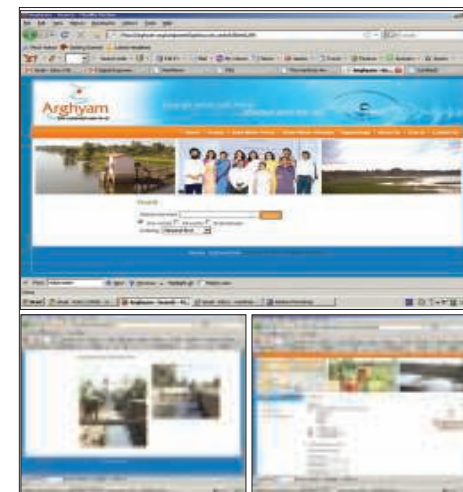
Producer
Arghyam

Organisation
Arghyam

Location
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Email
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Technology/Medium
Cross Media

Language
English, Kannada
Url: www.indiawaterportal.org

DESCRIPTION

Water is a scarce commodity today and serious efforts are required towards its consumption. In such a scenario, The India Water Portal (www.indiawaterportal.org) , which is a rich online resource base and a virtual community on water, is a move towards creating one window knowledge house on water issues. An idea that was mooted by the National Knowledge Commission (http://knowledgecommission.gov.in/), the Water Portal was launched officially in January 2007. It is a completely free and open platform, for the dissemination of information and knowledge and discussion and debate on water issues.   The India Water Portal consists of case studies, movies, slideshows and courses based on the work done by partner organizations on various domains of water e.g. groundwater, rainwater harvesting, water quality, urban water. After English, India Water Portal is ready to launch its Hindi version.

CITATION

So far knowledge about water in India existed in silos of universities, governmental and non-governmental organizations. Traditional knowledge and understanding around water were in serious threat. The launch of the India Water Portal has come as a timely resource centre in providing holistic information and content base on water and various issues. Reaching out to a visitor base of around 600 each day and 18000 visits a month, the commitment of the Water Portal to reduce both the digital and the content asymmetry prevalent in India can be validated from their emphasis on "language portals", "multimedia courses" and the "Kannada Radio shows". With multilingual options, the India Water Portal hopes to create effective advocacy and awareness regarding water related issues among general masses in order to achieve solutions for water woes.

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

CELL BAZAAR

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Grameenphone CIC

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CellBazaar

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Technology/Medium
Wireless/WAP

Language
English & Bengali & Visual GUI

Url: corp.cellbazaar.com

DESCRIPTION

It is truly a cell bazaar at your service from Bangladesh. The service allows buyers and sellers to meet in a mobile marketplace. Sellers post items, buyers view them, and contact sellers. Nearly more than 20 million users can access this service to buy any agricultural product, such as rice, fish, chicken, as well as large scale purchases like apartment, land, car, and consumer goods such as TV, fridge, etc. People can also offer services such as tutoring, repair, video, etc. CellBazaar brings the buyer and seller to point of transaction. At the final stages, buyer speaks to seller, agrees on terms, and meets them in person to transfer cash and take delivery of the good. When mobile payment is integrated into the system, buyer can complete the entire transaction from the mobile.

CITATION

In highly populated South Asian countries, interestingly, mobile is reaching out to more people than any other ICT tools. Creating bazaar on mobiles and offering transaction services on cellular network could be a great leveler if the content, services and transactions are seamless and painless. Cell Bazaar in Bangladesh seems to have been succeeded in providing buyers and sellers market place on mobiles. CellBazaar provides a birds-eye view of the entire market for sellers and buyers. Those lacking capital for brick-and-mortar structures learn about CellBazaar through word-of-mouth networks and then set up shop on mobile phones. This allows them to bypass the middlemen, weakens the power of syndicates, and pushes the market towards efficient prices. By enabling micro-market makers, this service empowers small businesses.

CellBazaar provides a birds-eye view of the entire market for sellers and buyers

JURORS' DISTINCTION AWARD FOR INNOVATION

Special distinctions for outstanding strategic value for the development of the information society, through innovative methods, were the criteria for the selection of these two products.

IPSUPERMARKET.COM

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IPsupermarket

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Technology/Medium
Web/Internet

Language
English

Url: www.ipsupermarket.com

DESCRIPTION

IPsupermarket.com provides a unique platform for Technology Companies and Individuals to trade various Software Intellectual Properties (IPs) . It is an IP trading portal which provides a platform for technology Companies to buy, sell or license various IPs; who are operating in Semiconductor, Embedded application, IT, Telecom, Media, Mobile and Wireless communication. IPsupermarket.com is a part Embitel. IPsupermarket.com is a 1st Indian portal which provides IP trading. Being a niche, it also serves very niche audiences of top management of IT and software companies.

CITATION

In the new economy scenario, where the domination of control and competition are based on innovation, knowledge, and intellectual property, an innovative project has taken shape on the web as a trading portal, and the domain is trading in intellectual property. It is called IPsupermarket.com. The portal bridges the Gap between IP trading, and target audience is companies across: Semiconductor, Embedded application, IT, Telecom, Media, Mobile and Wireless communication. By extending its services at national and international level, IPsupermarket.com   is a pioneering effort in facilitating trade in Software Intellectual Properties (IPs) by allowing individuals, companies or business to buy/sell or license various kind of software codecs and much more! With this, there is a large scope of improvement and the endeavour is moving towards becoming the top IP trading portal across the World providing quality outreach and services.

VOIKIOSK

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Technology/Medium
Telephone

Language
Multilingual

Url: www.research.ibm.com/irl

DESCRIPTION

VoiKiosk is like voice-based information kiosk or voice based portal. VoiKiosk is designed and developed by IBM Research to reach out to masses based on oral communication, which is the forte of country like India. Voikiosks are a central point of access for a community where information relevant to the community can be posted and accessed directly by the users themselves. This solution doesn't rely on internet connectivity. It allows end users to directly interact with the services removing the dependence on the kiosk operator. VoiKiosk is a voice based service available on the Telecom network and based on World Wide Telecom Web technology. In partnership with Byrraju Foundation, a kiosk template of this kind was deployed for a group of villages in Andhra Pradesh. A local village resident   is primarily responsible for uploading content and maintaining this VoiKiosk as a Kiosk Operator. Together with Byrraju Foundation, IBM Research is working on field testing and consolidating the viability of VoiKiosk to take it to masses gradually

CITATION

Most of the South Asia countries like India are oral in communication and thus availing any content and services in written becomes subject to literacy and education, which deprives larger part of the society. To overcome such situations, the IBM Research product in partnership with Byrraju Foundation, VoiKiosk,   is a voice-based portal or voice based toll-free interactive information kiosk. The unique feature of Voikiosk is unlike conventional info kiosks which are based on hearing infrastructure, electricity, computers and toned to travel long distances to avail the services, VoiKiosk is telephone based kiosk which not only allows series of services but also allows feeding of content and services. After the success of its field testing in Andhra Pradesh, Voikiosk iosk looks like the final frontier of reaching out to the rural masses.

SPECIAL APPRECIATION AWARD FOR AN EMERGING STATE

JHARKHAND AGENCY FOR PROMOTION OF INFORMATION TECHNOLOGY [JAP-IT] GOVERNMENT OF JHARKHAND

Jharkhand is one of the newest states. Dominated by tribal communities surrounded by hills, ridges and plateaus, Jharkhand is always known for its poverty, under-development and political crisis amidst very high natural resource base. Making an effort and creating a success story in Jharkhand is always a Herculean task. Yet, in the last few years, the IT department of Jharkhand has relentlessly achieved ICT integration in all strata of life.

The State of Jharkhand was among the first in implementing SWAN (State Wide Area Network); first to roll out Common Service Centres; and one of the first to automate entire registration process. The credit goes to the State IT Department to take challenging steps in automation of the entire State treasury and is on the way to integrate entire state with Geographic Information System (GIS). The State IT wing is also credited to facilitate using of the Radio set for education across government schools. The surprising initiative is the full fledged Prison Information system (PIS) that has helped to put every thing digitally including trial through video conferencing. Last but not the least is the pro-activeness of the IT officials and resource persons of Jharkhand in having an open minded framework that has given the State of Jharkhand an edge over other states on many parameters within a small time frame. The hosting of the Manthan Award South Asia Grand Jury 2008 could be a live instance for immediate reference.

THE GRAND JURY

Osama Manzar
Chairman, The Manthan Award

Ashish Garg
Global e Schools and Communities Initiative (India Head)

Lekha Kumar
Director, Department of Administrative Reforms & Public Grievances, India.

Vinnie Mehta
Executive Director, Manufacturer's Association for Information Technology (MAIT), India.

Amol Goje
Director, Vidya Pratisthan's Institute of Information Technology, Baramati, India

Ramesh Kumar
Executive Director, Beltron, Bihar, India

Peeyush Bajpai
Director, Raftaar.com, India

Prof G Sahoo
Head of Computer Science Department, Birla Institute of Technology, Mesra, Ranchi, India

Mansoor Ahmad
Mansoor Ahmad, an education specialist, is better known in Bihar and Jharkhand as quiz master.

Satish Kaushal
Country Head, Governance, IBM, India

Shubhendru Parth
Editor, i-Government, India

Munir Hasan
General Secretary, Bangladesh Open Source Network (BdOSN

Navin Agrawal
Executive Director - Advisory Services, KPMG, India

Sajan Venniyoor
Prasar Bharti, Broadcating Corporation of India

Rajen Varada
Resourse person for UN Solution Exchange, New Delhi

Manas Chakrabarti
Instructional Designer Specialist, India

SN Goswami
CEO & Managing Director of Media Lab Asia, New Delhi, India

Dr. Amir Ullah Khan
Director, India Development Foundation, Gurgaon, India

ORGANISERS

DEF	http://www.defindia.net/
World Summit Award	http://www.wsis-award.org/
Centre for e-Governance	http://www.mit.gov.in/
Mint	http://www.livemint.com

COUNTRY PARTNERS

Bangladesh

BNNRC (Bangladesh NGOs Network for Radio and Communication)	http://www.bnnrc.net/
D.Net (Developement Research Network)	http://www.dnet-bangladesh.orgl

Afghanistan

Ministry of Communications and Information Technology	http://www.mcit.gov.af/

Nepal

FIT Nepal(Forum for Information Technology, Nepal)	http://www.fitnepal.org.np/

Pakistan

FPPCI (The Federation of Pakistan Chambers of Commerce & Industry)	http://www.fpcci.com.pk/

Sri Lanka

YATV (Young Asia Television)	://www.yatv.net/
ICTA (ideas actioned)	http://www.icta.lk

STATE PARTNERS

Govt. of Nagaland	http://nagaland.nic.in/
Govt. of Maharashtra	http://www.maharashtra.gov.in/
Administration of U T of Lakshadweep	http://lakshadweep.nic.in/
Govt. of Jharkhand	http://jharkhand.nic.in/

PRINCIPLE PARTNERS

Edurite	http://www.edurite.com/
IBM	http://www.ibm.com/in/
Intel	http://www.intel.com/
Designmate	http://www.designmate.com/
CORE	http://www.coreprojectstech.com/
IGNOU (Indira Gandhi National Open University)	http://www.ignou.ac.in/

ASSOCIATE PARTNERS

COL (Commonwealth of Learning)	http://cemca.org/
Farm ERP	http://www.farmerp.com/
UNESCO	http://portal.unesco.org/
IAMAI (Internet & Mobile Association of India)	http://www.iamai.in/
Micro Associates	http://www.microgis.net/
NIOS (National Institute of Open Schooling)	http://www.nos.org/
IL&FS ETS (Infrastructure Leasing & Financial Services - Education Technology Services)	http://www.schoolnetindia.com/
Arogya.com	http://www.aarogya.com/
MEdRC	http://www.smarteach.com/medrc/default.html
Arghyam	http://www.arghyam.org/

KNOWLEDGE PARTNERS

nisg (National Institute of Smart Governance)	http://www.nisg.org/
KPMG	http://www.kpmg.com/Global/Pages/default.aspx
NASSCOM Foundation	http://www.nasscomfoundation.org/index.php
Milagrow	http://www.milagrow.in/
dishoooom.com	http://www.dishoooom.com/
iCONGO	http://www.dishoooom.com/
CMAI (Communications & Manufacturing Association of India)	http://manthanaward.org/index.asp#

TRADE MEDIA PARTNERS

DATAQUEST	http://dqindia.ciol.com/

ONLINE MEDIA PARTNER

ITVidya.com	http://www.itvidya.com/
Indian NGOs	http://www.indianngos.com/

MEDIA PARTNER

iGovernment	http://www.igovernment.in/
Civil Society	http://www.civilsocietyonline.com/

TECHNOLOGY PARTNER

Inomy Media	http://www.inomy.com/

GRASSROOTS PARTNER

Barefoot College	http://www.barefootcollege.org/
TFTP (Technology For The People)	http://www.tftpeople.org/home.htm
industree	http://www.industreecrafts.org/index.htm
SEWA (Self Employed Women's Association)	http://www.sewa.org/
social-impact	
READ (Read Education And Development) India	http://www.social-impact.org/
READ (Read Education And Development) Global	http://www.readglobal.org/ http://www.readglobal.org/

OUTREACH PARTNERS

MDWiT	http://www.mdwit.org/
Bytes for All	http://www.bytesforall.org/
Solutions Exchange	http://www.solutionexchange-un.net.in/en/

ACADEMIC PARTNERS

IDF (India Development Foundation)	http://www.idfresearch.org/

INDUSTRY PARTNER

MAIT (Manufacturing Association of Information Technology)	http://www.mait.com/

INFRASTRUCTURE PARTNER

INCAP (Infrastructure Corporation of Andhra Pradesh)	http://www.incap.co.in/

MANTHAN AWARDEE PARTNER

SRISTI (Society for Research and Initiatives for Sustainable Technologies and Institutions)	http://www.sristi.org/cms
HONEYBEE	http://www.sristi.org/cms/en/our_network
Oracle ThinkQuest	http://www.thinkquest.org/en/
Desicrew	http://www.desicrew.in/
Media Lab Asia	http://www.medialabasia.in/
SMSOne	http://www.smsone.in/

SUPPORTING PARTNERS

Webdunia	http://www.webdunia.com/
ngPay	http://www.ngpay.com
ICON Communications	http://www.hmri.in/
HMRI (Health Management & Research Institute)	
Aarogyasri Health Care Trust	http://www.aarogyasri.org/
Indian Institute of Information Technology and Management - Kerala (IITTM-K)	http://www.iiitmk.ac.in/home.jsp / http://in.youtube.com/kissankerala
Department of Technical Education Andhra Pradesh (DTEAP)	http://dteap.ac.in/
Toxic Links	http://www.toxicslink.org/
Indian Agricultural Statistics Research Institute	http://iasri.res.in/
High>>>Ways Beyond Cancer	http://www.highwaysbeyondcancer.org/
Give India	http://giveindia.org/
AKHILTV	http://www.akhiltv.com/
Educationl Development Centre	http://main.edc.org/
Pyara Kerketta Foundation	http://www.kharia.org/
ROPE India, Chennai	http://ropeindia.com
NCERT	http://www.ncert.nic.in/index.htm
VIIT (Vidya Pratisthan Institute of Information Technology)	http://www.viitindia.org/
Department of Food, Civil Supplies and Consumer Protection	http://cg.nic.in/khadya/khadyaen.html

The Manthan Award South Asia 2008 winners will be showcased nationally and internationally through special events through 2008-09. Each of the national and international will be organised in close cooperation and on the invitation of local organisers and partners. The events would demonstarte best of South Asian and international e-Content practices and create awareness about the importance of content among various initiatives.

The Manthan Award 2009 contests for e-Content in development will be launched in the next 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 from various states and union territories in India and South Asia would organise pre-selections in their regions. The partners would guarantee the fairness and independence of the evaluation process and follow the criteria of the Manthan Award parameters. The Manthan Award Grand Jury with the selection of nominees and winners would take place by mid next year.

The winers would be announces in the Manthan Award Gala in New Delhi, in quarter four of 2009.

MANTHAN AWARD 2009
INVITATION