COVID-19
Saluting Mobile Innovations for Development

11th mBillionth awards south asia

awards 2020



Concept Note 2020

ACKNOWLEDGING SMART INNOVATIONS LEADING TO SMART COMMUNITIES

The existing Covid-19 crisis has radically changed the functioning of our society. Conversations around internet access, digital literacy, connectivity are no longer happening on the periphery; in fact the pandemic has brought with it the urgency to digitally enable communities.

The Smartphone plays the biggest role in achieving this. Mobile applications are creating transformative content and services to help engender remarkable and long term changes in the lives and livelihood of people, especially the underserved and socio-economically disadvantaged section.

It is pertinent to recognise the increasing usage of Smartphones for eradicating information darkness along with providing relief and aid, raise awareness and how it has emerged as a powerful tool of change in South Asia, especially amid the ongoing health crisis.

Foreseeing the development and usage of mobile phone applications, Digital Empowerment Foundation (DEF) had launched the mBillionth Awards South Asia in 2010 to highlight, recognise, and reward best practices, excellence and innovations.



This year, rising to the challenge of the Covid-19 healthcare crisis, the 11th edition of the mBillionth Award South Asia will be held online.

The industry-driven mBillionth Awards recognises South Asia as a key hub of the world's mobile and telecom market in terms of penetration and innovation. Though the region suffers from a significant digital divide, there is no dearth of technical pioneers who are using the platform as a tool for catalysing change. The platform honours the media that is surpassing all other mediums of communication in the region: Television, radio, Internet, newspapers, magazines and landlines.

Smartphones are increasingly becoming the natural choice for exchange of information and extending essential and innovative digital services to the broadest section of the population. The awards, therefore, seek not only to felicitate the intitiatives bridging digital divide, empowering people and bringing about greater socio-economic equality but also those who are creating an ecosystem and network of such innovators and developers to learn from each other, collaborate and scale up.

OUR MISSION

This first-of-its kind initiative in the region, mBillionth Awards recognise and felicitate innovations and excellence in development and use of mobile applications as well as best practices in the delivery of mobile content and services, across nine South Asian countries – **Afghanistan | Bangladesh | Bhutan | India | Maldives | Myanmar | Nepal | Pakistan | Sri Lanka.**

The Awards accept nominations under 9 core categories. This year, keeping in mind the Covid-19 crisis, we have introduced a new category for 2020 - Innovation@Covid-19.

- Innovation@Covid-19
- Government & Citizen Engagement
- Health & Well Being
- Learning & Education
- Agriculture & Environment
- Culture & Tourism
- Media & Entertainment
- Business & Commerce
- Inclusion & Empowerment
- Smart Settlements & Urbanisation

OUR OBJECTIVES

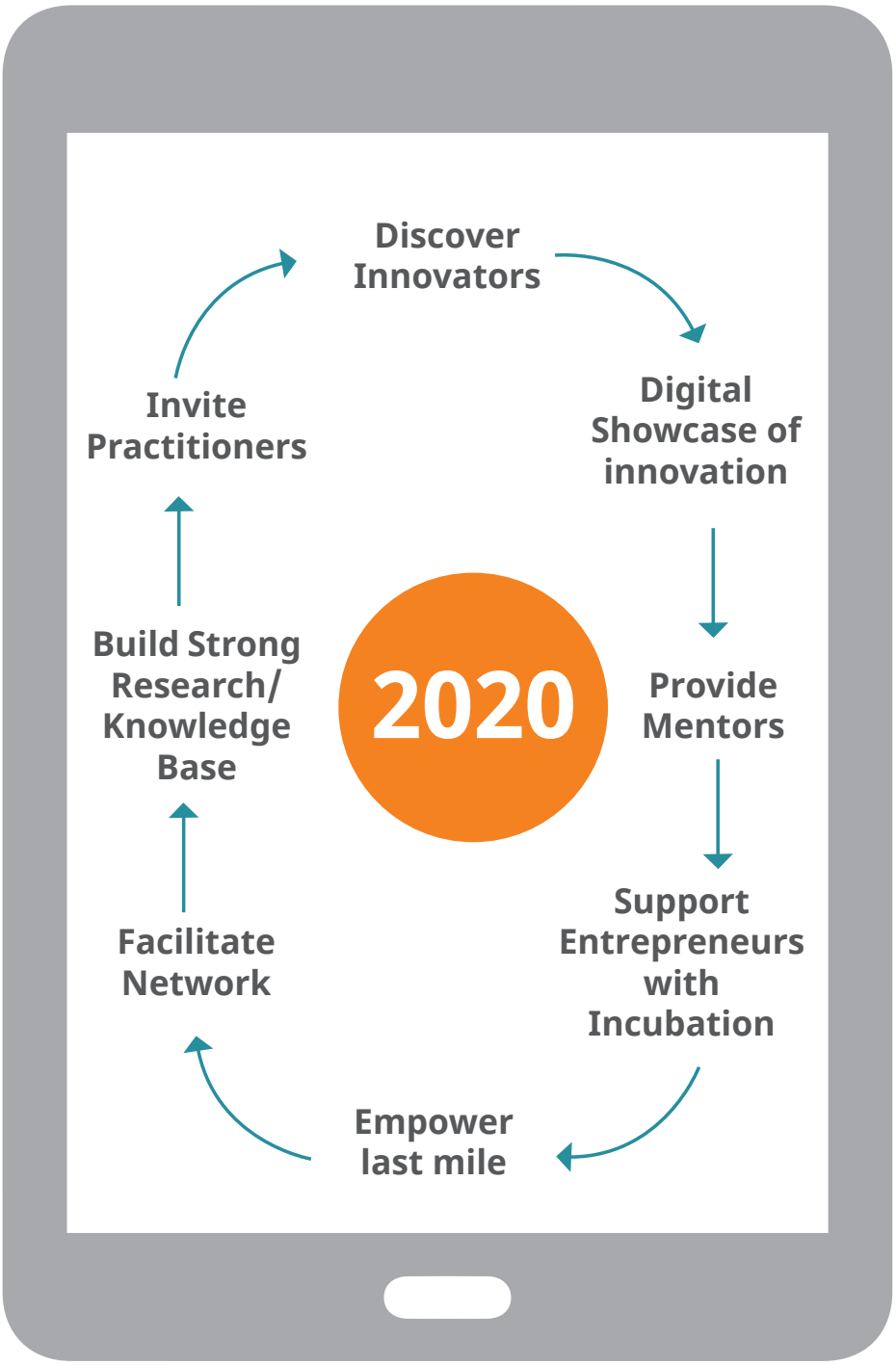
To recognise and honour excellence in mobile communications across South Asia

- To acknowledge innovations and creativity in mobile and telecom solutions
- To provide a platform for people-oriented innovations in the telecom industry
- To provide a wider forum for strategic networking, alliances and partnership building
- To provide a South Asia Congress for exchanging ideas, strengthening policies and mobile advocacy
- To facilitate building a South Asia network for campaign and advocacy in mobile for mass empowerment and inclusive growth

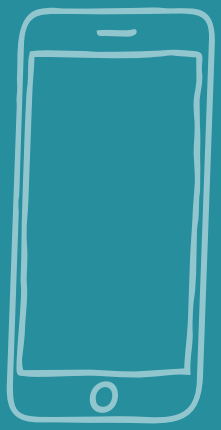
IMPACT

Over the years, the mBillionth Awards platform has created a repository of nearly 2,400 innovations and given people an opportunity to interact with innovators, entrepreneurs and government officials at a personal level. Many partnerships have been formed. Government as well as private entities have come together to support the award, thereby enhancing its credibility.

mBillionth ECOSYSTEM



AWARD ELIGIBILITY CRITERIA



- Award nominations should be for projects that have been on the ground for at least 6 months. Exceptions only for those initiatives applying under Innovation@Covid-19 category.
- The same project will not be considered under multiple categories. One product can only be submitted for one category.
- In case of multiple project submissions by the same organisation/company/team, each product requires a separate registration under a separate category.
- Past year's winners cannot nominate their winning project once again.
- Irrespective of the product/project language, all producer and project information must be submitted in English.
- Any incomplete or unfinished registration form will be rejected.
- The mBillionth Awards are open to the following from any SAARC country:



Governments



Telecom Innovators



Academician and Academic Institutions



NGOs



App Developers



Entrepreneurs



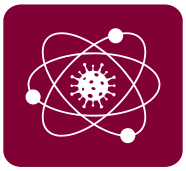
Industries (Pvt sector companies)



Individual/Students

AWARD CATEGORIES

mBillionth Awards felicitate excellence in mobile communications in South Asia across 10 core categories



INNOVATION@COVID-19

Communities | Covid-19 | Technology | Health | Finance | Aid

A new category introduced for the year 2020, Innovation@Covid-19 recognises initiatives helping communities cope with the health crisis. Any solution-based program working to ease issues born out of or during the pandemic may apply under this category. The mBillionth Awards would like to reward newly launched digital interventions with great potential, but who may still be in their early stage.



HEALTH & WELL BEING

Medical Care | Sport | Lifestyle

This category welcomes products/projects which use mobile solutions aimed at resolving individual and public health issues, thereby bringing about development of a mobile-based health care system. Nominations may include applications that enable delivery of mobile-based health care and/or health awareness services. The basic purpose of these innovative applications should be to meet the health care needs of citizens and patients, and support health care professionals and providers.



SMART SETTLEMENTS & URBANISATION

Mobility | Productive Work | Sustainable Living

This category recognises the use of mobile applications that support mobility, crowdsourcing urban data & sharing information, sustainable living applications, smart cities and work environment applications.



CULTURE & TOURISM

Heritage | Travel | Subcultures

This category recognises the use of mobile applications that seek to promote and conserve culture and heritage in such fields as literature, music, visual or performing arts, design, architecture

and crafts, among others. Nominations may include applications that enable easy access to related information and services such as real-time travel booking, location and transport information, and also those that enhance intermodal use of public transport, support orientation in cities and the countryside, allow the hospitality industry to better serve customers, and provide navigation content.



GOVERNMENT & CITIZEN ENGAGEMENT

Services | Open Data | Democratic Participation

This category honours applications/services which empower citizens and serve public service clients; foster quality and efficiency in information exchange and communication services in governmental and public administrative processes; and strengthen participation of citi zens in decision-making by promoting an information-rich society. Nominations may include applications that help strengthen formulation of public policies and increase transparency and public participation in the processes of governance and administration.



MEDIA & ENTERTAINMENT

News & Journalism | Entertainment | Games

This category recognises the use of mobile applications that use creative ways to spread the right message to the right people, ensure accessibility and encourage expression of alternative voices and use of alternative media .The category also encourages the use of mobile applications that enable delivery of entertainment products and services, offer users an opportunity to enjoy the linguistic and cultural diversity available around the world, support and promote the transition from one-way to two-way communication, provide a platform for interactive entertainment for single to multiple players, and enable synergy between analogue and digital platforms.



BUSINESS & COMMERCE

Innovative Services | Security | Finance | Marketing

This category seeks to identify and compliment mobile applications that support optimisation of business processes; create new m-Commerce business models in business-to-business and business-to-consumers areas; promote Internet security and other related topics; support small and medium enterprises in such areas as sales and marketing, operations, HR management and financial management. Nominations may also include those applications that seek to enhance socio-economic inclusion and financial security

INCLUSION & EMPOWERMENT

Diversity | Gender | Justice | Human Rights | Accessibility

This category tries to discover and acclaim mobile applications that help bridge the digital divide and content gap between technologically-empowered and technologically-excluded communities — such as those living in rural and remote areas or underserved urban areas through multimedia and rich content, thereby strengthening the social, economic and political participation of such information-dark individuals and groups in the information society. This category also looks into various initiatives that directly target the lives, works, needs and socio-economic well-being of women and persons with disabilities.

AGRICULTURE & ENVIRONMENT

| climate | sustainable resources | green energy

Under this rubric, nominations are invited for mobile applications that help farmers improve agricultural productivity or secure better crop prices or better returns on investment through access to information on new technologies and best practices, basic financial services, new markets and market prices. Moreover, nominations will also be accepted for those applications that prove mobile phones can play a huge role in responsible dissemination of information about environmental matters. The applications that seek to promote the important issues of the environment and supporting the "greening" of societies and economies for sustainable ways of living will also be invited.

LEARNING & EDUCATION

| knowledge | science | skills

This category recognises the use of mobile applications that empower the education sector and serve the needs of learners to acquire knowledge and skills. The aim is to identify and honour applications that try to transform schools, universities and other educational institutions through interactive, personalised and distributed learning resources; address the learning needs of all, and create active e-Learning communities. Nominations may also include solutions for corporate training as well as lifelong learning or making science accessible to citizens.

NOMINATION & JURY PROCESS

The online process of accepting nominations for the mBillionth Awards 2020 will start from August 26, 2020. It is open for entries from all SAARC countries, provided the person, group or organisation has implemented a digital intervention for development and empowerment of marginalised communities using mobile technology. The mBillionth Awards bring together the best mobile and telecom experts from South Asia as jurors to deliberate and decide upon the award-winning mobile applications and entrepreneurs in the region. The nomination and jury process is transparent and fair, and has drawn support from leading corporate and government players in the region over the years.

- Each award category is judged by a panel of Jurors. The panel comprises eminent personalities from the private and public sectors, industry and academia.
- The Jurors are selected based on their knowledge and expertise in various fields.
- The process of evaluation commences from the date of closing of nominations.
- The initial evaluation involves an online review of nominations by the Virtual Jury. A Shortlist of maximum of 10-15 nominations per category is consolidated for the Grand Jury.
- During the Grand Jury Process, the Jurors' Panel is expected to go through all the shortlisted nominations and score them according to the laid-down criteria.
- The Jury members of the respective award categories have the right to modify the judging criteria to suit the respective category in consultation with the Award Chairman.
- The Jury, in consultation with the Award Chairman, may transfer any nomination received under a particular category to another category to ensure "best fit".

- The decision of the Jury is final and binding.
- The Jury holds the right to contact any eligible nominee to clarify doubts/ queries regarding the project. The Jury reserves the right to declare “Not eligible” if a nomination does not meet the required standards.
- The final results are announced only during the Award Gala, which will be an online event this year.

CRITERIA FOR SELECTION

- **CONTENT & SERVICES:** Quality of content and services delivery, relevance of content and its utility value
- **IMPACT & SUSTAINABILITY:** Social impact and commercial viability of the product/application
- **FUNCTIONALITY & NAVIGATION:** User friendliness and interactive nature of the product/application and its features
- **INTERFACE & VISUAL DESIGN:** Usability as well as design of product/ application in respect to wider user preferences, aesthetic value with multimedia
- **USP & STRATEGIC VALUE:** Uniqueness of the idea and ease of strategy replication
- **EXECUTION & IMPLEMENTATION:** Procedures of carrying out and executing the innovation or idea according to the market demand
- **ACCESSIBILITY:** Cost effectiveness matching social and economic capital of different user groups with diverse needs in different income brackets
- **OVERALL EXPERIENCE:** User base and overall experience regarding the product/application

OPPORTUNITIES

Nomination

The best platform to get recognition in the space of mobile & telecom services across South Asia



Participation

To share ideas/opinions and build a network with the most ground breaking services/models



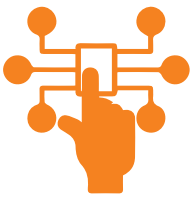
Partner

Talk about association with mBillionth Awards to identify and explore the best mobile practices or innovations across South Asia



Digital Showcase

To get a chance to demonstrate and promote your initiative among influencers and leaders of the mobile world.



Sponsor

To position a brand among entrepreneurs and leaders in the mobile world



CALENDAR

NOMINATIONS OPEN

AUGUST 26, 2020

NOMINATIONS CLOSE

SEPTEMBER 30, 2020

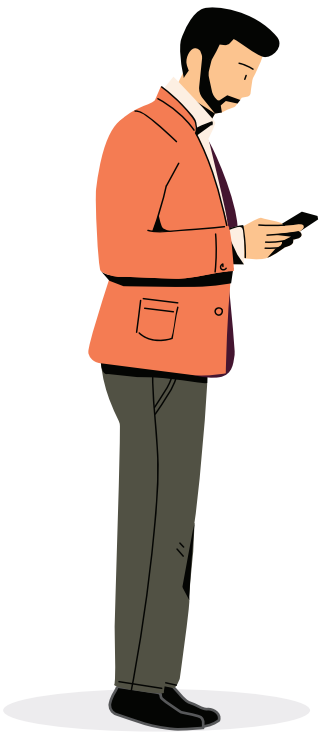
VIRTUAL GRAND JURY

NOVEMBER, 2020

VIRTUAL AWARD GALA



DECEMBER, 2020



PAST PARTNERSHIP

- mBillionth has led to the development of Mobile Literacy Program in partnership with GSMA
- It has led to a research program, MSBC in partnership with UNICEF
- It led to the advent of Mobile for Good Award in partnership with Vodafone to fund NGOs with impactful mobile application
- Countries like Bangladesh and Sri Lanka have also replicated this initiative as mBillionth Bangladesh and Words Summit Award respectively
- It has created a need and thus development of smartphone applications to cater to the needs of rural India like health solutions and entitlements

The new partnerships brought in access to a wide range of audience such as decision makers in the business sector, government entities and, of course, a lot of relevant participants for the award, which resulted in exclusive networking opportunities and consolidated future business associations.

A GLANCE AT 10TH mBillionth 2019-2020

mBillionth Award South Asia has witnessed ten successful years of celebrating innovations in the mobile and telecom industry. In 2020, mBillionth is entering into its eleventh year of recognising best practices across nine South Asian countries.












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SANVAADHA
ANDROID APP ON Google play
Available on the App Store


DEF
Travel Buddy
Become Venkii
Travel Better
e-dheba



FOR MORE INFORMATION OR QUERIES

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