

# MOBILE an instrument of the MASSES

defindia.org

Best Practices Collected from South Asia  
during COVID-19

MOBILE an Instrument of the Masses is published by Digital Empowerment Foundation under the banner of mBillionth Award 2020-21 to identify, understand and share some of the best mobile-based ICT practices across South Asia. mBillionth Award, now in its 11th year, is a platform that seeks to recognise and felicitate those initiatives that use mobile technology to tackle information poverty and facilitate access to services.

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## Osama Manzar

Founder & Director  
Digital Empowerment Foundation

The year 2021 marks 11 years of the mBillionth Award, a platform that was created in 2010 to identify and recognise mobile tech based innovations for public good and benefit, serving through inclusion, diversity and at the bottom of the pyramid. With the mission of identifying, recognising and doing justice to the innovations and innovators, over the years, we've recognised several such initiatives that have create impacts in the country by dint of its purpose it was designed - such as Coke Studio Mobile Melodies, Jago Grahak Jago, Red Bus, OlaCabs, MobiKwik and Saavn. Nonetheless, many of them are now the household names and part of our daily information - service needs. And the innovations that are being picked and recognised in this edition is a part of this unflinching journey of innovations for community good and empowerment.

With the mobile 'invading' all aspects of society, sectors, communities, geographies and diversities, this ubiquitous platform stands tall in an increasing mobile networked national and global societies and representing an unparalleled mobility based hand-held device that has changed the way humanity is engaged and served. No other global incident represents this epoch than the current COVID pandemic that all countries are inflicted with leading to the brink of 'survival of the humanity'! And we see how digitally, networked and mobile connected

## 'Meet the Mobile Innovators Amidst COVID Serving Humanity'!

each one of us has hold us together and giving us live saving alternatives and solutions, lifting us to be resilient, cope, recover and overcome the pandemic. And this is what the mobile innovators of the 11th mBillionth Award 2020-21 have been doing and are being presented in this compilation.

As COVID has unsettled each one us, a new 'dawn' of 'mobile and digital world' is ushering the way the conversations around internet access, digital literacy, connectivity are happening on the mainstream. In fact, the pandemic is prompting the need for digital / mobile acceleration for resilience and recovery. The Smartphone, emerging as the instrument of the hoi polloi, is now playing the biggest empowerment and development role in this. Mobile applications are creating transformative content and services to augment mid and long term changes in the lives and livelihood of people, especially the underserved and socioeconomically disadvantaged segments. It is here, the purpose and objectives of scouting, identifying and recognising the mobile innovations for public good under the mBillionth framework finds its purpose and joy. The inspiration in the 11th edition can be thus drawn from the innovations that intrinsically worked for eradicating information darkness along with providing relief and aid, raise awareness and driving home solutions in this public health emergencies in India and South Asia.

The beauty of the innovators in the 11th COVID special edition is the usual 'test of astuteness' that each shortlisted finalist nomination went through in the hands of expert jury, passing through rigorous shortlisting processes determined by 'technology for social change' benchmarks. And this is how the mBillionth has been able to contribute to the mobile innovations ecosystem adding each year to the rich repository of incredible innovations for the mobile phone and technology ecosystem.

Despite all the gloominess and disheartening circumstances that COVID has inflicted upon us, in 2020 and now in 2021, the mBillionth fraternity with the support of each one of you, we have tried best to carry forward this journey, despite the impending challenges. The nominations we received in 2020 and the virtual jury we had in March 2021 (first online jury in decade old journey), and now the final event and announcements in May 2021 without a formal event, is a journey to be cherished with all hopes and positivity that these innovations and innovators are driving us through.

Thinking about the COVID, the unprecedented sufferings and uncertainties around and the many fallouts that are and going to show up in months and years to come, what we can do best at mBillionth is dedicating the innovations of the 11th edition to the COVID-19 resilience, recovery and succour of the millions that constantly are needing support, helping hand and solutions to overcome this dark epoch of present history for a normal better world ahead.

Nonetheless, I must congratulate the winners, the special mentions and the finalists for their brilliant works that are serving key purposes and will continued to be challenged to serve communities better and meaningfully. With this, I wish bright days and future ahead for the Mobile COVID Innovators and fighters!

Lets Stay Safe and Secured and Lend our Helping Hand to the next person needy!

## JURORS' COLUMN



**SYED SULTAN.  
KAZI, PHD**

**D**r Kazi is a development professional and working in the space of ICT for Development and Social Innovation for over 17 years now. He has worked in various capacities and areas including programme design, development, implementation, assessment, partnership development, fund raising, research, and advocacy. He is currently heading the Council for Social and Digital Development (CSDD), a research, policy organisation for social and digital innovations for sustainable development in North East

India. He is also Advisor and Consultant at Digital Empowerment Foundation (DEF), a pan India ICT for development agency. He is serving the Improving Public Library Movement (IPLM) Trust as the Secretary. He is founder of North East Development Foundation (a pan North East India Sustainable Development Agency). Mr. Kazi has few research and published works. He is an MPhil and PhD from the Centre for the Study of Law & Governance, Jawaharlal Nehru University. His hobby is creative and development writing.



**MUKUL CHHABRA**

**T**he experience of serving as a juror for the mBillionth Mobile for Good Awards 2020 - 2021 was a challenge since there were numerous innovative and diverse projects. However, being an entrepreneur myself, it was rewarding to learn about the zeal the finalists had to offer in addition to their enlightening innovations.

India capacitates unexplored and unexploited markets with the

potential of a genuine business problem. mBillionth Awards presented networking opportunities for upcoming businesses to be discovered. Furthermore, the small-scaled initiatives have the potential to resolve issues and grow into a vast solution.

Best Regards,  
Mukul Chhabra  
Swapeco Solutions Pvt. Ltd.



**ROHIT TIRKEY**

**T**he effort of Digital Empowerment Foundation to enhance digital literacy at root levels have been nothing less than inspiring. Their continuous impact brings the initiatives to the forefront through the mBillionth Awards and sparked solution-oriented insight into the problems arising in our nation.

While browsing through the shortlisted innovations, my curiosity

grew. I observed the initiatives tackled the issues concerning marginalized communities and the Covid-19 virus in a unique manner. Moreover, there are Government initiated projects that suggested the impact of technology in empowering effective solutions.

The mBillionth Awards have successfully brought together innovators, impact creators, and visionaries to the same forum.



**DEEPAK  
MAHESHWARI**

## Digital Mobility, Social Mobility

Putting on the jury hat once again  
It was the constant refrain  
What surprises the entries hold  
Or would it be stories just retold?

Challenges galore across society  
Imbuing uncertainty and anxiety  
Havoc wreaked by the pandemic  
Went beyond health to Infodemic  
Would we see similar innovations  
From India and neighboring nations?

As people lost livelihoods and lives  
From far and wide, the help arrives  
Shelter, clothes, water and bread..  
Beyond help, hope is the real need

Agriculture, Education, Environment  
Citizen Engagement and Government  
Health, well-being and Inclusion  
Efforts for Covid's expulsion

Mobile Apps? Yes, but not just Apps  
To address the varying needs and gaps  
Tools, transactions and what not  
Puppets, videos and chatbot!

Salute to all the innovators  
Changemakers, Educators  
Keep spreading smiles and cheer  
Continue healing, wipe a tear

Crisis will come and go away  
Leaving some scars on the way  
Amidst the pall of gloom  
Optimist will still bloom

mBillionth awards are a way to celebrate  
Efforts to empower, include, educate  
Technology should serve the humanity  
Digital, Social, Mobile beyond vanity!



**HEMAVATHI  
MURTHY**

This year's mBillionth Awards were adjudged virtually. More than in any year, the sense of collaboration among the organizers, the innovators and the jury was evident. Digital Empowerment Foundation continued to provide ranging and diverse categories for innovators to showcase their work. The innovators were exceptional in the pursuit of excellence in their chosen field with each innovation in every field being meticulously planned and many being re-oriented in response to changing circumstances.

Refreshingly, all the innovations that were nominated for awards in their respective categories were developed with thought for user acceptance versus merely deploying the latest technology. As an awardee, we can attest

to the important role that a simple user interface plays in ensuring user compliance and program effectiveness. Most of the nominees were founded on or actively deployed data and analytics and AI to solve social and systemic problems. It was very gratifying to learn that nominees had identified the risks that would hinder the success of the innovation and had also developed mitigation measures. Most nominees had clearly defined their pathway to scale.

Despite the circumstances, I laud Digital Empowerment Foundation for staying true to its mission and continuing to provide a platform for innovators and entrepreneurs to showcase their efforts. I wish every innovator the best of success in their endeavours.

## NOMINATION STATISTICS

Received Entries	–	185
Valid Nominations	–	92
Finalists	–	31
Winners	–	12
Special Mentions	–	06

## COUNTRY WISE NOMINATIONS (185)

India	–	144
Nepal	–	02
Sri Lanka	–	04
Pakistan	–	08
Bangladesh	–	31

## COUNTRY WISE FINALISTS (31)

India	–	27
Sri Lanka	–	01
Bangladesh	–	03

## CATEGORY WISE WINNERS (12)

Agriculture & Environment	–	02
Business & Commerce	–	02
Government Engagement	–	02
Learning & Education	–	03
Health & Wellbeing	–	01
Inclusion & Empowerment	–	01
Innovation@Covid-19	–	01

## CATEGORY WISE SPECIAL MENTIONS (06)

Agriculture & Environment	–	01
Government Engagement	–	01
Health & Wellbeing	–	02
Inclusion & Empowerment	–	01
Innovation@Covid-19	–	01

## CATEGORY WISE NOMINATIONS BREAK-UP (185)

Innovation@Covid-19	–	49
Agriculture & Environment	–	18
Business & Commerce	–	13
Culture & Tourism Heritage	–	05
Government & Citizen Engagement	–	14
Health & Wellbeing Medical care	–	15
Media & Entertainment	–	09
Inclusion & Empowerment	–	11
Learning & Education	–	45
Smart Settlements & Urbanization	–	10

## INDIAN STATE-WISE NOMINATIONS (144)

Andhra Pradesh	–	05
Assam	–	03
Bihar	–	09
Delhi	–	34
Gujarat	–	08

<b>Haryana</b>	<b>-</b>	<b>14</b>
<b>Karnataka</b>	<b>-</b>	<b>11</b>
<b>Kerala</b>	<b>-</b>	<b>10</b>
<b>Madhya Pradesh</b>	<b>-</b>	<b>07</b>
<b>Maharashtra</b>	<b>-</b>	<b>16</b>
<b>Rajasthan</b>	<b>-</b>	<b>04</b>
<b>Tamil Nadu</b>	<b>-</b>	<b>02</b>
<b>Telangana</b>	<b>-</b>	<b>05</b>
<b>Uttar Pradesh</b>	<b>-</b>	<b>10</b>
<b>West Bengal</b>	<b>-</b>	<b>6</b>

## The Mbillionth Award South Asia: Winners (12)

### Category: Agriculture & Environment – 02

- » Croplytics- stie-specific advisory and crop monitoring app – India
- » “Machli” AI based Mobile application for Marine Fisher Folk” – India

### Category: Business & Commerce – 02

- » Udhaar – India
- » Bridge2capital – India

### Category: Government & Citizen Engagement – 02

- » Letmebreathe.in – India
- » Adhikar – Vaani – India

### Category: Health & Well Being – 01

- » IoT solution which aids in accurately reporting and monitoring of low birth weight and reduces childhood morbidity – India

### Category: Inclusion & Empowerment – 01

- » DataOGRAM – India

### Category: Innovation@Covid-19 – 01

- » ‘Tara Hai Taiyar’ – India

### Category: Learning & Education – 01

- » First Bell Digital Classes – India
- » WISE – India
- » Digital Sakshar – India

## The Mbillionth Award South Asia: Special Mention (06)

### Category: Agriculture & Environment – 01

- » Farm Infinity – India

### Category: Government & Citizen Engagement – 01

- » TS Govt Covid Info – Whatsapp Chatbot – India

### Category: Health & Well Being – 02

- » TB Mukht Himachal – India
- » Rx.mg – India

### Category: Inclusion & Empowerment – 01

- » Farmmprecise Mobile Application – India

### Category: Innovation@Covid-19 – 01

- » COVA Punjab – India

## The mBillionth Award South Asia: Finalists (31)

### Category: Agriculture & Environment – 03

- » Croplytics- stie-specific advisory and crop monitoring app – India
- » “Machli” AI based Mobile application for Marine Fisher Folk” – India
- » Farm Infinity – India

### Category: Business & Commerce – 03

- » TheBorak – Bangladesh
- » Udhaar – India
- » Bridge2capital – India

### Category: Business & Commerce – 01

- » Sihasn – India

### Category: Government & Citizen Engagement – 05

- » Know Your Paryatak (KYP) – India
- » Letmebreathe.in – India
- » Adhikar – Vaani – India

- » Ts Govt Covid Info – Whatsapp Chatbot – India
- » Healthy Haryana Portal and Mobile App – India

### **Category: Health & Well Being – 03**

- » TB Mukht Himachal – India
- » Rx.mg – India
- » IoT solution which aids in accurately reporting and monitoring of low birth weight and reduces childhood morbidity – India

### **Category: Inclusion & Empowerment – 04**

- » DataOGRAM – India
- » ScoutMe – India
- » Louis Braille – India
- » Farmmprecise – India

### **Category: Innovation@Covid-19 - 05**

- » 'Tara Hai Taiyar' – India
- » LocalQueue – India
- » CoronaMAP – Bangladesh
- » Technology driven solution addressing supply chain – India
- » COVA Punjab – India

### **Category: Learning & Education – 05**

- » First Bell Digital Classes – India
- » WISE – India
- » Digital Sakshar – India
- » A/L Kuppiya – Sri Lanka
- » e-Vidyavahini – India

### **Category: Media & Entertainment – 01**

- » App based Mobile Radio – India

### **Category: Smart Settlements & Urbanization – 01**

- » RITS Browser – Bangladesh

# MOBILE

## An Instrument of the Masses

consists of 31 Mobile Innovators and  
Entrepreneurs across South Asia who have  
leveraged the power of digital media to  
positively impact the society



## Agriculture & Environment

**WINNER** : Croplytics-stie-specific advisory and crop monitoring app

**WINNER** : “Machli” AI based Mobile application for Marine Fisher Folk”

**SPECIAL MENTION** : Farm Infinity

## Category - Agriculture & Environment – 03

### WINNER

**Initiative Name:** Croplytics-stie-specific advisory and crop monitoring app

**Organization:** Agsmartic Technologies Pvt. Ltd.

**Website:** [www.agsmartic.com](http://www.agsmartic.com)

**App Link:** <https://bit.ly/3dVEwSx>

**Location:** Delhi, India



Croplytics-stie-specific advisory and crop monitoring application is Agsmartic Technologies solution for the agriculture industry. The application uses present-day information to monitor crop-water demand, growth patterns, crop stress levels, and wastage of inputs such as fertilizer, power, and seeds to lower the on-ground issues avoiding soil degradation and loss incurred by farmers.

The hybrid solution uses ground and remote sensors exclusive to farmers requirement while being affordable and easy to deploy, requires minimum maintenance, and is equipped with wireless Solar and LoRa based soil sensor with high scalability through LPWAN instead of GSM avoiding any issue with connectivity.

Croplytics has been deployed in Punjab, Bhopal, and Gaya with the results being – 25% savings of water and power, improved quality of crops increasing profits by 10%, reduced labour cost for crop monitoring, and surge in production by 20%.

 **Download and Register  
your farm today.  
Monitor your farm activity**



## WINNER

**Initiative Name:** "Machli" AI based Mobile application for Marine Fisher Folk  
**Organization:** Reliance Foundation  
**Website:** [www.reliancefoundation.org](http://www.reliancefoundation.org)  
**App Link:** <https://bit.ly/3q3zkhX>  
**Location:** Maharashtra, India



**M**achli is an AI-based mobile application for fisherfolk who embark on the journey without knowing the ocean state forecast.

Reliance foundation's application supports the fisher by updating weather-based information in a radius of 150k.m., viewing GPS location of landing centres within 200k.m., holding a toll-free helpline for assistance while using the app, and suggest advisories presented in audio, text and tabulated numerically in over 9 languages such as Tamil, Telugu, Malayalam, Marathi, Gujarati, Kannada, Odia, Bengali, Hindi, and English.

Further, the application is available free of cost on the Google Play Store. Over 10,520 fisherfolks now rely on 'Machli' within one year. All users reported weather forecast helped in averting their losses, 77% noted an increase in income, 76% recorded additional fish capture through potential fishing zone advisories, 11 empty fishing expeditions were avoided saving input cost – INR. 12,800 using weather information, and the input material such as diesel was lowered by significant margins reducing the carbon emission.



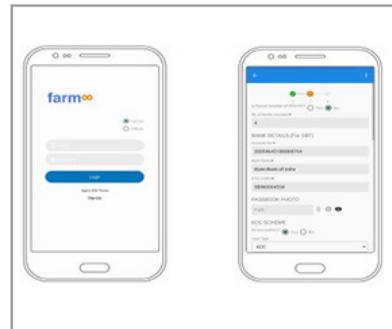
## SPECIAL MENTION

**Initiative Name:** Farm Infinity  
**Organization:** Farmeasy Technologies Pvt. Ltd.  
**Website:** www.farminfinity.com  
**App Link:** <https://tinyurl.com/FarmInfinity-beta>  
**Location:** Assam, India

farm<sup>∞</sup>

Farm Infinity was initiated with the objective to resolve the lack of legitimate financial services for small and marginal farmers. The mobile application while providing farmers with a credit model to determine their financial capability, allows for access to cash credit, insurance, and loans without deepening on loansharks charging 10% rate of interest on the service through their data driven technology capturing over 80 parameters such as — KYC, total cultivable farmland, etc. Moreover, the rate of interest is 7% p.a. as per Govt. market standard for KCC (Kisan Credit Card) loans and 12% p.a. for other loans.

The impact of Farmeasy Technologies initiative is assessed by the number of farmers using the platform in addition to the number of financial services available as loans or insurance.



## Our Tech Solution

farm<sup>∞</sup> - cloud based, mobile Agri-fintech solution





## Business & Commerce

**WINNER** : Udhaar

**WINNER** : Bridge2capital

**FINALIST** : TheBorak

## Category - Business & Commerce – 03

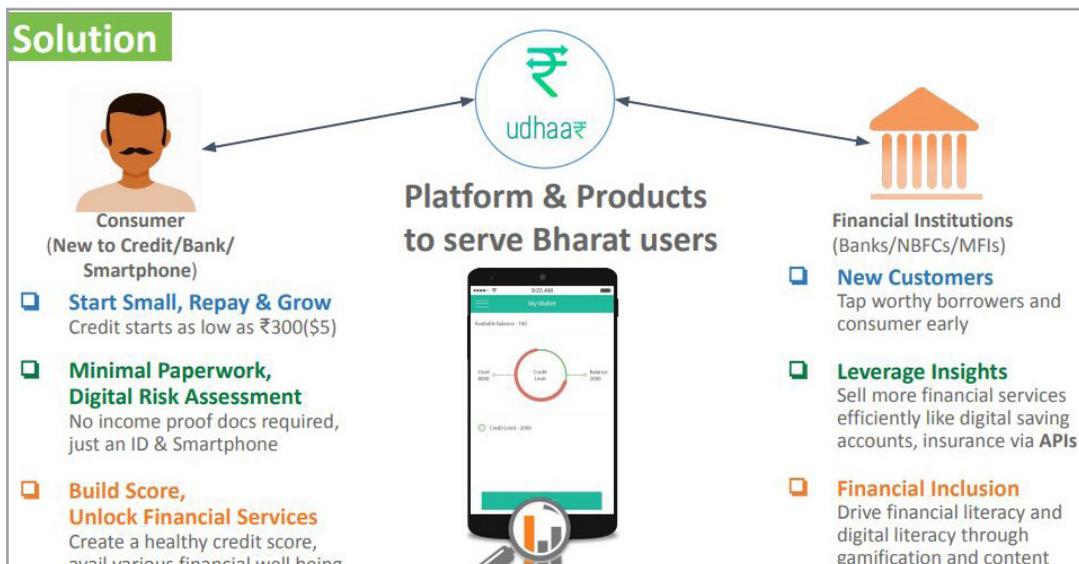
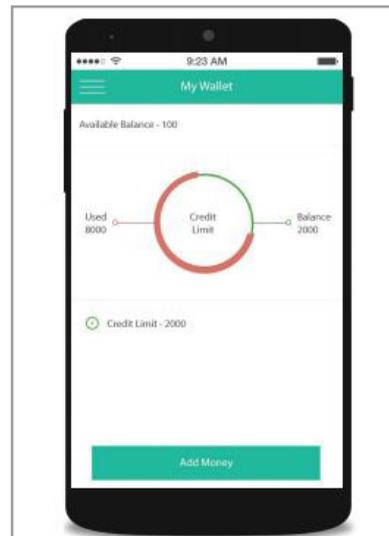
### WINNER

**Initiative Name:** Udhaar  
**Organization:** Consights Tech Private Limited  
**Website:** www.udhaar.co  
**App Link:** https://rb.gy/djnx3u  
**Location:** Bihar, India

udhaar₹

**U**dhaar is the product of Consights Technology aiming for financial inclusion using technology. The objective is to enable micro-sized products for easier adoption of paperless technology while maintaining the security and privacy of the users by publishing content promoting securer financial practices. Through the application, users can avail and apply for loans digitally, and save money through deal tips services.

Udhaar has noted over positive ratings and over 5 lakh downloads without any advertisements.



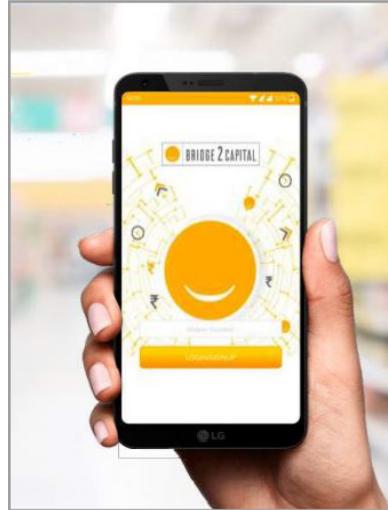
## WINNER

**Initiative Name:** Bridge2capital  
**Organization:** Xtracap Fintech India Pvt. Ltd.  
**Website:** www.bridge2capital.com  
**App Link:** https://rb.gy/g7sddb  
**Location:** Haryana, India

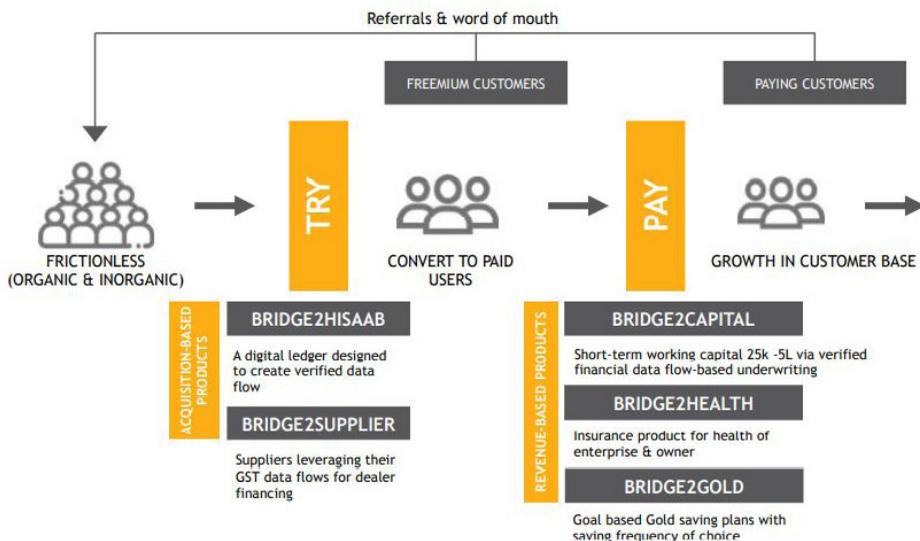


**B**ridge2Capital is an application designed to empower small businesses in small cities of India by fulfilling their working capital needs. By using verified financial data flow of the customers, XTRACAP FINTECH India creates tailor-made financial plans including invoice financing platform for the informal economy, ensuring 100% end-utilization of loan to GST registered suppliers, reduced rate of interest, offering cashback to on-time paying customers, fixing a working capital limit to enhance business turnover, and a UI/UX with three-click experience.

Over 1,200 small businesses have noted an impact through Bridge2Capital with an increase in profits by 3% or 5% and growth in turnover by 20 to 30%. Moreover, the fintech application ensures 100% transparency and enhanced walk-in customer experience and retention leading to a 20% rise in customer demand fulfilment.



### OUR SOLUTION - THE PRODUCT



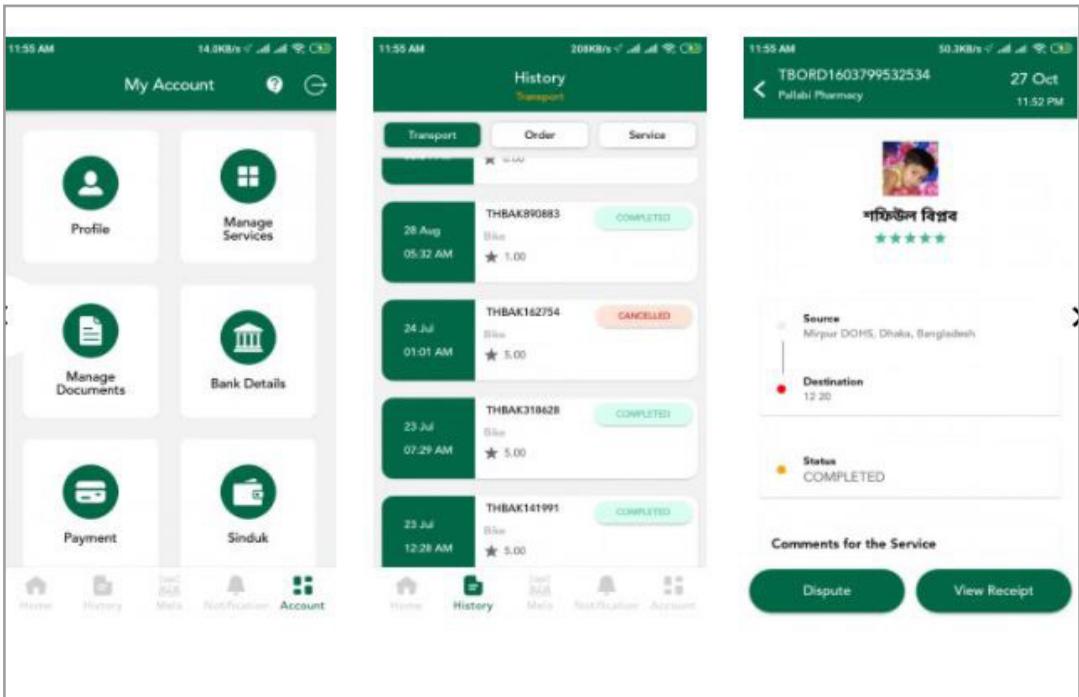
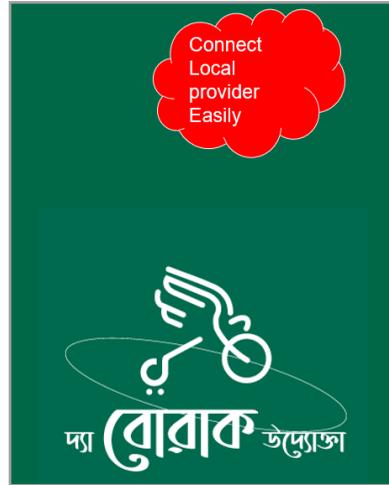
## FINALIST

**Initiative Name:** TheBorak  
**Organization:** Advanced Apps Bangladesh Limited  
**Website:** www.theborak.com  
**App Link:** https://rb.gy/a2us5y  
**Location:** Dhaka, Bangladesh



The Borak covers all major segments of digital payment by providing a subscription-based service. This allows for the application to offer service providers to set their own fares, enable safety guards using NID and phone verification, allows the users to transact through the inbuilt cashless digital banking system – the wallet, and ensure an ambulance service subscription, all at a price of 500 BDT per month.

The Advanced Apps Bangladesh is currently operating in rural areas with proper safety and security norms of rural service providers while providing social employment opportunities, wallet system to pay for services or utility bills, services to be availed by non-smartphone users through SMS/ NID verification, the establishment of parcel delivery HUB in each Thana, access to job information, and enrollment in blood network.





## Culture & Tourism

**FINALIST** : Sihasn

## Culture & Tourism – 01

### FINALIST

**Initiative Name:** Sihasn  
**Organization:** Sihasn  
**Website:** www.sihasn.com  
**App Link:** Service, other  
**Location:** Maharashtra, India

SIHASN

**S**ihasn creates new avenues of employment for weavers and fabric retailers since the textile industry contributes 2.1% to India's GDP and constitutes 39% of total exports. Due to the nationwide lockdown, the textile industry experienced a contraction of up to 70%. Sihasn sources and repurposes Indian textiles to be used as furniture upholstery. Reinventing existing products such as 'Saree' to create cloth for a chair allows covering the significant dip in the purchase of affected products.

Further to bring the light back on the industry — Sihasn Trails is a heritage textile and crafts tour to spread awareness around the texting tradition providing weavers to benefit from cross-selling opportunities from direct tourist contacts.

Sihasn have directly impacted 7 weaving communities, 4 of which were solely run by women, and with over 300 jobs created in a year — Sihasn and Sihasn Trails are aiming to expand the domestic market even further.



Our client sent in a saree that was an heirloom in her family. It was a rich green and orange Kanjeevaram (a type of silk weaving unique to the town of Kanchipuram in Tamil Nadu) that had belonged to her mother over 30 years ago. As with all silk fabrics, this resplendent saree was also beginning to age and fray.



So we asked our eager client which of our Sihasn products she would like to have upholstered. Excited, she told us she wanted to have it stitched onto our Lounge chair, Nizam. So we gave her a couple of options:

- We could upholster the entire Lounge chair using the green blouse piece on the sides and the main orange wrap along the centre, and pair this with a cute Table (our circular storage ottoman) which we could upholster with the green pallu embroidered with gold zari
- We could upholster the entire Lounge chair and drape the green pallu such that it fell off the shoulder of the chair and looked like it had been draped on a person. She was intrigued by the second option and chose to go for it.



## Government & Citizen Engagement

**WINNER** : Letmebreathe.in

**WINNER** : Adhikar - Vaani

**SPECIAL MENTION** : Ts Govt Covid Info – Whatsapp Chatbot

**FINALIST** : Know Your Paryatak (KYP)

**FINALIST** : Healthy Haryana Portal and Mobile App

## Government & Citizen Engagement – 05

### WINNER

**Initiative Name:** Letmebreathe.in  
**Organization:** Letmebreathe.in  
**Website:** www.letmebreathe.in  
**App Link:** Service, other  
**Location:** Haryana, India



Letmebreathe.in is a storytelling platform engaging individuals with climate change and pollution by allowing them to initiate change using their mobile phones. People, organisations, and the government are collectively involved to find both — short and long term solution to air pollution through mainstream and social media. Letmebreathe.in provides the opportunity to connect with policy leaders, activists, fact-checkers, and corporates with the assistance of storytellers to connect to the larger narrative, add additional relevant data, and promote fact-checking.

The initiative has allowed for behavioural and policy level change using letmebreathe.in platform to build an unbiased climate movement by campaigns such as #CleanAirBharat with UNEP which occupied over 14million Indians on the first-ever international day of clean air for blue skies, and #DRAFTEIA2020 involving over 5 lakh people to use the sample letter and voice their concerns.



### PHILOSOPHY



#### Vision

We envision a world wherein people are empowered to influence society, its members and its economies for a more sustainable planet.



#### Mission

We will do this by amplifying people's voices and bridging the gap between people, corporations, decision makers and non-profits.

### REACH

500,000

Monthly Active Users

20,000

Number of Storytellers

51+

Decision makers engaged via live events

5+

Languages

20+

Campaigns reaching out to 280 Million

7

Countries other than India with established users

### IMPACT

#### ★ TRAINING & SKILL BUILDING

Creating the next generation of sustainability storytellers, to share stories in an unbiased manner

#### ★ STORIES

Stories lead to action or action leads to stories. (Action = citizen action, corporate action & decision maker action)

#### ★ CAMPAIGNS

Short term & long term behaviour change among citizens & other stakeholders.

#### ★ PARTNERSHIPS

Providing unique and fact-checked environment & sustainability content to multiple platforms

### FUTURE PLAN AND POST COVID STRATEGY

- ★ Expand to newer content verticals in sustainable fashion, food, technology innovation etc.
- ★ Creating opportunities for people using Pluc's gig economy model which powers letmebreathe.in

## WINNER

**Initiative Name:** Adhikar - Vaani

**Organization:** Oxfam India

**Website:** www.oxfamindia.org

**App Link:** Service

**Location:** Delhi, India



ऑक्सफैम इंडिया  
**OXFAM**  
India

A movement  
to end  
discrimination

**A**dhikar - Vani is a digital solution of Oxfam India with the objective of inclusion of excluded beneficiaries from the Government's humanitarian relief and welfare programs resulting in improvised coping capacity. The digital tools are lead by local actors including CSOs and government line departments to safely provide the most marginalised communities with referral linkages to the Govt relief and social protection schemes, Public Health Promotion to minimize risks of community transmission and early warning dissemination. The cost-effective product has acted as a catalyst with a unified response from science volunteers, local NGOs, PRI members, District administration and State Offices in response to the Covid-19 pandemic.

With over 6 lakh audio modules disseminated, a brief evaluation concluded — 344 families in Uttar Pradesh mobilised INR 11,66,482 from five government schemes within a span of 3 months. Furthermore, the portal enabled Senior Government Officials and Government Line Departments to engage with the community to its full extent.



## SPECIAL MENTION

**Initiative Name:** TS Govt Covid Info – Whatsapp Chatbot  
**Organization:** Digital Media Wing, ITE&C Dept., Government of Telangana  
**Website:** www.sbtechnologies.in  
**App Link:** Content, Service  
**Location:** Telangana, India

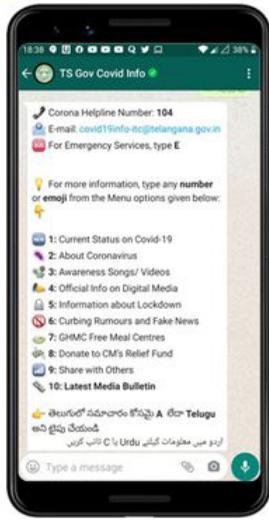


**T**S Govt. Covid Info — WhatsApp Chatbot is Digital Media Wing, ITE&C Dept., Government of Telangana’s initiative to tackle the current the Covid-19 crisis by providing locals of the state with useful and timely details such as protective measures to be taken by state authorities and its citizens, containment measures, and spread awareness regarding the virus. The WHO (World Health Organisation) has labelled the pandemic an ‘Infodemic’ due to the spread of misinformation in concern to the virus — WhatsApp chatbot of the Telangana Govt. has acted as an authentic and verified source of information.

With over 3 lakh registered users, Digital Media Wing, ITE&C Dept., Government of Telangana has estimated the information disseminated has impacted approximately 10 additional people from each of the registered user.



## PROOFS



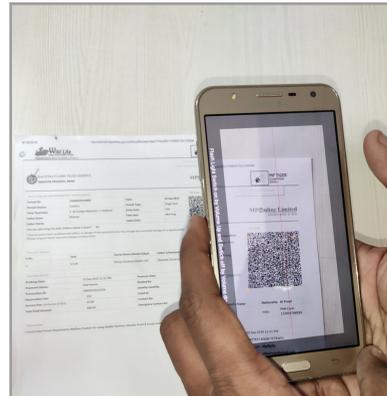
## FINALIST

**Initiative Name:** Know Your Paryatak (KYP)  
**Organization:** MPOne Limited  
**Website:** www.mponline.gov.in  
**App Link:** Service, other  
**Location:** Madhya Pradesh, India



**K**now Your Paryatak(KYP) is an online and offline ticket verification system designed for the Forest Officers to register verified, cancelled, or unused tickets, reduce the long queues at the forest park since manual labour is time-consuming, and induce a transparent system. The application generates a QR code readable only by the KYP, verifies mapped and non-mapped tickets, downloads ticket information offline in case of low connectivity, reduce the number of intermediaries involved, and eliminate the requirement of physical documentation saving resources such as paper, time, and money, thus also minimising the cost of infrastructure.

MPOne's digital service promotes the use of integrated technology systems for its immediacy and convenience enabling the M-governance to be more transparent while allowing for feedback within a wide range of network.



< **Online Verification**

By Permit ID
 By QRCode

**Verify Permit**

< **View Permit**

**Permit Details (KANHA TIGER RESERVE)**

<b>Permit ID:</b>	212M2017787	<b>Date:</b>	12 Aug 2017
<b>Permit Status:</b>	Confirm	<b>Permit Type:</b>	Single Seat
<b>Total Tourist(s):</b>	1 [3 Foreign Nationals +1 Indians]	<b>Entry Gate:</b>	Khatiya
<b>Safari Zone:</b>	Kisli	<b>Time Slot:</b>	Morning

**Tourist's Details**

S No.	Seat	Tourist Name (Gender)(Age)	Nationality	ID Proof
1.	V1:RL	dfgdsfgfh thd gdfg (Male) (8)	India	Aadhaar Card: gfhfg657
2.	V1:RR	regdfhgd hfh h (Male) (38)	Bahamas	Passport: dfgfg54675
3.	V1:FL	dfgdfhdf hdf hd (Female) (11)	Azerbaijan	Passport: fhgdfh788

## FINALIST

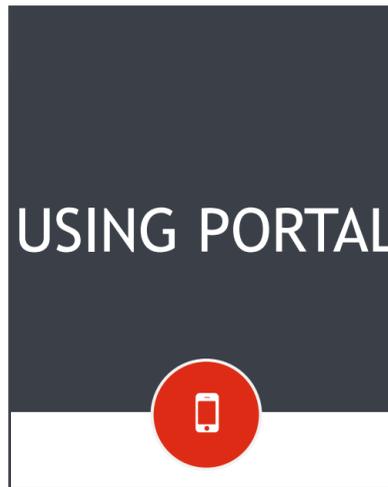
**Initiative Name:** Healthy Haryana Portal and Mobile App  
**Organization:** Department of Information Technology,  
Electronics & Communications, Haryana  
**Website:** [www.healthy.haryana.gov.in](http://www.healthy.haryana.gov.in)  
**Location:** Haryana, India



**H**ealthy Haryana Portal and Mobile app is the effort to eradicate Covid-19 by micro-management of positive cases and their families. The portal registers the full medical conditions of the citizen including the co-morbidity to help the state develop a database useful for the containment strategy of Covid19 and deployment of targeted interventions as deemed necessary.

The initiative of the Department of Information Technology, Electronics and Communication, Haryana generates heat maps of Haryana to visualise the spread patterns of the Covid-19 virus; enable — on-ground and door to door household survey, MIS based monitoring and decision making in containment zones; functions in areas with poor connectivity; and since the application has been developed by the in-house team, allows for scalability.

Today, the Healthy Haryana Portal and Mobile app has surveyed 21,570+ users and over 672,880 have consented to their information on the mobile application.



HEALTHY HARYANA PORTAL AND MOBILE APP  
<https://healthy.haryana.gov.in/>



## Health & Well Being

**WINNER** : Piennacle Onekeycare Ventures

**SPECIAL MENTION** : TB Mukht Himachal

**SPECIAL MENTION** : Rx.mg

## Health & Well Being – 03

### WINNER

**Initiative Name:** Piennacle Onekeycare Ventures  
**Organization:** Onekeycare Ventures Private Limited  
**Website:** [www.onekeycare.com](http://www.onekeycare.com)  
**App Link:** <https://rb.gy/2cwt45>  
**Location:** Rajasthan, India



The initiative of OneKeyCare Ventures — ‘IoT solution which aids in accurately reporting and monitoring of low birth weight and reduces childhood morbidity’ is accurately measuring the birth weight to diagnose malnutrition; allow access to information remotely; reduce healthcare workers workload by capturing, feeding and reporting data, therefore also negating the margin of error; suggest involved beneficiaries to make data-driven decisions; interlink the data with state governments, and operate with limited digital literacy while maintaining accountability.

The solution of OneKeyCare Ventures is currently deployed in Jaipur and Udaipur, Rajasthan with 160 machines spread through 33 districts at 108 Primary Healthcare Centres. Today, over 57,000 babies have been weighed and over 92,000+ records have been monitored in a span of 14 months.



## SPECIAL MENTION

**Initiative Name:** TB MukT Himachal  
**Organization:** E-Tech Services Private Limited  
**Website:** [www.etech-services.com](http://www.etech-services.com)  
**App Link:** <https://rb.gy/8yru5r>  
**Location:** Haryana, India

**ETECH**

**T**B MukT Himachal is the additional effort of combating Tuberculosis in India by equipping people of Himachal with updated information of testing facilities, contact information of lab technicians, distance and route to the nearest facility, and detailed information of the diseases symptoms, diagnosis and treatment. Currently the already established testing facilities are inaccessible due to the states terrain, however, the mobile application supports the National Strategic Plan 2017-2025 of eliminating TB by making the application available on android, displaying designated microscopy centres, CBNAAT test facilities, TB X-Ray Facilities, requiring to fill a form highlighting symptoms, and a "Join Us" section for volunteers to the associated with the cause in both, Hindi and English.



Today, E-Tech Services application accounts for over 19,100 downloads with appreciation from individuals, panchayat heads, and other stakeholders at state, district, block and village level.

**4**

**The Statesman**

NEW DELHI, MONDAY 11 MARCH 2019

# Health minister launches TB MukT Himachal App

**STATESMAN NEWS SERVICE**

SHIMLA, 10 MARCH

Himachal Health and Family Welfare minister, Vipin Singh Parmar launched the "TB MukT Himachal App" at Bhawarna in Kangra district.

A Gurugram company, E-Tech services Private Ltd Company has provided free



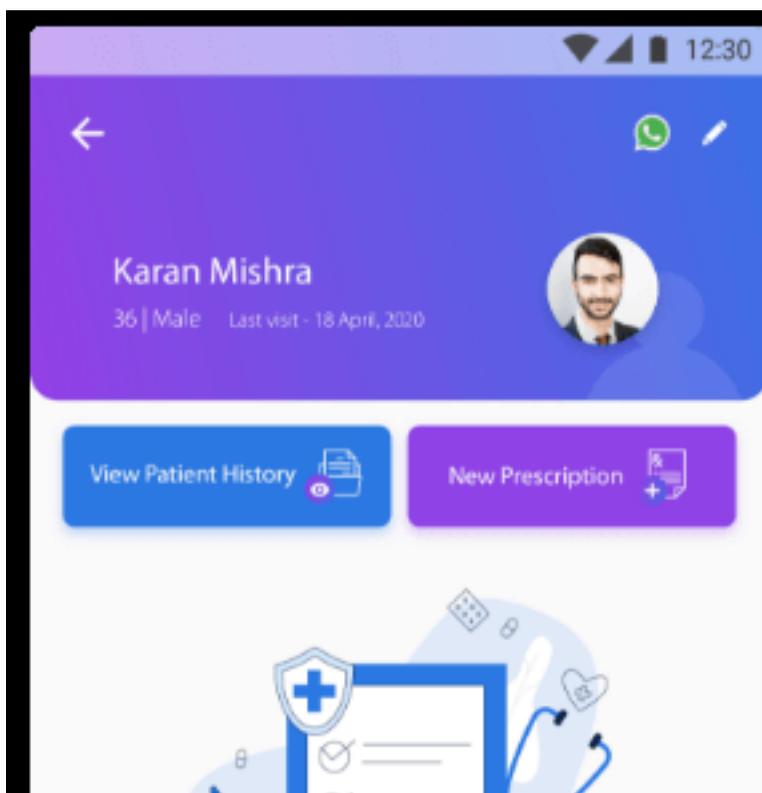
## SPECIAL MENTION

**Initiative Name:** Rx.mg  
**Organization:** Sustain AI Private Limited  
**Website:** <https://rx.mg>  
**App Link:** Content  
**Location:** Maharashtra, India



Rx.mg is a telemedicine initiative practicing delivery of clinical services with the use of telecommunications and information technology to bridge the gap between healthcare provider and the patient by rendering immediate and remote clinical services. The application allows to add patients to a single database accessible anywhere; at any time, create prescription templates, review patient history from the secure database, entertaining information of numerous clinics and hospitals, edit prescriptions as needed, refer to another specialist depending on the requirement of the patient.

Sustain AI's product currently involves over 5,000 doctors distributed across the country providing a centralised platform with the ability to upgrade.

A screenshot of the "Add New Patient" form in the Rx.mg app. The form has a purple header with a back arrow and the title "Add New Patient". Below the header is a circular "Add Photo" button with a plus sign and a camera icon. The form contains several input fields: "Full Name\*" with a "Speak now" button and a microphone icon; "Age\*" with the value "54"; "Mobile Number\*" with the value "9846587415" and an Indian flag icon; and "Gender\*" with three options: "Male", "Female", and "Other".



## Inclusion & Empowerment

**WINNER:** Aangan's mobile-based Family vulnerability assessment tool

**SPECIAL MENTION :** Farmprecise

**FINALIST :** Louis Braille

**FINALIST :** ScoutMe

## Inclusion & Empowerment – 04

### WINNER

**Initiative Name:** Aangan's mobile-based Family vulnerability assessment tool

**Organization:** Aangan Trust

**Website:** [http://bit.ly/Aangan\\_Dataogram-Pitch](http://bit.ly/Aangan_Dataogram-Pitch)

**App Link:** Content

**Location:** Maharashtra, India



Aangan's mobile-based Family vulnerability assessment tool seeks to change the management of data by involving communities to get involved and share their innate understanding, anecdotal evidence, insight and socio-cultural groundings. This application is used by community women volunteers in addition to field staff as their local intel on prevalent child risks allows for stakeholders to take collective action. In the current Covid-19 crisis, Aangan's mobile-based tool launched on DataOGRAM has accelerated the data collection process helping to assess priority risks experienced by vulnerable families, especially women and children, and take immediate steps to ensure their safety.

Aangan's tool has observed 4782 women volunteers collect hyperlocal data from over 108,050 families who are at-risk of unsafe migration, don't have access to healthcare insurance or formal financial system. This tool has helped community women volunteers and families keep over 225700 children safe from serious harms of early marriage, hazardous labour, trafficking and abuse.

### Scalability and Sustainability



## About Us



**Philosophy:** *Every child has a right to be safe, everywhere, everyday.*

### Key Personnel

1. Suparna Gupta, Founder
2. Atiya Bose, Chief Executive Officer
3. Chaitali Sheth, Chief Operating Officer
4. Dr. Smita Dharmam, Chief Training Officer

### Focus: Preventing Child Harm

We ensure that children who live in marginalized and disadvantaged communities and geographies are safe,



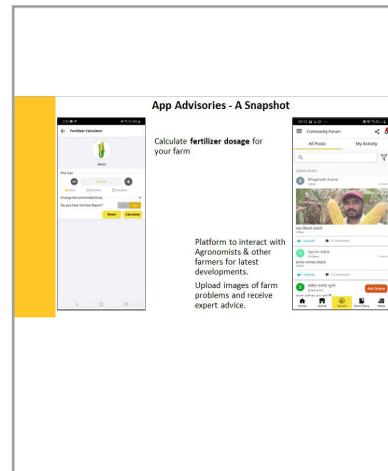
## SPECIAL MENTION

**Initiative Name:** Farmprecise  
**Organization:** Watershed Organization Trust (WOTR)  
**Website:** [www.wotr.org](http://www.wotr.org)  
**App Link:** <https://rb.gy/xem4py>  
**Location:** Maharashtra, India



**F**armprecise mobile application attends to farmers requirement of a dynamic system tailored to specific farms with weather-responsive advisories across key aspects of agricultural operations to mitigate weather-induced risks, lower the losses and cost of production, increase productivity and improve income. With options such as weather forecast for up to 5 days, fertiliser calculator, integrated pest disease library, crop specific advisories based upon sowing date of crop, forum for inquiry, and news covering all farming factors.

Watershed Organisation Trust (WOTR) has noted a significant impact with the farmers of Maharashtra, Madhya Pradesh, and Telangana who refer to the application for rainfall prediction. Further, the digital forum records grievances of approximately 50 farmers a day and the feature — 'Mandi' has allowed to safeguard hegemony of middlemen by sharing prices of nearby located Mandis.



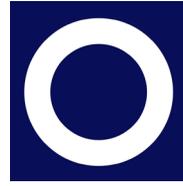
The banner features the FarmPrecise logo at the top, which consists of a stylized orange and green fruit with a leaf, set against a blue wave. Below the logo, the text reads 'FarmPrecise Personalized advisory for your farm'. The date 'March 2021' is centered. On the right, there is a smartphone displaying the app's home screen, which shows a weather forecast for 'Dharewadi' (28°C, Partly Sunny) and a 'Weather Forecast' alert for 'Thunderstorm is expected in the next week'. At the bottom, there are icons for 'My Crops - Advisory' including wheat, green beans, and tomatoes.

by **TR**  
ties & Ecosystems

Supported by **Qualcomm**  
wireless reach

## FINALIST

**Initiative Name:** Louis Braille  
**Organization:** Visioapps Technology Pvt Ltd  
**Website:** [www.visio-apps.com](http://www.visio-apps.com)  
**App Link:** <https://rb.gy/qpfkxr>  
**Location:** Haryana, India



Louie Voice Control is an accessibility application to help the visually impaired and blind users of smartphone applications. While leading voice assistants have their limitations of working within the selected application, Louie provides an end-to-end functionality, utilise each and all features of applications such as WhatsApp, YouTube, Uber, etc., and enable a continuous two-way interaction making the task more efficient.

The accessibility application holds the ability to do a complete booking including multiple stops, reading ride information, and if needed, making an emergency call.

Visioapps Technology's application is currently in its beta phase testing with nearly 300 users in 60 countries.



## Our product

**"Louie Voice Control:  
Control Apps hands-  
free"**

An Android app which lets you control your phone apps, just by voice commands.

Early Access on Play Store...

## FINALIST

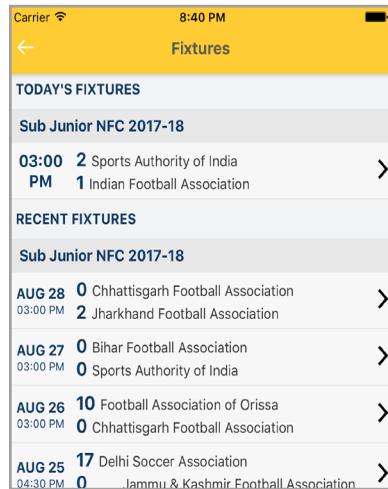
**Initiative Name:** ScoutMe  
**Organization:** ScoutMe  
**Website:** [www.scoutme.in](http://www.scoutme.in)  
**App Link:** <https://rb.gy/jremml>  
**Location:** Delhi, India

**SCOUTME™**

ScoutMe is an online scouting portal adopted by the All India Football Federation(AIFF) aiming to modernise the process of scouting in India by allowing to create, edit, organise and consult reports of potential talents. With 2 parallels — one being match based and the other being name-search based, any registered scout can publish a report of the player deemed fit.

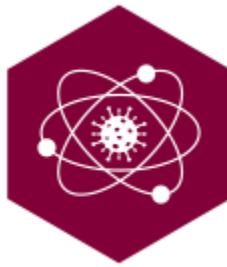
The scouting parameters established to recruit talent were developed in consultation with professional coaches allowing for assessment of the player distributed across 5 categories — tactical, technical, mental, physical and social. Additionally, the scouts are required to upload legitimate identification of the player.

Within 6 months, ScoutMe has registered over 30,000 players and signed 8,000 scouts who have published 1,600 reports.



TODAY'S FIXTURES	
Sub Junior NFC 2017-18	
03:00 PM	2 Sports Authority of India 1 Indian Football Association
RECENT FIXTURES	
Sub Junior NFC 2017-18	
AUG 28 03:00 PM	0 Chhattisgarh Football Association 2 Jharkhand Football Association
AUG 27 03:00 PM	0 Bihar Football Association 0 Sports Authority of India
AUG 26 03:00 PM	10 Football Association of Orissa 0 Chhattisgarh Football Association
AUG 25 04:30 PM	17 Delhi Soccer Association 0 Jammu & Kashmir Football Association





## Innovation@Covid-19

**WINNER:** Tara Hai Taiyar

**SPECIAL MENTION :** COVA Punjab

**FINALIST :** LocalQueue

**FINALIST :** CoronaMAP

**FINALIST :** Technology driven solution addressing supply chain and sustaining rural livelihood during Covid-19 pandemic

## Innovation@Covid-19 – 05

### WINNER

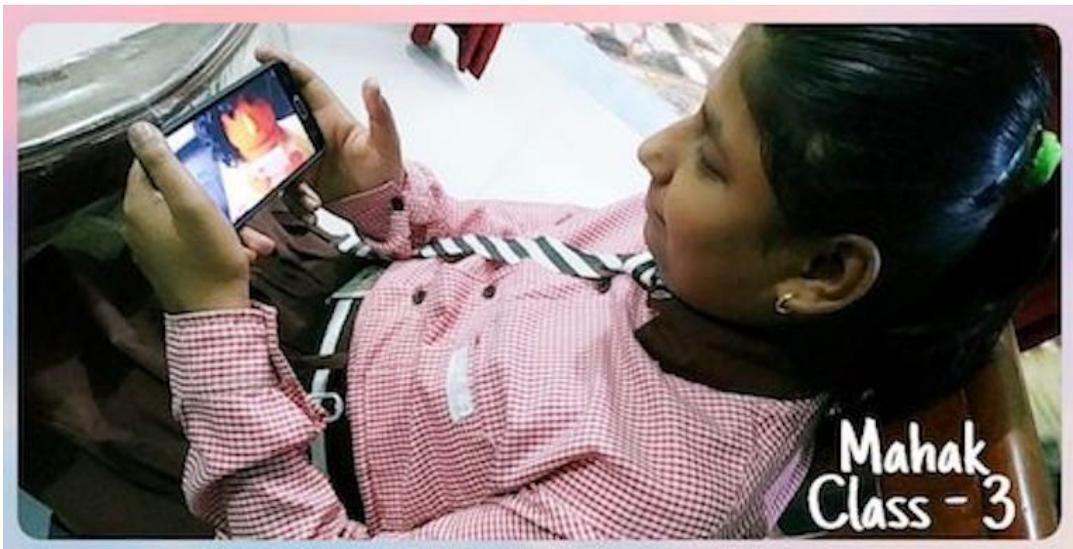
**Initiative Name:** 'Tara Hai Taiyar'  
**Organization:** UNICEF UP & The Puppetarians  
**Website:** [www.thepuppetarians.com](http://www.thepuppetarians.com)  
**Location:** Maharashtra, India



**T**ara Hai Taiyar' is UNICEF UP & The Puppetarians project to broadcast accurate information regarding the Covid-19 virus, dispelling myths and providing tools and methods to maintain physical and mental health with children, parents and teachers.

Through a video series with puppet characters, storytelling techniques are applied towards engaging with relatable content for children while disseminating accurate information regarding the ongoing pandemic.

'Tara Hai Taiyar' relayed on Doordarshan and Doordarshan U.P., broadcasted on community radio, and is available on govt. school and college websites. The Department of Women and Children welfare spread the content to thousands of district officials, and Swachh Bharat Mission allowed for it to reach Gram Panchayats.



## SPECIAL MENTION

**Initiative Name:** COVA Punjab

**Organization:** Department of Governance Reforms and Public Grievances

**Website:** [www.cova.punjab.gov.in](http://www.cova.punjab.gov.in)

**App Link:** <https://rb.gy/lqkpvv>

**Location:** Punjab, India



To facilitate effective contact tracing, quarantine enforcement, and provide reliable information to the citizens of the state, COVA Punjab is the digital solution developed by the Department of Governance Reforms and Public Grievances. The mobile application and portal has assisted multiple departments of the state by providing the option of labour registration, doctor-on-call, foreign travellers management, geo-tracking and breach management, issuing curfew passes, inventory management, and patient management including — home isolation, contact tracing, etc.

COVA Punjab recorded approximately 58 lakh installations reaching almost every family in the state, generated 16 lakh e-passes, registered 10 lakh labourers ensuring convenient movement and provision of essential supplies, 10 lakh mission Fateh registration ensuring individuals are aware of the health protocols, managed 5 lakhs incoming passengers, and 20,891 Covid-19 positive cases. Moreover, it was noted that 10,000 citizens breached the geo-fencing of home quarantine.



## FINALIST

**Initiative Name:** LocalQueue

**Organization:** SocialME

**Website:** www.localqueue.in

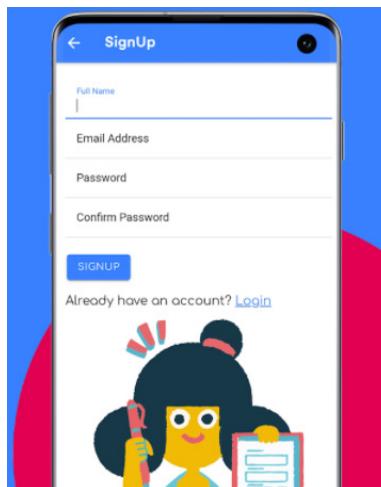
**App Link:** <https://rb.gy/teowjb>

**Location:** Uttar Pradesh, India



Local Queue is a platform acting as a market powered by Discoverability and Virtual Queues, built for both, vendors and consumers. The vendors provide a wide range of services in their locality to be availed by consumers on an open virtual marketplace. Consumers are able to utilise the service through the digital medium at the convenience and safety of their homes whilst avoiding unnecessary contact or waiting periods, and the vendors are given the opportunity of customer acquisition by promoting their product/service saving the cost of marketing.

SocialME's initiative has surveyed approximately 200 vendors and consumers with 76% signing up for early access, 54% vendors reporting a rise in sales, 78% recommending 'Local Queue' to others, 39% have rated it with 5 out of 5 stars, and 24% gave 4 out of 5 stars.



# LocalQueue

**Virtual Queues for your favourite services**

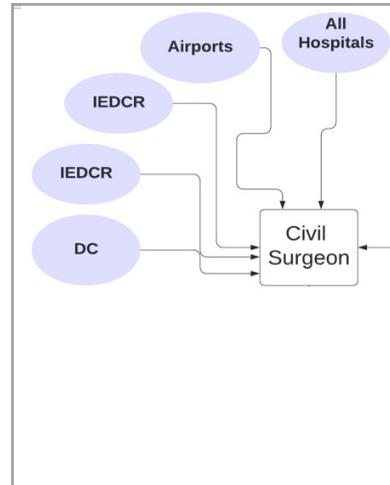
**Say Goodbye to hassle and crowd  
Say Hello to Social Distancing and Peace**

## FINALIST

**Initiative Name:** CoronaMAP  
**Organization:** Advanced Apps Bangladesh Limited  
**Website:** [www.coronamapbd.com](http://www.coronamapbd.com)  
**App Link:** <https://rb.gy/lpf5nj>  
**Location:** Dhaka, Bangladesh

**CORONA  
MAP**

CoronaMAP is the initiative of Advanced Apps Bangladesh to gather information on moving Covid-19 affected patients to recommend a quick solution. The purpose of the application is to provide one platform for gathering information of Covid-19 suspected individuals including — tracking prior movement through smartphone GPS, alerting and instructing containment circles, ensuring home quarantine by establishing communication with concerned authorities, and spreading awareness regarding the virus. These efforts allow for speedy contact tracing, ensuring safety protocols avoiding large scale spread and infection amongst the medical staff, and serves to protect the privacy and data of the user. Advanced Apps for Bangladesh enables access to information such as address and information of the hospitals, police stations, DC's and civil surgeon offices, help those suffering from hunger, and measure perception of economics at the national and personal level.



Days	1	2	3	4	5	6	7	8	9	10	11	12	13	14
[Map of Dhaka with location markers]														
<b>Special User Details</b>		<b>7th Day</b>												
Name: Test Corona Suspect		<b>Status : Home Quarantine</b>												
Name: Test Corona Suspect		Update Status : Home Quarantine												
Division: Dhaka, District: Dhaka														

# FINALIST

**Initiative Name:** Technology driven solution addressing supply chain and sustaining rural livelihood during Covid-19 pandemic  
**Organization:** Reliance Foundation  
**Website:** www.reliancefoundation.org/rural-transformation  
**App Link:** Service, Content  
**Location:** Maharashtra, India



Technology-driven solution addressing supply chain and sustaining rural livelihood during Covid-19 pandemic' is Reliance Foundation effort to repair the interrupted supply chain of agricultural and livestock farmers due to the nation-wide lockdown. Since the markets remained inaccessible for farmers due to local conditions, through its information services — Reliance foundation leveraged existing technology platforms to bridge the supply chain gap by — connecting impacted producers with policymakers, department officials, scientists and other appropriate experts; organising interactive programmes across 177 districts of 18 states; resolve individual queries through virtual interaction; and assist in linkage with government schemes.

The impact was noted as 5,986 farmers were connected to various marketing avenues, 12,236MT. of produce was facilitated, INR 26.3crore worth of produce was sold through the digital outreach, and 50 FPO's (under U.P. Bioenergy Board) submitted the E-NAM registration procedure with the help of Madni Parishad Officials in Uttar Pradesh.





## Learning & Education

**WINNER** : First Bell Digital Classes

**WINNER** : WISE

**WINNER** : Digital Sakshar

**SPECIAL MENTION** : A/L Kuppiya

**FINALIST** : e-Vidyavahini

## Learning & Education – 05

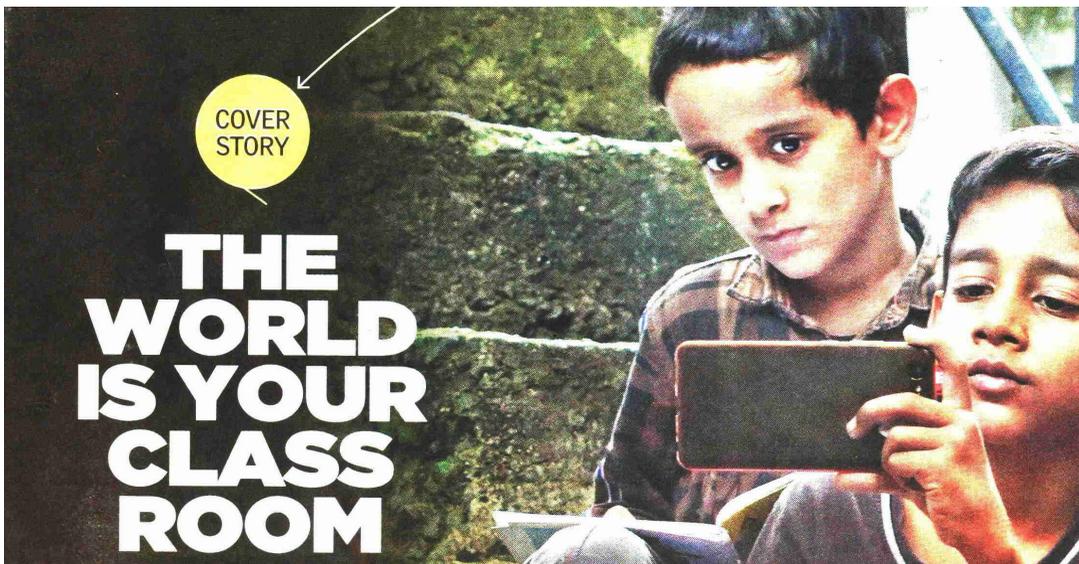
### WINNER

**Initiative Name:** First Bell Digital Classes  
**Organization:** Kerala Infrastructure and Technology for Education (KITE), Govt of Kerala  
**Website:** [www.kite.kerala.gov.in](http://www.kite.kerala.gov.in)  
**App Link:** Content  
**Location:** Kerala, India



**F**irst Bell Digital Classes is the byproduct of the pandemic providing digital classes through KITE VICTERS education channel irrespective of geographical and socio-economic background. Within 2 weeks, over 15,000 schools of Kerala received 1.2 lakh laptops, 27 TB of data was downloaded in a single day through the VICTERS website, the YouTube channel crossed 1 million subscribers, and the mobile application crossed the 16.60 lakh download mark. Furthermore, the content is available in Kannada and Tamil on the YouTube channel.

Kerala Infrastructure and Technology for Education's effort to revive classes amidst the pandemic with limited resource availability is highly utilised and appreciated by parents, children, and teachers. With the successful completion of Hi-tech projects at Primary and Secondary levels, a sufficient number of ICT equipment ensured the students deprived of internet connectivity or television at their homes.



## WINNER

**Initiative Name:** WISE

**Organization:** Wise Leap technologies Pvt Ltd.

**Website:** www.wiseapp.live

**App Link:** https://rb.gy/bzwj2i

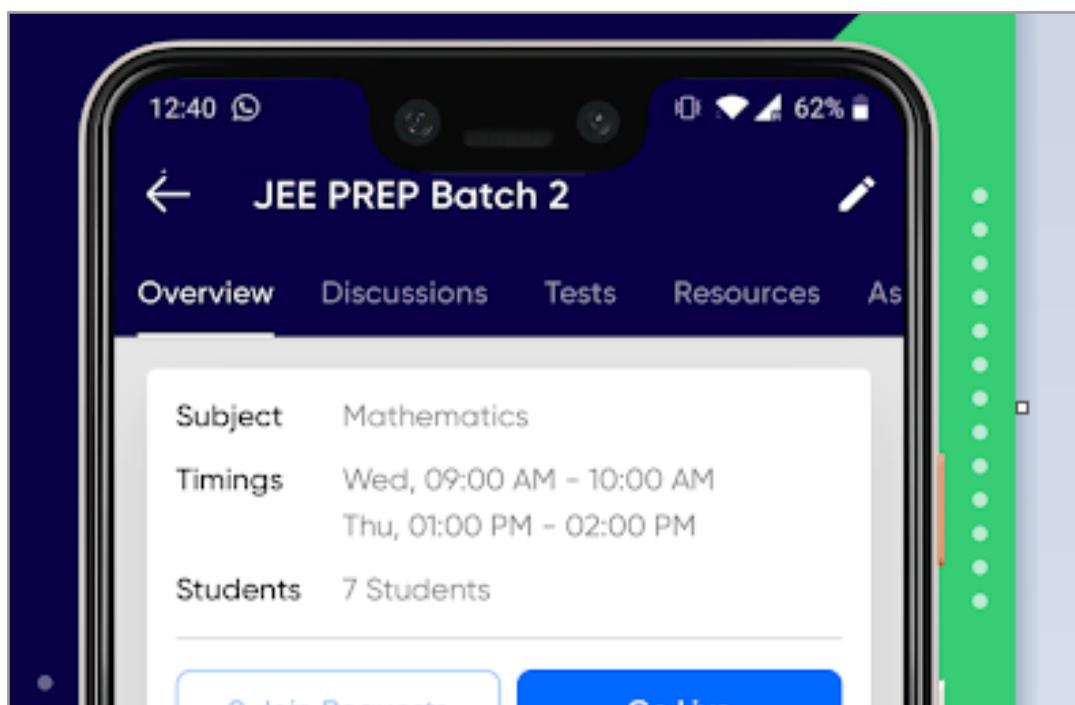
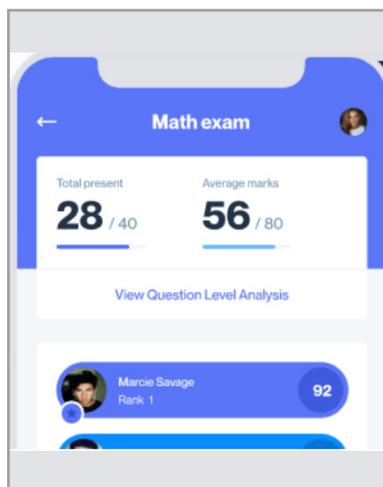
**Location:** Karnataka, India



**W**ISE App provides access to quality online education focusing on two aspects. It equips all features necessary to curate a holistic learning experience while also easing the tech adoption process for teachers/students through seamless enrolment of students, integrated live classes without logging in, assessments with written/oral feedback, sharing of study material, discussions for peer learning, automated attendance and the ability to work on low internet bandwidth.

The digital learning experience of Wise Leap Technologies is used by 15,000+ teachers and over 60,000 students spread across the country.

Moreover, multiple NGO's such as Aga Khan, Building Blocks, etc. are teaching underprivileged children through the medium and adoption by the J&K govt. is in the process considering its functionality on 2G bandwidth.



## WINNER

**Initiative Name:** Digital Sakshar  
**Organization:** Pratham InfoTech Foundation  
**Website:** www.digitalsakshar.com, www.pif.org.in  
**App Link:** Service  
**Location:** Maharashtra, India



Digital Sakshar Free Learning App is for children enrolled in Govt. and low-income private schools, mostly from a weak socio-economic background providing a multimedia-rich experience that is enhanced and more informative in comparison to school textbooks including the reference material. To ease the process of learning, it allows the learner to choose the pace, communicate complex information with the option of on-demand video, access the digital content published in Marathi, Hindi and English, conduct regular assessments, and all at no cost.

Today, Pratham InfoTech Foundation's content has reached 24 states and 2 union territories while approaching 5 lakh+ students with its direct program, and 95 lakh+ students in partnership with the Government of Maharashtra and Bihar through television and radio.



## SPECIAL MENTION

**Initiative Name:** A/L Kuppiya  
**Organization:** Crayons education Pvt Ltd  
**Website:** www.alkuppiya.lk  
**App Link:** <https://bit.ly/35ap52Q>  
**Location:** Malabe, Sri Lanka



A/L Kuppiya is a supplementary class video-on-demand EOD system for advanced level students of Sri Lanka. By giving access to video lessons anytime — anywhere of highly recognised tutors available, the web and mobile-based application allow access to 21 core subjects streams of advanced level. Further, the division of teachers is based upon four categories: grade 12th, grade 13th, revision and practical, all compiled by the video editing team, verified by teachers, and published on A/L Kuppiya.

Crayons Education invited partnership with Sri Lanka largest communication and internet provider — Sri Lanka Telecom(SLT) as A/L Kuppiya is the one of a kind of platform maintaining quality.



## FINALIST

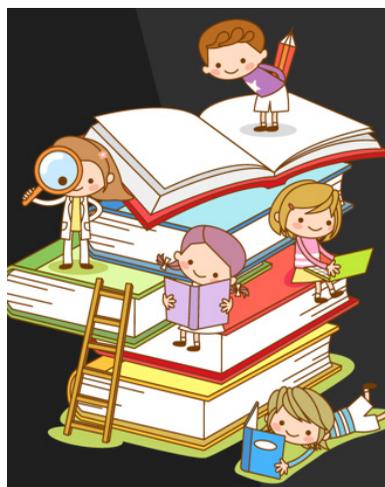
**Initiative Name:** e-Vidyavahini  
**Organization:** Jharkhand Education Project Council (JEPC)  
**Website:** [www.evidyavahini.jharkhand.gov.in](http://www.evidyavahini.jharkhand.gov.in)  
**App Link:** <https://rb.gy/rwofqe>  
**Location:** Jharkhand, India



**E**-Vidyavahini is the project of Jharkhand Education Project Council to create a single centralised dynamic platform for monitoring key parameters assuring the quality of education and serve as a grievance platform for schools and education officials. The mobile-first design creates a seamless user experience to provide — ‘Learning Outcome Monitoring’ to measure student performance, ‘Leave Management’ for teachers to manage sanctioned leaves, and ‘School Facility and Infrastructure Monitoring’ for resource management operable online and offline.

The e-Vidyavahini with its functionality ensures transparency and accountability of school administration, seamless communication and information exchange with departments and schools, and additional opportunity for scalability and interoperability with other existing systems through the application’s service-oriented architecture.

Until now, Jharkhand Education Project Council has been able to establish a unified database of students for the entire state, project transparency on school performances for public and administrators, monitor scheme implementations on learning outcomes, and efficient allocation of funds on educational projects.



*“Knowledge is Power : Information is liberating  
Education is the premise, of progress, in every  
society, in every family...”*

— Kofi Annan



## Media & Entertainment

**FINALIST** : App based Mobile Radio - 1st Internet based  
Community Radio for World Community of Uttrakhand

## Media & Entertainment – 01

### FINALIST

**Initiative Name:** App based Mobile Radio - 1st Internet based Community Radio for World Community of Uttarakhand

**Organization:** Raibar Communications

**Website:** [www.raibarcommunications.org](http://www.raibarcommunications.org)

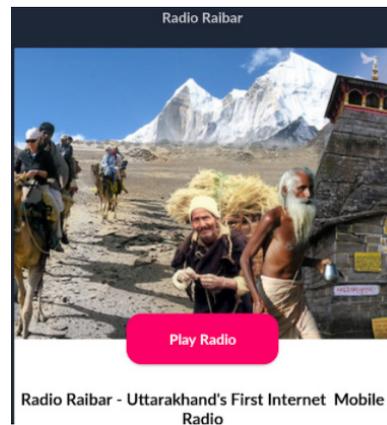
**App Link:** <https://rb.gy/uduj8x>

**Location:** Delhi, India



Radio Raibar Communications introduced the first app-based community radio of Uttarakhand — 'Radio Raibar' with the purpose of establishing a proper communication channel in Uttarakhand sharing developmental information. Since almost every youth/adult has access to an internet connection, the low-cost solution allows for the dissemination of knowledge through audio programmes, interviews, and music in Hindi, Garhwali, Kumaoni, Jaunsari and Pahari vernaculars.

Radio Raibar functions as an effective tool to revive the cultural aspect of Uttarakhand. With over 2,500 families tuning in, the livelihood has holistically developed to preserve the art and heritage of the state. Moreover, the feedback is shared through WhatsApp by people all over the world.





## Smart Settlements & Urbanization

**FINALIST** : RITS Browser

# Smart Settlements & Urbanization – 01

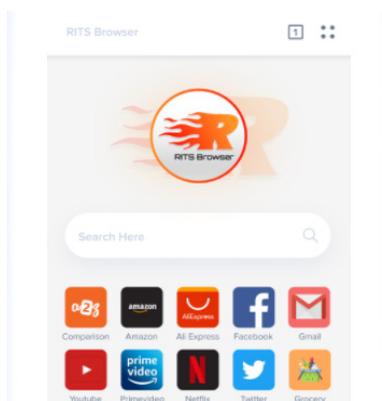
## FINALIST

**Initiative Name:** RITS Browser  
**Organization:** Raise IT Solutions Ltd  
**Website:** [www.ritsbrowser.com](http://www.ritsbrowser.com)  
**App Link:** <https://rb.gy/yj1nuq>  
**Location:** Dhaka, Bangladesh



**R**ITS Browser is a private browser that curates content and services while safeguarding the privacy of the user. Web-based platforms hold an unlimited amount of information making it harder to distinguish between verified content, service or product. For the same, Raise IT Solutions provides a safe solution barring — internet marketers to exploit personal information and fake news, while smartly curating authentic stories, news, and videos at three times faster speed than a regular browser. Moreover, the application allows reward points to its users.

The private browser has over 2 million users spread across 210 nations, an average user rating of 4.1. with 90% of millennial users.



## Solution: RITS Browser<sup>+</sup>

- Smartly curates content and services.***
- Saves time, money, effort & give reward points.***
- Filter fake news.***
- Complete peace of mind and fun to use.***



Play online and offline game and earn points



Use points and add values to your life



Enjoy content 3 times faster



Get aggregated & customized content

# MEET THE JURY

The Grand Jury for the 11th edition of mBillionth Awards 2020-21 was successfully held on March 16, in a virtual mode. This year, we have received a total of 185 nominations across 10 categories. Out of which, 31 entries were selected after the first round of screening for the final evaluation by the Jury members. A panel of 15 Jurors deliberated, voted, and shortlisted the filtered nominations for Winners and Special Mentions.

The list of Winners and Special Mentions will be announced on May 17, 2021 through our website and social media.

**11<sup>th</sup> mBillionth Awards South Asia 2020-21**  
Saluting Mobile Innovations for Development

## MEET THE JURY

 <p><b>Chetna Chawla</b> Technology Director (Sea) Dai Global</p>	 <p><b>Dr. Gyana Ranjan</b> -Assistant Professor, Central University of Rajasthan,</p>	 <p><b>Anurati Srivastva</b> Project Officer, UNESCO MGIEP</p>	 <p><b>Jagdish kumar Karshanbhai Dhanani,</b> Managing Director, Digital Agrimedia</p>	 <p><b>Deepak Maheshwari</b> Public Policy Consultant</p>	 <p><b>Rohit Tirkey</b> Head of Business &amp; Marketing, Jiny, Inc.</p>	 <p><b>Sanjaya Mishra</b> Education Specialist, Commonwealth of Learning</p>
 <p><b>Natasha Badhwar</b> Independent Film-Maker, Author &amp; Columnist</p>	 <p><b>Naghma Mualla</b> President &amp; COO EdelGive Foundation</p>	 <p><b>Mukul Chhabra</b> Co-Founder &amp; CEO Swapeco Solutions Pvt. Ltd.</p>	 <p><b>Subhashish Bhadra</b> Principal, Omidyar Network</p>	 <p><b>Hemavathi Murthy</b> Vice President &amp; Chief Analytics Officer, Englishhelper Education</p>	 <p><b>Vikas Chauhan</b> Co-Founder, 1mg Technologies</p>	 <p><b>Dr. Syed Kazi</b> Advisor, DEF &amp; Director, Council for Social and Digital Development (CSDD)</p>

 9278089024, 8586914208     [mbillionth@defindia.net](mailto:mbillionth@defindia.net)     [mbillionth.in](http://mbillionth.in)





## **DR. GYANA RANJAN**

**Assistant Professor, Department of Public Policy, Law and Governance, Central University of Rajasthan, Government of India**

**D**r Gyana Ranjan Panda currently works as an Assistant Professor in the Department of Public Policy, Law and Governance at the Central University of Rajasthan. His expertise includes Public Policy, ICT and Development, Digital Policy and Regulation in India. He is also a visiting professor in the School of International Relations

and Public Affairs in the Shanghai International Studies University (SISU), China. Dr. Panda was formerly associated with the Centre for Budget and Governance Accountability (CBGA), a New Delhi based Think-Tank on the issues pertaining to Budgets and Governance in India.

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## **ANURATI SRIVASTVA**

**Project Officer, Unesco Mgiep**

**A**nurati is a learning experience and game designer, creative technologist, and new media artist. She has over 5 years of experience working in the education sector with UN agencies, non-profits, and government bodies reimagining the future of learning using technology and human-centered design. Currently, she works in the Games for Learning team at UNESCO MGIEP, creating innovative online curricula, and visual

narratives around digital games that promote social-emotional learning. Formerly, she was the Product Manager at Katha, where she led the product development of the storytelling and games mobile app KathaKhazana. She is passionate about using the power of play, creative storytelling, and emerging technologies to enable a generation of curious and empathetic learners.

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## **JAGDISH KUMAR KARSHAN BHAI DHANANI**

**Managing Director, Digital Agrimedia**

**J**agdish Kumar is a Managing Director of Digital AgriMedia. He has experience of more than 32 years in agriculture and allied fields. He has successfully established Digital AgriMedia, which is working on Digital Village for the farmers

by providing them latest scientific agricultural knowledge and information to raise their productivity and prosperity since 2005.

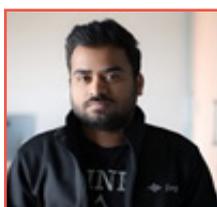


## DEEPAK MAHESHWARI

**Public Policy Consultant**

**D**eepak Maheshwari has a keen research interest in the interplay of policy with technological innovations and socio-economic development, especially in the Digital Ecosystem. He is a Senior Fellow at Centre For The Digital Future (CDF); a Senior Visiting Fellow at Indian Council for Research on International Economic Relations (ICRIER); a Distinguished Fellow at Consumer Unity and Trust Society (CUTS) and Advisory Board Member at the Software Freedom Law Centre, India (sflc.in). He has served as Global Chair of the IEEE Internet Initiative; Secretary of the ISP

Association of India; Chair of the BSA Asia-Pacific Policy Committee, Chair of the AMCHAM India Cyber Security Committee and on the Board of IIM Ahmedabad-Idea Telecom Center of Excellence. He was also a member of the Committee on Artificial Intelligence and the Working Group on Cloud Computing, both constituted by the Government of India. A strong believer in the transformative power of public – private partnerships, he co-founded National Internet Exchange of India (NIXI) and the ITU-APT Foundation of India.



## ROHIT TIRKEY

**Head of Business & Marketing,  
Jiny, Lnc.**

**A**n entrepreneur at heart, Rohit currently spearheads business and marketing for Leap. is (Previously Jiny). Through Jiny (the parent co. of leap) he set out to solve a huge problem

that exists in our country – Digital Literacy. Prior to this, he has co-founded 2 startups Campus Hash and DoSelect. He also acts as a consultant to help several non-profit organizations.



## SANJAYA MISHRA

**Education Specialist,  
Commonwealth Of Learning**

**D**r Sanjaya Mishra joined COL as Education Specialist: eLearning at its headquarters in Canada in 2015. Previously, he served COL as Director of the Commonwealth Educational Media Centre for Asia (CEMCA)

Dr Mishra is one of the leading scholars in open, distance and online Learning. Prior to joining COL, he was Programme Specialist (ICT in Education, Science and Culture) at UNESCO, Paris.



## NATASHA BADHWAR

**Independent Film-Maker,  
Author & Columnist**

**A** post graduate in Mass Communications, Natasha started her career as one of India's first women camera persons in news television. She has worked with NDTV for 13 years and resigned as Vice President, Training and Development.

journey of solidarity through a wounded India. She leads the media team at Karwan e Mohabbat – a people's campaign devoted to the universal values of the constitution. She is also an author of many popular memoirs.

Along with Harsh Mander and John Dayal, she has co-edited Reconciliation – Karwan e Mohabbat's

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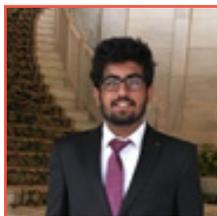
## CHETNA CHAWLA

**Technology Director (Sea)  
Dai Global**

**M**s Chetna Chawla is Technology transformation/ innovations professional with over 20 years of progressively responsible positions in leadership roles. She works with DAI Global Technology Director leading the digital health portfolio for South-East Asia and supports large global strategic initiatives cutting across other sectors. For the past 8 years, Chetna has

been engaged with International Social Enterprises focusing on delivery of digital/ eGovernance solutions and leadership on digital health programs in under developed & developing countries. Prior to this, She has been part of large technology consulting organizations – Deloitte and KPMG.

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## MUKUL CHHABRA

**Co-Founder & Ceo  
Swapeco Solutions Pvt. Ltd.**

**M**ukul is a Co-founder & CEO at "Swapeco", a waste management startup that provides a digital recycling platform (App/Web) where users can dispose of their recyclables in an

organised and rewarding way. He was also a Co-founder & Ex-CTO at DroneMed. Mukul is an Electronics & Communication Engineering Graduate from IIT Delhi.

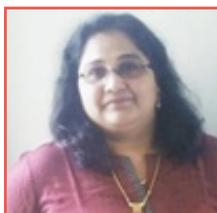


## SUBHASHISH BHADRA

**Principal,  
Omidyar Network**

Subhashish Bhadra is a Principal at Omidyar Network India, and invests in both for-profit and non-profit entrepreneurs who help make the data economy more inclusive, privacy-protective, secure, transparent, and well-governed. He writes extensively on data protection, internet governance, digital ID and regulatory design.

A Rhodes Scholar, Subhashish received an M.Phil. in economics from Oxford University and a B.A. in economics from St. Stephen's College, Delhi.



## HEMAVATHI MURTHY

**Vice President & Chief Analytics Officer,  
Englishhelper Education**

Hema Murthy is Vice President & Chief Analytics Officer at EnglishHelper Education Technologies. EnglishHelper is an education technology company providing affordable learning solutions to millions of learners from under-served & low-income segments in India and globally. Hema has over two decades' experience in data analytics.

At EnglishHelper, she is instrumental in applying her experience in analytics, measurement and assessment to enhance product & service delivery to customers.



## VIKAS CHAUHAN

**Co-Founder,  
1mg Technologies**

Vikas Chauhan is the Co-founder at 1mg, which is India's largest digital health platform offering a wide range of health care services. Prior to 1mg, he worked at HealthKart, which is India's largest nutrition eCommerce business.

Vikas started his entrepreneurial journey with FreshnDaily, which was India's first e-grocery. Post

that, he forayed into healthcare with HealthKart and then 1mg. At 1mg, Vikas drives all Strategic initiatives, with a focus on Pharma, Insurance and Corporates. He has a bachelor's degree in Engineering and an MBA from K. J. Somaiya Institute of Management.



## **NAGHMA MULLA**

**President & COO  
EdelGive Foundation**

**N**aghma Mulla serves as the President, the Chief Operating Officer (COO) and Board Member of EdelGive Foundation, the philanthropic initiative of Edelweiss Group – one of India’s leading diversified financial services group.

Over the last nine years, Naghma has been instrumental in strategically driving the vision of social transformation by steering the holistic development of small to medium-sized grassroots NGOs spread across the span of India.

Naghma is also a member of the Core Committee of the India Climate Collaborative (ICC) – a collaboration of India’s leading philanthropies committed to addressing the climate crisis in India.

## EVENT PARTNER



### Organizer – DEFIndia

**D**igital Empowerment Foundation aims to connect unreached and underserved communities of India in an effort to bring them out of the digital darkness and empower them with information access through last mile connectivity, digital literacy and digital interventions. With the motto to 'Inform, Communicate and Empower,' DEF aims to find sustainable ICT solutions to overcome information poverty in remote and rural locations of India. In an effort to achieve this aim, DEF has

adopted a multi-stakeholder approach and a six-fold path to enable communities, governments, schools, civil society organisations and micro-enterprises to avail the benefits of the Information Age. Under this six-fold programme approach, DEF initiates projects in the areas of Access & Infrastructure; Education & Empowerment; Governance & Citizen Services; Markets & Social Enterprises; Knowledge Hub & Network; Research & Advocacy.



### Institutional Partner- World Summit Award (WSA)

**T**he World Summit Award (WSA) is a global activity to select and promote the world's best e-Content and most innovative ICT applications. It offers a worldwide platform for all who value the creative use of ICTs and who are committed to making today's information society more inclusive. WSA was initiated by Austria in 2003 in the framework of the United Nations' World Summit on the Information Society (WSIS) and is organised by a global partner network, coordinated

by the International Center for New Media. WSA partners come from governments, the private sector and civil society in over 178 UN member states.

