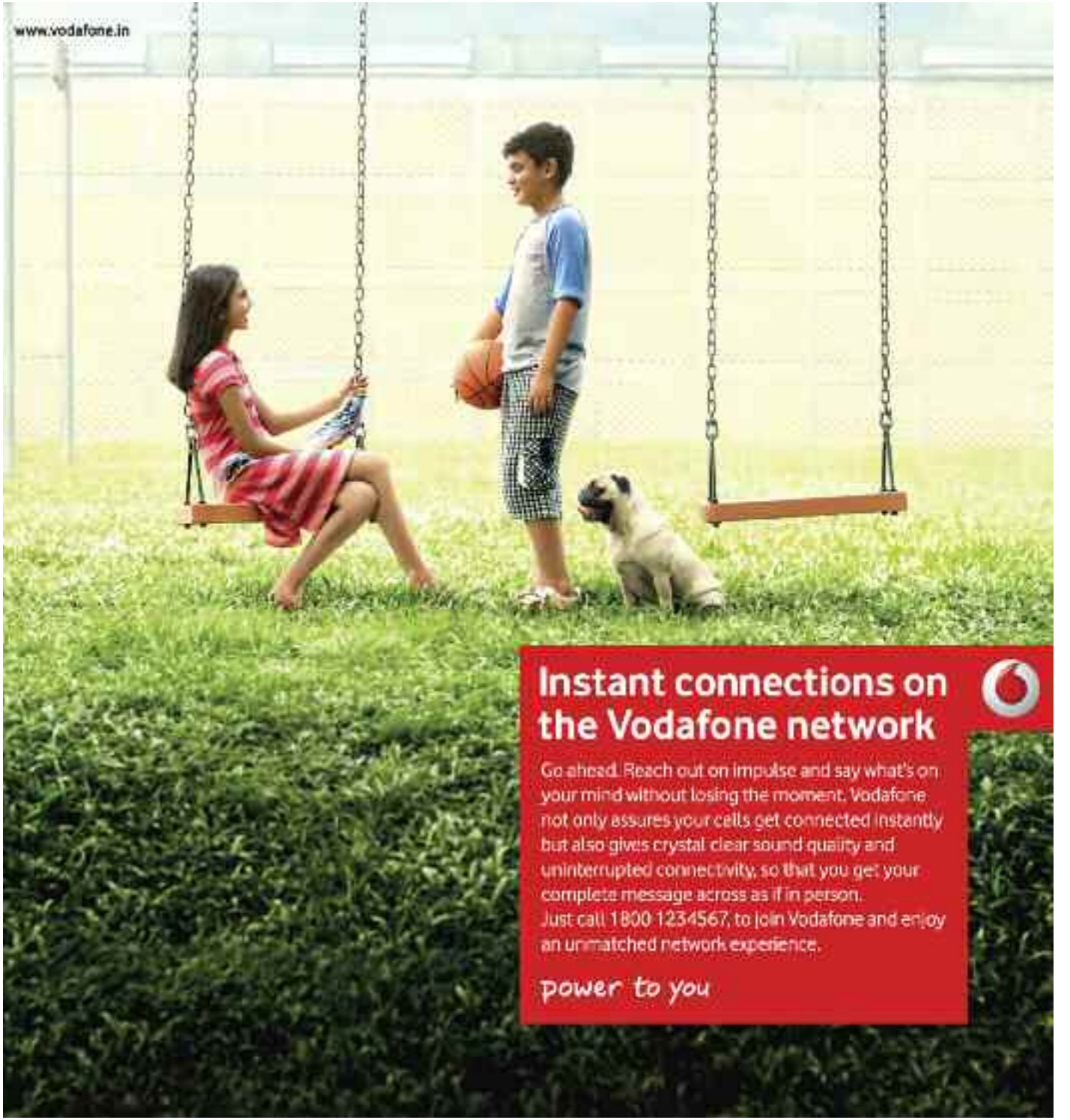
# Digital DIVIDENDS *of Asia*

The manthan Award
South Asia & Asia Pacific 2012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# Digital DIVIDENDS *of Asia*

The manthan Award
South Asia & Asia Pacific 2012

Editor & Concept: Osama Manzar & the DEF board

Contributing Writers: Prof. Dr. Peter A. Bruck, Brian Cute, Jonathan Bill, Debjani Ghosh, Anuraj Gambhir, Srikanth B Iyer, Sushil Pandey, Bikky Khosla, Debdas Sen, Dr. Amir Ullah Khan, Dr. Subhajyoti Ray, Vineeta Dixit , Dr. Madanmohan Rao

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3rd Floor, House No. 44, Kaalu Sarai,
near Narayana IITAcademy, New Delhi – 110 016, INDIA

Telephone/Fax Nos: 91 11 – 26532786 / 26532787 / 46080646
Email: manthanaward@defindia.net, manthanaward@gmail.com

URL: http://manthanaward.org

YouTube Channel: www.youtube.com/manthanawardTV
Twitter: @defindia
Twitter: @manthanaward

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North Korea | South Korea | Sri Lanka | Taiwan | Thailand | Timor | Tonga | Vietnam

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## Total Entries
# 470

## First Round of Jury
# 219

## Winning Nominations
# 33

## Special Mentions
# 11

## Finalists
# 30

**NOMINATIONS**
(Country Wise)
Afghanistan – 2
Bangladesh – 26
India – 395
Indonesia – 3
Japan – 2
Nepal – 3
New Zealand – 1
Pakistan – 2
Philippines – 1
Sri Lanka – 34

**Winner** (Country Wise)
Afghanistan – 1
Bangladesh – 2
India – 28
New Zealand – 1
Sri Lanka – 1

**Special Mention** (Country Wise)
Bangladesh – 2
India – 7
Nepal – 1
Sri lanka – 1

**Finalists** (Country Wise)
Bangladesh – 1
India – 25
Indonesia – 2
Nepal – 1
Sri Lanka – 1

# Category Wise Nominations with Country Wise Break -Up

**Community Broadcasting : 29**
India: 24
Afghanistan: 1
Bangladesh: 1
Pakistan: 1
Sri Lanka: 2

**e-Health : 36**
Bangladesh: 3
India: 33

**e-Travel& Tourism : 27**
India: 20
Indonesia: 2
Sri Lanka: 5

**e-Culture& Heritage : 9**
Bangladesh: 1
India: 7
Indonesia: 1

**e-Education& Learning : 86**
Bangladesh: 9
India: 69
Pakistan: 1
Sri Lanka: 6

**e-Agriculture : 28**
India: 28

**e-Environment : 14**
Bangladesh: 1
India: 10
Philipins: 1
Sri Lanka: 2

**e-Financial Inclusion & Livelihood : 25**
India: 23
Sri Lanka: 2

**e-Governance : 58**
Bangladesh: 1
India: 55
Sri Lanka: 2

**e-Infrastructure : 9**
India: 7
New Zealand: 1
Sri Lanka: 1

**e-Inclusion : 22**
India: 22

**e-Localisation : 12**
India: 10
Japan: 1
Nepal: 1

**e-News& Media : 30**
Bangladesh: 5
India: 22
Sri Lanka: 3

**e-Science& Technology : 7**
India: 6
Bangladesh: 1

**e-Business& Enterprise : 63**
Afghanistan: 1
Bangladesh: 4
India: 48
Japan: 1
Nepal: 1
Sri Lanka: 8

**e-Entertainment : 13**
India: 9
Nepal: 1
Sri Lanka: 3

# Category Wise Winners with Country Wise Break-Up

**Community Broadcasting : 3**
India: 3

**e-Agriculture : 3**
India: 3

**e-Business& Enterprise : 2**
Afghanistan: 1
India: 1

**e-Travel& Tourism : 3**
India: 3

**e-Education& Learning: 2**
India: 2

**e-Environment : 1**
India: 1

**e-localisation : 1**
India: 1

**e-Governance : 3**
India: 2
Sri Lanka: 1

**e-Health : 3**
India: 3

**e-Inclusion : 2**
India: 2

**e-Infrastructure : 3**
New Zealand: 1
India: 2

**e-Financial Inclusion &**
Livelihood : 3
India: 3

**e-News& Media : 2**
India: 1
Bangladesh: 1

**e-Culture& Heritage : 2**
India: 1
Bangladesh: 1

## Category Wise Finalist with Country Wise Break – Up

**e-Agriculture : 1**
India: 1

**e-Business& Enterprise : 2**
India: 1
Nepal: 1

**e-Culture& Heritage : 1**
India: 1

**e-Education& Learning : 2**
Bangladesh: 1
Sri lanka: 1

**e-Entertainment : 3**
India: 3

**e-Financial Inclusion & Livelihood : 2**
India: 2

**e-Governance : 1**
India: 1

**e-Health : 1**
India: 1

**e-Inclusion : 3**
India: 3

**e-Infrastructure : 3**
India: 3

**e-localisation : 4**
India: 4

**e-News& Media : 1**
India: 1

**e-Science& Technology : 1**
India: 1

**e-Travel& Tourism : 5**
India: 3
Indonesia: 2

## Category Wise Special Mention with Country Wise Break-Up

**Community Broadcasting : 2**
India: 1
Sri lanka : 1

**e-Agriculture : 1**
India: 1

**e-Culture& Heritage : 1**
India: 1

**e-Financial Inclusion & Livelihood : 2**
India: 2

**e-Governance : 1**
India: 1

**e-Localisation : 1**
Nepal: 1

**e-News& Media : 2**
Bangladesh: 1
India: 1

**e-Science& Technology : 1**
Bangladesh: 1

# INDIA STATE -WISE NOMINATIONS

Andhra Pradesh: 36

Assam: 4

Bihar: 4

Chandigarh: 1

Chhattisgarh: 4

Delhi: 49

Gujarat: 23

Haryana: 21

Himachal Pradesh: 3

Jammu and Kashmir: 1

Jharkhand: 5

Karnataka: 43

Kerala: 13

Madhya Pradesh: 10

Maharashtra: 69

Manipur: 3

Meghalaya: 6

Nagaland: 3

Orissa: 5

Punjab: 2

Rajasthan: 17

Tamil Nadu: 12

Tripura: 1

Uttar Pradesh: 38

Uttarakhand: 6

West Bengal: 14

## THE MANTHAN AWARD SOUTH ASIA & ASIA PACIFIC 2012 : WINNERS' LIST

### e-Agriculture
- Soil Based Plant Nutrient Management Information System for Kerala - INDIA
- Nokia Life - INDIA
- e-Agriculture - INDIA

### e-Business & Enterprise
- Paywast - AFGANISTAN
- Rural ERP - INDIA

### Community Broadcasting
- Voice of Gurgaon Community Radio Station - INDIA
- Salute to Second Innings - INDIA
- 90.4 MHz Henvalvani Community Radio - INDIA

### e-Culture & Heritage
- enajori.com - INDIA
- Amader Kishorgonj - INDIA

### e-Education & Learning
- NIOS Online - INDIA
- CLT e-Patashale - INDIA

### e-Environment
- Bijli Bachao - INDIA

### e-Financial Inclusion & Livelihood
- Inclusive growth with financial inclusion and livelihood - INDIA
- NaukriSMS - INDIA
- RuralShores Business Services - INDIA

### e-Governance
- MPOnline - Online Assessment Examinations for Patwari Recruitments - INDIA
- IVRS (Interactive Voice Response System) based Daily Monitoring System: A Revolutionary Approach for Mid-Day Meal Scheme - INDIA
- ICTA Mobile Portal - SRI LANKA

### e-Health
- Megh Sushrut (Health Management Information System â Cloud Version) - INDIA
- PharmaSecure Verify My Medicine Service - INDIA
- Health Help Center - ICT Healthcare Helpline and Emergency Management System - INDIA

### e-Inclusion
- Craft of Gujarat: Website for Industrial Extension Cottage-Indext-C - INDIA
- Holistic Model for Employment of Persons With Disability - INDIA

### e-Infrastructure
- OneBeep - NEW ZEALAND
- BASIX Convenience Outlets (BCOs) - INDIA
- National eGovernance Service delivery Gateway (NSDG) - INDIA

### e-Localisation
- Multi-Lingual Platform for Digital Devices & Applications - INDIA

### e-News & Media
- Chai with Lakshmi - INDIA
- Rural Visual Journalism Network (RVJN) - BANGLADESH

### e-Travel & Tourism
- All Events in City - INDIA
- Hornbillfestival.com - INDIA
- Roads Less Travelled - INDIA

## THE MANTHAN AWARD SOUTH ASIA & ASIA PACIFIC 2012: FINALISTS' LIST

### e-Agriculture
- Livelihoods 360

### e-Business & Enterprise
- Tripura Bamboo and Cane Development Centre(TRIBAC)
- Improving Livelihoods of Rural Farmers through ICT Enabled and eServices Integrated MFIs

### e-Culture & Heritage
- Rongmeivoice.com

### e-Education & Learning
- Champs21.com
- Web Patashala

### e-Financial Inclusion & Livelihood
- Beam Money Private Limited
- Banking services at the doorstep of rural communities in the un-banked rural area of North East

### e-Entertainment & Games
- RockeTalk
- Vodafone Mobile Box office
- TV Buddy

### e-Health
- Angels Health Private Limited

### e-Inclusion
- Women Entrepreneurs on the Web (WeOW)
- Online Voting System (OVS)
- Standardisation of District Portal with Web CMS

### e-Infrastructure
- Solar Computer
- txtWeb, Intuit
- Aakash/Ubislate series of Low Cost tablets

### e-Localisation
- KHANDBAHALE.COM
- Development of Text to Speech System in Indian Languages
- FUEL Project
- Development of Tools Technologies & Resources for North East Languages

### e-News & Media
- News4education, Shiksha News

### e-Science & Technology
- Sation magazine

### e-Governance
- RTI NATION

### e-Travel & Tourism
- Official Tourism Website of Gujarat
- Thrillophilia.com
- BaliBaliBeach.com
- LombokIndonesia.org
- Traveltechie.com

# Warm acknowledgement to all the supporters & well wishers along with small team full of young and bright minds

## List is too long but few to start with are-

**Grand Jury Members:-** Anuraj Gambhir, Amitabh Singhal, Rajen Varada, Subho Ray, Soumya Sarkar, Desi Valli, shriyananda Rathnayake, Neelam Chibber, Sushil Pandey, Debdas Sen, Dr. Sheetal amte, Bikas Kumar Singh, V K Madhavan, Pranshu Singhal, Nandita Rao, Vijay Shimpukade, Vineeta Dixit & Virtual Jury Members who put their valuable inputs for carrying out best nominations out of 420 to a number of 219 for evaluation in Grand Jury, which comes out for 74 Finalists under 16 broad categories of the Manthan Award 2012. Meet Virtual Jury panel: Nikhil Pahwa, Rajen Varada, Amitabh Singhal, Rajnesh Singh, Pankaj Sethi, Bikky Khosla, Chitranganie Mubarak, Sushil Pandey, Madanmohan Rao, Amir Ullah Khan.

I would also like to extend my Gratitude to all our partners including .ORG, Intel, Women entrepreneurs on the Web, Vodafone, IAMAI, APC, Pearson, Internet society, Ford Foundation, NIXI, American Centre, .NGO & Special thanks to Department of information & Technology for their support throughout the event process.
Also, I would like to mention the names of our country partners & outreach partners for helping us in outreaching to the relevant group of people in various sectors.

Thank you once again & look forward to more strong association for next year.
Best Wishes
Osama Manzar & Team @ Manthan Award 2012: Neeraj singh, Ritu Srivastava, Anamika Garg, Amit Kumar Sanga, Azeem Khan, Pritam Sinha, Sapna Subba, Rohit Dhall, Ravi Kanta, Satya Prakash, Babloo Das

# 9th year of digital stories

Osama Manzar

2012 is a special year! While Digital Empowerment Foundation has entered into 10th year of its existence, the institutionalization of Manthan Award is celebrating the 9th year. These nine years of Manthan Award has not only been successful in establishing itself as unique platform, but has been uncompromised for its belief and practice to identify such innovations and projects who are genuinely working in making impact on society and communities who are otherwise ignored, left out or excluded. We are also proud that we have been able to make success out of Manthan Award without having it ever compromised, yet financially sustainable through the support of the government, private sector, and other stakeholders.

As we are celebrating 9th year, it is important to relate ourselves as to why we were formed and whether we have been on the course on the vision of the Manthan Award. The Manthan Award was formed as regional initiative of the World Summit Award, which itself was institutionalized in 2003 under the framework of United Nation's World Summit on Information Society (WSIS), with vision to work towards making the world an inclusive society by using ICT tools and digital media and make sure that we end up creating Information Society.

Since India is one of the most populated countries in the world, we also have the highest number of people suffering from information poverty and information asymmetry. Manthan Award has been making sure to identify those people and organisations who are making efforts to make information society a reality. Although Manthan Award was initiated as an India specific award, it soon expanded its reach to all the countries of South Asia, and this year it has leapfrogged to Asia Pacific also.

Besides, Manthan Award has been an incubation ecosystem for many other initiatives that Digital Empowerment Foundation has been able to conceive, implement, nurture and sustain. For example, for all the mobile specific initiatives and innovations, mBillionth Award was institutionalized in 2010, which has become one of the most comprehensive ecosystem for the identifying, rewarding, mentoring and supporting organisations who are

*The Manthan Award was formed as regional initiative of the World Summit Award, which itself was institutionalized in 2003 under the framework of United Nation's World Summit on Information Society (WSIS), with vision to work towards making the world an inclusive society by using ICT tools and digital media and make sure that we end up creating Information Society.*

using mobiles and telecom innovations to reach out to the masses and help overcome digital divide, the most important parameter for WSIS successes. While Manthan Award could boast a collection of more than 4,000 innovations and projects, mBillionth Award alone claims almost 1,000 initiatives in its database.

I must also mention that Manthan Award officially and informally considered by all stakeholders as the only platform which is about impact and results of technology integration rather than technology itself, and it is the single most exhaustive reference point if one is looking for e-content and e-service providers across platforms as diverse as governance, health, business, commerce, culture, heritage, poverty, travel, tourism, agriculture, education, language, disability, water, sanitation, media, environment, science, entertainment, news, livelihood, infrastructure and financial inclusion.

I am happy to reveal that you can look at all the nominations and best practices under Manthan Award and mBillionth Award at our new platform called Digital Knowledge Center (DKC) http://digitalknowledgecentre.in. At DKC, you can also go through hundreds of research and referral documents related to ICT for development and Digital Inclusion, including videos which have been shot right on the ground through professional film makes and researchers. We all should thank National Internet Exchange of India (NIXI) for supporting DEF to create DKC and also meeting the cost for making 50 professionally filmed video cases of those selected projects from the database of the Manthan Award.

This year is also special because Manthan Award has become a platform where lots of other institutions and organizations are coming forward to organize their own events, summits, conferences and workshops. For one more reason, 2012 is again special, because this year we enabled to bring more than 50 Panchayats to showcase their ability of use of Internet and digital tools for their benefit. Besides, hundreds of NGOs are coming under the Manthan Award umbrella where the eNGO Challenge is providing the platform to recognize those grassroots NGOs who are using ICT tools to benefit the community around them.

And, this year is also special because we got an opportunity to work with Universal Social Obligation Fund (USOF), who have taken responsibility to connect all the Panchayats through broadband. Digital Empowerment Foundation has set up Digital Literacy Mission (DLM) Centres in collaboration with Intel and trying to make sure that one adult from

each household is digitally literate. And many of them would be here at Manthan Awards to share their experience.

This year is also very special for the reason that Google has come forward to showcase, discuss and do the workshop to motivate women for entrepreneurship initiative who could take advantage of digital tools. While this year, Manthan Award is going to have 75 finalists, who were meticulously selected from almost 500 entries. We are going to felicitate 33 winners and few special mentions. And we look forward to work with them in future in terms of mentoring them or even learning from them and implementing various of our projects at their locations.

I feel proud that never in the last 9 years, we have been able to realize that our primary responsibility is the impact and essence of technology for benefiting the humankind and not technology for sale. And we are proud to report that this endeavor and this vision has been able to benefit thousands of people, organisations and stakeholders across Asia and Asia Pacific. I would like to thank each and every partner who have come forward to support 2012 edition of Manthan Award and make it possible or rather easy for Digital Empowerment Foundation to organize Manthan Award meticulously, excellently and successfully.

My special mention goes to Public Interest Registry who manage .ORG domain, Vodafone for their belief in DEF and including Manthan Award also in their portfolio, Intel for handpicking Panchayat and education as domains to support and link them to Manthan Award, Ministry of Communication & IT for their constant patronage, Internet & Mobile Association of India for being integral part of our awards and Mint for showing an absolutely new strategy to integrate digital inclusion as the integral part of the editorial decision of this second largest business newspaper of India. Additionally, I would like to mention Internet Society, Ford Foundation, NIXI (National Internet Exchange of India), American Center, National Commission for Minorities, and Pearson for supporting several summits exclusively to discuss critical topics that would help development of our communities in remote areas with the help of digital inclusion.

**Osama Manzar is Founder & Director, Digital Empowerment Foundation and Chairman of Manthan Award. He can be reached at osama@defindia.net**

# Indian local content has global relevance

Prof. Dr. Peter A. Bruck



INDIA has become a hotbed of innovation in e-content. Few other regions around the world show similar prosperity in the agile production of new formats and new applications. India stands out particularly with the digital content production of social inclusion and for closing the content gap.

All around the world rich people can buy fancy content with fantastic multimedia and full of the finest video in the slickest layout. But is this the only way the promise of the information society becoming fulfilled?

In 2003, the United Nation's World Summit on the Information Society (WSIS) defined goals for the achievement of a true knowledge society. One of WSIS' core objectives for 2013 was to bridge the digital divide, separating rich and poor countries in terms of access to telecommunication and digital networks.

Today we know that access to infrastructure is one critical issue and the provision of high speed backbones based on optical cable will influence greatly the opportunities of people in terms of education and culture, business, commerce, health and participation in government.

Yet inequalities in terms of costs persist while Internet and PCs have become pervasive for people around the globe. With six billion mobile connections worldwide, the mobile revolution has taken place. Its centres are not New York or Paris but Mumbai and Manila.

The Manthan Award has a lighthouse function in this environment. South East Asian content developers turn available technical devices into powerful knowledge tools for the masses: They create content that has a direct impact on the daily lives of millions of people. And a most positive one: e-content and net platforms support citizens in harvesting crops, transferring money, managing learning processes or starting up their businesses.

The Manthan award contributes to this dynamic by making use of the mechanisms of an independently juried contest where the best available expert views

*All around the world rich people can buy fancy content with fantastic multimedia and full of the finest video in the slickest layout. But is this the only way the promise of the information society becoming fulfilled?*

provide most valuable feed-back and assessment of quality, originality and innovation.

Manthan helps turning computers and wireless devices into empowerment tools. It encourages and connects the region's best digital 'actipreneurs', those people who are activists and entrepreneurs at the same time.

Mathan Award acts in the vision of the World Summit Award and the UN WSIS process - it puts local content into a global showcase. This has substantial impact on the diffusion of innovation. It opens up the possibility for social franchising, turning products that make a difference from local heroes to global shootingstars.

This booklet is also a source of inspiration in the battles against ICT-illiteracy.

I congratulate all those involved in the projects and thank those who have enabled them.

**Prof. Dr. Peter A. Bruck is Chairman, World Summit Award in e-Content and innovative m-Apps. He can be reached at bruck@icnm.net**

# A Note from PIR

Brian Cute

THE Public Interest Registry (PIR) continues its partnership with the Digital Empowerment Foundation (DEF) to bring more India-based non-governmental organizations (NGOs) online by providing a series of eNGO Workshops – training programs to help NGOs develop and manage an online presence – across India. As a part of that partnership, PIR is excited to co-present the 9th Annual Manthan Award, which is a first of its kind initiative in India to recognize the best practices in e-Content and Creativity. And has expanded to South Asia as wel as Asia Pacific.

The Manthan Award winners will be honoured for their successful initiatives at the International Conference & Summit on Digital Content & Services. Our presentation of this award is representative of our ongoing work with NGOs in India to increase the digital presence of Indian organizations looking to mobilize and empower their communities online. Between PIR and DEF, our two organizations are committed to educating NGOs on the importance of using Information, Communication and Technology (ICT) to help India-based grassroots organizations attain viability.

Yet, this is just the beginning. As we expand these efforts to the global stage, PIR continues to make a concerted effort to speak with members of the NGO community around the world to get a better understanding of their specific needs. Through PIR's pursuit of .NGO, we hope to extend this effort beyond India, enabling global NGOs to further carve out their niche online with an exclusive platform they can call their own. It's imperative to educate the NGO community worldwide of the importance of being ICT-enabled so that they can increase the visibility and awareness of their causes both at the national and global level.

PIR would like to congratulate the individuals and organizations nominated for the Manthan Award. By applying for this award, these entities have already succeeded in advancing the digital development in developing countries. The Public Interest Registry commends you on your efforts and wishes you the best of luck!

**Brian Cute is CEO, Public Interest Registry, the official managers of .ORG. He can be reached at bcute@pir.org**

# Hasten the Breaking of the Digital Divide

Jonathan Bill

THE power of the internet to transform lives and livelihoods is well documented. For most of us, access to information and services on our terms in real time and instantly anywhere is taken for granted. For many of us, remembering days without such access is difficult and we wonder how life could have been then.

However, for many in India, this is today's reality still. Whilst I can book a low cost airfare from the backseat of the taxi, most will pay a travel agent who will charge more because of their overheads and because they can. Ironically, this ticket is a once in a lifetime investment for the people who have to pay more whereas for me it is a daily routine.

In India at 10% or less internet penetration the reality is that 9 out of 10 Indians are paying over the odds for services, are still relying on word of mouth to make important decisions and have access only to news and information that is presented in mass media with all of the connotations that this brings.

The work of the DEF in trying to hasten the breaking of the digital divide and empower the bulk of India with the benefits of digital is commendable and Vodafone is proud to be associated and supporting Osama and the DEF. We are not without challenges in this most complex of commercial and regulatory environments, but the collective hopes and opportunities for a digitally empowered India are a step closer to reality thanks to DEF's work, lobbying and tireless effort.

**Jonathan Bill is SVP Innovation and Business Development, Vodafone India. He can be reached at jonathan.bill@vodafone.com**

# ICT & Entrepreneurship : Enabling change

Jayashri Ramamurti



IT is an exciting time we are living in. The last decade was the decade of telecom penetration in India. Across all walks of life once can see significant increase in productivity and gains in efficiency especially in the less privileged strata of the society.

Today, the world of Internet has thrown open unprecedented opportunities for us as a country and region to empower and transform our communities and the world. There are 120 million internet users in the country. India is the third largest internet user market in the world. By 2015, the number of internet users is estimated to scale to 300 million. Imagine the power of 300 million users leveraging technology and the internet every minute to connect and build their hopes, aspirations and ultimately their surroundings. Information & Communication Technology is ushering in a new era and we at Google, recognize the need to support and help grow this ecosystem.

ICT innovations are the need of the hour. Google is committed to bridging the digital divide that exists in this country and across the APAC region. ICT is a key driver to usher in a new era of inclusion and connectivity and empower the people of the region.

As Google turns 14 this year, we are committed to building a diverse and vibrant ecosystem for start-ups and enable current and future entrepreneurs to be successful. Entrepreneurship is going to be a key focus for us. Through our various initiatives like Google for Entrepreneurs, Women Entrepreneurs on the Web, Jagruti Yatra, Google Startup Fridays, GBus, we hope to reach out to and empower people to make an impact in their communities through and not limited to only ICT initiatives. Startups and entrepreneurs have the power to build technologies and creative solutions that transform the world and move us forward.

The empowerment that the Internet brings to the rural areas in the country can be seen from the number of searches for English education on YouTube. Basic Science and Math content being taught by experts in vernacular languages and made available through YouTube is empowering children

*Innovation in thought, innovation in technology is what we require. ICT is already creating ripples across all walks of life. The challenge and the potential lies in how we use ICT for the overall development of the world as we know it today!*

in government schools. Indic translation and typing, now available through the click of a button on the Gmail platform is helping millions take advantage of this powerful communication tool which was otherwise not an option for them.

The Manthan Awards, a first of its kind initiative in India to recognize the best practices in e-Content and Creativity, is a great forum to recognize and bring together all the success stories from across the region. By recognizing ICT innovations, Manthan is trying to foster a spirit of inclusion across the region and build a sense of community through the forum. We wish Manthan the very best in this endeavour!

Innovation in thought, innovation in technology is what we require. ICT is already creating ripples across all walks of life. The challenge and the potential lies in how we use ICT for the overall development of the world as we know it today!

**Jayashri Ramamurti is the Head of People Operations, Engg and Product, Google India.**

# Technology for common (wo)man

Debjani Ghosh



OUR era is defined by technology. The potential to provide common man and woman with access to better education, healthcare and basic services like banking is possibly the most exciting transformative feature of technology. By doing so, it empowers every citizen to be more successful, productive and contribute greatly to their families, communities and domestic economies. However, even though India has proved its mettle in the information technology domain the country's performance at providing computing technology and internet access to its citizen has been tardy. In comparison to the other BRIC countries, India's performance in technological readiness is disappointing. A strong information infrastructure is a great lever of socio-economic development because it improves delivery and access to public services and strengthens democracy by giving the citizens a platform to participate. But it can only happen in a meaningful way when government, industry and policy makers embrace it as a national agenda and drive the right set of policies to ensure every citizen has the right to access, whether shared or individual, and knows how to use it effectively.

For India to rise ahead of the pack, digital infrastructure has to become a key component of national growth with concerted efforts in four main areas. The first is the building of information superhighways or broadband networks, second, the availability of a broad spectrum of devices, third; is a content and services that can maximize the potential of increased ICT penetration and connectivity and last but not the least is wide spread digital literacy and empowerment of the citizens to enable them to be skilled enough to use this infrastructure and access for their betterment.

Building these pillars of information infrastructure will require both government and private sector participation. The policy framework has to be such that not only encourages investments in deployment of broadband network in the country but also does so in manner that it remains affordable for the end user. If the cost of access to information is out of reach for the majority, the development gains from technology cannot be achieved.

*For India to rise ahead of the pack, digital infrastructure has to become a key component of national growth with concerted efforts in four main areas: Broadband, Device, Content and Digital Literacy.*

The private sector on its part has to invest in research and development to first understand consumer needs and build products and solutions to address their needs. In today's day and age, inclusive growth cannot materialize without equal access to information. What India needs is for the government, academia, research institutes and the private sector to work together to identify ways to build out the information infrastructure in order to empower its citizens and ultimately boost economic growth.

**Ms Debjani Ghosh is Managing Director, Sales & Marketing Group, Intel South Asia. She can be reached at debjani.ghosh@intel.com**

# Changing Paradigms Reinventing Innovation in ICT from Smart Devices to Meaningful Apps

Anuraj Gambhir



DIGITALIZATION is rapidly taking on the world across a number of domains. We live in a new world that is re-inventing itself every day; our industry landscape is changing with the entrance of new stakeholders and dominance changing hands across the value web.

It is said Content (rather Context) is King! Those enabling it are Queens but the Customer and eventually end-user/consumer is the real 'King Kong' -- the ultimate stakeholder (at the centre of the value web). We are witnessing entry into a new era of control and power by the end-user like never before in a truly connected world.

An interesting trend observed is our 'personal/social life is on Facebook', our 'professional life (CV) on linkedin', our 'views on twitter' & via blogging – with that itself there is a mass transformation that our society is undergoing.

The mobile industry landscape has changed dramatically over the last decade from a value chain driven to a complex value web. There is a strong need to incorporate 'Simplexity' which is the need for Simplicity in an increasingly complex world (ref:http://en.wikipedia.org/wiki/Simplexity).

The mobile device itself has transformed from a mere communication device (the handset) to an integrated lifestyle phenomena with convergence (and also divergence to some extent) coming out of the box. One may forget their wallet, keys or watch but existence without the mobile phone is impossible! It is rightly dubbed as the ultimate intimate object! as a true extension of the network in the end-users hands. The smartphone of today has been strongly influenced from adjacent and converging industries. Overall, it has changed the way communication is perceived and used the result of which is evident with spend or share of customer wallet coming from vastly wider sources. As a tool for mass empowerment the mobile device with the right services (as a holistic solution) has greatly enriched lives and transformed the 'digital divide to digital dividend/ opportunities'.

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The 3C convergence phenomena whereby Communications, Computing and Consumer Electronics capabilities are integrating and fuzzying the boundaries of what we call a computer or a mobile phone – the smartphone/converged devices are bringing a paradigm shift in our industry. Multimedia Convergence with new forms such as video can break across language barriers, bring a high emotional connect value and reduce the carbon footprint directly impacting the environment. We are witnessing not just teenagers who have become heavy 'screenagers' but many new demographic segments are taking on the multi-screen convergence by storm. Tablets as a new category are a seen as a breakthrough consumption device.

Half of the world-wide broadband connections currently at 1.8 billion and half of the 1 billion smartphones sold in this year will come from emerging markets. Thanks to affordability along with accessibility bringing an attractive TCO (Total Cost of Ownership) for the masses.

We also note a new focus from Market Segmentation to Micro Segmentation to the Segment of One is where we are headed as services can be tailored to individual level with hyper local and hyper context as prime themes bringing meaningful solutions to the user. Mobile Apps have been amongst the most powerful innovations our industry has seen in recent times. Although there is a clutter of Apps across multiple OSs and App-stores we see several positive moves to provide meaningful and productive apps. The 'Appcessories' trend (new-age Apps enabled (/bundled) with Accessories) is also catching on like wildfire.

We are seeing that ICT enabling domains such as M-Education, M-Health, M-Inclusion, M-Governance is truly transforming economies. Major traction here is visible at BOP/MOP (Base and Middle of the Pyramid). From empowering farmers, WSHGs, under-privileged communities, students in remote areas the 'aam-aadmi' (common man) will truly be transformed into a 'e/m-nagrik' (digitally connected citizen).

There is a serious opportunity for emerging markets to leapfrog by applying highly innovative technologies for mass use ranging from 3D/AR/VR to multi-touch surface collaborative smart devices. We need to rapidly draw value from the digital clutter which seen by some as a threat is but a major opportunity. Ultimately, all that matters is not the technology but the benefits, impact (for example, livelihood) and how delightful is the end-user experience.

**Anuraj Gambhir is Strategic Advisor, Innovation & Technology at Steadworks Pvt Ltd. He can be reached at anuraj@usa.net**

# Bringing Classrooms to Life

Srikanth B Iyer



THE classroom is changing. If you're above the age of 20, it probably bears only a passing resemblance to how you learnt algebra, or the human anatomy in biology. Today's kids are the first generation that has grown up with technology, and while they are 'digital natives', grown-ups – teachers, parents and school administrators – are immigrants to this world. With a plethora of smartphones, tablets and other gadgets, children are already immersed in a world of interactive, engaging content, and their attention spans for traditional methods of engagement are diminishing rapidly.

The digital era holds tremendous promise for schools, though. On the one hand, it creates an opportunity for children to take learning in a manner that appeals to their tech sensibilities. On the other, it provides a platform to democratize education and take knowledge to the furthest ends of our country. Inclusive education can now be a reality; one where each child can be taught in a personalized manner, at his own pace. The advantage: not only do toppers excel further, but the average learning levels in a classroom are raised.
Digital board classrooms are becoming a hub of inquiry, discovery and collaboration, enabling teachers' to simplify complex concepts, providing better understanding and making learning more engaging and entertaining. Pearson Education Services, part of the world's leading learning company, Pearson, envisions an India where students, teachers, parents and schools collaborate to make knowledge ubiquitous. With this in mind, we offer DigiClass - an ICT-based classroom solution that aims at converting traditional classrooms into interactive sessions by combining state-of-the-art hardware with syllabus-compliant multimedia content. This solution employs the DigitALly application (Multimedia Enabled Syllabus Specific Course Content). DigiClass complements the Pearson ecosystem of schools' management, online tutoring, technology-enabled tutoring and test preparation to provide a child with a holistic environment aimed at nurturing academic potential and developing a generation of successful Indians.

It's said that 80 per cent of what people learn is visual. Hence, DigiClass with its technology helps the students to make learning easy and practical. DigiClass solution makes use of advanced Information

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and Communication Technology (ICT) solutions to provide a more engaging and rewarding learning experience for students and teachers. Teachers are able to move away from the traditional 'blackboard-and-chalk' method, by making use of interactive teaching tools that make learning a real life experiences. This multimedia-enabled teaching tool helps teachers to customize their teaching sessions, keeping the learners' pace in mind. This preloaded repository has several thousands of animations, self explanatory diagrams, 3D interactive animations, worksheets, quizzes, e-books and several hours of experiments, all designed to make the classroom sessions more engaging.

Along with these rich features and vast content, there are a few attributes that make DigiClass effective: compliance to Indian syllabi and locally-relevant content, and its foundation in the Cognitive Learning Approach. DigiClass provides syllabus-specific content for CBSE, ICSE, HSEB, IGCSE-I, IGSCE-M, and Andhra Pradesh, Karnataka, West Bengal, Madhya Pradesh, Rajasthan, Orrisa, Gujarat and Maharashtra state boards. It covers Kindergarten to Grade 12 and contains content for English, Hindi, Mathematics, Social Sciences, Environmental Science, Basic Mathematics, Business Studies, Statistics, Accountancy, Physics, Chemistry and Biology. DigiClass content has been developed in India, by Indians for Indian students and therefore resonates in the Indian context. It brings children to points of familiarity – seamlessly bridging what they know with what they need to learn. By associating new material with something familiar, students understand complex concepts better, and retain information for much longer.

However, technology is only as effective as the teacher using it. Teachers need to possess adequate technical knowledge to efficiently use the Internet and other technologies to enhance the classroom sessions, to create interactive classrooms and to maximise classroom learning in a limited time period. With the objective of maximising benefits of the DigiClass solution to the school, Pearson Education Services provides a comprehensive teacher training, assessment and certification programme, which leverages Pearson's global education standards and techniques.

The use of DigiClass thus not only engages students, but also empowers the teaching community to create interactive sessions where classrooms become spaces for learning and discovery, and the children under their care excel in all spheres of their K-12 experience.

**Srikanth B Iyer is COO, Pearson Education Services Pvt. Ltd. He can be reached at srikanth@edurite.com**

# Respond to emerging development challenge of climate change and environment

Sushil Pandey



IT was a remarkable experience being part of the Manthan Award grand jury 2012. I witnessed and got involved in the scrutiny of nominations, their presentations and content and observed the staggering effort and impact they have been able to make on people lives and on ground. It was equally helpful and motivating for me to look at what other people in our region are doing using ICT and development agenda. Moreover, it was inspiring to see the nominees' creativity and innovative solutions to solve the developmental challenges. I am persuaded that the ICT for development has seasoned to the point of being able to derive societal benefits. Kudos to Manthan Award orgainsers for unearthing great creativity and content!

However, I wish to emphasise that there were lesser number of down to earth initiatives in the e-environment category. Obviously then fewer winners! One of the reasons could be that environment is such a broad and cross-cutting area and in development paradigm the scope ranges from agriculture to business to infrastructure. Thereby, in my opinion, some of the applications got embedded in those categories. For instance, new business models and marketing tools providing access to market, including pricing and consumer preferences and other add-on information, where Reuters and Nokia are also behind, got filed under e-business or e-agriculture, which is rightly so, but could also have come under e-environment when we talk about informing farmers to adapt to planting as per changing climate. Similarly, geographic information systems were being used in risk assessments to identify populations and assets under threats by potential natural hazards were elsewhere categorised. Mobile applications through the use of crowd-sourcing have begun to serve as a gateway for so many e-content categories. Likewise, there were ideas where greener power sources for computing devices, which definitely focussed on reducing consumption and promoting the development of more energy-efficient devices, but it was filed under e-infrastructure. Anyway, the point that I want to make is that there is clearly a potential for

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the information and communication technology driven content to play a more crucial role in the arena of environment also. These attempts may have been low or at infancy, but they are expected to rise steadily.

Particularly, as a person passionate about the mountains and environment and as an ICT practitioner, I would like to find ICT creativity and content being able to contribute to address the problem of climate change – 'the defining challenge of our generation'. There is growing evidence about the effects that climate change has, so does the need to better understand and respond to emerging development challenges. ICT creativity and content should be able to contribute to mitigating, monitoring and adaptation to climate change also. Accordingly, Manthan Award may like to consider adding a separate category, like e-climate change to highlight and see ICT-related content and technologies emerge fast and exemplified in the area of climate change as well. I feel such an inclusion will definitely raise awareness about the role of ICT and e-content in addressing the causes and effects of climate change in our region but will also provide a place to showcase innovative examples being undertaken using ICT in the interests of environmental sustainability. This should enhance Manthan Award spirit, social responsibility and also to some extent raise awareness about the problem of our age – climate change.

**Sushil Pandey is ICT Practitioner, ICIMOD-Nepal. He can be reached at spandey@icimod.org**

# ICT: SMEs cannot afford to be laggards

Bikky Khosla



IN today's context, it's a no-brainer to say that information and communication technology is critical to success in the modern world of business. With globalization increasingly bringing in competition from across the world, we cannot just afford to shut our eyes to these new-age solutions. If we do that and our competitors don't, this would invite nothing but trouble, sooner or later. So, we have to be a part of this game, in which we also have to be fast enough just to keep up. Everyday new innovations are sending yesterday's 'wow' products to the bone yard, and this requires us to be agile to avoid being laggards in the industry.

But we are not. For quite some time now, ICT has been a buzzword for our large enterprises, but the same just does not hold true for the Indian small and medium enterprises (SMEs). ICT adoption among SMEs is still very poor, with initiatives in most of these enterprises either not existing at all or never progressing beyond fixed phone lines or fax. Millions of Indian SMEs still don't have access to the Internet, and among those who have, only a handful of them use tools like email or video conferencing in real-time on a regular basis, and probably one in a thousand thinks about using advanced enterprise software such as Enterprise Resource Planning (ERP) and Supply Chain Management (SCM).

But the world is moving fast. The old methods of doing business may still work for a while, but it is not difficult to see the fact that gradually and steadily enterprises those are not adopting ICT will suffer a competitive jolt in the wake of arrival of smarter ICT savvy businesses. As ICT has potential to improve the core business of SMEs in every step of business process, both intra- and inter-firm, by improving information and knowledge management both inside and outside the firm and thereby enhancing reliability and efficiency while reducing costs, it seems quite obvious that enterprises failing to benefit from ICT would be in the side of the losers in the long-run.

One of the prime reasons why Indian SMEs have been slow in adopting ICT is their limited ICT literacy. Firstly, small enterprises are not aware and

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sure about the potential benefits of using ICT. They are highly cost-sensitive and they fail to see any concrete benefit of using ICT. Most of them nurture the belief that ICT solutions are meant only for larger business. Secondly, some SME owners, even if they have understanding of why they should adopt ICT, often find themselves at a loss when needing to choose the appropriate ICT solution. Thirdly, limited literacy of their employees also acts as a deterrent, and finally lack of time and resources and organizational changes that need to be initiated in order to effectively adopt ICT drag SMEs' feet in adopting these technologies.

However, SMEs cannot be blamed alone. Although India has around 121 millions Internet users, the second largest in Asia followed by China, the internet infrastructure in the country is still not satisfactory in terms of reach, download speed and quality, compared to the developed nations. Still today, community service centres and cyber-cafes are the only points of access for Internet users in many parts of rural India. In addition, neither there is adequate and focussed effort from the government, both at the central and state levels, to encourage ICT adoption among SMEs. It is also worthwhile to mention that the number of ICT products tailored specifically to SMEs by private ICT solution providers can still be counted on the fingers of one hand. There is less demand for such products and, therefore, limited supply as well.

specifically to SMEs by private ICT solution providers can still be counted on the fingers of one hand. There is less demand for such products and, therefore, limited supply as well.

So, both demand and supply side issues are responsible for limited and slow adoption of ICT among Indian SMEs and these issues need to be addressed in an appropriate manner that requires a coordinated and collaborative effort on the part of the government, industry and academia in this direction. But what seems important first and foremost is that Indian SMEs need to move fast towards a higher level of awareness about ICT and the strategic significance of these technologies in creating potential competitive advantages in the marketplace. At first, adopting ICT may appear somewhat lofty and a little bumpy, but in the long run it will be well worth it. Laggards will be losers.

**Bikky Khosla is CEO, Trade India. He can be reached at bikky@tradeindia.com**

# Time to Break Free

Debdas Sen

A few years ago, noted economist and my professor Illian Mihov along with Antonio Fatas co-authored The 4 I's of Economic Growth. The paper discusses what the authors believe are the major drivers of growth in an economy. It is a fantastic read and I strongly recommend you read it online.

The first driver is the 'initial' condition of the economy. The lower the base, the higher the potential to grow.

The second is the amount of 'investment' that is made.

The third driver is around the 'institutions' in the economy and the ease of doing business. Not surprisingly, Ilian rates India low on this parameter.

'Innovation' is the fourth driver. In this paper, the driver of innovation is described to arrive once there is near saturation to 'imitate' and bridge the gap of initial condition.

The Manthan nominations this year reminded me of this paper. What struck me strongly is our phenomenal ability to innovate, as a nation. While 'necessity is the mother of innovation' the quality of work in the nominations did not only cater to the necessities, they were also a testimony to the importance we have started gaining as a nation.

It is such work that will finally catapult us into the big league as a true super economy. There is a certain gap though, in that we need to scale such innovations to professional production quality and scalable sustainable products and services. Filled in, that would surely complete the jigsaw.

The authors of The 4 I's of Economic Growth may have called our institutions weak, but the ability to leapfrog and embrace change as a nation more than make up for this. For hundreds of years we have been at the forefront of innovation and if we can rewind back in time to revive that spirit, we could move ahead at 'Bolt' speed.

The work that I saw in the nominations restores my faith in what we as a nation can do. It's the will that paves the way, 'institutions' of economy, prevailing sentiments and brain drain notwithstanding.

**Debdas Sen is Executive Director-Consulting, PwC India. He can be reached at debdas.sen@in.pwc.com**

# Technology-led Development: Reducing the Social Gap

Dr. Amir Ullah Khan

IN A country as racist and class conscious as India is, the digital world is indeed a savior. In a society that maintains a high power distance, it is ICT that has enabled a revolution. Power distance is a concept developed by Geert Hofstede that explains why in some cultures, there exists a big gap between superiors and inferior/junior group. India is understandably very high on the power distance index. As a result, those seen as junior are treated differently and poorly as compared to those seen as superior. In each face-to-face interaction this power distance exhibits itself.

There are several examples that have allowed the poor and the marginalized to access services they were denied earlier. The Mee Sewa service in Hyderabad has seen nearly 5.5 million users this year alone, and it will not be surprising if at least a third of these were small value bill payments made by people who feel far more secure working at a console than dealing with supercilious officers. The computer does not complain, does not disappear during office times and allows repeated queries being put to it which are answered with the same degree of patience.

Women using mobiles do not have to deal with lecherous men across the counter anymore. They do not even have to bother travelling distances and undertake journeys that are fraught with danger. The human touch that is often seen as missing and is lamented by the elite is actually what the poor and the lower castes shuddered at and stayed away from. Today, they stand empowered in front of a machine that treats all its clients with equal (dis)respect. The use of mobile applications by women in several SHGs is a great indicator of the success that ICT has had in empowering marginalized groups.

That is the reason behind the remarkable success of the ATMs. Anyone can withdraw any amount of money anytime. The machine does not distinguish between the large balance holder & holder operating at the minimum because withdrawal of Rs 100 or Rs 20,000 does not matter. There is no condescending teller behind the counter deciding whether you should be serviced or not based on your status, looks, skin colour or gender. Technology very simply cuts out the power distance.

**Amir Ullah Khan is Deputy Director, Bill & Melinda Gates Foundation. He can be reached at amir.khan@gatesfoundation.org**

# Government Services and ICT for Inclusion

Dr. Subhajyoti Ray



ONE of the professed aims of the Manthan Awards is encouraging inclusion and empowerment through the innovative and large-scale use of ICT. Here both innovation and large scale are important operating principles. Innovation is important because low cost, ease of use and effectiveness of use are important factors with Indian users of technology. Large scale is perhaps more important given the size of the country and its population. While impacting 50,000 people may be revolutionary in some countries, in India it is just scratching the surface! More importantly, along with large scale you also would need "customisation". How so? Take the case of language alone. If you want to make an app or provide a service on a large scale you would have to deploy it at least in 4-5 languages, each posing its unique problems. Innovation and scale, therefore, have quite a different connotation in the Indian context.

Given the scale and complexity, therefore, ICT for inclusion projects in India require deep knowledge of technology on one hand, and more importantly, deep knowledge of local requirement, taste, customs, on the other even while implementing national level projects. We often think there is a surfeit of technological knowledge in India. This is a false assumption. There is indeed a surfeit of technology implementers, but there is an absolute lack of people who create innovative technologies that are relevant to a particular context. We also think we have deep knowledge of consumer behaviour and user needs. Frankly, we do not. I would say not anymore because the scales are too large and growing: 900 million plus mobile users 150 million Internet users. We have not handled such scales before.

The key to success for increasing use of ICT for inclusion, therefore, lies in the following beliefs: a) technology does not come by courier in shiny packets. It has to be locally relevant and useful; b) user requirement and response cannot be assumed; c) there are no results without scale, and finally; d) there is no quick fix.

Based on these beliefs, I submit that in order for ICT for inclusion projects to be successful the first port of call must be large scale government projects in partnership with private companies and

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grassroots organisations. Scale, localisation and a lucid understanding and articulation of the problem statement on the use of ICT for inclusion can only come initially from the government. While innovative technology and implementation is best left to private companies and grassroots organisations. This assumption was clearly brought out by several entries at the Manthan Awards this year under the category of e-Governance. In most of the successful entries, success being defined by the parameters of innovation, usefulness, scale etc.; the government officials were directly and deeply involved in conceptualising and articulating the need and oversight of implementation with clearly identified goals and ownership. The private sector and grassroots organisations brought in low cost and effective technology through the medium of Internet or mobile and implemented the projects.

**Dr. Subhajyoti Ray is President, Internet and Mobile Association of India. He can be reached at subho@iamai.in**

# Use of New Media and Citizen Engagement

Vineeta Dixit



TODAY ICTs are an integral part of any development discourse. Unlike a decade earlier where ICTs received special mention or were specifically incorporated in a few projects to showcase ICT's capacities for significant impact, today ICTs are a fundamental element of development projects.

In recent times, Social Media has captured the imagination of world with its holy trinity of Connectedness, Community and Content. With over 2 billion users of internet and over 6 billion users of mobile phones worldwide, Internet and social media are being touted as one of the most powerful instruments of the 21st century for increasing transparency, access to information, and for facilitating active citizen participation in building democratic societies. Extensive use of ICTs in Jasmine Revolution and Arab Spring seems to be the acid test of role of ICTs in building and maintenance of vibrant democracies.

Since democratic form of government seeks to represent the will of people in governance, it is desirable that people should be able to participate in a more direct and immediate way on issues that they deem as important. In order to provide a more effective form of representation of people's will, more channels of communications need to be established between Parliament and people. The ICTs today enable such conversation in real time.

Daniel Yankelovich said Democracy is a living system that adapts constantly to changing circumstances and governments and politicians across the world are increasingly turning to new media for direct engagement with their respective constituencies. Some of the potential benefits of using this new media include enhanced pluralism in political discourse as it enables horizontal integration across geographies and other social barriers; more active participation by citizens as it frees them from location constraints of participation and enables them to contribute from wherever they are; and enhanced transparency in consultation as inputs and actions can be more easily tracked.

However, while most voices seem to agree that

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social media platforms are increasingly playing an important role in democracy by enabling giving voice to individuals, there are also apprehensions that such voices may not always play a positive role in democratic processes. One of the big challenges is to avoid propagation of unverified facts and frivolous misleading rumours that sometimes lead to tragic consequences. The other challenge is related to 'synthetic lobbying' which may skew decision making in favour of particular interest groups. And finally, as technologies enable tracking, the spectre of surveillance state is never far behind. Issues related to privacy are already being debated hotly across the world as surveillance or tracking over internet for business purposes is already common place.

There is no denying that new media today is more pervasive than ever and that it enables us to stay connected 24*7. However, in democratic discourse, use and abuse of new media is yet to be examined in depth and while there is dire need to promote as many channels of communications as possible between government and citizens, it is equally important to examine who has control over these channels and what are the implications on individual's freedom, free speech and right to privacy.

**Vineeta Dixit is Principal Consultant, NeGP-DIT. She can be reached at vineeta@negp.gov.in**

# A golden time for social techno-preneurs in India

Dr. Madanmohan Rao



THERE are more entrepreneurs in India today than at any other time in history, and many are focusing not just on technology and business domains but also social and political empowerment.

"The shift from innovation to actualisation is becoming more and more important, not only for big corporate sector companies but for small traders, tiny manufacturers (including lone home-based workers), street vendors and farm labour. Indian civil society can play a key role in making India a garden of many blooms," according to SEWA founder Ela Bhatt.

Rita and Umesh Anand, in their book "Inventive Indians," have documented many of these examples of social entrepreneurship. The balance for emerging economies to strike is between scale and sustainability – many of these can be further enhanced with the use of ICTs.

Innovations need to be put on bigger national and international platforms for replication and scale; one challenge is that many innovators are so absorbed in their immediate local objectives that they would prefer to leave issues of national awareness and policy to others in the innovation ecosystem.

Business and social entrepreneurship can be accelerated in India via more involvement of educational institutes, ICT companies, social investors, and corporate social responsibility initiatives. Some of the academic institutes such as IIM-B have been nurturing startups in their entrepreneurship centres, but the cases are few and far between and more educational institutes need to address entrepreneurship, according to V. Sridhar, author of "The Telecom Revolution in India."

Niche areas such as e-education and e-healthcare are areas with lots of potential. "It is time for unleashing the power of mobile broadband to the masses including low-cost Internet Telephony – an operators' nightmare as voice will become almost free," Sridhar cautions. Telecom is becoming more and more software centric. In today's era, content and applications are the important drivers for adoption.
Sridhar identifies notable digital players in India

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Table 1: Profiles and Achievements of Social Innovations

| Innovator/ Organisation | Activities | Impacts | Success Factors / Takeaways |
|---|---|---|---|
| Devi Shetty, Narayana Hrudalaya, Bangalore | Affordable cardiac surgery through clinics; Asia Heart Foundation | Extending quality healthcare to poorer communities | Tiered payment slabs for patients; innovative use of IT; alliances with pharma companies |
| Darshan Shankar, FRLHT | Promotion of ayurveda as part of integrated holistic healthcare | Bridging Indian and Western medicine; professionalisation of local healing | Use of IT to build databases of indigenous herbs; partnering with 'kitchen gardens' |
| Harivansh, Prabhat Khabar | Creating an independent citizen voice in news media | Exposing government corruption | Carving out an independent role for entrepreneurial journalists |
| Chetan Maini, Rewa Electric Car | Manufacturing energy-efficient cars | Promotion of clean electric cars, reduction of urban pollution | Partnering with green-friendly companies and cities |
| Anil Ranai, Janhit Foundation | Organic farming in Uttar Pradesh | Improved agricultural yields, less dependence on chemicals | Capacity building, study visits, certification, market linkages for farmers |
| Dhrubajyoti Ghosh, engineer-ecologist, Kolkata | Sewage treatment in ponds to create fisheries | Wetland conservation, livelihood for locals | Effective pond design, use of local water plants, involvement of local communities |

such as OnMobile and IMI Mobile (VAS), Hungama and IndiaGames (digital entertainment) and Flipkart (e-commerce). Start-ups should not just focus on building a web site but look at customers' pain points in totality and provide an integrated solution. Lots of government services need the help and support of start-ups to digitally enable them, opening up huge opportunities, advises Sridhar.

**Madan Mohan Rao is Research Project Director, Mobile Monday. He can be reached at madan@techsparks.com**

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# women entrepreneurs on the web

by Google

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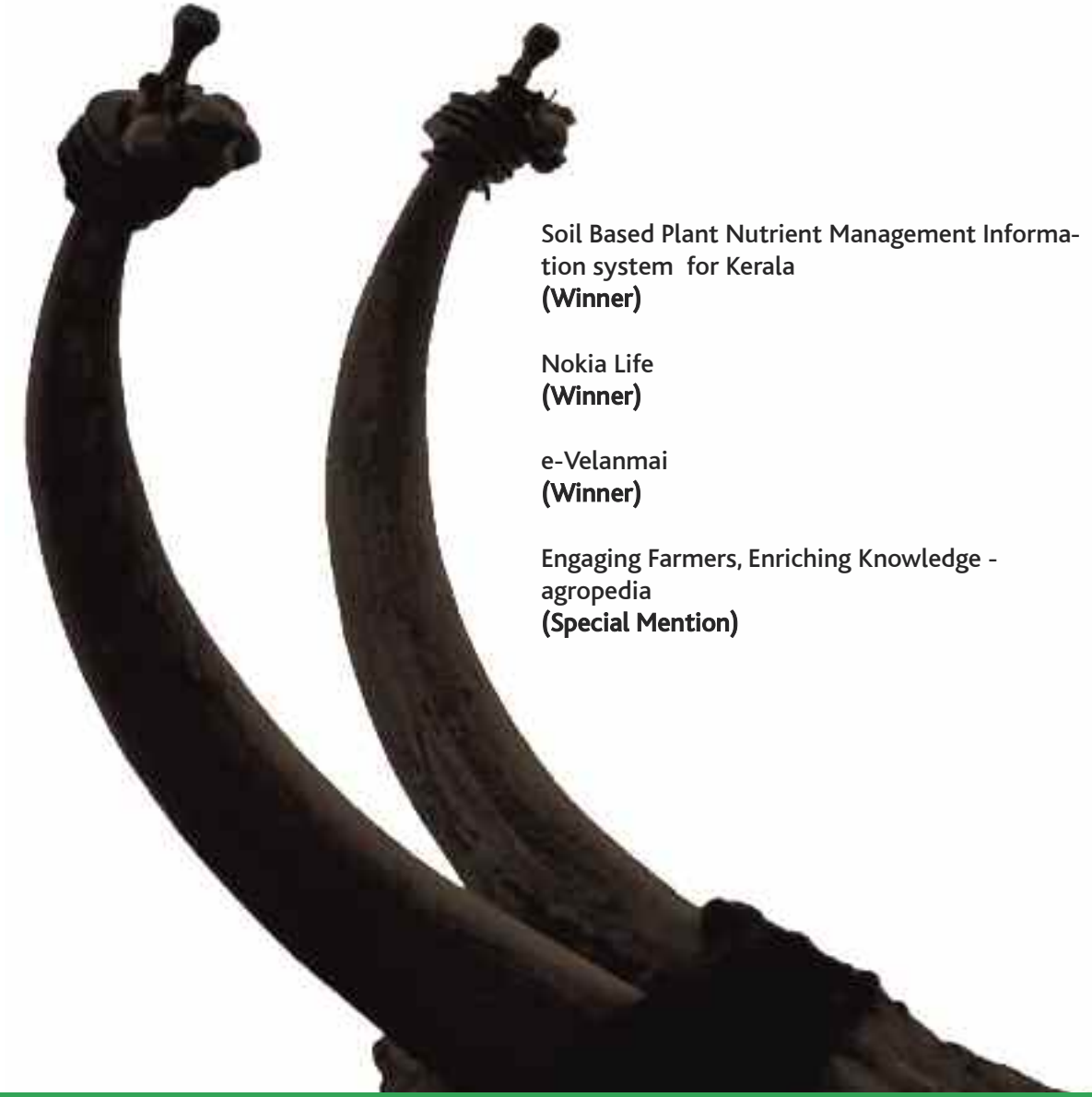
# e-Agriculture



Soil Based Plant Nutrient Management Information system for Kerala
**(Winner)**

Nokia Life
**(Winner)**

e-Velanmai
**(Winner)**

Engaging Farmers, Enriching Knowledge - agropedia
**(Special Mention)**

The objective of the project is to have an extensive analysis of micro and secondary nutrients of soil and provide ICT enabled location specific, soil nutrient expert advice for the farmers.

The Soil Based Plant Nutrient Management Information system is an ICT enabled farmer centric soil nutrient management and advisory system for Kerala. It is a multi institutional farmer centric project initiated by the Department of Agriculture, Govt. of Kerala. The soil information system has been conceptualized, designed, developed and implemented by the Indian Institute of Information Technology and Management- Kerala during the year 2011. The project has been formally launched in the year 2011 for the entire state of Kerala. The objective of the project is to have an extensive analysis of micro and secondary nutrients of soil and provide ICT enabled location specific, soil nutrient expert advice for the farmers. The real time advice has been provided to farmers in the form of a health card and the follow up sessions in the form of SMS and voice based services. Web GIS enables the scientists to make a suitable analysis and enabling a faster decision making process related to soil fertility. The initiative achieved the goal of working towards higher agricultural productivity and profitability by balancing the usage of fertilizer application for each crop and by actively and bring down the cost of production. The innovative supply of information through GIS and SMS Voice has streamlined the efficient information flow reaching farmers within a short period of time.

# Soil based plant Nutrient Management Information System for Kerala

(Winner)

**Original Title**
Soil based plant nutrient management information system for Kerala

**Producer**
Indian Institute of Information Technology and Management - Kerala (IIITM-K)

**Country**
India

**Contact**
ajithr@iiitmk.ac.in

**Media Format**
Web/CSC-based

**Language**
English and Malayalam

**www**
www.keralasoilfertility.net

Nokia Life has been built ground up for the emerging markets. It was first launched in India in July 2009 as 'Nokia Life Tools'.

# Nokia Life

(Winner)

**Original Title**
Nokia Life

**Producer**
Nokia India Private Ltd.

**Country**
India

**Contact**
natesh.b-v@nokia.com

**Media Format**
Mobile Phone-based

**Language**
12 Languages: English, Hindi, Tamil, Malayalam, Telugu, Kannada, Marathi, Gujarati, Punjabi, Oriya

**www**
www.nokia.com/in-en/life/

One of Nokia's strategic goals is mobile connectivity for the "Next Billion" users and Nokia Life is aligned with those goals.Nokia Life focuses on Livelihood and Life Improvement services delivering information vital to the daily lives of millions across emerging societies. Nokia Life delivers personalized and hyper-local information to users via their mobile phones, using SMS as the delivery channel in their own language. This service is available in English and 11 Indian languages. Nokia Life has been built ground up for the emerging markets. It was first launched in India in July 2009 as 'Nokia Life Tools' and the success from there led to expansion into China, Indonesia and Nigeria.

The vision of the project is to empower farming communities in ICT enabled sustainable and profitable farming to achieve agricultural and rural development at the micro and macro level.

E-Velanmai is an ICT based, demand driven and participatory advisory model in agriculture to empower farming communities by providing cost effective, high quality and timely farm specific agro advisory services by multidisciplinary team of agricultural scientists. The system aims at catering to the need of the farmers using ICT tools such as mobile phones, cameras, computers, internet and video call. Through the support of a field coordinator and volunteer the participating farmers are identified. The vision of the project is to empower farming communities in ICT enabled sustainable and profitable farming to achieve agricultural and rural development at the micro and macro level. The pilot was tested successfully from 2007 till 2011 within three different climatic scenarios of Tamil Nadu. To support the sustainability of the project, farmers pay a membership fee of Rs.50 to Rs.300 depending on their farm size. The initiative has fulfilled the agricultural information needs and enhanced the income and livelihood options of farmers. The project has been up scaled in 26 areas of Tamil Nadu since April 2011 and has proved to be sustainable and scalable.

## e-Velanmai

(Winner)

**Original Title**
e-Velanmai/e-Agriculture

**Producer**
Dr.C.Karthikeyan (Nominee) from Tamil Nadu Agricultural University.

**Country**
India

**Contact**
karthikeyanextn@yahoo.com

**Media Format**
ICT driven

**Language**
Tamil and English

**www**
www.evelanmai.com

# Engaging Farmers, Enriching Knowledge - agropedia

(Special Mention)

**Original Title**
Re-designing the farmer-extension-agricultural research/education continuum in India with ICT

**Producer**
Indian Institute of Technology, Kanpur

**Country**
India

**Contact**
tvprabhakar@gmail.com

**Media Format**
Web/Mobile-based

**Language**
Hindi, English, Kannada, Telugu

**www**
www.agropedia.net

**Agropedia, launched in 2008, is an attempt to infuse semantic and social networking technologies into agriculture information management to eliminate problems.**

Content availability and its intelligent organization continue to be a serious challenge in Indian agriculture. This prevents providing meaningful, efficient advice and services to farmers and other stakeholders. Thus, Agropedia, launched in 2008, is an attempt to infuse semantic and social networking technologies into agriculture information management to eliminate those problems. The project is primarily aimed to develop a knowledge management and sharing platform for Indian agricultural communities with the vision to develop agricultural content in local languages and to make it available within a digital format for the benefit of all farmers, agricultural universities and institutes. The mission is to support the agricultural community by using the knowledge and information available on Agropedia and disseminate it in the form of agro advisories powered by mobile technology. The project further aims at improving transparency about the latest research innovations within the scientific community to enhance agricultural productivity for the good of all.

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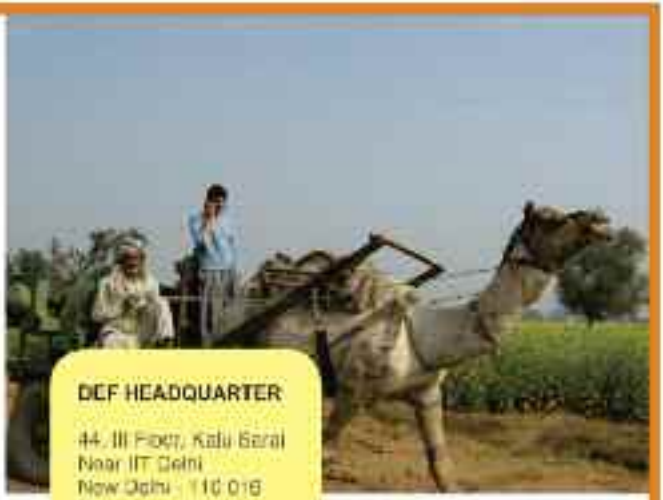
www.defindia.net




**DEF HEADQUARTER**

44, III Floor, Kalu Sarai
Near IIT Delhi
New Delhi - 110 016
Tel: 91-11-26532786/87
Fax: 91-11-26532787
Email: info@defindia.net
Web: www.defindia.net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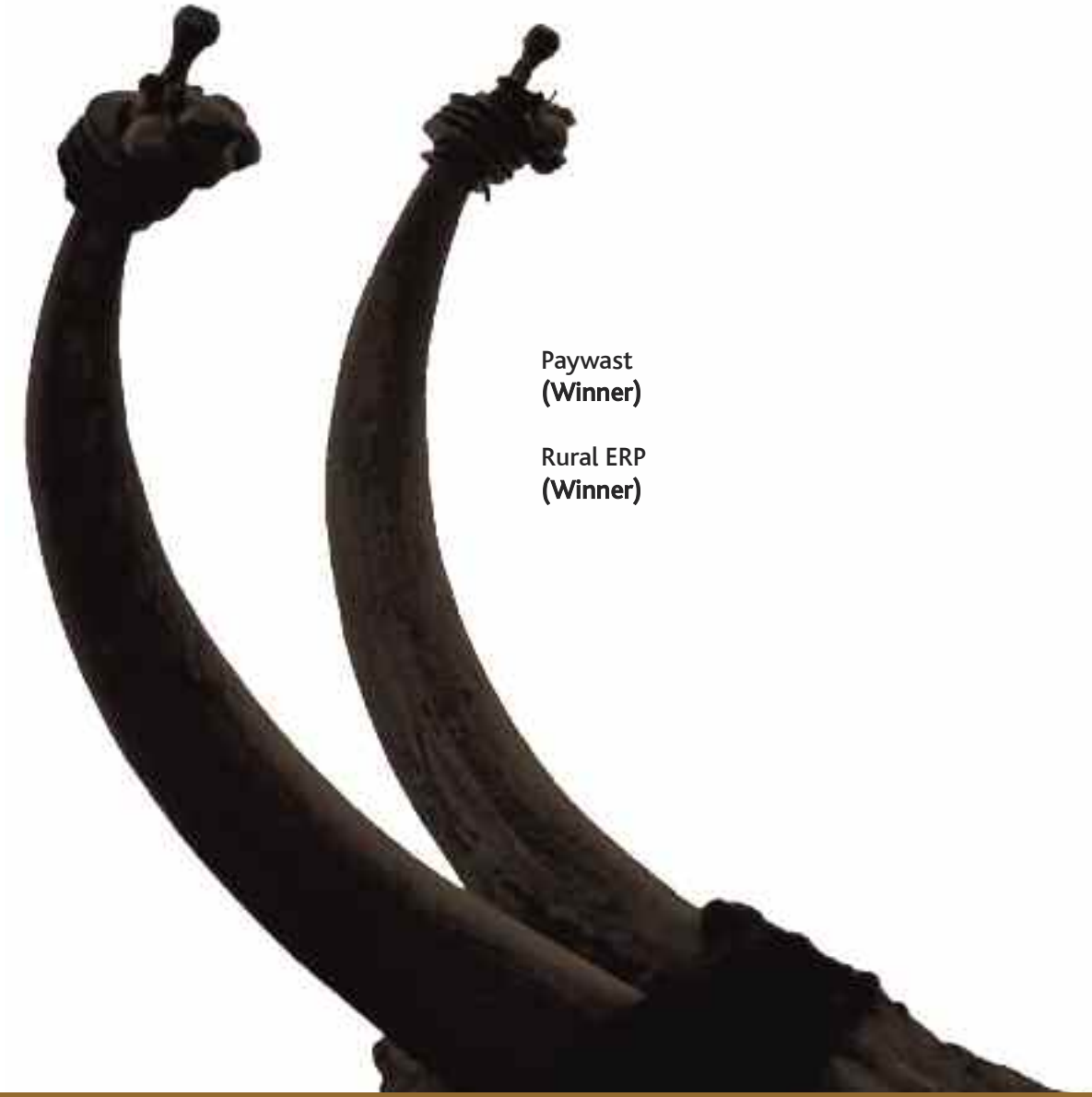
# e-Business & Enterprise



Paywast
**(Winner)**

Rural ERP
**(Winner)**

Paywast core mission is to use SMS as a means of sharing ideas and spreading knowledge and information among the people of Afghanistan by using the most robust techniques and advanced technologies.

Paywast was launched as a mobile-based social networking service in Afghanistan in January 2011. It is designed as a group messaging service to support the ability of users to join, create groups and send messages to all group members. The bulk of Paywast messaging services is used by commercial entities to create awareness for their products among the public and expand their businesses exponentially. Paywast core mission is to use SMS as a means of sharing ideas and spreading knowledge and information among the people of Afghanistan by using the most robust techniques and advanced technologies. To achieve excellence, Paywast proactively focuses on providing viable solutions to a variety of needs including offering enterprise level solutions for businesses to effectively connect with their customers and grow rapidly. In doing so, the aim of the project is to create an environment conducive for useful interactions, positive social change and economic prosperity. Paywast has become a highly desirable method of advertising among Afghan companies due to pinpoint targeting of the right group of consumers and the highly scalable advertising format. Interestingly, a vast majority of Paywast users are young, educated and middle class, presenting an extremely attractive group for service providers, consumer goods manufacturers and retailers.

## Paywast
(Winner)

**Original Title**
Paywast

**Producer**
Siamak Hashimi

**Country**
Afghanistan

**Contact**
siamak@ustronics.com

**Media Format**
Mobile phone-based

**Language**
Dari, Pashto and English

**www**
http://www.paywast.af

Rural ERP

Rural ERP differentiates itself from others through the provision of integrated content, community and commerce tools within ERP itself, providing a holistic understanding to support decision making processes.

## Rural ERP

(Winner)

**Original Title**
Rural ERP

**Producer**
Niqotin

**Country**
India

**Contact**
surjith@niqotin.com

**Media Format**
Cloud-based

**Language**
Hindi, Tamil, Telugu, Kannada, Malayalam, Marathi, Gujarati, Punjabi, Bengali

**www**
http://www.ruralerp.com

The rural ERP helps micro and small businesses to run their businesses effectively and efficiently in their local language by managing their day-to-day business activities. It functions as an Enterprise Resource Planning Application for MSMEs delivered on Cloud as a SAAS product and available in 9 major Indian Languages thus bridging the digital divide among enterprises. It caters to the need of the clients in relation to customer relationship management, product lifecycle management, human resource management, supply chain management, by offering a quality management system and financial management. No upfront investment is needed for setup, the implementation or maintenance of the infrastructure, as Rural ERP resides on Cloud and is available On-Demand (Software-As-A-Service). The entrepreneurs can access the resource from anytime and anywhere using PCs, Laptops, Tablets, Smart phones and Mobile phones. Rural ERP differentiates itself from others through the provision of integrated content, community and commerce tools within ERP itself, providing a holistic understanding to support decision making processes. The program is an important step forward with regard to providing support to small scale entrepreneurs to sustain their livelihoods.

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Abu Dhabi Systems & Information Centre

# Community Broadcasting

Voice of Gurgaon Community Radio Station
**(Winner)**

Salute to Second Innings
**(Winner)**

90.4 MHz Henvalvani Community Radio
**(Winner)**

Community Radio Mattoli (90.4 FM)
**(Special Mention)**

Jayasri Radio
**(Special Mention)**

Gurgaon Ki Awaaz is a platform for the voices of marginalized community groups in Gurgaon, such as local villagers and migrant workers as well as women and children. Over 15 lakh people belong to the radio stations are potential listener base.

Gurgaon Ki Awaaz Samudayik Radio Station 107.8MHz is a civil society-run community radio station launched in October 2009, broadcasting 22 hours a day, 7 days a week, to a 10 to 15 kilomter radius around Udyog Vihar in Gurgaon. The mobile technology makes the radio sessions very interactive and more participatory since listeners using their mobile phones are able to call in with their requests during the live programs and even listen to the station on their mobiles. The station broadcasts in Hindi and Haryanvi as well as many of the dialects spoken by migrant groups. In addition to a rich mix of folk music recorded from within this community, the station broadcasts daily live discussion programs that often connect the administration to the people, as well as programs on health, education, career counseling, entrepreneurship, issues surrounding migration, legal rights, financial inclusion and more. Gurgaon Ki Awaaz is a platform for the voices of marginalized community groups in Gurgaon, such as local villagers and migrant workers as well as women and children. Over 15 lakh people belong to the radio stations are potential listener base, and the widespread access to mobile telephony has allowed thousands of listeners to connect with the radio station.

# Voice of Gurgaon Community Radio Station

(Winner)

**Original Title**
Voice of Gurgaon Community Radio Station

**Producer**
The Restoring Force

**Country**
India

**Contact**
arti@trfindia.org

**Media Format**
Web-based Glocal Radio & Community Radio on 107.8MHz FM

**Language**
Hindi, English, Marathi, Gujarati etc.) Hindi, Haryanvi

**www**
www.trfindia.org

# Salute to Second Innings

(Winner)

**Original Title**
Salute to Second Innings

**Producer**
IMS Noida

**Country**
India

**Contact**
vchabaria@gmail.com

**Media Format**
Web-based Glocal Radio & Community Radio on 90.4 FM

**Language**
Hindi

**www**
www.salaamnamaste.in

For example the program features grassroot people like auto-drivers in a show called "Noida Ke Sarthi" where auto drivers host the show to educate Noida citizens about the traffic in the area.

Salute to Second Innings is a program hosted by the Community Radio Station Salaam Namaste which strongly believes in incorporating people from the community and society whose voices often remain unheard. The main vision of the Radio station, founded in 2009 is to become the Voice of the Voiceless. For example the program features grass root people like auto-drivers in a show called "Noida Ke Sarthi where auto drivers host the show to educate Noida citizens about the traffic in the area. Following the same concept Salaam Namaste initiated a show with senior citizens called "Second Innings ko Salaam ". This is a weekend based show hosted by senior citizens and the most popular community RJs are Noida's sector 61 based Dadi, Kamlesh Mahajan, a 65 year old lady who is enthusiastic and takes vital interest in all aspects of life .She hosts the show along with different other senior citizens who can share valuable experiences and knowledge with the community. Guru Jee-Peetambar Dutt Sundrayal, a 86 year old retired government official who became a master in Bhartiya Yoga Sansthan in 1984. In the show he gives Yoga and meditation tips along with health knowledge to listeners of all ages and the "Yoga-daddu" has acquired a big fan following with people also call up to ask heath tips.

The radio station greatly contributes to making unheard voices heard and to solve the everyday problems important to the communities in reach of the radio station.

The roots of Henvalvani Community Radio, Chamba in Tehri district in Uttarakhand, were laid in September 2001 when a group of young rural youth came together in an attempt to find a distinct voice of their own. The Himalaya Trust, an NGO based in Dehradun conducted radio training sessions with the group, teaching them the basics of recordings with the goal to especially focus on highlighting the needs of their local communities. For the group members, making topical programs and airing the in the hill villages, was a first step towards an information revolution. Not having any steady platform to air their programs from, the group initially used to narrowcast its programs, with group members traveling from village to village encouraging people to come, listen, contribute and join the discussions after airing them program. After twelve years of groundwork, the station finally got its broadcasting license in 2012 and began broadcasting on the 3rd of March. Since its inception, Henvalvani has worked on various kinds of programs, all contextual and community centric in nature like awareness campaigns, for example, programs documenting traditional practices, environmental history and people's movements in the valley, health issues, stories of migration to the cities and many more. The radio station greatly contributes to making unheard voices heard and to solve the everyday problems important to the communities in reach of the radio station.

# 90.4 MHz Henvalvani Community Radio

(Winner)

**Original Title**
90.4 MHz Henvalvani Community Radio

**Producer**
Aastha Jan Kalyan Evam Vikas Samti

**Country**
India

**Contact**
henvalvanicr@gmail.com

**Media Format**
Community Radio on 90.4 FM

**Language**
Hindi, Garhwali

**www**
www.henwalvani.org

# Community Radio Mattoli (90.4 FM)

(Special Mention)

**Original Title**
Community Radio Mattoli (90.4 FM)

**Producer**
Radio Mattoli 90.4 FM

**Country**
India

**Contact**
radiomattoli@gmail.com

**Media Format**
Web-based Glocal Radio &Community Radio on 90.4 FM

**Language**
Malayalam and Tribal Dialects (Paniya, Vetta Kuruma, Adiya, Kaattu Naikka)

**www**
www.radiomattoli.com

**Radio Mattoli is currently broadcasting 16 hours a day, from 6am to 10pm. The reach of Radio Mattoli covers 85% of Wayanad District, having a population of 8,16,558.**

Community Radio Mattoli (90.4 FM) is an undertaking of Wayanad Social Service Society in Kerala. Radio Mattoli started its operation on June 1st, 2009, with the prime objective of becoming a credible source of information that has direct and immediate relevance to the community. Catering to the varied information requirements of various communities, Radio Mattoli is currently broadcasting 16 hours a day, from 6am to 10pm. The reach of Radio Mattoli covers 85% of Wayand District, having a population of 8,16,558 lakhs. The management of Mattoli vests with a committee consisting of people representing different section of society while the key objectives are to provide a platform for the marginalized community to raise their concerns, to enhance the knowledge 'spectrum' of the community and to cater to the information requirements of the society with the goal to bring positive change. The radio station attributes special attention to marginalized communities, for example farmers, tribes, dalits, women and children receive an opportunity to speak out and be heard.

The over 1.5 million Sri Lankan citizens working outside the country often hooked on Jayasri Radio which has developed into a platform for Sinhala entertainment as well as cultural nursery.

Jayasri Radio is an internet radio station which commenced operations on the 1st of July 2009. Jayasri is aired in Mavithhara and Piliyandala, Sri Lanka and broadcasted to the entire world. It was able to advance itself to the number one position amongst other web radio stations broadcasting from Sri Lanka via the internet. The major success can be attributed to the fact that Jayasri Radio broadcasted shows simultaneously on various popular web sites throughout the day or even round the clock. The program of Jayasri Radio is famous for its diverse and rich content which especially serves a segment of population who in Sri Lanka and abroad yearns for news from their country and place of birth and origin. The over 1.5 million Sri Lankan citizens working outside the country often hooked on Jayasri Radio which has developed into a platform for Sinhala entertainment as well as cultural nursery. It shows how important it is for migrants living abroad to stay connected to their place of origin on a regular basis.

## Jayasri Radio

(Special Mention)

**Original Title**
Jayasri Radio

**Producer**
Jayasri Radio

**Country**
Sri Lanka

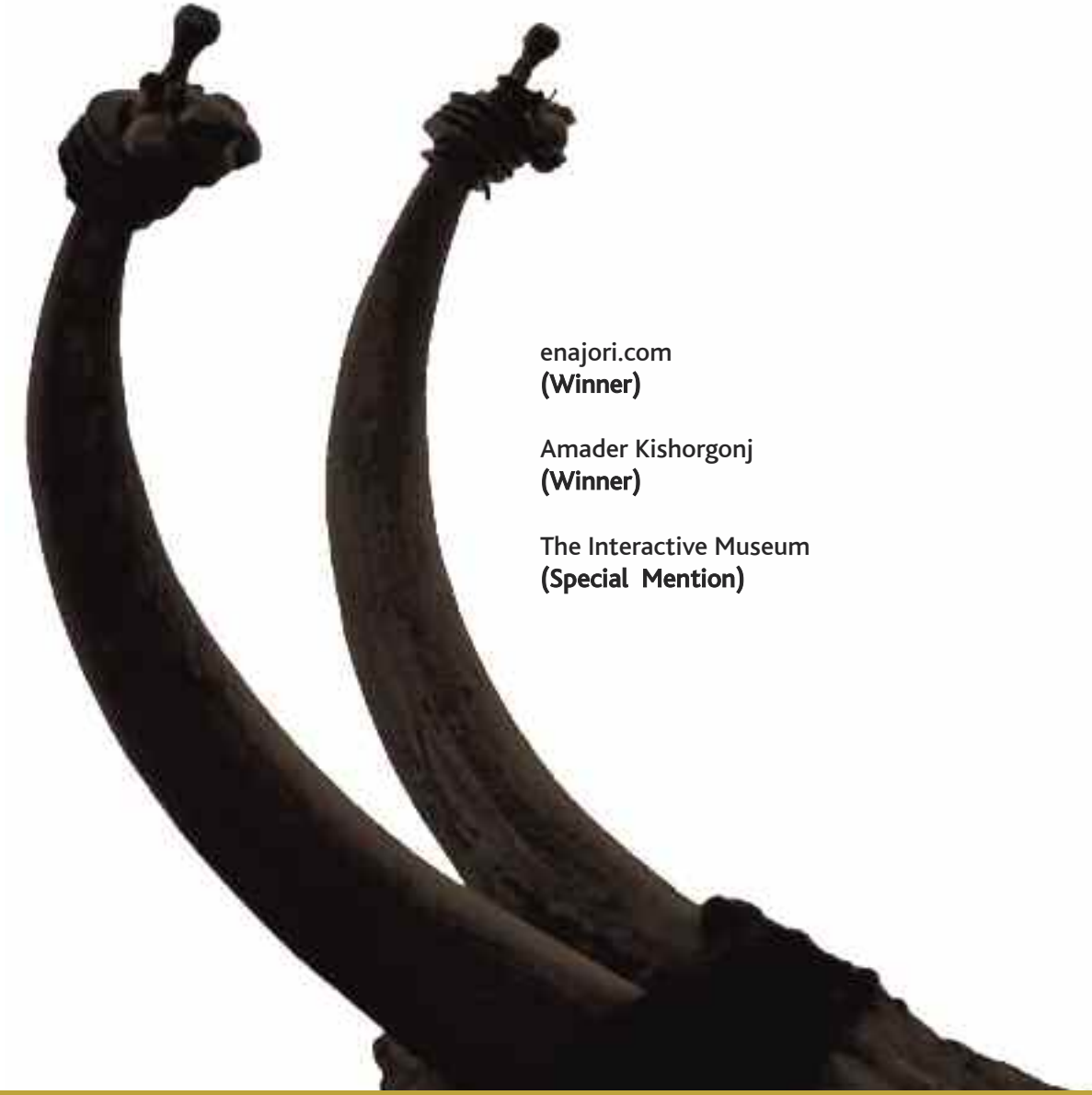
**Contact**
srinim@sltnet.lk

**Media Format**
Web-based Glocal Radio

**Language**
website - English / Sinhala
Broadcasting - Sinhala

**www**
www.jayasriradio.com

# e-Culture & Heritage



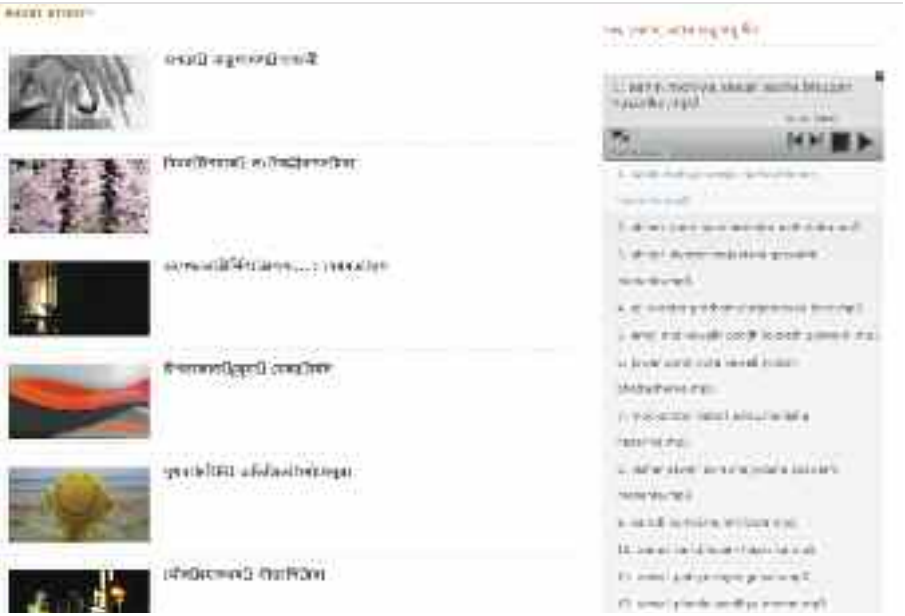
enajori.com
**(Winner)**

Amader Kishorgonj
**(Winner)**

The Interactive Museum
**(Special Mention)**

Through the world of internet, the online magazine covers topics such as the Assamese golden era of music, cinema and literature along with current issues of interest related to modern writings, wildlife and tourism.

Enajori.com is the first online monthly bilingual magazine from Assam, launched in March, 2010, which has asserted itself to one of the most popular websites of the region with monthly average hits of 1.5 lakh readers. The aim of the project is to showcase Assam's rich and diverse culture represented through its various ethnicities as well as diversity in language and religion. The online portal delivers a full database of Assam. Through the world of internet, the online magazine covers topics such as the Assamese golden era of music, cinema and literature along with current issues of interest related to modern writings, wildlife and tourism. The vision of this website is to create a single platform wherein the entire population of Assam, in its entire cultural and artistic splendor, is presented in a humble attempt to put Assam's rich culture and heritage on the world map. The website is an innovative attempt to inform people around the world about the state of Assam and its unique culture and history. This monthly bi-lingual e-magazine also serves to forge and maintain a link with non-resident Assamese people who are scattered around the world. It supports the process of keeping the rich cultural heritage alive and facilitates tourism as an additional source of income and livelihood option for the citizens of the state.



## enajori.com

(Winner)

**Original Title**
enajori.com

**Producer**
enajori.com

**Country**
India

**Contact**
himjyoti84@gmail.com

**Media Format**
Web-based magazine/Wordpress

**Language**
English & Assamese

**www**
www.enajori.com

The information collected is very innovative since it includes even culture, such as music along with geography, geology, climate and floods and further covers broader topics related to environment, conservation, news, migratory birds, economy, tourism and the Haor people's life style.

# Amader Kishorgonj

(Winner)

**Original Title**
Amader Kishorgonj/আমাদরে কশি·োরগঞ্জ

**Producer**
kishorgonj.com

**Country**
Bangladesh

**Contact**
frazersan@yahoo.com

**Media Format**
Web/Portal-based

**Language**
Bangla

**www**
www.kishorgonj.com

This project has been launched with the goal to retrieve hidden historical and cultural information from the Haor Area, a wetland ecosystem in the North Eastern part of Bangladesh. In a country where one third of all area can be termed as wetlands, the Haor basin nevertheless stands out as an internationally important wetland ecosystem, which is situated in Sunamganj, Habiganj and Moulvibazar districts. It is a mosaic of wetland habitat, including rivers, streams and irrigation canals and large areas of seasonally flooded cultivated plains. Through the web based application kishorgonj.com a huge amount of information has been collected about a natural habitat on the edge of extinction. The online initiative helps to preserve a one of the most valuable eco systems in Bangladesh. The information collected is very innovative since it includes even culture, such as music along with geography, geology, climate and floods and further covers broader topics related to environment, conservation, news, migratory birds, economy, tourism and the Haor people's life style.

Chatrapati Shivaji Maharaj Museum in 2011 introduced the use of touch screen based interactive features to overcome the restrictions in the museums for the visitors to virtually handle, play, visualize, engage and learn from the interactive museum.

The museums in India are losing popularity among children, students and tourists due to the passive, restrictive, non-informative and uninteresting presentation of exhibits. The museum officials observed that visitors quickly pass through the galleries without learning much about the Indian cultural heritage and history. To change the situation the Chatrapati Shivaji Maharaj Museum in 2011 introduced the use of touch screen based interactive features to overcome the restrictions in the museums for the visitors to virtually handle, play, visualize, engage and learn from the interactive museum. The Human-Centered Design and Computing Group has developed the "Interactive Museum", as a touch screen applications for kiosks whereby the design of the interactive features of the application is based on a survey consisting of interviews and field observations of museum visitors. Information is provided in Marathi, Hindi and English using interactive objects, playful games, puzzles and 3D visualizations related to the thematic galleries like the Harappan Civilization, Miniature Paintings, Coins or Sculpture. The interactive museum is extensively used and relished by hundreds of visitors like children, parents, students, teachers and tourists every day. The interactive games, multimedia arrangements and visualizations are built on a user interface and user experience, e-content and interactive software which renews an interest in learning about Indian culture and heritage among wide sections of society.

## The Interactive Museum

(Special Mention)

**Original Title**
The Interactive Museum

**Producer**
The Interactive Museum

**Country**
India

**Contact**
dinesh@cdac.in

**Media Format**
Touch Screen Kiosk-based

**Language**
Marathi, Hindi, English

**www**
www.hcdc.cdac.in

# e-Education & Learning

NIOS Online
**(Winner)**

CLT e-Patashale
**(Winner)**

The admission process in NIOS is 100% online due to which the content of the NIOS website is designed learner friendly, simple and accessible.

The institution for Open Distance Learning is using ICT as a major strategy towards reaching the unreached and providing the quality support to NIOS learners especially to people with a disability. The NIOS Online project has brought convenience to its learners and introduced user friendliness into the basic operations of NIOS in the area of admission, examination and accreditation and enhanced the quality of the support services to its learners. The NIOS has its own web portal www.nios.ac.in for dissemination of information and for providing online citizen centric services as a major initiative of good governance. The admission process in NIOS is 100% online due to which the content of the NIOS website is designed learner friendly, simple and accessible. The website provides complete information about NIOS with rich content and in the process the NIOS Online project has brought convenience to its learners and client group, transparency in the basic operations of NIOS in the area of admission, examination and accreditation and enhanced the quality of the support services to its learners.

## NIOS Online

(Winner)

**Original Title**
NIOS Online

**Producer**
National Institute of Open Schooling (NIOS)

**Country**
India

**Contact**
ss.jena@nios.ac.in

**Media Format**
Online/Web-based

**Language**
Bilngual (English & Hindi)

**www**
www.nios.ac.in

CLT India

# CLT e-Patashale

(Winner)

**Original Title**
CLT e-Patashale

**Producer**
CLT India (Children's Lovecastles Trust)

**Country**
India

**Contact**
bhagya@cltindia.org

**Media Format**
Online/Web-based

**Language**
English and Kannada

**www**
www.cltindia.org

**The program connects kids across classrooms for collaborative learning; uses interesting multi-media content to make concepts more clear and uses the white board for additional explanations.**

The CLT e-Patashale Live online initiative was launched in January 2011 and provides teaching to rural schools without access to qualified teachers, especially those to teach science, for example math or English. The programs objective aims at acknowledging the fact that children in remote villages are excluded from access to high quality teaching due to the lack of qualified teachers in the majority of rural government schools. The program uses technology to substitute the real presence of teachers and connect qualified personal from the CLT Hub to many remote classrooms simultaneously. Since, these are live teaching sessions, as opposed to broadcast, the teachers can address problems in real time situations. The content used is localized, to map the learning styles of rural children, cost-effective, scalable and replicable. This mode of learning for the children is many-folded. The teacher is online and teaching lessons are prescribed by the Department of Education. The program connects kids across classrooms for collaborative learning; uses interesting multi-media content to make concepts more clear and uses the white board for additional explanations. Contextually 'Distance Learning' is used for higher education in India. But the strength of the initiative lies in the strong belief that the need of the day is to connect qualified teachers to rural kids all over the county.

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http://defindia.net/

.org

http://www.pir.org

.NGO

a Public Interest Registry initiative

http://pirengo.org/

# e-Environment

Bijli Bachao
**(Winner)**

Bijli Bachao has been started with the vision of empowering consumers with useful information and tools to help them understand their electricity consumption and learn ways to reduce the same.

Bijli Bachao is the outcome of a need to learn and spread the importance of saving electricity to everyone who uses it. It is well known that in our country the supply of electricity doesn't match with its demand. Coupled with this is the problem of CO2 emission and climate change associated with electricity generation. On the other hand rising electricity bills are becoming a matter of concern for many Indian households. Efficient use of electricity offers a win-win solution to both the issues. Bijli Bachao has been started with the vision of empowering consumers with useful information and tools to help them understand their electricity consumption and learn ways to reduce the same. The idea essentially is to make energy efficiency 'a cool product'. The website www.bijlibachao.in features more than 100 articles and 5 online software tools to help consumers understand their electricity bills, make the right decisions with regard to purchase and use of electricity consuming appliances and to know about various electricity efficient technologies available in the market. The initiative attempts to educate consumers about efficient ways of handling and using different electricity appliances. The website has covered almost all appliances including air conditioners, refrigerators, water heaters, fans, televisions, computers, lights, ovens, DVRs, pumps and many other items.

## Bijli Bachao

(Winner)

**Original Title**
Bijli Bachao

**Producer**
Bijli Bachao

**Country**
India

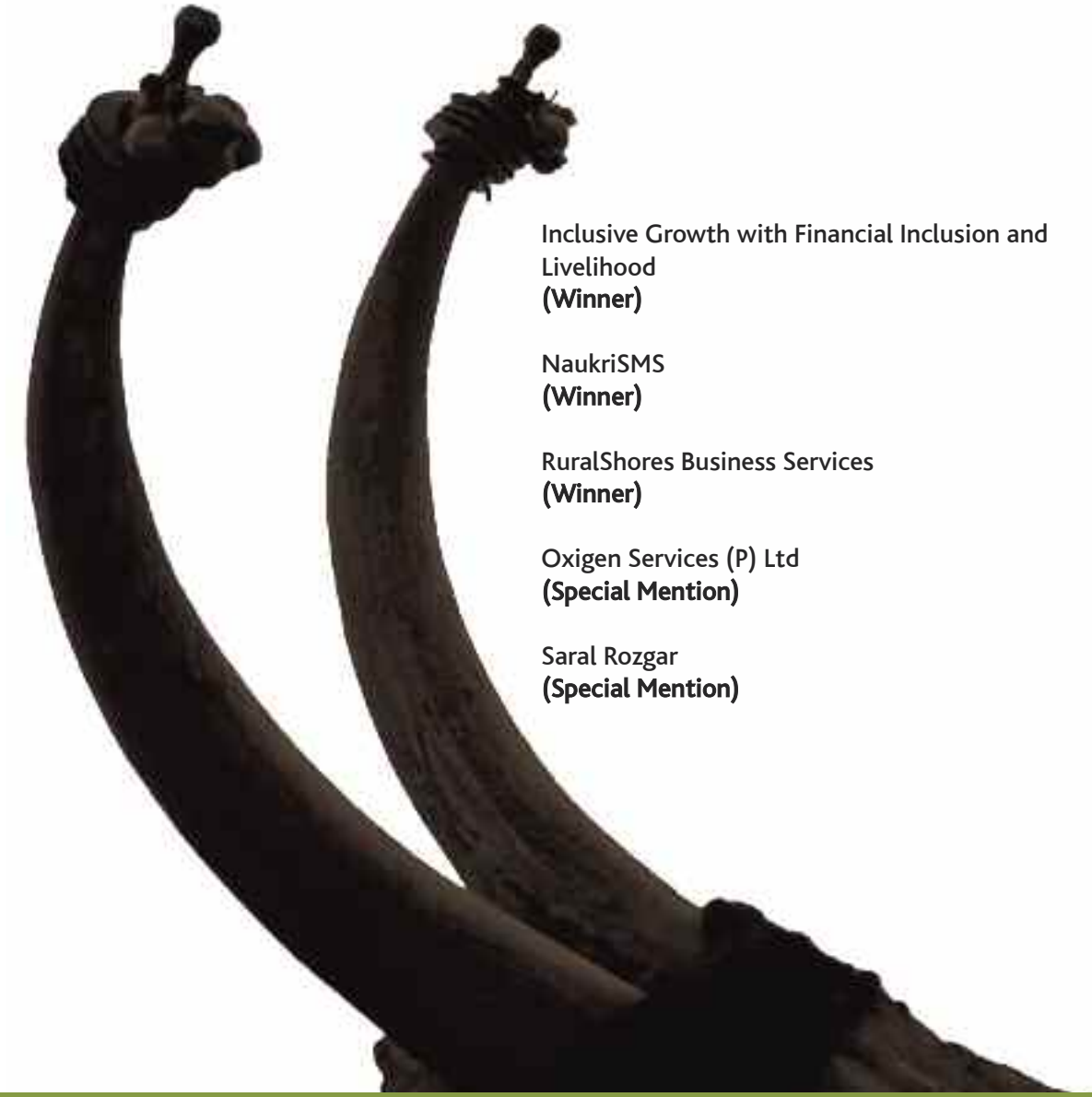
**Contact**
abhishekjain@bijlibachao.in

**Media Format**
Online & Mobile-based

**Language**
English

**www**
www.bijlibachao.in

# e-Financial Inclusion & Livelihood



Inclusive Growth with Financial Inclusion and Livelihood
**(Winner)**

NaukriSMS
**(Winner)**

RuralShores Business Services
**(Winner)**

Oxigen Services (P) Ltd
**(Special Mention)**

Saral Rozgar
**(Special Mention)**

The services delivered by AISECT Centers acting as BCs include account opening in CSC Kiosks, deposit and withdrawal from accounts and Micro Finance.

AISECT has partnered with the Government for setting up 2926 Common Service Centers (CSCs) in Madhya Pradesh, 1487 in Chhattisgarh and 585 CSCs in Punjab as banking services increasingly becomeing a basic social and economic necessity, AISECT currently works as a Business Facilitator (BF) as well as a National Business Correspondent (BC) for State Bank of India. Under the Financial Inclusion Scheme, AISECT is extending hassle-free savings, loan facilities and other banking services at an affordable cost to the under privileged and unbanked population. The twin objective is to ensure greater financial inclusion and increasing the outreach of the bank combined with the need to substantially increase the market share in the rural and semi urban areas. The services delivered by AISECT Centers acting as BCs include account opening in CSC Kiosks, deposit and withdrawal from accounts and Micro Finance. As a Business Facilitator, AISECT Centers are generating business for the bank from the communities living in and around the centers and are booking business to the nearest linked branch. To round up services which enhance the quality of life by offering premium collection services in semi-urban and rural India, AISECT has also joined hands with ING Life Insurance.

# Inclusive Growth with Financial Inclusion and Livelihood

(Winner)

**Original Title**
Inclusive Growth with Financial Inclusion and Livelihood

**Producer**
AISECT

**Country**
India

**Contact**
pandit@aisect.org

**Media Format**
Kiosk based

**Language**
Hindi and local language of Madhya Pradesh, Chhattisgarh and Punjab

**www**
www.aisect.org

# NaukriSMS

(Winner)

**Original Title**
NaukriSMS

**Producer**
PGC Infotech (India) Private Ltd

**Country**
India

**Contact**
sangeetha@naukrisms.in

**Media Format**
Mobile phone-based

**Language**
Hindi, Tamil, Telugu, Kannada

**www**
www.naukrisms.in

**The central objective of the initiative is to bridge the digital divide since most of the workers are semi-literate and find it difficult to read newspaper to find out about available job options, suitable employers or skill training.**

NaukriSMS started in May 2009 aiming at the development of skills to ensure sustainable livelihood option. It supplies unskilled workers from the unorganized sector with voice and text based information on employment and corresponding skill training possibilities. The mobile and internet facilitated IP technology using Live Connect allows the registering, searching and connecting of employers and employees for the sake of mutual benefit. The central objective of the initiative is to bridge the digital divide since most of the workers are semi-literate and find it difficult to read newspaper to find out about available job options, suitable employers or skill training. In addition they are not well networked and traveling in search for employment is expensive and time consuming. The pilot started in Tiruppur to service 72,000 citizens and was later expanded to the entire state of Andhra Pradesh benefiting about 10,00,000 people. On the common platform job providers and seekers are able to communicate to each other for real time information exchange benefiting both. Since 2012 the initiative has been expanded to Karnataka and currently operates in Hindi, Tamil, Telugu and Kannada. The services offered by NaukriSMS include the registration and profiling of employment seekers, the provision of training and the connection to companies and individuals in search of adequate personal.

The central vision of the program is to take employment to the people to reduce livelihood induced migration from rural areas to cities.

Rural Shores Business Services is a rural-focused socio-commercial initiative inaugurated in June 2008 dedicated to creating employment in villages all over India through its mission of establishing Rural Business Process Outsourcing (Rural BPOs) centers. The central vision of the program is to take employment to the people to reduce livelihood induced migration from rural areas to cities. The educated youth in rural India have few job opportunities in their places of origin and often have to leave their families behind to migrate to the cities in the hope of making a decent living. However in many cases they are not able to fit into the city culture and are hardly able to make ends meet. To avoid such scenarios the initiative intends to assimilate rural youth into the Knowledge Economy through Sustainable Process Outsourcing and connect rural and geographically excluded areas to corporate India. The initiative aims at the establishment of Rural Shores Centers in each of the 500 rural districts of the country thereby providing sustainable employment to over 100,000 rural youths by 2020. By now, Rural Shores has already successfully managed more than 30 different processes for more than a dozen clients from various industries through various rural BPO firms.

## RuralShores Business Services

(Winner)

**Original Title**
RuralShores Business Services

**Producer**
RuralShores Business Services Pvt. Ltd.

**Country**
India

**Contact**
ritu.george@ruralshores.com

**Media Format**
Rural BPO-based

**Language**
English

**www**
www.ruralshores.com

# Oxigen Services (P) Ltd

(Special Mention)

**Original Title**
Oxigen Services (P) Ltd

**Producer**
Oxigen Services (P) Ltd

**Country**
India

**Contact**
amir.hasson@myoxigen.com

**Media Format**
Outlet-based/Online

**Language**
English, Hindi

**www**
www.myoxigen.com

**The key vision is to touch lives through innovative technologies and alliances at the bottom of the customer pyramid through the delivery of business and financial services through a cost efficient platform comprising of Mobile, Web and POS delivery.**

Oxigen aims to be an instrument of financial inclusion for people operating at the bottom of the pyramid in India. The key vision is to touch lives through innovative technologies and alliances at the bottom of the customer pyramid through the delivery of business and financial services through a cost efficient platform comprising of Mobile, Web and POS delivery. Oxygen's objective is also to be a market leader in providing efficient recharge service to customers and seeks to deliver next generation services to consumers in rural and urban areas, by offering compelling business opportunities for entrepreneurs across all segments. Oxigen aspire leadership in providing Mobile commerce applications in entertainment and education and develop cost effective applications to enable access to a wide range of services encompassing banking, adult education and information access to the masses while focusing on economically weaker sections, especially in the rural areas. The initiative will especially empower rural entrepreneurs to broaden their villages' access to markets and thereby increase the affordability, accessibility and variety of products available to rural communities using accessible cost effective technology. Financial inclusion of the poorest of the poor will help to expand the business models used by oxygen and take it to a new level while at the same time meet the company's Corporate Social Responsibility obligations.

Using Saral Rozgar, especially illiterate and technology deprived employment seekers are supplied with support for the creation of resumes to apply for jobs using their mobiles.

Saral Rozgar is a mobile service which seamlessly connects skilled and semi skilled professionals to jobs of their choice. Saral Rozgar tries to create an organized market place for the blue-collared labor segment, such as drivers. The initiative presents a complete end to end ecosystem with the goal to bring all stakeholders on one platform involving job seekers and providers, agencies, NGOs and direct selling agents. Using Saral Rozgar, especially illiterate and technology deprived employment seekers will be supplied with support for the creation of resumes to apply for jobs using their mobiles. Conversely, registered employers will be able to browse through the candidates on the Web, select the matching candidates and contact them directly through automated channels. To enhance their chances to be selected for a job, house own Customer Care Executives will train the candidates and guide them through the resume creation process. The platform used is based on location wise mapping while the profile creation and job search portal is supplied with multi-language support. To keep all stakeholders using the platform informed, including employers and employees, sms alerts with constant updates on the status of the application and new job opportunities are disbursed to all stakeholders.

## SARAL ROZGAR

(Special Mention)

**Original Title**
SARAL ROZGAR

**Producer**
Canvasm Technologies ITD.

**Country**
India

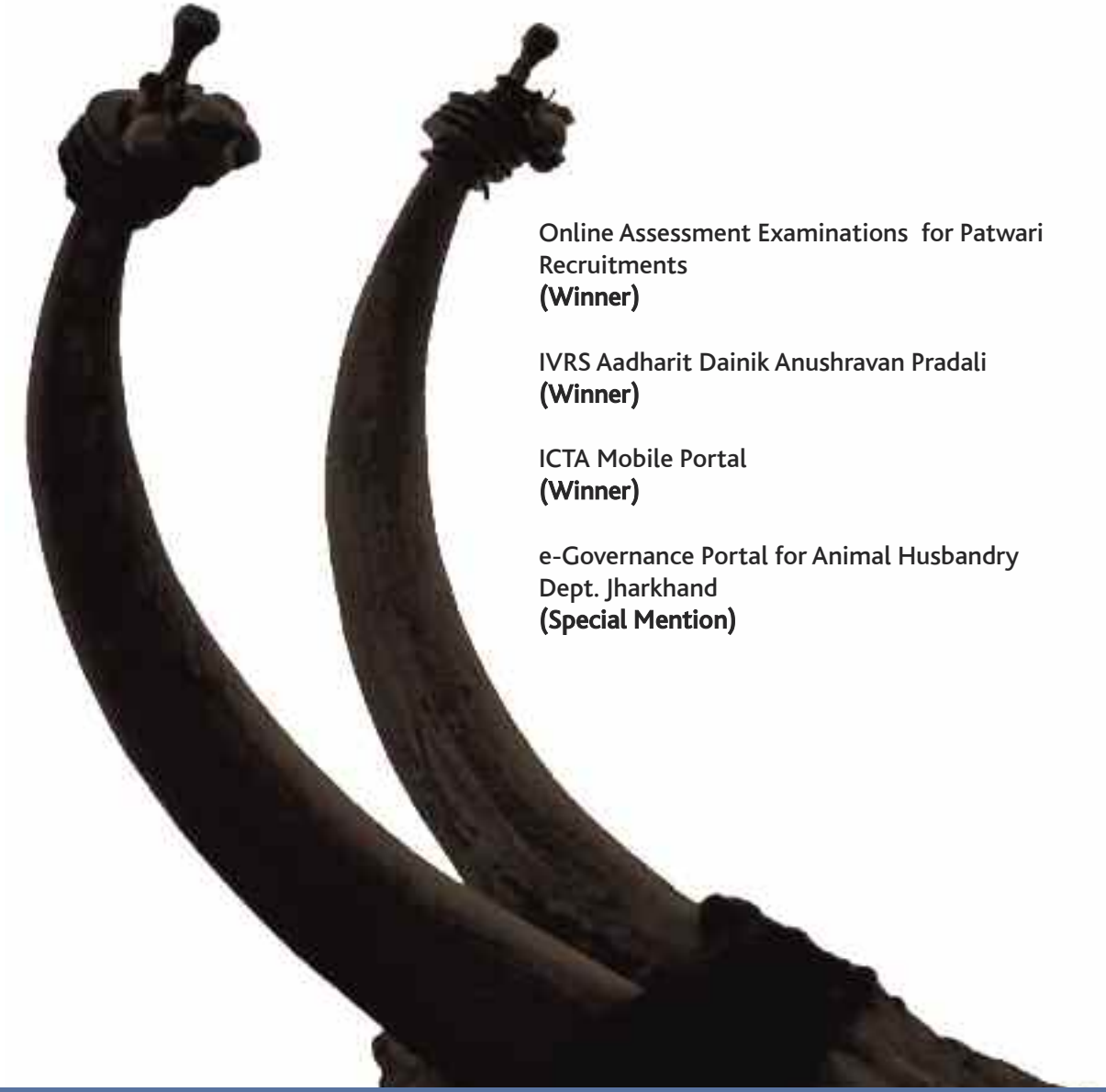
**Contact**
Nupur.saxena@canvasm.com

**Media Format**
Mobile phone-based/ Online

**Language**
Regional languages according to the state

**www**
www.solarrozgar.com

# e-Governance



Online Assessment Examinations for Patwari Recruitments
**(Winner)**

IVRS Aadharit Dainik Anushravan Pradali
**(Winner)**

ICTA Mobile Portal
**(Winner)**

e-Governance Portal for Animal Husbandry Dept. Jharkhand
**(Special Mention)**

While the manual system saw corruption charges, the present online exam was conducted smoothly, without any hitches and in the most transparent manner.

MPOnline Limited

# Online Assessment Examinations for Patwari Recruitments

(Winner)

The Patwari Online Assessment System came into existence in 2012 to free the system from the existing corruption and to ensure a smooth examination process. The goal is to conduct the Patwari exams corruption free, efficient and to provide a live example to the other Government departments. The application introduced transparency in the recruitment system as well as into the handling of RTI Queries of the candidates post exams in an effective way. It further presents an equal platform to the candidates with regard to the verification of credibility before the candidates appear for the actual exams. The entire project was envisioned to ensure transparency and smooth functioning of the entire recruitment process. Patwari Exams were held by paper and pencil mode in the year 2008 where over 1.5 lakh candidates appeared. However in the year 2011 the number of candidates has reduced due to certain technology certifications that were a part of the filtration criteria. While the manual system saw corruption charges, the present online exam was conducted smoothly, without any hitches and in the most transparent manner. As such, till now there is not even a single legal case against the recruitment process. In previous exams, the efforts put in by the department were huge thereby hampering of the normal functioning of the department.

**Original Title**
Online Assessment Examinations for Patwari Recruitments

**Producer**
MPONLINE LIMITED

**Country**
India

**Contact**
p.bhargava@tcs.com

**Media Format**
Online-based

**Language**
English and Hindi

**www**
www.mponline.gov.in

# IVRS Aadharit Dainik Anushravan Pradali

(Winner)

**Original Title**
IVRS Aadharit Dainik Anushravan Pradali

**Producer**
Mid Day Meal Authority, U.P.

**Country**
India

**Contact**
stripathi_99@yahoo.com

**Media Format**
IVRS-based

**Language**
Hindi

**www**
www.upmdm.in

The ICT based social audit monitoring of the DMS has resulted in a reduction in the number of schools where meals were earlier not served-from about 36% in Nov'10 to 6.4% in Aug'12.

Lack of accurate and timely information has always plagued the MIS of large scale government operations. The Cloud Telephony and IVRS based Daily Monitoring System has been devised by the Mid Day Meal Authority, Uttar Pradesh, as a solution to these impediments. The initiative, inaugurated in 2010, is a unique innovation, through which real time, grassroots level data is collected systematically from over 150,000 schools on a daily basis and is made available on the web for the monitoring of the Mid-day Meal scheme. The data gets automatically available on the website and helps in monitoring the progress efficiently through customized MIS/DSS. It marks a paradigm shift in the process of data collection for many and decentralized governments and even private programs. Govt. of India has already decided to use this system to monitor MDM in the whole country. The distinctive features of DMS are for example, the data collection via computerized IVR calls to the grassroots functionaries and the user of information controlling the information flow instead of the sender. Further the system enables report based monitoring. The ICT based social audit monitoring of the DMS has resulted in a reduction in the number of schools where meals were earlier not served-from about 36% in Nov'10 to 6.4% in Aug'12.

Citizens can easily download government mobile services applications to their phones or send GovSMS (Government SMS) through the ICTA mobile Portal and directly consume those services.

ICTA mobile portal was inaugurated in 2012 as a one stop shop for citizens to access government services on Mobile. It shows citizens what are the mobile services offered by each government departments and what are the services available to their mobile platform. Citizens can easily download government mobile services applications to their phones or send GovSMS (Government SMS) through the ICTA mobile Portal and directly consume those services. Hence, ICTA Mobile Portal application increased the usage of government mobile services among smartphone and tables users. It is an HTML5 based app which can be accessed from any internet enabled smartphone or a tablet PC. Additionally citizens can find information about the government organizations from the ICTA Mobile Portal. They can find contact information such as address, telephone number, fax number and even head of the department and his/her image on the portal. All the government organization data available in GIC (Government Information Center) is sync with the mobile portal using a web service. There is an administration panel to add mobile applications information to government departments in the mobile portal for each platform. Developers can host their mobile applications in their application specific app store and link those applications to ICTA mobile portal.

# ICTA Mobile Portal

(Winner)

**Original Title**
ICTA Mobile Portal

**Producer**
Information and Communication Technology Agency of Sri Lanka

**Country**
Sri Lanka

**Contact**
dilanp@icta.lk

**Media Format**
Mobile Phone-based

**Language**
English

**www**
www.mobile.icta.lk

## e-Governance Portal for Animal Husbandry Dept. Jharkhand

(Special Mention)

**Original Title**
e-Governance Portal for Animal Husbandry Dept. Jharkhand

**Producer**
Department of Animal Husbandry and Fisheries, Government of Jharkhand

**Country**
India

**Contact**
Ranjeetsh1980@gmail.com

**Media Format**
Portal-based

**Language**
English, Hindi

**www**
http://ah.jharkhand.gov.in/

It is a complete source of information for animal husbandry related promotional activities in the state as well as a platform to interact with the farmers.

In 2011 the Department of Animal Husbandry and Fisheries, Government of Jharkhand implemented a complete e-Governance Portal, for fast and efficient dissemination of information and transparency in public related services. It is a complete source of information for animal husbandry related promotional activities in the state as well as a platform to interact with the farmers. The portal had been designed in the state of the art technology, giving maximum exposure to content and interactivity. It has comprehensive information about the schemes and programs, livestock census, opportunities, promotional activities and documents related to the public. The website portal for the Department of Animal Husbandry and Fisheries has been developed to provide a rich informative and interactive arena to make farmers of the state aware about the various schemes, activities and achievements of the Department which in turn will help the department to achieve its main objective to support the farmers in a better way to enhance the animal milk, meat and fish production.

8:00 am 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 00 1 2 3 4 5 6 7:59 am

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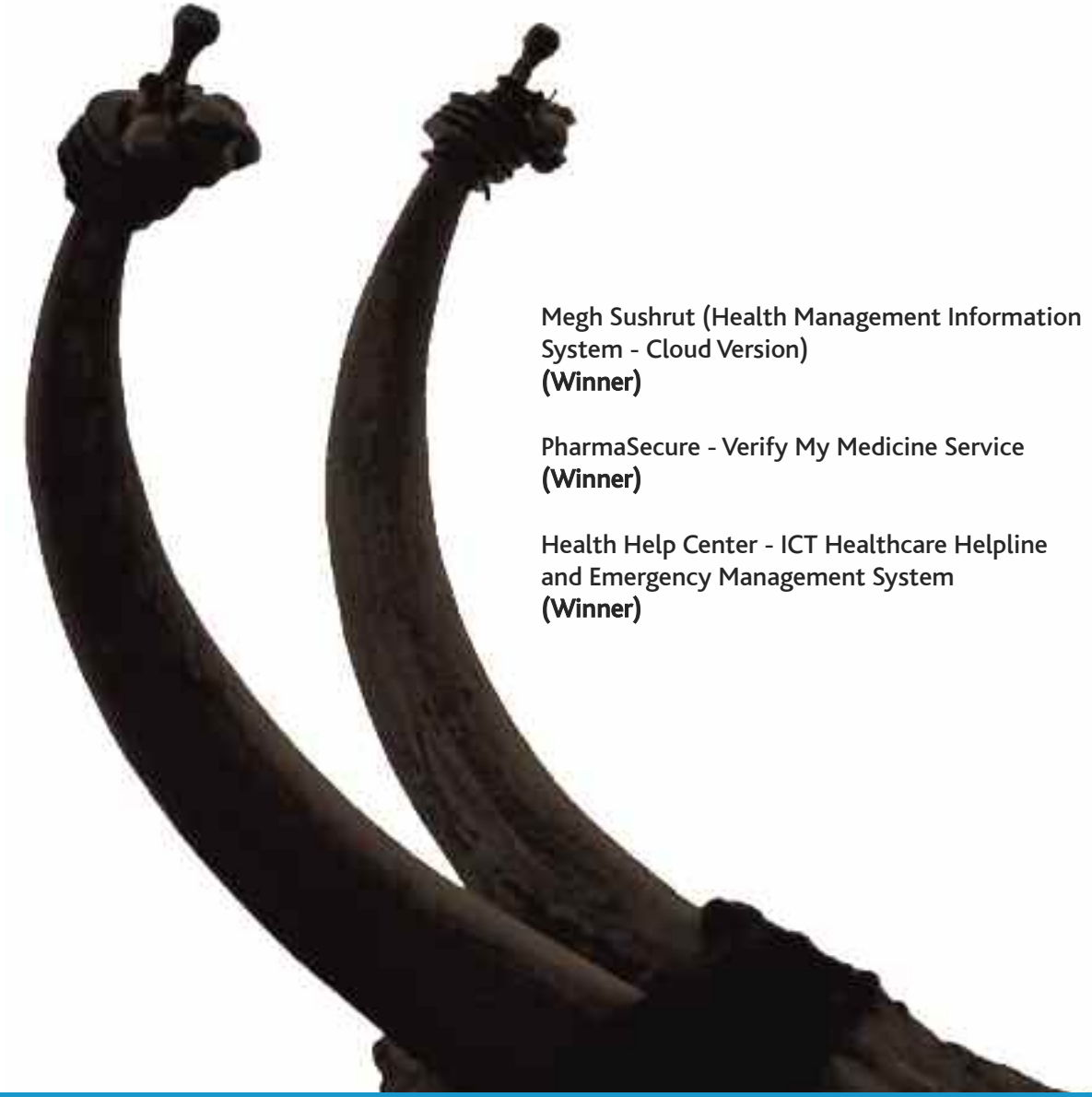
Whether it is the government data on factory output, the Reserve Bank of India's monetary policy announcement, or a judgement of the Supreme Court, you want to know about it now, which is why the Web-first philosophy is at the heart of Mint's new integrated newsroom, the first of its kind in India.

# e-Health



Megh Sushrut (Health Management Information System - Cloud Version)
**(Winner)**

PharmaSecure - Verify My Medicine Service
**(Winner)**

Health Help Center - ICT Healthcare Helpline and Emergency Management System
**(Winner)**

The connectivity between the central Data Centre and the hospital is one of the major components of the Megh Sushrut architecture.

Megh Sushrut, an ERP Solution for Health Delivery is a Hospital Information Management System (HMIS) using emerging cloud computing and software. The Application architecture is designed to operate between two sites, between the Data Centre and the Intranet set up in the beneficiary hospital. Centralized Data Center is running on 24 X 7 basis and is making the services available to multiple hospitals. The connectivity between the central Data Centre and the hospital is one of the major components of the Megh Sushrut architecture. The initiative starts at the registration desk; the first point of contact for any patient visiting the hospital where the Data Entry Operator (DEO) fills up the details of the patient through an online form. Thereafter, the patient is redirected to the room of their respective doctor, who gives consultation advice and prescribes medicines writing the results of the investigation on the registration card. The registration card is then scanned at the OPD Scanning Bay. This process helps the hospital in maintaining crucial data related to the treatment administered to each patient, analysis and monitoring of demographic health trends as well as in the issuing of duplicate registration cards in case of loss and it also facilitates offline entry of ICD information.

## Megh Sushrut

(Health Management Information System – Cloud Version)

(Winner)

**Original Title**
Megh Sushrut (Health Management Information System – Cloud Version)

**Producer**
Centre for Development of Advanced Computing (CDAC) â NOIDA
(A scientific society under Government of India)

**Country**
India

**Contact**
bkm@cdac.in

**Media Format**
Cloud/SAAS-based

**Language**
English

**www**
www.cdacnoida.in

psVerify

# PharmaSecure-Verify My Medicine Service

(Winner)

**Original Title**
PharmaSecure Verify My Medicine Service

**Producer**
PharmaSecure PAS India Pvt. Ltd.

**Country**
India

**Contact**
aacharya@pharmasecure.com

**Media Format**
SMS/Mobile/Web/Call-centre-based; Web

**Language**
English/Hindi

**www**
www.pharmasecure.com

**Any patient can authenticate a lifesaving medicine through a SMS or via a call which minimizes the risk of patients to consume counterfeit, spurious, falsely labeled or even fake medicines every day all over India.**

Pharma Secure - Verify My Medicine service, established in 2010, empowers consumers with the ability to verify the authenticity of their prescription medicines using an everyday mobile device, enabled through various channels like SMS, the connection to a Call Centre and the internet. This means that any patient can authenticate a lifesaving medicine through a SMS or via a call which minimizes the risk of patients to consume counterfeit, spurious, falsely labeled or even fake medicines every day all over India. About 300 million packages have already been secured by the Pharma Secure system in over 20 states of the country within the past 3 years. The system makes the individual identification of each package, from the supply chain right up to the retail point of sale, possible. This has been achieved by generating trillions of unique codes, labeling the packages of medicines and is finally messaged to the end consumer to verify the authenticity of their medicinal product. At the medicine manufacturing location each individual package is created whereby Pharma Secure deploys its solution right at the production lines of the pharmaceutical manufacturing plant, providing manufacturers a low cost low footprint solution with a quick turnaround and with minimal line downtime.

The services are delivered through the toll free number 112 which is accessible from mobile phones, fixed land lines and PCOs.

Health Help Center (HHC) is an Information Communication Technology (ICT) enabled health care service established in 2011 which delivers services round the clock (24/7) and presents an initiative under the Department of Medical Services, Ministry of Health in Bhutan. The services delivered include Emergency Response Services and Healthcare Helpline Services. The services are delivered through the toll free number 112 which is accessible from mobile phones, fixed land lines and PCOs. The vision of HHC is to provide access to Health Professional Services within one hour to 90% of the population by 2013, 24x7 from anywhere and anytime. The program also improves the skills of paramedics and ensures the effective use of scarce resources such as doctors and specialists. People can request the services either in English or Dzonkha and the initiative aims at providing countrywide, equal, efficient and cost effective access to health care professionals and facilities throughout Bhutan. This counts particularly for any medical emergency but also to make medical advice and information about any medical presentation available around the clock to empower the citizens to manage their health at an optimal level.

PRO-HEMNS

# Health Help Center - ICT Healthcare Helpline and Emergency Management System (Winner)

**Original Title**
Health Help Center - Dial 112

**Producer**
Procreate Techno Systems Pvt. Ltd.

**Country**
Bhutan

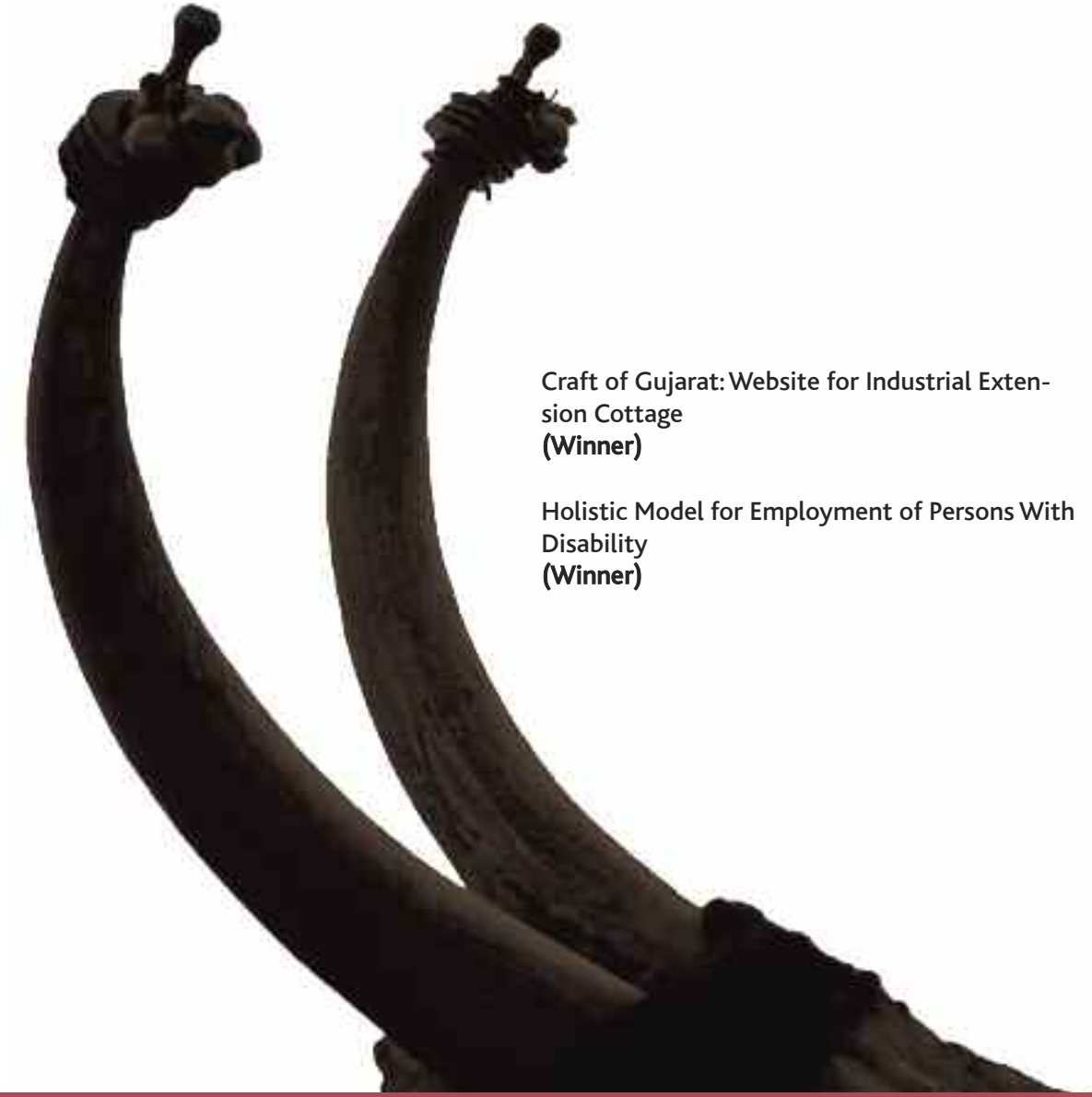
**Contact**
hari_kaja@pro-hemns.com

**Media Format**
Mobile/Fixed line/ PCO-based

**Language**
English & Dzongkha (Bhutanese Local) representation in English

**www**
http://www.hhc.gov.bt/

# e-Inclusion



Craft of Gujarat: Website for Industrial Extension Cottage
**(Winner)**

Holistic Model for Employment of Persons With Disability
**(Winner)**

The online portal is beneficial to artisans in terms of saving costs with regard to setting up of physical stores to sell their art products.

The initiative started in 2009, envisaged a web portal to connect rural craftsmen to consumers across the globe. Carefully and thoughtfully collected data has resulted into a structured and uniform database of artisans, their talent and products. The online portal is beneficial to artisans in terms of saving costs with regard to the setting up of physical stores to sell their art products. The portal also provides a holistic exposure of artists to the entire world whose talent was earlier exclusively hidden in fairs and exhibitions. An innovative key feature of the website is the artisan search engine wherein artists can be searched based on a combination of different factors like name, type of craft and location. The portal allows the consumer to navigate to craftsmen's products through various craft forms, product categories, and geographical location and connect with the artisan directly. The portal has around 300 registered artisans and more than 900 products are listed on the platform. The efforts behind the portal are spread even beyond the web presence. The artisans have been trained to get maximum benefits out of their web presence. They have also been trained about receiving inquiries by SMS and acting upon the same.

# Craft of Gujarat: Website for Industrial Extension Cottage (Winner)

**Original Title**
Craft of Gujarat: Website for Industrial Extension Cottage - Indext-C

**Producer**
Industrial Extension Cottage-Indext-C

**Country**
India

**Contact**
exdire-indext-c@gujarat.gov.in

**Media Format**
Web/Portal-based

**Language**
English

**www**
www.craftofgujarat.com

# Holistic Model for Employment of Persons With Disability

(Winner)

**Original Title**
Holistic Model for Employment of Persons With Disability

**Producer**
Enable India

**Country**
India

**Contact**
shanti@enable-india.org

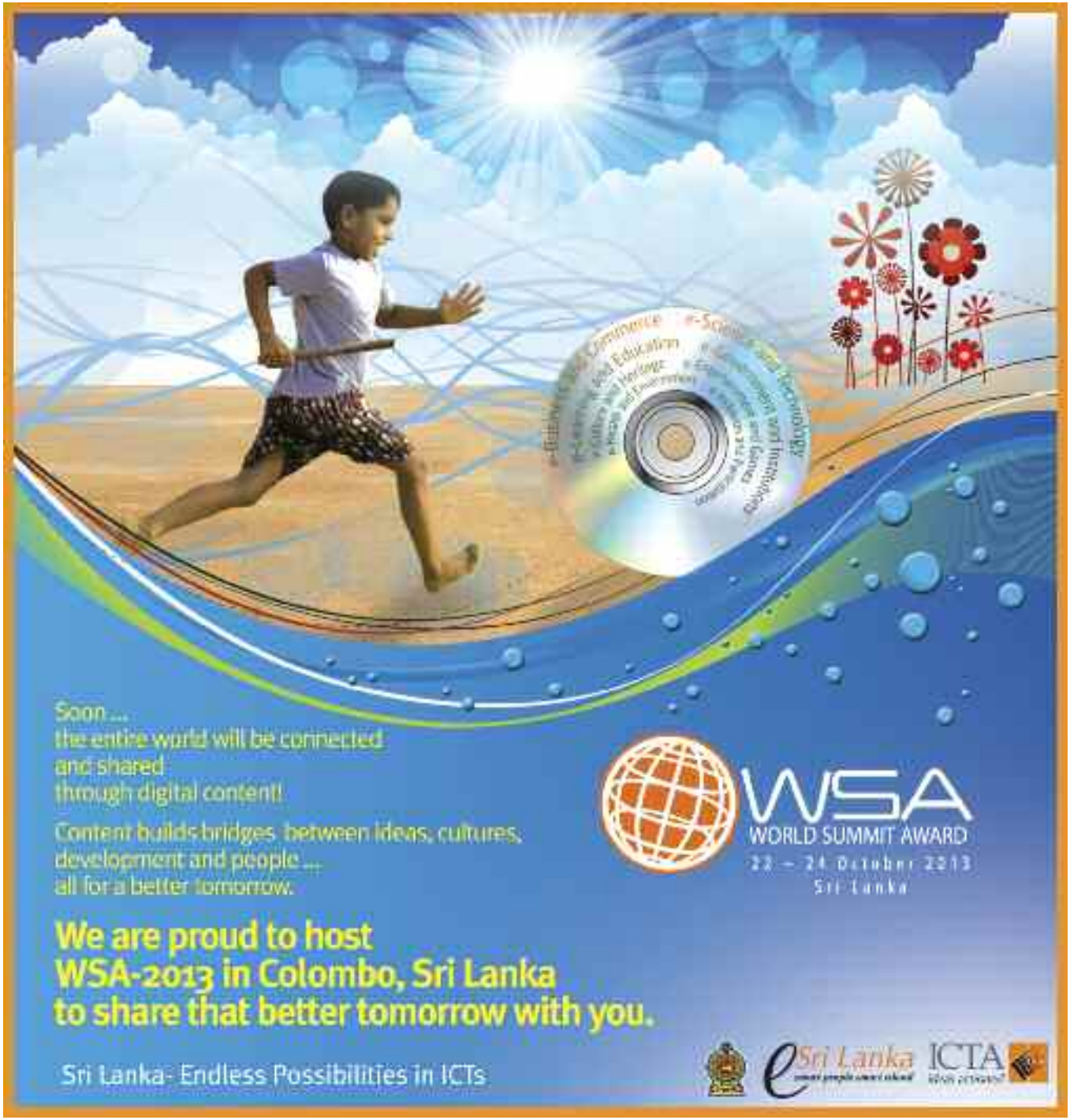
**Media Format**
Web/Portal-based

**Language**
English

**www**
www.enable-india.org

**The vision is economic independence and dignity of persons with disability such as visually, hearing and physically disabled as well as those suffering of muscular dystrophy, cerebral palsy, mental illness and intellectual disability.**

The initiative was started in 2004 and aims at bringing people with disability into gainful employment. The vision is economic independence and dignity of persons with disability such as visually, hearing and physically disabled as well as those suffering of muscular dystrophy, cerebral palsy, mental illness and intellectual disability. This vision has been achieved through the application of a holistic model which aimed at creating and forecasting demand (via a business case), developing the supply of candidates with disability, providing simple but innovative workplace solutions to enable the person with disability to work in companies. To achieve these goals it was necessary to forge collaboration with companies to provide services to enable placements for the active inclusion of person with disability on the one hand and to create awareness about those services to candidates and their eco system to enable their economic independence. The technology used consists of Centralized ERP software which enables the entire lifecycle of the holistic model from the maintenance of the company relationship history, to company vacancies, managing the tasks and services for companies, to candidate management from profile to their history to their training. The project could be realized in more than 300 companies and has enabled the candidates to earn money in dignified employment.


Soon ...
the entire world will be connected
and shared
through digital content!
Content builds bridges between ideas, cultures,
development and people ...
all for a better tomorrow.
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We are proud to host
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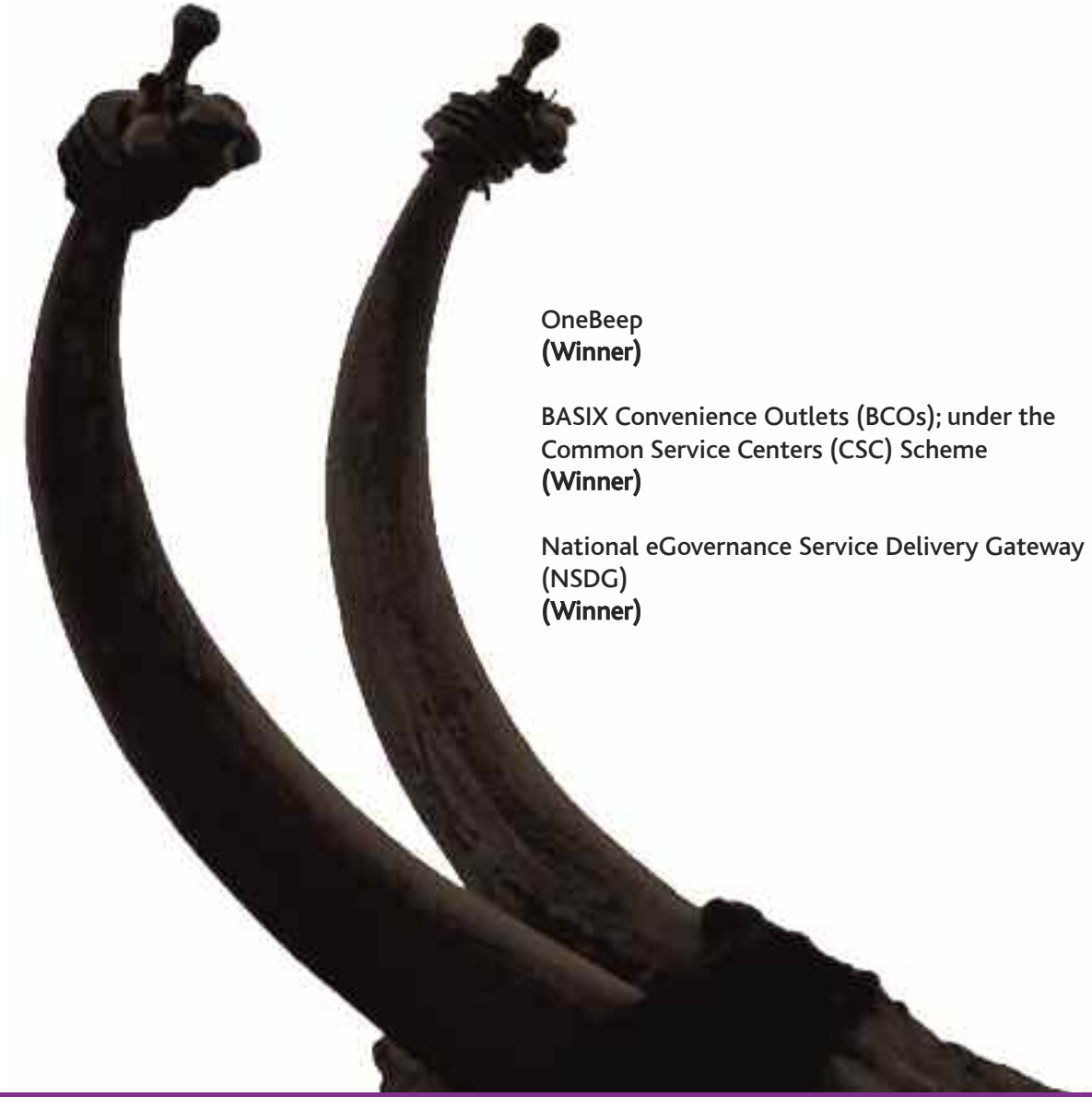
to share that better tomorrow with you.
Sri Lanka- Endless Possibilities in ICTs
eSri Lanka
ICTA

# e-Infrastructure



OneBeep
**(Winner)**

BASIX Convenience Outlets (BCOs); under the Common Service Centers (CSC) Scheme
**(Winner)**

National eGovernance Service Delivery Gateway (NSDG)
**(Winner)**

Using OneBeep's software any digital file can be converted to audio, which is then sent via radio waves. This can be received on any AM/FM radio, which passes it on to the laptop via an inexpensive audio cable.

Areas way beyond broadband infrastructure and phone lines are the target of low-cost computers into poor communities. However there is a major and fundamental problem. A large percentage of the devices are in remote regions where there is no existing internet or any other method of information transfer. These devices are digitally disconnected and have no way of receiving new updated information, or native language content. They are unable to utilize the potential of the digital world. The OneBeep solution addresses the problem and offers solutions. OneBeep has developed an inexpensive and robust method to send digital content to these devices. Using OneBeep's software any digital file can be converted to audio, which is then sent via radio waves. This can be received on any AM/FM radio, which passes it on to the laptop via an inexpensive audio cable. The file is then converted back to its original form once it has been received on the devices. As every village has AM radios, a low- cost way to beam out daily lessons, health material or other information over long distances has been created.

# OneBeep

(Winner)

**Original Title**
OneBeep

**Producer**
OneBeep

**Country**
New Zealand

**Contact**
vinny@onebeep.org

**Media Format**
AM/FM Radio-based

**Language**
English

**www**
http://onebeep.org

# BASIX Convenience Outlets (BCOs); under the Common Service Centers (CSC) Scheme (Winner)

**Original Title**
BASIX Convenience Outlets (BCOs); under the Common Service Centers (CSC) Scheme

**Producer**
Bhartiya Samruddhi Finance Limited (BASIX)

**Country**
India

**Contact**
mohd.riaz@basixindia.com

**Media Format**
Web/CSC-based

**Language**
English, Bengali

**www**
http://csc.subk.co.in

These centers are positioned as e-infrastructure that is within easy access of everyone in the gram panchayat and it is manned by a local villager who is trained by BASIX to become an entrepreneur (VLE).

The Common Service Centers (CSC) scheme started in 2010 is a part of the National e-Governance Plan (NeGP) which aims at providing e-governance country wide to deliver government services to citizens. BASIX has initiated the scheme in Tripura by setting up 145 CSCs. BASIX centers have 2 substantial differences from other centers, namely, they are also oriented towards providing a multitude of non-governmental services and they support livelihood initiatives for the betterment of the standards of living in villages. Some of the services offered include tele-homeopathy services, livelihood promotion services like mushroom cultivation, tailoring training or online basic computer training through Microsoft Digital Literacy in cooperation with B-ABLE & NSDC to school children and rural youth. Other services are related to activity based small loans and micro insurance while in addition the Village Level Entrepreneurs (VLEs) further offer services which have been time consuming in the past, such as photocopying, scanning, printing, resume making and online ticket bookings. BASIX Convenience Outlets (BCOs) are equipped with basic IT infrastructure such as internet, printers, scanners and digital/webcams for operation as well as basic office infrastructure. These centers are positioned as e-infrastructure that is within easy access of everyone in the gram panchayat and it is manned by a local villager who is trained by BASIX to become an entrepreneur (VLE).

The system applies gateway messaging standards and builds a government owned Central Gateway based on these standards.

E-governance means to deliver online services to citizens, businesses and governments and requires increasing interactions amongst departments and with external agencies at various levels in government. The National e-Governance Service Delivery Gateway (NSDG) is an attempt to reduce such point to point connections between departments and provide a standardized interfacing, messaging and routing switch through which various players such as departments, front-end service access providers and back-end service providers can make their applications and data inter-operable. The NSDG aims to achieve a high order of interoperability among autonomous and heterogeneous entities of the Government (in the Centre, States or Local bodies), based on a framework of e-Governance Standards and to act as a core infrastructure for achieving standards-based interoperability between various e-government applications implemented at various levels and geographically dispersed locations. The system applies gateway messaging standards and builds a government owned Central Gateway based on these standards. It also acts as a catalyst in enabling the building of standards based e-governance applications with the gateway as the middleware to ensure interoperability. The application enables integration across Centre, State or Local Governments by facilitating Integrated Service Delivery and a Service Oriented Architecture (SOA) leading to joined up government.

# National eGovernance Service Delivery Gateway (NSDG)

(Winner)

**Original Title**
National eGovernance Service Delivery Gateway (NSDG)

**Producer**
C-DAC Mumbai

**Country**
India

**Contact**
saquib@cdac.in

**Media Format**
Web/CSC-based

**Language**
English

**www**
http://nsdg.gov.in/administration/

# e-Localisation

Multi-Lingual Platform for Digital Devices & Applications
**(Winner)**

Nepalmandal.com
**(Special Mention)**

Reverie specializes in complex non-Latin scripts that have negligible presence on digital platforms like mobiles, set top boxes, tablets, navigation devices and appliances.

It is a multi-lingual platform for digital devices and applications that can make the digital ecosystem accessible in 32 languages of the world including all 22 official languages of India. It provides text display, input and processing technology on digital platforms for global languages. Reverie specializes in complex non-Latin scripts that have negligible presence on digital platforms like mobiles, set top boxes, tablets, navigation devices and appliances. Currently Reverie offers solutions for 32 global languages, including 22 Indian languages, Perso-Arabic and South Asian languages. Using Reverie's integrated multi-lingual solutions, device manufacturers, application developers, content providers and Telecom service providers can offer value added services (VAS) by delivering a variety of local language content to address demand from over a billion users in India and other emerging markets. The solutions have been validated through independent benchmarking and prototyping by leading technology organization like NDS, Qualcomm, Datawind and the Indian Institute of Technology-Madras.A text display engine can render text in all languages of the world on any mobile device. The text rendering engine is unique in the industry as it ensures zero errors in text display for all languages. A text input solution suite including keypad layouts and predictive typing in multiple languages is also part of the system. The text input solution makes typing in various languages easy and faster than typing in English.

## Multi-Lingual Platform for Digital Devices & Applications

(Winner)

**Original Title**
Multi-Lingual Platform for Digital Devices & Applications

**Producer**
Reverie Language Technologies Pvt. Ltd.

**Country**
India

**Contact**
arvind.pani@reverie.co.in

**Media Format**
Mobile platform-based

**Language**
32 Languages of the world including all the official languages of India

**www**
www.reverie.co.in

# Nepalmandal.com

(Special Mention)

**Original Title**
नेपालमण्डल डट कम/
Nepalmandal.com

**Producer**
Nepalmandal Foundation

**Country**
Nepal

**Contact**
info@nepalmandal.com

**Media Format**
Web Portal-based

**Language**
Nepalhbasa (Newar Language)

**www**
www.nepalmandal.com

It is the first and only web portal of its kind in Nepal Bhasa intending to provide national, international news, blogs and audio and video entertainment.

Nepalmandal.com is a complete web portal in Nepalbhasa (Newar Language) established in 2008. It is the first and only web portal of its kind in Nepal Bhasa intending to provide national, international news, blogs and audio and video entertainment. It also offers weather forecast services, Newar cultural news, articles and pictures as well as all sorts of information in local language for the Newars in Nepal Bhasa. Nepal Bhasa is one of the major languages of Nepal which is spoken today as a mother tongue by the Newars, the indigenous inhabitants of Nepal Mandal, which consists of the Kathmandu Valley and the surrounding regions. The language is also spoken in many parts of Nepal as well as some parts of India, typically in Sikkim, where it is one of the 11 official languages. Newars are the indigenous peoples of Nepalmandal. They have a written history that dates back 2,500 years. The name of the country Nepal itself derives from the Newars. Their population is 1.24 million i.e., 5.24% of the national population. As per UNESCO Atlas of the World's Languages in Danger, Nepalbhasa, with around 825,000 speakers, is one of the definitely endangered languages of the world. The website claims to support the continuation of an interest in the language.

# A Learning experience so real that, children never forget

DigiClass is a multimedia based interactive teaching solution that combines state-of-the-art hardware with syllabi compliant content. This empowers teachers to transform traditional blackboard and chalk classrooms into interactive sessions. So that children understand concepts better and retain them longer.

The award-winning DigiClass solution has been customized to suit syllabi offered by K-12 schools. And this is brought to you by Pearson, the world's leading learning company, which educates over 100 million people worldwide.

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**Teacher training and Certification:** Helps teachers become adept at using DigiClass. Teachers also undergo an assessment after which they receive a certificate.

**Up-to-date:** Content is constantly upgraded and multimedia objects enhanced in response to changing needs.

**Effectiveness tracker:** Helps track usage of the solution by teachers as well as monitor students' progress.

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For a free demo call **1800 3000 1200** or email **enquiries@digiclass.in**

www.digiclass.in

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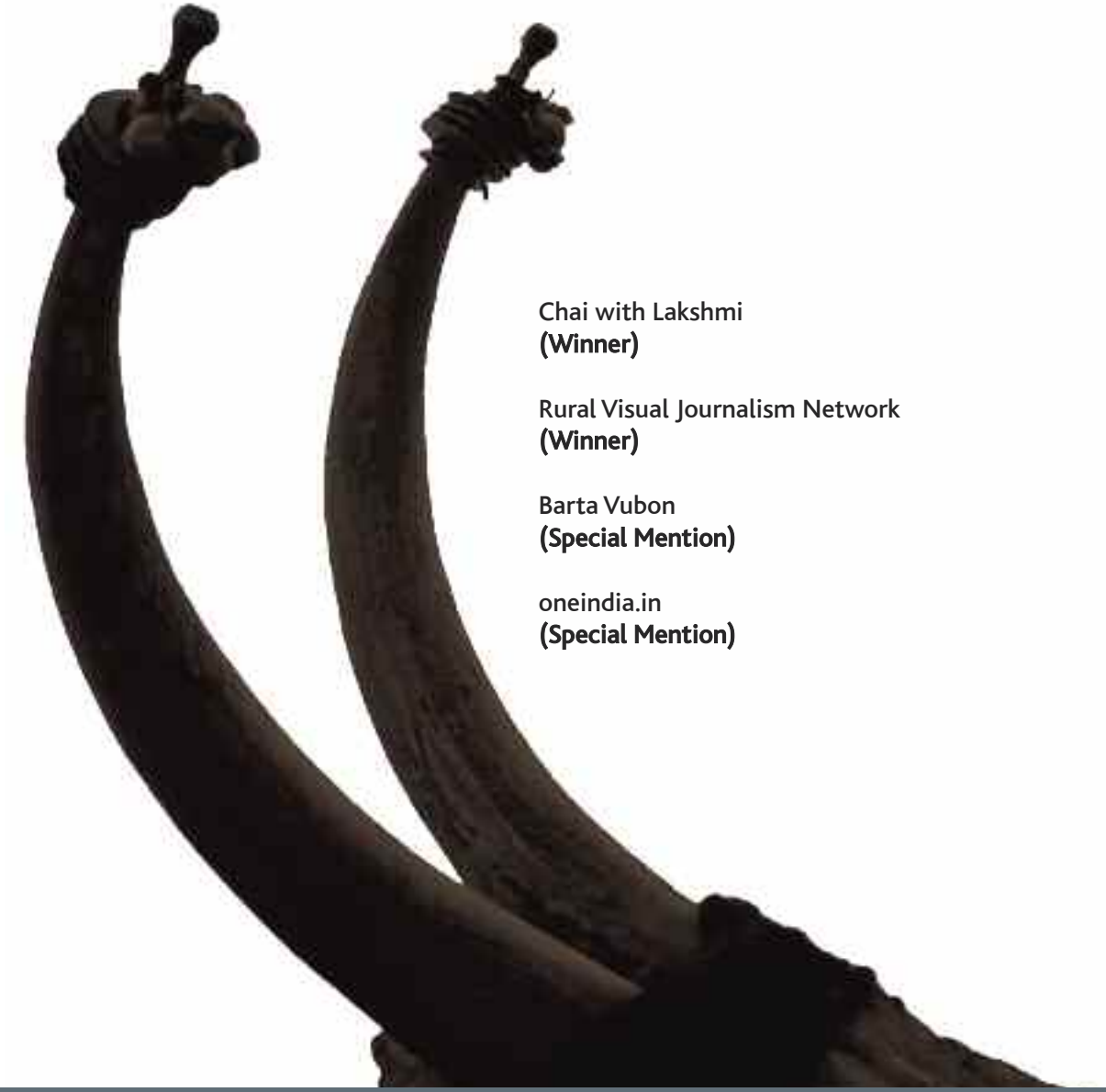
DigiClass

Lessons for Life

PEARSON

# e-News & Media



Chai with Lakshmi
**(Winner)**

Rural Visual Journalism Network
**(Winner)**

Barta Vubon
**(Special Mention)**

oneindia.in
**(Special Mention)**

Through webisodes that are 7 to 11 minutes long, the show carries forward stories that are inspiring, informative, current and real.

Chai with Lakshmi was started in 2011, claimed to be a meaningful online talk show that connects the average Indian internet user with projects and people who are impacting the quality of urban lives and the future of the nation. Through webisodes that are 7 to 11 minutes long, the show carries forward stories that are inspiring, informative, current and real. The viewers are spread across the globe. The content is available across platforms and intents to change the way India sees itself and how India is seen. The initiative aims at bringing across that India is much more than the political challenges it is facing, more than the trials the average middle class Indian faces on a day to day basis and much more than caste and religious divides. The shows aim to be light hearted and entertaining. The program avoids preaching and instead tries to encourage in every single webisode. The viewer should be left thinking positive. The show aims to share inspiring examples relevant to contemporary India and tries to inspire fellow citizens on how they can participate constructively to influence India's future positively.

## Chai with Lakshmi

(Winner)

**Original Title**
Chai with Lakshmi

**Producer**
Red Bangle

**Country**
India

**Contact**
lakshmi@redbangle.in

**Media Format**
Web TV-based

**Language**
English

**www**
www.chaiwithlakshmi.in

RVJN

# Rural Visual Journalism Network

(Winner)

**Original Title**
Rural Visual Journalism Network (RVJN)

**Producer**
Drik Picture Library Ltd.

**Country**
Bangladesh

**Contact**
amin@drik.net

**Media Format**
Apple iPod Touch technology

**Language**
Bengali, English (sub titles, to facilitate international viewers)

**www**
http://driknews.com/site/rvjn

The Rural Visual Journalism Network creates multimedia stories on development, human rights, good governance and democracy from rural Bangladesh which will generate employment for district correspondents.

The goal of the initiative, started in 2011, is to create a network of rural visual journalists who will produce and bring to the attention of the world, stories on bad governance, human right violations and other related issues. The Rural Visual Journalism Network creates multimedia stories on development, human rights, good governance and democracy from rural Bangladesh which will generate employment for district correspondents. The aim is to build a network of professional photographers, NGO workers and citizen journalists who will be trained and equipped to produce multimedia (photography, video, text) stories from 64 rural districts with the goal to cover 100% of Bangladesh. The content produced by the network will be directed by the DrikNEWS website while the goal is also to work with Drik's banglarights.net website to harmonize the campaigns and projects directed by other NGOs and build an archive of reports on issues of rural human rights, good governance and democracy. Banglarights, a web portal specialized on human rights, will publish the content on their own website as well as work with Drik to use other means of community distribution methodologies such as exhibitions, social networks and mobile networks to achieve the maximum impact.

Anyone can visit Barta Vubon with any device from any place. The endeavor has two goals, firstly to build an information resource portal in Bengali language to promote local content and secondly to achieve rural development by making it available in villages which are able to use the information hub to build the capacity of the rural population.

বার্তা ভুবন

# Barta Vubon

(Special Mention)

**Original Title**
Barta Vubon/বার্তা ভুবন

**Producer**
Barta Vubon

**Country**
Bangladesh

**Contact**
tajulju@gmail.com

**Media Format**
Social Networking-based

**Language**
Bengali

**www**
http://bartavubon.com

Barta Vubon was started in 2011 and is an Information Hub in Bengali Language while also being the first one to use Social Bookmarking Technology. The information source of the hub consists of various types of local websites using online newspapers, magazines, wikis, blogs, forums and notes in Bengali Language. The information of Barta Vubon is categorized and regularly checked by the administration of the initiative because neither reliability nor authenticity should be compromised. Barta Vubon is comfortable with any type of internet enabled devices. The portal consists of different kinds of design dependent on the device capacity of the delivered content. Anyone can visit Barta Vubon with any device from any place. The endeavor has two goals, firstly to build an information resource portal in Bengali language to promote local content and secondly to achieve rural development by making it available in villages which are able to use the information hub to build the capacity of the rural population. The model is replicable in other local languages of India as well as in other South Asian countries, especially since Social Media and Social Networking has become an important part of daily lives. People of modern India and South Asia have become depended on Social Media for various reasons, including work related Social Communication, access to instant News, the sharing experience or to simply connect with friends and families at all time.

## oneindia.in

(Special Mention)

**Original Title**
oneindia.in

**Producer**
oneindia.in

**Country**
India

**Contact**
mahesh@oneindia.co.in

**Media Format**
Web/Portal-based

**Language**
Hindi, Kannada , Malayalam, Tamil, Telugu, English

**www**
www.oneindia.in

**Currently Oneindia has more than 135 million monthly page views and over 2 million monthly unique visitors while 50 million page views happen from the mobile internet site.**

The program was established in 2006 and presents an integrated internet portal, which provides news updates, sports news, travel and lifestyle content, entertainment, videos and many other topics in multiple Indian languages. The long-term vision is to reach hundreds of millions of Indians worldwide with relevant and meaningful content. Currently Oneindia has more than 135 million monthly page views and over 2 million monthly unique visitors while 50 million page views happen from the mobile internet site. The mission of oneindia.in is also to reach and serve every online viewer in their own regional language as content provision in local languages has proven to be extremely high in demand among viewers across the board. By 2013, new levels of growth are expected whereby the more ambitious objectives have been set. For example it is planned to add 3 more languages, namely Marathi, Gujarati, Bangala to the portfolio, second the portal will offer 2000 news articles online every day and third more vertical information, including news on travel, education and e-commerce will be added in multiple languages. The further extension of the content aims at reaching more than 21 million monthly visitors and to serve more than 200 million monthly page views.

IAMAI
AppFest 2012
BLOCK
Your Diary For
13th-15th
December, 2012
REGISTER TODAY
Talkathon
Sharing of ideas on technology, revenue models and current opportunities
Hackathon
On spot search, competition and awarding innovation by individualsand in prompt groups
Challengethon
On spot creation of customized solutions for brands present and the immediate opportunity to work with them on larger projects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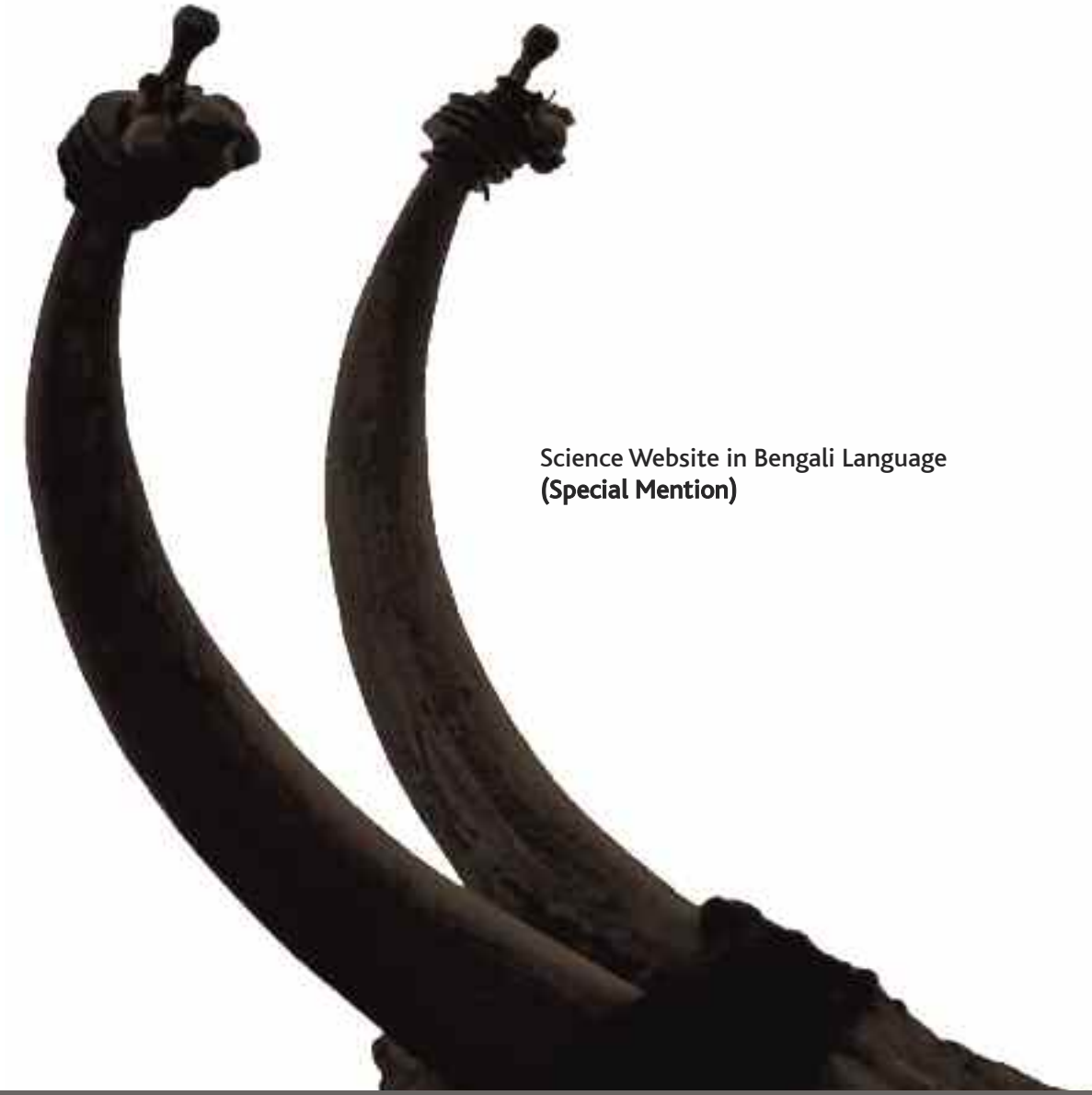
For further details log on to: www.iamai.in

For Registration,Sponsorship & Speaker Opportunities Latika | e-mail: latika@iamai.in Tel.: +91 22 24954574

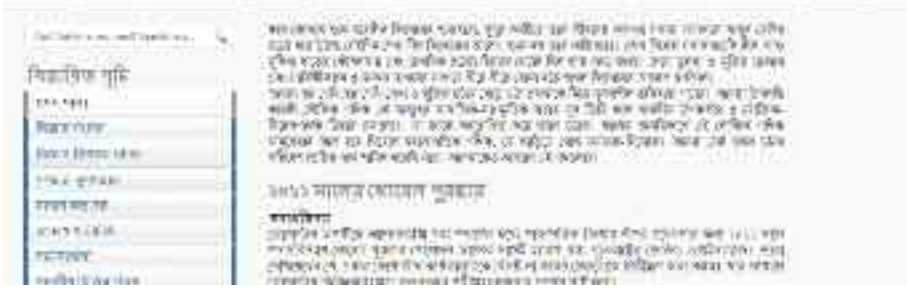
# e-Science & Technology



Science Website in Bengali Language
**(Special Mention)**

The website further contains news on activities and the life of Bengali scientists, introduces different science organization from Bangladesh, book reviews, online editions of rare Bengali books, sky charts, space missions and many other topics.

The Science Website was set up in July 2010 by Cosmic Culture to promote knowledge in science and is operated as a web portal in Bengali language. This portal is publishing scientific information on astronomical events, scientific achievements of Bangladeshi and international scholars and scientific articles. The website further contains news on activities and the life of Bengali scientists, introduces different science organization from Bangladesh, book reviews, online editions of rare Bengali books, sky charts, space missions and many other topics. The main objective of Cosmic Culture is to disburse scientific information among the population at large and to students in particular by using very easy language and ways of communication. The long term goal is to educate the rich and young population of Bangladesh in modern science in order to further develop the country on a whole. The website supports an interest in science to foster a modern logical outlook to the world. To achieve the change the online portal tries to interest especially the young population in new scientific discoveries, special achievements by Bengali scientistsand their biographies along with chronological information of historical events. The online science book and magazine also written in Bengali contains multiple articles which venture deeper into the subject.



## Science Website in Bengali Language

(Special Mention)

**Original Title**
Science Website in Bengali Language/
বাংলায় বজ্ঞান বষিয়ক ওয়বেসাইট

**Producer**
Cosmic Culture

**Country**
Bangladesh

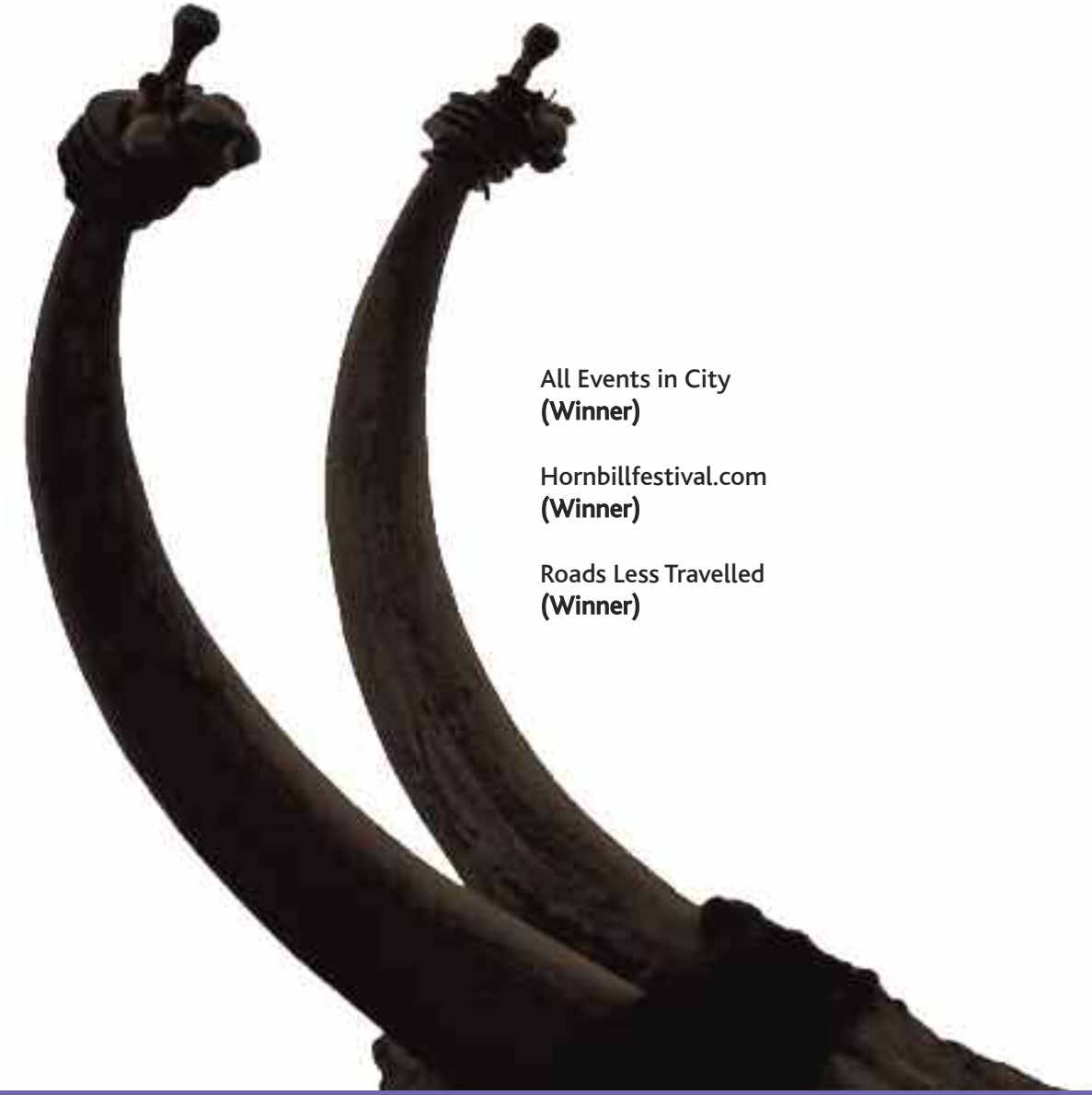
**Contact**
info@cosmicculture.org

**Media Format**
Web/Portal-based

**Language**
Bengali

**www**
www.cosmicculture.org

# e-Travel & Tourism



All Events in City
**(Winner)**

Hornbillfestival.com
**(Winner)**

Roads Less Travelled
**(Winner)**

The aim is to promote as many events through the site as possible; to make users aware of what the site's name promises, namely "All Events" in the city.

All Events is a one place platform founded in 2011 which informs about all the important events happening in the area. Any tourist or local person can get information about any events free of cost which helps him exploring the city through events with the added advantage of not having to register for the service. All Events is a global platform that allows the client to not only share Facebook events quickly but also to promote them. A simple and easy way to know what is happening around the city. The concept got popular with the users instantly and now a huge number of events are posted every day. The aim is to promote as many events through the site as possible; to make users aware of what the site's name promises, namely "All Events" in the city. The model is unique since the site does not require users to post events manually as it is practically impossible for the user to keep track of and post the enormous number of events. With All Events users can create event pages on Facebook which will then automatically be posted on All Events. It is simple and perhaps the easiest way to post an event without any registration.

## All Events in City

(Winner)

**Original Title**
All Events in City

**Producer**
Amitech Business Solutions

**Country**
India

**Contact**
amit@amitech.com

**Media Format**
Online/various

**Language**
English

**www**
http://allevents.in

## Hornbillfestival.com

(Winner)

**Original Title**
Hornbillfestival.com

**Producer**
Dr. Yan Murry

**Country**
India

**Contact**
hornbillfestival@gmail.com

**Media Format**
Website-based

**Language**
English

**www**
www.hornbillfestival.com

During the year 2011, the website received visitors from 85 countries. Each year, the website responds to hundreds of enquiries from tourists wishing to visit the festival.

Hornbillfestival.com was developed at a time when proper information on the Hornbill Festival of Nagaland was not available on the Internet. During the year 2011, the website received visitors from 85 countries. Each year, the website responds to hundreds of enquiries from tourists wishing to visit the festival. With time, the website started providing various online services for tourists based on their requirements. By providing home-stays for tourists, the website has helped locals to earn and income while at the same time to providing accommodation to tourists. Hornbillfestival.com has also played a major role in spreading awareness about the Hornbill bird which is facing extinction and helped form the Hornbill Conservation Initiative. Hornbillfestival.com was awarded the National Tourism Award 2010-2011 and the e-North East Award 2011. It is also the most popular and trusted website on the Hornbill Festival of Nagaland. For exampleHornbillfestival.com ranks number one in Google for the key words "Hornbill Festival". It provides up-to-date news and information on the popular Hornbill festival of Nagaland organized by the Government of Nagaland every year. The website provides details of various events held each year during the festival. It also provides tourists with valuable information on how to reach the festival, info on permits, how to apply, and travel guides to the location and so on.

RLT works with locals with the goal to promote sustainable tourism and on improving the livelihoods of the locals in the process.

Roads Less Travelled (RLT) was established in 2011 and promotes local and alternative travel, bringing together the worlds of the local people and local operators with the travelers who are keen to explore local cultures, gaining offbeat experiences. RLT works with locals with the goal to promote sustainable tourism and on improving the livelihoods of the locals in the process. The site offers information from heritage to life style, for example listing ancient bungalows in small and far-off destinations, heritage properties, home stays, eco resorts and palaces. The program also helps in protecting the natural heritage of the place and offers livelihood options since sustainable tourism facilitates an opportunity for local operators to thrive and stay in their hometowns as well as to employ more locals to act as guides or to have travelers have dinner, lunch or stay in their homes. The urban traveler has been to all the regular tourist places and now wants to explore more, apart from the regular hustle bustle of the touristy places. The customers of the portal include people working in MNC's, corporate houses, media and entertainment and other streams. What joins the consumers is a common thread of exploration and interest in local cultures.

## Roads Less Travelled

(Winner)

**Original Title**
Roads Less Travelled

**Producer**
Sandeep Singh Sandhar

**Country**
India

**Contact**
sandy@rltgo.com

**Media Format**
Online/various

**Language**
English

**www**
www.rltgo.com

# FINALISTS

**e-Agriculture**
- Livelihoods 360

**e-Business & Enterprise**
- Tripura Bamboo and Cane Development Centre(TRIBAC)
- Improving Livelihoods of Rural Farmers through ICT Enabled and eServices Integrated MFIs

**e-Culture & Heritage**
- Rongmeivoice.com

**e-Education & Learning**
- Champs21.com
- Web Patashala

**e-Financial Inclusion & Livelihood**
- Beam Money Private Limited
- Banking services at the doorstep of rural communities in the un-banked rural area of North East

**e-Entertainment & Games**
- RockeTalk
- Vodafone Mobile Box office
- TV Buddy

**e-Health**
- Angels Health Private Limited

**e-Inclusion**
- Women Entrepreneurs on the Web (WeOW)
- Online Voting System (OVS)
- Standardisation of District Portal with Web CMS

**e-Infrastructure**
- Solar Computer
- txtWeb, Intuit
- Aakash/Ubislate series of Low Cost tablets

**e-Localisation**
- KHANDBAHALE.COM
- Development of Text to Speech System in Indian Languages
- FUEL Project
- Development of Tools Technologies & Resources for North East Languages

**e-News & Media**
- News4education, Shiksha News

**e-Science & Technology**
- Sation magazine

**e-Governance**
- RTI NATION

**e-Travel & Tourism**
- Official Tourism Website of Gujarat
- Thrillophilia.com
- BaliBaliBeach.com
- LombokIndonesia.org
- Traveltechie.com

e-Agriculture

## Livelihoods 360

PRODUCER
Naandi Foundation

COUNTRY
India

CONTACT
sunder@naandi.org

MEDIA FORMAT
Mobile Phone-based

LANGUAGE
English/Kannada

WWW
www.naandi.org

The livelihood 360 initiative, inaugurated in January 2011 by the Naandi foundation, is based on an extensive focus towards building capacities of more than 25,000 farmers in LEISA (Low External Input Sustainable Agriculture) practices. The key vision is to create market linkages for the farmers to achieve higher incomes. Further the planting of six million trees in three years aims at improving food security, nutrition, income, shelter, energy resources and the overall environmental sustainability of the farmers. This application runs on a basic J2ME enabled mobile phone with an aim of end to end data management for a cooperative based in Araku Valley, consisting of farmers producing coffee and pepper. The objective of this initiative is to create a linkage from production to processing and further provide value addition in agriculture and marketing. This is the case since the application helps in capturing yield estimate, actual yield, processing details and also all financial transactions for the Cooperative with the support of basic mobile technology.

e-Business & Enterprise

## Tripura Bamboo and Cane Development Centre (TRIBAC)

PRODUCER
Tripura Bamboo and Cane Development Centre(TRIBAC)

COUNTRY
India

CONTACT
Selim.cibart@gmail.com

MEDIA FORMAT
Web/Portal-based

LANGUAGE
English/Hindi

WWW
www.tribac.in

In 2007-08 Khadi and Village Industries Commission under the government of India has assigned a village industries cluster to the Tripura Bamboo and Cane Development Centre (TRIBAC) a community based organization in Tripura. During the implementation of the cluster development initiative, it was found that most of the cluster based small entrepreneurs could not access the services of the common facility centre. Moreover, they are also facing the problems accessing important market information along with problems related to the timely procurement of raw materials (bamboo and Jiggat) from theJoint Forest Management Committee (JFMCs) which causes delays in the supply of the finished goods to the buyers and the corresponding price negotiations. The piloting of the mobile phones network within the cluster has solved these problems, leaving a deep impact on the successful management of enterprises and the development of sustainable long term livelihood solutions. The community cluster enterprises have been linked with mobile phone inventory system, which runs by TRIBAC.

## e-Business & Enterprise

# Improving Livelihoods of Rural Farmers through ICT and eServices Integrated MFIs

PRODUCER
Magnus Consulting Group Pvt. Ltd.

COUNTRY
Nepal

CONTACT
tika@magnus.com.np

MEDIA FORMAT
Web/Outreach-based

LANGUAGE
Integrated, mostly Nepali

WWW
www.magnus.org.np

The project uses Behavior Change Intervention (BCI) strategies to diffuse ICT in rural areas with rural micro-finance institutions (MFI) so that members of the MFI have access to ICT enabled services. Providing computers and access to Internet to rural communities alone will not develop a sustained positive attitude to adopt ICT, let alone to adopt it for the purpose of socio-economic development within the community. Aiming at altering the existing situation the company, Magnus Consulting Group Pvt. Ltd, developed a user friendly financial software in local language (Nepali) to motivate MFI's to adopt the use of the software (named Simple Finance). Even complete computer illiterates who have never used computers in life are now able to manage the institution more efficiently for example related to the administering of the fiscal year-end closing.

## e-Culture & Heritage

# Rongmeivoice.com

PRODUCER
Rongmeivoice.com

COUNTRY
India

CONTACT
adim2b@gmail.com

MEDIA FORMAT
Web/Portal-based

LANGUAGE
English

WWW
www.rongmeivoice.com

Rongmei voice is the first blog and website of the Rongmei community of North East India to be online.This website is online since January 2005.However the new site of the Rongmei Voice was launched on 17 Sept. 2010. The founders of the initiative are a group of motivated and dynamic youngsters who want to promote the Rongmei along with the Zeliangrong in all their cultural, social and economic aspects. It is a non-profit website created to bring out the rich culture of the Rongmei tribe with the goal to promote the century old heritage of the community through important individual members of the community as well as an organization which represents the collective tribal history and cultural background. This site also contains a brief history of the tribe, their settlement, the food consumed, the habits and traditions of the community, their tools and artifacts. To give the Rongmei tribe a platform, the website also provides free or low cost advertisement. All logos and trademarks in this site apart from Rongmei voice property are properties of their respective owners.

**e-Education & Learning**

## Champs21.com

PRODUCER
TeamCreative

COUNTRY
Bangladesh

CONTACT
surovi.alam@champs21.com

MEDIA FORMAT
Web/Portal-based

LANGUAGE
English

WWW
www.champs21.com

Champs21.com is a program which has already established itself as the pioneer of online education in Bangladesh. After its launching in October 2010, Champs21.com has been catering to both Bangla and English medium students, primarily offering self-assessment tests to assess students' own strengths and weaknesses in mathematics and other sciences with the goal to build a stronger academic foundation. It also enables students to brush up their 'beyond-textbook' learning in both Bangla and English languages. The inception of Champs21 is multi-aimed. First it is supposed to bring about fun, excitement and enjoyment for learning. Secondly it intends to open up the world of internet as a 'huge free knowledge bank' to students in order to bridge the resource-divide.



**e-Education & Learning**

## Web Patashala

PRODUCER
Etisalat Lanka (pvt) Ltd.

COUNTRY
Sri Lanka

CONTACT
thilanka@int.etisalat.lk

MEDIA FORMAT
Web Server/Computer-based

LANGUAGE
Sinhalese (primary) Tamil & English (secondary/ teaching)

WWW
http://etisalat.lk/sinhala/web-patashala.cfm

The Web School is a very ambitious project which aims at turning Sri Lanka into a country with equal access to high quality education to enable people to turn their ambition into reality aided by connectivity and knowledge without barriers. The vision of the initiative is to bridge the digital divide by making internet accessible to every child in the country and train teachers with the goal to enrich their IT knowledge through the use of the internet. The process will facilitate the upgrading of standards of education at underprivileged schools and support the uplifting in quality standards in the overall education system in Sri Lanka. The project is a tri-party national initiative with the involvement of the Ministry of Education and the State Trading Corporation, Etisalat Lanka (pvt) Ltd.

**e-Financial Inclusion & Livelihood**

## Beam Money Private Limited

PRODUCER
Beam Money Private Limited

COUNTRY
India

CONTACT
yash@beam.co.in

MEDIA FORMAT
Internet/Kiosk-based

LANGUAGE
English, Hindi, Punjabi, Gujarati, Marathi, Tamil, Telugu, Kannada, Malayalam, Bengali, Oriya, Asame

WWW
www.beam.co.in

Beam Money Private Limited, inaugurated in 2002, is authorized by the Reserve Bank of India to operate mobile powered payment systems in rural areas all over India to bring inclusive banking services especially to the socially and economically disadvantaged sections even to the remotest corners of the country. The project was launched in December 2009 since even after 60 years of independence and multiple attempts to connect India's villages to reliable banking services; the endeavor has only been able to reach 30,000 of 600,000 villages. Thus, there are about 700 million unbanked people in India being denied benefits of economic growth and global commercial participation. Additionally current payment systems are inefficient with cheques taking around 10-30 days to be credited while postal money orders take even up to 45 days.

**e-Financial Inclusion & Livelihood**

## Banking services at the doorstep of rural communities in the un-banked rural area of North East

PRODUCER
Drishtee Development and Communication Ltd.

COUNTRY
India

CONTACT
parag.k@drishtee.in

MEDIA FORMAT
Internet/Kiosk-based

LANGUAGE
English

WWW
www.drishtee.in

Through its franchisees, Drishtee provides access to banking services, micro finance, education, health, and a wide range of products. The key vision is to deploy local entrepreneurs and information technology to build a unique 'last mile' distribution network. The entrepreneur runs a commercially viable enterprise sustained by charging the community a nominal fees for the services provided while the company on the other hand has a revenue sharing arrangement with the rural franchisees. Based on its existing network, the organization selects promising candidates to take up banking services kiosks while Drishtee's offers both sourcing and most importantly kiosk banking technology to the future village based entrepreneurs, provides effective training and supports the franchisees in marketing to attain customers within the village.

**e-Entertainment & Games**

## RockeTalk

PRODUCER
RockeTalk India Pvt. Ltd.

COUNTRY
India

CONTACT
sameer@rocketalk.com

MEDIA FORMAT
Social Network/Mobile-based

LANGUAGE
English/Local Languages

WWW
http://wap.rocketalk.com/

Rocke Talk aims at making communication fun, easy, socially inclusive by breaking through language barriers and making the application free of cost. The advantage of the system is that it absolutely feels close to just being there in person. The application enables its users to post messages, join live communities, send voice and video enabled greetings, and upload an unlimited number of photos, videos and audios. With over 17 million registered users and more than 150,000 active communities, there's an interest group for every user. The users stay connected with his/her existing social circle and can also make new friends.



**e-Entertainment & Games**

## Vodafone Mobile Box office

PRODUCER
Vodafone India Ltd.

COUNTRY
India

CONTACT
Syedkawsar.raza@vodafone.com

MEDIA FORMAT
Vodafone Mobile Network-based

LANGUAGE
Hindi, English, Kannada, Telugu, Marathi, Tamil, Bengali, Gujarti, Bhojpuri, Assamese, Malyalam

WWW
www.vodafone.in

Vodafone Mobile Box Office (VMBO) is a service which provides users with access to a huge range of movies and enables them to watch unlimited clips of these movies. The user can subscribe to VMBO for Rs3 per day and Rs.21 per week and download an unlimited number of movie clips. The advantage of the service is that it is compatible with any data capable handset which can play video and access Vodafone Live. There are over 5000 such handset models compatible with the service. The portal has movies from all languages, including Hindi, Tamil, Telugu, Marathi, Bengali, Punjabi, Gujarati and Bhojpuri. Additionally the portal also provides movies from different genres, for example romance, comedy, action, horror or Drama. The innovation of the system lies in the fact that a user can access clips based on either the movie or its popularity, for example the user can select a Dabaang and watch all the clips of Dabaang along with all climax fight scenes or just watch the climax fight scene of choice directly from the "Top scene section". There is a unique SEARCH feature to enable the user to search for his favorite scenes. The search can be based on language, genre, actor or actresses.

## e-Entertainment & Games

# TV Buddy

PRODUCER
Mobiotics

COUNTRY
India

CONTACT
tej@mobiotics.com

MEDIA FORMAT
Mobile App-based

LANGUAGE
English

WWW
www.tvbuddy.in

TV Buddy is a TV Companion Platform that enables content and service providers to connect to subscribers and monetize their user base through content promotions, interactive Tele Commerce and Media VAS services. TV Buddy supports his clients through end subscriber management for operators, content promotions in the form of voting, games, contests and rich media advertisements while providing interactive tele commerce opportunities within a program. The innovation of the model lies in the seamless introduction of new media VAS services and their rollout for TV viewers and TV Buddy mobiles as well as web clients. TV Buddy further supports personalized recommendations, social check-in based interactions and sharing as well as content based promotions. The end-user segment is TV Viewers with access to smart phones or those active on social networks and other digital media.



## e-Health

# Angels Health Private Limited

PRODUCER
Angels Health Private Limited

COUNTRY
India

CONTACT
office@mediangels.com

MEDIA FORMAT
Web/Online-based

LANGUAGE
English

WWW
www.mediangels.com

MediAngels is an online hospital launched in 2011 which aggregates and serves various components of the healthcare cycle starting from doctor consultations to diagnostics, medical records, ordering medicines and finally treatment while the complete package is enabled through technology. MediAngels super specialized panel includes 300+ of the world's best medical specialists in 90+ specialties from 15 countries across the globe. The overall mission is to facilitate eHealth delivery and in the long run aggregate pharmacies, electronic records and other paraphernalia of outpatient care. The aim is to restrict the travel to a physical hospital in a MediAngels enabled world to only 15% of the patients who have very complex problems needing physical examination or for intervention. The long term mission is to also use the vast amount of data that gets aggregated, to make algorithms available which make the diagnosis process more efficient. Since February 2011, 5800 transactions have happened, 5% of which have been from outside India. The services offered include eQuery, eConsult, eInvestigation, video Consult, access to the Knowledge Bank of MediAngels for institutions as well as blogs and Drug Info's.

e-Inclusion

## Women Entrepreneurs on the Web (WeOW)

PRODUCER
Google

COUNTRY
India

CONTACT
githanjalis@gmail.com

MEDIA FORMAT
Web/Portal-based

LANGUAGE
English, Hindi, Gujarati, Tamil, Telugu and Marathi

WWW
www.womenentrepreneurson-theweb.com

Google's Women Entrepreneurs on the Web (WeOW) is an initiative started in 2012 aimed at helping women-owned businesses to grow their online presence. As part of the program, women entrepreneurs learn to build their online presence, collaborate effectively, connect with their customers, promote their organization, and track and optimize their online efforts to scale up their business and capitalize on the internet platform. The WeOW program was launched in India and now has slowly grown across the region with footprints in Singapore and Russia, with a vision to expand across the Asia Pacific. The program teaches participants on how to use web-based technologies to improve and grow their businesses. WeOW is divided into five different units or "circles" designed for entrepreneurs with varied degrees of online presence and expertise. The program aims at first building an online presence, for example creating a website, a YouTube channel, and a business page on a social network like Google+, second to collaborating effectively, including, connecting with customers and finally promote the organization through online product demos, creating viral videos on YouTube or advertising.

e-Inclusion

## Online Voting System (OVS)

PRODUCER
State Election Commission, Gujarat

COUNTRY
India

CONTACT
sec-sec@gujarat.com

MEDIA FORMAT
Online-based

LANGUAGE
English, Gujarati

WWW
www.onlinevotinggujarat.gov.in

The key objectives of the system are to ensure the completeness and adherence to the voting protocol as applicable to internet based voting system, to ensure the availability and reliability of the voting system along with securing authenticity of the voter and of the vote caste combined with the digital non traceability of the casted votes by citizen to support the concept of the secret ballot and maintain their integrity. The system further ensures the non-duplication of the ballots and votes. The Online Voting System is accessible using the E-Voting Portal website. The citizen or user visits the E-Voting website and can access OVS over the secured protocol. OVS is basically classified in three major modules and integrated for the seamless exchange of information across the system. The voting module functions along the lines of first voter authentication, second SMS password authentication, third by casting of the vote with confirmation, fourth by voting receipt generation and finally followed by the mixing and counting of Votes while the process is finally completed with the result Declaration.

**e-Inclusion**

## Standardisation of District Portal with Web CMS

PRODUCER
National Informatics Centre

COUNTRY
India

CONTACT
sio-ori@nic.in

MEDIA FORMAT
Web/Portal-based

LANGUAGE
English

WWW
http://ordistricts.nic.in

The standardized district portal framework was put in place across the country in 20011 with the key objective of delivering citizen centric government services and to disseminate information at the district and sub-district level. The district as the middle level administrative unit plays a crucial role as it administers various plans, schemes, policies of the government and provides various services to the citizens. Earlier most of the districts were having websites, which were not in uniform structure to address the real citizen centric requirements while the standardized district portal framework acts as a single window platform for all categories of information satisfying G2C, G2B, G2E and G2G services. The standardization of the district portal initiative is based on the content architecture of the National Portal of India (india.gov.in), a mission mode project of the Government of India, under the National e-Governance Plan (NeGP) which offers a single window Service with wide-ranging Content which is citizen oriented.

**e-Infrastructure**

## Solar Computer

PRODUCER
Thinvent Technologies Pvt. Ltd.

COUNTRY
India

CONTACT
info@thinvent.in

MEDIA FORMAT
Computer/Peripherals-based

LANGUAGE
English and Hindi

WWW
www.thinvent.in

Thinvent's solar computing innovation, started in 20011, enables the use of computers in areas without electricity. The easy to use and low-maintenance computers take e-governance and e-education to the far corners of the country and even to the geographically most secluded regions. The product comprises of low-power computers that are energy efficient and cost optimized and devoid of any moving parts. These computers are powered by DC-UPS. The idea is that traditional UPS invert DC power from solar panels and storage batteries to AC, which is then rectified inside a computer SMPS. The DC-only UPS used is efficient, in a solid-state, and also eliminates the harmonic noise of AC. The DC-UPS optimized power distribution operates in a way that solar power is fed into the computer, printer, display and other computing load. Any excess power is used to charge the battery for night time use. AC power, when available, is also used to run the computers and charge battery, but solar power is always prioritized. The initiative has successfully demonstrated computers running for more than 18 hours from a single car battery using the technology.

e-Infrastructure

## txtWeb, Intuit

PRODUCER
txtWeb, Intuit

COUNTRY
India

CONTACT
samanthaunnikrishnan@intuit.com

MEDIA FORMAT
Mobile Phone/SMS-based

LANGUAGE
English, Hindi, Kannada, Telugu, Tamil, Malayalam, Punjabi, Marathi, Oriya, Bengali

WWW
www.txtweb.com

TxtWeb is an easy-to-use text-based app platform launched in January2011. With txtWeb one can create, discover and access internet and txtWeb-only content/services just by texting keywords (very much like entering domain names into internet browsers) to one national number, which is 92433 42000 for India. TxtWeb is a global platform where anyone with a mobile phone can create, discover and consume internet and txtWeb-only content and services. These applications are created by an open community of publishers, developers and businesses (which can be anyone), and can include Wikipedia content, local market prices, government programs, financial literacy tips and many others. For a user txtWeb is as an SMS-based browser, but much more accessible than web-browsers on computers since anyone with a simple feature phone can use it and it directly impacts the lives of its users, including government programs, job and career services, news, health information and services, educational resources, market prices, and weather information services along with many other information usually found on the internet, but not accessible with simple feature phones until now.

e-Infrastructure

## Aakash/Ubislate series of Low Cost tablets

PRODUCER
Datawind Ltd

COUNTRY
India

CONTACT
suneet@datawind.com

MEDIA FORMAT
Mobile Phone-based

LANGUAGE
English

WWW
www.datawind.com
www.ubislate.com

The aim of the project started in 2011 is to create a low cost device that bridges the digital divide in the world and to create a platform which encourages the building of a sustainable eco-system to make internet relevant in the lives of people who have been left out till now. More specifically, to build a series of very low cost Android devices with a perfect balance for affordability, performance and usability and create a custom platform to enable a sustainable business model of apps and services for the developing world. The developing world still does not have high speed internet infrastructure available at any place which means a solution needs to be created which works on existing GPRS network and uses innovations in hardware and software to solve this problem. In terms of hardware multiple models of low cost Android devices (Ranging from MRP of Rs. 2499 to Rs. 4999) are applied and the software support comes in the form of Android OS with free preinstalled apps customized to students and first time users demographic in developing countries.

**e-Localisation**

## KHANDBAHALE.COM

PRODUCER
KHANDBAHALE.COM

COUNTRY
India

CONTACT
sunil@khandbahale.com

MEDIA FORMAT
Web/Portal-based

LANGUAGE
English

WWW
www.khandbahale.com

The Local Language Dictionary was inaugurated in 2000 with the goal to use ICT technology to convert the language barrier into a language bridge. The offline Local Language Dictionary Software can be installed on computers and Laptops as well as applications on Mobile Phone and tablets. The Online Local Language Dictionary Web services are available on all web browsers along with plug-ins and widgets for all major Web browsers. The Offline Local Language Dictionary can also be availed as SMS service on all types of Mobile. Additionally websites in 10 different Indian languages are available including Marathi, Hindi, Gujarati, Tamil, Telugu, Kannada, Malayalam, Bengali, Punjabi and Sanskrit. The websites rank among the most favored websites for local language references. The main objective of the project is to break down language barriers to being different regions and cultures closer together for the purpose of a peaceful living but also to enable communication for economic reasons to foster social economic advancement of the excluded sections within Indian society.

**e-Localisation**

## Development of Text to Speech System in Indian Languages

PRODUCER
Dr. Hema A. Murthy, Professor, IIT Madras, Chennai, India

COUNTRY
India

CONTACT
hema@iitm.ac.in

MEDIA FORMAT
Web-based

LANGUAGE
Developed for 6 Indian languages, i. e., Hindi, Bengali, Marathi, Telugu, Tamil, Malayalam

WWW
http://www.iitm.ac.in/donlab/website_files/research/Speech/TTS/DonlabTTSnew/online_tts.php

Text to Speech synthesis is the process of converting input text to speech. The aim is to develop text-to-speech synthesis systems for Indian languages for example Hindi, Bengali, Marathi, Telugu, Tamil and Malayalam. The focus is to bring together the expertise across these organizations and provide a common platform and interface that can enable others to seamlessly integrate the synthesis systems into their products, and enhance the quality of TTS for Indian languages. The goals of the project are vocabulary independent text to speech synthesis in Indian languages, namely Bengali, Hindi, Malayalam, Marathi, Tamil and Telugu and the integration with screen readers Development work carried out from February 2009 to March 2012 components of a text-to-speech system. The components of a text-to-speech system could be broadly categorized as text processing and methods of speech generation. In the real world, the typical input to a text-to-speech system is text as available in electronic documents, news papers, blogs or emails. The text available not just a sequence of words available in a standard dictionary since it also contains numbers and graphics which makes the project a complex task.

**e-Localisation**

## FUEL Project

PRODUCER
FUEL Project

COUNTRY
India

CONTACT
rajesh672@gmail.com

MEDIA FORMAT
Web-based

LANGUAGE
Multilingual

WWW
www.fuelproject.org

FUEL aims at solving the problem of inconsistency and lack of standardization in software translation across the platform. The effort of FUEL is unique. It is a set of steps combined with any content generating organization or a team involved with the goal of creating localized content adopted in ensured consistent high quality. Including this, FUEL is having a version control system allowing evolution of development, a bug tracker and ticketing system and a mailing list. Collaborative innovation is the most important aspect here FUEL. The project is an open source effort that aims to solve the problem of inconsistency and lack of standardization in computer software localization. FUEL works to create linguistic and technical resources like standardized terminology resources, computer translation styles, convention guides, and assessment methodologies. Recently Govt of Maharashtra has chosen FUEL for its e-Governance standard for example. The FUEL Desktop module exists in Hindi created for the Hindi language community members. The members of the Hindi language community can use the application for email, browsing, and editing.

**e-Localisation**

## Development of Tools Technologies & Resources for North East Languages

PRODUCER
North-East Consortium: TDIL-DeitY New Delhi, CDAC GIST Pune, Gauhati University, Manipur University & North Bengal University

COUNTRY
India

CONTACT
mdk@cdac.in

MEDIA FORMAT
Web/Intranet & Intranet-based

LANGUAGE
Assamese, Bodo, Nepali, Manipuri

WWW
www.tdil-dc.in

As the title of the project states the initiative visualized the project as one to nurture and protect the major languages of the North-East via computerized technology to ensure that these languages and the populations of the geo-linguistic region in question gain their rightful place on the digital map. The project was conducted under the aegis of the Department of Information technology, Government of India in partnership with different Universities such as Guwahati University, North Bengal University and Manipur University. The project's main objective was to work hand-in-hand with our partners and acquaint them with tools for development of grass-roots technologies to ensure sustained growth of these languages on the digital medium. To ensure localization, CLDR's for these languages were devised so that operating systems could be localized in these languages. Web-pages made in these languages need to be W3C compliant. Once these grass-roots are created, the main task was that of development of Linguistic Resources in the form of the development of MAT dictionaries for eventual machine translation along with the installment of a spell-checker.

**e-News & Media**

## News4education, Shiksha News

PRODUCER
ADS Media Pvt. Ltd.

COUNTRY
India

CONTACT
arjun@adsmedia.in

MEDIA FORMAT
Web/Internet-based

LANGUAGE
English, Hindi

WWW
www.news4education.com

Started in 2011, it is a bilingual web portal, daily newspaper, and e-paper. This is the first and only bilingual newspaper and complete bilingual website on education covering the entire educational sector since up to date there is no daily newspaper covering education in English and Hindi. Before the inauguration Hindi medium students had no option to receive news related to education at one place from India. The program intended to fill the gap. Overtime the initiative has become very popular among students, parents, teachers, educational Institutions, et al. The business model applied is very simple. Through Mobile apps the model also supplies content to mobile users to earn revenue. As per rough estimate there are more than 5 million educational institutions in India. If the portal captures only 2 visitor from each institution, the site will have about 1 crore visitors a day which means almost 5 crore page views a day, amounting to 1.5 billion page views a month.

**e-Science & Technology**

## Sation magazine

PRODUCER
Belle Enterprises

COUNTRY
India

CONTACT
sationmag@gmail.com

MEDIA FORMAT
Web/Internet-based

LANGUAGE
English

WWW
www.sation.in

Other than scientific journals and institute related publications there are no science magazines in India that would talk to the general public about science using simple words they would understand, promote awareness about the importance of science, technology and environment or promote awareness about the latest research on popular topics of research in India. Therefore the Sation Magazine is meant to elaborate in depth on all those topics and provide information for students, teachers or any interested party. The magazine also attempts to encourage users to contribute articles to facilitate open information distribution by regular readers of Sation. Currently more than 50 subscribers and those who happen to land on the Sation page from Google have already contributed to providing content, knowledge of latest research in India, through interviews and news. To be sustainable on the long run, Sation will develop specialized services (content or otherwise) in the near future to fund the magazine. The article that has been consistently number one in term of page views and visits is and interview with Dr Sajjan Singh Yadav about implementing the Mother Child Tracking for example.

**e-Governance**

## RTI NATION

PRODUCER
RTINATION

COUNTRY
India

CONTACT
prashant@rtination.com

MEDIA FORMAT
Web/Portal-based

LANGUAGE
English

WWW
www.rtination.com

RTI NATION, started in 2009, is the first and only online portal in the country that enables the filing of RTI applications online. The process of filing an RTI application is usually tedious and hectic but with the portal any citizen can file it with the click of a button either at a public internet café or from the privacy of his home. The portal not only efficient and user friendly in use but in addition it is also cost conscious as it takes an average person around 200-300 INR to file an RTI while the process is cheaper through the online portal. Another central aspect of the portal lies in the fact that the filing of an RTI becomes totally hassle free as well. To simplify the process is very crucial since filing an RTI is a very powerful tool provided to the citizens of India to receive their due right with regard to the access to information. Therefore a key aim of the initiative is to bridge the information gap to enable a better nation with more informed citizens. Filing an application via the online portal will cost the citizen about 150 INR per application which includes all postage and postal order charges as well.

**e-Travel & Tourism**

## Official Tourism Website of Gujarat

PRODUCER
Tourism Corporation of Gujarat Limited.

COUNTRY
India

CONTACT
marketing@gujarattourism.com

MEDIA FORMAT
Web/Portal-based

LANGUAGE
English, Hindi, Gujarati, French, Dutch, Spanish, Portuguese, Chinese, Japanese.

WWW
www.gujarattourism.com

The website has been created in 1997 and has been subsequently reworked to give the tourists and the general public at large detailed information about the various places of interest, events and other services of Gujarat Tourism. The main intention behind creating this website is to share the colors, the romance, the heritage, the insights as well as the mystique that entwines this Gujarati legend. It is an attempt to equip the visitor with all the relevant information, tools and resources needed to make his/her journey enriching, uncomplicated and enjoyable. The Gujarati soul is embodied by its regular everyday people. The creators hope that to some extent, this website will also connect the tourists with the warmth and celebratory spirit of its people. The website has been created and subsequently revamped to give the tourists and general public at large detailed information about the various places of interest, events and other services of Gujarat Tourism. It is an informative website created to facilitate tourist arrivals to the State of Gujarat, their onward journey to their destination and relevant information required for the travel like conveyance, lodging, boarding and food of the local places. Features are being continuously included in the website, so that more and more tourists are able to explore the variety of tourist destinations of Gujarat.

**e-Travel & Tourism**

## Thrillophilia.com

PRODUCER
Thrillophilia Adventure Tours

COUNTRY
India

CONTACT
abhishek@thrillophilia.com

MEDIA FORMAT
Web/Portal-based

LANGUAGE
English

WWW
www.thrillophilia.com

Thrillophilia, implemented in 2009, aspires to be the biggest adventure and activity travel curator in the Indian subcontinent and Southeast Asia. The outdoor team of Thrillophilia has travelled across India and collected first hand information of adventure travel in India. This helped to build the biggest adventure travel guide of India. Besides this it also figured out the best local adventure service providers in all the regions of India and started serving 400+ activity tours on the website with local partners. Today the website has more than 3000 pages of information of activity travel in India on blogs, guides, articles, travelogues and tour pages. The outdoor team now is doing its research on other regions like Sri Lanka, Bhutan, Thailand, Malaysia and Nepal. The company further plans to launch adventure travel guides of these destinations and similarly tying up with local service providers to cater to adventure travel enthusiasts coming to these regions.



**e-Travel & Tourism**

## BaliBaliBeach.com

PRODUCER
Amazing Indonesia

COUNTRY
Indonesia

CONTACT
info@travelindonesia.org

MEDIA FORMAT
Web/Portal-based

LANGUAGE
English

WWW
www.balibalibeach.com

Bali Island of Indonesia is one of the world tourist destinations. Culture and the exotic natural beauty make people always interest in visiting the island. But unfortunately, the lack of information about Bali made only the popular tourist spots known to tourists such as Kuta Beach or Tanah Lot. But in fact, Bali still has hundreds of other attractions which are also interesting to visit. Therefore the goal of the site is to provide tourists with information the various alternative places available in Bali, for example Bali beach, Dreamland beach, to Hindu's temples such as Besakih or a historical tour to Puri Agung Karangasem. It is a unique website, with maps, and all information that may people need before coming to Bali. The website is used by tourists and travelers from Australia, United States, United Kingdom, and Indonesia. Other important information provided on the website relates to cheap hotels and important events in Bali. All the information is complemented with photos and its location on Google Maps so that any visitor can easily recognize them. This site is always updated.

e-Travel & Tourism

## LombokIndonesia.org

PRODUCER
Amazing Indonesia

COUNTRY
Indonesia

CONTACT
info@travelindonesia.org

MEDIA FORMAT
Web/Portal-based

LANGUAGE
English

WWW
www.lombokindonesia.org

The project started in 2012 introduced the tourism of Lombok Island of Indonesia, a beautiful island near Bali, to the rest of the world. Lombok is a beautiful island, but currently not much people know about it. For that reason the website tries to provide a complete guide to this island. It offers everything from a travelling guide, to activities, until maps, hotels, and public services available on the island. The site promotes a visit on Lombok through a beautiful website design and content. Travelers, such as backpackers and tourists, especially from Australia, Malaysia, Singapore, and Indonesia are already using the site. The website also makes a list of all destinations in Lombok island available, along with some suggestion and travelling tips that tourist may needs. The site currently has more than 3500 visitors in a month and the number continues to rise over time. The government has also started to support the endeavor with undertakings related to public service, roads, security, which will make visits to the island attractive and sustain the website project on the long term.



e-Travel & Tourism

## Traveltechie.com

PRODUCER
Traveltechie.com

COUNTRY
India

CONTACT
info@traveltechie.com

MEDIA FORMAT
Web/Portal-based

LANGUAGE
English

WWW
www.traveltechie.com

Traveltechie.com has been created in 2009 and publishes the latest travel and hospitality industry news. It reaches out to more than 100,000 travel agents across India as well as to more than 100,000 travel trade professionals including owners, directors, contracting managers, marketing and Sales Managers of travel agency and tour operators who visit the site every month to read the latest travel and tourism updates. In addition Traveltechie helps tourism boards, airlines, hotels, resorts, travel Agents, tour operators and other travel suppliers to advertise and market to their target audience directly in the most efficient and free manner. The site is able to effectively advertise all those products by way of banner advertisement on the website which is visited by more than 100,000 travel agents and tour operators across India and Internationally. It also offers the opportunity to advertise by Banner advertisements in the E-newsletters which reach more than 50,000 travel agents and tour operators across India twice a week.

Digital Knowledge Cente (DKC) is an initiative of Digital Empowerment Foundation & National Internet Exchange of India to function as an 'Online Repository of Best Digital Contents for Development in India & South Asia.

*www.digitalknowledgecente.in*

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For Enquires Contact:
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LOG IN: http://mbillionth.in/

**Osama Manzar**
Chairman & Moderator,The ManthanAward, India

Osama Manzar is the Chairman of Manthan Award and mBillionth Award. He founded DEF in 2003 to overcome the information gap among the masses of India. He is also on the board of World Summit Award, and was member task force for IT & ITeS with Ministry of Communication & IT for business enhancement. He is member working group, Internet Governance Forum, Ministry of IT.

**RajenVarada**
Founder, Technology for The People, India

Rajen Varada is a ICT practioner since 1995 and continues to be actively engaged in designing and implementing proof of concept solutions for rural development using technology and in particular ICT. He has beeen at the forefront of developing solutions for health, early childhood care, ( sisu samrakshak) disaster, ( SMS4help), district administration (Parishkaram) and most recently 'Labnet" a migrant labour tracking and servces portal. Technology For the People is an NGO of which he is the founder continues to research on ICT solutions forthe social sector. Rajen has been the founder of movements like public sector software and actively supports community ownership of technology behind. He has worked in UNICEF as a project manager to design a health dissemination package for rural communities called 'Sisu Samrakshak'. Which broke new ground in designing icons in collaboration with the rural communities. Mr. Rajen subsequently worked as Resource Person of the United Nations Solution Exchange ICT for development Unit.

**Anuraj Gambhir**
Strategic Advisor, Innovation & Technology @ Steadworks Pvt Ltd., India

Anuraj Gambhir has worked in the mobile telecommunications industry for over two decades across several parts of the mobile value web and devices ecosystem on four continents - Australasia, North America, Europe & Asia. He has worked from hands-on technical roles to senior executive management positions and is regarded by many as an industry visionary. Companies he has worked for include: NASA/JPL, SingTel Optus, Logica/Aethos, T-Mobile, Orange, GSM Association, Sharp, Siemens, BenQ mobile, Spice Corp & currently as Director – Strategy & Innovation with Ericsson, based in India. He has spearheaded several innovations in the advanced as well as grassroot level mobile domain in mature and emerging markets.

**Amitabh Singhal**
Board Member, PIR.ORG, India

Amitabh currently sits on the Board of .ORG, the Public Interest Registry, based in Reston, Virginia. He is the Director of Telxess Consulting Services Pvt. Ltd. and Vcon Services Ltd. He was a Founder and former President of Internet Service Providers Association of India. He also was a founder, Board Director and CEO of National Internet Exchange of India (NIXI). He helped conceptualize and set up NIXI as a public private partnership between ISPAI and Department of Information Technology, Government of India and was involved in restructuring NIXI as an autonomous Registry and Regulator of the .IN Domain (Indian ccTLD), including its commercial launch, drafting and implementing the INDRP, and appointment of Registrars, etc. He is also associated with Internet Governance Group of the Department of IT. He represented and was the spokesperson of India's ISP industry, since the time of inception to well over a decade. He contributed many articles over the years in various publications and journals, and was a speaker & presenter at various forums, including the IGF, INET and other national, regional and international forums. He helped shape public policies in the telecommunication sphere as a member of various governmental and industry committees, expert groups and panels.

**Dr. Madanmohan Rao**
Research Project Director, Mobile Monday, India

He graduated from the Indian Institute of Technology at Bombay and completed his advanced studies from University of Massachusetts at Amherst. He is M.S. in computer science and a Ph.D. in communications. He works as a consultant and authorfrom Bangalore, in knowledge management and new media. He was formerly the Communications Director at the United Nations Inter Press Service bureau in New York, and vice president at IndiaWorld Communications in Bombay. He is the Research Projects Director of Mobile Monday and co-founder of the Bangalore K-Community. He is editor-at-large of Destination KM, world music editor for Rave magazine, RJ for world music at WorldSpace Radio. He. is a frequent speaker on the international conference circuit, and has giventalks and lectures in over 60 countries around the world. He is the editor of three book series The Asia Pacific Internet Handbook, The Knowledge Management Chronicles, and AfricaDotEdu.

**Rajnesh Singh**
Regional Director of the Asia-Pacific Regional Bureau, Internet Society

Rajnesh Dhirendra Singh is a Fiji-born entrepreneur and engineer of Indian descent. He holds several positions in the regional and international Information and Communications Technology community including the Internet Society and IPv6 Forum, and is an active Internet advocate and speaker on Internet technologies.

**Dr. Subho Ray**
President, IAMAI, India

Currently he is working as the president of Internet & Mobile Association India (IAMAI). In his current role, has been instrumental in some crucial steps for the development of the digital industry. The main among these are instituting an accreditation process for interactive agencies, a credit recovery process for online publishers, organizing and getting recognition forthe mobile value added services industry and for opening up the pre-paid instruments industry. Under Mr Subho Ray's leadership, IAMAI has also been recognized as the leaderin all Internet and mobile value added services research in India. IAMAI has grown seven-fold in terms of membership and has been at the forefront of the advocacy for ecommerce, online advertisement, ICT for SMEs, internet penetration and an equitable business regime for mobile value added services industry.Before joining IAMAI, Subho was director for the ICT vertical at the Confederation of Indian Industry (India's largest industry body) in New Delhi where he worked since 1998 with a 2 year stint at the Confederation's London office.

**Soumya Sarkar**
News Editor, Mint, India

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

**Shriyananda Rathnayake**
Project Manager, ICTA-Sri Lanka

Shriyananda Rathnayake "Shri" is responsible for formulate and implement strategies to contribute to the overall goal of the e-Society Programme of ICT Agency of Sri Lanka to promote the innovative use of ICT to meet the social and economic needs of the most vulnerable communities in Sri Lanka; to develop approaches to scale up successful applications; and to empower civil society with affordable access to information, communication, and relevant local content.As Project Manager & Content Manager of ICTA and an important member of its e-Society team, Shri has been responsible for conceptualizing and monitoring several projects which have made a strong impact on Sri Lankan rural society. Among them are projects which have helped access to Information, Livelihood, Education and Health. In doing so, Shri has come up with novel methods of collecting and disseminating content and has been responsible for promoting the use of local language Unicode and enhancing and improving the quality of local language content on the web.

**Sushil Pandey**
ICT Practitioner, ICIMOD-Nepal

Sushil Pandey is an Information and Communication Technology (ICT) Specialist and leads the information technology (IT) team in ICIMOD's Information and Knowledge Management (IKM) Programme. He has 16 years of experience in the area of ICT, and his current responsibilities include the management of the enterprise-wide computing and electronic communications environment; planning, designing and implementing information systems; systems integration; and interface with mutually reinforcing systems and technology like enterprise resource planning (ERP) and knowledge management. Mr Pandey has a Master's degree in Computer Science from the Asian Institute of Technology (AIT), Bangkok and a Bachelor's degree in Engineering from the Regional Engineering College, Trichy, South India. Prior to joining ICIMOD, he worked as a Systems Analyst at the Regional Computer Centre of AIT and as a Systems Developer in a project on management information systems at the Ministry of Finance, Nepal through Public Administration Service, a US-based consulting company. From 2002 to 2008, Mr Pandey served as a distinguished member of the Panel of Authors on Digital Review of Asia Pacific and produced biennial reviews on ICT in Nepal and the region.

**Debdas Sen**
Executive Director-Consulting, PwC India

Debdas is the leader of much of the Technology Practice in PwC, which is the largest part of the consulting business in India. He is also responsible for the off-shore operations of PwC India , which is based in Kolkata. Debdas is a B.Tech (Hons.) from IIT Kharagpur in Electronics and Communication Engineering, and is also the leader of the Business Intelligence business of PwC India. He has been a consultant to many top tier retail and consumer products and goods organizations in India and globally. He has delivered speeches across the world on various subjects including Performance Management.

**Dr. Sheetal Amte**
Chief Development Officer, Maharogi Sewa Samiti, Warora (Anandwan), India

Medical Doctor with Masters degree in Social Entrepreneurship fro TISS, Mumbai. Rich experience in healthcare and nonprofit management with a focus on livelihood generation and rehabilitation of people with disabilities.Interested in creative communications and photography. Wish to develop creative communication tools for promoting community entrepreneurship, livelihood generation and also for preventive healthcare. Specialties Creative Communications, Livelihood Promotion, Photography, Social Marketing , Project Planning and Management, Documenting innovations and entrepreneurial case studies, Business Plan Formulation ,Innovations in Corporate Social Responsibility

**V K Madhavan**
Former Director, Chirag; Development Consultant, India

Madhavan was appointed the Executive director of Chirag in 2004. Prior to this, Madhavan had worked in Delhi with The Hunger Project, Action Aid and as an independent consultant prior to which he worked for 8 years in Bikaner district of Western Rajasthan with Urmul Trust and Urmul Setu Sansthan. Madhavan holds a Masters in Politics (International Studies) from Jawaharlal Nehru University.

**Pranshu Singhal**
Head-Sustainability, Nokia India Private Limited, India

Pranshu have an engineering degree in Environmental Engineering. Then I moved to Sweden to pursue a Masters in Environmental Science. After my masters, I moved to the U.S. to pursue a few more specialized courses and have been working in the field ever since. Pranshu Singhal is currently working as the Head- Sustainability at Nokia India Private Limited. He has been working with Nokia in multiple focus areas for more than a decade and is currently focusing on issues like sustainable consumption and e-waste management for the company in India.

**Nandita Rao**
Lawyer and Activist, India

She is a lawyer and activist, who has been practicing at the Delhi High Court and Supreme Court of India since 1998. She has been associated with the Delhi High Court legal Services Authority and with NGO'S including CHILDLINE ( a national helpline for children), Swanchetan ( an NGO that works on women's mental health issues) and the Lawyers Collective ( Civil Liberties Unit- which has worked extensively on cases arising from the Gujarat Genocide in 2002). Nandita completed her LLB from Symbiosis Societies Law College Pune and her LLM (Development) from School of Oriental & African Studies, University of London, UK as a Chevening Scholar. Apart from writing on current legal issues, including the Bhopal Verdict and judicial delay in National Dailies including the Asian Age, her publication include ; "The mirage of justice and International Law (case study of Gujarat)" presentation at the International Law Association Conference, entitled "Tower of Babel" 2006, London, UK. Directory of Supreme Court & High Court Judgments on issues of Women and Children ( Co- Editor) Manual – Copy rights and patentrights fortribal and traditional Artists for Social Action Forum for Manav Adhikar.

**Vineeta Dixit**
Principal Consultant, NeGP-DIT, India

She has over 22 years of experience in India and UK having worked in the areas of technology, education and governance. In the last 10 years Vineeta has transitioned from mainstream corporate life to ICT for Development (ICT4D) and public policy initiatives. She is currently Principal Consultant - Citizen Engagement for the $ 10 Bn National e-Governance Plan of Government of India. Vineeta haS Masters in Social Policy & Development from London School of Economics and a Masters in Business Administration from The Business School, Jammu University, India. Her specialties are - Strategic consulting, Programme Management, Resource Management, Citizen Engagement, Impact Assessment

**Vijay S Shimpukade**
Regional Manager, Intel Technology India Pvt Ltd., India

Vijay Shimpukade is the Regional Manager for West and Central India at Intel Technology India Pvt Ltd. responsible for Enterprise business. Vijay has around 20 years of experience with International success in various management and leadership roles in India, USA and Africa including Sales, Strategic planning, Program Management, Business Development, leading critical Business units, Technical lead and pre-Sales support. Vijay has spearheaded multiple critical corporate initiatives for efficiency drive across the globe including USA, APAC, Europe, Russia and Israel. Vijay interfaces across all organizational levels and contributes to highly successful teams. Vijay is an Engineering Graduate and has MS in Technology Management from NJ, USA.

**Neelam Chhiber**
Member of Governing Council, NASE, India

Neelam Chhiber is the co-founder of Industree, a social enterprise that connects rural producers to urban markets. Industree, with investment from Future Group, India's largest retail chain, built a part producer owned retail brand called Mother Earth. Neelam is an Industrial Designer from National Institute of Design and alumnus of Social impact International, as well as Global Social Benefit Incubator ,Santa Clara University, USA. She believes that the strong marketing platform that Mother Earth will provide for food, fashion and home will drive producer incomes upwards, increase potential of ownership in their own enterprises, which in turn will drive efficiency.

**Bikas Kr. Singh**
Head-Corporate Affairs, Lenovo India Pvt. Ltd., India

Bikas is a reputed Public policy expert with diverse experience in FICCI for 10 years. He has also worked with the Commercial Section of Danish Embassy and Carlsberg prior to joining Lenovo as its Head of Government Affairs. In Lenovo, Bikas has been instrumental in establishing Lenovo's image as a global, compliant company and as a thought leader in Indian IT hardware industry. He is in-charge for Government Policies, Regulatory issues, corporate affairs as well as Lenovo's CSR initiative. He is the Co-Chair for the FICCI Sub-Group on government policies in the ICTE Committee, member of the CII National Committee on ICT and also member of MAIT Executive Committee.

**Desi S Valli**
ED & COO, Net 4 India

Desi S Valli is one among the most successful Internet executives in India. He started his professional careerin a small start-up organization in Delhi, his initial interest in network design and integration gave him a chance to get involved in modern, developing technologies, and speci?cally Internet technologies. His contribution to the Networking industry gave him an opportunity to join Net4 India Ltd, as a founding member, in the year1999. Today, Net4, a BSE listed Company, is one of India's leading players in IP Communications Services providing a wide range of quality, customer-focused and reliable Internetrelated services. He is the secretary of the Internet Service Providers Association of India (ISPAI). He is a member of Technical advisory committee of NIXI (National Internet Exchange of India, which is a government funded company with a mandate for optimally utilizing the Internet infrastructure within the country). Through his expertise and exposure to internal ICT markets, he is an active participant in the discussion forums of TRAI, on its policy formation processes.



# VIRTUAL JURY PANEL

1. Nikhil Pahwa, Editor & Publisher, Medianama
2. Rajnesh singh, Regional Director of the Asia-Pacific Regional Bureau, Internet Society
3. Rajen Varada, Founder, Technology for The People
4. Bikky Khosla, CEO, Tradeindia.com
5. Amir Ullah Khan, Deputy Director, Bill & Melinda Gates Foundation
6. Madan Mohan Rao, Research Project Director, Mobile Monday
7. Chitranganie Mubarak, Senior Programme manager, ICTA
8. Sushil Pandey, ICT Practitioner, ICIMOD-Nepal
9. Pankaj Sethi, Director, Thirdvue Consulting
10. Amitabh Singhal, Board Member, PIR.ORG

**Bikas Kr. Singh**
*The Manthan Award, it truly was what Manthan in Hindi is all about. Itis truly a churning process lot of learning was definately a value that I got of here, exciting work which is being done.*

**Vineeta Dixit**
*The exprience has been EXHILARATING, because the discussion around each project's merit and its social and development impact is huge. Exprience that other jury members bring on board is beyond value."*

**Neelam Chhiber**
*I think its been a wonderful process where there was huge amount of interesting entries in the Manthan Awards. I find the process is rigorous and peer judging methods, lot of debate, a lot of analysis, goes into the decision making. And there is extremely competent composition of the Jury from all mocks of life with expertise in the area of development upon which Manthan focuses on.*

**Desi S.Valli**
*Being the Jury for the third time, it was definately an exciting thing done by Osama and DEF, especially for the reason that this haS been taken forward towards other asian countries beyond south asian countries.*

**Anuraj Gambhir**
*We found it really wonderful and intensive such tremendous and passionate entries. I must say that its a great honour and pleasure to be here as a part of the all process among wonderful people.*

**Soumya Sarkar**
*There is an economy slow down but the kind of innovation we are seeing in Manthan this time is that the creativity of the market has not taken yet.There is so much out there in the world of ICT, but how to discover the really good, creative and innovative stuff, Manthan knows it very well.*

# JURORS' GRAFFITI

**Dr. Sheetal Amte**
I must say that this is the fantastic place to showcase your talent, what you are actually doing on grassroot level through city based innovations, quality of jury fantastic, the entries are outstanding and I am sure that this event will definitely bring lots of issues on dias that will be coverted into policies.

**Shriyananda Rathnayake**
Selecting the best is not an easy thing so finally I think for taking the best we reviewed around 200 application nominees and we are going to get best from 220 nominees.

**Rajen Varada**
This year I think I have seen some very good qualitative jury processes into place and that has ensured that there is more time spent on discussions looking at the nominations, so I am very happy with the process we have followed in the Jury, as every year its very intense, exhausting but I think jury awards are getting better n better every year.

**Debdas Sen**
The qualities of these entries of this award were absolutely brilliant. It was difficult to distinguish and shortlist from what we had.

**Vijay S Shimpukade**
It has been a great experience especially because personally I learnt as lot from whole jury session what we hadand especially on the ICT front.

## DIGITAL EMPOWERMENT FOUNDATION

(www.defindia.net)

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

### .ORG (www.pir.org)

As one of the original domains, .ORG has been shaped by the global community as the place to express ideas, knowledge, and causes on the Internet. Whether an individual with an idea to share, a small club organizing and motivating your members, or a large company conducting educational and marketing campaigns - the .ORG domain name communicates trust, credibility, and community interest. In January 2003, the Public Interest Registry assumed responsibility for operating .ORG and maintaining the authoritative database of all .ORG domain names.

### Vodafone (www.vodafone.in)

One of the world's leading mobile & telecom service providers, Vodafone is a household name worldwide. Vodafone makes for great partners for an NGO like DEF as - At Vodafone, we believe we can help to build a sustainable future by delivering products and services that enable positive economic, social and environmental outcomes for our stakeholders worldwide.

Vodafone also has a Foundation which is at the centre of a network of global and local social investment programmes. Globally Vodafone Foundations make social investments by funding projects which support disaster relief.

### Women Entrepreneurs on the Web

(www.womenentrepreneursontheweb.com)

Women Entrepreneurs on the Web (WeOW) is an initiative aimed at helping women-owned businesses grow their online presence. As part of the program, women entrepreneurs will to learn to build their online presence, collaborate effectively, connect with their customers, promote their organization, and track & optimize their efforts. This initiative is currently being piloted in India & Russia.

### Intel (www.intel.in)

Intel Corporation designs, manufactures, and sells integrated digital technology platforms primarily in the Asia-Pacific, the Americas, Europe, and Japan. It provides mobile phone components comprising baseband processors, radio frequency transceivers, and power management integrated circuits; and mobile phone platforms and offers endpoint security, network and content security, risk and compliance, and consumer and mobile security software products. Further, it develops and licenses embedded and mobile device software products that comprise operating systems, virtualization technologies, middleware, and development tools. The company markets its products primarily to original equipment manufacturers, original design manufacturers, and industrial and communications equipment manufacturers. Intel Corporation was founded in 1968 and is based in Santa Clara, California.

### IAMAI (www.iamai.in)

The Internet & Mobile Association of India (IAMAI) is a not-for-pro?t industry body registered under the Societies Act, 1896. Its mandate is to expand and enhance the online and mobile value added services sectors. It is dedicated to presenting a uni?ed voice of the businesses it represents to the government, investors, consumers and other stakeholders. The association addresses the issues, concerns and challenges of the Internet and Mobile economy and takes a leading role in its development.

### WSA (www.wsis-award.org)

TheWorld Summit Award (WSA) is a global activity to select and promote the world's best e-Content and most innovative ICT applications. It o?ers a worldwide platform for all who value the creative use of ICTs and who are committed to making today's information society more inclusive. WSA is based on a unique mechanism of a global contest supported by national selections of best practice and a sequence of content-focused national and international events, content conferences and promotional exhibitions.

### APC (www.apc.org)

APC is both a network and an organisation. APC members are groups working in their own countries to advance the same mission as APC. In December 2010, APC had 50 members in 35 countries, the majority from developing countries.

## National e-Governance Plan

(deity.gov.in/content/national-e-governance-plan)

The National e-Governance Plan of Indian Government seeks to lay the foundation and provide the impetus for long-term growth of e-Governance within the country. The plan seeks to create the right governance and institutional mechanisms, set up the core infrastructure and policies and implement a number of Mission Mode Projects at the center, state and integrated service levels to create a citizen-centric and business-centric environment for governance.

## Department of Electronics and Information Technology (deity.gov.in)

e-Development of India through multi pronged strategy of e-Infrastructure creation to facilitate and promote e-governance, promotion of Electronics & Information Technology- Information Technology Enabled Services (IT-ITeS) Industry, providing support for creation of Innovation / Research & Development (R&D), building Knowledge network and securing India's cyber space.

## MINT (www.livemint.com)

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

## PEARSON (www.pearson.com)

Pearson Education Services Pvt. Ltd. provides end-to-end education solutions in the K-12 segment that employ technological innovations and leverage Pearson's global resources, expertise, content and reach. Since its inception in 2000, it has emerged as the brand of choice for students/parents, teachers, schools and colleges, globally, due to its range of innovative o?erings, which include school management services, technology-enabled classroom solutions, self study products, test prep and tuitions, and global online tutoring. It has been the recipient of many prestigious awards including the President Award for IT, Manthan Award for Best E-Content Development and the Marico Innovation Award.

## NIXI (www.nixi.in)

The National Internet Exchange of India is the neutral meeting point of the ISPs in India. Its main purpose is to facilitate exchange of domestic Internet traffic between the peering ISP members. This enables more efficient use of international bandwidth, saving foreign exchange. It also improves the Quality of Services for the customers of member ISPs, by avoiding multiple international hops and thus reducing latency.

## FORD FOUNDATION (www.fordfoundation.org)

Ford Foundation works mainly by making grants or loans that build knowledge and strengthen organizations and networks. Since its financial resources are modest compared with societal needs, it focuses on key problem areas and program strategies. Created with gifts and bequests by Edsel and Henry Ford, the foundation is an independent, nonprofit, nongovernmental organization, with its own board, and is entirely separate from the Ford Motor Company. The trustees of the foundation set policy and delegate authority to the president and senior staff for the foundation's grant making and operations.

## .NGO (www.pir.org)

.NGO will be the exclusive domain for local and global non-governmental organizations looking to advance their missions or to inspire their communities. .NGO will provide immediate recognition for organizations to pursue a cause and make a positive impact. PIR is the non-profit organization managing .ORG – the domain that has served the non-profit community for more than 25 years – making it the natural choice for managing the .NGO domain.

## INTERNET SOCIETY (www.internetsociety.org)

The Internet Society (ISOC) is a nonprofit organisation founded in 1992 to provide leadership in Internet related standards, education and policy. We are dedicated to ensuring the open development, evolution and use of the Internet for the benefit of people throughout the world.

## AMERICAN CENTRE (newdelhi.usembassy.gov)

The American Center is the Embassy's cultural center, offering art exhibits, book launches and musical programs. Located at 24 Kasturba Gandhi Marg in Connaught Place, New Delhi, it houses

the American Library which is a public library open Monday through Saturday. The United States was the first country to exchange ambassadors with independent India in 1947.

**ICTA** (www.icta.lk)
Information and Communications Technology (ICT) is an increasingly powerful tool for participating in global markets, promoting political accountability, improving the delivery of basic services and enhancing local development opportunities. However, without an innovative ICT strategy many people will be left behind. The Information and Communication Technology Agency (ICTA) of Sri Lanka is the single apex body involved in ICT policy and direction for the nation. Wholly owned by the Government of Sri Lanka, ICTA is the implementing organization of the e-Sri Lanka Initiative. Major donors including the World Bank will be funding a number of the Agency's initiatives.

**CAN** (www.can.org.np)
Computer Association of Nepal (CAN) was formed in May 1992 but was formally registered in December 1992 as an autonomous, non political, non partisan, non-pro?table and service oriented organization. The Computer Association has been formed with the involvement of professionals, specialists, manufacturers, institutions and the related organization of Computer and Information Technology within the country.

**D.NET** (dnet.org.bd)
D.Net (Development Research Network) is a non-pro?t organizaon, which envisages using informaon and communicaon technology for economic development of Bangladesh. Working with interfaces of all development use, D.Net thrives to build up itself as a mul-disciplinary organizaon. It aspires to funcon as an agency for undertaking and promong study, research and disseminaon of knowledge in development economics and others related ?elds to planning for naonal development and poverty alleviaon through use of ICTs. It works to use ICT for agriculture, health, education, legal right, awareness building as well as capacity building for development.

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

**NICTAA** (nictaa.af)
The National Information Communications Technology Alliance of Afghanistan (NICTAA) is a consortium of ICT players, NGOs, companies and educational institutions in Afghanistan. It is a strong voice of the ICT players in the country. NICTAA was founded in 2007 by 11 leading ICT associations and companies in the country, known as the Founding Members of the Alliance. NICTAA's Founding Members are Afghan Computer Science Association (ACSA), Afghan Media International (AMN), South Asia Free Media Association (SAFMA) Afghanistan, National Internet Services Providers Association of Afghanistan (NISPAA), Afghan Telecom, Afghan Wireless (AWCC), Alcatel-Lucent (ALU) Afghanistan, American University of Afghanistan (AUAF), Kardan University, MTN Afghanistan and Telecom Development Company of Afghanistan (TDCA)/Roshan.

**P@SHA** (pasha.org.pk)
P@SHA is a platform for promoting, protecting and developing the software industry in Pakistan. It provides a focal point of representation for outside agencies of various concerns. The main objective striven for is devising ways to tackle issues by confronting the concerned authorities to achieve desirable gains for the organization's members. Learning through various endeavors over the years; P@SHA has implemented formal policies as rules of the association. These have been further communicated to the Government for the formulation of progressive policies.

**YOURSTORY** (yourstory.in)
YourStory is India's leading comprehensive online platform for entrepreneurs, dedicated to promoting the startup ecosystem. YourStory was started in October 2008 by Shradha Sharma, who has held in senior positions in leading media organizations like

The Times of India and CNBC TV18. Today, YourStory is driven by Shradha's vision to create a hub for thousands of entrepreneurs across India, by providing them with critical value-additions like corporate branding, personal visibility, mainstream media coverage, business networking, growth opportunities and investor connections. The e?ort continues to be powered by a highly motivated team of talented writers and experienced professionals from across the world.

**MEDIANAMA** (www.medianama.com)
MediaNama is the premier source of information and analysis on the Telecom and Digital Media business in India. We cover the evolution of the Digital and Media business in India, providing news, opinion and analysis on new launches, Mergers & Acquisitions, Venture Capital Funding, Industry Research, Joint Ventures and other business developments related to Internet and Mobile communities, and content including music, gaming, video and more. Our key focus is on digital content, it's carriage and monetization, and on covering issues that have an impact on the digital ecosystem in India.

**SOCIAL SAMOSA** (www.socialsamosa.com)
What is SocialSamosa: -- Social media is growing. Growing at a pace that defies calibration. In India, as social media usage is on a steep rise, more and more brands are waking up to the power of word of mouth and want to monetize this. While the Indian Social Media industry still struggles to shape itself, we all have a lot to learn and grow. Social Samosa hopes to become a knowledge repository for thoughts, ideas and dialogue about social media scenario in India. The portal aims to be the enabler of growth of an individual, a brand or an organization within the industry.

**YNG MEDIA** (www.yngmedia.com)
Our goal is to align digital marketing strategies with your business objectives. We build a digital ecosystem designed for you to drive the right message to the right audience at the right time and place. YNG Media is a full-service digital marketing agency that offers you strategy, Social Media, SEO, Web design and development, Direct Response, Video, CRM and Loyalty and Analytics. A digital marketing agency with the knowledge, skills, and a proven process that consistently delivers results. Results that ensure a significant increase in traffic and ROI

**MP POST** (www.mppost.org)
MP Post is Madhya Pradesh's ?rst Hindi e-paper that was launched in 2005 and comes out with a daily edion. Besides being a provider of the latest national and local news, it has also helped to increase and aid Hindi literacy in rural areas. As Hindi is the most easily understood and read language in Madhya Pradesh, this service has had a posive impact on the cizens making them more aware and conscious of the polical and social issues a?ecng them. Such new media iniaves hold out the possibility of on-demand access to content anyme, anywhere, as well as interacve user feedback.

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

**SMSONE** (www.smsone.in)
We at SMSONE are striving to make SMS as a thread to integrate, interconnect local communities, a?ectionately and make the society more vibrant, more updated and more knowledgeable. Through this idea, we are also successful in providing self-employment opportunities & social prestige to hundreds of school-college dropouts & grass root youth social workers. The e?orts we are putting to make SMS as a Micro-Media will surely result into SocioEconomic Development of the common people. As we are promoting Social Entrepreneurship, we invite social hearted individuals & NGOs to join hands with us to penetrate this innovative project to the grass root level.

**GUPSHUP** (www.gupshup.me)
GupShup is a social messaging service that enables users to share their short messages, privately with friends, or publicly with all. The service works on every mobile device and can be accessed via SMS, web, wap or mobile apps. It has over 60 million users in India, and expanding internationally. Businesses use GupShup to acquire new customers or engage existing ones. GupShup enables brands and businesses to reach millions of users with targeted mobile messages.

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.NGO

a Public Interest Registry initiative

.NGO will be the exclusive domain for local and global non-governmental organizations looking to advance their missions or to inspire their communities. .NGO will provide immediate recognition for organizations to pursue a cause and make a positive impact. The Public Interest Registry is the non-profit organization managing .ORG – the domain that has served the non-profit community for more than 25 years – please come to our booth and talk to us about the .NGO domain.

Please visit www.ngotld.org or www.pir.org

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