

Saluting Mobile Innovations for Development



**mBillionth**  
AWARDS 2017

**ROUND-TABLE  
DISCUSSIONS**



Thirty-two initiatives won hearts and the mBillionth Awards 2017 at Eros Hotel, New Delhi, on August 4, 2017 amid much celebration and powerful discussions.

Now in its eight year, mBillionth Awards South Asia was conceptualised to recognise and felicitate mobile-based initiatives that are leading the world towards development and change. Over the years, the platform has created a knowledge hub and network of more than 2,000 initiatives from eight South Asian countries – India, Pakistan, Afghanistan, Nepal, Bhutan, Bangladesh, Maldives and Sri Lanka.



This year, mBillionth Awards received 294 nominations across 10 categories – Health & Well-Being, Government & Citizen Engagement, Learning & Education, Early Stage, Business & Commerce, Agriculture & Environment, Smart Settlements & Urbanisation, Media & Entertainment, Culture & Tourism, Inclusion & Empowerment – from eight South Asian countries. A rigorous Jury process shortlisted 65 Finalists from these nominations.

At mBillionth Awards Gala 2017, eight parallel round-table discussions were held to gather valuable inputs from all participants on the 'Emergence of Mobile Societies' and its category-wise sub-themes. Key highlights from these round-table discussions are below.



## PARALLEL ROUNDTABLE 1.1

HEALTH & WELL-BEING



## PARALLEL ROUNDTABLE 1.2

GOVERNMENT & CITIZEN ENGAGEMENT



## PARALLEL ROUNDTABLE 1.3

LEARNING & EDUCATION



## PARALLEL ROUNDTABLE 1.4

EARLY STAGE AND BUSINESS & COMMERCE



## PARALLEL ROUNDTABLE 2.1

AGRICULTURE & ENVIRONMENT



## PARALLEL ROUNDTABLE 2.2

SMART SETTLEMENTS AND URBANISATION



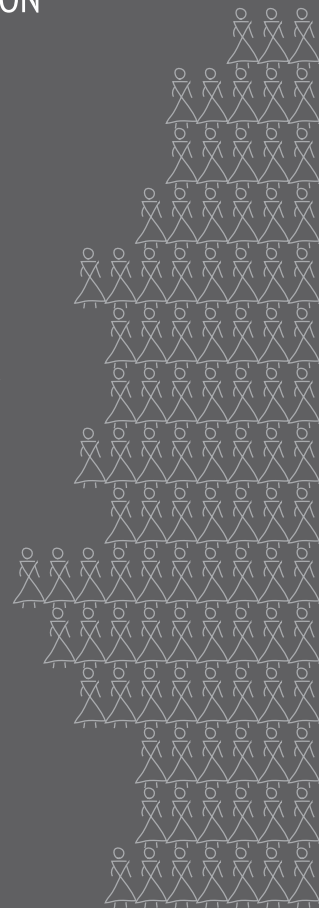
## PARALLEL ROUNDTABLE 2.3

MEDIA & ENTERTAINMENT



## PARALLEL ROUNDTABLE 2.4

CULTURE & TOURISM AND INCLUSION & EMPOWERMENT



# PARALLEL ROUNDTABLE 1.1

## HEALTH & WELL-BEING



The round-table discussion on Health & Well-Being saw nine participants actively engage in a dialogue moderated by Anirban Sarma, National Programme Officer in the Department of Communication and Information at UNESCO India.

Those participating in the discussion were representatives from Agatsa Software private Limited, Dnet, CREA, Pondicherry University, mPower Social Enterprises Ltd, The Aga Khan Development Network, eHealth Resource Centre, WindmillInfotech Limited, Ausodhyatmika. They discussed various emerging and innovative ways of incorporating mobile phones and other devices in enabling access to right to health facilities.

Anuradha Chatterji and Diksha Dubey from CREA spoke about their initiative, Kahi Ankahi Baatein, and discussed the role of mobile-based technology and Interactive Voice Response System to disseminate essential rights-based information about sexual and reproductive health and rights.

S Sivasathya from Pondicherry University spoke about MITRA, an Android-based mobile application to ensure safety of women, children and senior citizens in times of distress. The tracking and rescue app work both online and offline.

Neha Rastogi from Agatsa Software Private Limited spoke about SanketLife, a pocket ECG recorder that allows users to easily monitor their blood pressure, blood sugar, cholesterol levels and even get doctor's opinion. SanketLife has, especially, proved beneficial for rural lives in Tripura by providing low-cost cardiac care at state-run health centres.

After listening to other participants, the moderator noted that it is very important to discover and acclaim mobile applications that are helping bridge the digital divide and the content gap in India between the technological-empowered and the technologically-excluded communities.



# PARALLEL ROUNDTABLE 1.2

## GOVERNMENT & CITIZEN ENGAGEMENT



The round-table discussion on Government & Citizen Engagement was moderated by Rajesh Verma, Former Principal Director at the Department of Information Technology of the Government of Sikkim.

Rajendra Chaubey and Shipra represented Aaple Sarkaar, a mobile app they have developed to enable people in rural areas of Maharashtra to obtain agriculture-related information and other facilities. Since several users among the target audience neither have knowledge of English nor access to smartphones, creators have ensured that the service is available to feature phone users in Hindi and Marathi as well.

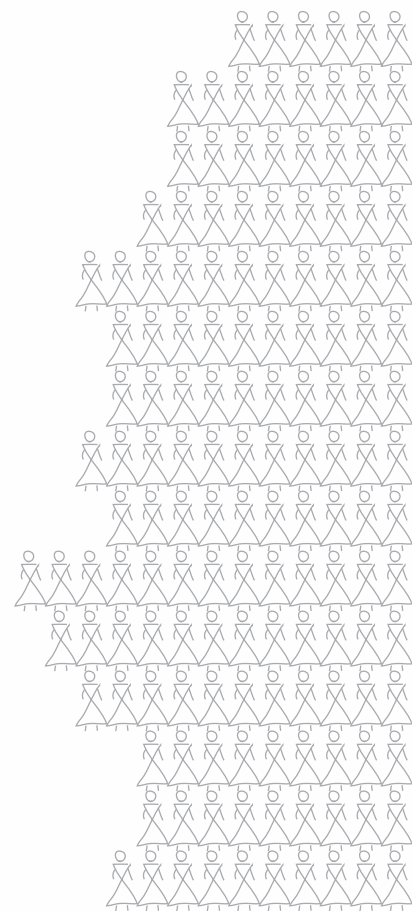
Gautam Kochar and Sunit Patedi presented Urjas Services, an app that provides a hassle-free platform to consumers to pay their bills online. The app also allows users to report crime and receive traffic updates in the city.

Leena Uppal and Sumit Basu presented Sabrang, a newly developed app, primarily for the LGBT community, which provides users with information about sexually transmitted diseases, consequences of unprotected intercourse and other complications related to sexual health.

Sumit Arora presented Janagraha, an app that assists in keeping cleanliness on point. Now considered an integral part of Swachh Bharat Mission, the app is used by 1.2 million urban citizens to ensure cleanliness of their vicinity.

M D Shahin presented AmarMP, a mobile app that provides citizens of Bangladesh all relevant information about their elected representatives, besides a direct communication channel with them.

The moderator pointed out that developing countries need more integrated apps, especially for feature phones users, with high levels of localisation to make them relevant for the target audience.



# PARALLEL ROUNDTABLE 1.3

## LEARNING & EDUCATION



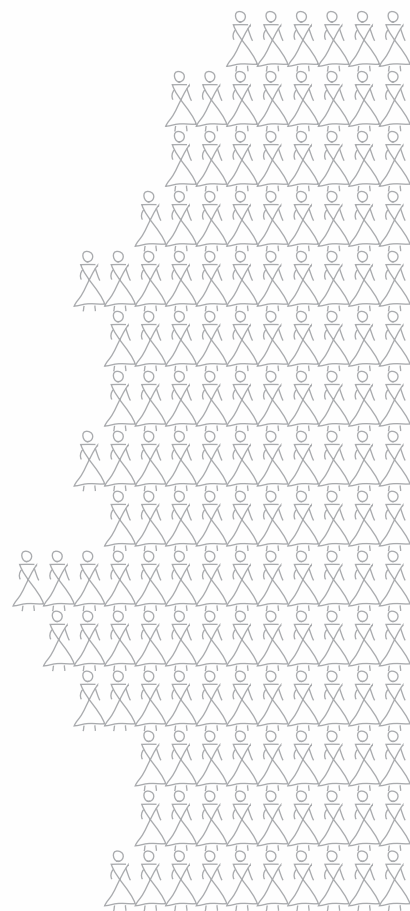
The round-table discussion on Learning & Education was moderated by Dushyant, a lawyer, writer and columnist at Mumbai Mirror, and saw representations from BYJU's Learning App, National Digital Library, Worldreader, MAMTA Health Institute for Mother and Child, WITS Interactive and Brillion eLearning Solutions.

Dr. Vignesh Swarna Mohan of Brillion eLearning Solutions discussed how his app is useful for civil services aspirants. He explained how new socio-economic measures can help rural India to gain education and challenge aspirants to work harder. Makers of the app believe that if people have dreams, money should not restrain them from achieving their dreams.

Sumitra Dhal Samanta presented MAMTA Health Institute for Mother and Child, which works for the empowerment of underprivileged and marginalised individuals through gender discrimination. She explained the problems of rural Indian women and the prevalence of rigid patriarchal norms that withhold women from accessing various health services and information.

Ninad Chhaya presented WITS Interactive and spoke at length about how creatively designed learning apps can attract kids and engage them in reading. With the new National Digital Library app for Android phones, users can read over 7.2 million books in 70 different languages.

The engaged discussions highlighted the importance of learning apps in today's times when it has become hard to move children away from digital devices, and encouraged entrepreneurs to find solutions for effective learning and teaching methods.



# PARALLEL ROUNDTABLE 1.4

## EARLY STAGE AND BUSINESS & COMMERCE



The round-table discussion on Early State and Business & Commerce was moderated by Manoj Dawane, VP & Head (Technology) of Government & Industry Relations at Ericsson India.

Sharad Bisen presented the Smart Box App that has been developed by the Madhya Pradesh government to enable authorities to remotely control the electricity supply in the state, retrieve pending power consumption bills, promote use of mobile technology in rural areas and increase faith in mobile-based transactions.

Buwaneka Ranatunge presented Park Me app that helps users in Sri Lanka to remotely find parking space around their destination. It also allows land owners to lend their space for parking.

Syed Naimul presented Bangladesh's Public Toilet app that helps users find the nearest toilet; Sam Phillips presented Read to Kids, an app that helps parents read to their children; and Arif Nezami presented Bangladesh government Union Digital Centre for government services.



# PARALLEL ROUNDTABLE 2.1

## AGRICULTURE & ENVIRONMENT



The round-table discussion on Agriculture & Environment was moderated by Ajay Muttreja, Start-up Advisor and Mentor at the National Start-up Committee, and saw representations from Reliance Foundation, Criyagen Agri., SevaMandir, Agro Star and Mandi Trades India. The discussion revolved around challenges faced by the solution providers, problems associated with developing the apps, possible remedies, project scalability and methodology.

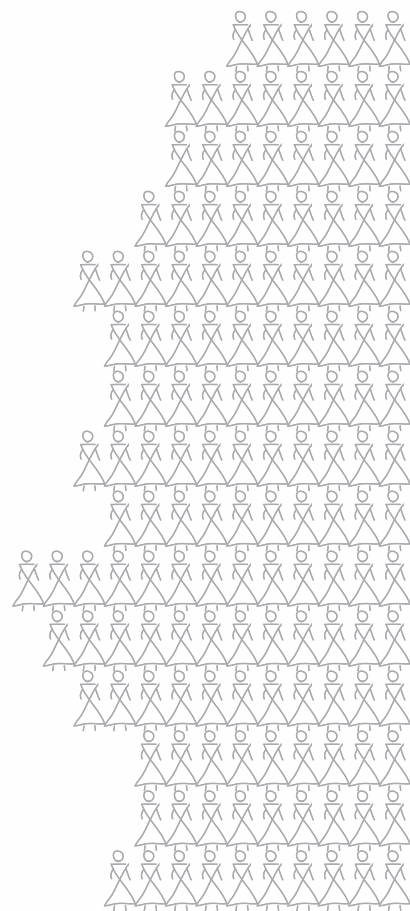
Ankit Walia presented Reliance Foundation and shared his views on the challenge of poverty and information gap in rural areas. He emphasised on the need for collective effort to reach the target audience as individual effort is not always sufficient. He noted that taking technology to rural areas is a challenge and, thus, Reliance Foundation is training their team members to use technology effectively and reach the masses.

Dr. Basavraj Girennavar Basu from Criyagen Agro spoke about the challenges of digital infrastructure and people's incapability of adapting new technology. The idea of this app, he shared, is to connect farmers across the nation and facilitate exchange of ideas. It analyses data of various kinds every day to make market access and market pricing easier for farmers.

Kuchinilo Kemp presented SevaMandir and talked about the challenges of logistics, language, mobile literacy and remoteness of Indian farmers. The app is trying to organise farmers into groups to facilitate easy buying and selling, without going through a middleman. Further, it gives incentive to farmers who avoid chemicals and produce organic products.

Representatives from Mandi Traders seconded the need to connect farmers in a digital world to bring witness a radical change in the field of agriculture.

All participants came to a consensus that there is a need for active partnerships in this field and appropriate technology to reach the target audience.



# PARALLEL ROUNDTABLE 2.2

## SMART SETTLEMENTS AND URBANISATION



The round-table discussion on Smart Settlements & Urbanisation  
Anirban Mukerji, Senior Manager of Wireless Reach at Qualcomm.

Vijay Kumar presented Lead Winner Corp, and spoke about the  
Government Project Monitoring System (GPMS), which automates the  
process of handling public works through a real-time and geo-tagged  
platform.

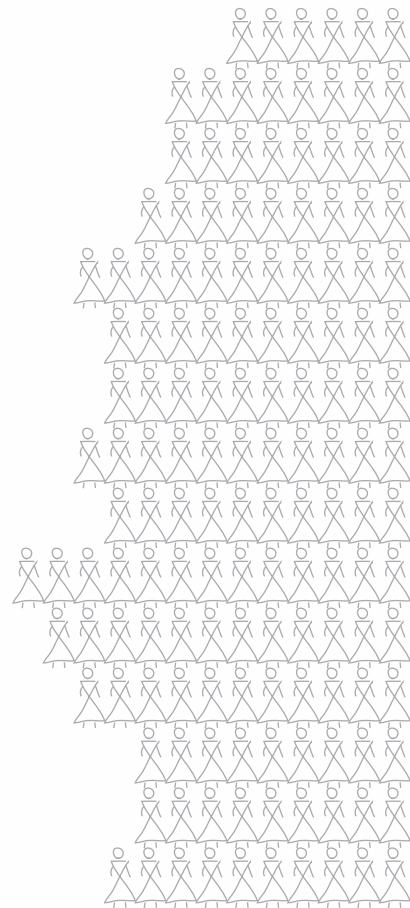
Nagendra Surname presented Bangalore Metropolitan Transport  
Corporation's real-time city bus service that works on Intelligent  
Transport System to provide timely and relevant information to  
commuters.

Ali Surname and Sajid Hasan Sajib presented Digital Manush, an app  
that is operational in Dhaka, Bangladesh, but is projected to soon cover  
eight major cities of the country. Digital Manush aims to become a one-  
stop platform for blue collar service providers.

Sucharita Pradhan presented RailTel Corporation of India Ltd's Railway  
Station Wi-Fi Project, initiated in partnership with Google, which aims at  
providing free Wi-Fi at railway stations to bring people who do not use  
Internet into the ambit. They plan to provide Wi-Fi in 400 A1 and A2  
category stations by the end of 2018 and currently operate in 140  
stations with over 6.5 million users per month.

Ravi Ahluwalia presented Patiala Foundation and spoke about I-Sewa,  
an app that provides better access to essential services for city residents.

Patiala Foundation first mapped local service providers such as rickshaw  
pullers, cobblers, utensil polishers and others on an open source  
platform. All registered service providers were verified through police  
and personal checks and then added to the Yellow Pages-like service  
that is operational in three cities.



# PARALLEL ROUNDTABLE 2.3

## MEDIA & ENTERTAINMENT

The round-table discussion on Media & Entertainment was moderated by Natasha Badhwar, film-maker and columnist at Mint.

Conversations around the table broadly discussed low capacity of rural consumers to pay for online services, more audio-visual content for those who can't read and write English, advantages and disadvantages of advertisements, using entertainment for problem solving, apps that may run offline as well and content that can be accessed even in low bandwidth regions.

Some key examples that came out from the conversations were Top Tube, an app that aggregates data to present top 10 videos and Boom 3D, a virtual surround sound solution for mobile phones.



# PARALLEL ROUNDTABLE 2.4

## CULTURE & TOURISM AND INCLUSION & EMPOWERMENT



The round-table discussion on Culture & Tourism and Inclusion & Empowerment was moderated by Manoj Dawane, VP and Head of Technology, Government and Industry Relations, Sustainability and Corporate Responsibility at Ericsson India.

Shivani Surname presented Sahapedia and its museum mapping initiative that aims at making users aware about the different museums in the country, along with details like entry fee, working hours, facilities provided and upcoming events.

Dr. Padma Rammoorthy presented MedHealth TV, a YouTube channel with 200+ videos in Hindi, Telugu, Kannada, Bengali and Tamil on women's health, pregnancy and post-natal care. Creators of the app believe in empowering the common man with health-related information in the language that audience understands best – audio-visual. The aim of this initiative is to provide access to health-related videos and create a peer-to-peer forum so that users can communicate with each other and with physicians.

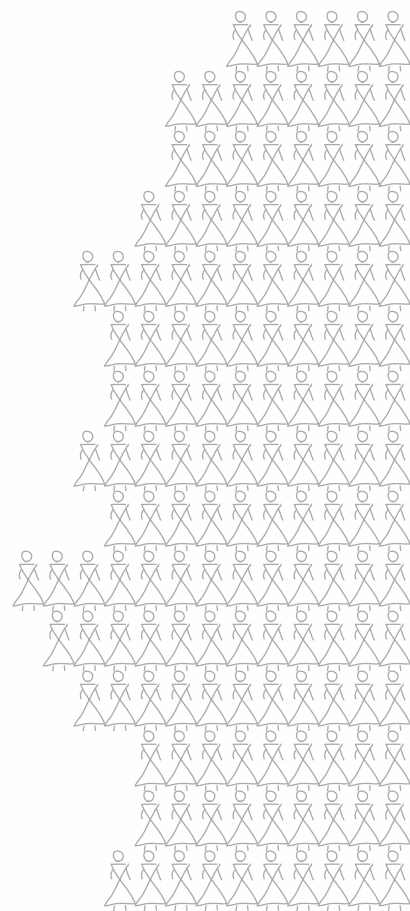
Khushboo Surname presented Love Matters, a website that informs young Indian adults about sex and relationships. It recognises that weddings mark an important stage in the lives of Indian couples; and wants to address the growing need for information about what to expect before and after marriage.

Rahul Malik presented Delhi Monuments, an informative platform that provides detailed information about 300 monuments in Delhi, divided into 11 categories, and mapped with a GPS system.

Prabhat Pani presented Druv, an all-new community development programme that uses innovative technology to help transform the lives of rural and remote populations in India in an effort to increase accessibility to affordable and informative content to television screens.

Druv enables users in Rajasthan to access important information and services in the areas of health, finance, agriculture, farming, education, entrepreneurship, animal husbandry and more.

Another trailblazing initiative that was discussed at the table was Project Orasi 2.0, a highly efficient and accurate mobile device that has been designed and developed especially for the visually impaired individuals who are in need of user-friendly mobile devices to help them access non-braille content that they come across in their day-to-day lives.





[www.mbillionth.in](http://www.mbillionth.in)