

**mBillion<sup>th</sup>**  
award south asia 2014

# CELLULAR IMPACT

SOUTH ASIA'S SELECT MOBILE INNOVATIONS

# 2014





**VODAFONE AD**



(1st) **mBillion<sup>th</sup>**  
award south asia 2014

# CELLULAR IMPACT

SOUTH ASIA'S SELECT MOBILE INNOVATIONS

# 2014

M-HEALTH



M-TRAVEL & TOURISM



M-GOVERNANCE



M-ENTERTAINMENT



M-INCLUSION



M-BUSINESS & COMMERCE/BANKING



M-EDUCATION & LEARNING



M-AGRICULTURE AND ECOLOGY



M-CULTURE & HERITAGE



M-NEWS & JOURNALISM



M-WOMEN & CHILDREN





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**300** Total Entries

**282** Total Nominations after Screening

**91** Finalists

**24** Winners

**11** Runners Up

**06** Special Mentions

**02** Chairman's Distinctions

## COUNTRY WISE NOMINATIONS (300)

**03** Afghanistan

**15** Bangladesh

**00** Bhutan

**236** India

**00** Maldives

**08** Nepal

**11** Pakistan

**27** Sri Lanka

## COUNTRY WISE WINNERS (24)

m-Agriculture and Ecology **03**

m-Business & Commerce/Banking **02**

m-Culture & Heritage **01**

m-Education & Learning **02**

m-Entertainment **02**

m-Governance **03**

m-Health **02**

m-Inclusion **03**

m-Travel & Tourism **03**

m-Women & Children **03**



## COUNTRY WISE FINALISTS (91)

Afghanistan 01

Bangladesh 04

Bhutan 00

India 70

Maldives 00

Nepal 03

Pakistan 06

Sri Lanka 07

## CATEGORY WISE NOMINATIONS (300)

31 m-Agriculture and Ecology

35 m-Business & Commerce/Banking

12 m-Culture & Heritage

44 m-Education & Learning

29 m-Entertainment

17 m-Governance

43 m-Health

13 m-Inclusion

12 m-News & Journalism

28 m-Travel & Tourism

36 m-Women & Children

## CATEGORY WISE FINALISTS (91)

m-Agriculture and Ecology 13

m-Business & Commerce/Banking 07

m-Culture & Heritage 03

m-Education & Learning 11

m-Entertainment 09

m-Governance 06

m-Health 11

m-Inclusion 07

m-News & Journalism 03

m-Travel & Tourism 11

m-Women & Children 10



## THE MBILLIONTH AWARD SOUTH ASIA 2014: WINNERS (24)

### **m-Agriculture and Ecology** - 03

Farmer Query System – Bangladesh  
Fisher Friend Mobile Application – India  
Mobile Apps for Farmers – India

### **m-Business & Commerce/Banking** - 02

Swosti Limited – Bangladesh  
MobiKwik Consumer Wallet – India

### **m-Culture & Heritage** - 01

Pashto multi-purpose Dictionary – Pakistan

### **m-Education & Learning** - 02

Sipsala – Sri Lanka  
Jobseekers – India

### **m-Entertainment** - 02

ToffeeTV – Pakistan  
Saavn Music – India

### **m-Governance** - 03

Labor Permit @ Sparrow SMS - Nepal  
NextDrop – India  
Citizen's Connect – SMC Mobile App – India

### **m-Health** - 02

Managing public-health supply chains using mobile phones – India  
Rural Health Management Information System using mobile/tablets – India

### **m-Inclusion** - 03

Bhasha Helakuru – Sri Lanka  
Accessible Places – India  
Halaat-o-Meter – Pakistan

### **m-Travel & Tourism** - 03

RailYatri.in Mobile App – India  
mGaadi – India  
TaxiPixi – India

### **m-Women & Children** - 03

RUDI Sandesha Vyavhar – India  
Lunacycle – India  
Safetipin – India

## THE MBILLIONTH AWARD SOUTH ASIA 2014: SPECIAL MENTIONS (6)

### **m-Agriculture and Ecology** - 02

Plant and track trees with "SankalpTaru G1" Mobile Application – India  
CropIn – India

### **m-Education & Learning** - 01

Indian Pride – India

### **m-Governance** - 01

Passport Seva Project Mobility Solution – India

### **m-Health** - 02

Amakomaya "Developing mobile based application to support pregnant women in Mountain of Nepal – Nepal  
Paywast mHealth Call Centers for Maternal Health – Afghanistan



## THE MBILLIONTH AWARD SOUTH ASIA 2014: CHAIRMAN'S DISTINCTIONS (02)

### **m-Agriculture and Ecology** - 01

Caddisfly – India

### **m-Health** - 01

Sampark Setu – India

## THE MBILLIONTH AWARD SOUTH ASIA 2014: RUNNER UP (11)

### **m-Business & Commerce/Banking** - 03

Expense Tracker 2.0 – Sri Lanka

Tracklo! – India

Zippr for Every Indian – India

### **m-Education & Learning** - 03

Perfect My English – India

Pocket Science – India

Story Time for Kids – India

### **m-Health** - 01

GP (Grameenphone) Health SMS Tips –

Bangladesh

### **m-News & Journalism** - 01

Letshootup – India

### **m-Travel& Tourism** - 01

Patiala Green Cabs - Patiala Gedh – India

### **m-Women & Children** - 02

MyNino – India

Citizen COP – India





## 5 years and still counting

*Story of how an award platform can empower millions through innovations*

Five years back a baby, the mBillionth Mobile Award, was born to its mother called the Manthan Award. In half a decade, the mBillionth Award has not only grown geometrically, but because of its rela-

tion with mobile and telecom, its contextual impact has seen a multiplier impact. Since 2010, the mBillionth Award, as an annual initiative, has been able to aggregate more than 12,000 app, mobile and telecom applications across diverse streams of business, health, agriculture, governance, women and child, journalism, citizen media, culture and heritage, travel and tourism, entertainment, gaming, commerce and financial inclusion.

While the record says that initially, most of the applications that we got as nominations were based on simple mobile applications like SMS, IVR, Helpline, Voice, mix of radio/audio and mobile, broadly categorised under VAS (value added services), gradually the entries started pouring in in the form of apps. This year, when we looked at the nominations, most of the applications were pure Apps, and that too mostly belonged to

Android platform. And if one goes deeper into the subject, health, agriculture and governance led the maximum number of nominations, clearly showing what is priority in the South Asian countries.

We always see mBillionth Award and its categories, nominations and participations as indicator to regional and national trend. Needless to mention that mobile penetration has multiplied in the

*Mobile penetration has multiplied in the last five years to reach the population almost 74% in India, 81% in Sri Lanka, 77% in Pakistan, 70% in Bangladesh, and 87% in Nepal.*

last five years to reach the population almost 74% in India, 81% in Sri Lanka, 77% in Pakistan, 70% in Bangladesh, and 87% in Nepal. However, the corresponding Internet penetration, as percentage of population in the South Asian countries is unsatisfactorily low in general and India lags behind all others in



the region. For example, while India has Internet penetration of 12.5%, Pakistan has 16%, Bangladesh has 21%, and Sri Lanka has 18.3%. Interestingly, if you look at the smart phone penetration in these countries, the number is quite close to those of Internet penetration. For examples, India's percentage



*More concretely, we have started MAFIC (mBillionth Angel Funding & Incubation Center) this year in order to provide incubation support to many of those young applicants of mBillionth award, but even beyond that, anybody who has hunger and passion to develop apps which promises to address key development, governance, and service delivery challenges.*



of smart penetration is just 16.8, which can lead to assumption that Internet access and ownership of high-end device is directly proportional.

Notwithstanding this, it is the smartphone that gives the real experience of the Internet and data access than feature phones.

We are hoping that the next revolution is going to be more mobile than any other digital platform. With increasing mobile users in India and other South Asian countries, the next wave is going to shift towards access to information or consumption of information through the medium of Apps

using smartphone devices riding on high bandwidth. The countries that will delay their broadband access on mobile can lag in progress and overall developmental indices.

At mBillionth we hope to cover the rest of the journey with all our partners who have always supported this endeavour in the larger interest of the nation and regional cooperation, and if we can mention their name, they would be, Vodafone, Vodafone Foundation, Public Interest Registry, Qualcomm, Intel, Internet Society, and above all those thousands of applicants who are the pillars of this platform which does not only provide recognition, but most importantly creating and strengthening a knowledge platform that enriches each and every stakeholder.

More concretely, we have started MAFIC (mBillionth Angel Funding & Incubation Center) this

year in order to provide incubation support to many of those young applicants of mBillionth award, but even beyond that, anybody who has hunger and passion to develop apps which promises to address key development, governance, and service delivery challenges.

I would like to end this introductory note with the mention of the Mint newspaper, which has been the inception partner of mBillionth Award, and continues to provide huge platform to share the innovations that is brought forth through the mBillionth Award, and supports us in all possible ways.

*With warmest regards,*

**Osama Manzar & the Entire DEF Team**





# Mobile and masses

*From luxury to necessity*

**T**wo decades ago, when the first cellular call was made in India in 1995, no one could have predicted its future here. Yet today, millions of people are connected via this incredible innovation, giving a

new fangled meaning to how the world communicates every day.

Like every other revolution, it started small, but the last decade has changed the status of mobile phones, from being a luxury to a necessity. Who would believe that a technology that could only attract about five million subscribers in the first six years of its introduction in India, now adds millions of subscribers each month. With around 893

million wireless subscribers (January 2014) and around 116 million smartphone users (January 2014), India has reached a tele-density of around 72.18. Every great opportunity comes with a greater responsibility. Vodafone understands and believes that a lot of good can be done by leveraging the mobile technology and platform to address some of India's critical social and developmental challenges in both rural and

urban communities. The Vodafone Foundation, guided by its philosophy of 'Mobile for Good' works with partners from the developmental sector to address several challenges pertaining to health, education, access among others amidst the community, while driving innovation, disseminating knowledge, and creating shared value to improve lives in India.

Through its flagship programme

*A technology that could only attract about five million subscribers in the first six years of its introduction in India, now adds millions of subscribers each month.*

– The Mobile for Good Awards, Vodafone Foundation has for the last three years, recognized and supported emerging talent and innovative mobile solutions from NGOs/NFPs that facilitate community empowerment and inclusive growth in the areas of Governance, Health, Education, Agriculture & Environment and



Women Empowerment & Inclusive Development. Thus far, these awards have supported 13 social organisations by providing them requisite funding support and mentorship to build capacity, expand outreach and enhance impact.

Another important area of focus



*Vodafone is proud to be part of a business that cares in a responsible and consistent way for its people, the community and environment by making the best use of resources to bring good to people's lives.*



under the Mobile for Good initiative is empowering women, which leads to holistic community development in a chain reaction with a strong multiplier effect. The Vodafone Foundation is associated with several programmes to support their education and socio-economic empowerment.

#### **RUDI SANDESH VYAVHAR (RSV)**

In line with its commitment to empower women across the country, the Vodafone Foundation collaborated with the

Cherie Blair Foundation, to develop a mobile-based management solution for the Rural Distribution Network (RUDI) of Self Employed Women's Association (SEWA). This innovative USSD-based mobile application, RUDI Sandesh Vyavhar (RSV) has helped automate the rural supply chain process for rural women entrepreneurs of SEWA and for the RUDI management. For the latter, it has helped reduce inefficiencies that contributed to loss of 15-20 percent in potential sales and revenue

through central tracking and technology. RSV was recently awarded at the Mobile World Congress 2014 in Barcelona. By 2015 it aims to benefit 2500 women.

#### **LEARNING OUT OF THE BOX**

To make learning fun, the Vodafone Foundation collaborated with Pratham Education Foundation and conceptualised the Learning Out of the Box programme. This novel learning solution, using innovative software developed by the Vodafone Solutions Team (Innovations Centre), has reached out to over 50,000 children, across 1,000 schools in India. Several schools across the states of Maharashtra, Karnataka, Delhi, Assam, Rajasthan and Tripura have been already enrolled in this programme.

#### **GIVING CHAMPIONSHIPS**

The Giving Championships provide a unique opportunity for Vodafone staff to raise funds to support the cause of their colleagues participating in Vodafone Foundation's unique World of Difference programme. The World of Difference programme is a volunteering initiative that

enables passionate employees to work with NGO partners dedicatedly for 7-8 weeks on specific skill enhancing/transfer programmes for the NGOs. This year, in line with its commitment to further the cause of women, over Rs. 1 crore were raised for NGO partner Educate Girls, enabling over 47,000 out-of-school girls (6-14 years) are being sent back to school, much in excess of the 30,000 girls planned when the initiative was launched. All 454 Vodafone retail stores too joined hands with employees to raise money and critical awareness about girl child education through the sale of special school themed ZooZoo and Zumi merchandise.

Vodafone firmly believes that steps taken today should inspire tomorrow. And as it moves forward in its journey, it is proud to be part of a business that cares in a responsible and consistent way for its people, the community and environment by making the best use of resources to bring good to people's lives.

#### **Rohit Adya**

*External Affairs Director  
Vodafone India Limited*





## Transforming women's livelihoods through mobile broadband

*The relationship of mobile and women is telling how it empowers the whole ecosystem*

**I**n my work to implement nearly 100 Qualcomm Wireless Reach™ projects in more than 35 countries, I see mobile broadband offering extraordinary benefits to women by improving their access to

information, work opportunities and education.

Still, GSMA tells us that a woman in the developing world is 21 percent less likely to own a mobile phone than her male counterpart. The number is even higher in Southeast Asia where women are 37 percent less likely than men to own a mobile phone.

Through Qualcomm's mWomen initiatives, we realized that the wireless communications industry needs to clearly understand why, despite the dramatic surge in mobile communications, women in the developing world are not fully realizing the value of mobile technology.

This realization drove us to collaborate with GSMA's Mobile for Development mWomen Pro-

gramme and Vital Wave Inc. to provide a holistic, data-backed view of working women's needs in the developing world and the barriers that hinder mobile broadband adoption.

The result is "Transforming Women's Livelihoods Through Mobile Broadband," a research report based on more than 1,000 interviews with working women

*A common barrier reported for smartphone adoption was a lack of perceived benefit of mobile broadband. Seventy-five percent of feature phone owners in the study do not use the Internet.*

in India, Indonesia, China, Nigeria and Brazil.

The interviews uncovered the various forms of value that mobile broadband provides to women, as well as steps necessary to encourage an estimated 800 million working women in developing countries to consider



moving from feature phone ownership to smartphone ownership.

A common barrier reported for smartphone adoption was a lack of perceived benefit of mobile broadband. Seventy-five percent of feature phone owners in the study do not use the Internet.



*Through Qualcomm's mWomen initiatives, we realized that the wireless communications industry needs to clearly understand why, despite the dramatic surge in mobile communications, women in the developing world are not fully realizing the value of mobile technology.*

Given the strong link between awareness of the Internet's value and smartphone ownership, the wireless ecosystem has an unprecedented chance to create economic opportunity for women by working to increase access to mobile broadband and digital literacy programs.

By designing programs to accelerate women's ownership of mobile phones and provide life-changing services for women in the developing world, Wireless Reach is working to help stimulate the economic ecosystem and close the mobile phone gender gap.

I hope this new report's findings will stimulate cooperation across government, industry and the development community that will lead to the acceleration of mobile broadband adoption by women around the globe. For more information about Qualcomm Wireless Reach™, please

visit [www.qualcomm.com/wirelessreach](http://www.qualcomm.com/wirelessreach).

**Shawn A. Covell**  
Vice President  
Wireless Reach Initiative,  
for Qualcomm



**PROJECT NAME:** Digital Panchayat Programme  
("enabling Panchayats for efficiency & empowerment")  
**TARGET GROUP:** Gram Panchayats of India  
**COUNTRY/STATE:** India

#### OUTCOME

To achieve the objectives of Digital Panchayat, DEF has set up 25 Digital Panchayat centers in 22 states with necessary ICT tools like laptop, broadband, etc. The platform encourages Panchayat officials and young villagers on using ICT for their empowerment in every possible way.

For details please visit [www.epanchayat.in](http://www.epanchayat.in).





# Mobile phones: empowering women in india

*Radically thinking innovation*

The most potent validation of complete belief in the impact of technology comes from the fact that Vodafone Foundation works with the vision of mobilizing communities and mobilizing social

change. The dual play on the word 'mobilizing' is that of stirring communities out of inertia and also of creating access to communication for those who are excluded for reasons of gender, geography or economics. The issue I will focus on is the impact of isolation on women and their growth. The world has now taken notice of the value there is in enabling women to gain access through communication and mobile technologies on

closing the gender gap in education, work, health and leadership. An emerging issue and a critical need is one to grant access – to education, to resources, to finance and capital, and to the larger community. Cultural norms give rise to local, national and global practices that seek to track women's whereabouts and communications. These norms can give rise to barriers that limit women's access to education, health and jobs. Mobile

technologies have given rise to connectivity, reach and value added services that can help women transcend these barriers and in future play a role in balancing the gap that exists in access to basic rights.

Communication through cell phone connects a woman to the outside world opening up opportunities that were beyond even her comprehension or experiential ecosystem. The devel-

*Communication through cell phone connects a woman to the outside world opening up opportunities that were beyond even her comprehension or experiential ecosystem.*

oping world of applications accessible on mobile can address the main access challenges in almost any sphere that touches the lives of women: education, healthcare, economic participation, safety and community.

One of the main areas where technology can reduce the gen-



der gap is education which, as is evident, can impact the resource pool of a nation in a very big way. The reasons for women dropping out or not finishing school are varied, but ultimately they spring from a well understood reality: people expect that when girls reach their teenage they will move into roles fo-



cused on reproduction, instead of continuing with their education. The individuals themselves however are always more than eager to continue education. Even in the poorest and most remote villages, girls say their dearest hope is to finish school. Having the flexibility to attend classes in a nearby environment thought suitable for women and to fill in with assignments that can be accomplished after chores are done or between tasks, even secretly if necessary, would give a young woman who wanted to continue learning the ability to do so. The ability to deliver education in a modular form using mobile telephony is a breakthrough for girls – and even grown women – struggling with such circumstances. Today mobiles have made it possible for education to reach women through recorded modules, voice, data and video. Consultation with teachers and problem solving through specialists is just a dial away. Not-for-profits are working round the clock to show successful pilots that will be the bedrock of future education models. A country where girls have equal access to education is undoubtedly the road to successful economy and growth.

**Madhu Sirohi**  
Country Head – India  
Vodafone Foundation

# Towards a digital india

*Connecting each mile*

Consumer demand, low cost devices and telecom network investments have positioned India to become the World's second largest Internet population by 2015. Despite historically difficult investment and operating conditions, Entrepreneurs are riding on the back of this momentum as never before. For the first time India tech is about the domestic opportunity and no longer about the

outsourced opportunity. Digital India is confident and developing its own Intellectual Property and no longer just building other peoples' dreams at the lowest cost.

All of this is great news for India and its neighbourhood countries. At a macro level, growth in the adoption of the Internet is directly linked to growth in GDP. At a more indi-



vidual level, Internet access (in India's case through the mobile phone) provides substantial benefit; cost saving, informed choices, correct pricing, education, information democracy and many other advantages.

*Digital India is confident and developing its own Intellectual Property and no longer just building other peoples' dreams at the lowest cost.*



The adoption of smartphones on a large and unprecedented scale provides a single and easy to develop mechanism. This works against a platform which acts as a 'level playing field' where great apps and services are discovered and distributed in large numbers and easily. This change is a key enabler and tries to re-



*Digital is big, it is growing and it is here to stay. Mobile technology as a development tool is increasingly touching the lives of everyone rich, poor, rural and urban.*

move the issues of distribution and integration which have been a challenge in the past.

One thing abundantly clear from this year's Mbillionth was that

Digital is big, it is growing and it is here to stay. Mobile technology as a development tool is increasingly touching the lives of everyone rich, poor, rural and urban.

**Jonathan Bill**

*Founder, PluggedIndia &  
Angel/Advisor at EatAds.com*



**PROJECT NAME: CHANDERIYAAN**

**TARGET GROUP:** To facilitate social and economic gains for Chanderi using ICT tools in weaving activities, product design & marketing of final products through Internet.  
**COUNTRY/STATE:** Chanderi, Madhya Pradesh, India

**OUTCOME**

- Web based telemedicine software e-Dhanwantari deployed
- Computer hardware has been procured for 10 schools & 3 Madarsas. Hardware setup has been done in 3 Madarsas & 10 schools.
- 3500+ Chanderi weaving designs have been created
- Total of 352+ apparel designs have been made so far in the centre
- In training facilities, 250+ students were trained in the field of design making
- 898 students have been enrolled & trained



# Mobile communities

*The most efficient and cost-effective way to stay connected for a much longer period with your audience*

**T**he intersection of mobile technologies, social networking and location-based applications is something that is proving to be convenient for all who want to stay connected. What is convenient is typically used more frequently, and when it is mobile, in a variety of different contexts. Hence, the new playground for societies to stay connected in a cost effective way, is social, local and mobile.

Facebook, Twitter and Mobile social media have become the new quintessential communication tools for all organizations needing to create greater awareness. The old school approach was to use traditional print and media advertising and augment that with online marketing. More recently, with the advent of social media, consumers feel a heightened need to participate in sharing common interests and

experiences with communities and larger groups. More brands, businesses and governments are waking up to the fact that the old school approach of creating a brand and expecting consumers to be loyal to it doesn't work anymore. Interactivity and shared participation in creating brands, communities, governments and user-experiences are here to stay.



Consumers have embraced the mobile for a variety of reasons, not the least of which is convenience. Interactive interest based mobile communities enable organizations to reach out and interact with consumers when and

*The new playground for societies to stay connected in a cost effective way, is social, local and mobile. Facebook, Twitter and Mobile social media have become the new quintessential communication tools for all organizations needing to create greater awareness.*

where they are most receptive, and in ways that they expect. Given the local context, creating mobile communities with participants who willingly join them to communicate, share interests and experiences will truly enable social media to reach the masses in India. Using mobile communities to engage con-



sumers anytime, anywhere with contextual SMS and voice messages presents an opportunity for government and brands to acquire and retain their next billion customers.

Mobile communities are put to use by individuals (to communicate or coordinate amongst their



*Businesses and governments are integrating 'mobile communities' into their marketing mix for stickiness and a rich database of consumers who are hungry for a conversation. They are now using this efficient, cost-effective tool to stay connected for a much longer period with consumers in a more relevant manner thereby eliminating the need for the short-term cycle of expensive print and media marketing campaigns.*



friends), small groups (for education, sharing common interests and day-to-day coordination) and large groups (to enable shared participation and community mobilization by creating their own content and sharing it with the world). For instance, Anna Hazare's volunteers and the BJP used such a platform to extensively reach out to the masses and co-ordinate the mass meetings. The new-age Indian consumer has found a medium that provides

something more intelligent than what they can foresee to tease their minds and their fingertips anytime, anywhere.

Businesses and governments are integrating 'mobile communities' into their marketing mix for stickiness and a rich database of consumers who are hungry for a conversation. They are now using this efficient, cost-effective tool to stay connected for a much longer period with consumers in a more relevant man-

ner thereby eliminating the need for the short-term cycle of expensive print and media marketing campaigns. The simplicity of these mobile communities makes them location, phone and campaign agnostic. A personalized non-intrusive message, in the form of relevant information, tips, new features, announcing contests, regional expansion of services, etc., from the business or governmental organization replaces expensive, high decibel campaigns to drive awareness. The reply feature and engagement tools facilitate a two-way conversation in real time. The messages with relevant content have a lot of value for the consumer which converts him/ her into a loyalist towards the service or product they are using.

Once the consumer opts for a community, there are multiple ways to engage him or her. There is poll (for consumer satisfaction), quiz (instant gratifica-

tion of consumer), raffle (contests), feedback (two-way dialogue) and more. Finally, to 'serve', there are alerts/ reminders, mobile couponing (for trials) and commerce, by driving these engaged consumers to a website or a toll-free number to transact. Brands, businesses and governments have the platform, reach and tools to engage consumers. But innovation now lies in usage of these new-age tools in the most intelligent way that delights consumers and makes them loyalists. Top brands from all industries as well as SMEs and governmental organizations from all corners of India today are using various platforms to connect with consumers, sports enthusiasts, young parents, professionals, students and, in short, every Indian with some interest and a phone.

**Ravi Sundararajan**  
Chief Operating Officer  
Webaroo (GupShup)



# Mobiles and income inequality

*An insight*



The current flavour in the world of academics is inequality, thanks to a certain French Economist who has written the latest best seller. This book titled "Capital in the twenty first century" rings alarm bells on how the world today is the most unequal it has ever been and is getting worse. The US was very unequal in 1929, it gradually became more and more equal but since the eighties started going

back a couple of decades ago and is now unequal like never before. It is more unequal now than Britain and Bangladesh. And not surprisingly, China's inequality is higher than in the US.

We can continue to argue over whether Thomas Piketty has collected enough data and whether his analysis is robust, but income inequality has been rising, even in India. The Gini coefficient that

is used to measure income distribution and calculate inequality has been rising, especially over the past couple of decades. According to the new data, our Gini coefficient is lower than US and China but higher than Japan and Germany. The famous Kuznets' hypothesis was that as an economy develops, inequality increases but later reduces. Whether you believe the Kuznets curve or the Piketty argument,

the fact is inequalities are going up in India.

Why is all this relevant for the mobile activist? My answer is that however bad the income distribution, and whatever be the

*However bad the income distribution, and whatever be the range of income inequalities, the mobile today is a great leveller, at least in one critical aspect of providing equal opportunity to all.*

range of income inequalities, the mobile today is a great leveller, at least in one critical aspect of providing equal opportunity to all. That is by way of the smart phone, that today provides real time, free information to everyone. The most remote locations in the world, populated by people who have not had the occasion to



read or write, are today connected to the World Wide Web and have the same access to information that their richer, urban counterparts have. Digital inclusion today gives the same level of empowerment that school education gave to labour a hundred years ago.



*While it is true that increasing inequality gives rise to various social and cultural concerns, it could also catalyse the worse off populations to shift more towards technology and away from tradition that prevents mobility and growth.*

That is why all development policies that attempt inclusion today are predicated upon bandwidth availability and smart phone penetration. Using these we have several examples of families in South Asia who have for centuries struggled to survive in isolated villages and now use their village cell phone to speak to markets' wholesalers and get better prices for their goods. In

Africa, coffee growers use mobile phones to follow hourly changes in coffee prices and sell at the most profitable time in the day. We all see such examples on a daily basis across rural India.

The question being answered each day as rural mobile penetration goes up is how the poor access technology. Where there is great income disparity, will there

be lesser or greater use of phones? Some interesting studies have actually shown that higher the level of inequality in a country, higher the likelihood of people there owning cell phones. So while it is true that increasing inequality gives rise to various social and cultural concerns, it could also catalyse the worse off populations to shift more towards technology and away from tradi-

tion that prevents mobility and growth. The mBillionth is a celebration of this counter-intuitive power of the cell phone, where it helps the poor more than the rich, and enables us to battle the problem of income inequality too.

**Amir Ullah Khan**  
*Eminent Economist*



**PROJECT NAME:** Wireless in Unlicensed Band  
**TARGET GROUP:** Economically and socially backward and traditional communities including tribal groups.  
**COUNTRY/STATE:** Guna, Madhya Pradesh, India

### OUTCOME

It is the desire of DEF to come out with a clear strategy as "how to become a community based ISP" to make several of such community oriented wireless networks to work on a sustainable basis so that they could be run, managed and implemented by the communities in different parts of the country in remote areas using open spectrum and to provide access to remote communities.

DEF already has three networks running and 4 more coming up – all of them are complementing the DEF rural centres and some partner centers who work with communities.



# Mobile evolution

*From interactive to programmatic medium*

**T**he Asia-Pacific region will become the world's biggest e-commerce market in 2014 in terms of overall expenditure. Much of the activity in e-commerce is also shifting to mobile. Many companies, government agencies and NGOs are turning to mobiles to get 'eyes and ears' into the behaviours of mobile consumers and citizens.

We are also witnessing the mor-

phing of 'screen-agers' into 'stream-agers' -- or digital youth not just looking at mobile screens but almost permanently plugged into online flows of content and socialisation.

An interesting benchmark now for India is China: China reportedly has 500 million mobile Internet users; 80% of Internet users access the Net from mobiles, 88% of them access social media and

71% of them buy online. "Rural users will spur the next wave of mobile Internet in China," says Sy Lau, President, Online Media Group of TenCent.

"100 years ago, automobiles changed the US. Today, the mobile Internet is changing China," he adds. Mobile Internet is the most important medium in China, accounting for 42% of users' media time spent – as com-



pared to landline Internet (29%), TV (17%), print (7%) and radio (5%).

Emerging markets like India and South East Asia experienced a doubling of mobile data traffic in

*Mobile media are opening up access to rural India in ways that mainstream media could never match.*

2013, according to Vserv.mobi; 75% of mobile searches led to follow-up actions such as purchases and word-of-mouth sharing. Nearly 30 percent of the traffic on e-commerce sites comes from mobile, which could increase to 70 percent in 2014.



Mobile media are opening up access to rural India in ways that mainstream media could never match. For example, Unilever has launched a mobile radio station in India to reach media-dark areas. Subscribers can give a "missed call" and then get a call back with an IVR menu for choice of free content such as music and



*Mobile is not in a separate silo like traditional media, but it is an affinity medium with powerful O2O capability.*

jokes, along with ads for products like LifeBuoy soap.

“With Kenya’s mPesa mobile payment service, you can truly see the transformative power of mobile in society. mPesa is in every nook and corner of Kenya, it is the most recognised brand, most loved, most used in the country,” says Rahul Welde, head of Asia and Africa for Unilever.

Mobility is more than the PC experience in portable format. The act of putting radio in cars changed the nature of radio as medium, and mobile Internet will

deliver a new experience of the Internet as well as the mobile.

Mobiles are not just new kinds of contextual or transactional media but also programmatic media via apps and smart chips. Mobile is not in a separate silo like traditional media, but it is an affinity medium with powerful O2O capability (bridging the gap between online and offline worlds).

Mobile practitioners are learning new design techniques like building personas for targeted users, identifying patterns of intuitive usage in the mobile experience,

and addressing contextual relevance. Data, visualisation and analytics can help mobile practitioners make better sense of mobile.

Innovative ways of using mobiles for social causes include Misereor Social Swipe, which makes it easier for donors to contribute to causes by simply swiping their credit cards on interactive animated kiosks.

“The most important word in mobile success is democratisation. Mobile operators should get people to use the mobiles and In-

ternet. Make data free, and sustain the model via targeted advertising and permission marketing,” advises Vishnu Mohan, Chief Executive Officer, Havas Media, Asia.

The mobile journey is long and tough – but also rewarding, with new waves such as the Internet of Things opening new frontiers in tracking, sensing, accountability and transparency.

**Madanmohan Rao**  
Research Director  
YourStory Media



**PROJECT NAME:** eNGO International Programme  
**TARGET GROUP:** All Grassroots NGOs/CBOs/VOs/SHGs  
**COUNTRY/STATE:** Asia, Africa, India

#### OUTCOME

- eNGO is a network of more than 3000 NGOs network from India, Asia & Africa
- 2000 NGOs got free website & domain under eNGO Network
- 3000 NGOs' functionaries trained about ICT usage
- NGOs are from India, Asia & African Countries being promoted globally
- 50 eNGO workshops conducted in India, Asia & Africa for ICT enablement of eNGO members



# Digital magic wand

*Mobile has accelerated the communication reach of individuals far beyond any imagination.*

The phone hasn't stopped ringing since Martin "Marty" Cooper made the first cell phone call in 1973. The mobile phone is as much used for talking as it is talked about. Almost as if it is the digital magic wand of the new millennium. And this is true to the largest extent. In developing countries, it has simultaneously brought about many multifaceted changes cutting across all layers of the strata of society, from checking the

weather to sending selfies to all and sundry! Without doubt, it has been the quickest change agent we have seen in our lifetime. From Beggars to financial Barons the one common denominator is the mobile phone. It would not be too off the mark to say that the first thing most people reach for today as they wake up is the mobile phone. It is the one instrument that is the best indicator of mainstreaming of society.

To understand the phenomena of the mobile revolution one needs to understand its USP. It has accelerated the communication reach of individuals far beyond any imagination. It has created connected communities and most important, it has given the power of connection in the palm of the hand. The mobile phone has killed the STD booths.

## COMMUNICATION LAYER

The cell phone has bridged the



communication gap without fail. Everywhere you go and wherever you turn, people are talking on mobile phones. An insatiable thirst to be heard is being fulfilled day and day out. People are judged by the type of mobile

*People are judged by the type of mobile phone they carry. But where is it headed today? What are the next frontiers that it will change?*

phone they carry. But where is it headed today? What are the next frontiers that it will change?

## ECONOMICS DRIVER

As mobiles drive business, the investment in technology to enhance it had rapidly followed. So the arrival of a new prince into the mobile world, the smart phone, designed to be smarter



than the person who use them is the gateway into which the profiteers will dig their app fingers deep and directly into the pocket of the smart phone user, however rich or poor.

## APP GAP

The trend in the mobile industry seems that every idea and any bright thought is a potential app.



*Mobiles have enabled an interacting society but probably will never enable an intermingling classless society. Technology cannot solve societal problems.*



Anything and everything has the potential to be that "killer" app! Where do we really stand in this appness? Does India produce enough quality apps to cater to the thirst of its 1.2+++ billion people, or will it continue to churn out nimbu pani apps to be ultimately taken over, like coca cola, by an international chain of app mongers?

### **ENTERTAINMENT ECONOMY**

What happens when the talking stops? What do they do next? What is their next fix? In India, it is surely entertainment. For a society starved for ways of entertainment, the mobile phone is the new avatar to be worshipped. It will deliver not just voice; it is poised to deliver audio and video entertainment right to the earlobe

and eyeball. In a society where there is little or no privacy the mobile now offers the option of private and personal entertainment. This freedom of choice to switch from private to shared uses makes the mobile the most ubiquitous device ever invented.

### **MOBILES AT THE BASE OF THE PYRAMID.**

But has the mobile phone truly been an equalizer? Not really. It provides for each layer of society to communicate and interact but does it create a harmonious society? Far from it. Do people who are driven in Rolls Royce's mingle with Maruti 800 users? No, they do not and do so only if they must. It is equally so in the mobile world. Our mobiles are the symbol of our status and of the

growing projection of the self. Mobiles have enabled an interacting society but probably will never enable an intermingling classless society. Technology cannot solve societal problems.

### **MAINSTREAM AND GREY ECONOMY.**

The usage of the mobile does seem to provide some sense of who is more economically better and who is not. Maintaining a constant number becomes essential for people dependent on the mobile for their daily activities, from business to social interaction. This is further enabled with the number portability becoming a reality. This determines if the person is mobile-mainstreamed or not. On the other hand, the grey economy of cell phones in the informal sector still thrives as migrant workers exchange sim cards through brokers or through their worker network when they migrate from one state to another. Apps to track migrant workers have failed so far because they do not retain the same numbers as they move to new locations. These are the people still on the

fringes of the mobile economy and their connection to livelihoods is through the labour tout who links them to different construction sites and other unregulated work. For them the number is still not part of their identity and the phone sim useful only as long as they can make the cheapest calls.

The mbillionth award captures this process and more than just giving awards, it plays a crucial role in providing insights into trends and usage of this new media. Capturing early usage of only calls, to SMS and onwards to apps, it has been a quick and eventful journey. Where this mobile juggernaut will take us is to be seen. From device convergence to seamless service delivery, the mobile is unquestionably the most adaptive technology that we engage with day to day and will probably remain for some time to come before we can say RIP.

**Rajen Varada**  
CEO

*Open Knowledge Community*



# Mobile social businesses

*Helping rural Indians to come at forefront*



I have always believed that technology can be leveraged for social good - for it is a means to achieving something and not the end in itself. One of the simplest technologies that have penetrated our lives in the recent times has been the mobile phone. This technology has dominated our personal and professional lives so much so that there is a belief that there are more mobile phones than toilets in the

country. This perhaps is also reflective of generations of illiteracy and politics in the country. More recently we have seen some innovative applications of the mobile phones which when scaled can generate systems changing solutions to some of our most pressing problems. Lets take the instance of remittances and mobile payments - the technology of using a phone to receive credits and make payments, while appli-

cable for the urban middle class, has tremendous significance for the unbanked. In a country like ours, where less than 35% have access to a bank account, the mobile phone-enabled payments can be game changing. Similarly, mobile-enabled solutions can play an important role in enabling door step delivery of credit to communities that are dependent on microcredit.

There are many such initiatives that have seen the light of the day but are yet to make significant impact because of low adoption of these technologies. Since companies look at scale of implementa-

*This technology has dominated our personal and professional lives so much so that there is a belief that there are more mobile phones than toilets in the country.*

tion rather than the social good it is bringing about, such technologies and solutions are often left wanting for scale and economic viability.

The need therefore is for a few of these technology solution providers to work as social business models and a business model that focuses on finding a solution



to a problem rather than profit maximization. Such models will ensure that the focus remains on making the solution economically viable to the consumer first and then determines its own sustainability based on the volume of business it generates.

Imagine a cutting edge mobile technology being used by large



populations of underserved communities in India for remittances and payments. The scale of the need will surely ensure that there is a sound business proposition. The trouble often is that businesses providing such solutions are lured by revenues and profitability, forgetting that there is a gold mine of opportunity out there which when addressed will result in businesses that have a viable return on investment in both

social and financial sectors. In conclusion, all I would like to say is there is tremendous potential for the growth of mobile technologies to make a difference in the lives of many of us. How we leverage this and to what end is a choice we need to make.

**Ramakrishna NK**  
*Co-founder & CEO*  
*Rang De*



**PROJECT NAME:** Mobile for Good and Women & Innovation for Mobile (under M4G)

**TARGET GROUP:** Registered NGOs serving rural communities and underprivileged groups of the society specially women, children & minorities.

**COUNTRY/STATE:** All India

### OUTCOME

1. In a three years' association with Digital Empowerment Foundation, Vodafone Foundation has identified 9 best practices serving the rural communities by providing mobile solutions in the key areas of health, education, governance, agriculture and entrepreneurship. Under the said programme Vodafone Foundation has allocated more than Rupees 12 million of funds as a grant to 9 best socially empowering mobile practices in India.
2. On July 18, 2013 M4G announced Rupees 4 million funds as a grant to 4 best mobile practices for the year which will be followed by two years mentorship.



# Redefining the literacy barrier

*Mobile phone as the modern day tool*

Access to information and mobility continue to play a very critical role in both our professional and personal lives. Traditionally and even today, we continue to place tremendous emphasis on education and certificates. Apart from the societal status, education also provides upward mobility. Educated people continue to have access to a wider network of other educated persons, they have up-

ward mobility because they can access opportunities anywhere, they continue to access information through different channels to be more relevant for tomorrow, have access to the internet thus connecting to the rest of the world and its markets instantly, etc. In short, they have the ability to participate and contribute effectively in the new knowledge and information age and they continue to enrich it with their participation.

More people are participating in all of it today due to cheaper mobile devices, affordable rates, and access to targeted information and relevant services. Mobile phones have disrupted the education barrier by democratizing information in ways that were never imagined. Mobile phones have combined multiple products into one. They are used as music players, as calculators, as information exchange devices, learning and



entertainment devices, etc. They also provide access to the markets, social networks and many such areas that were only accessible to the traditional literates. Mobile phones are simply more

*Mobile phones have disrupted the education barrier by democratizing information in ways that were never imagined.*

affordable. While it would cost 500 rupees to get a calculator, 2000 rupees to get a music player, 10000 to get a television, all it takes today is to get a mobile phone and have access to all of it in your pocket. Expensive monthly EMIs have been replaced by pre-paid charge cards. A slightly expensive smart phone could offer you occupation or



business related services that could make you more informed and competitive in the market.

Mobile phones are empowering devices. A mobile phone is truly democratic as it does not distinguish the user by occupation, religion, region, caste or gender. Mobile phone usage has taken various forms. It may be quite



simply dialing into an IVR every day to listen to free radio, receiving messages on health information, registering yourself for a job by giving a missed call, or selling your products with a few clicks.

What mBillionth brings together every year is the celebration of all things mobile. It includes the simplest use of a mobile device by 200 people to access better health information, or a massively popu-

lar app built for the upwardly mobile. Personally for me, the real power of the mobile is breaking systems and barriers faster than we would have with traditional approaches. It continues to create a level playing field, first step towards a fair and equitable society.

**Mahesh Venkateswaran**  
Principal- Innovation &  
Engagement  
NSDC



#### PROJECT NAME: eMSME Programme

("e-nabling Micro, Small & Medium Enterprises for efficiency & empowerment")

**TARGET GROUP:** All Profit Making Entities


**COUNTRY/STATE:** India

#### OUTCOME

DEF organized 'Internet for MSME' seminar in 5 major places: Kanpur, Agra, Varanasi, Guwahati, and Bhubaneswar to raise awareness among all the clusters for the following:

- Internet for Better Communication & Outreach
- Lead Generation attracting clients
- Partnerships & direct linking with other agencies
- Human Resource Support in availing skilled human resources
- Giving exposure to local entrepreneurs
- Showcasing local products & services for global outreach.





## TRANSFORMING LIVES THROUGH MOBILE BROADBAND

Qualcomm believes access to advanced wireless technologies can improve people's lives. Qualcomm Wireless Reach™ is a strategic program that brings wireless technology to underserved communities globally. Wireless Reach invests in projects that foster entrepreneurship, aid in public safety, enhance the delivery of health care, enrich teaching and learning and improve environmental sustainability. For more information, please visit [www.qualcomm.com/wirelessreach](http://www.qualcomm.com/wirelessreach).

**QUALCOMM**  
Wireless Reach™







Minority  
Cyber-Gram

**CIRC**  
Community Information Resource Centre

**eMSME**  
E-Marketing Programme for MSMEs

DISTRICT  
**PUBLIC LIBRARY**  
PROGRAMME

**gyanPedia**

**DIGITAL LITERACY,  
SAFETY & SECURITY**  
programme

**NATIONAL  
DIGITAL LITERACY  
MISSION**



**Heritage**  
Digitally Empowering  
Heritage Festivals

**CR 2.0**  
Community Resource

**CITIZEN  
MEDIA  
NETWORK**



**ICT4D**

**jeerjaal**

**ICTD RESEARCH  
Fellowship**

**msbc**  
mobiles for- social  
& behaviour change

**DP Digital Panchayat**  
Digitally Empowering Village Councils

**internet  
RIGHTS**

**Soochna  
Seva**

**green  
prakriya**

**Wireless IN  
UNLICENSED BAND**

**Wireless FOR  
COMMUNITIES**

**IDAF**  
Innovative Digital Access for All

**SCHOLL  
Research**

**100 mBillionth**  
Entrepreneur

**NGO**  
Digitally Empowering Grassroots Organisations



**CHANDERIYAAN**  
Empowering Women in Unlabeled Worlds

**manthan  
Award**  
for Digital Literacy

**The eNGO Challenge**  
Network and Back-Office Using ICTs

**Mobile  
for Good**

**SOCIAL MEDIA  
for EMPOWERMENT**



# WINNERS

## M-AGRICULTURE AND ECOLOGY

- ⇒ Farmer Query System
- ⇒ Fisher Friend Mobile Application
- ⇒ Mobile Apps for Farmers

## M-BUSINESS & COMMERCE/ BANKING

- ⇒ Swosti Limited
- ⇒ MobiKwik Consumer Wallet

## M-CULTURE & HERITAGE

- ⇒ Pashto multi-purpose Dictionary

## M-EDUCATION & LEARNING

- ⇒ Sipsala
- ⇒ Jobseekers

## M-ENTERTAINMENT

- ⇒ ToffeeTV
- ⇒ Saavn Music

## M-GOVERNANCE

- ⇒ Labor Permit @ Sparrow SMS
- ⇒ NextDrop
- ⇒ Citizen's Connect – SMC Mobile App

## M-HEALTH

- ⇒ Managing public-health supply chains using mobile phones
- ⇒ Rural Health Management
- ⇒ Information System using mobile/tablets

## M-INCLUSION

- ⇒ Bhasha Helakuru
- ⇒ Accessible Places
- ⇒ Halaat-o-Meter

## M-TRAVEL & TOURISM

- ⇒ RailYatri.in Mobile App
- ⇒ mGaadi
- ⇒ TaxiPixi

## M-WOMEN & CHILDREN

- ⇒ RUDI Sandesha Vyavhar
- ⇒ Lunacycle
- ⇒ Safetipin





## m-Agriculture & Ecology

Mobiles can help farmers improve agricultural productivity by giving them access to basic financial services, new agricultural techniques and new markets, in turn helping them to secure better prices for crops and a better return on investments. This unlocks productivity potential while helping to manage the impacts of increased production, such as increased water use and greenhouse gas emissions. Especially with emerging globalisation, use of mobile plays a huge role in responsible dissemination of information about environment; content matters.

**BANGLADESH**  
**Farmer Query System**

**INDIA**  
**Fisher Friend Mobile Application**

**INDIA**  
**Mobile Apps for Farmers**





## Farmer Query System

### ORGANIZATION

mPower Social Enterprises Ltd.

### COUNTRY

Bangladesh

### CONTACT

mridul@mpower-social.com

### MEDIA FORMAT

App Based

### LANGUAGE

Bengali and English

### WWW

[www.mpower-social.com](http://www.mpower-social.com)

### DOWNLOAD THE APP

N/A

### PROJECT DESCRIPTION

Agriculture is a very important sector in most of the developing countries. Although the sector holds a lot of importance farmers in most of these countries do not have the privilege of getting to know about the modern and trending techniques that they can adapt to for better cultivation. Farmer Query System is an app developed and is functional in Bangladesh since October 2013. The project focuses at implementing capacity building and supports creation of a farmer demand-driven agricultural extension system, synergized by use of Information and Communication Technology (ICT). The system is a mobile based ICT solution where farmers can put their queries

directly to the experts, through a local infomediary. The infomediaries use smart phones to collect information about the problems faced by farmers. They then directly send the collected information and queries through the mobile phone to a central location. The agro experts can view the collected information on a web portal and respond to the queries placed by the farmers through phone call, SMSs or through emails. Solutions are available for all English and Bengali speaking farmers. Since its inception the application has recorded over 700 queries of the farmers through infomediaries and solutions have been given on a real-time basis.

### JURY EVALUATION

This system, is a solid, credible and accessible delivery of a very useful service. The app is simple, well thought thorough and effective. The jury strongly supports the thinking and values that have led to Farmers Query System.





## Fisher Friend Mobile Application

### ORGANIZATION

**M S Swaminathan Research Foundation**

### COUNTRY

**India**

### CONTACT

**anabel@mssrf.res.in**

### MEDIA FORMAT

**App Based**

### LANGUAGE

**Tamil, Telugu and English**

### WWW

**www.mssrf.org**

### DOWNLOAD THE APP

**N/A**

### PROJECT DESCRIPTION

Natural calamities like Tsunami have brought to forefront the plight of Indian fishermen and the communities who are dependent on fishery for their livelihood. Lack of access to relevant real-time information and dependence on line-of-sight navigation led to huge loss of lives and property which could have otherwise been prevented. Fisher Friend is a one stop application which acts as a decision support system for the fisherfolk in Tamil Nadu, Puducherry, Maharashtra, Odisha, Andhra Pradesh and Kerala. The application helps fishermen by providing them real time information coupled with forecasts. Fisher-

men can know about the height of waves, the speed of wind, the direction of wind and the intensity of rainfall based on which they can take decisions about whether they should venture into the sea or not. The application uses GPS to navigate within the allowed fishing zone coordinates, warn of impending dangers and for distress calls and alerts. Information is available in Tamil, Telugu and English. The application was implemented in Android system in 2013. Since then it has been downloaded nearly 9,000 times from the Tata App zone. This application helps fishermen in making better choices and avoiding hazardous situations.

### JURY EVALUATION

It is remarkable to see the continued use of Fisher Friend, an application that supports one of the most vulnerable communities of India that makes its livelihood by venturing the rough sea each day. The application has been taken as a model by other geographies such as Sri Lanka for its worthiness.





*Food security*



## Mobile Apps for Farmers

### ORGANIZATION

Jayalaxmi Agro Tech

### COUNTRY

India

### CONTACT

anand@jayalaxmiagrotech.com

### MEDIA FORMAT

App Based

### LANGUAGE

English & State-specific regional languages

### WWW

www.jayalaxmiagrotech.com

### DOWNLOAD THE APP

N/A

### PROJECT DESCRIPTION

Mobile penetration is on a high in rural India. People living in villages can benefit from the wide scope that mobile phones offer to them. Working on the same lines Mobile Apps for Farmers imparts information on agriculture and animal husbandry related subjects. The application helps farmers with crop-specific android mobile application and works offline. It was launched in December, 2012 and has been functional since then. The information focusses on various crops and their nutrient or irrigational requirements. The application

provides information regarding time and investment required for their yield with the predicted profit to provide and supplement decision making. It is not just content gathering but also supports pricing analytics and decision support system. All details and information are given through audio-visuals in English and state-specific native regional languages. Instead of internet the app works on the MAC model which is the most happening technology and brings Mobility, Analytics and Cloud together and gives them into the hands of the farmer.

### JURY EVALUATION

The jury loved the quality of thinking and execution of this app. The combination of excellent picture-based user information and great understanding of the needs of farmers made Agri Mobile a clear winner.





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

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

**BANGLADESH**  
**Swosti Limited**

**INDIA**  
**MobiKwik Consumer**  
**Wallet**





## Swosti Limited

### ORGANIZATION

**Swosti**

### COUNTRY

**Bangladesh**

### CONTACT

**aimuqsit@yahoo.com**

### MEDIA FORMAT

**Mobile App**

### LANGUAGE

**English**

### WWW

**www.swosti.net**

### DOWNLOAD THE APP

**www.swosti.net/dl/swosti.apk**

### PROJECT DESCRIPTION

Access to funds, particularly for emergency cash requirement, is always a very important day to day aspect of lower income or no fixed income poor community. Trying to offer support to the needy, Swosti Limited launched an automated, instant credit and savings management facility for the Members of Micro Finance Institutions (MFIs) in Bangladesh in April, 2013. The app utilizes mobile network to instantly update transaction records. It is an emergency credit facility for the registered members of MFIs using Mobile Network or Mobile Banking Payment Platform to facilitate withdrawal or deposit of loan at any time, from

anywhere in the country. The system also provides auto-alert to the members to ensure timely-repayment of loan on a monthly basis. The system integrates 3 major institutional supports – MFI as the Lending Institution, Mobile Bank for 'Cash-in' & 'Cash-out' facility and SWOSTI System for managing the system, hosting borrower's transactional database and integrating with the two other platforms. Till March 2014 approximately 35 lakh has been invested in the system for the benefit of communities. The app can be downloaded by registered users on their Android-based mobile handsets with proper internet connection.

### JURY EVALUATION

A well thought out mobile platform that has enhanced the existing MIS system to bring in better visibility and tracking, thus reducing risks in cash management. The platform also has a unique feature for borrowers to initiate loan request in an emergency via SMS.





## MobiKwik Consumer Wallet

### ORGANIZATION

**MobiKwik**

### COUNTRY

**India**

### CONTACT

**deepanshu@mobikwik.com**

### MEDIA FORMAT

**App Based**

### LANGUAGE

**English**

### WWW

**www.mobikwik.com**

### DOWNLOAD THE APP

**[play.google.com/store/apps/details?id=com.mobikwik\\_new&hl=en](https://play.google.com/store/apps/details?id=com.mobikwik_new&hl=en)**

### PROJECT DESCRIPTION

Considering the fast paced life that people are leading, handling day-to-day transaction related services is a challenge for a citizen. MobiKwik app is a solution which tries to facilitate mobile wallet service. The app has been available for the use of people since September, 2013. Within a span of one year the app has emerged as India's fastest growing mobile wallet with more than 5 Million users in India. One can use the facility to easily and quickly pay for his/her recurring recharge, bill payment transactions and buy products on popular e-commerce Websites and Mobile Apps. The payment can be

done via credit cards, debit cards, net banking, cash pay and through a MobiKwik e-wallet. The app also provides offers from various merchants and telephonic and e-mail support for consumer payments. It also provides 1-click checkout payment solutions to e-commerce merchants. Users can enjoy MobiKwik Wallet services on MobiKwik.com and on Android, Windows, iOS and BB operating systems. The basic language of the app is in English. The app has been installed on approximately 5,000,000 devices by July, 2014 and rated as 4.4 by users. It is free to download for all.

### JURY EVALUATION

Bootstrapped business that has successfully pivoted their business by launching mobile app to increase customer engagement and significant growth in their user base within 6 months of launch.



# EMPOWERING PEOPLE

@ the edge of information



outreach

consultancy

deployment

knowledge

research

advocacy

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

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



## Mission

To constantly make efforts in sustainable solutions for knowledge and economic empowerment of the people living at the edge of information and economy through the use of Information Communication Technologies and Digital Media.

## DEF HEADQUARTER

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## **m-Culture & Heritage**

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

**PAKISTAN**  
**Pashto Multi-purpose**  
**Dictionary**





## Pashto multi-purpose Dictionary

### ORGANIZATION

**Pukhtoogle**

### COUNTRY

**Pakistan**

### CONTACT

**mxtchamkani@gmail.com**

### MEDIA FORMAT

**App Based**

### LANGUAGE

**English & Pashto**

### WWW

**www.thepashto.com**

### DOWNLOAD THE APP

**[play.google.com/store/apps/details?id=com.wPashtoDictionary](https://play.google.com/store/apps/details?id=com.wPashtoDictionary)**

### PROJECT DESCRIPTION

There are approximately 50 million members from the Pashtun community around the globe. Due to scattered population of the community worldwide, the scope and opportunity to learn Pashto language is a challenge, especially for the young generation. The challenge is also there for the people from the non-Pashtun community to learn the language by choice. To facilitate the Pashtun society to learn their language, vocabulary and grammar, the app-based Pashto dictionary was developed in Pakistan in June, 2013. Due to this, the Pashto dictionary can be accessed on desktop as well as all Android-operated mobile phones. The app aims to make space for Pashto language on the world linguistics

map. Anyone who speaks Pashto or is a keen learner of the language can get access to this app. This Pashto dictionary app allows room for beginners and has 'Roman Pashto' option, which helps the users to spell Pashto words in Roman script, and acts as an advantage to those who are not well-equipped with Pashto script. Although there are many other Pashto dictionaries available in the market, features like – 3 dimensional searching, language switching, autosuggestion, pre-embedded phonetic keyboard and pre-installed fonts makes this app unique. Users have rated it 4.2 and there have been approximately 50,000 installations of the app on Google Play until October, 2013. The app is available to everyone free of cost.

### JURY EVALUATION

This is a first of its kind approach to increase adoption of Pashtun language for both native speakers and others. It has an innovative approach where content is crowdsourced and curated.





## m-Education & Learning

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

**SRI LANKA**  
Sipsala

**INDIA**  
Jobseekers





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## Sipsala

### ORGANIZATION

Techsurge

### COUNTRY

Sri Lanka

### CONTACT

yasith1@gmail.com

### MEDIA FORMAT

App Based

### LANGUAGE

English, Sinhala & Tamil

### WWW

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

### DOWNLOAD THE APP

N/A

### PROJECT DESCRIPTION

Young children are now tech-savvy and prefer to spend more time on mobile phones and computers in comparison to text books. Sipsala is an e-mobile educational application which was launched in October, 2013 and focuses on children in primary and secondary schools in Sri Lanka. The app has text books from all subjects that students learn at school from grade one to eleven. The unique selling property of the app is the fact that it is available in all important languages spo-

ken in Sri Lanka namely- Sinhala, English and Tamil. As the app is also available offline it is very beneficial to students in rural India who can also use the application with no access to internet. As it is an educational application, the user interfaces are designed considering colour psychology. While technology does have its downfalls, it has a number of advantages. The app is not only fun to use but also educational and can benefit kids' learning, without them realising or feeling pressured about it.

### JURY EVALUATION

The product is developed in Sri Lanka and targeted at school-going students who lack access to quality books, across multiple grades and languages.





ARTS



YOUNG PEOPLE



STUDY IN THE UK

## Jobseekers

### ORGANIZATION

British Council India

### COUNTRY

India

### CONTACT

[amy.lightfoot@britishcouncil.org](mailto:amy.lightfoot@britishcouncil.org)

### MEDIA FORMAT

App Based

### LANGUAGE

English

### WWW

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

### DOWNLOAD THE APP

N/A

### PROJECT DESCRIPTION

India has one of the largest youth populations in the world. This puts a continuous pressure on provisioning new and more livelihood and employment opportunities alongside necessary skills. Keeping this in view, Jobseekers took an initiative to create a resource which aims at advancement of livelihood and employment opportunities for youngsters in India in October, 2012. Jobseekers is a mobile application where young people can benefit through learning English for employability via mobile.

Through Jobseekers, one can improve their vocabulary, pronunciation and listening skills. It also assists its users in writing CVs and job applications and giving interviews. The

learning is provided through a series of 90 animated video stories which follow four characters in their search for employment. The first unit of six input videos and a quiz is offered for free; with a pack of 12 additional units each of six videos and one quiz costing 90 rupees. All information on the app is available in English. The app is compatible with all Android operating systems and can be accessed on mobiles as well as tablets. It can also be downloaded on any internet-enabled phone or tablet as a set of videos via Airtel Classroom. Till February, 2014 the app had been installed in approximately 50,000 devices with an average rating of 4 on Google Play.

### JURY EVALUATION

A mobile platform that goes beyond conventional soft skills approach to integrate specific trades for job seekers with targeted videos. The platform also provides a comprehensive suite of tools to enhance employability.





digitally empowering grassroots organisations

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

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[www.facebook.com/groups/engomember](http://www.facebook.com/groups/engomember)





## **m-Entertainment**

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

**PAKISTAN**  
**ToffeeTV**

**INDIA**  
**Saavn Music**





## ToffeeTV

### ORGANIZATION

**ToffeeTV**

### COUNTRY

**Pakistan**

### CONTACT

**info@toffeetv.com**

### MEDIA FORMAT

**App Based**

### LANGUAGE

**Urdu, English, Punjabi, Memoni & Arabic**

### WWW

**www.toffeetv.com**

### DOWNLOAD THE APP

**play.google.com/store/apps/details?id=com.nextgeni.toffetv**

### PROJECT DESCRIPTION

Amidst the cluttered and noisy entertainment for adults, the definition of children's entertainment has become almost mind-numbing. Considering the need of time with respect to content for good entertainment, Toffee TV is a digital initiative started in Karachi, Pakistan in July, 2011. The app engages in developing and producing original animated content for young children in Urdu and English. Toffee TV operates on both website as well as mobile application model. Dastaangoi or story telling through animated content is used for promotion and

proliferation of Urdu and a few other regional languages. The app also benefits a vast majority of Urdu speaking population who live overseas but wish to expose their young children to Urdu. ToffeeTV is available in five different languages: Urdu, English, Punjabi, Memoni and Arabic. ToffeeTV is compatible on all Android, iOS and Nokia devices. As per information from Google Play Store the app had recorded approximately 5000 installations with an average rating of 4.4 till January, 2014. The app is free to download for all.

### JURY EVALUATION

ToffeeTV is a true bridge for young Urdu learners to reconnect with their native language. It provided songs and stories that connect the young learner with the richness of the Urdu language. ToffeeTV is very aptly an edutainment app that every Urdu speaker must experience.





Issy Kehnte Hain Hip Hop



Tera Naam Doon (From "It's En...")



Hangover (From Kick)



Hate Story 2

## Saavn Music

### ORGANIZATION

Saavn

### COUNTRY

India

### CONTACT

sneha@saavn.com

### MEDIA FORMAT

App Based

### LANGUAGE

English

### WWW

www.saavn.com

### DOWNLOAD THE APP

[play.google.com/store/apps/details?id=com.saavn.android](https://play.google.com/store/apps/details?id=com.saavn.android)

### PROJECT DESCRIPTION

Music plays an important role in the lives of many. Understanding the necessity of music Saavn takes listeners to Bollywood and beyond. The app has a music library spanning nearly a century of music from India. Saavn tries to provide its millions of listeners the highest quality experience, with titles licensed from over 900 content providers. The app was first launched in December, 2010. The company's proprietary phonetic search feature intelligently understands the titles or artist a listener is looking for

while dynamic audio adjustment technology provides flawless streaming on any device regardless of connection quality. The app also has an advanced extension Saavn Pro where listeners can listen to Indian music offline and ad-free. Until June, 2014 the app had registered approximately 10,000,000 installations on Google Play store with an average rating of 4.2. It is a free to download app and can be downloaded on any iPhone or Android supported device. The basic language of the app is English.

### JURY EVALUATION

Saavn is the "top South Asian digital music service"- the world's biggest jukebox for Indian songs. It has a wide range of Indian songs. There is a good amount of search that has gone through while developing the app which has contributed to its success.



## Andhra Pradesh 1 Centres

District	Village	Running/Purposed
Vishakhapatnam	Vadachepurupalli	Running

## Assam 2 Centres

District	Village	Running/Purposed
Sankar Nagan	Dighary	Running
	Batardawa	Purposed

## Bihar 9 Centres

District	Village	Running/Purposed
Muzaffarpur	Manyan	Running
Vaishali	Batardawa	Running
West Champaran	Jagdishpur	Running
Bettiah	Bagha	Purposed
Rajshahi	Lauriya	Purposed
Gaunaha	Geunaha	Purposed
Ramnagar	Ramnagar	Purposed
Mainabadi	Mainabadi	Purposed
Bettiah	Bettiah	Purposed

## Delhi 2 Centres

District	Village	Running/Purposed
South West Delhi	Manyan	Running
South East, Delhi	Jasola	Purposed

## Jharkhand 7 Centres

District	Village	Running/Purposed
Ranchi	Iti	Purposed
Ranchi	Burno	Purposed
Ranchi	Bera	Purposed
Ranchi	Sonahatu	Purposed
Ranchi	Angada	Purposed
Ranchi	Ranchi	Running
Ranchi	Dabri	Running

## Karnataka 1 Centres

District	Village	Running/Purposed
Coorg	Coorg	Purposed

## Madhya Pradesh 7 Centres

District	Village	Running/Purposed
Ashok Nagar	Chanderi	Running
Guna	Guna	Running
Shajapur	Shajapur	Running
Ador	Ador	Purposed
Guna	Chachura	Purposed
Rajshahi	Rajshahi	Purposed
Bamoni	Bamoni	Purposed

## Maharashtra 1 Centres

District	Village	Running/Purposed
Pune	Pune	Purposed

## Meghalaya 1 Centres

District	Village	Running/Purposed
Tura	Tura	Running

## Orrisa 1 Centres

District	Village	Running/Purposed
Bhadrak	Bhadrak	Running



## Rajasthan 23 Centres

District	Village	Running/Purposed
Alwar	Vijay Mandir	Running
Alwar	Chandauli	Running
Alwar	Mungashwa	Running
Jalpur	Jhodnda Bhopur	Running
Bikaner	Shahbad	Running
Alwar	Koti	Running
Rajshahi	Upki Odan	Running
Jodhpur	Pindap Nagar	Purposed
Jaisalmer	Kalskar Colony	Running
Rajshahi	Blam	Running
Bamoni	Swana	Purposed
Bamoni	Bamoni	Purposed
Bamoni	Bayla	Purposed
Bamoni	Barabara	Purposed
Bamoni	Shiv	Purposed
Bamoni	Abu Road	Purposed
Jodhpur	Basu	Purposed
Sirohi	Pandewra	Purposed
Pali	Bali	Purposed
Bikaner	Kishanganj	Purposed
Alwar	Pangan	Purposed
Jalpur	Bassi	Purposed
Alwar	Kishanganj	Purposed

## Tripura 1 Centres

District	Village	Running/Purposed
Tripura	Panibagar	Running

## Uttar Pradesh 3 Centres

District	Village	Running/Purposed
Farrukhabad	Shamsabad	Running
Kanpur	Kanpur	Running
Varanasi	Varanasi	Running

## Uttarakhand 5 Centres

District	Village	Running/Purposed
Tehri Garhwal	Chamba	Running
Tehri Garhwal	Pindap Nagar	Purposed
Tehri Garhwal	Naranda Nagar	Purposed
Tehri Garhwal	Jakhmatar	Purposed
Tehri Garhwal	Thakur	Purposed





## **m-Governance**

We invite the projects which empower citizens and serve public services clients; foster quality and efficiency of information exchange and communication services in governmental and public administrative processes; strengthen participation of citizens in information society decision making.

**NEPAL**  
**Labor Permit @ Sparrow**  
**SMS**

**INDIA**  
**NextDrop**

**INDIA**  
**Citizen's Connect – SMC**  
**Mobile App**



**We made additional systems**



**Developed APIs**



## Labor Permit @ Sparrow SMS

### ORGANIZATION

Janaki Technology Pvt. Ltd

### COUNTRY

Nepal

### CONTACT

kopila@janakitech.com

### MEDIA FORMAT

SMS Based

### LANGUAGE

English & Nepali

### WWW

www.janakitech.com

### DOWNLOAD THE APP

N/A

### PROJECT DESCRIPTION

In most of the developing countries' residents are usually very keen on finding work abroad. In order to serve the demands of such people and facilitate them with further information, the Janaki Technology from Nepal started a service called Labor Permit@ Sparrow SMS in November, 2013. This service provides migrant workers in Nepal with information about their status of labor permit and actual details of processing cost, thus stopping brokers who used to

give fake information on recruitment leading to trafficking. It has also been designed in a way that the end users can check the authenticity of the announced vacancy details with actual proposed salary and company profile simply through SMS service. This is a VAS service and can be accessed in English and Nepali language. At present the service is chargeable at Re 1 per SMS with free auto-reply although the developers are now planning to increase its cost and make it to Rs 2 per SMS.

### JURY EVALUATION

The Nepal labour permit status via SMS is a very simple solution of sending updates on the labour permit status to Nepalese citizens. It also saves the job seekers from having to spend money on travel to get information on issuance of their labour permit. The SMS solution effectively leverages the high mobile penetration of Nepal.



Receive an SMS  
60 min before  
you get water

Missed call 07795590931 to join.



## Citizens

Know when you're getting water, no matter where you are

Receive SMS alerts about your water supply-when it's on, when it's not, when it might be delayed. In exchange for FREE alerts, talk to us and help solve water issues in your city.

Sign Up-FREE

## NextDrop

### ORGANIZATION

NextDrop

### COUNTRY

India

### CONTACT

nishesh@nextdrop.org

### MEDIA FORMAT

Mobile Based

### LANGUAGE

English

### WWW

www.nextdrop.org

### DOWNLOAD THE APP

N/A

### PROJECT DESCRIPTION

Water has been a problem in many South Indian states. Considering the trivial situation of water availability, Next Drop is a solution developed especially for residents of Bengaluru in September, 2013. It provides information on water availability to residents via automated calls and SMS and provides information to utility engineers through a web-based dashboard. It serves water utilities by collecting requisite data on water delivery outcomes and makes live data accessible to water utility engineers so they can quickly identify and address problems

whenever detected or referred by the citizens. The application reduces the time spent waiting for water by bringing transparency in the water distribution system. The project also addresses households using unsafe and expensive water. NextDrop is a mobile-based service and uses real-time visibility into operations. There is no additional hardware that one needs to install for the purpose, although the service is chargeable at INR 10 per month. Till date around 25,000 households have registered for the service. The basic language for all operations is English.

### JURY EVALUATION

The twin cities of Hubli Dharwad suffer from acute water shortage and citizens receive water only once in 2-3 days. NextDrop comes across as a very simple and innovative idea which can be taken up by all water supply utilities and provided to the citizens.





## Citizen's Connect – SMC Mobile App

### ORGANIZATION

Surat Municipal Corporation

### COUNTRY

India

### CONTACT

[commissioner@suratmunicipal.org](mailto:commissioner@suratmunicipal.org)

### MEDIA FORMAT

Mobile App

### LANGUAGE

English

### WWW

[www.suratmunicipal.gov.in](http://www.suratmunicipal.gov.in)

### DOWNLOAD THE APP

[play.google.com/store/apps/details?id=in.smc](https://play.google.com/store/apps/details?id=in.smc)

### PROJECT DESCRIPTION

Mobile technology is changing the way we experience and engage in our daily information and service access and delivery activities. With the vision to make Surat a more organized city, the Surat Municipal Corporation has setup a mobile application Citizen's Connect–SMC Mobile App in August 2013. The app aims to provide information and services to people keeping them at pace with the latest technology. Using the app one can check and pay outstanding or advance property tax; check and obtain death certificates; check shops and establishment; check registration certificate details; complaint, about regis-

tration, share feedback; get information about - elected wing details, Admin Wing details, active tender information, active recruitment; rainfall information and other information and services. The app has helped to save the valuable time of citizens and also help them in accessing information when required. All information on the app is available in English with Gujarati language support. The application is compatible with all Android phones and can be downloaded free of cost. There have been approximately 50,000 installations of the app till June, 2014 with an average rating of 4.5 by as per information on Google Play.

### JURY EVALUATION

The Surat Municipal Corporation's mobile application is both innovative and impactful and they have relevant metrics which demonstrate use and impact. There is an opportunity for other Municipal Corporations to study the e-Governance and m-Governance initiatives of Surat and replicate them in their cities as well.





## **m-Health**

This category welcomes the products/projects which are doing good in resolving health issues of the society using Mobile support & hence advancing mobile health care systems.

**INDIA**  
**Managing public-health  
supply chains using mobile  
phones**

**INDIA**  
**Rural Health Management  
Information System using  
mobile/tablets**





## Managing public-health supply chains using mobile phones

### ORGANIZATION

**Logistimo**

### COUNTRY

**India**

### CONTACT

**arun@logistimo.com**

### MEDIA FORMAT

**App Based**

### LANGUAGE

**English**

### WWW

**www.logistimo.com**

### DOWNLOAD THE APP

**[docs.google.com/a/defindia.net/file/d/0B-Alimi5amlhUlo2UTltRHE2czg/edit](https://docs.google.com/a/defindia.net/file/d/0B-Alimi5amlhUlo2UTltRHE2czg/edit)**

### PROJECT DESCRIPTION

Rural health system performance depends fairly on strong supply chains. It is important to ensure that the medicines and supplies are reliably available at the point-of-care, exactly when needed.

Based on cloud technology coupled with support from mobile phones Logistimo enables a supply chain management. The app was first launched in July, 2012 and aims at ensuring optimal availability and quality of essential goods like vaccines, drugs, agriculture inputs, energy products at the last mile. The app works across sectors including Health, Agriculture, Waste Management and En-

ergy. Logistimo also helps in getting a real-time visibility of all inventories and orders. The app is compatible with all Android devices and has the facility where any agent within the supply chain can be alerted to alerts or exceptions via email or SMS. The app makes inventory as well as order management very easy and also reduces its cost. Logistimo is fully functional in 6 Indian states and 2 African countries. The app is catching up on the Google Play store with around 500 installations and an average user rating of 5.0, as recorded till December, 2013. The basic language of the application is English and it is free for download.

### JURY EVALUATION

The combination of highly evolved and comprehensive technical solutions plus outstanding efficacy in actual results made check cold chain a very popular winner. We wish the service absolute success and look forward to continued updates.





## Rural Health Management Information System using mobile/tablets

### ORGANIZATION

Media Lab Asia

### COUNTRY

India

### CONTACT

satyavir@medialabasia.in

### MEDIA FORMAT

Windows Mobile Based

### LANGUAGE

English

### WWW

[www.rhmis.kerala.gov.in](http://www.rhmis.kerala.gov.in)

### DOWNLOAD THE APP

N/A

### PROJECT DESCRIPTION

With rising population, the country is facing an acute shortage of expert health professionals who can properly diagnose and treat the masses. The problem is worse in rural areas, where well-qualified doctors do not like to venture, because of various reasons including poor infrastructure and lack of urban facilities. The Rural Health Management System was launched in June, 2009 and envisages empowering of field-level health workers with mobile/handheld based data collection. It improves their health care delivery activities and enhances the accuracy of data, minimizes redundant entry and provides reliable storage for health data from the field through the health care reporting structure. The app avoids the cumber-

some paper work as per present practice. It facilitates the capture and analysis of public health data from the field for monitoring mother and child health, ante-natal care, family planning and communicable diseases. A centralized server is used for storing the collected data in a central database and its analysis using statistical methods. This serves as input to health planning and decision making at higher levels of the DHS. This application has two parts. One part is on mobile/tablet and another is web based which can be accessed through a browser. For Mobile-based application one needs a Windows mobile where the application can be installed and worked with further. The application is available for all its users in English.

### JURY EVALUATION

With the planning and execution tool in at the hands of front-line health workers, it is anticipated that the state will witness enormous outcomes in its health service provision and be a role model to the rest of the states in India, and elsewhere.



# CIRC

Community Information Resource Center

सामुदायिक सूचना संसाधन केंद्र



[www.circindia.org](http://www.circindia.org)

As of now DEF has various partners who have been instrumental in establishing and managing CIRCs. Some of the partners are;

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Partners



Contact Us

**CIRC**

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Kali Sarai, (Near IIT Flyover), New Delhi - 110015  
Tel: 91-11-26532786 / Fax: 91-11-26532787  
Email: [siddiqui@defindia.net](mailto:siddiqui@defindia.net)  
Visit: [www.circindia.org](http://www.circindia.org), [www.defindia.org/circ/](http://www.defindia.org/circ/)

[f.com/CIRCIndia](https://www.facebook.com/CIRCIndia)

[t.com/CIRC\\_India](https://www.tumblr.com/CIRC_India)





## **m-Inclusion**

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

**SRI LANKA**  
**Bhasha Helakuru**

**INDIA**  
**Accessible Places**

**PAKISTAN**  
**Halaat-o-Meter**





## Bhasha Helakuru

### ORGANIZATION

**Bhasha Lanka (Pvt) Ltd**

### COUNTRY

**Sri Lanka**

### CONTACT

**dhanika@bhasha.lk**

### MEDIA FORMAT

**App Based**

### LANGUAGE

**Sinhala**

### WWW

**www.bhasha.lk**

### DOWNLOAD THE APP

**[play.google.com/store/apps/details?id=lk.bhasha.helakuru](https://play.google.com/store/apps/details?id=lk.bhasha.helakuru)**

### PROJECT DESCRIPTION

There is a large Sinhala speaking population across Sri Lanka and other parts of the world. As Sinhala script has a large number of characters in comparison to Latin it is not compatible with the small keyboard. Keeping this in consideration Bhasha Helakuru is a phonetic Sinhala input method to input Sinhala characters on Android devices. The app was launched in December; 2011. The app can be used on messaging app, Gmail app, Facebook app, Twitter app etc. It also provides a personalized

user experience by automatically learning users' custom glossaries & predicting words accordingly. Helakuru can be used to input Sinhala in any Android device without depending on device's Sinhala rendering support since it provides the compatibility & text preview support. Until June 2014 the app showcases approximately 500,000 users with an average rating of 4.4 on Google Play store. The basic language that the application operates on is Sinhala and is free to download for all.

### JURY EVALUATION

A device like mobile phone which is life-essential needs to address a very widespread problem of not being able to communicate in one's own language of comfort. With an app like this which was able to address this problem of masses is really appreciated. And it is also demonstrated by the wide usage that it solves a basic problem of communication and information access for a very large population!



# Accessible Places

Accessible Places is a crowd-sourcing application wherein people can find disabilities friendly places in Maharashtra

Download now

Learn more



## Accessible Places

### ORGANIZATION

Directorate of Information Technology

### COUNTRY

India

### CONTACT

rajesh.dhume@semt.maharashtra.gov.in

### MEDIA FORMAT

App Based

### LANGUAGE

English

### WWW

[www.accessibleplaces.maharashtra.gov.in](http://www.accessibleplaces.maharashtra.gov.in)

### DOWNLOAD THE APP

[play.google.com/store/apps/details?id=com.celerapp.redpanda.accessible-places](https://play.google.com/store/apps/details?id=com.celerapp.redpanda.accessible-places)

### PROJECT DESCRIPTION

Accessible Places' is an initiative taken by Directorate of Information Technology, Government of Maharashtra in order to ease the lives of differently-abled people. The app was launched in February, 2014 to facilitate differently-abled people. It is a crowdsourcing application, which helps by extending support for sustainable and all-inclusive growth of differently-abled people in Maharashtra. Considering that young and middle level generation are highly engaged in smart phone usage the app tries to ensure

that they get details about all the places that they can visit. For the convenience of differently-abled people, places are categorized by type of amenity such as: ATMs, Libraries, Hospitals, Schools, Parking lots, Restaurants and Parks. One can also contribute to the app by adding new disabled access places for the disabled through their mobile phones. The app is available on all Android (v2.3+) devices in English. By June this year the app had recorded 500 installations with a user rating of 3.5 on Google Play. The app is free to download and open for all.

### JURY EVALUATION

In our country which is known for an apathetic approach to human needs an application like this shows very concerned thinking. This app is also possible to extend to actually include situations or services which are not commonly known. While there are quite a few people who need very specific information and there is no such information available it is a great start!





## Halaat-o-Meter

### ORGANIZATION

Grappetite

### COUNTRY

Pakistan

### CONTACT

[andy@grappetite.com](mailto:andy@grappetite.com)

### MEDIA FORMAT

App Based

### LANGUAGE

English

### WWW

[www.halaat-o-meter.com](http://www.halaat-o-meter.com)

### DOWNLOAD THE APP

[play.google.com/store/apps/details?id=com.grappetite.halaatometer](https://play.google.com/store/apps/details?id=com.grappetite.halaatometer)

### PROJECT DESCRIPTION

The concept of crowdsourcing is catching up all over the world and people are welcoming it and using it in many ways. Based on similar standards Haalat-O-Meter is a crowdsourced platform which aims at enabling residents in Karachi to post updates on their neighborhood during times of trouble like protests, marches, road blockage and traffic jams. The app was first launched in March, 2013. Considering that Karachi has been facing a lot of civil disturbances off late, the app is even more beneficial for people in

the area to remain safe and quickly make themselves aware about any kind of shooting, bomb blasts etc. The incident can be reported and marked on the map by any person using the app. As Haalat-O-Meter can also be accessed via website people can use it even when they do not have their cellphones. The application is compatible with all Android devices and can be downloaded for free. The basic language of the application is English. Since March, 2013 the app has recorded 1000 users with an average rating of 3.8 on Google Play.

### JURY EVALUATION

This is the first time we saw an application being made for a very specific purpose addressing a city. It is an application which is extendable to any city of the world which has very unique situations!





## **m-Travel & Tourism**

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

**INDIA**  
**RailYatri.in Mobile App**

**INDIA**  
**mGaadi**

**INDIA**  
**TaxiPixi**





## RailYatri.in Mobile App

### ORGANIZATION

**Railyatri.in**

### COUNTRY

**India**

### CONTACT

**[ankita.sethi@stellingtech.com](mailto:ankita.sethi@stellingtech.com)**

### MEDIA FORMAT

**App Based**

### LANGUAGE

**English**

### WWW

**[Railyatri.in](http://Railyatri.in)**

### DOWNLOAD THE APP

**[play.google.com/store/apps/details?id=com.railyatri.in.mobile](https://play.google.com/store/apps/details?id=com.railyatri.in.mobile)**

### PROJECT DESCRIPTION

Railway is the lifeline of people in India. There are over 12 million passengers who travel on Indian railways on a daily basis. Looking at the vast number of people who travel on trains Railyatri.in is a unique platform which claims to provide the most comprehensive information on train status, reservation status food, time tables, platform Information, speed, service disruption, cancellation notices, new train announcements, etc. to passengers via mobile apps, web and SMS. The application was launched for users in August 2013. All information is available in English. The appli-

cation was first developed in Noida, Uttar Pradesh and can be accessed by people all over the country. The app works towards providing real time information regarding railway services to people in the country. Apart from this the application also provides services like taxi booking, ordering food and hotel reservations. Railyatri.in supports features like platform locator, trip manager and speed check. The app is compatible with all Android devices and has recorded approximately 500,000 installations with an average rating of 4.2 on Google Play store until July 2014.

### JURY EVALUATION

What we liked about Rail Yatri was the attractiveness of the user interface and the clear attention that had been paid to the product's design. We also saw potential for growth in the app. We encourage the developers to review and expand the user review features.



## How mGaadi Works



Areas of Operation



Watch our 1-min Video



mGaadi for Commuters



mGaadi for Drivers

## mGaadi

### ORGANIZATION

India Drivers Network Services Pvt Ltd

### COUNTRY

India

### CONTACT

vishy@indiadrivers.nets

### MEDIA FORMAT

App Based

### LANGUAGE

English

### WWW

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

### DOWNLOAD THE APP

[play.google.com/store/apps/details?id=com.mgaadi.customer](https://play.google.com/store/apps/details?id=com.mgaadi.customer)

### PROJECT DESCRIPTION

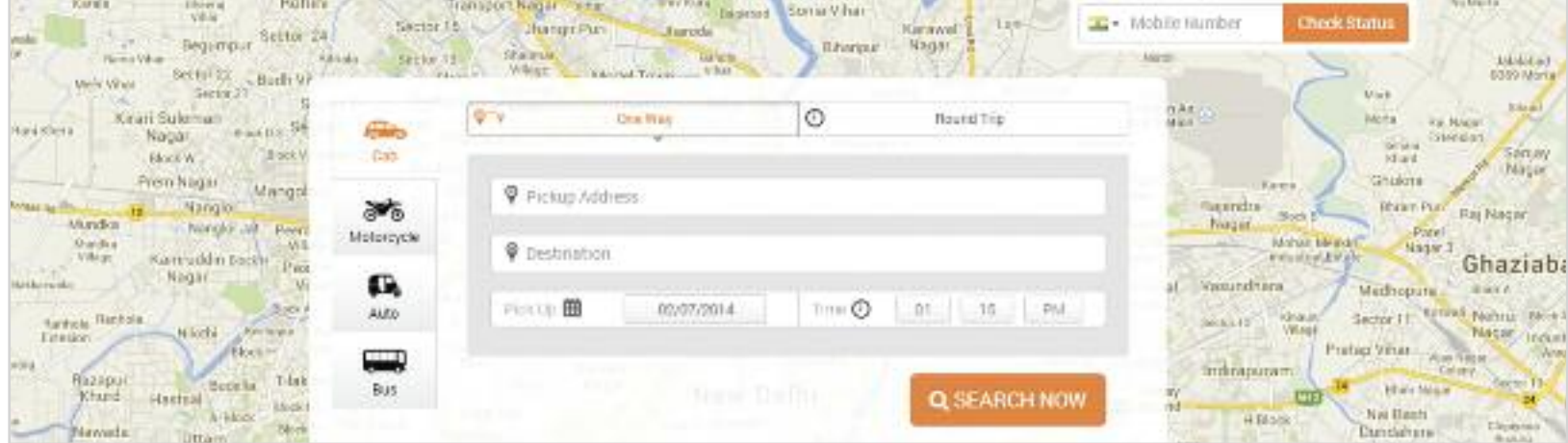
Travelling and commuting is always a matter of concern for many people across India. Sometimes people have to spend a lot of time waiting for public transport. Trying to ease the process mGaadi is an app, which makes the process of local commute less cumbersome for people in Bengaluru. The app was launched in the city in December 2013. It is said that an average Bengaluru auto driver drives 120 kilometers daily and spends at least 25 % of his time waiting for customers or driving around looking for customers. mGaadi comes to the rescue of both

commuters and drivers in the city and serves as a time saving option. People can book auto rickshaws by tapping the app on their mobile phones. The pickup is chargeable at INR 10. The application has the facility of GPS metering which allows the commuter to validate auto rickshaw's meter fare and track the trip. All auto rickshaws available through this service go on meter. The application can be used by all Android and Windows phone users. As of July 2014 the app has around 10000 downloads with an average rating of 3.8 on Google Play store.

### JURY EVALUATION

The mGaadi app seeks to fill a very niche area of public service. The app seeks to reward "good" auto drivers with more business through a user feedback mechanism. The app has the potential to scale to other cities which face similar problems.





## TaxiPixi

### ORGANIZATION

On Time Technologies Pvt Ltd.

### COUNTRY

India

### CONTACT

zaid@taxipixi.com

### MEDIA FORMAT

App Based

### LANGUAGE

English

### WWW

www.taxipixi.com

### DOWNLOAD THE APP

[play.google.com/store/apps/details?id=com.taxipixi.taxiexchange](https://play.google.com/store/apps/details?id=com.taxipixi.taxiexchange)

### PROJECT DESCRIPTION

With the advent of time, life in cities has become very fast-paced. People no longer have the time to make calls for every small necessity in life. Keeping in mind the busy lives of people Taxi Pixi is an app, which serves as an aggregator for all kinds of commercial taxis. The app was launched in April, 2014 with the aim of minimizing the effort of making calls to customer care of various taxi services, which is time consuming and at times not even successful. Customers of TaxiPixi can send their pickup requests directly to taxi drivers from different radio taxi companies and individual taxi op-

erators in less than 30 seconds. The app works on a no call centre model and helps people directly send pickup requests to taxi drivers without making any call. The app is accessible in New Delhi, NCR, Hyderabad, Kolkata, Bangalore, Pune, Mumbai, Ahmedabad, Jaipur, Lucknow and Patna in India, Kuala Lumpur and Penang in Malaysia and all over Singapore. It is compatible with iOS and Android operating systems. Within two months the app has recorded approximately 50,000 installations and an average rating of 4.2 on Google Play and is free for download.

### JURY EVALUATION

TaxiPixi fills a void in aggregating access to taxi service providers using mobile technologies and applications. It is a very compelling entry which fulfils a unique need catering to the Indian environment similar to what Uber did in Western markets and definitely deserves to win the mBillionth award for mobile innovation and local impact.





## m-Women & Children

Women and children are always the majority of the society and they both are the infrastructure, present, and future of the comprehensive and balanced society. Yet women and children are most vulnerable. Digital media and devices like telecom and mobile have become tools of empowerment for the women and thus in many ways also overcome insecurities around children. This category will look into various such initiatives which directly target the lives, works, needs and socio-economic well-being of women and children. This category is also meant to encourage promotion of handheld devices such as mobile to have empowering applications and content directly benefiting women and children.

**INDIA**  
**RUDI Sandesha Vyavhar**

**INDIA**  
**Lunacycle**

**INDIA**  
**Safetipin**





## RUDI Sandesha Vyavhar

### ORGANIZATION

Self Employed Women's Association,  
Cherie Blair Foundation for Women &  
Vodafone Foundation in India

### COUNTRY

India

### CONTACT

[rushilaheri@sewa.org](mailto:rushilaheri@sewa.org)

### MEDIA FORMAT

App Based

### LANGUAGE

Gujarati & English

### WWW

[www.sewa.org](http://www.sewa.org)

### DOWNLOAD THE APP

N/A

### PROJECT DESCRIPTION

In present times women are evolving as entrepreneurs in many developing and emerging markets. Although many women aspire to be entrepreneurs they lack sufficient support to build their businesses. Trying to empower women towards becoming successful entrepreneurs RUDI Sandesha Vyavhar was set up in May, 2012. It claims to be India's only supply chain that has developed its own bespoke MIS tool that runs on simple feature mobile phones. It is an app, which enables women working with RUDI to order stock from the field. The application tailors to the specific products that are bought and

sold by the RUDIbens. It supports them in receiving important updates from the RUDI in real time and thus transfers the entire management of the RUDI from paper to electronic data. This practice also helps in the analysis of the working of RUDI. The app is now being refined to include new features, such as Vodafone's M-Pesa service, which will enable RUDIbens to pay for their stock or receive payments from their customers remotely. This will be another 'first' for a mobile supply chain management tool, especially in the Indian context. The application is available in Gujarati and English for its consumer base.

### JURY EVALUATION

SEWA's ecosystem needs no introduction and has fueled entrepreneurial ventures over decades. The RSV brings superb efficiency to their existing retail networks of women farmers. It is operable on a basic phone and can be easily used even on the cheapest hardware. A win-win from all perspectives.



Say Goodbye to Stress!  
Hello LUNACYCLE!

Helps women:

- Have better understanding of their bodies
- More control of health and lives
- Empower them to track their periods
- Calculate the average length of menstrual term
- Projects fertility



## LunaCycle

### ORGANIZATION

Zero-Sum Wireless Solutions India Pvt. Ltd.

**COUNTRY**  
India

**CONTACT**  
mallesh@zero-sum.co.in

**MEDIA FORMAT**  
App Based

**LANGUAGE**  
English

**WWW**  
www.zero-sum.co.in

**DOWNLOAD THE APP**  
[play.google.com/store/apps/details?id=jp.co.mti.android.lunalunakaigai](https://play.google.com/store/apps/details?id=jp.co.mti.android.lunalunakaigai)

### PROJECT DESCRIPTION

Keeping in mind that women's health is a critical issue in many developing countries, Zero-Sum Wireless Solutions India Private Limited have developed an app LunaCycle to facilitate women. The app was launched in October, 2013. The app can be downloaded on a mobile phone or tablet and acts as a fertility tracker. The app makes it easy for women to track their periods, calculate its average length, predict the next period with precision and project the fertility calendar on

the basis of time of the month. Women can also keep a check on their body weight and diet and achieve their fitness goals by using the app. Lunacycle is targeted towards any woman with a smart phone and helps them have a better understanding and control on their health and lives. The app had recorded 150 user comments on the app store with 2000+ ratings with an average rating of 4 until May 2014. All information on the app is available in English and can be downloaded for free of cost.

### JURY EVALUATION

LunaCycle has a simple user interface and easy functionality. It gives complete privacy to the user and password protects the data. An added and very relevant component of LunaCycle is the tracking of dates when the fertility cycle peaks. With conception being a rising concern in the busy times today, a reminder like this becomes very relevant.





## Safetipin

### ORGANIZATION

Active Learning Solutions Pvt Ltd

### COUNTRY

India

### CONTACT

ashish.basu@safetipin.com

### MEDIA FORMAT

App Based

### LANGUAGE

English & Hindi

### WWW

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

### DOWNLOAD THE APP

[play.google.com/store/apps/details?id=com.safetipin.safetipin&hl=en\\_GB](https://play.google.com/store/apps/details?id=com.safetipin.safetipin&hl=en_GB)

### PROJECT DESCRIPTION

Off late, news is brimming with stories on safety, security, crime etc. Amidst all this Safetipin has come up as a free to download app, which works towards making our communities and cities safer by providing safety-related information collected by users and trained auditors. The app was launched in November, 2013 to encourage more people to be involved in safety of women. At the core of the app is the Safety Audit. It consists of a set of 9 parameters that together contribute to the perception of safety by and amongst women. Each audit results in a pin on the specific location where the audit was

performed and also records the time and date. Different colours are used to indicate safety level for a particular place: Green for safe, Amber for less safe and Red for unsafe. As of now, the app has been launched in Delhi and Bengaluru and will soon be launched in other Indian cities. At present the app is available in Hindi and English and is expected to be launched in a few other languages. The app is available on the app store and Google Play for download and use. The app can be accessed on all Android and iOS supported devices. The app has been rated as 3.9 and has approximately 10,000 downloads on Google Store up till now.

### JURY EVALUATION

In the universe of safety apps safety pin is unique by virtue of the fact that it has an effective user interface and relevant engagement opportunities. While it crowdsources for information it addresses a real need.



## SPECIAL MENTIONS

### M-AGRICULTURE & ECOLOGY

- ⇒ CropIn
- ⇒ SankalpTaru

### M-EDUCATION & LEARNING

- ⇒ Indian Pride

### M-GOVERNANCE

- ⇒ Passport Seva Project Mobility Solution

### M-HEALTH

- ⇒ AmakoMaya
- ⇒ Paywast mHealth Call Centers for Maternal Health

## CHAIRMAN'S DISTINCTIONS

### M-AGRICULTURE & ECOLOGY

- ⇒ Caddisfly

### M-HEALTH

- ⇒ Sampark Setu





## CropIn

### ORGANIZATION

**CropIn Technology Solutions Private Limited**

### COUNTRY

**India**

### CONTACT

**krishna.kumar@cropextechnology.com**

### MEDIA FORMAT

**App Based**

### LANGUAGE

**English & All Indian Languages**

### WWW

**www.cropin.co.in**

### DOWNLOAD THE APP

**N/A**

### PROJECT DESCRIPTION

Although India is an agricultural country our farmers are not in sync with the modern day tools that can make their lives easier and better. Cropin platform is a mobile solution, which envisages providing online identity to all farmers across the country. It was first established in August 2010 to develop and offer real time farm management on a low cost pay as you use product on an IT platform on Cloud integrated with Windows and Android based smart mobile app. It works towards making very farmer adopt the best agricul-

tural practices and tries to make every crop traceable. The app also looks at ensuring quality and export worthiness. The app addresses the industry need by bridging the information asymmetry in the Agri-sector through innovative web and mobile technology. It attempts to provide a highly collaborative platform for real-time Farm Management, Monitoring and Traceability. As many farms can be monitored at the same time it saves up a lot of cost as well as time. The application is available in English as well as all other regional languages.

### JURY EVALUATION

Its strength lies in its focus on data analytics and forecasting which are vital for the agri sector. Cropin has successfully demonstrated that it is possible for even small holding farmers to increase productivity through scientific planning and feedback.





## Plant and track trees with “SankalpTaru G1” Mobile Application

### ORGANIZATION

**SankalpTaru Foundation**

### COUNTRY

**India**

### CONTACT

**apurva@sankalptaru.org**

### MEDIA FORMAT

**App Based**

### LANGUAGE

**English**

### WWW

**www.sankalptaru.org**

### DOWNLOAD THE APP

**play.google.com/store/apps/details?id=org.sankalptaru.www.framework**

### PROJECT DESCRIPTION

In the recent times people are getting more conscious of the environment and working towards its improvement. Although people are willing to take initiative they suffer due to lack of time. Sankalp Taru G1 is an app, which gives opportunity to such people who are interested in contributing towards a green society but do not have the time to do so. The mobile app was launched in July, 2013 to bridge the gap between busy schedules of people and their willingness to participate towards an environment friendly country. The app helps people to plant trees from anywhere across the

world at any desired location with just a few clicks. The app adds to the green space and promotes bio-diversity in the country. Apart from the planters the app is also being used by every site- in charge at the plantation site of Sankalp Taru across India. The app also has the opportunity where the planters can calculate their carbon footprint and neutralize it as well. The basic language of the app is English and it is compatible with all android devices. According to statistics from Google Play store until May, 2014 there were approximately 100 users of the app with an average rating of 5.

### JURY EVALUATION

Its strength lies in its focus on data analytics and forecasting which are vital for the agri sector. Cropin has successfully demonstrated that it is possible for even small holding farmers to increase productivity through scientific planning and feedback.





## Indian Pride

### ORGANIZATION

**NicheTech**

### COUNTRY

**India**

### CONTACT

**mahendra@nichetechsolutions.com**

### MEDIA FORMAT

**App Based**

### LANGUAGE

**English & All Indian Languages**

### WWW

**www.NicheTechSolutions.com**

### DOWNLOAD THE APP

**play.google.com/store/apps/developer?id=NicheTech**

### PROJECT DESCRIPTION

India is a diverse country with many cultures and languages. Indian pride is a group of apps which act as language editors for transliteration of 21 Indian languages. The app was launched in July, 2013 to facilitate users to write in various languages using their English keypad. They can also save and share content through this platform. The app tries to revive the languages of India. It attempts to imbibe the culture of using ones mother tongue in day to day life. By promoting the trend of speaking in re-

gional language the app tries to make people more confident in reading in their own language. The app contains literature content like stories, jokes, poems, quotes and eBooks. The content is available in Gujarati, Hindi and Marathi. All apps are known with language prefix like Hindi Pride, Gujarati Pride etc. India's pride can be accessed on all android compatible devices. As of July, 2014 the application has been installed in almost 5,000 devices and has an average rating of 4.8 on Google Play store.

### JURY EVALUATION

Addresses an unmet need for vernacular content and given their success so far in multiple languages, they certainly differentiate themselves in the space.





## Passport Seva Project Mobility Solution

### ORGANIZATION

CPV Division, Ministry of External Affairs, India

### COUNTRY

India

### CONTACT

[jscpo@mea.gov.in](mailto:jscpo@mea.gov.in)

### MEDIA FORMAT

App Based

### LANGUAGE

English

### WWW

[www.passportindia.gov.in](http://www.passportindia.gov.in)

### DOWNLOAD THE APP

[play.google.com/store/apps/details?id=gov.mea.psp](https://play.google.com/store/apps/details?id=gov.mea.psp)

### PROJECT DESCRIPTION

Passport is one of the most essential identification documents for citizen of any country. In order to simplify the process of getting a passport and all relevant information related to it, mPassport Seva app was launched in March, 2013. The app enables Indian citizens to access passport related information on their smart phones.. It provides a wide variety of services such as tracking the status of passport application, locating a passport office/facilitation center, calculation of fees, list of documents that would need to be submitted along with pass-

port application and general information. The app provides real time passport application status as well as up-to-date passport related information. The Passport Seva premium SMS service is available at a nominal fee payment of Rs. 30/- to the applicants, which is directly paid to the service provider. mPassport Seva is available on Android, iOS and Windows while the basic language remains to be English. Until July, 2014 the mPassport Seva app was installed on approximately 500,000 with an average rating of 3.9 on Google play store. It is free for download by all.

### JURY EVALUATION

The initiative of external affairs "passport seva" has proved to be one of the very successful ventures of the government in "E" enabling the service of getting a passport. The proactive approach of Passport seva to stay up to date with changing technology innovation needs to be acknowledged and rewarded.





## Amakomaya "Developing mobile based application to support pregnant women in Mountain of Nepal"

### ORGANIZATION

Yagiten Private Limited

### COUNTRY

Nepali

### CONTACT

rajendrapoudel@yahoo.com

### MEDIA FORMAT

Mobile App

### LANGUAGE

Nepali

### WWW

www.yagiten.com

### DOWNLOAD THE APP

<https://play.google.com/store/apps/details?id=org.sankalptaru.www.framework>

### PROJECT DESCRIPTION

Amako Maya is a mobile application designed for rural pregnant women of Nepal. The app was launched in October, 2013. It is supported by video, audio and text content designed in Nepali language for better understanding of the rural women. The women can create their own account on Amako Maya in order to seek any kind of assistance. The mobile application informs them about all the changes that are going through in their body and keeps them in-

formed about all stages of their pregnancy. It gives them an insight about dos and don'ts during pregnancy. The mobile application also guides them during their pregnancy period and timings for their ANC visit among other requisite information. The mobile app is compatible with all android devices. By July, 2014 the application was downloaded on approximately 100 devices with an excellent average rating of 5.0. It is free of cost and can be downloaded very easily by anyone.

### JURY EVALUATION

We nominated Amakomaya as winner in the M-health category. Amakomaya is a very compelling entry filling the need for robust information sharing system for more than 40% of the pregnant women in remote parts of Nepal. It definitely deserves to win the mBillionth award for M-health category.





## Paywast mHealth Call Centers for Maternal Health

### ORGANIZATION

**Paywast**

### COUNTRY

**Afghanistan**

### CONTACT

**jes@paywast.af**

### MEDIA FORMAT

**Mobile App Based**

### LANGUAGE

**Dari, Pashto & English**

### WWW

**www.paywast.af**

### DOWNLOAD THE APP

**play.google.com/store/apps/details?id=org.sankalptaru.www.framework**

### PROJECT DESCRIPTION

At 71 deaths per 1,000 newborn babies, Infant mortality rates in Afghanistan are among the highest in the world. To bring some relief to the present scenario Paywast m-Health call centre was launched in January, 2013 in Kabul, Afghanistan. The solution works towards improving the condition maternal health in the country. The app works as a CRM (Customer Relationship Management) system for managing patients and health

care workers. The application also supports an SMS based cash voucher system to reimburse transportation providers in a safe and verified manner. The call centre ensures that pregnant women get an opportunity to deliver their baby at a proper health facility with qualified staffs and medical professionals. Paywaast brings technology to the rescue of the pregnant women in Afghanistan who lose their lives or their child's life due to lack of facilities for childbirth.

### JURY EVALUATION

The Paywast initiative has endeavored to address the health needs of the community in strife riven Afghanistan. The very nature of the current lack of infrastructure and support for even basic services makes Paywast an outstanding example and effort to provide maternal health in Afghanistan.





## Caddisfly

### ORGANIZATION

**Ternup**

### COUNTRY

**India**

### CONTACT

**info@ternup.com**

### MEDIA FORMAT

**App Based**

### LANGUAGE

**English**

### WWW

**caddisfly.ternup.com**

### DOWNLOAD THE APP

**N/A**

### PROJECT DESCRIPTION

Caddisfly is a low cost field-water testing system which was launched in July 2010 and uses a smartphone to perform tests and upload the test result and GPS co-ordinates onto an online database. The kit tries to democratize access to water quality data, by giving people and intermediaries like non-profits and local governments the opportunity to test their water sources and use the data to seek appropriate action. Existing chemical water testing kits are unreliable and difficult

to use repeatedly, even for trained technicians. Caddisfly combines an automated chemical test kit with mobile technology, allowing users to log and save test data, and upload it onto an online database which can be viewed publicly. This data can then be used to decide upon the most appropriate course of action in regions affected by Fluoride, arsenic, bacterial contamination etc. (such as RO systems, rain water harvesting, local suppliers).

### CHAIRMAN EVALUATION

Water is a basic necessity of human existence and also the ecology around them. The health of water is critical and every citizen has a right to know the information about the water they are consuming in their lifecycle. Caddisfly is one such effort that enables the mobile in our hand to be used with few add-ons to find out the quality and quantity of water around us, especially drinking water and share the same info to empower the community around us. Also crowdsourcing the water data may be the only sustainable means to know about the water available or not available to us.



**A new impetus given to agriculture;  
Highest agriculture growth rate in  
the country - 18%**



## Sampark Setu

### ORGANIZATION

Department of Health & Family Welfare,  
Government of Madhya Pradesh

### COUNTRY

India

### CONTACT

pravirkrishn@hotmail.com

### MEDIA FORMAT

App Based

### LANGUAGE

English

### WWW

health.mp.gov.in

### DOWNLOAD THE APP

N/A

### PROJECT DESCRIPTION

In the recent times people are getting more conscious of the environment and working towards its improvement. Although people are willing to take initiative they suffer due to lack of time. Sankalp Taru G1 is an app, which gives opportunity to such people who are interested in contributing towards a green society but do not have the time to do so. The mobile app was launched in July, 2013 to bridge the gap between busy schedules of people and their willingness to participate towards an environment friendly country. The app helps people to plant trees from anywhere across the

world at any desired location with just a few clicks. The app adds to the green space and promotes bio-diversity in the country. Apart from the planters the app is also being used by every site- in charge at the plantation site of Sankalp Taru across India. The app also has the opportunity where the planters can calculate their carbon footprint and neutralize it as well. The basic language of the app is English and it is compatible with all android devices. According to statistics from Google Play store until May, 2014 there were approximately 100 users of the app with an average rating of 5.

### CHAIRMAN EVALUATION

Health is wealth. We all know that. However, the intangible wealth of good health is not something that is a priority in India. Any effort that enables information in and out to the people at large, especially those living in remote areas across villages of India, must be given serious look and be replicated. Sampark Setu is an effort of proactive governance in Madhya Pradesh that connects almost each and every health worker and officers in MP and they are almost all the time pushed with info that is not only serious preventive health advisory but also related monitoring of health services. All it needs is another push to make the connectivity real time and interactive, and gradually replicated across other states.



## NDLM Programme Members

- Farmers
- Housewives
- Panchayat representatives
- Entrepreneurs
- Adolescent girls
- Unemployed youth
- Students



## NATIONAL DIGITAL LITERACY MISSION

# 275 million households in India

Let's make One from each house  
digitally literate!

In a country of 1.2 billion, there are 275 million households, 250,000 panchayats, 14,00,000 schools, 85,000 public and community health centres, 26 million micro & small enterprises, 33,00,000 NGOs, 1,00,000 Aanganwadis and altogether more than 345 million people below poverty line. This entire range of institutions and people are digitally illiterate.



# RUNNERS UP

## **M-BUSINESS & COMMERCE/ BANKING**

- ⇒ Zippr for Every Indian
- ⇒ Tracklo!
- ⇒ Expense Tracker 2.0

## **M-EDUCATION & LEARNING**

- ⇒ Story Time for Kids
- ⇒ Pocket Science
- ⇒ Perfect My English

## **M-HEALTH**

- ⇒ GP (GrameenPhone) Health SMS Tips

## **M-NEWS & JOURNALISM**

- ⇒ Letshootup

## **M-TRAVEL & TOURISM**

- ⇒ Patiala Green Cabs - Patiala Gedhi

## **M-WOMEN & CHILDREN**

- ⇒ MyNino
- ⇒ CitizenCOP





m- Business & Commerce/Banking

## Zippr for Every Indian

**ORGANIZATION**  
Zippr Private Limited

**COUNTRY**  
India

**CONTACT**  
aditya@zippr.in

**MEDIA FORMAT**  
Mobile App Based

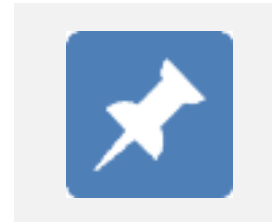
**LANGUAGE**  
English

**WWW**  
www.zip.pr

**DOWNLOAD THE APP**  
N/A

In most emerging markets like India, the postal system was not designed to keep with the scale of economic growth. The current address system is inconsistent and irrelevant to most people as citizens' resort to using landmarks to give directions. Zippr is a mobile app and a platform where users can create, share and manage all their addresses making them exact and discoverable through GPS navigation, where each address is in a simple 8 character format. It incorporates innovative naming convention for locations by setting length which is similar to mobile numbers and provides high privacy through random codes that have back-end structure. Zippr uses the latest available technology to solve the simple problem of communicating an address simple and easy, whether it is done verbally or through electronic communication. The basic language that the app follows is English. Zippr is compatible with all Android and iOS operating systems. It has approximately 50,000 installations and a rating of 4.0 on Google Play store.

*Zippr is a mobile app and a platform where users can create, share and manage all their addresses making them exact and discoverable through GPS navigation, where each address is in a simple 8 character format.*



m- Business & Commerce/Banking

## Tracklo!

**ORGANIZATION**  
Eko India Financial Services Pvt. Ltd.

**COUNTRY**  
India

**CONTACT**  
abhishek.khanna@eko.co.in

**MEDIA FORMAT**  
Android App Based

**LANGUAGE**  
English

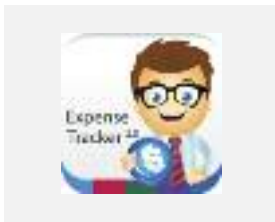
**WWW**  
www.eko.co.in

**DOWNLOAD THE APP**  
[play.google.com/store/apps/details?id=com.eko.fos](https://play.google.com/store/apps/details?id=com.eko.fos)

Sales and marketing are the newest tools that every business person is looking at in the present scenario. Tracklo is the modern day app which allows distributors to track the movement of sales executives/ field staff who are at the respective retailers to pick cash after which the distributor can give the e- money credit to the retailer. The field executive can check if the shop has competitor outlets nearby and enables him to deposit the cash collected in the bank, which the distributor is able to track on his web portal. The executive has to just do a simple check in at the location, enter amount details etc. and check out while they leave. The app allows the organization to keep a track of the ground level movement with no hassles of paper work at all. The app is compatible with all Android devices. It has approximately 100 installations with an average rating of 5 on Google Play store and is available for free download for all. The basic language that the app works on is English.

*Tracklo is the modern day app which allows distributors to track the movement of sales executives/ field staff who are at the respective retailers to pick cash after which the distributor can give the e- money credit to the retailer.*





m- Business & Commerce/Banking

## Expense Tracker 2.0

**ORGANIZATION**  
hSenid Software  
International

**COUNTRY**  
Sri Lanka

**CONTACT**  
alena@hsenidoutsourcing.  
com

**MEDIA FORMAT**  
App Based

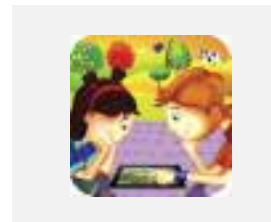
**LANGUAGE**  
English

**WWW**  
www.hsenid.com

**DOWNLOAD THE APP**  
[play.google.com/store/apps/  
details?id=com.hsenid.ex-  
pensetracker&feature](https://play.google.com/store/apps/details?id=com.hsenid.expensetracker&feature)

Savings is vital for any individual across the world. Colombo based mobile application Expense Tracker claims to have made huge positive change among its users life by increasing their savings across the world. The app is a personal finance management application designed to help users to plan their monthly budget and to keep track of all their expenses and thus manage their personal finances on the go. The app incorporates features providing comments and feedback for the increased saving. The app has features which keep a track of payment for monthly recurring expenses and project savings and financial overview. It is also self-sufficient to generate monthly reports and email them in PDF format. The app has in built pass code facility which helps secure all data. Expense Tracker 2.0 is free to try out and is compatible with all smart phones and tablets. It has around 50,000-100,000 installations so far with an average rating of 3.7 by its users.

*The app is a personal finance management application designed to help users to plan their monthly budget and to keep track of all their expenses and thus manage their personal finances on the go.*



m-Education & Learning

## Story Time for Kids

**ORGANIZATION**  
Teknowledge Software

**COUNTRY**  
India

**CONTACT**  
sambrita.misra@teks.co.in

**MEDIA FORMAT**  
App Based

**LANGUAGE**  
English (Also available in French  
and German. Hindi coming up  
shortly)

**WWW**  
www.teks.co.in

**DOWNLOAD THE APP**  
[www.storytimeforkids.info/a  
pp/](http://www.storytimeforkids.info/app/)

Young kids today are very tech savvy. They are hooked on to computers and mobile phones for hours. Keeping this in mind Teknowledge software came up with an app where interactive learning meets wholesome reading with fun as well as games. The app comprises of an amazing range of stories with narration and illustrations. While the children can tap on the animated characters and hear them speak, they can learn the basics of English language too. Kids can tap on words and find out their meaning and the right pronunciation of the words. The app also consists of educational and interactive games for children. The application boasts of seamless animations, and offers smooth touch features. There is an auto-upgrade feature in the app as well, which makes the reading experience for children all the more enjoyable. The app is available in English, French and German and is compatible with all iOS supported devices. Users have rated it as 4+ on iTunes store.

*Teknowledge software came up with an app where interactive learning meets wholesome reading with fun as well as games. The app comprises of an amazing range of stories with narration and illustrations.*





m-Education & Learning

## Pocket Science

### ORGANIZATION

QureeusEduventures Pvt. Ltd.

### COUNTRY

India

### CONTACT

[vineesh@ubilearn.in](mailto:vineesh@ubilearn.in)

### MEDIA FORMAT

App Based

### LANGUAGE

English

### WWW

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

### DOWNLOAD THE APP

[play.google.com/store/apps/details?id=pocketscience.in](https://play.google.com/store/apps/details?id=pocketscience.in)

In order to make learning a fun process, a mobile application Pocket Science was developed for CBSE Class 10 students. The app includes science chapters by using chapter discussion videos. The other features include doubt clearing, gamified revision in the form of games like anagrams and crosswords, competition tools and the ability to challenge one's friends. Thus the app helps in internalizing new dimensions of science ensuring various levels of competitiveness. Pocket Science looks at making science more accessible, fun and more sensible than it is in the average classroom or in textbooks. Amidst the stressful curriculum that students go through this application aims at providing some fun element in the lives of students. The application uses English as its basic language and is compatible on all android phones. There are approximately 10,000 installations of the app so far with an average user rating of 4.2.

*Pocket Science was developed for CBSE Class 10 students. The app includes science chapters by using chapter discussion videos. The other features include doubt clearing, gamified revision in the form of games like anagrams and crosswords, competition tools and the ability to challenge one's friends.*



m-Education & Learning

## Perfect My English

### ORGANIZATION

Perfect My English

### COUNTRY

India

### CONTACT

[rohit@perfectmyenglish.in](mailto:rohit@perfectmyenglish.in)

### MEDIA FORMAT

App Based

### LANGUAGE

English

### WWW

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

### DOWNLOAD THE APP

N/A

Lack of quality spoken and practical English is a big problem faced by many youngsters in India. Trying to come to a solution, Perfect My English is a mobile app which uses flash cards-like style of quizzing. The app diagnoses the weaknesses of the user in various skill areas and prescribes and delivers remediation through scores, feedback and reading material. The app has the facility where the users can continually re-asses and re-target their remediation through self-learning, deliver reports on progress over time broken down as per skill areas and topic wise feedback. The application is compatible with all android compatible devices. It is the platform to improve communication skills in English for students and professionals alike through bite sized personalized assessment & remediation cycles. The app has almost 50,000 installations on with an average rating of 4.0 on Play store.

*Perfect My English is a mobile app which uses flash cards-like style of quizzing. The app diagnoses the weaknesses of the user in various skill areas and prescribes and delivers remediation through scores, feedback and reading material.*





## m-Health

# GP (Grameenphone) Health SMS Tips

**ORGANIZATION**  
Grameenphone Ltd.

**COUNTRY**  
Bangladesh

**CONTACT**  
nahmed@grameenphone.com

**MEDIA FORMAT**  
SMS Based

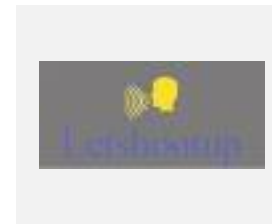
**LANGUAGE**  
English

**WWW**  
www.grameenphone.com

**DOWNLOAD THE APP**  
N/A

A plethora of health tips are available to people in their day to day life. Health magazines, newspaper sections, the Internet etc. have a lot of health related information which one can access. The problem that one faces is not the accessibility of such information but a way out where one can remember about these tips and implement them in their daily life. GP Health SMS Tips is an app developed in Bangladesh through which subscribers can get health related valuable suggestions and tips every day. The tips are prepared by registered physicians of Bangladesh Doctors' Association, with a minimum expense of an SMS charge. Customers can get SMS in different categories like general health, fitness, baby health, new born care, pregnancy care, women health, skin, dental, nutrition, hypertension, diabetes etc. and keep away from any health hazard. The basic language of the SMS system is English.

*GP Health SMS Tips is an app developed in Bangladesh through which subscribers can get health related valuable suggestions and tips every day. The tips are prepared by registered physicians of Bangladesh Doctors' Association, with a minimum expense of an SMS charge.*



## m-News & Journalism

# LetShootUp

**ORGANIZATION**  
Mobiwhiz Technologies LLP

**COUNTRY**  
India

**CONTACT**  
baranikumar77@gmail.com

**MEDIA FORMAT**  
App Based

**LANGUAGE**  
English

**WWW**  
www.letshootup.com

**DOWNLOAD THE APP**  
[play.google.com/store/apps/details?id=com.mobiwhiz.letshootup](https://play.google.com/store/apps/details?id=com.mobiwhiz.letshootup)

LetShootUp is a mobile app developed by Mobiwhiz Technologies LLP. The product has been designed for NGOs, newspapers, News Channels and individuals who can use this application effectively to transform the world. The app works towards encouraging every citizen to be a reporter. Citizens can take pictures & video, create text or record voice and upload them on the server. Google Maps is also incorporated in the system so that the location of the report can be updated for future references. The platform has the capacity to be integrated with any news portal or any website for further dissemination of the information. The application is compatible with Android and can be accessed on all android supported devices. Letshootup is a recently developed app and has approximately 50 installations at the moment. The app developers look forward to enable the citizens to raise their voice and get users to notice issues and generate news by themselves. This app is free to download for all.

*The app works towards encouraging every citizen to be a reporter. Citizens can take pictures & video, create text or record voice and upload them on the server. Google Maps is also incorporated in the system so that the location of the report can be updated for future references.*





## m-Travel & Tourism

# "Patiala GreenCABS" - Patiala Gedhi

**ORGANIZATION**  
Patiala Foundation

**COUNTRY**  
India

**CONTACT**  
thepatialafoundation@gmail.com

**MEDIA FORMAT**  
Phone call Based

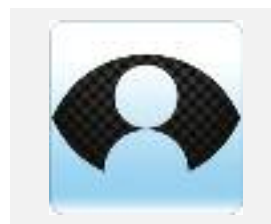
**LANGUAGE**  
Punjabi & Hindi

**WWW**  
www.patialagrecabs.blogs  
pot.com

**DOWNLOAD THE APP**  
N/A

Economically, rickshaw pullers (Traction Drivers) are one of the poorest of the poor in the society. Looking at the situation of rickshaw pullers Patiala Foundation started Dial-a-rickshaw service. It is a call service through which one can call a rickshaw at their doorstep. One can book a heritage route of Patiala also known as "Patiala Gedhi" which takes tourists and general public through cultural/architectural heritage of the city. The city is divided into 12 zones and each zone has approx. 20 sub feeding centers from where all the calls are sourced out. The service is available in Punjabi and Hindi. All these green cabs are zero pollution rickshaws and give employment to many people of the poor section. The project aims at making lives of unskilled laborers better and uplifts their social, financial status thereby having a positive impact on their families.

*Patiala Foundation started Dial-a-rickshaw service. It is a call service through which one can call a rickshaw at their doorstep. One can book a heritage route of Patiala also known as "Patiala Gedhi" which takes tourists and general public through cultural/architectural heritage of the city.*



## m-Woman & Children

# MyNino

**ORGANIZATION**  
Silver Touch Technologies Ltd.

**COUNTRY**  
India

**CONTACT**  
mobileproducts@  
silvertouch.com

**MEDIA FORMAT**  
App Based

**LANGUAGE**  
English & French

**WWW**  
www.silvertouch.mobi/  
mynino

**DOWNLOAD THE APP**  
www.silvertouch.mobi/myni  
no/download

MyNino is a multiplatform Mobile Application which facilitates parents to take care for their child through Smartphones. The application is very beneficial for the parents who are often worried about their children when they are out of their reach. This app has two different versions i.e. Parent and Child app. Parent - Parent app is available on iPhone, Android, BlackBerry, Windows 6, and also using the Web Panel Child - Child app is available on Android, BlackBerry, Windows 6 and iPhone (iOS7). When configured in the child's device it sends parents reports on activities such as SMS and calls (both incoming and outgoing) at an interval as set by the parents. The application also sends location details at regular interval. The application is available in English and French. The application has a rating of 4+ on iTunes store and is free to download by all.

*The application is very beneficial for the parents who are often worried about their children when they are out of their reach.*





m-Woman & Children

## Citizen COP

**ORGANIZATION**  
INFOCRATS Web Solutions  
Pvt Ltd.

**COUNTRY**  
India

**CONTACT**  
rakesh@infocratsweb.com

**MEDIA FORMAT**  
App Based

**LANGUAGE**  
English

**WWW**  
[www.citizencop.org](http://www.citizencop.org)

**DOWNLOAD THE APP**  
[play.google.com/store/apps/  
/details?id=com.info.traffic&hl=en](https://play.google.com/store/apps/details?id=com.info.traffic&hl=en)

Citizen Cop aims at working as an effective initiative to involve the common man in fighting crime in his/her city. It is designed to encourage voluntary crime reporting by capturing images/ videos and directly sending it to the police force, thereby providing security as anyone can report to police and make an urgent call when stuck in or encountering a crime situation. Bundling with features like towed vehicle search, police notifications, GEO-fencing, safe zone demarcation and identification can be done. With the growing numbers of people using smartphones, this application can be useful for citizens being instrumental in ensuring a crime-free environment in their cities. Bundling with useful features like towed vehicle search, GEO-fencing, police notifications, and Police directory make it a comprehensive safety kit. The app is compatible on all Android devices and is available free of cost. At present the application is available only to users in Bhopal, Jabalpur and Indore. So far the app has 50,000 installations with an average rating of 4.4.

*With the growing numbers of people using smartphones, this application can be useful for citizens being instrumental in ensuring a crime-free environment in their cities.*



**PROJECT NAME:** Wireless for Communities-Phase 3

**TARGET GROUP:** Economic and Social Backward

**COUNTRY/STATE:** Giridih, Ranchi, Mandla, Madhya Pradesh, Nangaon

### OUTCOME

1. Setting up wireless network in 8 clusters.
2. Providing wireless network training in setup and management
3. Providing Capacity Building & Training Programmes on digital literacy skills
4. Organising policy advocacy conferences
5. Development of wireless training manual
6. Development and customization on Training Module & Computer IT & ICT on Social Entrepreneurship





## DIGITAL LITERACY, SAFETY & SECURITY PROGRAMME

Is the first of its kind initiative of Google India and Digital Empowerment Foundation that aims towards imparting digital literacy and promotes ways and means for users to stay safe online; and advocating towards digital security and privacy needs in India.



Regional Partners:





# FINALISTS (48)

## M-AGRICULTURE AND ECOLOGY - 07

### **Name of the project**

Dissemination of Climate smart agro-advisories to farmers in CCAFS benchmark sites of India

### **Email Address**

s.mittal@cgiar.org

### **Website**

www.ccafs.in

### **Name of the project**

AgriMart - Agri Relationship Platform

### **Email Address**

vinay@vitalwires.com

### **Website**

www.vitalwires.com

### **Name of the project**

Maha Krushi Sanchar (MKS) Closed User Group (CUG) scheme for farmers and Agriculture officers

### **Email Address**

dydirproject.pune@agri.maharashtra.gov.in

### **Website**

www.mahaagri.gov.in

### **Name of the project**

e-KrishakSahyogi

### **Email Address**

sudarshan@isapindia.org

### **Website**

www.isapindia.org

### **Name of the project**

Croplense

### **Email Address**

padma.kumar@conceptglobal.com

### **Website**

www.croplense.com

### **Name of the project**

Krishi Gyan Sagar and Krishi Vani - Powered by the Green SIM

### **Email Address**

G.Dileepkumar@cgiar.org

### **Website**

www.icrisat.org

### **Name of the project**

Intelligent Advisory System for Farmers

### **Email Address**

ranjan@cdac.in

### **Website**

www.cdacmumbai.in

## M-BUSINESS & COMMERCE/ BANKING - 02

### **Name of the project**

Savaree

### **Website**

www.savareeapp.com

### **Email Address**

madeeha.hassan.20@gmail.com

### **Name of the project**

Oxygen Wallet

### **Email Address**

awinish.sinha@myoxygen.com

### **Website**

www.oxygenwallet.com

## M-CULTURE & HERITAGE - 02

### **Name of the project**

Situational Gita

### **Website**

www.antarjtaal.com



**Email Address**  
ssy@antarjaal.com

**Name of the project**  
Shubh Vivaah  
**Website**  
www.shubh-vivaah.com  
**Email Address**  
ashchow1986@gmail.com

## M-EDUCATION & LEARNING - 05

**Name of the project**  
Discover English with Ben & Bella - Learn all about the Zoo  
**Email Address**  
hitesh.jain@witsindia.com  
**Website**  
www.witsindia.com

**Name of the project**  
NTTF - Mobile Application on Press Tool Modules  
**Email Address**  
meera.v@sritybertechologies.com  
**Website**  
www.nttftrg.com

**Name of the project**  
Play to Learn  
**Website**  
www.sesameworkshopindia.org  
**Email Address**  
anuragini.nagar@sesame.org

**Name of the project**  
Studycopter  
**Email Address**  
ajain@studycopter.com  
**Website**  
www.studycopter.com

**Name of the project**  
Mobile Enabled Teacher Education and Women's Empowerment  
**Email Address**  
gayathri@mobiltrain.com  
**Website**  
www.mobiltrain.com

## M-ENTERTAINMENT - 07

**Name of the project**  
Picovico API  
**Email Address**  
pravin@janakitech.com  
**Website**  
N/A

**Name of the project**  
Sooriyan FM  
**Email Address**  
prasad@asiabroadcasting.lk  
**Website**  
www.lotustechologies.lk

**Name of the project**  
ZAPR - India's Favourite TV Companion  
**Website**  
www.zapr.in  
**Email Address**  
sandipan.mondal@redbricklane.com

**Name of the project**  
MotoStunts  
**Email Address**  
sales@7seasent.com  
**Website**  
www.7seasent.com

**Name of the project**  
DittoTV  
**Email Address**  
abhishek.gaurav@zee.esselgroup.com

**Website**  
www.dittotv.com  
**Name of the project**  
Unlockar  
**Email Address**  
pulkitahuja.4@gmail.com  
**Website**  
www.unlockar.com

**Name of the project**  
BoiPoka  
**Website**  
www.banglabookhouse.com  
**Email Address**  
asriful.jubair@mobioapp.com

## M-GOVERNANCE - 02

**Name of the project**  
I Change My City  
**Email Address**  
moxada.singh@janaagraha.org  
**Website**  
www.ichangemycity.com

**Name of the project**  
Call for Change  
**Email Address**  
vaagai.advisory@gmail.com  
**Website**  
www.oursay.org

## M-HEALTH - 05

**Name of the project**  
Take Poo To The Loo  
**Email Address**  
mfernandez@unicef.org  
**Website**  
www.poo2loo.com



**Name of the project**  
NGO Field Tracker  
**Email Address**  
vikas@etech-services.com  
**Website**  
www.etech-services.com

**Name of the project**  
Contact Tracing: An Android Application to Identify TB-Infected Individuals  
**Email Address**  
colin.delmore@opasha.org  
**Website**  
www.opasha.org

**Name of the project**  
mSwasthya  
**Email Address**  
saurav@cdac.in  
**Website**  
www.mswasthya.in

**Name of the project**  
mMitra Voice Call and Animation Service  
**Website**  
www.armman.org  
**Email Address**  
tanzoomahmed@armman.org

#### **M-INCLUSION - 04**

**Name of the project**  
sZenseEYE  
**Email Address**  
up00277082@techmahindra.com  
**Website**  
www.techmahindra.com

**Name of the project**  
Walkability App

**Email Address**  
india@cleanairasia.org  
**Website**  
www.walkabilityasia.org

**Name of the project**  
Anant Computing Platform  
**Email Address**  
phani.bhushan@anantcomputing.in  
**Website**  
www.anantcomputing.in

**Name of the project**  
Lokrajya Mobile Application  
**Email Address**  
rajesh.dhume@semt.gov.in  
**Website**  
www.dgipr.maharashtra.gov.in

#### **M-NEWS & JOURNALISM - 02**

**Name of the project**  
Android Athpotha  
**Email Address**  
roomagazine@gmail.com  
**Website**  
N/A

**Name of the project**  
Hiru News  
**Website**  
www.lotustechologies.lk  
**Email Address**  
prasad@asiabroadcasting.lk

#### **M-TRAVEL & TOURISM - 07**

**Name of the project**  
ixigo PNR status

**Email Address**  
simran@ixigo.com  
**Website**  
www.ixigo.com

**Name of the project**  
Travel Aid Plus  
**Email Address**  
manosi@mlinfomap.com  
**Website**  
www.mlinfomap.com

**Name of the project**  
Sri Lankan Airline Mobile Application  
**Email Address**  
kirthi.jayasinghe@srilankan.com  
**Website**  
www.srilankan.com

**Name of the project**  
Trip38 for Consumers  
**Email Address**  
sesh@trip38.com  
**Website**  
www.trip38.com

**Name of the project**  
Xgear  
**Email Address**  
ahmed@xgear.io  
**Website**  
www.xgear.io

**Name of the project**  
LocoMapia  
**Email Address**  
ajin@veeble.org  
**Website**  
www.locomapia.com



**Name of the project**  
Uni Rides  
**Email Address**  
info@sitback.pk  
**Website**  
www.sitback.pk

## **M-WOMEN & CHILDREN - 05**

**Name of the project**  
Panic Killer  
**Email Address**  
devang.nathwani31589@gmail.com  
**Website**  
www.panickiller.nkonnnect.com

**Name of the project**  
Eyewatch - A personal safety mobile application  
and system  
**Email Address**  
george@eye-watch.in  
**Website**  
www.indianeyesecurity.com

**Name of the project**  
LoveCycles Menstrual Calendar  
**Email Address**  
email@plackal.in  
**Website**  
www.lovecycles.me

**Name of the project**  
I am Safe  
**Email Address**  
baranikumar.s@mobiwhiz.in  
**Website**  
www.mobiwhiz.in

**Name of the project**  
Chetna+  
**Email Address**  
minal.jain.08@gmail.com  
**Website**  
www.chetna.info



# GRAND JURY 2014







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

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



**Madhu Singh Sirohi**  
**Country Head – India**  
**Vodafone Foundation**

Madhu Singh Sirohi is the Country Head of Vodafone Foundation in India which is committed to empowering women through access and capacity building. She has been associated with the world of education and corporate social responsibility for over 17 years. A strong advocate of women empowerment, she has spoken from many prestigious platforms on barriers that prevent women from maximizing their potential. In Vodafone, she has been working to address some of the nation's most pressing challenges through the transformative effects of mobile technology with partners like SEWA, Pratham, Cherie Blair Foundation etc.

She was the erstwhile Country Head for Corporate Responsibility and Environment at Uninor, the Indian Business Unit of the Telenor Group. She was a part of the team that lead the GSMA mWomen agenda in India bringing focus to the gender gap in phone ownership. She conceptualized the integration of women in the telecom retailer network through the Uninor-Hand in Hand Citizen Centre initiative, a much awarded programme, setting up credible models in creating shared value.



**Prasanto Kumar Roy**  
**Adviser & Eminent**  
**Journalist**  
**CyberMedia**

Prasanto Kumar Roy is President and Chief Editor at CyberMedia Publications, publisher of

Dataquest, PCQuest, and other leading IT publications magazines in India. He heads the ICT Publishing group of CyberMedia, which includes seven IT and telecom publications, both B2B and consumer. A technology journalist, hands-on user and electronics enthusiast for over 20 years, Roy, 41, is a Physics graduate from St Stephen's College, and attended school at St Xavier's, Delhi. He joined CyberMedia in 1990, as Dataquest's assistant editor. In 1993 he moved to PCQuest as editor. Over the next six years, he started the PCQ Online electronic bulletin board, the Computers@Home monthly, CyberMedia Test Labs, and the PCQuest CD-ROMs, the latter two being firsts in Asia. From 1996-99, he was editor and head of the PC magazine's group, comprising PCQuest, Computers@Home, and PCQ Labs. In 1999, he moved on to head the Dataquest and Voice&Datagroup, which then launched DQ

Channels and various DQ Week newspaper editions.



**Anirban Mukerji**  
**Senior Manager**  
**Wireless Reach**  
**Qualcomm**

Anirban Mukerji is Senior Manager within Qualcomm's Government Affairs department. Based in New Delhi, India, he manages Qualcomm's Wireless Reach™ initiatives in India and South Asia. Qualcomm believes access to 3G and next-generation mobile technologies can improve people's lives. Qualcomm's Wireless Reach initiative is a strategic program that brings wireless technology to underserved communities globally. An ICT4D professional, he has worked on numerous e-Governance Projects like Urban Property



Records Project for Karnataka & e-District Project for Government of India.

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**Jonathan Bill**  
**Founder, PluggedIndia & Angel/Advisor at EatAds.com**

Jonathan is the founder of PluggedIndia.com and a 'stealth mode consumer tech startup'. He is an advisor to Reverie Language Technologies, Saavn, On Device Research and several other mobile centric businesses and is also an active angel investor in India's tech start-up market. He is a mobile internet expert, having spent a decade leading Vodafone's mobile Internet operations and strategy in developing markets including India, the Middle East, Africa and East-

ern Europe. Prior to Vodafone he was Commercial Director at an Internet ad serving company Real Media and was Business Development Director for Reuters Media.

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**Hempal Shrestha**  
**Practitioner-ICT For Education and Social Development**

Since past 15 years, Hempal Shrestha has served many national and international organizations from social, educational, private and government sectors in various capacities. His core competencies are in the fields of Information and Communication Technology (ICT) capacity building, knowledge sharing and knowledge management. In the course of his career, he has led the

Open Development Programme in the Asia region for Bellanet International Secretariat.

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**Abhijit Saxena**  
**Founder and CEO Mobilox**

Abhijit has started his career as a trainee in a Public sector company State Trading Corporation, Delhi. Soon he shifted to Times of India. He spent time working on traditional and upcoming media like ET, Financial Times and Times TV. Getting experience in TV he shifted his focus to the emerging medium of Television and joined Zee TV in Mumbai. Abhijit has also featured in the Impact Top 100 Digital Personalities 2013. Abhijit is possibly one of the very few profession-

als in the country who have invaluable experience on Print, TV, Digital, Social and Mobile media. Abhijit started his own venture in October 2011 named Mobilox.

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**Ravi Sundararajan**  
**Chief Operating Officer Webaroo**

As the Chief Operating Officer, Ravi heads Sales, Marketing, Business Development, Business Operations and Support for Webaroo as well as Product Operations for its Unified Messaging business. Under his leadership Webaroo has grown to become the leading Unified Messaging platform that supports over 2.1 billion mobile interactions per month, powering mobile messaging for over 66 million users,

500 brands and 25,000 businesses.

Prior to Webaroo, Ravi was Founder and CEO of a cloud analytics startup, and also held various senior executive roles at Symantec including leading solutions development, product management, sales and marketing for Symantec's cloud data management and information security solutions. Before that he was General Manager of Enterprise Content Delivery and Cloud Services business at Akamai, Vice President at Palm/Handspring (now HP) and Engagement Manager at McKinsey. He has been awarded US patents for innovative cloud data management inventions and is a frequent speaker at digital industry summits. He started his career at Sun Microsystems where he was a key member of design team that built Sun's first 64-bit server system Ultra-1 for the Internet data center and cloud computing market.





**Syed Kazi**  
**President**  
**North East Development**  
**Foundation**

He is a social entrepreneur, researcher and a development specialist in areas of governance, services delivery, e-governance and ICT for development. Professionally, he has been active since 2002. He is the honorary president of North East Development Foundation, a not-for-profit, set up and promoted to work for sustainable development in North East India region since 2006. He has been with Digital Empowerment Foundation as a key resource person on policy, programme and research programmes since 2005. He was associated with key programmes of National Legal Services Authority (NALSA) of the Supreme Court of India,

Governance Knowledge Centre of Department of Administrative Reforms and Centre for the Study of Law & Governance, JNU, New Delhi. He has published works in various journal, magazines, and newspapers. He holds an M. Phil. and a Ph.D in e-governance and services delivery from Jawaharlal Nehru University, New Delhi.



**Mahesh Venkateswaran**  
**Principal - Innovation &**  
**Engagement, NSDC**

Mahesh leads the engagement and innovation practice at NSDC. In his role, he works closely with training partners and external stakeholders in contributing to the skilling mission. As part of the innovation piece, his team supports and funds products/practices that add value to the

skills ecosystem in the country. For almost four years before his present job, Mahesh was associated with KGVK in Jharkhand, a Corporate Social Enterprise arm of the Usha Martin Group, in leadership roles.



**Lochan Lal Amatya**  
**Senior Manager of Nepal**  
**Telecom & Former Presi-**  
**dent of CAN**

Lochan Lal works as Manager in Satellite Service Directorate and Project Manager of Wimax Project, Wimax Project Implementation and O&M Wifi Hotspots installation all over Nepal. He has more than 28 years of experience in IT and Communication field. He served as President, Zone Chairperson, Region Chair person and District 325B. He is a Life Member of Nepal Engi-

neers Association (NEA) and Computer Association of Nepal (CAN).



**Dr. Basheerhamad**  
**Shadrach**  
**Global Consultant, Bill**  
**& Melinda Gates**  
**Foundation**

Dr. Basheerhamad Shadrach consults with organisations in the areas of knowledge systems, education, governance, rural informatics, life-long learning, access to information, anti-corruption, MDGs and the use of information and communication technologies for development. At present, he is associated with the Bill & Melinda Gates Foundation, US and the Asian Development Bank, Manila. Dr. Shadrach also serves on the Board of Advisors of a number of non-gov-

ernmental organisations worldwide such as the Commonwealth Foundation in the UK; the International Network of Emerging Library Innovators in the US and the prestigious US\$ 1 million Access to Learning Awards Committee of the Bill and Melinda Gates Foundation in the US. For his thesis on measuring the impact of rural information initiatives, Dr. Shadrach has been awarded a Ph.D by Loughborough University in the UK.



**Ramakrishna NK**  
**Co-founder & CEO**  
**Rang De**

Ram is the Co-Founder & Chief Executive Officer of Rang De. He was chosen for the Ashoka Fellowship in 2012 in recognition of Rang De's



game-changing efforts to lower the cost of credit. A firm believer in the social business model, he started Rang De in 2008 as a platform to raise social investments for individuals. His conviction that there is a need to lower the cost of micro-credit has been instrumental in shaping Rang De's values and beliefs. Prior to starting Rang De, Ram worked as Principal Consultant for Vignette Europe Limited and has consulted for some of the world's best companies.



**Amir Ullah Khan**  
President  
Glocal University

Amir Ullah Khan is a development economist and President of the Glocal University in Saharanpur in India. He studied Electronics Engineering at Osmania Uni-

versity in Hyderabad, Management at the Institute of Rural Management at Anand and got his Ph.D from the Jamia Millia Central University in Delhi. He is a Fellow at the India Development Foundation, Adjunct Professor of Law and Economics at the Edith Cowan University in Western Australia and Policy Advisor to the Bill and Melinda Gates Foundation.



**Ananda Raj Khanal**  
Director & Acting Chief  
Nepal Telecommunications Authority (NTA)

Mr. Ananda Raj Khanal is Director (Technical), Nepal Telecommunications Authority and is Bachelor of Law (Tribhuvan University, Nepal) and Master of Engineering (Optical Communication, Anna University, India). He has over 5

years of experience in Telecom Policy, Law and Regulation, and more than 14 years of experience in the academic field of engineering. He worked as a Lecturer in the Dept. of Electrical & Electronics and has extensively taught courses such as Optical Fibre Communications, Digital Communications, Microwave Systems, High-speed Networks, Microprocessor Based System Design, and Digital System Design for both undergrad and graduate students at various universities in Nepal. He has also developed a number of funding proposals for INGOs and also writes reports of the projects.



**Madanmohan Rao**  
Research Director  
YourStory Media  
Madanmohan Rao grad-

uated from the Indian Institute of Technology at Bombay and completed his advanced studies from University of Massachusetts at Amherst. He holds a M.S. in Computer Science and a Ph.D. in communications. He works as a consultant and author from Bangalore, in knowledge management and new media. He was formerly the Communications Director at the United Nations Inter Press Service bureau in New York, and Vice President at India World Communications in Bombay. He is the Research Projects Director of Mobile Monday and Co-Founder of the Bangalore K-Community.



**Rajen Varada**  
CEO, Open Knowledge  
Community

Rajen Varada is an ICT practitioner since 1995 and continues to be actively engaged in designing and implementing proof of concept solutions for rural development using technology and ICT in particular. He has developed solutions for health & early childhood care: (Sisu Samrakshak UNICEF), disaster: (SMS4help – Solution Exchange), district e-governance: (Parishkaram & Samadhan – Govt of AP& West Bengal) and most recently “Labnet”, a migrant labour tracking and services portal. He is actively involved for the past nine years in study, evaluation and mentoring of ICT innovations which impact the social sector. Rajen has been one of the thinkers behind movements like public sector software in India and actively supports community ownership of technology – from community radio, community TV to open source applications.





**Anika Gupta**

**Founder, Hacks/Hackers**

As Product Manager for Citizen Journalist Digital at CNN-IBN, Anika Gupta heads a team that is looking to develop new products and paradigms for citizen storytelling. The goal is to bridge the gap between

social media and mainstream media through the innovative use of digital, mobile, local language and social media. She also organizes partnerships with activist organizations and citizen journalism groups in India and around the world. The broad category name for these types of sites is “user-generated content” sites. She writes about international business, politics, science, technology, literature and travel. Her articles have appeared in India and the United

States, including in Fortune magazine, Business Today magazine, the Hindustan Times newspaper and Smithsonian magazine.

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**Shalini Kala**

**Independent Consultant**

Ms. Shalini Kala has an

advanced degree in Economics. She worked on issues for Agricultural Policy Reform in India for her M.Phil. dissertation. She has 20 years of professional experience in the field of rural development, particularly in the areas of food and agriculture focusing on knowledge networking, livelihoods and capacity building both in India and the Asia-Pacific region. Most recently, Ms. Kala was at the World Food Programme (WFP) where she worked on design, testing and advo-

cacy of innovative approaches for food aid as a tool of development. She was also associated with National Council of Applied Economic Research (NCAER) and later worked on USAID projects.



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A Great Experience!!

Let's Strive together to make  
this award relevant to a  
Billion people!! *Pranav S.*

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was Disappointed that I didn't see  
a "RAINBOW ENTRY" which enables  
FB updates with no internet connection  
-3-  
taken apart had an  
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Be Simple!  
  
be people!  
*(Chandan)*


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It was great to see the  
range of innovation in the  
applications. I am confident  
that many winners will  
gain significant traction in  
the years to come *Amogh*

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App's app's and app's!  
  
*Chakren.*

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Great to be part of this Grand Jury!  
With the mBillionth the very best for all the  
future editions

A big Thank you to the Team for making  
this event a great success

*Rameshwarika*  
Co-founder & CEO  
*Ravi Dc*



another milestone for the m-billions!!  
Congrats!

The mBillionth  
award jury has been  
tons of fun. met great ppl, saw  
some great projects. Thanks for  
the invite!  
- Anika Gupta

The season of voting & elections for  
soon!!  
We voted and elected winners  
of the mBillionth Awards as Indians  
brought in a new PM with  
millions of votes!  
Rishi A. D.

An event that  
could be instru-  
mental in making  
mobile phones reach  
Billions for socio-economic  
Development or change

HIGH QUALITY  
NOMINATIONS  
PRACTICE  
DIVERSITY

Amazing jury  
in Amazing  
Nepal!  
Wonderful Nominations  
Extraordinary Words!



# PARTNERS & ASSOCIATES

## PRESENTERS

### Digital Empowerment Foundation

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

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

### Vodafone

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

Vodafone is the world's largest mobile telecommunications company.

Vodafone owns and operates networks in over 30 countries and has partner networks in over 40 additional countries.

## PRINCIPAL PARTNER

### Public Interest Registry

[www.pir.org](http://www.pir.org)

Public Interest Registry is a nonprofit organization that operates the .org domain database. As one of the original domains which has served the online community for more than 25 years, .org has grown into the place to express ideas, knowledge and causes on the Internet.

## STRATEGIC PARTNERS

### Mint

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

Mint is a business newspaper from HT Media Ltd, launched in collaboration with The Wall Street Journal on 1 February 2007. It is a premium business news publication aimed at de-

cision makers and policy makers of the country.

### PricewaterhouseCoopers

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

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

## ASSOCIATE PARTNER

### Qualcomm

[www.qualcomm.co.in](http://www.qualcomm.co.in)

Wireless Reach is a strategic program that brings wireless technology to underserved communities globally. Wireless Reach projects demonstrate the positive social and economic impact of wireless tech-

nologies in the communities in which we live and work.

## COUNTRY PARTNERS

### Bytes for all

[www.bytesforall.pk](http://www.bytesforall.pk)

Bytes for All, Pakistan is a human rights organization focused on information and communication technologies. It experiments and organizes debate on the relevance of ICTs for sustainable development and strengthening human rights movements in Pakistan.

### NICTAA

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

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

### CAN

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

Computer Association of Nepal (CAN) was formed in May 1992 but was formally registered in December 1992 with the involvement of professionals, specialists, manufacturers, institutions and related organizations from the Information Communication Technology sector in Nepal.

### ICTA

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

Information and Communications Technology (ICT) is an increasingly powerful tool for participating in global markets, promoting political accountability, improving the delivery of basic services and enhancing local development opportunities.

### Dnet

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

Dnet is a social enterprise, established in 2001, with a vision for a



society where information and knowledge facilitates all stake-holders' participation in generation of wealth and its equitable distribution for poverty alleviation. Dnet pioneered in research on using ICT as a primary means for alleviating poverty, empowerment through minimizing the digital divide and access to information, civic participation, capacity development and employment generation.

## OUTREACH PARTNERS

### MP Post

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

MP Post is Madhya Pradesh's first Hindi e-Paper that was launched in 2005 and comes out with a daily edition. Besides being a provider of latest national and local news, it has also helped to increase and aid Hindi literacy in rural areas. Such new media initiatives hold out the possibility of on-demand access to content anytime, anywhere as well as user feedback.

### Mobile Social Networking Nepal

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

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

### Mydala

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

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

### The TechPanda

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

TheTechPanda.com was started with the purpose of creating a one stop destination for all important updates in the field of technology. They gather the best tech content from around the world and present a collection of the best tech news and gadget reviews, all at one place.









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