

# MOBILITY

South Asia's Best  
Mobile Innovations

Editor: Osama Manzar

mBillion<sup>th</sup>  
award south asia 2013



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# MOBILITY



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## Your Companion

Come July 18, 2013. We shall be celebrating the 4th edition of the mBillionth Award South Asia recognizing the best mobile innovations and practitioners for the year 2013. Once again, the mobile for development fraternity will converge to celebrate the bright ideas, innovations, and practices. The channel for robust partnerships and collaborations will be strengthened and renewed.

It gives immense satisfaction to see how the mBillionth has emerged in the past four years in South Asia. The reason, the mBillionth being the only such forum to experience, share and exchange ideas, innovations and partnerships in the region with more than 1.5 billion population.

My warmest acknowledgement goes to the mBillionth nominees who have made the 4th edition more vibrant and contemporary. A total of 291 nominees for 2013 reflect the immense faith of the mobile innovators and practitioners on the forum, their own forum. The support of all stakeholders, the wider mobile community has gone into this: creating a regional platform to sit, talk, share, exchange

**The support of all stakeholders, the wider mobile community has gone into this: creating a regional platform to sit, talk, share, exchange and learn from each other. Irrespective of winning or not winning the mBillionth recognitions, it the effort behind each nominee innovations that the mBillionth celebrates. And the good work must go on.**

and learn from each other. Irrespective of winning or not winning the mBillionth recognitions, it the effort behind each nominee innovations that the mBillionth celebrates. And the good work must go on.

The partnership and association of stakeholder have strengthened the platform each year towards improvisation and scalability. The support of industry partners in Vodafone and Nokia has been splendid and overwhelming in the pursuit of mobile for development objectives. The association from Internet & Mobile Association of India (IAMAI) has been timely and immensely contributory over

the years. The mBillionth wouldn't have scaled new heights but for strategic partnership that Mint has provided for years. The support of PwC has provided a wider strategic dimension.

If one would ask how mBillionth has successfully outreached to destinations and territories unthinkable, my answer would be the role of our outreach partners who has brought in new thoughts, approach and opportunities for mBillionth. This timely support of the invaluable partners – ICTA, Dnet, CAN, NICTAA, Bytes for All, Glocal University, MP Post, Medianama, Mobile Social Networking, Telecom Watch, mydala, Innoz, Dreamcast, and Telecom Uncovered – has gone and will go a long way in building an enabling mobile environment in the region.

A special acknowledgement and gratitude goes to our valuable exhibitors and partners coming together to share innovations, applications and practices during mBillionth 2013. The Mobile Innovation Haat shall showcase more than 60 best practices and projects from India and South Asia including NGO good practices in the 'Vodafone Mobiles for Good' Pavilion.

My acknowledgement to the advisory board members of Digital Empowerment Foundation, whose continuous guidance, inputs have made things really different. Also my sincere regards and acknowledgement for the brilliant support of the Jurors of the mBillionth 2013 Jury for their dedication, commitment and contributions in bringing quality, sanity and value to the mBillionth Award.

If names speak thousand words, let me express my special thanks and gratitude those minds whose association and support has meant a lot - Laura Turkington, Soumya Sarkar, Amir Ullah Khan, Rajen Varada, Madan Mohan

Rao, Milind Pathak, Anuraj Gambhir, Arjun Basu, Mahesh Uppal, Indumini Kodikara, Sushil Raj Pandey, Mohammad Chowdhury, Pranshu Singhal, Binay Tiwari, Dr. Ananya Raihan, Prof. Debabrata Goswami, Mahesh Venkateshwaran, and N. Ramakrishnana.

My thanks and affection remains with my dedicated team who worked tirelessly to keep the momentum of mBillionth keep going - Neeraj Kumar, Ravi Kanta, Shahid Siddiqui, Ritu Srivastava, Azeem Khan, Chitra Chauhan, Anamika Garg, Shahid Ahmad, Devendra Singh, Lucky Tamang, Pritam Sinha, Amit kumar Sanga, Ashu Garg, Rohit Dhall, Sapna Subba, Jaspreet Saini, S. Ansari, Jasbir Singh, Satya Prakash, Babloo Das, Shaifali Chikermane, and Syed S. Kazi.

With this, I hope, the mBillionth South Asia Mobile Congress & Award 2013 continues to bring cheers, hopes, nurtures dreams, aspirations, ignites passion, steers relationship and partnership.

Let us connect for the cause of m-powering every citizen in South Asia.

Dear readers may ignore any errors and omissions in this book as humanly mistakes and enjoy the flow of innovative ideas and innovations.

Warmest regards,



**Osama Manzar is Curator of  
mBillionth South Asia Award**



**Osama Manzar**

Only good governance can provide an answer to the problem of delivery systems. If what is meant for the poor does not reach them in the proportion it is meant to, then corruption and inefficiency are its two main causes. Mobile technologies offer momentous opportunities for upholding good governance, effective service delivery, increasing accountability and fighting corruption since they can reach citizens directly through interactive conduits of communication. They allow rapid data collection and access to information and offer innovative paths for social mobilisation and effective community participation.

These are the learning that we have got at DEF, through mBillionth which has been on the ground for 4 years, identifying the best in mobile and telecom innovations across India and South Asia. And these projects are from across : m-Health, m-Travel & Tourism, m-Infrastructure, m-Governance, m-Entertainment, m-Business & Commerce/Banking, m-Inclusion, m-Education & Learning, m-Environment, m-Culture & Heritage, m-News & Journalism, mWoman & Children. Here we are presenting

## Accommodating the Mobile Masses in South Asia

**Believe it or not, today 4 per cent of our GDP comes from the Internet and that number is only set to grow through mobile based internet.**

how the mBillionth 13 has come into shape and what's the learning that we can show.

Social entrepreneurship in Mobile sector is witnessing a "mainstreaming" of sorts. These ventures no longer need to depend solely on philanthropy or grants to take off. Even "unabashedly commercial investors" are willing to support businesses that promote inclusive economic development and reach out to the underserved markets of India.

There are many such innovations which we have seen in our mBillionth Award, initiated to honour and recognise mobile practitioners who are working at grassroots level and how mobile is impacting their lives. The repository of mobile innovations across all South Asia nations has been equally exemplary and contemporary in excellence. mBillionth Award 2013 is the fourth edition. One holistic approach in mBillionth is synthesizing this platform with



Photo Credit: BBC Action

Vodafone Foundation. For the past three years this partnership has provided funding windows to nurture and scale up socially relevant mobile applications as deployed and used by NGOs we call it “Mobile for Good”.

The journey since inception has been extraordinary, overwhelming. The innovations illustrate the way new discoveries, combinations and solutions in the Internet era work together. Where the technological, cultural and technological domains meet at the right time an increased synergy effect can take place due to lucky circumstances and right timing. mBillionth’s recognition and scaling up has reached to more than eight hundred innovators and innovations across South Asia.

Governments, donors, mobile phone companies and non-governmental organizations are increasingly aware of the potential of information technology in achieving development goals in a variety of sectors. In response to this, there has been a proliferation of mobile-phone based services and products, as well as mobile phone-based development projects.

Does information technology promote economic development in South Asian countries? How can it be used to better contribute to economic growth and poverty reduction? Evidence from mBillionth showcase points to the following: Access to information is crucial for ensuring that farmers, traders and consumers can engage in optimal arbitrage – in other words, buying and selling goods when and where it’s needed most. This, in turn, improves market performance, which increases welfare.

Why this award is called mBillionth? As of literally now, even as you read this, mobile is increasing in numbers each day. It’s no secret that mobile is exploding. A report from Ernst & Young says that almost 50% of all social media users access social platforms from their mobile devices. This is a portrayal of how many people, how many lives are impacted, with each passing day. This reflects the rate of innovation, applications, content and services serving the needs of millions of people in India and South Asia. The impact is not in millions but in billions.

We have been doing Manthan Award for South Asia for the past 9 years; this is going to be the 10th year. Therefore,

the reach and network of partnership and coverage is already there. We have a working relationship in these countries, and with partners who are ICT-oriented, digitally inclusive and who have been working in their own countries to make sure the proliferation of ICT and Internet happens for the larger good. To mention some: we have ICTA in Sri Lanka, CAN in Nepal, Bytes for All in Pakistan, D.Net in Bangladesh and NICTAA in Afghanistan. The Manthan Award helped us to take partnership forward to the mobile domain. The only concern, a challenging one, was how to bring telecom or mobile-based association. And thanks to Manthan Award and digital empowerment foundation's extensive work, we have been able to get reliable partners in all these countries of South Asia.

The success of an innovation can be compared with the coming across the one and only partner of your life. Many innovations fail because - and unfortunately you can only see and understand it afterwards - the window of the opportunity was not open wide enough. It's extremely encouraging how individuals, NGOs or an organization, or government on its own, have been able to find innovative ways to use the mobile. Because it has reached to the masses, to serve them through health services or several kinds of governance services.

What is important to consider is the huge Indian mass base needs to be served holistically with mobile support services. Private players can play a meaningful role to reach out to the population. Many challenges remain. Operators need to reinforce customer loyalty and provide more services with high added value. For public authorities and users, population coverage needs to be extended and the cost of access to the service needs to come down. Finally, international donors must play a role in ensuring there is a balance between players, they must help reduce the negative effects of the mobile phone sector and – at the same time – make sure its developmental impacts are maximized. They must also provide their financial support to the expansion of broadband connections in order to give easier access to Internet, which would appear to be an even more important factor for economic growth in South Asian countries than the mobile phone itself.

A 2011 Gallup study of 20 economic entities in Asia showed that India ranked in the bottom quartile on several important indicators of a well-functioning entrepreneurial ecosystem. Although cross-country comparisons might not be ideal because of Asia's diverse economies, governance models and cultures, a bottom quartile ranking across a majority of indicators is alarming.



Photo Credit: BBC Action

The mBillionth Award is more than an award. It is an ecosystem. It is a means to scout best practitioners in South Asia region, a subcontinent that shares more commonality of challenges and destiny than anything else. It's a process to recognize unsung heroes and support their initiatives without any commercial entanglement. It's an ecosystem of empowerment, identifying best practices, mentoring, funding and cross-exchange of ideas. It has emerged as a wide platform to feed innovative ideas and practices to government stakeholders on ways and means of using mobile applications, solutions of service providers and mobile content creators who are capable enough to serve various national mission mode programmes, if engaged meaningfully. And we feel delighted and encouraged to find this is happening, it is actually happening and that, too, successfully.

With the rapid development of wireless broadband, mobile communications are evolving from simple voice communication services and text messaging to a more sophisticated offering with a wide range of applications in locations where conventional services are not available. "Smart" wireless phones, for example, now allow users to also browse the Internet, download music, and access information services.

This opportunity is especially promising considering how inadequate infrastructure led the South Asian world to miss out on much of the initial web revolution, and that access to the Internet can provide an even bigger boost to economic growth than access to mobile phones. Broadband Internet, wireless and fixed, is becoming a service of general economic interest—by enhancing the knowledge, skills, and networks of individuals; raising private sector productivity; and increasing community competitiveness. It also plays an essential role as an enabling technology in increasing investment payoffs in other sectors, transforming research and development, facilitating trade in services

and globalization, and improving public services to enhance national business environment and competitiveness .

Given high illiteracy rates in South Asia, a majority of mobile phone users rely on mobile phones primarily for voice calls, rather than data services such as short messaging service (SMS) or internet. Mobile phone-based services and products therefore need to be adapted to this reality. Existing economic evidence suggests that mobile phones can, in fact, serve as a powerful tool for economic development in the world's poorest countries. But mobile phones are not necessarily a panacea that will lift people out of poverty; rather, they can be used to reduce information costs, improve markets and strengthen development projects in a variety of sectors.

The long-term focus of mBillionth remains intact. The vision is to consolidate this platform into a strong corpus-based funding and mentoring organization, wherein the focus shall be more towards empowering innovative ideas which can empower the local masses and address local needs of rural markets. The other end of this vision is to create social entrepreneurs, young entrepreneurs using mobile as an application to develop, to make a business out of it and reach out to the masses.

Believe it or not, today 4 per cent of our GDP comes from the Internet and that number is only set to grow through mobile based internet. The relevant question today is no longer one about who will win the web. Let's instead focus on getting the next million net users to log on. mBillionth 2013 will hit the nail on the head.

***Osama Manzar is Founder & Director,  
Digital Empowerment Foundation***



**Mohammad Chowdhury**

I have been saying on occasion for the two years I have been living here that India can't innovate. My theory that India's telecom industry can process-replicate but not service-innovate has made me as unpopular as when I'd predicted India would lose 4-0 in the cricket Tests in England last summer.

Obsessed by minutes of use, price tinkering, packaging and bundling, Indian telecoms have hardly come up with a proper new service innovation for ages. It isn't the same at the back-end. Due to network engineering innovation, Indian telcos run the city of Mumbai on 1/7 the spectrum of London, and due to innovative customer analytics, they slice and dice the 900m+ user base like a master chef chopping onions. But when it comes to services, the nearest we get to innovation is a handful of agricultural services which enable farmers to gather up-to-date market prices: a once interesting example which has now become a developing country telecom cliché.

In fact many of the value-added services, or VAS, of yore are now in terminal decline. The days of "ABC services"

## Mobile VAS is dead, Long live Mobile Innovation

It is difficult to say for all, but certainly some of the mBillionth entries will be successful businesses which scale more and go international. And there are others which are not out to conquer the world or make their founders rich quick, but rather to make important (even if localised) points.

are over as more people interested in Astrology, Bollywood and Cricket go and get their information or entertainment directly from the mobile internet, and fewer rely on VAS platforms and mobile operator portals. So whatever modest service innovation there was in Indian telecom is also in decline. Going by the strength of this year's mBillionth awards entries, I may soon be proved wrong about India not being able to innovate. Locked away for two days in a far-flung stately home in UP (West), I recently scived off work (ssh!) to fulfil my "jury service" commitment for the mBillionth awards (<http://mbillionth.in/event-2013>). 16 of South Asia's finest industry thinkers, researchers, journalists, and innovators (plus me), spent days, nights and countless cups of masala tea debating the merits of 155 nominations for the now famous innovation awards.



The nominations are spread across 12 “m” categories which include mGovernance, mHealth, mEducation and mTravel and Tourism. We argued for hours into the night scoring the entries, sweating it out in the grand but dusty hall of a stout family fort built over a hundred years’ ago, with an a/c which could never cool quickly enough to neutralise the heat from the sultry sunshine streaming in from outside. The Maharajah’s living room featured no less than 19 tiger heads, an awful spectacle, given that only some 40 Royal Bengal Tigers survive in the Sundarbans today. I digress.

**There were many businesses that opened my eyes, including:**

- A mobile-enabled taxi booking service that allows the user to see on a Google map on their handset where the cab is as it approaches;
- A mobile application that allows property agents to see an aggregated view of bottom-of-pyramid housing stock availability in city slums;
- A mobile news portal that aggregates the best of Bengali daily content across West Bengal and Bangladesh;
- A personal financial planner enabled on your mobile available in Telugu;
- A mobile-enabled supply chain integration package for tea growers in South India
- A simple app which enables parents to monitor whether their child reached school safely on the school bus.

Many nominations addressed hyper-localised user needs

in state languages, illustrating the growing maturity of mobile data services in India, and suggesting that the advent of localised mobile data services may finally be on its way. But how many of the winners of the mBillionth awards are going to survive? Will mobile internet innovation really take off in India? Some say that mobile startups are becoming “atomic” to the point of ridiculousness. For instance, an app that tells you that you are five minutes late for a meeting recently picked up \$6 million in venture funding –

<http://bits.blogs.nytimes.com/2013/06/02/disruptions-the-echo-chamber-of-silicon-valley/>.

It is difficult to say for all, but certainly some of the mBillionth entries will be successful businesses which scale more and go international. And there are others which are not out to conquer the world or make their founders rich quick, but rather to make important (even if localised) points, such as the mGovernance entries which provide voice platforms for people to complain to politicians for lack of water or corruption in the transport department. The jury had a lot of time for these entries, the ones that are using mobile to bind communities together and make our society stronger.

***Mohammad Chowdhury is Telecoms Industry Leader at Pricewaterhouse Coopers India***



**Madanmohan Rao**

The important role of mobile start-ups in accelerating the adoption of ICTs for all sectors of society is being acknowledged in forums around the world, ranging from the mBillionth and MobiSparks conferences to the recent infoDev Global Forum on Innovation & Technology Entrepreneurship held in South Africa.

Here are Ten Tips for mobile start-ups and aspiring innovators to harness the wireless wave, and some suggestions for policymakers and larger industry players as well.

### **1. Immerse yourself in your domain**

Founders should be deeply immersed in their domains to connect with citizens, customers and partners, and thus develop unique insights and design their products. You need a first person perspective to succeed.

### **2. Don't brand yourself just with technology**

Entrepreneurs should focus on clear problem areas but not bind themselves too strongly to one technology or platform alone. If you are an education service, don't call yourself

## **Mobile Startups: At the cutting edge of digital innovation**

**Local languages are being increasingly supported at the information and device level. Having more tools, content and services in the local language can drive local innovation in South Asia.**

only an SMS platform because in a few years smartphone and tablet adoption will increase and you can go beyond SMS.

### **3. Overcome fear of failure**

The fear of failure is driven into many South Asian families through our schools, parents and society at large – and is also related to punishment. Conditioning aspiring entrepreneurs to overcome fear will be an important part of nurturing innovators.

### **4. Set the stage for directed as well as accidental innovation**

Not all innovations emerged as the result of systematic processes and strategy – some emerged quite by accident, such as the microwave oven, Post-It notes and consumer adoption of SMS. Innovation organisations should set up conditions for directed as well as accidental innovation.

### 5. Tap anecdotes and analytics to show impacts

Startups need to master storytelling as well as quantitative measures to show the impact of their products and services. Not everything can be captured in numbers – but not everything can be captured in a story either.

### 6. Angel funds

There are many ‘do-gooders’ in society who would like to help support small tech startups, and the time is ripe for ‘crowd funding’ approaches for start-ups in South Asia. Some joke that typical angel sources are the 4 Fs: immediate family, friends, fools and fathers-in-law! At a larger scale, a number of countries are passing laws legalising crowd funding.

### 7. Spreading innovation beyond big cities

In many emerging economies, innovation hubs are emerging in major cities, but not beyond them. “Provincial innovation systems” are now bringing the start-up spirit to remote parts of the region as well, including Tier 2 and Tier 3 cities.

### 8. Local content drives local innovation

Local languages are being increasingly supported at the information and device level. Having more tools, content and services in the local language can drive local innovation in South Asia.

### 9. Advantage: Youth

South Asia is blessed with a huge youth population who can do particularly well in digital innovation. Many of these are ‘digital natives,’ and can use and create new digital tools. The emergence of cloud-based services and mobile social media are changing the way innovation happens in more advanced ways than even 15 years ago in the dot-com boom period.

### 10. Tap local wisdom and roots

South Asia is home to a rich base of cultural diversity, and

was a major economic power in the pre-colonial era. Tapping our deep roots can also drive a resurgence in the 21st century global digital economy.

It would be fitting to end this write-up with a few Indian proverbs which highlight entrepreneurial values of focus, drive, and learning from failures!

*If everybody pushes together even a mountain can be moved.*

- Malayalam proverb

*To lose is to learn.*

- Hindi proverb

*It is not a shame to fall but to remain fallen.*

- Tamil proverb

*If you really need a job to be done, be prepared to fall at the feet of a donkey.*

- Kannada proverb

*Listen to popular opinion but follow your own mind.*

- Marathi proverb

*Even the best painter starts with a blank wall.*

- Tamil proverb

*Be slow to promise but quick to perform.*

- Kannada proverb

*A beautiful vendor can even sell fermented juice.*

- Tamil proverb

***Madanmohan Rao is Research Director at YourStory.in***



**Milind Pathak**

**T**wo days of the Jury Process in Bulandsheer was focused on Sustainable Mobile Inclusion, with cases being discussed, on VAS / mCommerce / mGovernance / mHealth etc.

I want to talk about one of the challenges that we have always faced and eventually discovered means to tackle is how "Brands / Agencies / Enterprises" could best use the Mobile to reach out to its consumer. It is the Holy Grail of Connected **Brand Presence** that every brand manager would want his / her brand to have when it comes to talking to the consumer.

What can we do with various brands and enterprises to smoothen their journey on this mobile internet / mobile first connected lifestyle of a consumer?

#### **Customer Communication**

A whopping 850 Million+ people in India have their mobile phones within reach right now. They are communicating through voice, SMS, Mobile Internet or even via Apps many times daily. So it is a logical conclusion that

## **Mobile Marketing Mantra**

**With technologies such as Augmented Reality warming up the mobile scenario, brands will be all set to give their consumers an immersive experience.**

brands should use this easiest and on-the-go mode of communication with customers. However, reality begs to differ today. Brands are waking up to this potent medium, but not as fast as the consumers are adapting to it. This is one gap that we see getting filled in the times to come and hoping that more brands will earmark more funds for not just digital marketing, but mobile marketing will figure as a major head in the ad spends.

#### **Experiential Mobile Marketing**

With technologies such as Augmented Reality warming up the mobile scenario, brands will be all set to give their consumers an immersive experience. Through the use of interactions of mobile phones with digital signage, or with brand collateral displayed through various media, the consumers will become a part of the brand story. Now this experience is something they will not forget in a hurry, along with retention of the brand's Top of Mind recall. Most definitely worth being a piece of the mobile marketing budget pie!



### Mobile Presence

Water water everywhere, but not a single drop to drink! This has so far been the case of brands' mobile presence. Mobile Internet is right here, being used by the consumer. India in our view will be a 200 Million Internet user market by end of this year. This is another race in which the consumer may have beaten the marketers. On one hand are facts and figures such as: 50% of mobile searches lead to purchase; 70% mobile users compare product prices on their phones; while on the other is this grim scenario of far less than 90% companies having a mobile optimized presence. This gap must change in the times to come. If companies are to benefit from this phenomenon, it is high time they optimize their mobile presence.

### Mobile First Strategy

Companies and brands can no longer ignore the potency of mobile as a medium. Until now the media or content strategy comprises of repackaging content already created for a different screen, be it television or internet. This again is going to change in the near future. More and more content makers will realize how to best create content to the specifications of the little screens and how their users can get a tremendous experience from it. A whole new boost to the mobile marketing and advertising space is coming up soon. The question is, are brands ready to get on to the band-

wagon with their mobile first strategies in place? This is something to factor-in at the next strategy discussion.

### Long-term Sustained Mobile Approach

A long term mobile strategy is the future. Those who adopt it first, will find themselves ahead in this race. This not only works out more economical than short bursts of campaigns, but also much more beneficial. Once brands acquire and filter database over the first few campaigns, they can get on to the job of reaching and engaging niche customers and talking to them according to their paying power, interests, and history with the brand and more, thus ensuring total loyalty. This is certainly going to be a powerful tool in the hands of brand managers.

Mobile has always been said to be the most personal, intimate medium, which needs to be handled with lot of care and innovation. Any excessive interference from a Brand can also suggest an intrusion of private space of consumer. But a campaign which uses an optimum number of messages, using the right modes of delivery, will go a long way in building the confidence with the audience on its mobile interactions.

***Milind Pathak is Global Head  
(New Business) at One97***



**Rajen Varada**

It would be inconceivable for most young people born in the cell phone era to imagine a world without cell phones. Coming from a generation which saw the evolution of the phone from a desktop model to a “in pocket” device is a wonderful learning experience on how human experience drives societies to constantly create new paradigms in communications and finding ways to evolve and adapt to constant change.

Even, those from a generation, such as I which used dial phones, cannot today do without the cell phone with two SIMS and a testing android phone to constantly check the latest apps being churned out like lassi in a Punjabi dhabba. There is no turning back. We are well and truly caught in the digital future and have become part of digital technology with least resistance.

The current pace of apps across the human spectrum of experience is without doubt an unprecedented effort put into one focus device than any other technology in history by people across the globe. From Latin America to Idli land developers are aiming to develop apps to address

## **Mobiles and communities**

**The current pace of apps across the human spectrum of experience is without doubt an unprecedented effort put into one focus device than any other technology in history by people across the globe.**

every aspect of life leaving no digital stone unturned and no area of life that they wish to bring into the digital handheld space. Of course all this is driven by the dream of becoming the next billionaire with that “Killer” app which will go viral and transform lungis to boxer shorts. A digital culture evolving in fast forward...

To address the many dimensions of life that apps are being to be developed for would require a book in its own space. This article will restrict to one evolving space, that of mobile technologies and knowledge communities of practice - “m C(K)ommunities”.

Most of us today are unaware that societies are evolving from information dissemination to knowledge sharing. From talk shops and list serves to knowledge enhancement and true communities of practice. A quick search even a rudiment search engine will through up numerous sites and communities of practice. Almost all of them



Photo Credit: mdiaac

today have a mobile version of their web presence. The knowledge communities of today cannot hope to survive if they do not step out of the World Wide Web in the mobile footprint.

The mobile phone is the manna from heaven to those praying for a digital magic wand to reach the first mile and the last homospian. The beauty of this boon is that the magic wand is held in the hand of anyone who can earn enough to buy the cheapest cell phone. It effectively gives a two and fro access to capture tacit knowledge at the grass root and be heard loud and clear in the hallowed conferences of policy makers.

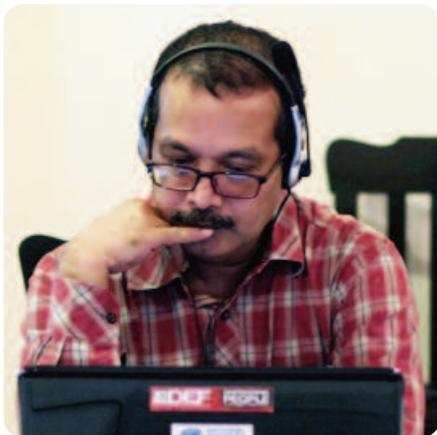
As we design new ways to evolve our knowledge engagement and create a knowledge pool for universal benefit, the mobile phone is the centerpiece of that communication methodology. It is the bow string which not only shoots the arrow into the future but also binds and brings in other parallel and historic communication technologies such as the radio to create a cohesive and unbeatable communication design reaching the ear of every user.

The challenges of knowledge mangers who want to capture the real life experience and knowledge of that farmer in a remote field with an innovative solution to the doyens

of agricultural scientists with academic excellence and little practical experience. Can this knowledge from the plough influence policy? Can a remote health functionary tap into a global knowledge repository with just a phone call? Can this be designed and be engineered? Without doubt it can. There is without doubt the need to carefully design the way communities of practice function. It is exciting to know that there is the opportunity to reach and provide access to everyone on this planet in a large but cohesive knowledge mesh. From policy makers to conceptional thinkers, to implementation agencies and the individual user and contributor can now be interlinked in a series of knowledge rings and meshes, all on a horizontal digital plane. Truly the dawn of the mobile Knowledge communities (m-kommunities) era is upon us. How it is used and how it is nurtured to enable the fulfillment of the human spirit is the task before all of digital-kind.

The answer in the past would be blowing in the wind but today the answer lies in the ring of your cell phone.

***Rajen Varada is Founder & Director  
at Technology For The People***



**Dr. Ananya Raihan**

**A**t the 40th anniversary of mobile phone, one can just wonder: was it possible to think that mobile telephony would reach where it is today? Probably mobile telephony is one technology, which influenced our lives dramatically. Mobile telephony is probably the most democratic of technologies in terms of reaching people around the globe through its affordability. A mobile phone now aggregates a number of gadgets: still camera, video camera, PC with the Internet, music player, video player, game console, calculator etc. This is one aspect of the revolution. Another aspect is mobile telephony brings many services on the finger tips: doing banking, buying all sorts of products, watching television, striking business deals, enforcing law and order, co-working across continent – the list is probably endless. However, the most important phenomenon is mobile is touching lives of millions of marginalized people. Offering interactive and affordable education, reaching hard-to-reach population with healthcare, offering government services, offering extension services to farmers, managing climatic and other disasters – all of these are now affected by mobile telephony.

## **Social enterprise concept is consolidating**

**The most important phenomenon is mobile is touching lives of millions of marginalized people.**

In this backdrop, mBillionth Award is a noble endeavor, which tries to recognize initiatives in South Asia, which can touch a billion population through innovations. It is very encouraging to see how the ideas and initiatives are getting matured over the years. Social enterprise concept is consolidating, where the innovative mobile phone based services are thinking to remain pro-poor at the same time financially viable. Thus, innovations are not only taking place in the domain of technology, new models of business are merging, which were un-heard of.

It was a humbling experience to become part of the Jury process. Brilliant minds came together and dedicated their time up to mid night to have thread-bearing discussions, which initiative to go for recognition. The celebration of creativity for changing lives probably is the key achievement of the mBillionth.

***Dr. Ananya Raihan is Executive Director at Dnet***



**Indumini Kodikara**

## Mobile can change the way!!!

**The marvel of the mobile is that it is available with almost all the people not like a PC and people are now matured to handle it. Citizen services provided by the mobile phone in some countries are marvelous.**

**T**he mobile revolution is happening at a rapid speed. Different mobile products change how people communicate and access information; use it for entertainment and for services. In order to encourage and bring out the talents of new innovations in the mobile sector m-Billionth Award is a good opportunity. This is only for the South Asian Region and the Jury had the opportunity to view and experiment very innovative applications developed by the people in the region. It varied from individuals to big companies. The product quality was very impressive. This made it a difficult task to select few best from a category because lot of applications were so good.

The marvel of the mobile is that it is available with almost all the people not like a PC and people are now matured to handle it. Citizen services provided by the mobile phone in some countries are marvelous. The health sector, education sector, ecommerce & business sector and many other sectors has developed so many valuable applications that people can easily access via the mobile. Children can access information on their studies, rural women can easily learn and the mode of learning is fun that makes them grasp

this technology. In the health sector also I experienced large number of innovative applications on the information, medication and care for the mother/child and on several illnesses. Since people now use the mobile to access the web and download applications mobile has become “the” most common form of communication media.

I value the South Asian mBillionth Award and hope that the most outstanding applications will be used in their respective countries (some are already in use for some years) and will make life easier for the citizens in the region.

I take this opportunity to wish all the winners a successful journey ahead with their innovations and Good Luck to m-Billionth organizers.

***Indumini Kodikara is Project Manager at Information & Communication Technology Agency of Sri Lanka***



**Amir Ullah Khan**

**W**hat makes for a good jury? This has been a question that has forever been asked in the legal profession. Should the jury comprise twelve or thirteen wise men? The question then changed with some gender empowerment ad started including women. Should a jury comprise thirteen lay persons? Or should it only include specialists who understand the subject being debated? Does it necessarily require people with legal or scientific backgrounds or people who simply understand the basics and natural principles of justice?

Who should judge films and documentaries? Are popular awards better than those judged by critics? Should those who judge have previous experience in the field, should they have been participants in the contest themselves? Should the jury look at pure quantitative measures, or should it evaluate the contestants on subjective and qualitative parameters? Should jurors get the opportunity to influence their fellow jury persons or should each one be isolated?

## The Jury process: Incisive and insightful

**What guides the entire exercise is a strong belief in each decision being a collective one. Jurors are allowed to blatantly argue for entries they themselves feel strongly about. So long as they have no commercial or professional interests there.**

These are the various questions that we at mBillionth and the Manthan awards grapple with each time we collect to judge a fascinating new set of entries. Some entries are blatantly commercial, yet serve a social purpose better than most others. Some are fresh off the block and while they hold great promise, show little evidence of filed success. Some persistent contestants surface again and again, a few of them who have successfully participated in previous rounds and few who have consistently failed to impress the jury.

Each time we go through the process we realise how the jury evolves. The various nuances of conflicts of interests or ideological biases, of regional influences and of individual preferences come into the discussion and pose serious problems. The jury typically consists of a few old timers who have been through the process a few times, a few who



are absolutely new to the process, a couple who have contested and won the award in previous years and the rest who are technically the best in the business of digital and mobile media.

What guides the entire exercise is a strong belief in each decision being a collective one. Jurors are allowed to blatantly argue for entries they themselves feel strongly about. So long as they have no commercial or professional interests there. The idea is that they should be able to convince a bunch of extremely strong willed individuals who are however willing to be persuaded. It is through this vigorous and robust debate that the eventual winner is decided. The process of nomination, shortlisting and discussion then takes care of a number of issues discussed earlier in this note.

Each year, the jury goes through some of the most fascinating insights into what a developing country needs as seen through the lens of service providers working in various parts of the region. While some ideas are innovative in their sheer efficiency of delivery others are brilliant concepts in upstream design and development. While the good old philosophy of earnest debate producing the winner ensures objectivity in the exercise, what is most gratifying at a personal level is the exposure to these completely new sets of ideas and concepts.

***Amir Ullah Khan is Development Economist and President at Glocal University***



**Sushil Pandey**

I had the pleasure to be part of the grand jury team of the 2013 mBillionth Award. I was also there in last year's jury. Again, it was inspiring to observe the creative solutions put forward to address different developmental challenges using mobile as a means and making a difference to people and their livelihood. The richness, depth and variety of applications speak themselves of the power and potential of mobile applications. I can see the quality of applications also getting better comparatively, perhaps now there are more and more people getting involved in this ecosystem, which has added value to raise the quality bar and also pushed competitive feeling.

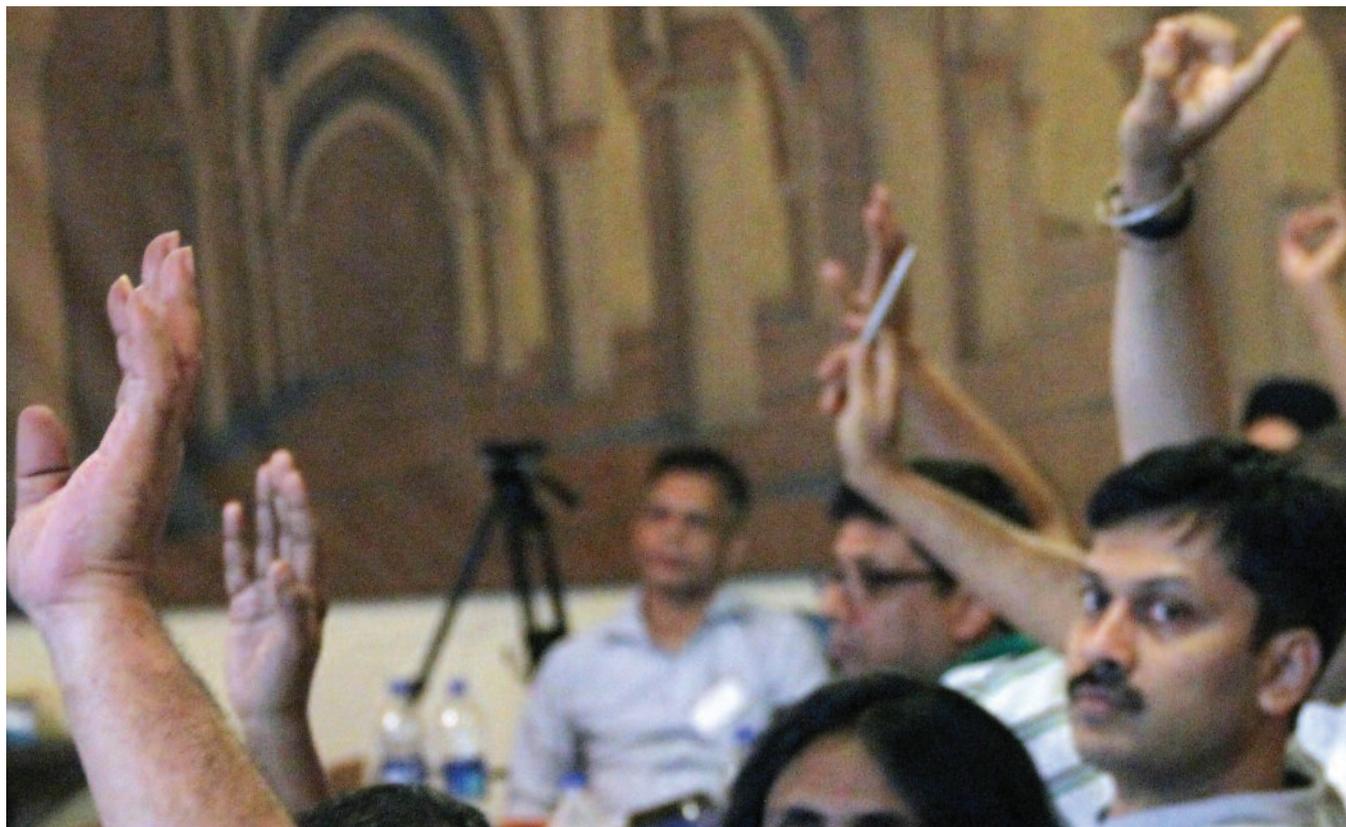
The two days that I experienced was an utter qualitative time spent with the jury members and the DEF team. What appears in the award book as winners in different categories is the outcome of hours of intense discussion, scrutiny and introspection by the jury over the nominations. The nominations submitted had a wide range of ideas and solutions, and it was also a personal learning experience to witness great innovations that they have put in. Besides the

## Thought from 2013 mBillionth Award Jury

**Besides the normal usage of applications in common verticals like governance, health, education, entertainment I must also concede that the innovators through their nominations have been responding to the emerging needs of the society as well and not only remain supply driven.**

normal usage of applications in common verticals like governance, health, education, entertainment I must also concede that the innovators through their nominations have been responding to the emerging needs of the society as well and not only remain supply driven.

As one concrete area that I want to highlight to support my above assertion is the provision of mobile applications to protect women. I do remember there were so many mobile applications developed and nominated on safeguarding women and help prevent violent against them, namely – Fightback, Trishulam, HelPis, Safety shield, etc. It must have been prompted also from horrible bus rape case in Delhi, besides the need to empower women. Such simple and extremely useful tool for women to feel safer and more secure, are only a couple of clicks away, in fact in one app



it was even driven by a mere motion of a mobile – perhaps many apps in future would use this relatively newer user interface. Most of them sent the user’s location via GPS to pre-set contacts along with an SMS message with one push of a button, and it can also be linked to Facebook and Twitter. As mobile phones become more prevalent even in rural and mountainous areas, these solutions can offer care, information, help and protection to women and girls across countries and cultures. While currently, many of these apps are available only for smartphones, which limits their availability and usability, I would be glad to see these services supporting and protecting women through very simple and basic SMS services, using local languages, which do not require a smart phone, or even an Internet connection.

As a final point, hats off to DEF and the mBillionth award team for they deserve all glory for getting the work done efficiently and the trust they put into collective wisdom through the jury members. mBillionth award is truly an event showcasing mobile for masses and offers platform to nominees to present their innovations and to awardees to provide additional impetus to continue their objective of ensuring continuous inclusive growth and services to masses.

***Sushil Pandey is ICT Practitioner at ICIMOD in Nepal***



**Natesh B.V.**

One of Nokia's strategic goals is to enable information access for the "Next Billion" users and Nokia Life is an integral part of this initiative. This service has been built ground up for the emerging markets and focuses on livelihood and life improvement, delivering information vital to the daily lives of millions across developing societies. It addresses information gaps in topics of relevance across Education, Health, Agriculture and Entertainment. Launched first in India in July 2009, it has successfully expanded to China, Indonesia, Kenya, Tanzania and Nigeria.

The Nokia Life application is pre-embedded in the Nokia mobile phone, saving users the need to download a separate application to access information. The content is hyper-local and personalized and most importantly, disseminated in the user's own language. In India, this service is available 11 regional languages and English. The application has a dedicated Inbox to receive this content with a first-of-its-kind easy to browse graphical interface.

## Mobile & Telecom Solutions for Masses

**Nokia Life has been built by a team that immersed itself in rural and semi-urban conditions and did extensive research to understand how people lead their lives.**

Many consumers in India do not have access to quality information which can impact their livelihood and life. Current modes of information access are mostly fragmented or dated and hence ineffective. Nokia solves that problem by bridging qualified information sources with those who need it in a timely manner. Nokia works closely with Telecom Operators ensuring nationwide coverage and distribution. This integration also facilitates interactivity from the device to Nokia Life servers, enabling 2-way communication.

Nokia Life has been built by a team that immersed itself in rural and semi-urban conditions and did extensive research to understand how people lead their lives, the kind of information services they were currently using and changes they wanted to see. The nature of services offered – ones which relate to personal aspirations and address immediate challenges – present a real opportunity to support and develop the users throughout their lives.



Photo Credit: Helvavani

Nokia ensures that the content is relevant and actionable to achieve maximum impact. The approach has been to create an ecosystem of partners who have invaluable expertise in the relevant fields of Education, Agriculture and Health Care. These include Government agencies, NGOs, Universities, Research institutes and Industry players.

Research has shown that “Living Healthy” as a concept has a universal appeal and gaps are mainly around awareness regarding hygiene, nutrition and available health facilities. Nokia’s Healthcare service provides tips on fitness, well-being & disease prevention. It also guides pregnant mothers and parents in handling those responsibilities.

The agricultural sector is a critical component of the Indian economy and with the climatic and crop diversity across India, it is a challenge to keep farmers informed about agricultural best practices. Lack of timely information also affects their ability to get better income by selling produce at the best price. Nokia Life’s Agriculture services provide

farmers with personalised information pertaining to market prices of nearest mandis, local news, crop advisory and important information on schemes and subsidies. 24-hour weather forecasts are also provided.

Nokia Life Education services are designed to help users improve their personal and academic performance through services such as Learn English, General Knowledge, Life Skills, Exam Tips and Teacher Training. Partnerships with universities like IGNOU allow users to take certification courses.

To further drive adoption of these services, Nokia invites both government and private organizations to be part of this ecosystem in empowering citizens and influencing change.

***Natesh B.V. is Director - Emerging Market Services at Nokia***



**Laura Turkington**

In today's world, mobile phones have become a necessity and the growing numbers in India bear testimony to it. Latest count stands at over 664 million cellphone users across the country with over 33% of the rural population owning a handset.

The growth of mobile phones offers huge potential to drive social change. For many the mobile provides crucial access to information and knowledge for the first time at an affordable cost. People who are unable to read or write can find out real time what is happening beyond their communities and share their own news and information at the same time. This provides new opportunities for education and learning, deliverables in health, improvements in governance, the possibility of inclusion, livelihood generation and much more.

The Vodafone Foundation is committed to support initiatives within the voluntary sector that do just that. This is the third year of our successful Award programme, in association with Digital Empowerment Foundation (DEF) in India. Over the last two years, the impact from the crucial

## The Implementation of m-Government at Local level

**The growth of mobile phones offers huge potential to drive social change. For many the mobile provides crucial access to information and knowledge for the first time at an affordable cost.**

funding and mentorship provided to the 9 NGOs has been tremendous. One example to mention is Kisan Sanchar, a winner from 2011. With the funding provided, they have been able to scale their operations having setup of call centre to respond to requests for localised agricultural information to a network of over 62,000 farmers through mobiles across India.

As a member of the jury, I was part of the privileged team tasked with evaluating these best practice NGOs. It is exciting to see the level of innovations that NGOs are embracing through technology. One of this year's nominee CGnet Swara proves the power of mobile to improve governance at a local level in Jharkhand. People can easily express their views on issues at the local level by simply calling a local number provided by CGnet Swara using their mobile phone. This is then captured on a database for lobbying by the NGO with local level authorities for better administration.



Photo Credit: Cgnet Swara

The Mobile for Good theme has generated compelling stories of how Vodafone's technology is helping deliver transformational change in the community. To date, we have launched several exciting initiatives in India. To highlight, we are working with SEWA and the Cherie Blair Foundation in Gujarat to enable rural women entrepreneurs to manage their business using mobile. This has enabled them to make more money, become more efficient and spend time with their families.

With the rapid pace of mobile development and evolving innovation on our doorsteps, it is challenging to identify the best practice mobile solutions from the charity sector. However, our learnings and experience from the last three years indicate that we are working in the right direction in achieving the goal of using Mobile for Good.

***Laura Turkington was Country Head-India at Vodafone Foundation***



**R. Sukumar**

There are many buzzwords in journalism, but none as insidious or misused as the integrated newsroom. Indeed, the term is probably journalism's equivalent of the corporate world's "innovation" or "breakthrough".

So, rather than tell you all about how we have now become an integrated newsroom—we have—I'd like to share with you my mental image of how a person gets to know of, engages with, follows, and reacts to the news.

I'd like to think of anyone who reads or sees anything put out by the Mint newsroom as a smart person for two reasons: one, it is probably true; two, it keeps me sharp. Now, smart people have read something, watched something or surfed something in the morning before they head to work; have news channels running on mute in their offices so that they can keep an eye on the ticker; scan their **Facebook** walls and **Twitter** timelines at least once an hour and click on any links to interesting news; visit news websites every couple of hours; read long-form articles in magazines and newspapers when they get the time; or do a bit of everything.

## Mint: An integrated newsroom for the reader

It means the extensive use of multimedia, including video. It means reaching out to people on a variety of devices (phones, tablets) through apps and a dynamic website.

It stands to reason that if a newsroom wants to stay relevant to its readers, then it too should do a bit of everything, or, as I have discovered, a lot of everything.

There was a time when newsrooms could do this by simply hiring separate teams to do each of these: one to run the newspaper or magazine; another to produce videos; a third to run the website. That doesn't make sense now for several reasons, the most important of which is economics. So, smart newsrooms have a few specialists (such as visual editors and graphic artists) doing specialized tasks among a larger population of reporters and editors who work across media.

For this to work, a newsroom needs to have the equivalent of an ERP—software that can run the entire newsroom and feed into multiple devices, apart from generating files for the printing press.



And for this to work, a newsroom needs to adapt or change its processes and behaviour.

What does this mean for the reader?

It means stories are broken first on the website, and updated continuously if they merit updates.

It means opinion and analysis pieces, too, appear first on the Web, soon after a big event, so that the readers can understand what it means.

It means the extensive use of social media to amplify stories, engage with readers, and also, in some cases, to constantly provide updates on developing-by-the-minute stories.

It means the extensive use of multimedia, including video. It means reaching out to people on a variety of

devices (phones, tablets) through apps and a dynamic website.

It means producing a paper that factors in everything we have done in the past 12 hours and understanding what makes most sense for readers, sometimes a full 18 hours after the original news has broken.

And it means doing all this without compromising our integrity or high journalistic standards.

At the Mint newsroom, most of these elements are already in place (the last one has been in place a long time) and others will happen with time.

***R. Sukumar is Editor at Mint***



**Debabrata Goswami**

**M**obile solutions for the education relies on a few basic principles that include: Creating mobile apps, Connecting students or users with mobile devices to find the information they want, Controlling user requirements & access and Consuming mobile technologies in the best possible way. At the very outset, a platform is needed that would integrate back-end data from any secure source and deliver it to the mobile devices that function on multiple networks and operating systems. Data gathered by the mobile applications can be useful to many people inside and outside of the walls of the institution. However, controlling user access is necessary to protect employee and student information, as well as to protect institutional properties, in the case of device theft or loss. Creation of the mobile enterprise-level apps with an interactive interface will drive business process performance and student outreach to connect in situations like never before.

Glocal University is based on the strict ethics of a well-knit integrated education experience for all its students across its different Schools. Our education system is presently at

## **Mobile Solutions for Education at Glocal University: Transforming Learning and Teaching Experiences**

**Today's teachers and students are dynamic and technology savvy and they love to access learning resources from anywhere, anytime.**

the tip of a revolution as the conventional methods of learning and teaching are being rapidly replaced by high-tech learning and training. Today's teachers and students are dynamic and technology savvy and they love to access learning resources from anywhere, anytime. This has redefined the trend of delivering learning solutions that adopt mobile and telecom solutions as a key tool and promises to enable effective and powerful mobile coaching and learning experiences. We at Glocal aim to achieve an integrated strategy by furthering mobile and telecom solutions in higher education ecosystem and enable better collaboration and sharing among faculty and students for meaningful interactions. We give our mobility strategy the same level of importance as our other IT strategies because of its ever growing requirements and immense potential.

In our overall aim to develop the modern education system, mobile technology would enable the capture of content (e.g., lectures or study material), resources and engaging



conversations, which contributes to the ongoing learning and support beyond the scope of the conventional classroom. After gathering the learning resources and interactions, these would be easily distributed through the internet and mobile technology to the students, which enables the concept of anytime, anywhere access to the learning material. Mobility will take the interactions between the students and instructors beyond the classroom while allowing them to manage and modify the learning resources and share them on the go. With the mobile technology, collaboration would be based on real and practical ideas rather than based on information. The combination of the mobile devices and social media will open the new doors of op-

portunities for the students to contribute to the contents, progress and results of the course by allowing the integration of the new ideas to take the course to its next level. The emergence of m-Learning thus opens up new doors of opportunities, which easily address the critical challenges and issues of learning systems and have made learning more effective, responsive and transformative, which we embrace at Glocal.

***Debabrata Goswami is Honorary  
Academic Council Member at  
Glocal University***



**Mohammad Chowdhury**

In a country where there are more mobile phones than bank accounts or even functioning toilets, telecommunications holds immense promise. The sector's impact on the economy can be gauged from a World Bank-led study that stated that a 10% increase in mobile penetration can lead to an additional 0.81% growth in GDP, while an India-specific study led by ICRIER concluded that the SDP rises by 1.2% for every 10% increase in mobile teledensity.

At PwC, our telecom experts draw on a wide range of experience in India and across the globe to offer a comprehensive portfolio of services across Advisory, Tax, Regulation and Audit, each in turn being a basket of finely defined deliverables, helping organisations and individuals create the value they're looking for.

One of the key focus areas in the firm has been the increasing levels of connectivity in day-to-day life enabled through mobile technology. How will this impact our daily lives? How can consumers benefit from this? How can these technological developments trickle down into tangible benefits for the common man? We explored this in two detailed, in-

## Emerging mHealth: Paths for Growth

**Our findings suggest that changing nature of diseases has outpaced the structure of health-care, and we have tried to enumerate how mobile health interventions can benefit patients as well as the economies of these regions.**

depth reports with GSMA, the global telecom association, and the findings revealed significant bearing on issues such as road safety, prevention of food wastage, decreasing travel time and reducing healthcare costs.

Another key matter for us at PwC has been the area of mobile enablement of healthcare. Our analysts along with the GSMA have worked on reports targetting two regions of the world—the European Union and Brazil/Mexico. Our findings suggest that the changing nature of diseases has outpaced the structure of healthcare, and we have tried to enumerate how mobile health interventions can benefit patients as well as the economies of these regions.

Through our publications, insights and media comments, we continue to enhance the value we deliver to the industry and to telecom subscribers in the country. Our executives take a deep look at emerging trends and policy landscape

in order to determine their impact on the industry and on consumers, and convey their findings cogently at various industry forums.

*Mohammad Chowdhury is Telecoms Industry Leader at Pricewaterhouse Coopers India*



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## Country Wise Nominations

Afghanistan – 00  
Bangladesh – 06  
Bhutan – 00  
India – 262  
Maldives – 00  
Nepal – 04  
Pakistan – 02  
Sri Lanka – 17

## Country Wise Winners

Afghanistan – 00  
Bangladesh – 02  
Bhutan – 00  
India – 31  
Maldives – 00  
Nepal – 00  
Pakistan – 00  
Sri Lanka – 00

## Country Wise Finalist

Afghanistan – 00  
Bangladesh – 00  
Bhutan – 00  
India – 18  
Maldives – 00  
Nepal – 00  
Pakistan – 00  
Sri Lanka – 01

## Category Wise Nominations Break-up

<b>m-Entertainment – 17</b>	<b>m-Inclusion – 21</b>	<b>m-News &amp; Journalism – 12</b>
India – 12	India – 17	India – 11
Sri Lanka – 05	Nepal – 01	Bangladesh – 01
<b>m-Business &amp; Commerce/Banking – 34</b>	Sri Lanka – 03	
Bangladesh – 01		<b>m-Travel &amp; Tourism – 16</b>
India – 29		India – 13
Nepal – 01		Sri Lanka – 3
Pakistan – 01	<b>m-Infrastructure – 11</b>	
Sri Lanka – 02	Bangladesh – 01	<b>m-Education &amp; Learning – 42</b>
	India – 09	Bangladesh – 02
<b>m-Environment – 08</b>	Sri Lanka – 01	India – 36
India – 07		Nepal – 01
Nepal – 01	<b>m-Governance – 27</b>	Pakistan – 01
	India – 26	Sri Lanka – 02
	Sri Lanka – 01	
<b>m-Culture &amp; Heritage – 07</b>	<b>m-Health – 34</b>	<b>m-Woman &amp; Children – 17</b>
India – 07	India – 34	Bangladesh – 01
		India – 16

## Category Wise Winners Break-up

**m-Business & Commerce/Banking – 03**  
India – 03

**m-Entertainment – 03**  
India – 03

**m-Health – 03**  
India – 03

**m-News & Journalism – 03**  
India – 03

**m-Culture & Heritage – 01**  
India – 01

**m-Environment – 02**  
India – 02

**m-Inclusion – 02**  
India – 02

**m-Travel & Tourism – 03**  
India – 03

**m-Education & Learning – 03**  
India – 03

**m-Governance – 03**  
India – 03

**m-Infrastructure – 03**  
Bangladesh – 01  
India – 02

**m-Woman & Children – 04**  
Bangladesh – 01  
India – 03

## India State-wise Nomination

Andhra Pradesh: 13	Maharashtra: 43
Assam: 01	Manipur: 01
Bihar: 03	Nagaland: 01
Delhi: 36	Odisha: 04
Gujarat: 09	Punjab: 01
Haryana: 16	Rajasthan: 01
Jammu And Kashmir: 01	Tamil Nadu: 09
Jharkhand: 01	Tripura: 01
Karnataka: 28	Uttar Pradesh: 23
Kerala: 11	Uttarakhand: 03
Madhya Pradesh: 06	West Bengal: 04

# The mBillionth Award South Asia 2013: Winners' List

## m-Business & Commerce/Banking

ZipDial Mobile Marketing and Analytics Platform [India]  
SEWA-SBI Financial Inclusion Programme [India]  
Adivasi Tea Leaf Marketing (ATLM) paperless workflow [India]

## m-Culture & Heritage

My IndiEye GPS Video Tour [India]

## m-Education & Learning

CATapp [India]  
Career Counseling [India]  
Chala Skul Ku Jiba (Let us go to school) [India]

## m-Entertainment

coMix on-the-go [India]  
nexGTV [India]  
ZengaTV [India]

## m-Environment

Peer Water Exchange - SMS Reporting [India]  
Wild India [India]

## m-Governance

Silent Observer [India]  
NCHMobiAPP JGJ-(Jago Grahak Jago) in Hindi [India]  
Mobile Seva [India]

## m-Health

Healthkart Plus [India]  
Nokia Life and Arogya World: Mobile Diabetes awareness program [India]  
Mobile based Surveillance Quest using IT (MoSQuIT) [India]

## m-Inclusion

Jharkhand Mobile Vaani [India]  
SaraL Rozgar [India]

## m-Infrastructure

AppWrapper [India]  
India Against Spam [India]  
Grameenphone Hysawa [Bangladesh]

## m-News & Journalism

Alive [India]  
SamudaayVaani [India]  
NewsHunt [India]

## m-Travel & Tourism

RedBus.in [India]  
OlaCabs [India]  
SmartShehar [India]

## m-Woman & Children

My Baby Diary [India]  
Mobile Academy and Mobile Kunji [India]  
Aponjon – MAMA [Bangladesh]  
Helps [India]

# The mBillionth Award South Asia 2013: Special Mentions' List

## **m-Business & Commerce/Banking**

PayTM – [India]

## **m-Education & Learning**

Sounds of Silence – Unleash the power of

Words [India]

Result via SMS [Nepal]

## **m-Environment**

LooRewards [India]

## **m-Governance**

VoiceRTI [India]

## **m-Health**

friends2support.org [India]

## **m-Inclusion**

Peacock Browser for Android Devices – [India]

Labor Voices [India]

## **m-Infrastructure**

IVR Junction [India]

## **m-News & Journalism**

Bangi News [London]

## **m-Woman & Children**

Fight Back [India]

# The mBillionth Award South Asia 2013: Finalists' List

## **m-Business & Commerce/Banking**

Kotak Stock Trader [India]  
DelightCircle [India]

## **m-Culture & Heritage**

Vastu Compass [India]  
Gujarati Pride [India]

## **m-Education & Learning**

Learn English With the British  
Council [Sri Lanka]  
Harness Touch-on-Cloud [India]

## **m-Entertainment**

Wild Blossoms Project [India]  
Palm Reader [India]

## **m-Environment**

Project Noah [USA]

## **m-Governance**

MPCB Mobile Voice Campaign [India]  
mGovernance in Maharashtra [India]

## **m-Health**

HeWeFi – Health Wellness & Fitness [India]  
Scale-up and Replication of CommCare in  
Bihar [India]  
Sevamob [India]

## **m-Inclusion**

Better Life [India]

## **m-Travel & Tourism**

Mobile First- Products for MakeMyTrip [India]  
Cleartrip [India]

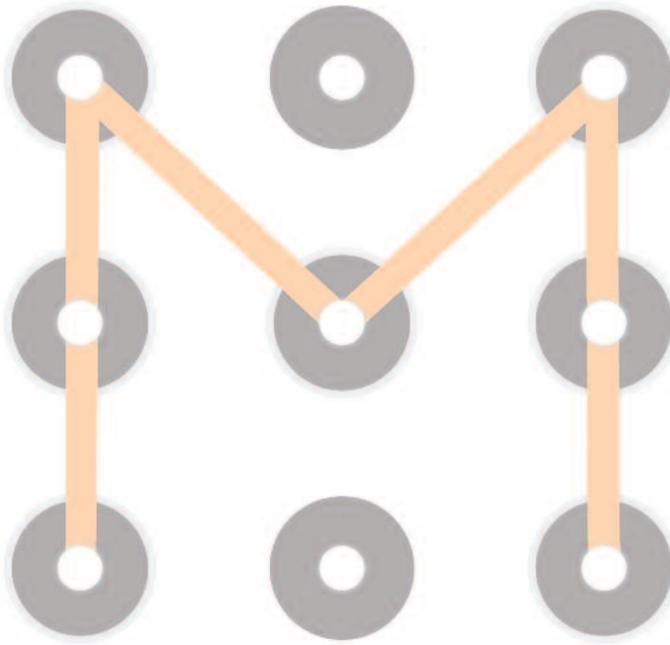
## **m-Woman & Children**

Ez School Bus Locator [India]  
Home Remedies [India]



mBillionth 2013 Winner

M-BUSINESS & COMMERCE/BANKING



## m-Business & Commerce/Banking

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

**SEWA-SBI**

Winner | INDIA

**ZipDial**

Winner | INDIA

**ATLM**

Winner | INDIA

**PayTM**

Special Mention | INDIA

The SEWA-SBI Financial Inclusion Programme generates livelihood, imparts financial literacy and ensures a better future for its customers in remote, hilly areas. By providing a transparent, graft-free and swift route of delivery of key social security schemes, this programme makes women financially independent and self-reliant.



## SEWA-SBI

(Winner)

**Original Title**  
 SEWA-SBI Financial  
 Inclusion Programme

**Producer**  
 SEWA Bharat

**Country**  
 India

**Contact**  
 richa@sewabharat.org

**Media Format**  
 Biometrics based

**Language**  
 Hindi

**WWW**  
 www.sewabharat.org

In order to link women with financial services and to secure their future, SEWA in collaboration with the State Bank of India began a project of Financial Inclusion in 2009. Under the ambit of this project, women are appointed as Customer Service Point (CSP) with the clear objective of acting as a medium of providing banking services. A GPRS enabled phone and a portable Point of Service (POS) are required with which the customers' identities are recorded and subsequently uploaded to SBI's Mumbai server. For the purpose of opening a zero balance account, a Customer Service Point (CSP) comes to the doorstep of the customer with a bank form with a unique code for subsequent customer identification, a mobile phone and a Point of Service (POS) Machine. Using the camera of the mobile phone, the customer's photograph is taken and saved thereafter the voice of the customer is recorded.

The POS machine, powered by A Little Word, records the fingerprint of the customer. The mobile phone has an application installed which facilitates the banking services of the program. Customer's ration card number or any other relevant ID card number is to be entered on the application to complete the necessary requirements. Once the prerequisites are fulfilled, the recorded data is uploaded to the State Bank of India's Mumbai server. For any transactions, voice-match and fingerprint-match is imperative.





ZipDial is a marketing and analytics platform for mobile marketing via missed calls. Brand managers use it to drive exceptionally higher customer engagement. ZipDial took the typical mobile VAS model, flipped it upside down, and made the user-experience simple and free for 100% of consumers (based on 'missed calls').

ZipDial enables marketers and advertisers to transform their brand campaigns into highly interactive and viral over mobile. Advertisers use ZipDial numbers in their advertisements as call to actions, which any end user can dial in and that become the starting point for interactions.

Simple interfaces like a missed call to ZipDial numbers, ensures interactions from 100 percent of the customers -smart or feature phone users, kids or adults, urban or rural dwellers. End users see the zipdial number in advertisements of brands, they dial (missed call) and receive SMS, IVR or other such engagements over mobile. ZipDial is also used for cash on delivery confirmations via missed calls or mobile number verification via missed calls during sign-ups on websites.

ZipDial is an innovation to address two problem areas: First, advertisers don't get granular data on consumer preferences owing to low internet, smart phone and payment data penetration. Secondly, end user don't get anything personalized; messages are more generic around Cricket, Bollywood and Spam. Similar scenario is in markets like Africa, Sri Lanka (where it recently launched in April 2013) and South East Asia.

Solutions for Web Businesses

Solutions for Business Owners

Solutions for Marketing Managers

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High Brand Awareness. Insights For Cross Brand Promotions. Driving Up Sales.

Find Out More

Since 2011, Top Consumer Brands Are Building Their Story Using ZipDial

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Soldiers wanted. Not to guard the borders. Not to go to war. But to support the most important battle of the nation. To stand up for women. Because when you respect women you respect our nation. Gillette salutes the soldier in you.

Give a missed call on 095 355 09 091 **Gillette**  
to help spread the message. www.gillette.com

## ZipDial

(Winner)

### Original Title

ZipDial Mobile Marketing and Analytics Platform

### Producer

ZipDial Mobile Solutions Pvt. Ltd.

### Country

India

### Contact

shantanu@zipdial.com  
valerie@zipdial.com

### Media Format

Voice based

### Language

English for SMS (for now),  
response IVR can be set  
up in any language

### WWW

www.zipdial.com

Adivasi Tea Leaf Marketing (ATLM) programme in Tamil Nadu enables Adivasi tea growers to market their produce at fair prices with the help of a mobile app. ATLM is a working group within a parent tribal organisation called AMS – Adivasi Munnetra Sangam. Working for tribal rights and livelihood, ATLM has developed a supply chain and integrated them with Mobile app to manage tea produce.



## ATLM

(Winner)

### Original Title

Adivasi Tea Leaf Marketing (ATLM) paperless workflow

### Producer

ACCORD

### Country

India

### Contact

ramshreyas.rao@gmail.com  
stan@justchangeindia.org

### Media Format

App/WAP based

### Language

Tamil, English

### WWW

<http://adivasi.net>

In the Nilgiris district of Tamil Nadu, Adivasi tea leaf growers are served by ATLM, a tribal organisation that buys their fresh leaf and sells to processing companies. ATLM, which used to work with paper receipt books and registers, has successfully implemented a mobile app for processing the orders and ingesting them into the database in a paperless workflow. The real achievement here is that the entire solution was designed, tested and rolled out by an all-adviasi team using the Open Data Kit!

It was found that modern android devices are quite capable machines, and the ecosystem thriving with a massive range of apps and capabilities. The main purpose of this project was to demonstrate that with a little support and capacity building, communities can harness their own imagination and will to effect positive change. The AMS and ACCORD strive to empower the Adviasis of the Nilgiris, rather than provide them with ready-made solutions.

By putting the reins in the hands of the Adviasis right from the beginning, this project was born sustainable. With just the right nurturing and support, this project has grown quickly and rapidly with little heavy-handed intervention on our part. By delegating even duties such as training to the Adviasis, the programme achieved a level of adoption that usually requires far more extensive hand-holding.





# Paytm

Paytm is a utility website and cross-platform mobile app that provides recharge and bill payment services for mobile, data card and DTH along with a bus-ticket- booking service. PayTM has made life easy for its customers through ease of Payment Wallet and media including web, WAP, Phone call, SMS, and multi platform Apps). There is also an ease of refunds on transaction failure.

Paytm offers a simple, fast and enjoyable experience for prepaid recharges, post-paid bill payments and bus tickets. It is the fastest way to do recharge, in under 10 seconds, via Paytm Cash; a virtual wallet. In addition to the recharge experience, Paytm provides the best in class customer care service to keep customers satisfied. Over the years this project reached over 6 million Indians.

Over 2 million of users come from mobile apps and 1 million coming from Android alone. The USP is Paytm Cash which is a digital wallet that allows users to make payments without using their credit/debit card. There are other performance features on Paytm that enables users with 1) Order history of all transactions 2) Complete price break up 3) Recording mobile number for easy usage 4) Saving the last 3 recharges to save time when he is in a real hurry 5) In case an operator is down or giving high failure rates, Paytm either tell the user not to continue or can warn him & he can proceed on his own risk 6) Operator wise recharge and data plans information 7) Real time tracking of buses 8) Highly secure and completely safe 9) Exclusive deals and coupons

The screenshot shows the Paytm mobile app interface. At the top, there are navigation tabs: Recharges, Bill Payments, Bus Tickets, and Uttarakhand Relief Fund. Below the tabs, there are radio buttons for Mobile (selected), DTH, Data Card, and Toll Card. A form for recharging a prepaid mobile number is visible, with fields for mobile number (+91), mobile operator, and amount in Rupees (₹). A 'Proceed to recharge' button is at the bottom of the form. To the right of the form is a banner for the Uttarakhand Relief Fund, featuring a logo with a heart and hands, and text that says 'Uttarakhand needs our help' and 'Paytm cares.' Below the banner, it mentions that Paytm & 8,700+ donors have contributed over Rs. 16.5 lakhs till 10:30 AM on 1-Jul. At the bottom of the screen, there is a section titled 'Paytm offers you' with links to various services like Mobile Recharges, Data Card Recharges, DTH Recharges, Mobile Bill Payments, Data Card Bill Payments, Landline Bill Payments, Company, Partner with us, and We Care.

## Paytm

(Special Mention)

### Original Title

Paytm

### Producer

One97 Communicatons Ltd.

### Country

India

### Contact

sonia.dhawan@one97.net  
harinder@paytm.com

### Media Format

App/Web/WAP based

### Language

English

### WWW

www.paytm.com



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Perspective view of campus

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**Ph.D**

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**PG (Diploma Courses in Media)**  
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**LLB**  
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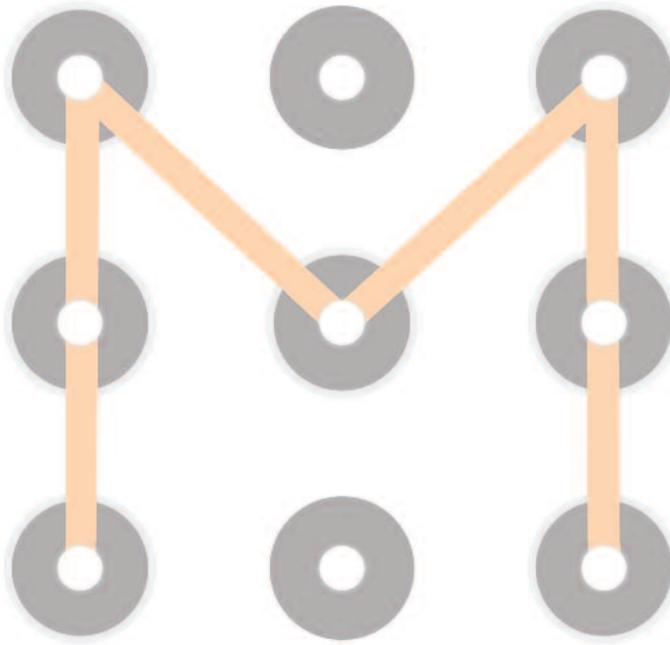
 **GLOCAL SCHOOL OF  
COMMERCE & ACCOUNTING**

**B.Com**  
**Ph.D**

 **GLOCAL SCHOOL OF  
EDUCATION & RESEARCH**

**B.Ed. (Bachelor of Education)**  
**PGD**  
**M.A.**  
**M.Phil.**  
**Ph.D**

Further information available at our Dehradun Admission Office: Glocal University, No. 94, First Floor (opposite HDFC Bank), Rajpur Road, Dehradun - 248001, Uttarakhand, India. | Enquiries: **0135-6518578** | Mob: **+91 8192004293**  
**CAMPUS: Glocal University, Delhi-Yamunotri Marg (State Highway 57), Mirzapur Pole, India. | Enquiries: 0135-6518559**  
Campus located within an hour's drive from Dehradun



## m-Culture & Heritage

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

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### My IndiEye Travel Companions

Winner | INDIA

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My IndiEye is a smartphone and GPS-guided video-tour application that uses stimulating visuals, narratives and animations blended with the sounds of the ancient past. It uses audio and video medium with contextual relevance. It is also considered more inclusive for the hearing and visually impaired. Tourists would know what they needed to see, where they would need to go and how they could reach there.



## My IndiEye Travel Companions

(Winner)

**Original Title**  
My IndiEye Travel  
Companions

**Producer**  
My Indieye Travel  
Companions Pvt. Ltd.

**Country**  
India

**Contact**  
kaushal.bhalotia@  
myindieye.com

**Media Format**  
App based

**Language**  
English

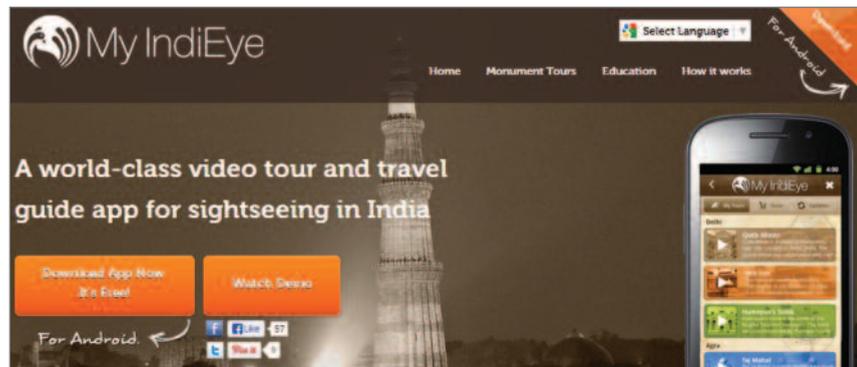
**WWW**  
www.myindieye.com

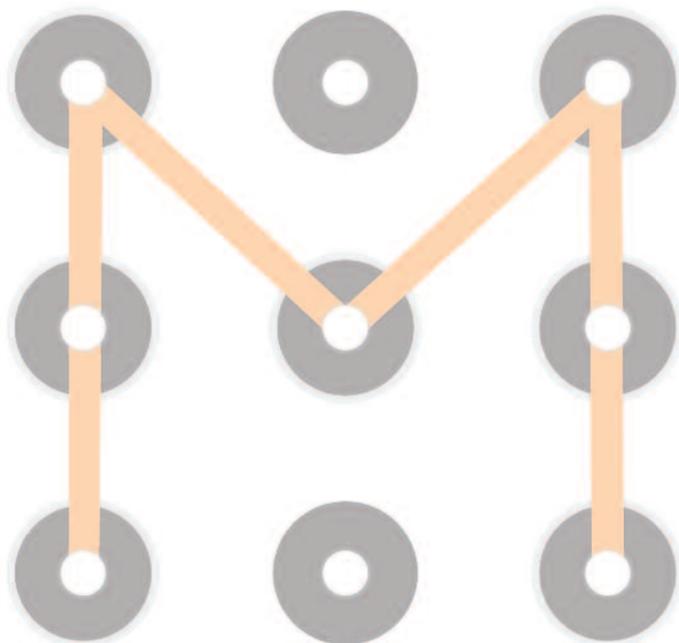
A Smartphone GPS-Guided Video Tour has been developed for heritage sites giving travelers an independent, intuitive and rich experience. Indian School of Business-incubated innovative company, My IndiEye, has come up with a mobile product which is delivered on the Google Android platform.

The product helps people take Audio-Visual Tours of our heritage sites and monuments. It also helps them take Virtual Tours prior to visitation. There are free previews of all monuments to market and promote our sites. This increases tourist inflow to the site. The product also explains people about all logistical information, prices etc. to help them reach the site and prevent any bad experiences. Content for each site has been developed by award-winning historians, film-makers and academicians. The technology architecture is scalable and state-of-the art. Customization has been done to make it suitable to Indian environments.

Since the product uses audio and video mechanisms it is more inclusive for the hearing/ visually impaired. Video stories developed by award-winning historians and film-makers on recommended points of interest across the fort.

This application reduces chances of unethical/ illegitimate/ mugging/ criminal acts against tourists, thereby enhancing the reputation of India as a tourist destination. Also, it reduces the burden on Government to train a large number of guides on soft and hard skills.





## m-Education & Learning

Empowering the education sector using Mobile with new technology. The aim is to transform schools, universities and other educational institutions through interactive, personalized and distributed learning resources; providing infrastructure for the rural based educational institutions, especially schools.

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### CAApp

Winner | INDIA

### Career Counseling

Winner | INDIA

### Chala Skul Ku Jiba

Winner | INDIA

### Sounds of Silence

Special Mention | INDIA

### Result via SMS

Special Mention | NEPAL

CATapp is a mobile application that brings 16 original CAT (Common Admission Test) papers on a mobile app. It is available on Android, iOS, Symbian, and JAVA. The current user base is more than 7,000 active users. The CATapp store allows publishers to distribute their quizzes on a mobile device. Availability of such content on a mobile make the agile youth go for the same.



## CATapp

(Winner)

**Original Title**  
CATapp

**Producer**  
InformationWorks Systems  
and Solutions Pvt. Ltd.

**Country**  
India

**Contact**  
deep@informationworks.in  
harshal@  
informationworks.in

**Media Format**  
App based

**Language**  
English

**WWW**  
<http://catapp.in>

Mobile apps business is forecast to be \$100 billion by 2015 and education has and will be an important part of this. The demand for educational apps has increased tremendously. With the launch of low-end tablets and Android devices, many schools, colleges and coaching institutes are now making their content available on mobile devices.

CATapp is a mobile application tool to prepare for competitive exams like CAT, GRE, GMAT, CMAT, XAT, SNAP. The target market is students / learners who want to prepare for competitive exams on the go using a mobile device.

Anyone preparing for MBA entrances feels the pain of carrying study material in backpacks. Books and study materials are good to learn core concepts but when it comes to revision or taking a quick test, books are not the best solutions. CATapp has built a way for students to revise and prepare for MBA exams on the go using a Mobile device. This would allow them to be in constant touch with the learning material and fully utilize their time while travelling our doing daily chores.



Career Counseling is an IVRS and SMS-based mobile Education service for Airtel users. It uses technology-enabled platforms to address the challenging issues of education. With this service, Airtel enables its customers to access courses for English learning, competitive exam-preparation and career counseling, on their mobile phones. There are lakhs of customers who are on Airtel who use the counseling service.

This SMS based m-Education service platform enables Airtel mobile customers across the country to easily access a host of education services including courses for language skills, entrance exam preparation and career counseling from the best of universities and professors in the country with just a few clicks on their mobile phones.

Features: Career Counseling is voice based service that allows multiple users to connect with counselors on a voice call and get advice related to their job and education. The service is a subscription based service price at Rs 2 per day. Career counseling has two critical components: 1. Live Counseling Sessions: Users can browse through the upcoming Career Counseling conferences by dialing 55077 (Toll Free) or by dialing \*321\*850#. Users can register for Career Counseling sessions by paying a minimal fee of Rs 15 and can join the live session by dialing 550771 (Toll Free) on the scheduled time. 2. Podcasts: Users can listen to the recorded content created by counselors. This content can be accessed without any time restriction by dialing 550779 (Toll Free). Ask an Expert: With Ask an Expert service, user could get answers to their career related queries via SMS. Users can simply SMS their questions related to job, career or education to a toll free short code 5507755 and get answers written by experts in less than 24 hours.



## Career Counseling (Winner)

**Original Title**  
Career Counseling

**Producer**  
Bharti Airtel

**Country**  
India

**Contact**  
ankur5.jain@in.airtel.com  
prashant.dogra@  
in.airtel.com

**Media Format**  
IVRS/SMS based

**Language**  
English, Hindi, Marathi,  
Bengali, Tamil, Kannad,  
Odiya etc

**WWW**  
[www.airtel.in/education/](http://www.airtel.in/education/)

ChalaSkul Ku Jiba (Let us go to school) is an initiative of Radio Namaskar to return all students to school. This initiative aims to mobilize all dropout students back to their respective schools. As a consequence of this initiative, 165 schools of Gope block in Konark have been declared as zero-drop-out schools by the local government.



## Chala Skul Ku Jiba

(Winner)

**Original Title**  
Chala Skul Ku Jiba  
(Let us go to school)

**Producer**  
Radio Namaskar  
(Young India)

**Country**  
India

**Contact**  
radionamaskar@  
gmail.com  
ansari.youngindia@  
gmail.com

**Media Format**  
Community Radio based

**Language**  
Odia

**WWW**  
www.radionamaskar.org

As a community radio (CR), Radio Namaskar has taken mobile phone as the primary tool for direct access to the community and interacting online. There was a massive drop-out of school students especially girl students in its coverage area. Basing upon these observations, Radio Namaskar decided to start a radio programme to motivate and mobilize all drop-out students back to their respective schools. As per this decision, a jingle was broadcast to motivate the parents to send their children to school.

Since most of the listeners now use mobile as a tool of communication and also to listen FM radio and realizing that they don't prefer to ring a landline number which comes out to be expensive for mobile users, they started announcing the mobile number that is dedicated for the purpose. Then response from listeners grew day by day.

The objective of this Community Radio is to ensure overcoming social problems through a community owned process and through deployment of oriented personnel and sensitizing the beneficiary mass. Radio Namaskar has a total coverage in Gop, Nimapara, Astarang and Kakatpur Blocks of Puri district and also reaches in other surrounding locations.

Recently it has started a campaign M-Janata with focus on issues related to governance and service delivery system in community.





Sounds of Silence (SoS) began with the idea of giving mobile phones to hearing impaired/speech-impaired children. It enables them to communicate with the outer world. This is done through the use of mobile phones, 3G Skype and SMS technology. SOS empowers 500+ such children in Mumbai and Delhi through SMS alone with a target to reach 5,000 by this year-end.

This mobile based service includes: 1. Qwerty keypad mobile phones which would make it easier for the deaf mute children to type on keyboards later on. 2. Syllabus book with the entire mobile learning syllabus. Psychologists assisted this module with a fixed messaging pattern which will lead to all round mental development of the children and help them overcome insecurity and lack of self-confidence.

Features of engagement module for optimum training and development of the kids: 1. The operations leader who handles the entire functioning of SOS and also act as liaison between the organization and partner orphanages and institutes. 2. For overall development and technological advancement of kids, there is 6 month training module through SOS empowered mobile phones and messaging service for the initial stage with each and every partner BASE CAMP: (1st month 4 sessions-3 hrs each) Grammar skills and proper sentence formation. WARM UP: (2nd months 4 sessions- 3 hrs each) Using sentence formation and grammar skills to communicate with friends, family, acquaintances. TONE UP: (3rd month 4 sessions-3 hrs each) Teaching them meaning of 'low' frequency words and inculcating those words in their vocabulary and sentence formations, SMS conversations. E.g: rendezvous, inexplicable, magnanimous, behemoth etc. STAR TREK: (4th month 4 sessions-3 hrs each) Corporate liaison language. If the children think of starting their business at a later date then the kind of language that is used in the outside corporate world.



## Sounds of Silence

(Special Mention)

### Original Title

Sounds of Silence - Unleash the power of words

### Producer

Sounds of Silence - Unleash the power of words

Country  
India

### Contact

sumitsinghgandhi@gmail.com  
singhal.shruti91@gmail.com

### Media Format

Voice/SMS/Web based

Language  
English

### WWW

www.soundsofsilence.in

Provided by Janaki Technology in Nepal, Sparrow SMS is the utilization of SMS technology that facilitates students in obtaining their results with ease, on mobile. The service doesn't require any pre-installation or registration. It is available for mobile users of NTC, NCell, UTL and SmartTel operators in Nepal.



## Result via SMS

(Special Mention)

**Original Title**  
Result via SMS

**Producer**  
Janaki Technology Private  
Limited

**Country**  
Nepal

**Contact**  
amit@janakitech.com  
arvind@janakitech.com

**Media Format**  
SMS based

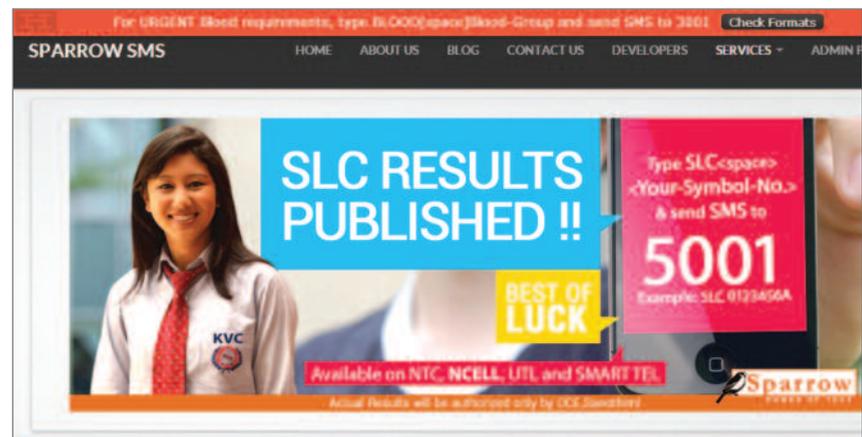
**Language**  
English

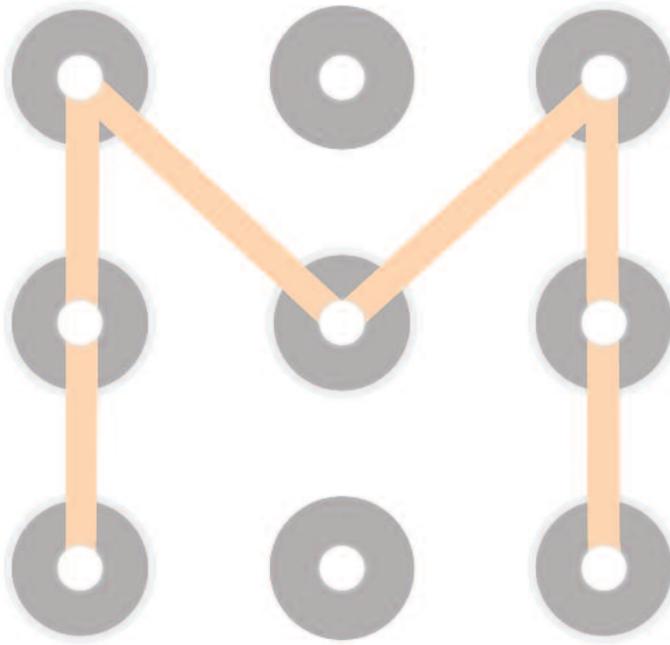
**WWW**  
sparrowsms.com/results

Sparrow SMS is a vas provider for Nepal that provides SMS gateway solution to Nepal with developer API, SMS short code. With the use of this service, students can get the results in their phones with a simple SMS inquiry and they don't need to worry about crashing websites or waiting times. Similarly, also for the exam boards, technology friendliness has given them an edge at handling results. Results can be obtained via any GSM network available in the country. The most benefited are the students in rural parts of Nepal who earlier had to wait for weeks to get their results.

The target markets are all the mobile user students of different board exams all over Nepal. And the main targets are the students without internet access.

Sparrow SMS has immensely decreased the hassles while waiting for printed results in newspapers or dealing with server overload in websites. To get the result the end-user has to • Go to compose message in his/her mobile • Type • Send it to 5001 The reply message contains congratulatory message along with Division of graduation or marks of some subjects, as applicable for the type of results.





## m-Entertainment

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

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**coMix on-the-go**

Winner | INDIA

**ZengaTV**

Winner | INDIA

**nexGTV**

Winner | INDIA

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The coMix-on-the-go is a mobile-based comic application that has been specially designed to capture the essence of comic reading. It can be downloaded from all leading OEM stores. The coMix on-the-go has a wide genre of comics spread across categories such as: Action, Animation, Romance, Mythology, History, Kids, Teens, Sci-Fi, Adventure, and so on.

## coMix on-the-go

(Winner)

### Original Title

coMix on-the-go

### Producer

Zero-Sum Wireless  
Solutions India Pvt. Ltd.

### Country

India

### Contact

malles@zero-sum.co.in

### Media Format

App based

### Language

English

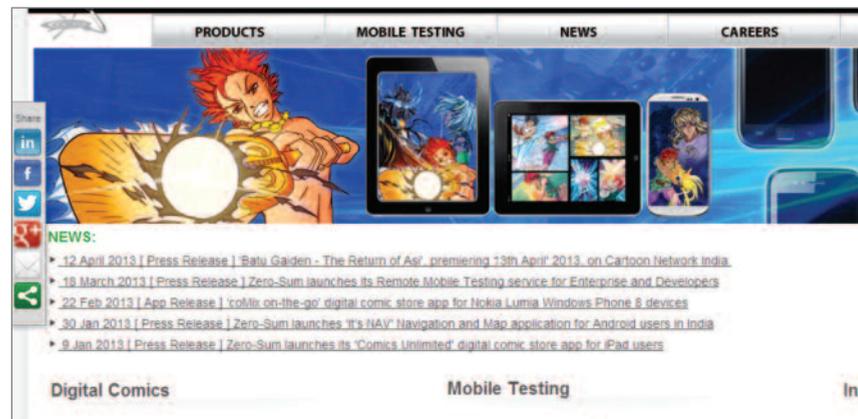
### WWW

www.zero-sum.co.in

coMix on-the-go allows users to browse and make in-app purchases from a library of 1000+ comics from popular publishers across the world. Each digital comic on the store has been legally licensed and re-produced digitally, using the 'Framer' technology. This technology provides a new immersive reading experience that allows to enjoy reading each comic in multiple modes such as Page and Frame View and experience special effects like Page and device vibrations that are embedded into each comic.

It can be downloaded from all leading OEM stores like Google Play, iOS store for iPad, Windows Store, Blackberry App World.

This content is digitized into an e-format of various sizes best suitable for mobile and tablet screens. The end users can download application, browse through a catalogue, download free comics, purchase paid comics and enjoy reading them at their leisure. All comics are priced lower than their paperback versions. A percentage of each comic sold is paid back to the publisher. This app enables all comics publishers to go digital without any upfront investment being made at their end. The app is available across all leading mobile operating systems and app stores supporting a majority of screen sizes on smartphones and tablets.





The nexGTV is a mobile app that brings the entire television on your mobile if you have GPRS or 3G connections. nexGTV offers more than 100 popular live channels at a click of a button, regardless of time and location. The nexGTV service has enabled users, who did not have access to television, to now view their favourite TV programs any time, anywhere.

nexGTV is a mobile TV with features like class content, Replay TV, adaptive streaming and user interface. The objective of launching nexGTV was to bring one stop wireless video solution on to fastest growing screen in India and take it to the masses. Accompanied by various growth drivers like immense reduction in the tariffs of data plans and availability of low cost smart-phones and tablets, mobile entertainment is all set to reach the masses. One can enjoy benefits of movie on demand and Replay TV. It has Integrated Electronic Program Guide (EPG) of one week for all channels. Interactive on-screen control enables you to scroll through channels or adjust setting even while watching your show.

It offers: Over 100 LIVE channels ranging from national to regional in the category of entertainment, movies, news, and much more. It has partnered with content partners such as Sony bouquet, Star bouquet, Times Group, Turner Television Network, Maa Group, Raj Group, UTV Movies and much more. It brings alive the concept of 'Your TV Your Time'. Library of Video-on-Demand content offers, movies, Mahabharata, short movies, Lifestyle, Health & Fitness.

## nexGTV

(Winner)

### Original Title

nexGTV

### Producer

Digivive Services Pvt. Ltd.

### Country

India

### Contact

anshu.kumari@  
digivive.com

### Media Format

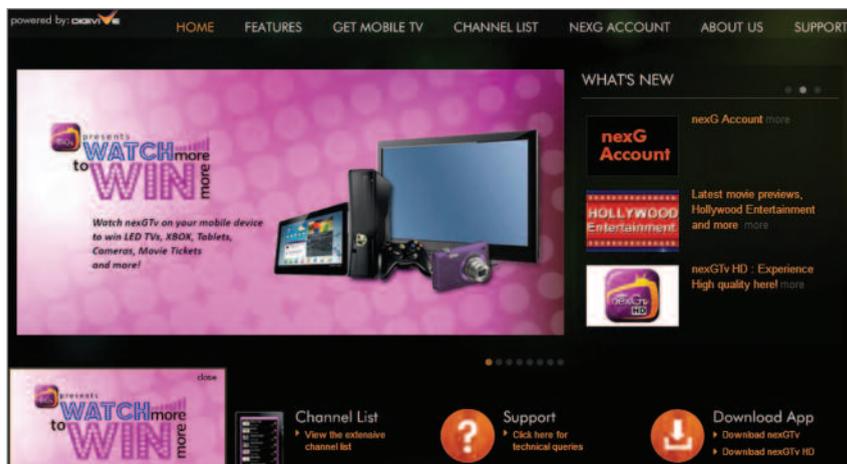
TV app based

### Language

English

### WWW

www.nexgtv.com



It is a mobile TV app that enables one to keep in touch with Indian television video content. Zenga TV is an ad-supported mobile and web-streaming platform, which enables users to watch regular TV channels on GPRS-enabled mobile phones, anywhere, any time. It claims to have 22-23 million active users, every month.



## ZengaTV

(Winner)

### Original Title

ZengaTV

### Producer

Zenga Media Pvt Ltd

### Country

India

### Contact

shabir@zengatv.com

### Media Format

TV app based

### Language

English

### WWW

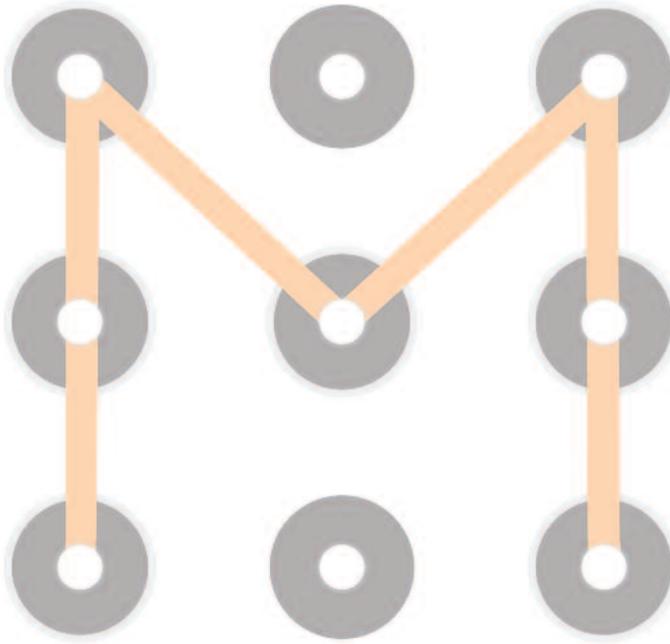
<http://zengatv.com>

It provides Mobile and WEB TV service over low bandwidth 2.5G and now have 22 Million Unique user and generate 300+ million video views. For adoption, just open the site on PC or a Mobile browser and start viewing content free. The advantage is free usage of content and freedom to use it anywhere any time.

The digital streaming platform has content partnerships with the NDTV group, Times Television Network, BAG Network, Reliance Broadcast Network, and Raj TV Network. The company currently has 65% of market share. It has thousands of Movies, Shows, TV channels and international channels as an offering giving rich experience to end user FREE of cost.

Zenga TV generally does 50-50 revenue share deals with broadcasters which means that its content costs is zilch. However, monetising content through advertisement is still not that easy a task. Zenga TV plans to play the volume game by being a free content platform. Going pay is not a good option as one has to be at the mercy of telecom operators, who dictate terms to platform owners on revenue share.





## m-Environment

Especially with emerging globalisation, environment is being affected badly and it requires all kind of technology and medium to spread the right message and messages about devastation it can create. Use of mobile plays a huge role in responsible dissemination of information about environment; content matters.

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### Peer Water Exchange

Winner | INDIA

### Wild India

Winner | INDIA

### LooRewards

Special Mention | INDIA

Peer Water Exchange is primarily a web based mapping and aggregation tool for water related projects. The PWX is designed to tackle the challenge of managing toilet delivery and operations to 600 million Indians and for verifying operations and impact. At present, PWX is prevalent in six states of India.



## Peer Water Exchange

(Winner)

**Original Title**  
Peer Water Exchange -  
SMS Reporting

**Producer**  
Peer Water Exchange

**Country**  
India

**Contact**  
rajesh@peerwater.org

**Media Format**  
SMS based

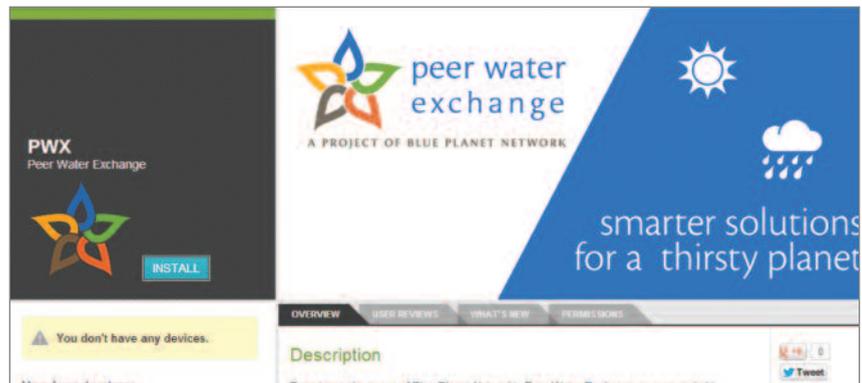
**Language**  
English, Spanish, Input in  
any language allowed (e.g.  
Tanglish)

**WWW**  
<http://peerwater.org>

Peer Water Exchange's (PWX) SMS Reporting is designed for monitoring and reporting on the implementation and post-implementation of water solutions by the people affected. Field personnel living and working in remote areas can send in SMS notes which are attached to the project reports transparently on the website. This simple mobile solution can bring critical data to the global community so everyone can learn how projects succeed or overcome challenges.

Field reports help managers and funders monitor, track and address issues applicable. These notes allow organizations to learn and share critical lessons since they replace bi-lateral communications with broadly visible storage and distribution channels. The natural extension of the SMS reporting process is to eventually equip beneficiaries to report on projects themselves.

The technology behind PWX SMS Reporting: Standard SMS technology at client side. SMS gateway: TxtWeb (by Intuit) and Android gateway. Server: PWX is written in Ruby-on-Rails and uses numerous plugins such as Google maps. Pricing is free for non-profit members serving their communities. If the projects generate revenue or the operator is not non-profit we charge a monthly fee per project. PWX projects provide safe drinking water and sanitation facilities. PWX manages projects globally and at present is working in six states of India.





Wild India is a mobile app that has details of 47 national parks of India. The app covers places including Corbett National Park, Bandhavgarh National Park, Kaziranga National Park, Ranthambore National Park, Kanha National Park, Nameri Tiger Reserve and Keoladeo Ghana National Park.

This mobile application is for Wild Life lovers who love to travel and tour different places. This application covers most wild life sanctuaries in India. App divides the wild life in five zones i.e east, west, north, south and central. Each national park comes with detailed background information, best time to visit, transport, accommodation, and map and nearby places to make your trip really memorable. Wild India app has details you need to explore 47 national parks at your mobile device. Application shall be tested on Lumia Phone. This application has graphics capturing the right travelling and exploring the feel of nature. Application shows live gallery showing image and vides from each national park in India with pictures of landscapes, birds and animals. Application also has live news feed from national parks and wild life in India to help users have an extra touch on parks. Mango technologies solutions are available on a wide variety of connected devices- GSM/GPRS, CDMA, 3G devices, netbooks, personal media player and Linux based device segment.



## Wild India

(Winner)

### Original Title

Wild India

### Producer

Mango Technologies  
Pvt Ltd.

### Country

India

### Contact

yogi@mangotechno.com

### Media Format

App based

### Language

English

### WWW

www.mangoappstore.com

LooRewards uses an SMS-based incentive program to give redeemable reward points to the urban poor for adopting healthy and hygienic practices like using a toilet, buying clean water, etc. Families receive reward points and updates directly on their phones, making the benefits of using the services, immediate.



## LooRewards

(Special Mention)

### Original Title

LooRewards

### Producer

Samagra Waste Management Pvt. Ltd.

### Country

India

### Contact

swapnil@samagra.co

### Media Format

App based

### Language

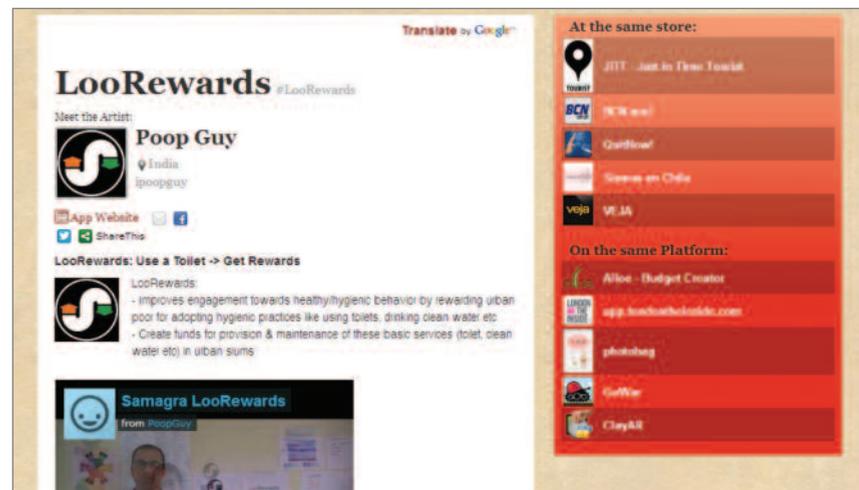
English

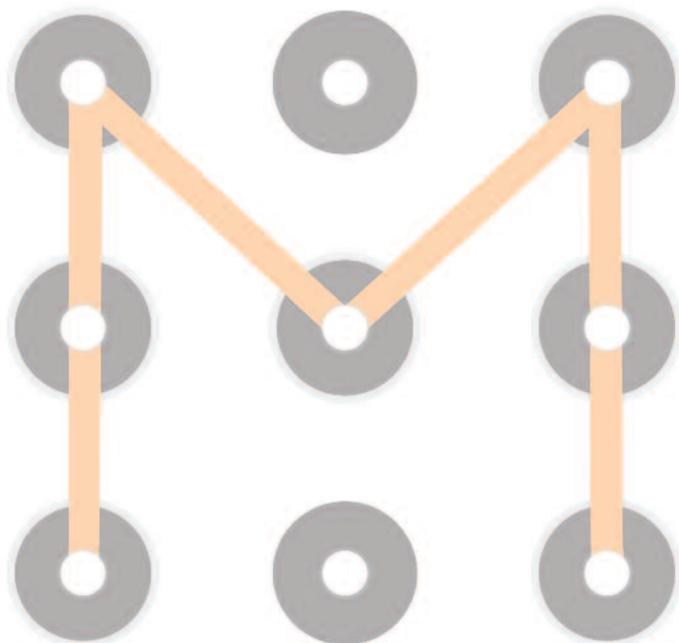
### WWW

<http://appcircus.com/apps/loorewards>

User membership and Usage is managed using the LooRewards app that is installed on toilet operator's tablet. Toilet users become members of LooRewards platform at their nearest community toilet. Currently LooRewards is pre-installed in Android devices that are provided to Toilet Operators in our Pilot test Sites. LooRewards partners with service providers for providing/cleaning Toilets, Clean Water etc in a community. The company is also developing methodologies for capturing this data through sensors. Families redeem their LooRewards points for goods that they value, such as clean water, cell phone minutes etc. It also provides various incentives to urban poor for adopting hygienic practices.

LooRewards solves technological challenges: Data Collection at individual or family level: This includes socio-demographic data, toilet usage data, hygiene data, health data. Data Analytics: LooRewards delivers specific, personalized insights and content to each customer, converting otherwise inscrutable data into actionable insights. Data Visualization: The visualizations enable users to get insight into consequences of their actions.





## m-Governance

We invite the projects which empowers citizens and serving public services clients; fostering quality and efficiency of information exchange and communication services in governmental and public administrative processes; strengthening participation of citizens in information society decision making.

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### Silent Observer

Winner | INDIA

### JGJ MobiApp

Winner | INDIA

### Mobile Seva

Winner | INDIA

### VoiceRTI

Special Mention | INDIA

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Silent Observer is SMS-based project that is focused on the social problem of female foeticide in India. The device 'Silent Observer' (SIOB) also provides law-enforcing agencies with analytical reports for further action warranted under the Preconception and Prenatal Diagnostic Techniques (Regulation and Prevention) Act.



## Silent Observer

(Winner)

### Original Title

Silent Observer

### Producer

Sukrut Systems

### Country

India

### Contact

info@sukrutsystems.com  
Narendra.k.saini@  
sukrutsystems.com

### Media Format

SMS based

### Language

English

### WWW

www.sukrutsystems.com

Doctors and sinologist are illegally involved in determining the sex for additional commercial benefits. A PC & PNDT act has been there for long but implementation of such law is far from satisfactory due to various reasons and loopholes. Silent Observer(TM) updates the status of itself using SMS services on how many sonography records have been recorded on a particular day, ON time, OFF time and LIVE time to ensure feeding these logs in SMS format to a centralized MIS. It consists internal web browser, authentication based access, inbuilt configuration and provisioning system.

The system is in use in the state of Rajasthan and Uttarakhand. Further, this project supports government organization to effectively enforce adherence to a particular act.

The impact of this system can only be visible in a longer term, over a period of few years. However it definitely was able to deter the sonography centers. The SIOB installation have started in the city of Kolhapur, there has been an immediate increment noticed in the number of F-Form filing from 10-15%. Around 5 to 6 centers seems to have decided to discontinue their licenses.



The screenshot shows the Sukrut Systems website. The main headline reads "Sukrut Systems Selected as a Red Herring Top 100 Asia Tech Startup". The article text mentions that Red Herring announced its Top 100 Asia award in recognition of the leading private companies from Asia. A quote from Alex Vieux, publisher and CEO of Red Herring, states: "Choosing the companies with the strongest potential was by no means a small feat," said Alex Vieux, publisher and CEO of Red Herring. "After rigorous contemplation and discussion, we narrowed our list down from hundreds of candidates from across Asia to the Top 100 Winners. We believe Sukrut Systems embodies the vision, drive and innovation that define a successful entrepreneurial venture. Sukrut Systems should be..."



This Voluntary Organisation in the Interest of Consumer Education (VOICE) – has developed mobile app for consumer protection. Jago Grahak Jago App works on Smart phones as well as on feature phones. The app can also be installed on popular mobiles/tablets like Android, iOS, Symbian, and Windows.

VOICE/NCH is working for consumer education and empowerment. It has been advising consumers in how to get redressal for their complaints against faulty products or services. A call centre has been established with a toll free no. 1800-11-4000 to receive calls on every topic of consumer issue be it education, products or services, property transfers, real estate, consumer courts, IT & Telecom, financial services, food or drugs etc. Consumers can also access these services through website online complaints as well as SMS (8800939717).

### OBJECTIVES

- To build consumer awareness to strengthen the rights of consumers
- To adopt managerial practices for institutionalizing consumer movement and make itself self-sustainable.
- To further enhance the technical competence within the policy makers and consumer organizations.
- To develop the market place in the best interest of the consumers and their right to be heard.
- To sensitize national standards bodies, policy makers on up gradation of national standards / policy changes.

So far this process was being managed through a call center, website, e-mail and SMS. Complaints are being received for consumers (pan-India) through any one of above mediums and advice is provided for how to get the grievance redressed through any one of these mediums.

## JGJ MobiApp

(Winner)

### Original Title

JGJ MobiApp (Jago Grahak Jago Mobile App)

### Producer

Consumer Voice

### Country

India

### Contact

hupadhyay@  
consumer-voice.org  
dsgen-ca@nic.in

### Media Format

App based

### Language

English/Hindi

### WWW

www.nationalconsumer-  
helpline.in



Mobile Seva aims at enabling rapid development and deployment of public services on a mobile platform for all government departments and agencies at the central, state and local levels. Citizens can interact with government departments over SMS for 192 public services, which are available through the 5-digit short code 51969.



## Mobile Seva

(Winner)

### Original Title

Mobile Seva

### Producer

Department of Electronics & Information Technology, Government of India

### Country

India

### Contact

rajendra.ias@nic.in  
kbhatia@gov.in

### Media Format

SMS based

### Language

The content of the main site is in English, but efforts are underway to also offer all pages in Hindi

### WWW

<http://mgov.gov.in>

Department of Electronics & IT (DeitY), Government of India, has launched Mobile Seva, a countrywide initiative on mobile governance to provide public services to the citizens through mobile phones and handheld devices. As a part of this initiative, a centralized platform named Mobile Service Delivery Gateway (MSDG) has been created by DeitY through its implementing agency, Centre for Development of Advance Computing (C-DAC).

Mobile Seva aims to provide a one-stop solution to all the central and state government departments and agencies across the nation for all their mobile platform based public service delivery needs. The SMS channel under the MSDG is operational since July 2011 and can be readily integrated with and availed by any government department or agency for delivery of public services.

As on date, 371 central and state government departments are using it for providing SMS-based services, and over 9.9 Crore SMS notifications have been sent to citizens for electronic services. Citizens can interact with the government departments over SMS for 192 public services, which are available through the 5-digit short code 51969 obtained by DeitY for m-Governance purposes.





VoiceRTI is a voice-based platform that enables citizens to interact with their elected representatives via an automated call-in and play-back Internet – Integrated Voice Response (IVR) system. The project VoiceRTI is conceived under the Informed Voter Project of Mumbai Votes.

Mobile phones have become the most pervasive and ubiquitous mode for connecting and interacting. In India, phones are essentially used for voice calls and SMS. Voice RTI allows citizens to interact with the relevant democratic representatives and governance machinery via Voice calls.

The citizens of a city will be able to interact with their elected representatives via an automated call-in and play-back internet- Integrated Voice Response (IVR) system. The IVR system allows citizens to directly ask questions to their elected by recording a 3min question automatically posted as a VoiceRTI on the website for the other citizens to listen to and participate in that issue. There will also be moderation and back-end processing on the voice message done where it will be correctly categorized in the online system. The VoiceRTIs can be channeled to elected representatives who will be asked for responses, commitments. These will then be made available via the play-back service component of the system where citizens can call in and listen to responses.

The potential of project to influence and galvanize other formal/informal citizen groups and platforms such as housing societies, student groups, NGO's, think tanks, journalists, citizen's from under privileged neighborhood, political scientists, and teachers had been immense. The direct quantitative impact in terms of service users in Mumbai is expected to be approximately 1.0 to 1.5 lakh citizens over an annual cycle.



## VoiceRTI (Special Mention)

**Original Title**  
VoiceRTI

**Producer**  
MumbaiVotes

**Country**  
India

**Contact**  
vgilani@mumbaivotes.com

**Media Format**  
Voice & SMS based

**Language**  
English

**WWW**  
<http://mumbaivotes.com/>



# EMPOWERING PEOPLE @ the edge of information

Digital Empowerment Foundation is a not-for-profit Society who is at the forefront of creating ways and means to find solutions to developmental issues using Information and Communication Technology tools.

- outreach
- knowledge
- research
- consultancy
- advocacy
- deployment

[www.defindia.net](http://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](mailto:info@defindia.net)  
Web: [www.defindia.net](http://www.defindia.net)

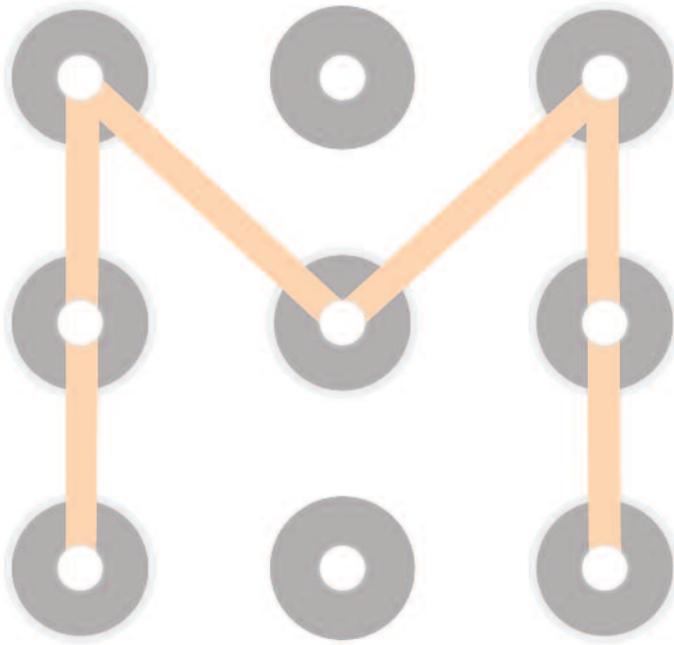
### DEF NETWORK & PARTNERS

#### NATIONAL PARTNERS

Department of Information Technology, India | Department of Science & Technology | National Internet Exchange of India | National Institute for Smart Government | Centre for e-Governance, DIT Mint | OnMobile | Media lab Asia | Barefoot College | Intel | IAMAI | SmsOne

#### INTERNATIONAL PARTNERS

Internet Society | Internet Governance Forum | World Summit Award | CEMCA | PANOS | READ India | ICTA, Sri Lanka | D.NET, Bangladesh .ORG | .NGO | Bytes for All | Intel | APC | PIR | Vodafone Foundation | Ford Foundation | Read India Bhutan



## m-Health

This category welcomes the product/projects which are doing good in resolving health issues from the society using Mobile support & hence to advance mobile health care system.

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### Healthkart Plus

Winner | INDIA

### Diabetes

Winner | INDIA

### MoSQuIT

Winner | INDIA

### friends2support Organisation

Special Mention | INDIA

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HealthKart Plus is a web, mobile and SMS application that discovers cost-effective generic drugs that could substitute prescription medicine. It is a medicinal database for the common man, for physicians, medical students, nurses and other healthcare professionals. It is used for clinical information and as a medical dictionary.



## Healthkart Plus

(Winner)

**Original Title**  
Healthkart Plus

**Producer**  
Bright LifeCare Pvt Ltd.

**Country**  
India

**Contact**  
surendra.chaplot@  
healthkart.com

**Media Format**  
SMS app based

**Language**  
English

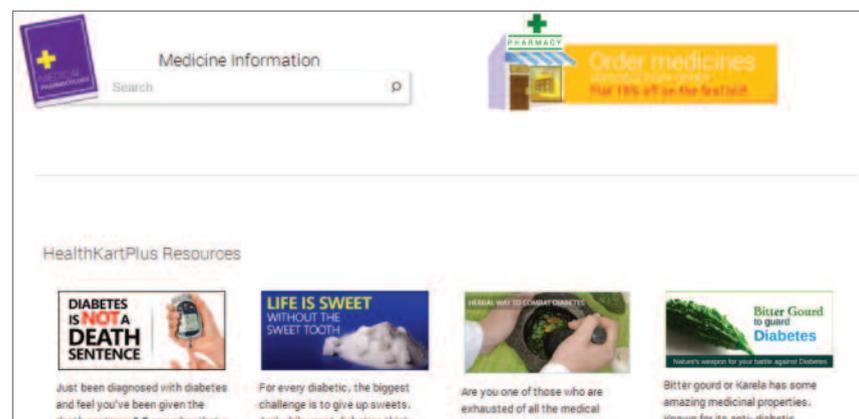
**WWW**  
www.healthkartplus.com

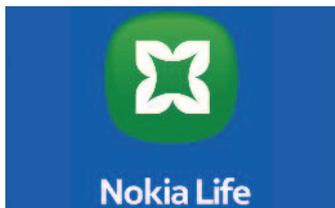
HealthKart Plus is a Comprehensive Generic Drug Search Engine. It is the resource most used by common man, physicians, medical students, nurses and other healthcare professionals for clinical information & as medical dictionary.

Further, the user can explore how prescription medicine works & understand the required precaution and contraindication. The application also empowers the user to compare drugs by prices, so that the patient can choose the most cost effective generic drug for a given prescription.

It gives complete information about the medicine and typical usage of the Drug interaction information. Get Drug Information on SMS with over 1 Lakh drugs in the database the app also has additional features like: Save favorite medicines and brand for future reference. Add a medicine to the database yourself. Listing includes information on the composition of medicine, possible symptoms for which the medicine is prescribed, mechanism of actions and possible side effects. It can also be used as Medical Dictionary for Medical Students.

HealthKartPlus is now building a technical platform to connect local pharmacies directly to the consumer. HealthKartPlus is also in alignment with government projects like Jan Aushadi and directives which make it mandatory for doctors to write generic medicines.



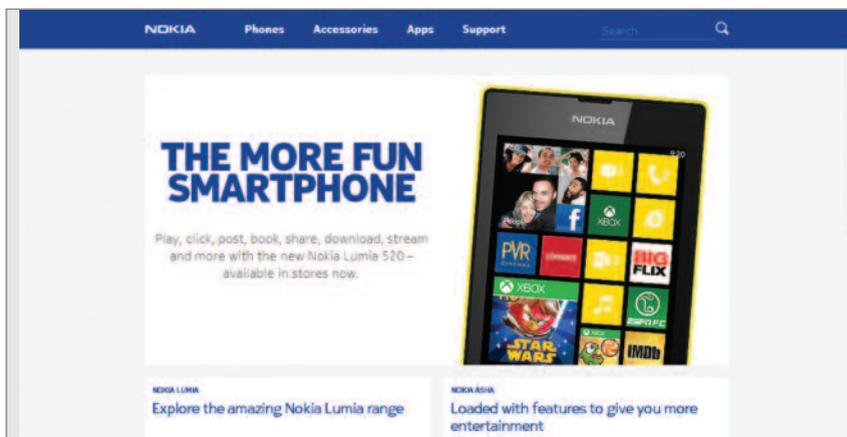


Arogya World's mDiabetes is a diabetes prevention mobile health (mHealth) initiative, being implemented in association with Nokia, which reaches 1 million consumers in rural and urban India. It educates consumers about diabetes and its prevention through text messages, twice a week, in 12 languages. So far 33 million text messages have been sent.

As part of mDiabetes, alerts have been sent in 12 regional languages, informing Nokia mobile phone users in India about diabetes and its prevention with lifestyle changes. Content is available in languages: English, Hindi, Marathi, Telugu, Tamil, Gujarati, Bengali, Kannada, Punjabi, Malayalam, Oriya and Assamese.

mDiabetes runs on the Nokia Life platform, which delivers life-enhancing information and advice co-developed with more than 90 knowledge partners, and works on a wide range of Nokia mobile phones. To-date, Nokia Life services covering topics such as health, education and agriculture have been experienced by more than 95 million people across India, China, Indonesia and Nigeria. The mDiabetes program in India started in January 2012. People enrolled for this service span residents of rural and urban India.

All users subscribed to the Diabetes service receive alerts on diabetes and its prevention twice-a week. The user subscribes for FREE to the service by browsing the Health menu on Nokia Life and navigating to Diabetes OR via a service offer notification that they have received. The Diabetes awareness and prevention content have been developed by our partner Arogya World with strong emphasis on science and behavior change.



## Nokia Life and Arogya World (Winner)

Original Title  
Nokia Life and Arogya World: Mobile Diabetes awareness program  
Producer  
Nokia India Pvt. Ltd.

Country  
India

Contact  
nikhil.narayan@nokia.com  
natesh.b-v@nokia.com

Media Format  
SMS based

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

WWW  
[www.nokia.com/in-en/](http://www.nokia.com/in-en/)

MoSQuIT (Mobile based Surveillance Quest using Information Technology) software is a disease surveillance system for malaria, using a mobile platform. The MoSQuIT application is developed by the CDAC in Pune, in collaboration with the Regional Medical Research Centre (RMRC, ICMR), Dibrugarh, Assam.



## MoSQuIT

(Winner)

### Original Title

Mobile based Surveillance Quest using IT (MoSQuIT)

### Producer

Centre For Development Of Advanced Computing (CDAC)

### Country

India

### Contact

medha@cdac.in

### Media Format

Software based

### Language

English

### WWW

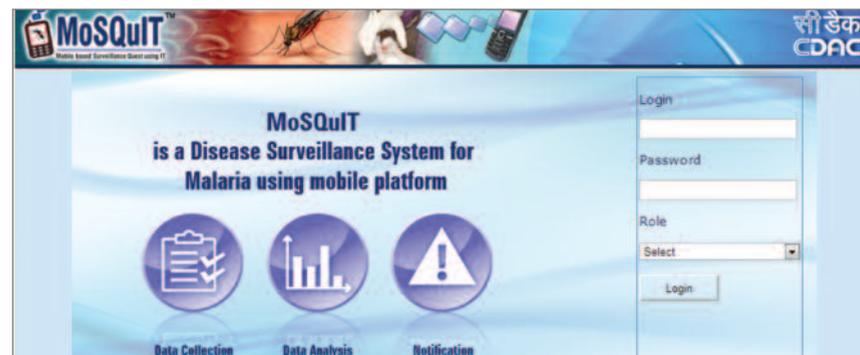
[http://ayusoft.cdac.in/MoSQuIT/MoSQuIT\\_Demo/MoSQuIT/MWeb/src/MDSS.htm](http://ayusoft.cdac.in/MoSQuIT/MoSQuIT_Demo/MoSQuIT/MWeb/src/MDSS.htm)

The Malaria Disease Surveillance using Mobile platform (MoSQuIT) is a platform that enables Malaria incidence related data-collection using the ubiquitous mobile phone, updation of centralized IT based surveillance system, thereby reducing the time duration needed in information proliferation, and initiation of appropriate timely action by State Health system. The complete Workflow of malaria surveillance using the MoSQuIT software is as follows:

A) Data collection on Mobile phone: This provides user interface on the Mobile phone for collection of Demographic data, Fever related information (Duration of fever, RDT result), Laboratory slide collection status and result, Treatment given to patient.

B) Data transfer from Mobile phone to Server machine: This helps in transferring the data collected from mobile phone to centralized system, using three modes (General Packet Radio Service (GPRS), Short Message Service (SMS), or Manual mode). Depending on availability of cellular network in the rural area where data collection is being done, the mode of data transfer can be selected.

The outreach is through Accredited Social Health Activist (ASHA) workers who visit the villages for active Malaria surveillance activities. The ASHA workers report to the Medical Officer in the PHC, who in turn works close with RMRC for the MoSQuIT project.





Arogya World's mDiabetes is a diabetes prevention mobile health (mHealth) initiative, being implemented in association with Nokia, which reaches 1 million consumers in rural and urban India. It educates consumers about diabetes and its prevention through text messages, twice a week, in 12 languages. So far 33 million text messages have been sent.

Friends2Support is blood donation agency in India, with more than 90,000 people voluntarily registered as blood donors. It launched the Android App which provides anywhere anytime access to Indian Blood donors, just a click away. For app installation, go to Google Play in your android phone. Search for "friends2support.org" app. Install it to check.

This app provides services including voluntary blood donor search within specified geographical area, state, district & city along with blood group providing one touch access to list of registered donors in emergency, free of cost.

The project is an extension of the F2S (friends2support.org) website which has been working towards the voluntary blood donation cause for the last 7 years. Anyone from any part of the country can log onto this website or call toll-free helpline number for a list of blood donors in their particular area. The website essentially is a database of blood donors in all the districts of any Indian State and people can access this database in a jiffy. The present trend majorly uses the smart phones to access internet in their day to day life. This motivated to take the cause to a wider and smarter generation by means of android application.

**FIND BLOOD DONORS**

Blood Group: A+  
Select State: Delhi  
Select District: East Delhi  
Select City: Gandhi Nagar

**SUBMIT**

**WISH TO DONATE BLOOD?  
REGISTER AS  
VOLUNTARY BLOOD DONOR**

**friends2  
support.org**  
(Special Mention)

**Original Title**  
friends2support  
Organisation

**Producer**  
friends to support  
organisation

**Country**  
India

**Contact**  
shareef@  
friendstosupport.org

**Media Format**  
App based

**Language**  
English

**WWW**  
www.friends2support.org



## EMPOWERING GRASSROOTS ORGANISATIONS THROUGH INFORMATION COMMUNICATION TECHNOLOGIES

eNGO is an international flagship programme of Digital Empowerment Foundation and supported by Public Interest Registry for the digital empowerment of grassroots NGOs. The eNGO programme strives to empower more than 4 million NGOs and Self Help Groups in India, South Asia and African countries.

*Be an active member of the largest network of ICT enabled non profit community*

More than  
**5,000**  
NGOs are Online

# Get Online

# FREE



<http://defindia.net/>

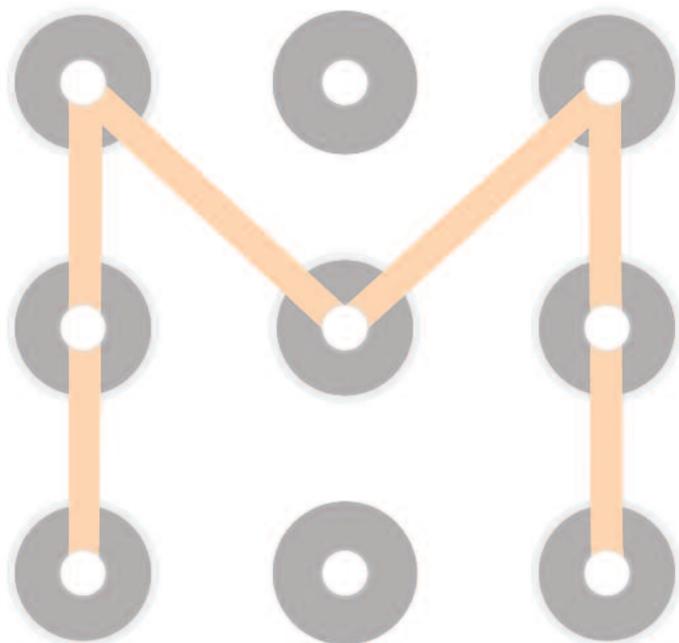


<http://www.pir.org>



a Public Interest Registry initiative

<http://pirengo.org/>



## m-Inclusion

Reducing the “digital divide” and “content gap” between technologies empowered and technology excluded communities and groups – such as rural areas and women. The aim is to bridge society through multimedia and rich content using Mobile.

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### Jharkhand Mobile Vaani

Winner | INDIA

### Peacock Browser

Special Mention | INDIA

### Saral Rozgar

Winner | INDIA

### LaborVoices

Special Mention | INDIA

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Jharkhand Mobile Vaani is a citizen radio-over-phone platform that currently gets participation from nearly all districts in Jharkhand. The platform also provides a unique communication medium to people for airing classifieds, local ads, and other revenue-generating information that is not possible via traditional media – such as newspapers and television.



## Jharkhand Mobile Vaani

(Winner)

**Original Title**  
Jharkhand Mobile Vaani

**Producer**  
Gram Vaani Community Media

**Country**  
India

**Contact**  
aseth@gramvaani.org

**Media Format**  
Social Media based

**Language**  
Hindi

**WWW**  
<http://gramvaani.org>

Mobile Vaani is a social media platform for rural India that aims to create voice/video based local media platforms via the use of mobile phones and community radio. This initiative enables even poorly literate and low-income citizens to engage with each other on topics of mutual interest and share information in a seamless manner.

This platform is a frequently visited forum by several people, in media-dark areas where newspapers and television do not cater to the local economy. This voice-based platform has seen rapid uptake in pilot geography in rural Jharkhand. This type of a social media platform links horizontally across multiple social enterprises working in rural areas to help them remain connected with their own local entrepreneurs and enables to share common problems and possible solutions and raise a joint voice against bureaucratic bottlenecks that might be hampering their entrepreneurial efforts.

Government departments are also interested in engaging with citizens by reaching out to them with announcements about different government schemes, collecting data from their staff and service provider network, and getting feedback and knowledge of grievances that people are facing.

**Join the Mobile Vaani network**

Our Jharkhand Mobile Vaani network has created waves – over 30,000 people from rural Jharkhand call more than 2,000 times a day to express themselves – their aspirations, their culture, and problems they face – and we connect them to each other and with relevant stakeholders.

We have run information campaigns on rural-urban migration, gender equality, water conservation, HIV/AIDS, and various other topics.

Do you want to run a Mobile Vaani channel for your community?

**Download the Expression of Interest**

You can use Mobile Vaani to run a wide variety of programs:

- Network rural & urban communities
- Reach programs for community radio
- Enable communication to speak
- Reach off any mobile phone
- Connect them to needs
- Supplement your SMS and email campaigns
- Get advanced analytics
- Educate and enable their access
- Supplement with video

**About Gram Vaani**

Gram Vaani (meaning voice of the rural) is a social.tech company based in Delhi. We started in 2009 with a mission of reversing the flow of information, to make it bottom-up instead of top-down.

**Gram Vaani is hiring!**

We are raising an equity investment of \$1M to grow the Mobile Vaani network. We are looking for talented people to join our team for technology development. E-mail us your CV quickly...More



SaralRozgar is a mobile service connecting blue-collared workers to jobs of their choice. This project has more than 350,000 job seekers registered from across pan India. 20,000 job postings have been registered, till date.

VAS provider CanvasM and the JV company of Tech Mahindra has launched Saral Rozgar, a service that intends to connect Blue-collar workers including part time, industrial workers, daily and weekly wage earners, masons, drivers, plumbers, electricians, house help, among others, with prospective employers, through mobile and online mediums. Saral Rozgar is a one stop shop for the blue collared market's needs. The initiative is expected to address a vital gap that exists today – creation of an organized market place for the blue-collared segment.

Saral Rozgar user calls on IVR number 1860 180 1100. Number gets connected to customer care, which creates his profile, by taking a set of information. The profile of job seekers is live and is visible to registered job providers on web. They can directly call the job seeker, or send them automated job alerts by OBD and SMS. In this way Saral Rozgar gives both job seekers and job providers a platform to get connected with each other.

The other features are • Location wise mapping • End to End product available on IVR – profile creation, job search • Multi-language support/Regional • Scalable platform • Solution also caters to households & domestic workers

## Saral Rozgar

(Winner)

### Original Title

Saral Rozgar

### Producer

CanvasM Technologies Limited

### Country

India

### Contact

upasana.tripathi@  
canvasm.com

### Media Format

IVR based

### Language

English and all Indian languages

### WWW

www.saralrozgar.com



The Peacock Browser is a communication app developed by BeSafe-Soft. This Android app is free and ad-supported. Peacock Browser for Android supports the Indian languages: Hindi (Devanagari), Assamese, Bengali, Kannada, Gujarati, Malayalam, Marathi (Devanagari), Nepali (Devanagari), Oriya, Punjabi (Gurmukhi), Tamil, and Telugu.



## Peacock Browser for Android devices

(Special Mention)

### Original Title

Peacock Browser for Android devices

### Producer

Be Safe Soft

### Country

India

### Contact

arvind@peechara.com

### Media Format

App based

### Language

English and all Indian languages

### WWW

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

Peacock Browser for Android is the browser supporting for Indian languages. This browser also provides one click access to websites in those languages from home page. Android OS doesn't have native support for all Indian and Nepali languages. Indian languages support on any Android based manufacturer phone is fragmented at best. Peacock Browser enables Android user access content and services in their native language. The technology in Peacock Browser is being used in many applications which are in progress which would further make non-English literates to be at ease with smartphones.

### Installation Guide

**Via Google Play:** Click the “Install” button on the left navigation side, it will turn to Google Play page and then download it to your mobile device, install the app directly.

**Use QR Code Scanner:** If you've already installed QR Code Scanner, Click on QR Code image on left navigation side and use a QR code scanner to download Peacock Browser APK directly in to your Android device.

**From PC:** Connect Android device to PC via USB cable and turn ON USB storage. Copy Peacock Browser.apk file to attached device's storage. Touch the APK file in the file explorer to install it.





LaborVoices is a mobile-phone based portal turning worker feedback into labor-market intelligence. This crowdsourced supply-chain intelligence solves two big problems facing global workers and corporate brands with a single, appropriate solution. The service makes it easy for factory employees to anonymously report on working conditions.

LaborVoices is a mobile phone portal turning worker feedback into labor market intelligence. The system provides an informational and financial incentive to user base— intelligence source—supply chain workers. It then sells supply chain intelligence to major consumer brands, priced to complement—then supplant—inspection-based monitoring. This solution helps companies to tighten their supply chains and protect capital, helping best-in-class supplier factories to lower turnover and stand out through fair metrics, and helping supply chain workers to fact-check future jobs and maintain a steady income.

Founder, Dr. Kohl Gill, was inspired to create LaborVoices while on a trade and labor delegation to Sri Lanka and Bangladesh as part of the State Department’s Labor Rights and CSR office.

“I noticed that most workers had mobile phones, but none of them were using them to avoid abusive labor practices,” says Gill. “I thought that there ought to be a way to connect workers with each other, to allow them to report their working conditions, and drive other workers toward the best employers.” Improved access to labor market information helps the workers’ quality of life. Brands pay suppliers a premium to implement their codes of conduct.

**Two Global Solutions in One**

We solve two big problems facing global workers and corporate brands, with a single, elegant solution.

Global workers are vulnerable to abuses like wage-theft and human trafficking.

Corporate brands need visibility into their global supply chains.

We continuously gather and share information among workers and their communities, helping them help each other find the best work available.

We close the loop, guiding workers to best-in-class employers. We guide brands to best-in-class suppliers.

We're revolutionizing accountability and transparency in supply chains and labor markets, helping brands and workers immediately address important issues before they become urgent.

And we can turn up a solution in most any supply chain in a matter of weeks.

[Join us](#)

Workers don't need to be invisible or have any...

A LaborVoices representative recruiting users among garment workers in Singapore, India.

RT @Kohgil: Congratulations to @Echogreen for winning @SustainBrands #sbc13 about 3 weeks ago

RT @DaleyDixon: Aspirational consumer: "If you're making a product you are proud of you should be transparent" "be honest" #sbc13con about 3 weeks ago

RT @MahiTuna: @sunshereasty take sbt Sony's Eco-Incentives: rebates for hybrid/electric vehicles and home solar #sbc13con about 3 weeks ago

RT @Koon: Free Registration for the #sbc13con #Livestream - Sessions from Unilever, Coke, Google and more, on June 3rd-6th <http://it.cslr/Tb...> about 3 weeks ago

Almost done interviewing at @Echogreen for @laborvoices. The

## LaborVoices

(Special Mention)

### Original Title

LaborVoices: Transparency in labor markets through the worker’s own phones

### Producer

LaborVoices

### Country

India

### Contact

vaibhavmathur@laborvoices.com

### Media Format

Phone based

### Language

The product is customized to the local languages as needed

### WWW

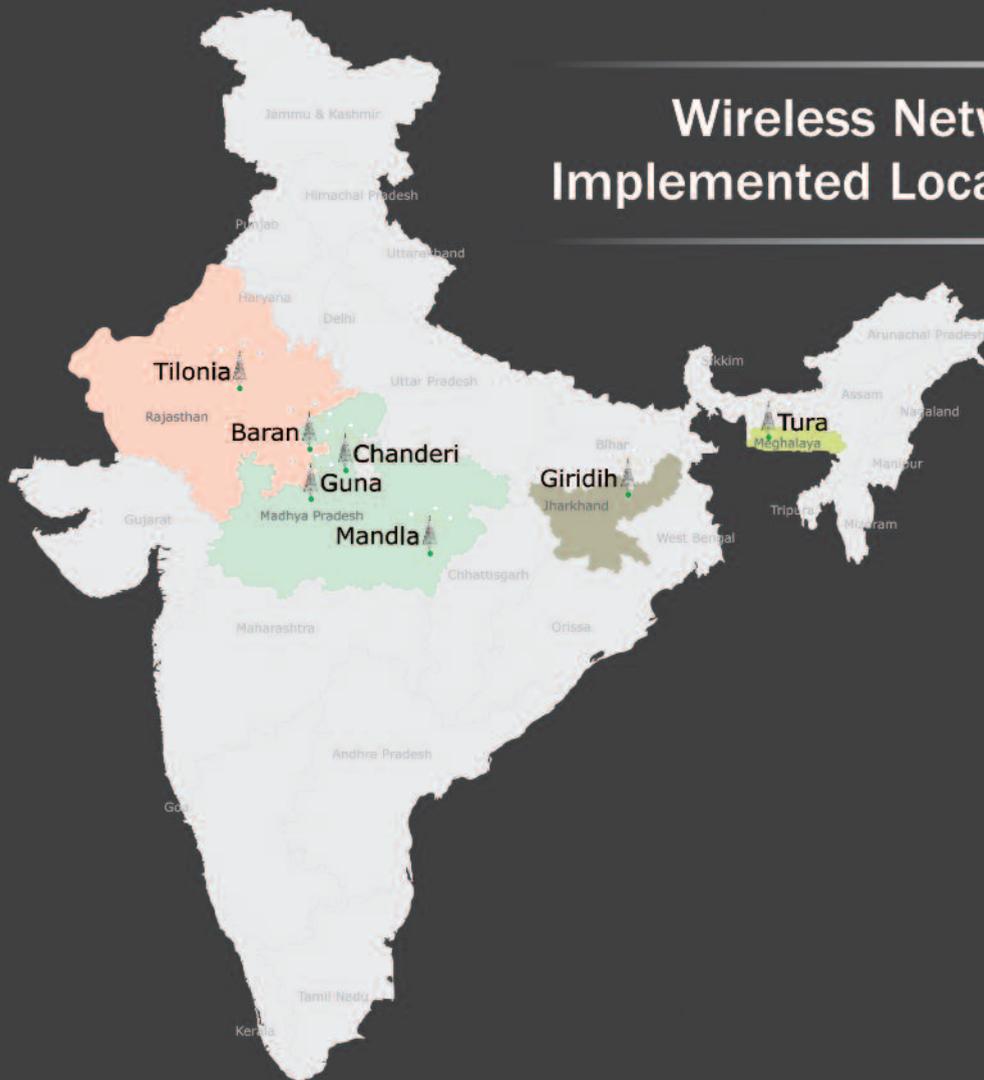
<http://laborvoices.com>



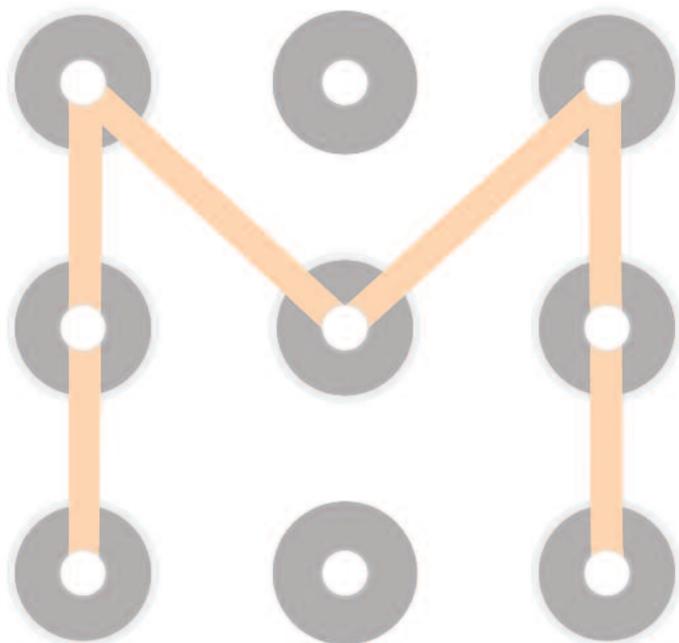
Wireless For Communities

# Activity

Wireless Network  
Implemented Location



[www.w4forc.in](http://www.w4forc.in)



## m-Infrastructure

Infrastructure that makes it easy for developers to effectively reach out to masses has interest in this area. We invite the solutions that address the accessibility needs of communities in remote areas including those in tough geographical conditions.

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### AppWrapper

Winner | INDIA

### India Against Spam

Winner | INDIA

### Grameenphone Hysawa

Winner | BANGLADESH

### IVR Junction

Special Mention | INDIA

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The AppWrapper helps advertisers in emerging markets to adopt mobile advertising as a critical tool that is part of their overall brand campaign. Combining ads with Micro Transaction in app purchases, it allows developers to maximize their earning from both audiences.



## AppWrapper

(Winner)

**Original Title**  
AppWrapper

**Producer**  
Vserv Digital Services  
Pvt. Ltd.

**Country**  
India

**Contact**  
press@vserv.mobi

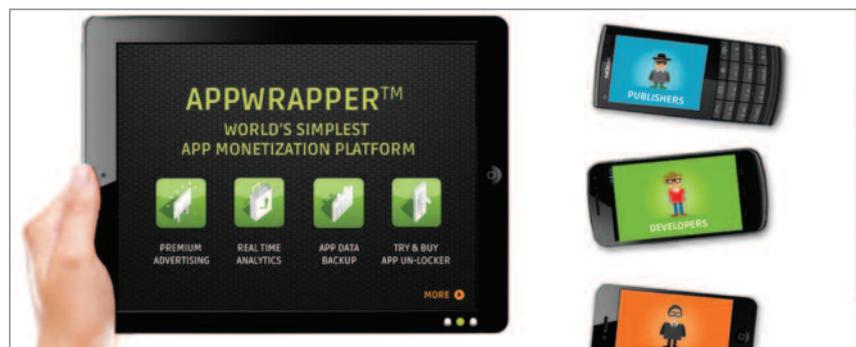
**Media Format**  
App based

**Language**  
English

**WWW**  
<http://vserv.mobi>

Lower GDP per capita & low credit card penetration in emerging markets meant that users in these markets did not have the ability to pay for Apps. Feature phone domination meant that while these phones had the technical capability to use Apps, they lacked a viable monetization strategy. AppWrapper helps developers monetize using both, Premium Ads as well as Micro Transaction models. Using the combination of both the models it allows the developers to offer various pricing models to the end user such as Pay per Play, Daily Subscriptions, Try & Buy users. These pricing models are suitable for the App Economy and consumers in Emerging Markets.

AppWrapper natively supports impactful ad formats including full screen billboard, video, forms etc. even on basic Feature phones, which is just not possible with other solutions. The AppWrapper ensures that advertisers in emerging markets adopt Mobile Advertising as a critical tool as part of their overall brand campaign. The technology offers advertisers the opportunity to reach a wider audience across platforms in an impactful and engaging ad form. Developers have an opportunity to create great, amazing, innovative apps and convert it into a lucrative venture, thereby spurring the innovation cycle. Consumers get apps at a price they can afford i.e. FREE, in a non-intrusive premium advertising format. It saves time, money, effort for developers and is the solution for aggregators who do not have access to source code of apps.



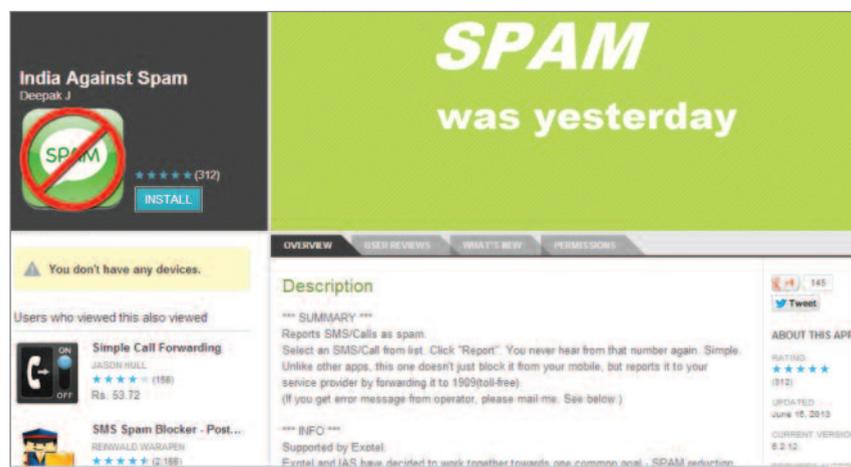


An Android app that allows a single-tap reporting of spam, SMS/call, in the TRAI-prescribed format. With this app installed, users can just choose a call /SMS from the list and report it with just two clicks. The app will create an SMS and send in standard format, which the telecom operator requires.

If you are using Android phone, you just have to click one button and complaint will be registered automatically. This is possible because of application India Against Spam available for Android phones. This application has very simple interface. It lists all SMS and calls received recently and the users have to select the SMS or number. It will ask them to confirm the complaint and after clicking on send the complaint will be registered on 1909. It also deletes the SMS automatically if the option is enabled in settings available for the application.

The features of this application are:

- o Register for DND directly from app.
- o Report a spam message or call with a single tap.
- o Hides messages/calls from your address book contacts.
- o Hides message older that permissible limit.
- o Auto-deletes reported message (configurable).
- o Auto-saves outgoing message (configurable).
- o Messages about non-standard format can be reported from within the app.



## India Against Spam (Winner)

**Original Title**  
India Against Spam

**Producer**  
Deepak Jharodia

**Country**  
India

**Contact**  
deepakjharodia@  
gmail.com

**Media Format**  
App based

**Language**  
English

**WWW**  
<http://goo.gl/i5r2h>

Grameenphone Hysawa is an SMS-based solution through which, if a tubewell was to get non-functional, the caretaker would send an SMS to 2765. This SMS would go to HYSAWA Head Office as well as to local mechanics. A mechanic would then reach the location and repair the tubewell. Thereafter, he would send an SMS reporting job done.



## Grameenphone Hysawa

(Winner)

**Original Title**  
Grameenphone Hysawa

**Producer**  
Grameenphone Limited

**Country**  
Bangladesh

**Contact**  
razun@  
grameenphone.com

**Media Format**  
SMS Based

**Language**  
English

**WWW**  
www.grameenphone.com

HYSAWA is an international NGO, funded by DANIDA, for large-scale delivery of WASH services in rural Bangladesh. The goal is to contribute to poverty reduction through improved and sustainable water, sanitation and hygiene services. It has installed approximately 30,000 tubewells in around 300 unions.

This application has been initiated for rural people who depend fully on a tube well for drinking water. This innovation was about to reduce lead time for repairing a tubewell. Usually a tubewell would require 20 days lead time to repair when damaged. Now from the tubewells in the project an SMS is generated by an appointed caretaker to a server [web control panel]. Then the information runs to a mechanic who will repair the tubewell through Hysawa. Then the mechanic runs towards the spot and repairs the tubewell in 24 hours.

This procedure is maintained by SMS application and used through Grameenphone Network only. SMS from the local coordinator to a specific port and then an automatic alert is generated. Detailed are presented in the presentation attached.

At this moment the target market is in underprivileged rural areas where more than 80% of the country's live and only source of drinking water is tubewells.





IVR Junction provides non-Internet based social media possibility on voice. Even people with cheap cell phones, no literacy and without any training can now be part of a social media activities. The IVR Junction leverages existing cloud-based services.

In the world of high processing tablets, smartphones, and 4G Internet connection, there are various ways to collect data and disseminate information. But when it comes to providing technology to people with limited resources and low literacy in remote rural areas of a developing country like India, the only reliable and accessible interface is a basic mobile phone. As voice is the most natural medium of interaction, Interactive Voice Response (IVR) systems are more usable and intuitive to provide information to and collect data from these communities.

Using IVR Junction, local communities can achieve agile, scalable, robust and secure multi-way communication that transcends economic and literacy limitations. Unlike prior tools, IVR Junction runs on a Windows platform and can be easily configured by anyone with a laptop and modem. Moreover, IVR Junction fosters multi-way communication: affected populations can record and listen to posts via a mobile phone, while the global Internet audience can access and contribute recordings via YouTube, Facebook, and other social media. This hybrid system enables a distributed architecture that is flexible, secure, and robust to the many challenges inherent in the developing world.

In recent years, IVR systems have spanned diverse domains, including citizen news journalism, agricultural discussion forums, community dialogue, user-generated maps, access to health information, outreach to sex workers, group messaging, feedback on school meals, support for community radio stations, rural employment exchange, and a viral entertainment platform.



## IVR Junction

(Special Mention)

**Original Title**  
IVR Junction

**Producer**  
Microsoft Research India

**Country**  
India

**Contact**  
t-avash@microsoft.com

**Media Format**  
IVRS based

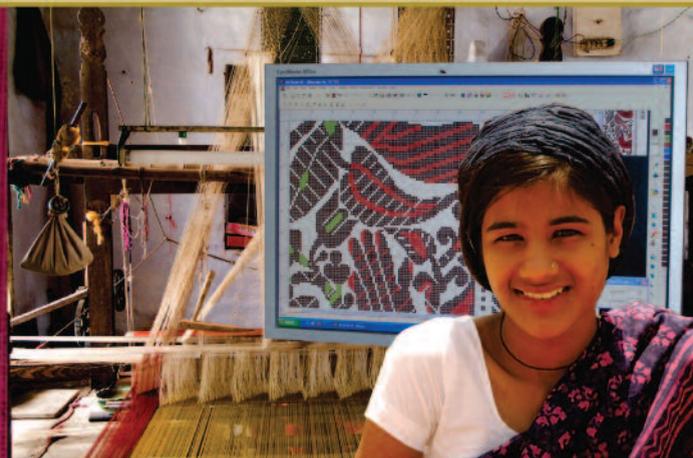
**Language**  
English, Actual service is  
language independent

**WWW**  
<http://research.microsoft.com/en-us/projects/ivrjunction/>



# Chanderiyaan

Chanderi Weavers ICT Resource Centre [CWIRC]  
<http://chanderiyaan.chanderi.org>

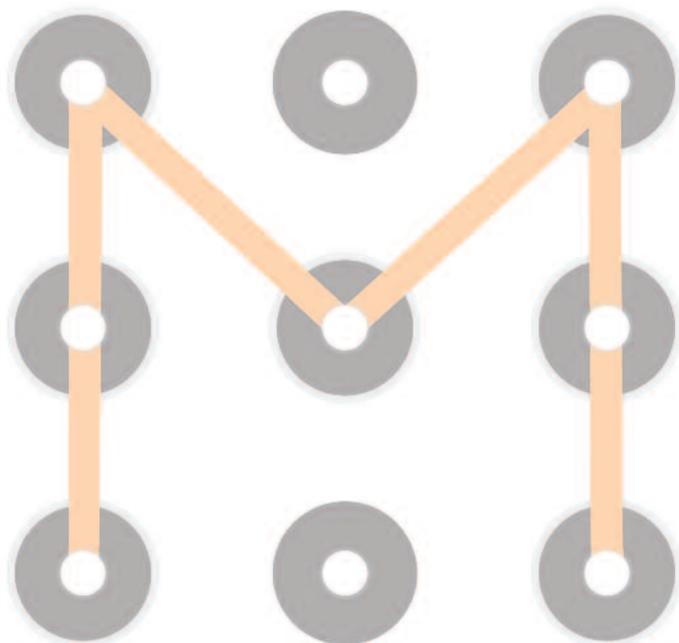


A model cluster-based initiative by  
Digital Empowerment Foundation for Chanderi  
weavers that fuses technology with traditional skills



Email: [store@chanderiyaan.net](mailto:store@chanderiyaan.net)  
URL: [www.chanderiyaan.net](http://www.chanderiyaan.net)





## m-News & Journalism

This category welcomes the projects which use the mobile in such a creative way to spread the right message to right mass & ensure the accessibility through the use of technology, offering content in local language and in all form of electronic and digital medium.

### Alive

Winner | INDIA

### Community Web

Winner | INDIA

### NewsHunt

Winner | INDIA

### Bangi News

Special Mention | UK

Alive is a mobile-augmented reality software that allows readers of a newspaper to interact using editorials, images, text, symbol and get access to rich media content, such as videos and photos. It has been used for more than 50 brand campaigns, till date.



## Alive

(Winner)

### Original Title

Alive

### Producer

Times Mobile Limited

### Country

India

### Contact

swati.gauga@  
indiatimes.co.in

### Media Format

App based

### Language

English

### WWW

<http://aliveapp.in/home.aspx>

Alive delivers news and content to the consumers on their mobile. The readers get access to rich media content just by scanning the print editorial/ad-vertorial content through their mobile devices. The rich media content could be anything from a simple web-link, video play, audio play or any other way of engagement. It puts the end-user at an advantageous position in case if he is in a rush. The end-user is not required scan every page of the newspaper for AR-enabled articles.

Alive uses Augmented Reality technology. Augmented reality (AR) is a live, direct or indirect, view of a physical, real-world environment whose elements are augmented by computer-generated sensory input such as sound, video, graphics or GPS data. It uses the camera in Smartphone/tablet to recognize images that can be scanned and return a response in the form of video, game, web-redirection; generate call, SMS, e-mail and share on social media.

Each day certain number of content is AR-enabled in Times of India print publication that the users can augment with application. They can watch the relevant video and can even save it and watch it any other time directly, i.e., without even using the markers again. The catalog button of the app contains the list of articles that have been AR-enabled in different editions across India.



## CommunityWeb

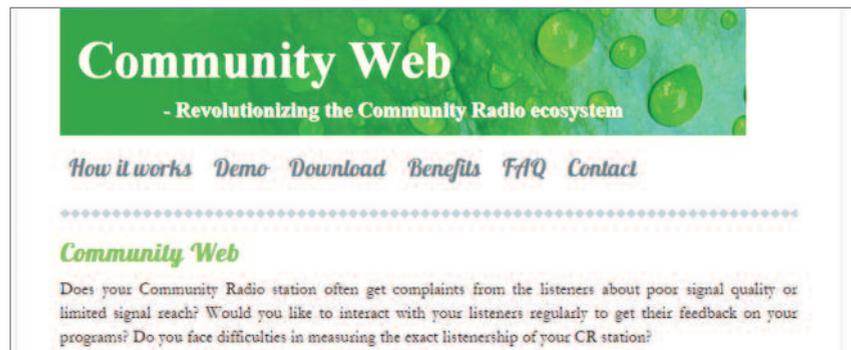
The Samudaay Vaani or Community Web is a mobile app that makes audio-based web services accessible to the masses, who may not own smartphones. This solution can work on low-end feature phones with a standard GPRS connection. Samudaay Vaani is a great example of FM radio, mobile and web integration.

CommunityWeb is a way to access the Community Radio (CR) content anytime and anywhere. It is a way of distributing CR content to the grassroots audience using mobile web. The solution manages the memory resources and succeeds in providing seamless audio streaming on the low cost mobile phones.

The product, a J2ME mobile application, is installed on the users' phone which helps to stream the CR audio programs, listen to the past programmes on-demand, allows to interact with the Radio Jockeys, and give feedback on the programs. For the CR station, the solution generates precise analytics about the user behaviour (e.g. favourite programs, time of listening, total listeners) – which can help them in bringing advertisement revenue, and make the CRs self-sustaining in the long run.

### How to Use

After you have the phone ready, follow these steps: 1) Transfer both WebApp.jar and WebApp.jad files onto the memory card of your phone. 2) Enable the internet connection on the phone. 3) Go to the location where WebApp files are copied. Click on any one of the file and it will start the installation of the app. 4) Once the app is installed, open the app. On opening the app, it will ask you for your name. Then, you will be asked to select a program category, a RJ, and a program. After this selection, the program will start streaming.



## Community Web

(Winner)

**Original Title**  
SamudaayVaani

**Producer**  
Bell Labs and RadioActive  
CR 90.4 MHz

**Country**  
India

**Contact**  
akhil.mathur@  
alcatel-lucent.com

**Media Format**  
Community Radio based

**Language**  
Multilingual (currently in  
Kannada)

**WWW**  
<http://tinyurl.com/c88w6dg>

NewsHunt is an online all-languages newspaper mobile app. It has a monthly active user-base of 25 million, who consume more than half a billion page-views, each month. The product works on all mobile platforms and currently works with 85+ newspapers in 11 languages.



## NewsHunt

(Winner)

**Original Title**  
NewsHunt

**Producer**  
Verse Innovation Private  
Ltd.

**Country**  
India

**Contact**  
vishal.anand@  
newshunt.com

**Media Format**  
App based

**Language**  
Hindi, English, Marathi,  
Malayalam, Telugu, Tamil,  
Kannada, Gujrati, Oriya,  
Bangla

**WWW**  
<http://www.newshunt.com>

NewsHunt helps get their local language news on their mobile devices. NewsHunt provides a mobile publishing product and platform that gives regional language publishers capability to display their language content on mobile phones - from low end feature phones to high end smartphones and tablets.

It does encoding, packaging and publishing of their content on various mobile devices. To end users, it provides regional language newspapers with full text and image stories on mobile devices. The newspapers are mobile formatted with ability to be presented even on devices that do not have those regional fonts installed.

Lack of Indian regional language support on phones and strong news consumption culture in India that was growing mobile and online revolution were the catalysts in building a platform to render regional language news on phones. NewsHunt has also helped migrant population get closer to their community by reading their hometown news in their local language.



LOCAL LANGUAGE NEWS

**bangi news**

Bangi News is a mobile app that allows the reader to read all major Bangla and English newspapers, blogs and magazines from Bangladesh as well as from Indian news sources. It is available on Android platform. Bangi News app also offers 'Audio Comments' feature that allows readers into peer discussions.

Bangi News brings the latest news including audio and video to the reader in a way which is convenient to use. This app makes reading news not only accessible but enjoyable as well as it turns reader into "active readers" through discussion with other readers and allowing them to publish their own views in speech form. Reading Bangla content on android devices is not easy due to limitations of Bangla Unicode support. Bangi News solved this problem by providing innovative rendering techniques. Users do not need to install any fonts and it works for both Unicode and non-Unicode news content.

User can cache news content when they are online and read later when they are offline. User can publish their own view about any particular matter which helps to grow awareness among people. Users get points as reward for their talks and also get penalty for inappropriate comments. This encourage to being a good citizen in Bangi News platform.

Currently Bangi News is available on Android Platform which is downloadable from Google Play. Native android framework has been used for client side and Google app engine for server side development. The target audience of this service is Bangladeshi and Indian people who can read and speak Bengali. This app is free; users can download it without any charge.



**bangi news**

৫০+ বাংলা নিউজপেপার  
অডিও নিউজ  
ভিডিও নিউজ

অডিও মতামত

100+ Bangla and English Newspapers

## Bangi News

(Special Mention)

**Original Title**  
Bangi News

**Producer**  
Bangi News

**Country**  
UK

**Contact**  
[mhaque@banginews.com](mailto:mhaque@banginews.com)

**Media Format**  
App based

**Language**  
Bangla, English

**WWW**  
[www.banginews.com](http://www.banginews.com)

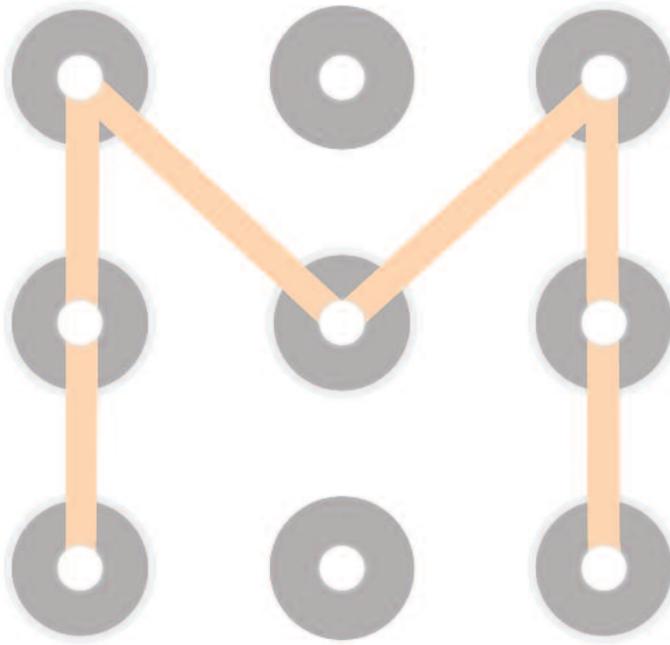
# EMSME

A NATIONAL PROGRAMME OF DIGITAL EMPOWERMENT FOUNDATION

The screenshot shows the EMSME e-commerce website. At the top, there is a navigation bar with 'e-Commerce' and links for Home, About Us, Location, Mission Statement, and Sitemap. A search bar is on the right. Below the navigation bar is a horizontal menu with categories: MEN'S CLOTHING, INTERIOR DESIGN, KITCHEN SUPPLIES, AFFORDABLE JEWELRY, ACCESSORIES, DESIGNER SHOES, and TRAVELING. The main content area features a large image of a designer chair with a price tag of \$45.95. To the right, there are three smaller product images with price tags: \$195.99, \$45.95, and \$125.99. Below the main image is a 'DEALS OF THE DAY' section with four product cards: Chocolate Saus, Backpack, Business Shoes, and Bright Pillows. At the bottom, there are three more product cards: Vintage Wallet, Designer Pillows, and Mens Shoes. On the right side, there is a 'your shopping cart' section showing 'Your cart is empty' and a 'recent products' section with a list of items: Vintage Wallet, Designer Pillows, and Mens Shoes.

<http://emsme.in/>

**Empowering Micro, Small & Medium Enterprises  
through Internet & ICT**



## m-Travel & Tourism

Use of Mobile application for enriching the society by aggregating information to travel & tourism thus help creating information rich society, with accessible mode of related information & services like real time travel booking, location & transport information.

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### redBus

Winner | INDIA

### Olacabs

Winner | INDIA

### SmartShehar

Winner | INDIA

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RedBus.in started online ticketing for bus journey through website. Gradually the customers got possibility to have RedBus.in mobile app using, which one can book their next bus journey tickets and also present the tickets in the form of mTicket at the time of boarding the bus. RedBus.in has logged more than 150 million bus journeys so far.



## redBus

(Winner)

**Original Title**  
www.redBus.in

**Producer**  
Pilani Soft Labs Pvt. Ltd

**Country**  
India

**Contact**  
phani@redbus.in

**Media Format**  
App/Web based

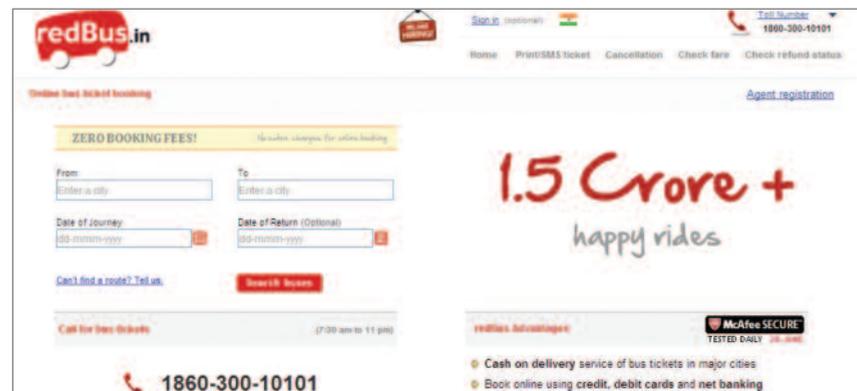
**Language**  
English

**WWW**  
http://redBus.in

RedBus, also known as redBus.in, is India's biggest online bus ticketing company. The website has custom-built inventory management software that aggregates inventory from over 800 operators in real-time. Pilani Soft Labs Pvt. Ltd has 3 products – redBus.in for customers to book tickets online and SeatSeller for bus agents and BOSS for bus operators to show and access the bus inventory and sell their tickets. On redBus.in all the seat inventory along desired routes are brought together for the customer to book. It also helps bus operators operate new routes; helps increase market size.

www.redBus.in has been operational for over six year. Website uses ASP.NET technology and is backed by a transaction backend written in Java. The company also sells tickets through offline outlets. It has offices in Ahmedabad, Bangalore, Chennai, Coimbatore, Delhi, Hyderabad, Mumbai, Pune, Vijayawada and Visakhapatnam. Small and large operators now have access to powerful distribution network comprising of 1000s of travels agents and millions of direct customers on internet and mobile.

Prior to redBus, one could only book through a local bus ticket booking agent, and travelers could not have full visibility of all tickets available in the market, due to which they could not book tickets on desired dates and routes, and operators would have to ply buses with some unoccupied seats.





OlaCabs is a supplier of car rentals and point-to-point cab services in India. It aims to leverage technology to bring about efficiency and a seamless customer experience to the car rental and cab industry. OlaCab mobile app has an inbuilt feature that identifies the customer's location through GPS, and the same is then forwarded to the nearest driver.

Olacabs integrates car transportation into a technology platform, ensuring convenient, transparent and quick service fulfillment for the customer. The customer can simply click on the button pick-me-up to book the nearest Olacab. No address detail needs to be fed. App has the inbuilt feature to identify the customer's location through GPS and the same is forwarded to the nearest driver. Once booked, the app displays the details of the allotted cab to customers (including the distance of the cab from the customer and expected time taken to reach the customer location) instantly and customers can track the particular cab on a map in his cellphone till it reaches his location.

With the built in GPS system at the driver's end and location sharing, the driver reaches the pick-up point on his own and gives the customer a call. These apps directly impact all stakeholders in an offline industry.

With Indian customers having faced repeated instances of missing cabs due to dropping of their booking by the cab company, call centre troubles, problems with the cab or traffic woes, the apps aim to place real time information and control in the hands of the customers, thereby removing uncertainty and anxiety regarding whether the cab they have booked will reach them and be on time. The Blackberry version of the app will be launched soon. The App can be downloaded from iOS and Google App store from any smart phone.

## Olacabs

(Winner)

### Original Title

Olacabs

### Producer

Olacabs

### Country

India

### Contact

rashmi@aimhighindia.com

### Media Format

App based

### Language

English

### WWW

www.olacabs.com

A screenshot of the Ola website's booking interface. At the top left is the Ola logo. To the right, it says "24x7 Call us (022) 3355 3355" and "Mumbai • Delhi • Bangalore • Pune". Below this is the heading "Easiest way to book a cab". There are three tabs: "CITY TAXI", "OUTSTATION", and "LOCAL RENTALS". The "CITY TAXI" tab is selected. The form includes a "From" dropdown menu with "Mumbai" selected, a "Pickup Address" text box, a "Pickup Date" calendar showing "29/06/2013", and a "Pickup Time" text box. On the right side of the form is a promotional banner for Gurgaon: "Say Ola to going anywhere in Gurgaon for just ₹10/km! Use code: GURGAON10". A "Feedback" button is visible on the far right.

SmartShehar, in association with MESN (Mumbai Environmental Social Network), is a social enterprise that has been building smartphone mobile applications for the common man, to make a users' life easier in the city. For example, SmartShehar mobile app gives users timetables of trains and buses running to their destination, with details!



## SmartShehar

(Winner)

**Original Title**  
SmartShehar

**Producer**  
SmartShehar

**Country**  
India

**Contact**  
smartshehar@gmail.com

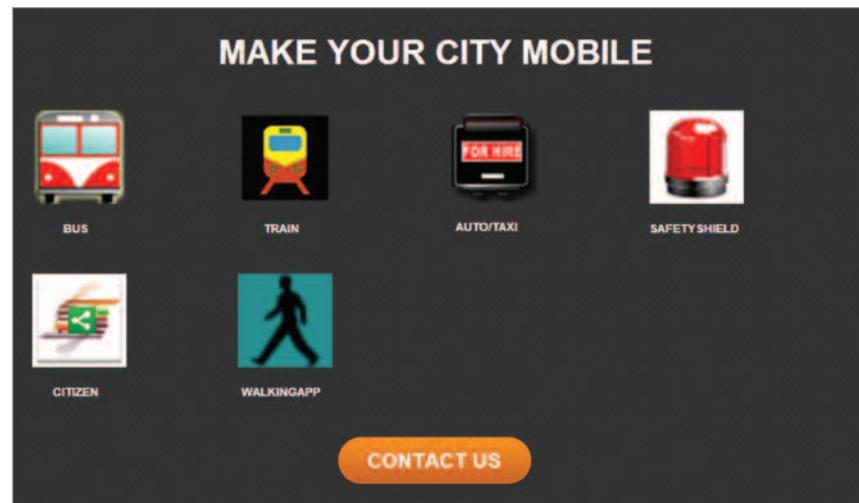
**Media Format**  
App based

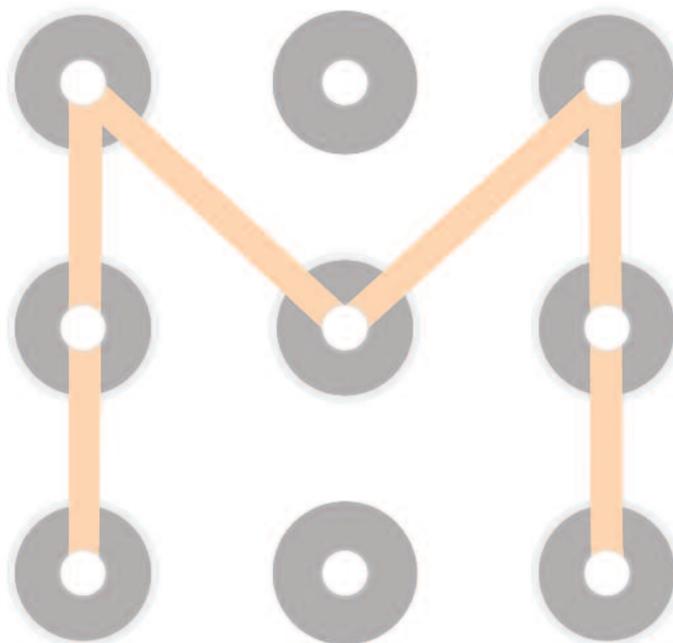
**Language**  
English

**WWW**  
<http://smartshehar.com>

SmartShehar Train app gives the users timetables of trains running to their destination with details such as how many cars a train has and whether it's fast or slow. SmartShehar Bus app suggests where traveller can change buses or catch a bus at a stop closer to his starting point that's better connected to the destination. SmartShehar Auto Taxi app is to help calculate taxi and auto fares so that the travellers know when they are being ripped off by an unscrupulous cabbie or autowallah. It does this by using user phone's GPS-based location.

Features of these three apps: 1) A Bus App which helps navigate the public Best Bus system for Mumbai. 2) Mumbai Trains app helps navigate the local trains, find the smartest route to reach your destination with the level of detail of platform number and fares. 3) Auto Taxi app that works like auto-taxi meter using GPS and store your trip details for complaint. It also has a web version for bus/train for non-android users: <http://smartshehar.com/busapp/> ; <http://smartshehar.com/trainapp/> All these apps are location based/world class/intelligent apps designed to help you navigate smartly using Mumbai Transit.





## m-Woman & Children

Digital media and device like tele-com and mobile have become tools of empowerment for the women and thus in many ways also overcome insecurities around children. This category will look into various such initiatives which directly targets the lives, works, needs and socio-economic well being of women and children. This category is also meant to encourage promotion of handheld devices such as mobile to have empowering applications and content directly benefiting the women and children.

### My Baby Diary

Winner | INDIA

### Aponjon-MAMA

Winner | BANGLADESH

### Helps

Winner | INDIA

### Mobile Academy and Mobile Kunji

Winner | INDIA

### Fight Back

Special Mention | INDIA

My Baby Diary is a mobile application to help mothers on the go. Through this app, mothers could easily get substantial information about baby care – right from the pre-natal stage to toddlerhood. This application is developed by TELiBrahma and promoted by Johnson & Johnson.



## My Baby Diary

(Winner)

### Original Title

My Baby Diary

### Producer

TELiBrahma Convergent  
Communications Pvt Ltd

### Country

India

### Contact

dharithri@telibrahma.com  
chandrashekar@  
telibrahma.com

### Media Format

App based

### Language

English

### WWW

<http://telibrahma.com>

Parenting a child is quite a ride per se, and especially for working mothers who constantly oscillate their roles from one extreme to the other in a quest to maintain work-life balance. This mobile application “My Baby Diary” allows mothers to set a reminder for the next due vaccination. Other fun and interactive elements included taking pictures, trying out various hats and hairstyles on their babies, virtually dressing up the babies in animal costumes, etc. These photos could also be shared on Facebook in a single click.

The app included various engaging content both for the mother and the baby. For instance, the mother could track the vaccination details, read up facts about pregnancy, Labour & birth, babyhood, toddlerhood, etc. She could also instantly create a scrapbook of her baby and capture the defining moments of the baby via “Happy Moments” and “My Baby Calendar” features.

The app reached over 50,000 mothers in a span of 7 weeks with Bangalore recording the highest number of downloads. This mobile application has looked at an opportunity to engage with young Mothers – with the growing trend of smart phone users on the increase. There were challenges in maximizing the health impact rather than just the number of women and children reached.





Mobile Kunji is an audiovisual job aid for community health workers to use during their visits to families. Mobile Kunji and Academy are accessible from any mobile phone handset (no special software is required) for the users in Bihar. The shortcodes and tariffs are common across six of the biggest mobile operators in India, responsible for 90% of the market.

BBC Media Action has developed a multimedia service to enhance the immediate impact of CHWs' counselling of families. Called Mobile Kunji, it is designed to be used by community health workers (CHWs) during their counselling sessions with families. It consists of a printed deck of cards and an audio component that can be accessed via short codes. Mobile Kunji brings together an IVR-based mobile service and a virtually indestructible deck of 40 illustrated cards on a ring. Each card has a unique mobile shortcode printed on it, which corresponds to a specific audio health message. When a health worker dials the number, they can play the health message – voiced by a character called Dr Anita, an engaging but authoritative female doctor – to the family via their mobile phone.

As part of the Ananya programme, BBC Media Action is working with the Bill & Melinda Gates Foundation to reduce child mortality, improve maternal health and reduce infectious diseases in Bihar, India. BBC Media Action has developed a training course, called Mobile Academy.

Mobile Kunji and Academy have been rolled out through training programme delivered on a massive scale, in partnership with Pathfinder International. Both Mobile Kunji and Mobile Academy are available across Airtel, Vodafone, Idea, Tata, and Reliance in Bihar.

## Mobile Academy and Mobile Kunji

(Winner)

**Original Title**  
Shaping Demand &  
Practices: Mobile  
Academy and  
Mobile Kunji

**Producer**  
BBC Media Action

**Country**  
India

**Contact**  
malikabbcwst@gmail.com  
priyanka.dutt@in.  
bbcmediaaction.org

**Media Format**  
IVR based

**Language**  
Hindi

**WWW**  
<http://bbcmediaaction.org>



In Bangladesh, Aponjon is an mHealth initiative for the reduction in maternal and neonatal mortality by improving health-seeking and preventative behaviours of pregnant women, new mothers, and their families. Aponjon mobile health messages are designed to quickly and easily disseminate information to pregnant mothers.



## Aponjon-MAMA

(Winner)

### Original Title

Aponjon-MAMA

### Producer

Dnet (Project: MAMA  
Bangladesh)

### Country

Bangladesh

### Contact

auni@dnet.org.bd  
ananya@dnet.org.bd

### Media Format

SMS based

### Language

Bangla

### WWW

<http://www.aponjon.com.bd>

Mobile Alliance for Maternal Action (MAMA) launched 'Aponjon', a mobile health (mHealth) service in December 2012 to deliver health education messages to pregnant women and new mothers. MAMA Bangladesh is the Bangladesh secretariat of the Mobile Alliance for Maternal Action (MAMA), a global alliance for improving maternal and child health. 'Aponjon' delivers health information, once the pregnant women register to the service. This value added service (VAS) is focused in one short code, 16227. Anyone can call this number from any mobile phone in Bangladesh.

In Bangladesh still 1 woman dies every hour from pregnancy related complications, 15 infants die every hour for complication within 2 days of birth, Only one in four mothers have at least 4 antenatal care visit, Only one in three mothers have delivery attended by medically trained person, One in Four Women does not follow exclusive breast-feeding for first six months. Interestingly, 80% of these deaths are preventable. Most of these deaths are due to lack of information and knowledge. This is where Aponjon kicks in.

In collaboration with a core group of partners, Dnet, a Bangladeshi social enterprise (non-governmental organization) is responsible for implementing and coordinating MAMA Bangladesh initiative. Considering the fact that around 20% of subscribers are below poverty line, Aponjon is planning to offer this service to this group of subscribers free of charge.





HelPls is an emergency alert system. HelPls sends an SMS to friends and family alerting them in times of trouble. HelPls contacts the emergency contact number or Police (#100) by making a call automatically through a mobile phone. This application can be downloaded on iOS, Android and Blackberry operating systems at no cost, as a social initiative.

Helpls from Varshyl Mobile Technologies is an app to give tool to fight back without Internet connection. By just one click HelPls sends SMS to 4 of your friends or family (letting them know that you are in trouble) and also gives details about your location through GEO maps. It enables voice recording of up to 60 seconds, which will record in the background and can capture some real important moments during an adverse situation. This audio recording will be mailed to the email id entered on the application.

Social Circle a user friendly feature, allows “Helpls” app user to lend a helping hand to other “Helpls” app user in need. It sends out an Alerts Notification to other "Helpls" user in proximity (within 5km radius) for help. With single press of button, Social circle feature shares the name, mobile number and location of person seeking help as a push notification. User receiving notification can choose to view the location of the helpls user seeking help. To use this feature, you need to activate it from settings screen of the app.

App can be launched by just shaking the phone vigorously, even if phone is locked it will be unlocked and app will be launched. HelPls requires internet at an installation phase and to get help and operate the app, it doesn't require any internet or data network connectivity.



## Helpls

(Winner)

**Original Title**  
Helpls

**Producer**  
Varshyl Mobile Pvt. Ltd.

**Country**  
India

**Contact**  
surbhi@varshyl.com

**Media Format**  
SMS based

**Language**  
Hindi

**WWW**  
<http://www.helplsapp.com>

FightBack is a mobile application that facilitates women's safety. When the application is launched on a mobile, it starts tracking user-location via GPS and updates it to the backend server at a predefined time interval. Once a user presses the panic button, the application waits for 5 seconds and then sends an SOS SMS and an e-mail message to emergency contacts.



## Fight Back

(Special Mention)

### Original Title

Fight Back

### Producer

Tech Mahindra &  
CANVASM

### Country

India

### Contact

Sandeep.Siddhu@  
canvasm.com

### Media Format

App based

### Language

English

### WWW

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

This solution uses mobile capability like GPS, SMS and GPRS along with email and Social media integration. Prime objective of the app is to facilitate women's safety through a mobile app. Application tracks user's location and update to backend server at defined time interval. No location data is published until the panic button is pressed but once the user presses the panic button.

FightBack send SOS updates to people registered with the application and inform them about alerts and also share the alert's location. Application also helps in identifying the unsafe areas based on Alerts data. This data can be used by people to avoid unsafe zones at the same time it can also be used to improve the infrastructure of the identified places to make it safe for women.

User can register to FightBackMobile app after installation of app on the phone. User can add 5 (maximum) emergency contacts via settings on the mobile app and same can be done via the web portal ([www.fightbackmobile.com](http://www.fightbackmobile.com)). Application not only informs the emergency contacts about the panic situation but also provide user's exact location. It also flashes the live alert page of the web portal and can also update on user's Facebook wall, in case it's permitted by the app user.



# finalists

## **m-Business & Commerce/Banking**

Kotak Stock Trader  
INDIA

DelightCircle  
INDIA

## **m-Culture & Heritage**

Vastu Compass  
INDIA

Gujarati Pride  
INDIA

## **m-Education & Learning**

Learn English With the British Council  
SRI LANKA

Harness Touch-on-Cloud  
INDIA

## **m-Entertainment**

Wild Blossoms Project  
INDIA

Palm Reader  
INDIA

## **m-Environment**

Project Noah  
US

## **m-Governance**

MPCB Mobile Voice Campaign  
INDIA

mGovernance in Maharashtra  
INDIA

## **m-Health**

HeWeFi - Health Wellness & Fitness  
INDIA

Scale-up and Replication of CommCare in Bihar  
INDIA

Sevamob  
INDIA

## **m-Inclusion**

Better Life  
INDIA

## **m-Travel & Tourism**

Mobile First- Products for MakeMyTrip  
INDIA

Cleartrip  
INDIA

## **m-Woman & Children**

Ez School Bus Locator  
INDIA

Home Remedies  
INDIA

## Kotak Stock Trader

**original title**  
Kotak Stock Trader



**Producer**  
Kotak Securities Limited

**Media Format**  
Mobile phone based

**Country**  
India

**Language**  
English

**Contact**  
amruta.ail@kotak.com

**WWW**  
www.kotaksecurities.com

Kotak Stock Trader provides access to capital markets through our mobile platform which enables people to trade in NSE and BSE using the mobile application. It creates an application which enables people to trade through their mobile phones. To download Mobile Stock Trader on mobile phone: SMS MST to 5676788. On sending the SMS, the user will receive a SMS with the link to download on the phone. The user can also download the application directly by visiting <http://m.kotaksecurities.com> using their mobile browser. Alternatively, they can also download the application from various app stores like, Google Play (Android Market), Getjar, Vodafone App store, BlackBerry App World.

The aim of this application is to enable people to access markets with real time prices using their mobile phones while on the go. In the realm of financial inclusion, the investment banker's clients are smaller and less known. Therefore, the ability to underwrite and ensure the sustainability of capital-raising efforts become critical, both for investors and clients. Kotak Stock Trader is going to cover all mobile platforms present in the market Deliverables to create an application which enables people to access live prices through their mobile phones.

### m-Business & Commerce/Banking

### m-Business & Commerce/Banking

DelightCircle application enables in-store marketing by letting retailers/brands create a set of featured products and incentives for the consumer to scan the barcode/QR code of the products. In addition the retailer and brands can create a set of incentives for driving desired consumer behavior.

With the help of this application, SMEs have been enabled to target the relevant customers thereby increasing the footfall into their store and increase revenues with the same or lower marketing resources.

There are 30 million of Small & Medium-sized Enterprises (SMEs) in India who spend Rs. 900 crores annually for local marketing via pamphlets, billboards and newspapers. There is no way for them to track who is looking at these and walking into their store and what is the return on investment (RoI) on their marketing spend. DelightCircle addresses this problem using the mobile platform. On one side, it provides SMEs with a cloud-based platform to expose their offers and new arrivals to shoppers based on their location and demography. On the other side, it provides a way for shoppers to engage with local retailers for offers, mobile coupons, loyalty program, directions and reviews across smartphones, feature phones and mobile web.

## DelightCircle



**original title**  
DelightCircle

**Producer**  
Pipal Tech Ventures Pvt. Ltd.

**Media Format**  
Saas Application based

**Country**  
India

**Language**  
English

**Contact**  
raviteja@delightcircle.com

**WWW**  
<http://delightcircle.com>

## Vastu Compass

**original title**  
Vastu Compass



**Producer**  
Mango Technologies Pvt Ltd.

**Country**  
India

**Contact**  
bhargava@mangotechno.com

**Media Format**  
App based

**Language**  
English

**WWW**  
www.mangoappstore.com

The Vastu Compass application is based on Vastu Shastra which is an ancient Indian Vedic Building Science that lays down guidelines on the construction, layout and interior design of buildings so that they are in harmony with the natural environment. Vastu app with ancient Vastu concepts helps users improve their home, workplace and way of living or working with peace. To check Vastu of their entire home add the items from list to center layout representing their home. Adjust the height and width as per layout and finally set the direction using manual compass.

Application shall be tested on Lumia Phone. The steps are:

1. Open Windows Marketplace on device
2. Tap on the search button in the footer
3. Store Search screen will be shown
4. Type in Vastu Compass
5. Tap on the right arrow or go button at the bottom right
6. Tap on the free version or the first option to be shown by Mango Technologies
8. Tap on the install button at the bottom
9. Tap on the allow button for access location
10. Application will be installed on the device

### m-Culture & Heritage

### m-Culture & Heritage

This project helps to make the Gujarat content available to worldwide Gujarati. This is bunch of apps like Gujarati Shayri, Gujarati Editor, Gujarati Jokes, Gujarati Suvakya and more. Gujarati Shayri is a fun application for Gujarati language lovers. It has full packed Gujarati proverbs, Gujarati Sayings and Shayaris for all age groups. This concept promotes the Gujarati language and retains the legacy.

This is done by providing the reading and entertaining content in the Gujarati Language. There is also editing tool to write in Gujarati using same English keyboard. Gujarati Editor is a helpful tool to write in Gujarati and update your status, prepare notes in Gujarati. The good thing is it uses your English keyboard and automatically converts your English to Gujarati. The App fonts are not supported in Sony Xperia and Micromax Canvas Series device.

This is among few apps that have Gujarati content in Gujarati alphabets, Gujarati fonts, so it reaches from oldest to the youngest Gujarati consumer. Google Ads is the revenue model for this project.

## Gujarati Pride



**original title**  
Gujarati Pride

**Producer**  
NicheTech

**Country**  
India

**Contact**  
mahendra@  
nichetechnolutions.com

**Media Format**  
App based

**Language**  
Gujarati

**WWW**  
www.gujaratipride.com

## Learn English

**original title**  
Learn English With  
the British Council

**LEARN  
ENGLISH**  
WITH THE  
BRITISH COUNCIL

**Producer**  
zMessenger (Pvt) Ltd

**Media Format**  
Mobile phone based

**Country**  
Sri Lanka

**Language**  
English, Sinhala, Tamil

**Contact**  
upekha@zmessenger.lk

**WWW**  
www.zmessenger.lk/  
bcenglish.html

This SMS based product is designed to go to masses of Sri Lanka. English Learning Mobile service combines “language learning” with “spoken English” via mobile technology providing an effective and efficient self-learning platform especially for those who are challenged with accessibility for resources and seeking convenience. Product is designed with three levels of difficulty – namely elementary, intermediate, advanced. Each level consists of grammar, idioms, collocations and translations in customer’s preferred language. Service uses both push type and pull type messages. Push type messages send idioms, collocations, vocabulary, translations, synonyms, antonyms and learning tips while Pull type messages send multiple choice questions. Pull type messages require subscriber to reply back thus it ensures customer’s engagement and interactivity with the service. Based on the answers given to pull messages subscriber will be evaluated periodically and will be sent a report.

Sri Lanka has always deemed to have high demand for English fluency and competency, and the language is given much importance at job interviews, promotions, building confidence, personality & in general socialization and acceptance in society. With such socio-economic factors, learning English language perceived to be extremely important among the public.

### m-Education & Learning

### m-Education & Learning

Touch-on-Cloud is an HTML 5 based learning operating system, which disrupts the idea behind traditional learning management systems (LMS) and enables the comprehensive use of interactive technology inside classroom as well as outside it using the Cloud.

Using this technology, study-at-home comes alive with the Cloud. Using networked Tablets, Laptops or PCs inside the classroom, Touch-on-Cloud provides new in-class pedagogy where teacher white-boarding is broadcasted automatically to all students. The teacher can embed – images, videos, MS Office files, open courseware from the Internet instantly. Students have the ability to annotate notes on top of the teacher layer. Touch-on-Cloud effectively bridges the digital-physical divide. With powerful quiz, assignment, lesson management. Touch-on-Cloud functions as a learning operating system capturing all learning and teaching activities. When used to full potential, Touch-on-Cloud can replace notebooks, textbooks and the blackboard.

Touch-on-Cloud has applicability across educational segments – K12, Higher Education and Coaching, and implementation model to suit budgets of all sub-segments. The company currently has clients in India, Middle East and Europe.

## Harness Touch-on-Cloud



**original title**  
Harness  
Touch-on-Cloud

**Producer**  
Harness Handitouch Pvt. Ltd.

**Media Format**  
Cloud computing based

**Country**  
India

**Language**  
English

**Contact**  
supreet.k@harnessstouch.com

**WWW**  
www.harnessstouch.com

## Wild Blossoms Project

**original title**  
Wild Blossoms  
Project



**Producer**  
Wild Blossoms Project

**Country**  
India

**Contact**  
sagarika.deb@hotmail.com

**Media Format**  
Online & mobile based

**Language**  
English

**WWW**  
blog.wildblossomsband.com

Bringing multiple races, languages and cultures together through music, with the help of mobile and Internet, Wild Blossoms shows the strength of Internet and mobile power to interact with members from all parts of the world and work on dedicated projects to achieve their goals. Wild Blossoms sing and publish quality songs written specifically for them by song writers and composers from over 10 countries. The essence of Wild Blossoms is to show that like minded individuals can write, compose, sing, produce and publish radio worthy songs in all genres just as they have with relative strangers.

Since all the members are located at different parts of the world, the only way to communicate between the team members are through mobile or Internet. They use different Internet and mobile facilities like 'Dropbox' for file sharing, 'WhatsApp' for discussing plans, 'Skype' services to practice and conferencing, and many more.

None of the members of the team have ever met each other in person but connects with each other online to work as a team from their respective countries. Wild Blossoms is proof that if you have dreams and aspirations anything is possible with the help of the modern day technology.

m-Entertainment

m-Entertainment

This Application is blend of technology and ancient patterns as a result it offers Palm Reading patterns based on the lines, finger types, palm length and others. It has also incorporated check palm feature which helps users to check what exactly a line tells about them.

Palm reading helps in interpreting the nature of the person based on the length of the palm and fingers, the hand types, thumbs, marks on the fingers, the lines, the fingernails, the mounts and timing in the palm. It is very simple to use and very easily a person get a prediction. Palm reader is designed to give you instant access to the ancient art of palmistry.

Application shall be tested on Lumia Phone. The steps are:  
1. Open Windows Marketplace on device  
2. Tap on the search button in the footer  
3. Store Search screen will be shown  
4. Type in Palm Reader  
5. Tap on the right arrow or go button at the bottom right  
6. Tap on the free version or the first option to be shown by Mango Technologies  
8. Tap on the install button at the bottom  
9. Tap on the allow button for access location  
10. Application will be installed on the device

## Palm Reader



**original title**  
Palm Reader

**Producer**  
Mango Technologies Pvt Ltd.

**Country**  
India

**Contact**  
yogi@mangotechno.com

**Media Format**  
Mobile app based

**Language**  
English

**WWW**  
www.mangoappstore.com

## Project Noah

**original title**  
Project Noah



**Producer**  
Networked Organisms

**Country**  
USA

**Contact**  
yasser@projectnoah.org

**Media Format**  
App based

**Language**  
English

**WWW**  
www.projectnoah.org

Users can snap and share photos of the wildlife they encounter. When they need help with species identification, the community offers their suggestions. Secondly, users can participate in missions to help collect important environmental data for scientists. The user can access a location based field guide to view and learn about all the wildlife that has been documented nearby. This feature translates to a unique app experience wherever you launch the app. Project Noah's goal is to boost environmental interest and overall knowledge.

**The Project Noah application modes:** Sharing observations (Spotting): Users can quickly snap a photo of a plant or animal and add some notes about what they have seen. If they don't know the species, they can request help from the community. When the photo is submitted, it collects the notes along with the location associated with the submitted photos.

**Location Based Field Guide:** Based on the user's current location, it will show all the wildlife (and associated notes) that has been observed by our community nearby. In this fashion, the user can learn about the nature nearby. This is mobile learning as the experience will change depending on where you are and where you decided to launch the app.

### m-Environment

### m-Governance

Netcore, in association with MPCB (Maharashtra Pollution Control Board) has done 3 major Voice Based Campaigns in the last year on World Environment Day, Diwali & Holi. The Government Department used Voice Based activity. Earlier, the Government used traditional media like Radio, Print, Television and SMS to propagate these campaigns; which did less in garnering attention from the people. The campaign encouraged people to go green, cut lesser trees, avoid using polluting crackers during Diwali and thereby containing Sound & Air Pollution and to play a waterless Holi (2013) as the state of Maharashtra is going through one of the worst droughts. These messages were received by the general public as an incoming call on their mobile phones. The response to these campaigns was tremendous with Diwali 2012 being considered as one of the quietest one; also, the campaign results of Holi 2013 showed decreased usage of water consumption, lesser axing of trees, and increased use of eco-friendly colours.

**Objectives:** • To spread awareness about the Environmental causes across the state of Maharashtra. • To cover all the occasions where environmental issues can be addressed to people at one go. (e.g. Stopping wastage of water during Holi – Due to the serious drought situation in some of the regions Of Maharashtra state)

## MPCB Mobile Voice Campaign



**original title**  
MPCB Mobile Voice Campaign

**Producer**  
Maharashtra Pollution Control Board (MPCB)

**Country**  
India

**Contact**  
marcomm@netcore.co.in

**Media Format**  
Voice based

**Language**  
Marathi

**WWW**  
www.netcore.co.in

## mGovernance in Maharashtra

**original title**  
mGovernance in  
Maharashtra



**Producer**  
DIT, Government of  
Maharashtra

**Country**  
India

**Contact**  
sec.it@maharashtra.gov.in

**Media Format**  
SMS based

**Language**  
English and Marathi (Bi-lingual)

**WWW**  
<http://gateway.mahaonline.gov.in/WTTSSMS/>

SMS gateway based reporting by public health services has facilitated the reporting at Public Health Centre level and Public Health Department in Maharashtra to provide support in critical areas. In case of water supply by tankers, before implementation of SMS service to citizens, contractors used to divert the water meant for the villages to commercial purposes and citizens were deprived of needed supply of water. Since SMS is sent every time tanker was sent to any village to 50 prominent villagers, it has become very difficult to divert the water tanker anywhere else. Similarly in the case of Food and Civil supplies, villages get advance notice about the supply of food grains meant for Fair Price Shops. There is no need of high end gadgets for this solution. Maharashtra, government also developed web based self-seeding application.

As part of m-Governance, Government of Maharashtra developed various apps based on the tablets like: 1.Enrolment Centre Survey App 2.UID connect App for door to door seeding of UID with various department databases 3.QR code based self-data entry of enrollment data like demographic details which will reduce the time taken for completing the enrolment. In this web based application in combination of simple smart phone app, resident can just enter data and either take print out of the QR code or just scan and store the QR code in mobile.

### m-Governance

### m-Health

CommCare, Dimagi's flagship mHealth platform, expands the technical capacity of ASHAs and the quality of their services. It increases worker motivation, providing a powerful set of tools for monitoring, supervising, and supporting ASHAs. It replaces cumbersome paper registers, forms, and flipcharts with an open source, customizable software application housed on a mobile phone.

CommCare transforms the conventional practice of a Community Health Workers (CHWs) manually filling paper registers and carrying large flipbooks. With CommCare, each CHW is equipped with an inexpensive phone running our open source software. The CHW registers clients using electronic forms that have been effectively used by low-literate CHWs.

CommCare currently support numerous mobiles handsets from inexpensive Nokia phones, to high-end Androids phones and tablet PCs, allowing a range in economic scale. The platform takes advantage of mobile infrastructure and capability, from text entry to photo capture and integration with GPS. The interface is customizable, allowing application designers to employ their creativity in creating culturally appropriate content.

## CommCare



**original title**  
Scale-up and  
Replication of  
CommCare in Bihar

**Producer**  
Dimagi Inc.

**Country**  
India

**Contact**  
kswamy@dimagi.com

**Media Format**  
Software based

**Language**  
Hindi

**WWW**  
[www.dimagi.com](http://www.dimagi.com)

## HeWeFi

**original title**  
**HeWeFi - Health  
Wellness & Fitness**



**Producer**  
Medisurge Technologies  
Private Limited

**Country**  
India

**Contact**  
anand@topdoc.in

**Media Format**  
SMS based

**Language**  
WAP based

**WWW**  
<http://topdoctorsonline.com>

HeWeFi is a m-health service on digital health platform. The complete service is enabled on mobile browser based environment using PHP & MySQL coding. The service is catered to all kinds of devices ranging from basic data enabled phones to smart phone. More than 1 Lakh users use this service every month generating an average of 2 million page views. The doctors answer to approximately 1000 Questions & Answers & live chat sessions. Moreover the service also provides option to connect with other healthcare providers such as Pathology, Diagnostic and Doctor appointments for physical check-up. Health@5 is an innovative WAP based portal available for Users (Health Seekers) on a subscription based charging to help them meet their inquisitions of Health, Wellness & Fitness. The aim of the portal is to provide people content to know how to lead a healthy life.

The service is live on Vodafone network as Health@5. Anybody can SMS HC5 to 111 from a data enabled Vodafone handset, a link will be sent. Users need to subscribe to the service at Rs.35/week and use the same. Currently almost 3 lakh users use the service on a monthly basis.

### m-Health

### m-Health

Sevamob's services includes: - Preventive care on-premise (dental, vision, blood pressure, blood sugar, height/weight management, nutrition management, ECG etc) - Prescriptions - Appointments with specialisits - 24x7 call center - Cash back on lab tests in select pathology centers and visits to select clinics - Accident insurance up to Rs 120,000 - Hospital cashless coverage up to Rs 50,000.

The technology stack includes: 1) Mobile app for field oficers 2) Electronic medical record: HL7 compliant electronic medical record accessible via web/mobile 3) Web-based portal for managing subscribers 4) SevaAngels: A web based service that enables people to sponsor healthcare of kids in orphanages and elderly people in old age homes.

The specialists either give a prescription or setup an appointment if the prescription cannot be provided - Subscriber can call a 24x7 call center for service requests - In case of emergency, subscriber is sent to in-network hospitals, clinics, pathologists, where if they have our in-patient health insurance, up to Rs 50K / year of in-patient treatment is at no extra charge. If patient pays out-of-pocket, they give cash-back to the customers from the referral fees received from the providers.

## Sevamob

**SEVAMOB**  **original title**  
**Sevamob**

**Producer**  
Sevamob

**Country**  
India

**Contact**  
saxenas@sevamob.com

**Media Format**  
Subscription based

**Language**  
English/Hindi

**WWW**  
<http://sevamob.com>

## Behtar Zindagi

**original title**  
Behtar Zindagi –  
mKisan



**Producer**  
Handygo Technologies Pvt. Ltd

**Country**  
India

**Contact**  
sudhanshu@handygo.com

**Media Format**  
IVR based

**Language**  
Hindi, English, Marwari,  
Marathi, Tamil, Telugu etc.

**WWW**  
www.handygo.com

‘Behtar Zindagi’ is a location based Crops, Livestock, Market prices and weather advisory service which is a rural IVR service on 556780 up and running in all states of India. The objective of the initiative is to bridge the informational gap in rural community and provide information to info-poor community. The service aims at empowering the rural Indian population by providing them relevant, accurate, updated and critical information on different verticals relevant to the rural community.

The IVR application is in regional voice available in almost 16 regional languages of the states supported by SMS and Voice Message. The information is location based content delivered with the help of zip code of the user. Behtar Zindagi consists of following knowledge domain broadly classified as Agriculture and Non Agriculture.

i) Agriculture (Crops & Cultivation): Information about plantation, fruit, flower, vegetable and spices crops on the following verticals. - Cultivation Safeguard - Variety Irrigation - Field Preparation Harvesting & Storage - Seed Menu Weed Control - Fertilizer Crop rotation ii) Weather Forecast and Weather Based Agro and Livestock Advisory iii) Information regarding food, vaccinations, and breeds is provided for animals iv) Inland and Coastal Fisheries

The service is been used by 10 million users since launch with active customer base of 1.5 million across India.

### m-Inclusion

### m-Travel & Tourism

MMT travel apps not only enabled searching, booking and paying for flights but also offered add-ons such as booking history, itinerary, flight status as well as location-based solutions for dining options and restaurants. The information was delivered through an intuitive and interactive interface. The apps were popularized through launch offers for travel products purchased via mobile platform, and these offers continue to be revitalized periodically to drive adoption for the medium.

The project involved creating mobile apps and a touch-site designed from a ‘mobile-first’ angle – the focus was on providing features that give ‘real’ value and benefit and are used uniquely on the mobile platform. Today, MakeMyTrip has apps for smartphones – Android, Blackberry and iOS, besides a HTML-optimized touch site. MakeMyTrip also recently launched last-minute hotel deals where customers can access deep discounts (at least 30%) on same-day Hotel booking. Hotels participating in this offer are displayed as the first five hotels in the search results for same-day check-in. Travellers on the move can access these deals through MakeMyTrip Mobile apps and on the mobile touch-site.

## Mobile First



**original title**  
Mobile First-  
Products for  
MakeMyTrip

**Producer**  
MakeMyTrip

**Country**  
India

**Contact**  
poonam.thakur@  
makemytrip.com

**Media Format**  
iPhone App based

**Language**  
English

**WWW**  
www.makemytrip.com

## Cleartrip

**original title**  
Cleartrip



**Producer**  
Cleartrip Pvt. Ltd.

**Country**  
India

**Contact**  
satyajeeet.singh@cleartrip.com

**Media Format**  
Online/Mobile based

**Language**  
English

**WWW**  
<http://cleartrip.com>

The online travel portal's mobile application - Cleartrip Mobile - enables travellers to book trains and flights, check PNR status and trip details. This mobile app has been built as pure iOS app by combining the iOS design & development guidelines of Cleartrip. Cleartrip Mobile is how travel should work on mobile devices.

Cleartrip for iPhone was launched in Aug 2012 in India. Objectives • To provide a better user experience to our existing mobile users. 25% of the traffic on Cleartrip is from mobile and a large portion of it comes from iOS devices. • To increase penetration. Smartphones are growing at a rapid pace and 80% of mobile web usage is from Apps. • To introduce a product that complements our desktop site and can be used as companion while our users are on the move.

Cleartrip Mobile works on any GPRS-enabled mobile device and comes in two versions. One version is optimised to work on feature phones with keypads, while the second version is available for iPhone and Android-based smartphones. iPhone and Android users have access to additional features such as the ability to make bookings easily using Express Checkout.

### m-Travel & Tourism

### m-Woman & Children

Ez School Bus Locator is a 'school bus and student tracker app solution' that helps parents track the bus as well their ward's availability in the school bus. It supports both non-Internet phones and smart phones to get the location details. Parents with normal phones (non-Internet) can track their ward's school bus location including their ward's availability in the bus by just sending an SMS. The app comprises two modules - Ez School Bus Locator (Parent) and Ez School Bus Locator (Attender). Both these modules work together (in Client/Server mode). This app is a real necessity for all parents who have their kids commuting by school buses.

How it Works:

Enter your phone number, bus phone number, and your child's Student ID when you start the app for the first time. These could be changed later, if required.

2. Tap the Bus on Map button to view the bus on the (Google) map.
3. Long press the Bus on Map button to see the location details (text) of the bus.
4. Tap the Child in Bus button to check your child's availability information (Present/Absent) in the bus.
5. Tap the Distance & Time button to view the distance and the time for the bus to reach your (Parent's) place.

## Ez School Bus Locator



**original title**  
Ez School Bus  
Locator

**Producer**  
LateraLogics

**Country**  
India

**Contact**  
arjun@LateraLogics.com

**Media Format**  
Mobile app based

**Language**  
English

**WWW**  
[www.LateraLogics.com](http://www.LateraLogics.com)

## Home Remedies

**original title**  
**Home Remedies**



**Producer**  
Mango Technologies Pvt Ltd.

**Country**  
India

**Contact**  
yogi@mangotechno.com

**Media Format**  
Mobile app based

**Language**  
English

**www**  
www.mangoappstore.com

Home Remedies is a guide to natural home remedies using herbal or homely made supplements. App gives an easy learning on replacing most commonly used over the counter medicines in treatment of common health problems. App also allows you add remedies in your personal schedule along with voice memo. Provides list of exclusive remedies for women's health, kids, heart, obesity, diabetes, skin and hair care. Application provides herbal solutions so that health and their lifestyle are improved.

Application shall be tested on Lumia Phone. The steps are:  
1. Open Windows Marketplace on device  
2. Tap on the search button in the footer  
3. Store Search screen will be shown  
4. Type in Home Remedies  
5. Tap on the right arrow or go button at the bottom right  
6. Tap on the free version or the first option to be shown by Mango Technologies  
8. Tap on the install button at the bottom  
9. Tap on the allow button for access location  
10. Application will be installed on the device.

Application provides common ailments solutions based on common commodities like spices, fruits and vegetables available in the household as everyone carries their smart phones every time they have a benefit to their health by following the methods mentioned. Application also helps in common day to day ailments i.e. Cold, Cough, Acne, Hair loss, Backache.

**m-Woman & Children**

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## mBillionth Grand Jury 2013



**Osama Manzar**  
Founder & Director  
Digital Empowerment Foundation

Osama Manzar is a convert social entrepreneur spearheading the mission to overcome the information barrier between India's rural sector, and the so-called developed society, through Digital Empowerment Foundation (DEF) – the not-for-profit organization founded to accomplish the mission. He is a Member, Working Group, Internet Governance Forum of Ministry of Communication & IT and was a Member, Task Force on Growth of IT, ITES & Electronics HW Manufacturing Industry, Ministry of Comm & IT, India.



**Laura Turkington**  
Country Head-India  
Vodafone Foundation

Laura Turkington is the Head of "Vodafone Foundation" in India, which focuses on improving access to a better education, empowering women and using mobile innovation to create social change. Laura manages the existing portfolio and supports a number of programs and partnerships, which work to achieve this goal. Prior to this, Laura was responsible for Vodafone's award winning corporate responsibility program in Ireland and the Vodafone Ireland Foundation. Before joining Vodafone, Laura worked as Director of Strategy for a leading NGO and has worked in several senior positions in the ICT /Telco sector both in Ireland and further afield. Laura holds a Bachelors Degree in Law.



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**Anuraj Gambhir**  
Strategic Advisor and Innovation  
Evangelist, Steadworks

Anuraj has worked in the mobile telecommunications industry for over 2 decades across several parts of the mobile value web and devices ecosystem including leading Mobile Network Operators, Device Manufacturers, R&D Centres, International Trade Bodies, Consultancy Firms, VAS Developers/Providers, Wireless Technology Retail and Network Solution Vendors on 4 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. He has spearheaded several innovations in the advanced as well as grass-root level mobile domain in mature and emerging markets.




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**Arjun Basu**  
Co-Founder and Director  
Mydala

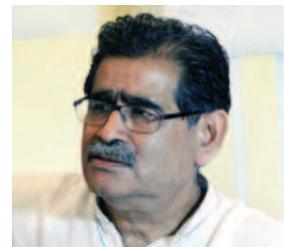
Arjun Basu is Co-Founder and Director at mydala.com. He is responsible for shaping the strategy and direction of mydala, as well as overseeing the financial operations and investor relations. Prior to starting mydala.com, Arjun was a Director at Capital Fusion Partners, where he focused on promoting new businesses and raising capital. He has also worked with Capital One Bank where he managed a multi-billion multi-strategy investments portfolio. His investment focus was primarily on commercial real estate bonds (CMBS), as well as direct investments in commercial real estate and financial technology businesses.




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**Mahesh Uppal**  
Director  
First (INDIA) Pvt. Ltd.

Dr. Mahesh Uppal obtained a Ph.D. in Chemistry from Indian Institute of Technology, Kanpur, and later, an MA in Communication Policy Studies from City University, London. He has carried out academic research in several major universities in India and United Kingdom including Indian Institute of Science, Bangalore, Sussex and Cambridge University. He has over 20 years of consulting experience in telecommunications- in both, its roles as a major industry and utility as well as a tool to deliver national development, productivity and competitiveness. He has been actively involved in the sector since the formative years of regulation and competition.



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**Indumini Kodikara**  
Project Manager  
ICTA, Sri Lanka

Indumini Kodikara has a multiple domain experience in the fields of ICT4D, Agriculture, Economics & Market Research. Indumini has been in the field of ICT4D for the last 5 years. She was handling over 100 grass-root level ICT Projects in Sri Lanka contributing to the growth and development of ICT in the society. Prior to joining ICTA Indumini worked at Sri Lanka Export Development Board (EDB) and her over nine years of experience there includes e-commerce applications for the development of export sector. Further as a Deputy Director at EDB she played a key role in implementing the EU-Sri Lanka Organic Agriculture Project.



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**Sushil Raj Pandey**  
Knowledge Management and  
Communication Specialist, ICIMOD

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.



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**Mohammad Chowdhury**  
Partner & Telecoms Industry Leader  
Price waterhouse Coopers India

Telecoms, IT and technology sector executive shaping and delivering growth opportunities in emerging markets. He has twenty years of experience spanning strategy, sales, commercial and business development. He also created Vodafone's data services strategy for emerging markets including India in 2010, executed IBM's Telco off-shoring and NGN strategies in the mid 2000s. He worked across Asia, Africa, Middle East and Europe in 70 countries. He is currently building PWC's telecom practice in India across Consulting, Deals, Risk, Tax and Assurance.



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

The strongest citadels have been built from the deepest foundations and that is how Pranshu Singhal developed his career in sustainability. He was the Executive Officer at CII where he managed Environment & Development projects of CII with international agencies and consulted corporations on EMS implementation up to 2002. He took on a joint freelance assignment of Philips, Motorola, Panasonic and Nokia where he developed Key Environmental Performance Indicators (KEPIs) method for assessment of life cycle environmental impacts of mobile devices, which launched him as a Project Manager at Nokia, Finland in 2004.



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**Binay Tiwari**  
Global Marketing Head  
Vserv.mobi

Binay Tiwari heads Global Marketing efforts at Vserv. Prior to this, he led the Vserv Marketplace and was instrumental in growing it to global scale. His passion for the Internet has been the ‘pole star’ of his career journey spanning Tata Broadband, Vodafone & InMobi.



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**N. Ramakrishnan**  
Director of Projects  
Ideosync Media Combine

N. Ramakrishnan is a C4D specialist, and a Founder/Director of Ideosync Media Combine, a New Delhi-based communication for social change organization working on issues around health, sexuality, HIV, migration, and media access. An alumnus of the Mass Communication Research Center (MCRC), JamiaMilliaIslamia University, he is also an independent filmmaker and technology enthusiast; and conducts workshops on community radio, developmental filmmaking and low cost radio and video technology. He is currently also an office bearer of the Community Radio Forum, the Indian association of community radio broadcasters.



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**Soumya Sarkar**  
National Editor  
Mint

Soumya Sarkar is News Editor in 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 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.



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**Debabrata Goswami**  
Professor at IIT Kanpur & Academic Council &  
Advisory Council Member, Glocal University

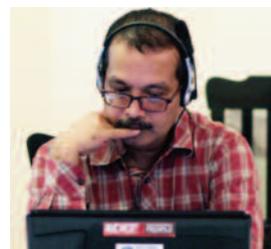
SushilPandey is an Information and Communication Technology (ICT) Specialist and leads the information technology (IT) team in ICIMOD's Information and Knowledge Management (IKM) Programme. He has 16 years of experience in the area of ICT, and his current responsibilities include the management of the 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.



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**Dr. Ananya Raihan**  
Executive Director  
D.Net

Dr. Ananya Raihan is currently the Executive Director of D.Net. He is a social entrepreneur and Economist. Dr. Raihan was awarded the Ashoka Fellowship in 2004 in recognition of his contribution as a social innovator in the area of ICT for the rural community. He holds a Ph.D. in Economics from V.M. Glushkov Institute of Cybernetics, National Academy of Science, Ukraine.



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**Amir Ullah Khan**  
 President  
 Glocal University

n economist working as a Senior Policy Advisor with the Bill and Melinda Gates Foundation, he holds a PhD in Commerce and Business Studies from the JamiaMillia Central University at New Delhi. Additionally, he is a Post Graduate Diploma holder in Rural Management from the Institute of Rural Management (IRMA), Anand, Gujarat. An erstwhile officer of the Indian Civil Services, Dr. Amir has worked as a researcher for the Ministry of Finance, Government of India and the UNDP at Project LARGE (Legal Adjustments and Reforms for Globalising the Economy).




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**Mahesh Venkateswaran**  
 Principal – Innovation and Engagement at  
 National Skill Development Corporation

Mahesh Venkateswaran is currently working as a principal, Innovation and Engagement, National Skill Development Corporation (<http://www.nsdindia.org/>). Prior to this, he was CEO at KGVK Social Enterprises Limited, TVM Operations Leader at KGVK and Founder/CEO at KGVK Rural Enterprises Limited.




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**Milind Pathak**  
 Global Head (New Business)  
 One97

MilindPathak is a multiple Domain experience & expertise in Mobile VAS / Mobile marketing & advertising / interactive TV / Mobile SNS / Mobile CRM & Loyalty / m-Commerce / Telecom Solutions experience. He also served the SAARC business and the mobile content solutions business unit at Comviva. MilindPathak has over seventeen years of experience in managing sales, business development, and marketing, Strategy & Operations. Prior to Comviva, he was co-Ceo and country manager at Buongiorno (HongKong ltd) where he managed and developed the company's Indian business.



## Madan Mohan Rao

Research Director  
YourStory.in

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 author from 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.



## Rajen Varada

Founder & Director  
Technology For The People

Rajen Varada is an ICT practitioner 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 developed solutions for health & early childhood care:(Sisu Samrakshak UNICEF), disaster:(SMS4help – Solution Exchange), district e-governance: (Parishkaram & Samadhan – Govt of AP& West Bengal) and most recently ‘Labnet” a migrant labour tracking and services portal. He is actively involved for the past nine years in study, evaluation and mentoring ICT innovations which impact the social sector.



## *Jury experience* by Anuraj Gambhir

*Being on the awards grand jury for the mBillionth has been an amazing experience and great honour. Having had a similar experience with the famous Manthan awards (2012) by DEF this one has been equally enriching. The diverse and cross-functional jury brought new perspectives and several meaningful learnings were shared across as we evaluated some brilliant entries from a wide range of innovative organizations.*

*The industry landscape has changed dramatically and it is all about building the right ecosystems, connecting the right dots to ensure the right meaningful impact and that appropriate benefits are delivered to the end user. The penultimate aim is to deliver the most compelling and valuable experience for the user, the most important stakeholder.*

*Speed is of essence. As Mr. Murdoch puts it: The world is changing very fast, big will not beat the small anymore, it will be the fast beating the slow. So time to market is more than the need of the hour. The future needs to be shaped and not predicted, an anonymous person has put it well: “The world is moving so fast that there are days when the person who says it can’t be done is interrupted by the person doing it.”*

*Each of the categories from Health to Wealth (Mcommerce), Entertainment to Education, Tourism to Inclusion, Governance to Women and so on are key developmental focus areas for society. We witnessed and enjoyed evaluating greatly innovative offerings in these domains and look forward to seeing several of these take shape in by scaling to a larger footprint. There are tremendous opportunities for various pilots and trials which have proven successful to step up and empower the masses. This award is a major stepping stone to larger success and we need to encourage the larger ecosystem players to take an active role in ‘collabovating’.*

## *Jury experience* by Mahesh Venkateswaran

*The mBillionth South Asia Award for 2013 is one of the highlights this year for me personally, as it gave an opportunity to be among some wonderful people that were also part of the Jury. The location was well picked by the DEF team as it helped disconnect from our regular work schedule and just focus on the nominations. It also gave us an opportunity to interact amongst ourselves at a personal level, during and post sessions and this further helped understand differing experiences and perspectives of the members. Also, the Jury was well represented by people from varying backgrounds, thus giving immense strength and vibrancy to the entire process. The process of selection and purpose of the Awards remained in the back of our mind in all deliberations and hopefully we have collectively made the best choices to encourage mobile innovations that have the potential to enable greater change.*

*The DEF team is worthy of praise for the quality of nominations sourced, given the spread of the categories and challenges in gathering consistent and relevant information. We were pleasantly surprised to see small innovations in limited constraint environments go head-to-head in the same category with ones from resource-rich organizations, and this made it even more interesting for us as a Jury. In spite of healthy disagreements, one thing I believe, and most other members might attest to, is that we made the best selections based on collective wisdom. I am very happy to have contributed in a small way to the efforts of the DEF team in promoting such innovations in the mobile space.*

*The mBillionth Award has certainly taken its place as India's, if not South Asia's, premier mobile focused recognitions to compete for, and this is evidenced from the pool of nominations. It also speaks volumes of the passion and dedication of the team over the years, its well-wishers and most importantly, the relevance of mobile phones in our everyday lives. From a small event to being one of the premier mobile tech recognitions, the mBillionth has truly emerged. With rising expectations, this only makes the job of the DEF team harder but am confident Osama Manzar will lead this challenge effortlessly, in his own unassuming way.*

## Jury experience by Arjun Basu

*I had heard much good about the mBillionth jury process and was quite excited to have been asked to participate. The drive to Unchagaon was fun and was good to meet fellow jury members, some of whom I met for the first time. When we arrived at the Fort, blazing mercury and smoldering heat welcomed us. The location though hot was exquisite and in my opinion, was a perfect setting.*

*The DEF team had a very meticulous structure set up for us to view nominations and make our choices. After the introductions, we got right down to business of breaking into groups and short listing our choices for the nominations. The process laid out by Osama and the DEF team, was precise, effective and impressive.*

*My team of three started to examine the batch of nominations and categories. We started off slow as we wanted to make sure that we consider each nomination very carefully. Some were brilliant and some not so, but all in all they were a great set of nominations!*

*We were off for a brief dinner break early evening (Thank God!). Then we were back to showcasing our shortlisted nominations to the rest of the jury. The way it works is that each group shortlists nominations which is then discussed with the rest of the jury. When I say 'discuss' I am putting the word very lightly. Many 'healthy arguments' later we seemed to have some category winners picked! Actually, every nomination was considered as if it was a potential Nobel Prize winner.*

*The next morning we all came charged up with zeal and excitement. Some of the nominations were very interesting and it was really amazing to learn about the work that these people are doing. By the end of the day, the winners were declared; none of us could disagree on the final winners. Awesome job, I must say! After 36 hours of arguments, disagreements and conclusions, we all moved on to celebrate the winners.*

*It's now a month that I returned from Unchagaon, however I still miss the energy and comradeship formed in that jury room. I sat in that room, heard multiple people argue about the various nominations; I am truly honored to have been invited by the ultra-cool Osama Manzar and the rest of the DEF team to be a part of the enlightening and thoroughly grueling process. Thank you!*

# Jurors' GRAFFITI

There is a wide variety of applications from small scale to big scale organisations. The social impact of all these projects are high so sometimes as a juror it is hard to choose which one is best as all of them are equally good.

**Indumini**

It is an exciting experience to be part of MBillionth jury as you get the chance to meet people from all over South Asia. It is good to see that these applications are more mature that result in a positive impact on a grassroots level.

**Ananya Raihan**

The nominations are extremely relevant and intense. The process of selecting a winner this time is going to be much more difficult as the quality of nominations is very high.

**Milind Pathak**

This is my second time as a jury for mBillionth. This experience is an opportunity to always learn new things. These nominations highlight the multiple use of a mobile phone. Some of these applications help the under privilege community in rural areas as well as the working class in urban areas. I think it is brilliant how mBillionth can highlight these success stories.

**Sushil Raj Pandey**

It was really interesting to discuss different issues with the other jury members. For example in the travel category we saw a lot of big players as well as new entries in this space. It is interesting to see how mobile apps have solved problems in a unique and different way.

**Binay Tiwari**

There have been lots of applications in terms of categories covered so far. It is encouraging to see so many dynamic applications for example in M-health we have lots of strong entries. It is wonderful to be part of it.

**Laura Turkington**

I have been in India for 2 yrs and I feel mBillionth award is an enriching experience as this gives me the opportunity to look at inspiring applications of mobile technology. Some of these applications have a commercial impact and some of them have a social impact but all of them show these innovative ideas which are impacting in India as well as other countries.

**Mohammad Chowdhury**

I am very happy to be part of mBillionth jury as I can see the transparency in the selection process of applications. The decision making process is totally democratic and our main focus is on quality. I would suggest that going to colleges and universities will give exposure to new upcoming entrepreneurs and encourage them to participate.

**Debabrata Goswami**

I am coming from an industrial focused background being part of mBillionth has given me an eye opening experience. It is fascinating to see how mobile innovation even in small countries like Bangladesh and Nepal has a big influence in their communities.

**Arjun Basu**

One of the primary reasons why I decided to be part of mBillionth jury is the width and diversity of applications. For me it gives me a better understanding of our eco-system and where its needs to be worked on.

**Pranshu Singhal**

Being a juror for mBillionth it has provided me an insight on mobile intervention that is out there. It is a challenging experience to compare the applications to each other because I think all of them have a tremendous amount of merit. In the end you have to make a judgement call whether it has a practical effects, does it have value, do people use it and if the idea has been implemented. This has given me an opportunity for a better understanding of mobile growth in South Asia.

**N. Ramakrishnan**

The jury process would be better if there is a brain's trust where people who are knowledgeable are given criteria by which these applications should be judged. I think having marks for each criterion is a problem. I don't think we can justify those marks because the amount of time we spent on them and the nature of the information.

**Mahesh Uppal**

One thing I would like to highlight is the quality of applications coming from different backgrounds e.g. NGO's, corporates & entrepreneurs. We have taken a holistic picture when we vote for these applications. It has been a terrific experience.

**Mahesh Venkateswaran**

What this country unfortunately suffering from is a lot of pilot projects with no grand scale success. I think what these awards can lead to is connect with the right network to fill in the gap. It is an opportunity to mentor these organisations as well.

**Anuraj Gambhir**

# mBillion<sup>th</sup> Award 2013 Partners

## PRESENTER

**Vodafone**  
[www.vodafone.in](http://www.vodafone.in)

Vodafone is the world's largest mobile telecommunications company. Vodafone owns and operates networks in over 30 countries and has partner networks in over 40 additional countries.

## ORGANISER

**Digital Empowerment Foundation**  
[www.defindia.net](http://www.defindia.net)

Digital Empowerment Foundation is a non profit society who is at the forefront of creating ways and means to find solution to developmental issues using information and communication technology tools.

## ORGANISING PARTNER

**IAMAI**  
[www.iamai.in](http://www.iamai.in)

The Internet & Mobile Association of India (IAMAI) is a not-for-profit industry body and it addresses the issues, concerns and challenges of the Internet and Mobile economy and takes a leading role in its development.

## STRATEGIC PARTNER

**Mint**  
[www.livemint.com](http://www.livemint.com)

Mint is a business newspaper from HT Media Ltd, launched in collaboration with The Wall Street Journal on 1 February 2007. It is a premium business news publication aimed at decision makers and policy makers of the country.

## STRATEGIC PARTNER

**PWC**  
[www.pwc.in](http://www.pwc.in)

PwC firms help organisations and individuals create the value they're looking for. PwC is a network of firms in 158 countries with close to 180,000 people who are committed to delivering quality in advisory, tax and regulatory services. In India, our comprehensive portfolio of Advisory and Tax Regulatory services presents a basket of finely defined deliverables.

## ACADEMIC PARTNER

**The Glocal University**  
[www.theglobaluniversity.in](http://www.theglobaluniversity.in)

Glocal University believes in providing the best of all worlds. A traditional value system with roots in the past, modern hands on approach to education and a focus towards providing a generation better equipped to deal with the future. For the betterment of both the student and the society. It believes that there exists a twofold purpose to education. world.

## ASSOCIATE PARTNER

**NOKIA**  
[www.nokia.com](http://www.nokia.com)

Nokia is a global leader in mobile communications whose products have become an integral part of the lives of people around the world. Every day, more than 1.3 billion people use their Nokia to capture and share experiences, access information, find their way or simply to speak to one another. Nokia's technological and design innovations have made its brand one of the most recognized in the world.

## COUNTRY PARTNER

**NICTAA**  
[www.nictaa.af/nictaa](http://www.nictaa.af/nictaa)

NICTAA serves as visionary for ICT in Afghanistan. It is a strong voice of ICT players in the country and is striving to continuously support the ICT development efforts, and promote ICT as a sector and a tool for development .

## COUNTRY PARTNER

**Bytesforall**  
[www.content.bytesforall.pk](http://www.content.bytesforall.pk)

Bytesforall Bytes for All (B4A), Pakistan is a human rights organization with a focus on Information and Communication Technologies (ICTs).

**COUNTRY PARTNER**

**Dnet**

[www.dnet.org.bd](http://www.dnet.org.bd)

Dnet is a Social Enterprise which promotes 'access to information and knowledge' for all citizens through interactive digital media in achieving constitutional, national and international developmental objectives.

**COUNTRY PARTNER**

**CAN**

[www.can.org.np](http://www.can.org.np)

Computer Association of Nepal (CAN) works along the lines of an autonomous, non-political, non-partisan, non-profitable and service oriented.

**COUNTRY PARTNER**

**ICTA**

[www.icta.lk](http://www.icta.lk)

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. Its aim is to bridge the digital divide with applications aimed at poverty reduction and social development.

**ONLINE PARTNER**

**MediaNama**

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

MediaNama is the premier source of information and analysis on Digital and Telecom businesses in India. It covers information on the Digital 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.

**OUTREACH PARTNER**

**Mydala**

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

mydala is the leading online deal platform that features unbelievable deals and discounts on the best stuff to do, see, eat, and buy in your city. In this era of constant technological advancement, mydala has stepped forward in the m-commerce space to cater to the dynamic usage patterns and demands of the consumers.

**OUTREACH PARTNER**

**Mppost**

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

Internet media is active for the last 2 decades and it is coming out in a new design. In Hindi speaking states, it is an infancy stage of Internet journalism. Looking at possibilities of Internet journalism first Hindi Internet newspaper was started at <http://mppost.org> from 1st January, 2005.

**OUTREACH PARTNER**

**Innoz**

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

Innoz is changing the way India and the rest of the developing world accesses and uses the Internet. It's a young and innovative startup that creates products for the mobile and wireless market.

**OUTREACH PARTNER**

**Telecom Uncovered**

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

Telecom Uncovered is a website dedicated to provide latest information from Telecom Industry and it provides news and updates on Telecom Vendors & Operators, Telecom Policies (TRAI, COAI etc.) and Events in Telecom and Technology.

**OUTREACH PARTNER**

**Dreamcast**

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

With the aim to preserve intellectual content delivered over different forums, conferences, events, sessions & make it accessible to more and more people, Dreamcast work with the organizers of the program and help them intelligently webcast the program online.



### OUTREACH PARTNER

#### Mobile Social Networking Nepal

[www.mobilenepal.net](http://www.mobilenepal.net)

Mobile Social Networking Nepal (Mobile Nepal) is a community of like-minded organizations and individuals who are interested in and are willing to work around mobile technologies. It wants to foster a community of practice around Mobile Ecosystem in Nepal to encourage and facilitate discussions and discourses around issues, opportunities and challenges around mobile technologies in Nepal.

### OUTREACH PARTNER

#### Telecomwatch

[www.telecomwatch.in/website/index.htm](http://www.telecomwatch.in/website/index.htm)

“TelecomWatch” is a fast growing Telecom “Online Publishing-House” specializing in providing primary data for competitive analysis and benchmarking. “TelecomWatch” is a leading provider of information on Indian telecom industry and we co-operate with our clients to provide in-depth, unbiased and comprehensive information of the telecommunication industry. We make extensive use of latest technology to increase the speed and convenience of our subscribers to retrieve the desired information.

### EVENT & NEW MEDIA PARTNER

#### INOMY

[www.inomy.com](http://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.

# EMPOWERING PEOPLE

@ the edge of information

Digital Empowerment Foundation is a not-for-profit Society who is at the forefront of creating ways and means to find solutions to developmental issues using Information and Communication Technology tools.

outreach knowledge

research consultancy

advocacy deployment



[www.defindia.net](http://www.defindia.net)

# mBillionth<sup>th</sup> Award 2013 Partners



# mBillion<sup>th</sup> Award 2013 Finalists





# MOBILITY

South Asia's Best Mobile Innovations

m-Business & Commerce/Banking  
m-Culture & Heritage  
m-Education & Learning  
m-Entertainment  
m-Environment  
m-Governance  
m-Health  
m-Inclusion  
m-Infrastructure  
m-News & Journalism  
m-Travel & Tourism  
m-Woman & Children

The book titled 'MOBILITY' is a collection of best thoughts in Mobile Entrepreneurship from India and South Asia and it has a collection of best mobile innovations culled out from the mBillionth Award South Asia 2013. This list captures the evolution of the innovations in portraits of individual exceptionalism. It is celebration of the spirit that breaches borders.



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