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Award South Asia 2016



# TRANSFORMING LIVES WITH **MOBILE**





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**TRANSFORMING**  
**LIVES**  
**WITH MOBILE**

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# *mBillionth* NOMINATIONS AT A GLANCE 2016

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## NOMINATION **STATISTICS**

Total Entries

348

Total Nominations  
after Screening

260

Total Nominations  
after Virtual Jury

90

Finalists

69

Winners

25

Jurors' Mention

06

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## **COUNTRY-WISE** NOMINATIONS

348

India 275

Maldives 01

Nepal 07

Afghanistan 01

Pakistan 12

Bangladesh 20

Sri Lanka 32



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**25****COUNTRY-WISE WINNERS**

India	16
Pakistan	01
Sri Lanka	05
Bangladesh	03

---

**COUNTRY-WISE JURORS' MENTIONS****06**

India	03
Nepal	01
Sri Lanka	02

**69****COUNTRY-WISE FINALISTS**

India	36
Nepal	04
Pakistan	04
Sri Lanka	17
Bangladesh	08

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## CATEGORY-WISE NOMINATIONS

348

Agriculture & Environment	28
Business & Commerce	37
Culture & Tourism	10
Early Stage	58
Learning & Education	50
Government & Citizen Engagement	44
Inclusion & Empowerment	31
Health & Well Being	45
Media & Entertainment	21
Smart Settlements & Urbanisation	24

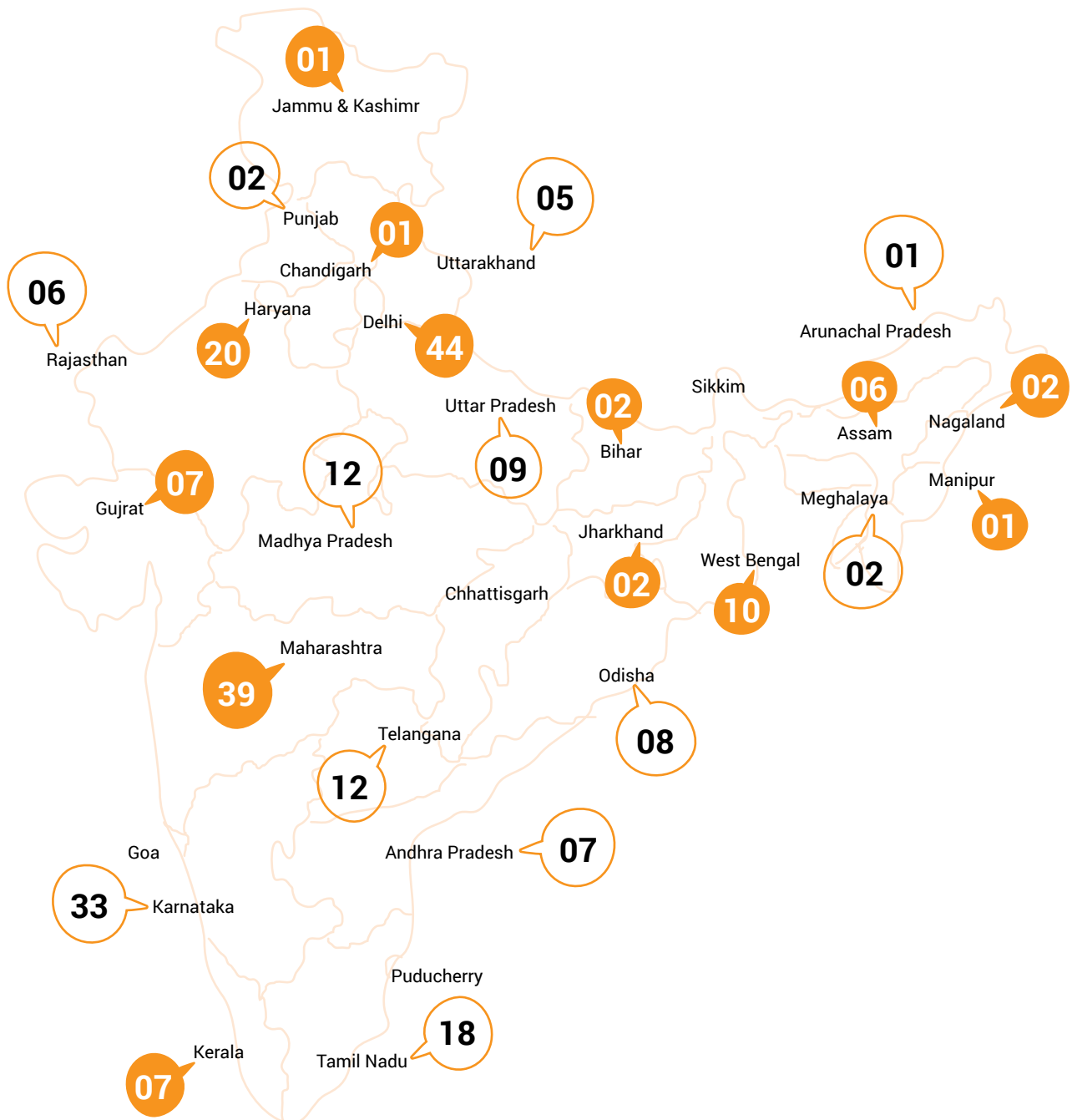
25

## CATEGORY-WISE WINNERS

Agriculture & Environment	02
Business & Commerce	03
Culture & Tourism	03
Early Stage	03
Learning & Education	03
Government & Citizen Engagement	02
Inclusion & Empowerment	02
Health & Well Being	02
Media & Entertainment	02
Smart Settlements & Urbanisation	03

## INDIAN STATE-WISE NOMINATIONS

257



# THE mBILLIONTH AWARDS SOUTH ASIA 2016 WINNERS

# 25

## AGRICULTURE & ENVIRONMENT - 02

Kisaan Suvidha – India  
#Breathe – India

## BUSINESS & COMMERCE - 03

Ftcash – India  
UltraCash – India  
AppBajar – Bangladesh

## CULTURE & TOURISM - 03

Sri Lanka Museums – Sri Lanka  
Patari – Pakistan  
Matrubharti – India

## EARLY STAGE - 03

iShippo – India  
District Nutrition Monitoring System (DNMS) – Sri Lanka  
Katha – Sri Lanka

## LEARNING & EDUCATION - 03

Missed Call Do, Kahaani Suno – India  
OnlineTyari App – India  
RiSE App – India

## GOVERNMENT & CITIZEN ENGAGEMENT - 02

Hawk Eye – India  
VAT Checker – Bangladesh

## INCLUSION & EMPOWERMENT - 02

Sign Language Interpreter (SLI) – Sri Lanka  
Vibration Series – Products for the Deaf-Blind – India

## HEALTH & WELL BEING - 02

iKure Techsoft (P) Ltd. – India  
The Vision Guard – Sri Lanka

## MEDIA & ENTERTAINMENT - 02

Sensy Remote – India  
Vizmato – India

## SMART SETTLEMENTS & URBANISATION - 03

Bangladesh Emergency Services – Bangladesh  
Intelligent Transport System – India  
Rmitra – India

# 06

# THE mBILLIONTH AWARDS SOUTH ASIA 2016 JURORS' MENTIONS

## AGRICULTURE & ENVIRONMENT - 01

Stove Trace – India

## BUSINESS & COMMERCE - 01

Roshan's M-Paisa – India

## EARLY STAGE - 01

Right2Sight – Sri Lanka

## LEARNING & EDUCATION - 01

TeachApp – Nepal

## HEALTH & WELL BEING - 01

Meri Vaani; Speech and Language Therapy app – India

## SMART SETTLEMENTS & URBANISATION - 01

PickMe – Sri Lanka

# THE mBILLIONTH AWARD SOUTH ASIA 2016 FINALISTS

# 38

## AGRICULTURE & ENVIRONMENT - 04

Mandi Trades – India  
Shekru – India  
Clean Air Nation – India  
CropAdvisor – Sri Lanka

## BUSINESS & COMMERCE - 05

CarDekho app – India  
NEPSE app – Nepal  
TAXpert – Nepal  
Selliscope – Bangladesh  
Business Process Excellence Centre – India

## CULTURE & TOURISM - 03

Museums in Delhi – India  
PlaceMe.PK – Pakistan  
Hiru FM – Sri Lanka

## EARLY STAGE - 03

Sahityarathi – India  
Pusa Krishi – India  
polyTricks – Bangladesh

## LEARNING & EDUCATION - 03

Sling App – India  
Examiner – Sri Lanka  
Durbin App – Bangladesh

## GOVERNMENT & CITIZEN ENGAGEMENT - 04

MPMobile – India  
PMKVY- Building Eco-system – India  
Khoj – Bangladesh  
Mobile App for Parliament of Sri Lanka

## INCLUSION & EMPOWERMENT - 03

Aakash Bani – India  
Digital Talking Book – Sri Lanka  
Helabasa Sinhala Unicode – Sri Lanka

## HEALTH & WELL BEING - 04

babytika – Bangladesh  
Deciber – Sri Lanka  
doctHERs – Pakistan  
Genisys Smart Water Bottle holder – Sri Lanka

## MEDIA & ENTERTAINMENT - 05

Kheloge Toh Jeetoge – India  
Kahi Ankahi Baatein – India  
Two Digits – Sri Lanka  
Vdriver – Sri Lanka  
Rtv Apps – Bangladesh

## SMART SETTLEMENTS & URBANISATION - 04

Travly – Pakistan  
Jugnoo – India  
ValetEZ – India  
ePMS – India

## OSAMA MANZAR

Founder & Director,  
Digital Empowerment Foundation  
Chair, mBillionth Award  
Member of the Board,  
WSA & WSA Mobile Award



It is estimated that by 2020, over 75 per cent of global data traffic will consist of video content. This shows where the future of mobile data is heading. Higher bandwidth would be imperative to access information on mobile phones.

Mobile phones are the driving force for Internet usage in rural India. It is making a difference in every sector, whether it is health, community mobilisation, agriculture, environment, citizen journalism or any other. But according to the latest report from the Internet and Mobile Association of India (IAMAI), India has estimated 371 million mobile Internet users by June 2016, out of which almost 71 per cent exist in urban India. When we consider the fact that approximately 70 per cent of India resides in the villages, we are looking at an extremely uphill task in the years to come.

As far as access to mobile data in the villages is concerned, the current scenario is bleak to say the

Although India is the second-largest telecom market globally, unique subscriber penetration is just a little over 36%.

## THE WAY FORWARD

least. In the era of 4G, 2G data is the best that one can access in the villages, if at all. The National Optical Fibre Network (NOFN) project hasn't taken off the way it should have. Broadband facility to provide last-mile mass connectivity is also grim. DEF has Wireless for Community (W4C) project that provides Internet connectivity in the information dark areas through free spectrum and line of sight towers. But we need a concerted effort by the civil society, especially innovators, to affect a change. If India has to shine as 'Digital India', then solutions through innovation need to be found for maximum digital inclusion.

Smartphones are clearly the prime tool for digital inclusion in rural India. It is imperative upon us to find solutions to the challenges that are glaring at us from a point blank range. Technology has democratised the flow of information and knowledge. Innovation has ceased to be only the preserve of highly educated urban class. For true change, movement of innovation needs to be driven





Source: vimages.net

from the villages. Barefoot engineers or innovators at the grassroots level need to be encouraged and supported. That is the vision of mBillionth; to provide an impetus for an eco-system at grassroots level for innovative minds to create opportunities for themselves and flourish. Every finalist and winner, who comes to mBillionth and wins, goes and inspires more creative minds. And we are seeing that happening. Since the time of its inception, the numbers and quality of submissions have only grown. But we still have a long way to go.

The world is transforming at a nerve-wrecking

pace. Women are the most important stakeholders in this development. When a woman is enabled, she enables the family and the benefits of this transformation reflect on the society organically. In a globalised world everyone is connected. Each one of us is contributing to the progress. We need at least one innovator in every district. We have to get hold of our own destiny. That is the dream mBillionth Awards is trying to achieve. Every hand that is enabled with a smartphone should be driving change, growth and empowerment, extending across India, irrespective of gender, caste, creed, religion, city, town or village.

## ANIRBAN MUKERJI

Senior Manager,  
Wireless Reach,  
Qualcomm



Relevant information delivered via mobile broadband can empower underserved communities and help the government meet its objectives.

Prime Minister Narendra Modi's Digital India plan aims to transform India into a digitally empowered society and knowledge economy by empowering citizens through ubiquitous access to the internet and use of mobile phones and services.

Qualcomm, through its Qualcomm® Wireless Reach™ initiative, shares Prime Minister Modi's vision of 'Digital India'. A strategic corporate social responsibility initiative, Wireless Reach has been working since 2006 to implement programs that leverage mobile broadband to achieve economic and social impact.

The Fisher Friend Mobile Application was one of the first Wireless Reach programs to be launched in India, in collaboration with the MS Swaminathan

Qualcomm's Wireless Reach initiatives share the vision of 'Digital India' to find innovative solutions to bridge the digital divide and accelerate economic growth.

## Achieving a digitally empowered society in India

Research Foundation, to make fishing safer for fishermen who had suffered from the 2004 tsunami.

Since then, several other programs that are implemented reflect the government's key priorities. For example, the Play 'n' Learn program developed 24 innovative, Android-based games using Sesame Workshop India's educational outreach and television program content. This program has been successful in improving the literacy and numeracy skills of children ages 5-8. The evidence of impact of such programs that incorporate mobile technology in education may help inform the government's New Education Policy.

The StoveTrace program, implemented by Nexleaf Analytics, supports the government's programs to drive adoption of clean cook stoves through innovative financing. Featuring a smartphone connected to a thermal sensor and pre-loaded with a mobile app that provides an affordable, reliable, monitoring device to measure a family's clean cook stove usage. This solution enables families to obtain



Source: [vimages.net](http://vimages.net)



credits from a voluntary carbon exchange when they use clean cook stoves, providing them with a financial incentive for using clean cook stoves while also reducing carbon emissions and improving the health of their families. During 2015, sensors tracked participants using their clean cook stoves for a total of 103,000 hours, enabling savings of 249 tons of carbon dioxide and earnings of US \$1,497.

Through the Government of India's universal financial inclusion scheme, all households in India will gain easy and universal access to financial services. The Connecting India to Disconnect Poverty program uses MicroLekha, a mobile application created through funding provided by Wireless Reach, to help microfinance institutions (MFIs) operate more efficiently, cost-effectively and with greater transparency while also increasing customer satisfaction and confidence in the lending process. MicroLekha is being implemented with Planned Social Concern, an MFI based in Jaipur, Rajasthan.

Wireless Reach also collaborated with IntraHealth International and others on the mSakhi mobile application to empower frontline health workers to improve maternal, infant and child care. Developed for Android devices, mSakhi combines self-learning, counseling and client-management tools in one easy-to-use and engaging multimedia solution.

This programme aligns with the Digital India plan and has had such positive results that the State Government of Uttar Pradesh is incorporating the learnings into a larger government initiative that will include 14,000 State health workers and has the potential to serve more than 500,000 beneficiaries.

As these Wireless Reach programs demonstrate, Qualcomm remains committed to collaborating with the Government of India to find innovative solutions to bridge the digital divide, accelerate economic growth and enable the government to meet its policy and program objectives.

## MANOJ DAWANE

VP & Head - Technology,  
Government & Industry Relations,  
Sustainability & Corporate Responsibility,  
Ericsson India



With Broadband & mobility becoming basic needs of people across the globe, the world is witnessing a digital revolution. Be it education and healthcare or how we build our cities to how we run our businesses, a new society is emerging and we call it 'The Networked Society'.

Networked Society brings an unprecedented opportunity to address global sustainable development challenges and, at Ericsson, we use our technology, solutions and advocacy to create positive impacts for our stakeholders and our business while managing environmental, social and ethical risks. We strive to be a responsible and relevant driver of positive change in society and include society as a key stakeholder alongside shareholders, customers, and employees. As a cornerstone of our leadership approach and a strategic priority, sustainability and corporate responsibility is integrated across our business.

ICT has emerged as a powerful tool to address poverty, health, humanitarian response, refugee reconnection, peace-building and gender equality.

## Building a 'Networked Society'

We work to ensure that everyone, everywhere can benefit from mobile communications. A prominent example is mobile money, where we are part of driving the enablement of financial and social inclusion.

Our Connect To Learn initiative, which utilises our core assets of mobility, broadband and cloud solutions to ensure access to a quality secondary education for girls in developing countries, is now benefiting over 76,000 students in 22 countries. With quality education, girls have a much greater chance to earn a decent living, raise a healthy, productive family and improve their quality of life. A World Bank study found that every year of secondary school education correlates with an 18 per cent increase in a girl's future earning power.

In India, we recognise the link between limited mobility of women or girls and accessing quality learning opportunities, we are leveraging Connect To Learn with Plan India to increase self-development opportunities for 15,000 girls aged between 15–25 years. Three 'Ericsson Digital Learning Centres' were inaugurated with Plan India in 2015 in Delhi as knowledge hubs for girls. Twelve more are being set up this year. Our other education projects with implementation partners seek to leverage technology to make a difference to learning outcomes as well.



Source:freepik.com

ICT has emerged as a powerful tool to address poverty, health, humanitarian response, refugee reconnection, peace-building and gender equality.

On the humanitarian front, we marked the 15th anniversary of Ericsson Response, our employee volunteer programme which has supported 40 relief efforts after disasters in 30 countries and is a pioneering example of public-private partnership in action. During 2015, employees around the world, including India, participated in donation drives supporting two of our long-standing United Nations partners. After the earthquake in Nepal, and in addition to the work done by the employee-volunteer programme, Ericsson Response, a donation drive for the Emergency Telecom Cluster led by World Food Programme was launched. Employee donations and company matching raised USD 75,000. In response to the refugee crisis in Europe, employees donated generously and, with

company-matched funds, raised USD 450,000 for United Nations High Commissioner for Refugees (UNHCR) in support of their critical support for refugees in the form of essential items, shelter, food, water, and medical care.

We need to remember that the power of the Networked Society is not in the infrastructure but in the ability of each and every one of us as individuals, enterprises and governments to use it for transforming the way we work, think, acquire knowledge and impact the society. It has the potential to help address some of the world's biggest challenges — including reduction of carbon footprint, sustainability, and availability of education and health care — and India can take a leading role in many of these areas. With its young population that is increasingly becoming digital, there is an immense opportunity for India to significantly transform the country's future and influence the world.

## RAJESH VERMA

Former Secretary,  
Information Technology,  
Government of Sikkim



The ubiquity of the mobile has prompted governments to use this platform for various citizen-centric applications taking e-governance from the doorsteps to the palms of citizens. No wonder a term 'm-governance' has even been coined for it. Many apps are being churned out everyday but the underlying problem is that of poor connectivity that prevents citizens from accessing these applications. How do we overcome this major stumbling block?

The National Optical Fibre Network (NOFN) is an ambitious plan of the Government to take connectivity to the grassroots level using optical fibre cables (OFC). However, OFCs, when used for last-mile connectivity in areas that are rugged and remote, are prone to getting disrupted because of the vagaries of nature. In terrains that are difficult, it would be a good idea to reach connectivity on optical fibre to a vantage location and then radiate it using mobile towers. The problem of connectivity is particularly

A good connectivity and availability of applications that cater to local languages using IVR and USSD can go a long way in allowing the citizens to reap the benefits of m-governance

## TOWARDS MAKING MOBILES MORE PERVASIVE

acute in the North East: hills prone to landslides and rivers that keep changing course pose a challenge to providing stable telecommunication links. However, this is all set to change with the recent establishment of international internet gateway at Agartala through Cox's Bazar in Bangladesh. This is the third such gateway in India after Mumbai and Chennai, and would lead to a sea change in the telecommunication scenario in the North East. A robust mobile network can now be built around it.

There is a need to strengthen our mobile networks so that there is 3G and now 4G coverage to the remotest parts of the country. Internet service providers need to upgrade their existing 2G towers to 3G ones and also set up additional Base Transceiver Stations (BTS). The Universal Service Obligation Fund (USOF) under the Ministry of Communication & Information Technology, which funds Service providers to offer connectivity to unprofitable areas, should be tapped.





The other difficulty being faced by is that a sizeable population of the country is illiterate which comes in the way of operation of smartphones. We therefore need more applications that are Interactive Voice Response (IVR) based so that such individuals are covered and brought on board. Then there is also a large population that can communicate only in their local languages. A concerted efforts should be made in localising various applications. In spite of our best efforts there would be still many areas in the country that would remain devoid of Internet connectivity. More applications need to be developed around Unstructured Supplementary Services Data (USSD)

which can offer communication when there is no Internet connection. USSD supports menu-based applications permitting more user interaction in real time. USSD is used in m-Pesa which is a mobile-based money transfer service using a network of agents, very popular in Africa where large areas are without Internet connectivity.

In conclusion, a good connectivity and availability of applications that cater to local languages using IVR and USSD can go a long way in allowing the citizens to reap the benefits of m-governance, thereby making their lives more comfortable and productive.

## MADANMOHAN RAO

Research Director  
YourStory Media



The lean start-up approach, which is being used with increasing zeal and rigour by start-ups and corporates, is now being applied to the social enterprise sector as well by mobile-centric NGOs and innovators. This topic is now being addressed by a number of resources and books, such as 'Lean Start-ups for Social Change: The Revolutionary Path to Big Impact,' by Michel Gelobter.

The early approach to many social enterprises was 'Plan, Fund, Do.' Instead, the lean start-up mantra of 'Build, Measure, Learn' encourages mobile innovators to conduct small experiments, quickly get real-world feedback on them, and use that data to expand only on what works.

Mobility entrepreneurs are looking at larger impact areas like consumer behaviour change, cultural preservation, education, public health benefits, and human rights. Many of these also have finite windows for impact, otherwise there is a lost 'opportunity cost.'

The 'lean' start-up approach for mobile entrepreneurs is a new way to listen to mobile users, and to develop actionable solutions via wireless channels.

## How social entrepreneurs can use lean start-up principles for better impact

In the 'early guesses' mode, mobile innovators should quickly write down early assumptions of their domains. They should separate out end-user segments (direct, indirect), and problems from needs. It is important for NGOs to map the usage and decision-making cycles in their target communities, while identifying influencers, channels and referrals.

In the 'get set' and 'get out' modes, more research has to be done, fortified by direct communication and interviews with experts, peers and target customers. Online MVP (minimum viable product) tests can be done via online surveys, videos and blogposts. This can determine customer level of interest, intensity of the problem, willingness to pay for a solution, and enthusiasm to do referrals.

Based on this feedback, the mobile entrepreneur can decide to pivot, reframe the situation and proceed (exiting and moving on to another cause is also an option). Typical types of pivots are zoom in/



out, change customer segment or addressed need, change channel, or resort to new funder.

After product-market fit has been reached, two sequential loops have to be initiated – getting customers, and keeping them while intensifying engagement (get + keep and grow). More mobile marketing initiatives will be needed to ‘prime the pump,’ via campaigns and growth hacking tools. Metrics can be unearthed via A/B testing batches for overall impact.

Innovators should go deep before trying to get big, and use innovation accounting to track progress. Numbers and anecdotes both yield useful insights on customer awareness, interest and activation. Churn rates, virality and paid acquisition costs are important metrics in this phase.

There are three functional ways in which NGOs drive change: via products/services, laws/policies, or norms/behaviours. These in turn involve creating a new market, re-segmenting an existing market, or fortifying an existing segment.

While the start-up phase was about development, the institutionalisation phase is about formalising vision and mission, and delivering these via processes. People, job roles and organisational cultures are key drivers in this regard for mission clarity and commitment. The founders will have to gear up to move the customer base from beyond early adopters to the majority.

A number of trends are emerging in ‘lean’ social space. Many foundations have innovation funds, especially dedicated to rapid prototyped social change. There are even equivalents of FailCon in the social entrepreneur space. Indian state governments are launching their own incubators and mobile start-up initiatives. Micro-grants and crowdfunding are encouraging more experimentation and smaller experiments in the field.

To summarise, the lean start-up approach for mobile entrepreneurs is a new way to listen to mobile phone users, and to develop actionable solutions via wireless channels.

## LOKESH MEHRA

Director, Education Services,  
Symantec Software Solutions Pvt. Ltd.



ICT development (availability of telecom, broadband, computers, and software in a country) has a direct correlation with the overall social, economic progress and growth of a country. The mobile phone today acts as a substitute for lack of physical connectivity and provides the regulatory compliance of a 'Know Your Customer' for transaction monitoring, breaking traditional barriers of geography. Transitioning from enterprises to a common man, bottom up initiatives are driving even non-metro users to lapping up smartphones. These mobile Internet-laced devices now act primarily as a source of information and secondly as entertainment, opening doors to specific user driven ingenuities. Mobiles now have been embraced by the young and old, and turned out to be the potent tool – the preferred mode of surfing versus conventional laptops or desktop computers. Appetite for EMI schemes, exchange offers, replacement services have increased the affordability of high-

The mobile Internet-laced devices now act primarily as a source of information and secondly as entertainment, opening doors to specific user-driven ingenuities.

## INFORMATION & SERVICES ON YOUR FINGERTIPS: **THE MOBILE REVOLUTION**

end smartphones for consumers. Spurt of mobile phones have led to huge developments of apps and IAMAI guesstimates that 100K to 600K jobs could be created in app development alone from 2014-16. Productivity apps (like w-mail, calendar, messenger, etc.), supply chain management (B2B, B2C) and domain specific applications (financial, travel, media, etc.) are the most popular on mobiles.

No longer restricted to just making phone calls and sending text messages with the advent of smartphones, m-commerce services are on the rise with more and more Indians handling their money, bill payments and personal finances through the phones, enabling cashless transactions. The mobile card readers have enabled small business to scale their operation. While the government is offering G2C services via a common mobile app, it has to ensure people with disabilities (vision, hearing, speech, etc.) are not ignored or isolated from these services. Luckily, mobiles today have accessible features such





Source: [pixabay.com](https://pixabay.com)

as voice recognition, text to speech which can not only address the especially abled population but also the aged, who may benefit from the same.

The SAARC region has seen interesting mobile use cases varying from financial inclusion, health, education, weather, agriculture-related information, market linkages capturing real-time data that help people to make informed business decisions, be better engaged and socially active.

Location-based services leveraged by taxi aggregators or crowd sourcing of traffic conditions have led to large scale productivity disruptions. Surprisingly, instant communication and formation of online communities has steered activism into the forefront with citizens seeking higher transparency

through targeted campaigns. Without hinging on government assistance and interventions, citizens have jumped into the fray immediately to undertake emergency reporting and relief operations, during disasters. Consumers today, especially looking at big ticket purchases, make informed decisions using their mobile to gather as much information on features, prices and warranties as well as good deals, offers and discounts.

Though the flip side does involve a misbalance in work-home life (attention deficit disorders in the always connected Gen X, data security risks and an enlarging digital divide for people never exposed to mobiles), today the ubiquitous mobile is changing our world - empowering, educating, healing and entertaining us.

## PREETI SINHA

Senior President & Global Convenor  
YES Institute,  
YES BANK Ltd.



The world is today closely connected through faster than ever communication channels and means of travel. The interplay of advanced communication technology, energy systems and automation is driving change in all spheres. Much of this change has been catalysed by the digital revolution which is now penetrating to the masses with the potential to impact the lives of millions at the bottom of the pyramid. Let's revisit some data points to understand the digital development metrics.

The penetration of mobile phones has reached to a level where nearly One billion people in the country have access to mobile phones. Internet penetration is at a more sedate 20 per cent but is growing at an exponential rate. In economic terms, the age of Digital Revolution has ushered a new breath of growth across the world; the World Bank predicts that a 1.38 per cent increase in GDP for every 10 per cent increase in broadband penetration.

The flow of information, money, employment and connectivity enabling e-commerce, e-governance and e-communication powered through mobiles would bring efficiency, convenience and transparency in the system.

## ACCELERATING DEVELOPMENT THROUGH MOBILE TELEPHONY

Connectivity is increasing becoming ubiquitous even in rural geographies of the country where people are harnessing the power of communication to connect with the world. However, the rural-urban digital divide still exists. Though the country has made considerable progress towards the path of ubiquitous broadband service, 80 per cent of the country is oblivious to the advantages of being connected. It is imperative that a country's digital infrastructure is in sync with the best in the world to prepare it for the coming opportunities and challenges. This is especially true of countries like India, which are at a relatively lower level of economic and human development and are aspiring to move higher on the development ladder. The National Optic Fiber Network (NOFN) envisages to extend connectivity to all 250,000 Gram Panchayats in the country; however the real challenge lies in





the last mile connectivity and increased broadband adoption rate. Multiple models for last mile connectivity, such as satellite, drones, balloons, to spread Internet access need to be pursued, piloted and implemented to reach the last man standing.

Digitisation provides a strong tool to enable smart governance and streamlined provision of social services with integration of citizen participation and feedback. The use of the ubiquitous mobile as banking medium has acted as a universal architecture for open access to banking transactions and has powered the JAM Trinity (Jan Dhan- Aadhaar-Mobile) to cover 310 million direct beneficiaries in a very short timeframe. Mobile telephony has also added wings to the Jan Dhan accounts which have become the base for creation of a social security net for the population through insurance and pension schemes like the

PM Suraksha Bima Yojana, PM Jeevan Jyoti Bima Yojana, Atal Pension Yojana and the proposed universal health insurance scheme. In banking parlance, for instance, a growth of 5 per cent in cashless transactions has the potential to save more than Rs. 500 crore annually; financial institutions therefore have the opportunity to spearhead the Digital India Plan to seize new opportunities of socially responsible yet sustainable business growth.

Direct benefit transfer is not the only socio-economic gains enabled by digital transformation through the mobile. Let's see some key areas where digital transformation enabled through mobile technology can create immense positive externalities.

First, digital empowerment through mobile can be a game changer in increasing farmer incomes

and community outreach. A good example for community outreach through mobile connectivity would be the recent launch of the ambitious IT-enabled advisory service 'm-Kisan' by the Union ministry of agriculture. The portal offers region-specific and crop-specific information to farmers on their mobile phones, even if they don't have Internet facility on their handsets or can't afford to buy high-end smartphones at the nominal charge of Rs 6 a month. The programme strengthens farmer-extension-expert-linkages in India. Access to information about input dealers, farm machinery, pricing from APMCs/Mandi's, fertilizer and other dealers at a click on your mobile enables the farmer to make informed decisions, thus maximising their profits and cutting down losses on account of bottlenecks in the supply chain. The government is also looking at providing livestock information to non-farming livelihoods, including small scale dairy, poultry and goat farming. If implemented well, this alone has the potential to bring large scale ICT impact on Indian farm sector.

Secondly, digital healthcare solutions enabled through mobile technology can play a critical role in improving access and quality of healthcare provision. Digital interventions through mobile devices are already making the ANM (Auxiliary Nurse Midwife) a pillar of primary healthcare provision by raising the productivity and efficiency of the manpower and enabling development of a national health profile. The tele-health developments are going to be a boon for a country like India where rural healthcare delivery is a huge challenge. The gap on account of lack of infrastructure and shortage of qualified medical practitioners in rural/remote areas can be addressed partly through mobile technology interventions.

Third, policy interventions are required to harness the potential of our educated rural human capital. Some of the enablers in this regard could be

extension of digital access through open source software, facilitation of BPOs at village level and e-development fund to promote creation of intellectual property. The much awaited launch of the Massive Open Online Courses (MOOCs) through the 'Swayam' portal could also provide a big fillip to device agnostic online learning and increase the level of educational attainment significantly.

Finally, governance itself can be vastly improvised through the application of digitisation via mobile phone platforms. Both access and quality of governance can be improved by use of digital medium. The government of India launched National e-Governance Plan (NeGP) to make all government services available to its citizens via electronic media. Some of the other noticeable aspects of governance measures include government portals like MyGov.in, national scholarship portal (vidyalakshmi.in), value added financial services like digital locker and digital signatures.

The flow of information, money, employment and connectivity via mobile networks is going to surprise us with its unlimited boundaries in years to come. e-commerce, e-governance and e-communication powered through mobiles would increase exponentially, driving efficiencies, convenience and transparency. The only gap to plug remains the reliability of mobile networks for making efficient use of services on a timely basis. There are already serious innovations on the anvil harnessing the power of digitisation in every sphere of commercial life, and social development is the final frontier ripe for transformation. YES Institute strongly believes that sustained communication and dissemination of digital services and their benefits are quintessential for unifying them as a way of life of an average citizen and fully capture the multiple benefits. India's emergence as a mass knowledge economy can be catalysed by the digitisation drive undertaken by the government along with all stakeholders.

# mBillionth WINNERS & JURORS' MENTION 2016

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## AGRICULTURE & ENVIRONMENT

Kisaan Suvidha (India) - **Winner**

#Breathe (India) - **Winner**

Stove Trace (India) - **Jurors' Mention**

## BUSINESS & COMMERCE

Ftcash (India) - **Winner**

UltraCash (India) - **Winner**

AppBajar (Bangladesh) - **Winner**

Roshan's M-Paisa (India) - **Jurors' Mention**

## CULTURE & TOURISM

Sri Lanka Museums (Sri Lanka) - **Winner**

Patari (Pakistan) - **Winner**

Matrubharti (India) - **Winner**

## EARLY STAGE

Katha (Sri Lanka) - **Winner**

iShippo (India) - **Winner**

District Nutrition Monitoring System  
(Sri Lanka) - **Winner**

Right2Sight (Sri Lanka) - **Jurors' Mention**

## LEARNING & EDUCATION

Missed Call Do, Kahaani Suno (India) - **Winner**

OnlineTyari App (India) - **Winner**

RiSE App (India) - **Winner**

TeachApp (Nepal) - **Jurors' Mention**

## GOVERNMENT & CITIZEN ENGAGEMENT

Hawk Eye (India) - **Winner**

VAT Checker (Bangladesh) - **Winner**

## INCLUSION & EMPOWERMENT

Sign Language Interpreter (Sri Lanka) - **Winner**

Vibration Series – Products for the Deaf-Blind  
(India) - **Winner**

## HEALTH & WELL BEING

iKure (India) - **Winner**

The Vision Guard (Sri Lanka) - **Winner**

Meri Vaani; Speech and Language Therapy app  
(India) - **Jurors' Mention**

## MEDIA & ENTERTAINMENT

Sensy Remote (India) - **Winner**

Vizmato (India) - **Winner**

## SMART SETTLEMENTS & URBANISATION

Bangladesh Emergency Services  
(Bangladesh) - **Winner**

Intelligent Transport System (India) - **Winner**

Rmitra (India) - **Winner**

PickMe (Sri Lanka) - **Jurors' Mention**

WINNERS

25

JURORS' MENTION

06



## CATEGORY **AGRICULTURE & ENVIRONMENT**

### **Kisaan Suvidha**

INDIA, Winner

### **#Breathe**

INDIA, Winner

### **Stove Trace**

INDIA, Jurors' Mention

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

**PROJECT/INITIATIVE**

Kisaan Suvidha

**ORGANISATION**

Kisaan Suvidha

**COUNTRY**

India

**LANGUAGE**

English, Gujarati

**EMAIL**

gaurav.ladani@kisaansuvidha.com

**URL**

www.kisaansuvidha.com

**APP**

play.google.com/store/apps/details?id=shivam.  
program.webview&hl=en

**FACEBOOK**

www.facebook.com/kisaansuvidha

**TWITTER**

twitter.com/kisaansuvidha

## EMPOWERING FARMERS, AGRICULTURAL PRODUCE MARKETING COMMITTEE (APMC) AND AGENTS THROUGH A MOBILE APP

Launched in July 2015, Kisaan Suvidha is India's first mobile application to bring the Agricultural Produce Marketing Committee (APMC), farmers and agents on one platform/online. Farmers can see the live auction of any commodity, APMC can check price variations (maximum, minimum and average price of any commodity) for any day/month/year. They no longer have to be physically present at APMC till the auction and weight measurement is done, through SMS facility provided to the app users, farmers receive auction price and information about total amount to be collected from the agents. The agent can track his activity like commodities sold and bought by him, minimum, maximum & average price of all commodities.

The agents can easily see the details of gate pass, auctions, cess collection. The APMC agent can extract information about goods, damages, total village wise commodity and

**Kisaan Suvidha is India's first mobile application to keep the ecosystem transparent by bringing Agricultural Produce Marketing committee (APMC), farmers and agents on one platform/online.**



revenue generated. On the same app, commodity merchants can analyse the ups and downs of all the APMC in the state, get information of total cess paid by him. Government bodies can view the total stock of any commodity at an APMCs and review village/taluk/district wise production.

The app helps keep the ecosystem transparent as APMC agents can easily download Excel files, view automated results, thus, controlling the black market and hoarding, saving time and keeping all records away from any kind of physical damage.

Till date, more than 7,000 users have downloaded the mobile application in India.

# MEASURING AIR QUALITY AND POLLUTION LEVELS ON LOW-COST INNOVATIVE MONITORS

## PROJECT/INITIATIVE

#Breathe

## ORGANISATION

IndiaSpend

## COUNTRY

India

## LANGUAGE

English

## EMAIL

karthik@indiaspend.org

## URL

[www.breathe.indiaspend.org](http://www.breathe.indiaspend.org)

## APP

N/A

## FACEBOOK

[www.facebook.com/IndiaSpend/](https://www.facebook.com/IndiaSpend/)

## TWITTER

[twitter.com/IndiaSpend](https://twitter.com/IndiaSpend)

IndiaSpend's Breathe is India's first independent network of air quality monitors. The air quality monitor is a low-cost innovative technology that is simple and easy to install. The monitors measure the concentration of particulate matter (PM), in addition to recording temperature and humidity of a certain location.

The Breathe project has opened up air monitoring to the general public as opposed to earlier when it was limited to government and organisations, thus initiating a dialogue in every household about the extremely critical air pollution problem plaguing almost every Indian cities.

When the Delhi government enforced the odd-even rule this January to control air pollution, the Breathe project became an authoritative source for the city's air quality data. In April 2016, IndiaSpend collaborated with Twitter under the label #Breathe. On Twitter, whenever a user typed '#Breathe' followed by the name of the area, they were notified about the air quality/pollution level.

The Breathe air quality monitor is a simple electronic device which can be plugged into a power outlet, after installing a SIM card. The device then displays the air quality indicators on the display, and transmits the data to the server. Real-time

Indiaspend collaborated with Twitter under the label #Breathe. Users can tweet and get notified about the air quality/ pollution level in their surroundings.



air quality index (AQI) values and calculates the particulate matter (PM 2.5 and PM 10), and calculates hourly average and daily averages. Each device comes with equipped with a live data streaming capability supported by GPRS, which helps aggregate the air quality data on the Breathe server. This data collected from various locations is available on the website for everyone to access. In this process, the Breathe project has become a repository of high quality and reliable data easily accessible to the common man. All data from air quality devices is stored and available for real-time comparison.

The Breathe network currently has over 40 devices across Delhi, Mumbai, Bengaluru and Chennai, and is now expanding to smaller towns, including Patna, Varanasi and Lucknow. By June 2016, the project envisions 15 cities with a total of 90,100 devices.



**PROJECT/INITIATIVE**

Stove Trace

**ORGANISATION**

Nexleaf Analytics

**COUNTRY**

India

**LANGUAGE**

English

**EMAIL**

anirmukerji@gmail.com

**URL**

www.nexleaf.org

**APP**

N/A

**FACEBOOK**

www.facebook.com/nexleaf

**TWITTER**

twitter.com/Nexleaf

## MEASURING USAGE OF CLEAN COOKSTOVES THROUGH A MOBILE-BASED SENSOR AND APPLICATION TO ENABLE SAVINGS IN CARBON EMISSIONS

Traditional cookstoves, which many families in underserved communities use can have both adverse health and environmental effects. Clean-burning cookstoves reduce the amount of firewood used in open fires, as well as the amount of smoke indoor and outdoor, thereby contributing to and improved health benefits for families. It is difficult and expensive to verify the reduction in carbon emissions produced by clean cookstoves, making it a challenge to apply carbon credits to the use of improved cooking technologies. To address this issue, StoveTrace includes a mobile phone-based temperature-sensing application and a thermal sensor that connects to an Android phone. Each time the cookstove is fired up, the temperature increase activates the sensor. This temperature data is then uploaded from the cellphone using mobile data to a server where it is analysed to indicate the number of times a stove is used and the duration of each use, enabling remote verification of stove usage. This makes data available to carbon market investors as proof of reduction in carbon emissions.

Over 650 sensors have been deployed in Odisha and Uttar Pradesh. The sensors have been used for 103,000 hours, saving carbon emissions upto 249 tonnes.



The project enables measuring usage of clean cookstoves through a mobile phone based sensor, followed by rewarding families for the consequent savings in carbon emissions.

A special stovetrace Android app is loaded on the smartphone which enables recording the temperature and transmitting it to a central server. A dashboard in the central server can tell us the usage of various stoves.

Currently, over 650 sensors have been deployed among users in Orissa and Uttar Pradesh states of India. In 2015, sensors tracked that participants used clean cookstoves for a total of 103,000 hours, enabling savings of 249 tonnes of CO<sub>2</sub> thereby earning US \$1,497.



## CATEGORY **BUSINESS & COMMERCE**

**ftcash**

INDIA, Winner

**UltraCash**

INDIA, Winner

**AppBajar**

BANGLADESH, Winner

**Roshan's M-Paisa**

INDIA, Jurors' Mention

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

**PROJECT/INITIATIVE**

ftcash

**ORGANISATION**

ftcash

**COUNTRY**

India

**LANGUAGE**

English

**EMAIL**

vaibhav@ftcash.com

**URL**

www.ftcash.com

**APP**

play.google.com/store/apps/details?id=com.ftcash.customer&hl=en

**FACEBOOK**

www.facebook.com/ftcashapp

**TWITTER**

twitter.com/ftcashapp

## MOBILE-BASED FINANCIAL INCLUSION OF SMALL MERCHANTS AND RETAILERS

Launched in June 2015, ftcash is a fast growing financial technology venture which aims to empower small merchants, businesses, retail chains and home-based entrepreneurs with the power of mobile payments and loans. ftcash has acquired more than 1,000 merchants, across Mumbai, such as kirana stores, milkman, newspaper agents, travel agents and coaching institutes, among others, to receive online payments securely, conveniently and cost-effectively through a smartphone or a feature phone.

Funded by IvyCap Ventures and backed by PayPal, ftcash enables electronic payment acceptance and provides customers the choice to use credit card, debit card, net banking or mobile wallets like Mobikwik, Paytm, Ola Money to pay their neighborhood merchants. ftcash is integrated with existing financial infrastructure (bank accounts) of the merchants to create a real-time payment solution. ftcash empowers SMEs, offline micromerchants, remote businesses currently underserved by traditional payment mechanisms.

ftcash envisions itself to be the fastest payment solution by removing entry barriers like upfront costs (of Point of Sale swipe machines), monthly rentals, technical knowhow by

**Empowering small merchants, businesses, retail chains and home-based entrepreneurs with the power of mobile payments and loans.**



providing an access to market for small businesses to sell and collect payments, manage and grow rapidly. Additionally, ftcash also creates transactional data which can be leveraged to provide institutional finance to these merchants.

Pay as you go system of ftcash provides a solution to businesses looking to replace cash on delivery with pay on delivery. The payments can be done directly by the customers through a web-based platform or the app. The web solution is best suited for one-time users but an app lets users make payments in three clicks. The customer can select the merchant from the list, type the amount and coupon code (if any) and chose the type of preferred payment mode. The app stores the details of the preferred payment mode for seamless recurring payments in future.

Through the app, a merchant can sign up and start accepting payments in less than 5 minutes, merchants can upsell a customer through the EMI facility, purchase merchant cash advance loans which can be provided based on transaction volume.

# PAYMENT APP LETS USERS TO BEAM MONEY THROUGH A SMARTPHONE

Ultracash is a first-of-its kind payment app which allows users to beam money from their account to the merchants' account via smartphone.

Ultracash enables users to 'Tap and Pay' restaurants, retail stores or cabs from their mobile phones. It works as per RBI guidelines, PCIDSS compliance and bank validations, ensuring complete safe and secure transactions.

Ultracash utilises a patent-pending technology, where payment data is securely transferred from one device to the other using unique ultra-high frequency sound waves. This technology uses the phone's speaker and microphone, and works on all phones without any special hardware. In other words, the technology makes NFC (near field communication) based payments possible from smartphones irrespective of the model, make, mobile network and Internet access.

## PROJECT/INITIATIVE

UltraCash

## ORGANISATION

UltraCash Technologies Pvt. Ltd.

## COUNTRY

India

## LANGUAGE

English

## EMAIL

manas@ultracash.com

## URL

www.m.ultracash.in

## APP

play.google.com/store/apps/details?id=com.ultracash.payment.customer&hl=en

## FACEBOOK

www.facebook.com/getultracash

## TWITTER

N/A

With over 90,000 mobile app downloads, 1.2 lakh transactions amounting to Rs. 10 crore have been made.

While using this application, users can pay directly from their mobile phones (using net banking, credit card or debit card) to various utility merchants, restaurants, grocery stores, eateries, cabs, home delivery of goods, etc.

Ultracash, launched in 2015 with more than 1,000 partners merchants has partnered with YES Bank and HDFC, enabling IMPS/UPI instant proximity transactions. More than 90,000 people who have downloaded the app that is available Apple App Store or Google Play Store have made more than 1.2 lakh transactions amounting to Rs.10 crore.

The app is appealing, quick and secure. Users can earn reward points by downloading the app, on every transaction and by adding their bank details. It requires a six digit pin on each login. For successfully verifying the personal identity through one-time password, each user earns ultracash credit.



**PROJECT/INITIATIVE**

AppBajar

**ORGANISATION**

Advanced Apps Bangladesh

**COUNTRY**

Bangladesh

**LANGUAGE**

Bangla, English, Hindi, Chinese and Japanese

**EMAIL**

javaorjava@gmail.com

**URL**

www.aapbd.com

**APP**

www.appbajar.com/uploads/  
appBajarakp/7521kZb1464810836.apk

**FACEBOOK**

www.facebook.com/appbajar

**TWITTER**

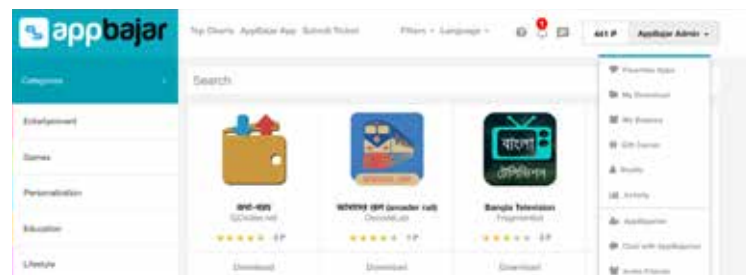
twitter.com/AAPBD

## A MOBILE APP THAT HELPS USERS DOWNLOAD MULTI-PURPOSE, MULTI-LINGUAL AND CUSTOMISED ANDROID APPLICATIONS

Bangladesh's AppBajar is a multilingual customer-to-customer marketplace of Android mobile applications. The app focuses on Bengali apps but supports apps in English, Hindi, Chinese and Japanese.

Technology software companies and independent developers can upload and sell their apps, through App Bazaar products free of cost. User can buy apps with points available in their account by linking their AppBajar wallets to local/international payment systems like bKash, Vida, Master Card, Paypal, etc. Users can invite friends to use the platform and earn referral points. Apps can also be bought and gifted to friends and family. AppBajar is striving to make buying and selling of apps simple and safe. Customers and developers (prospective buyers and sellers) can interact and communicate with each other through chat options. In addition to understanding the working of a mobile app, customers may also demand customised app ideas for their businesses which developers can fulfill within a time-frame and cost.

**AppBajar, a localised marketplace for mobile applications offers copyright protection and promotes the concept of paid applications to enhance the IT industry in Bangladesh.**



As of now, AppBajar focuses on health and education mobile applications to promote the use of technology. The team behind AppBajar believes that a mobile phone can deliver solutions to the people who need it at grassroots and can transform the lives of thousands of people in rural Bangladesh.

AppBajar, a localised marketplace similar to globally accredited Google Play Store, offers its developers copyright protection and promotes the concept of paid applications to enhance the IT industry in Bangladesh. Developers get the payments in their registered bank account on a monthly basis. Prices of apps start from as low as 1 BDT but the platform promotes paid listings and advertisements.

AppBajar app has achieved 5,000 downloads and reached 25,000 social media followers. To promote app developing culture in Bangladesh, AppBajar is now planning to conduct a training for 50,000 app developers.

# ENABLING GREATER FINANCIAL INCLUSION IN AFGHANISTAN USING MOBILE PHONES

M-Paisa is Afghanistan's first mobile money service designed to provide financial services. It is facilitating convenient and secure digital services and contributing to the financial landscapes of the country by providing mobile phone-based financial service.

The service is operated by Afghanistan's largest mobile operator Roshan and uses Mahindra Comviva's mobile money platform mobiquity Money.

M-Paisa leverages mobile phones to offer safe, secure and fast access to a range of financial services, including receipt and payment of microfinance loans, peer-to-peer fund transfer, salary disbursement, airtime purchase and bill payments, M-Paisa customers can also covert cash into m-money or vice versa. The service can be accessed by any mobile phone (smartphone or feature phone) by dialing M-Paisa USSD or IVR code which has a localised menu in Dari, Pashto and English.

## PROJECT/INITIATIVE

Roshan's M-Paisa

## ORGANISATION

Mahindra Comviva

## COUNTRY

India

## LANGUAGE

English, Dari and Pashto

## EMAIL

vrishali.sinha@comviva.com

## URL

[www.roshan.af/roshan/m-paisa.aspx](http://www.roshan.af/roshan/m-paisa.aspx)

## APP

N/A

## FACEBOOK

[www.facebook.com/MahindraComvivaOfficial](http://www.facebook.com/MahindraComvivaOfficial)

## TWITTER

[twitter.com/MahindraComviva](https://twitter.com/MahindraComviva)

M-Paisa has over 1.3 million registered users who have collectively made over 780,000 transactions amounting to USD130 million.

Today, in Afghanistan, individuals, businesses, government officials, women, low, mid-income and high-income banked people, farmers, microfinance institutes use M-Paisa to transfer money, recharge mobile, pay bills and merchants, repay loans, pay for tickets, groceries, restaurants, fuel, etc.

M-Paisa has collaborated with government, businesses and bank for account transfers and service disbursement. M-Paisa has also partnered with finance agencies to offer loans and financial aids at lower interest rates which improve the collection status of institutes.

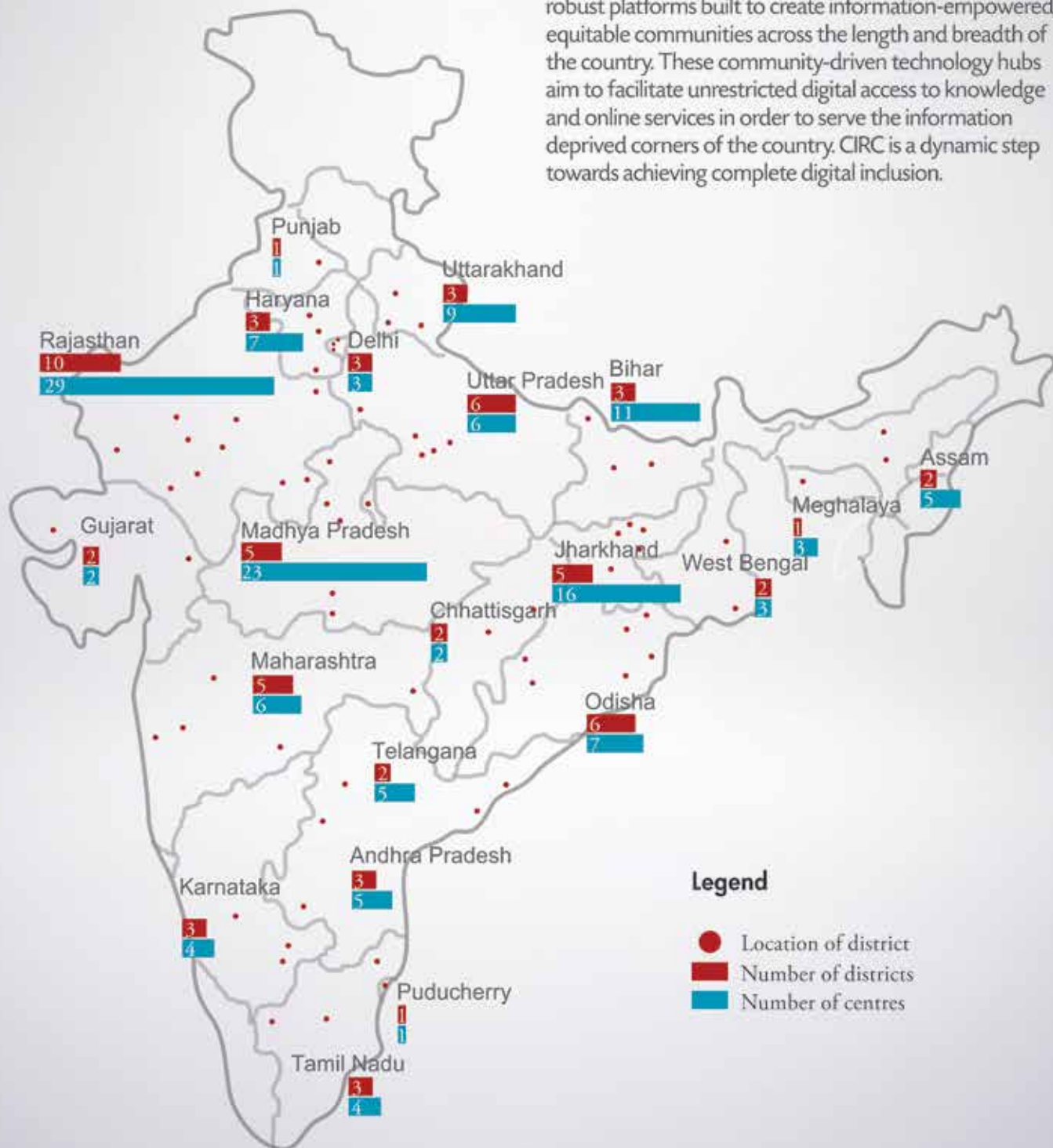
M-Paisa has helped improve the financial conditions of Afghanistan, create a banking and money saving culture, ensure transparency in government and other organisations, eliminate corruption, reduce money laundering and cash handling, and reduce gender gaps as women can do instant banking using their mobile phones.

M-Paisa has over 1.3 million registered users, who have carried out over 780,000 transactions amounting to USD130 million (9.0 Billion Afghani).





Community Information Resource Centres (CIRCs) are robust platforms built to create information-empowered, equitable communities across the length and breadth of the country. These community-driven technology hubs aim to facilitate unrestricted digital access to knowledge and online services in order to serve the information deprived corners of the country. CIRC is a dynamic step towards achieving complete digital inclusion.





## CATEGORY **CULTURE & TOURISM**

**Sri Lanka Museums**  
SRI LANKA, Winner

**Patari**  
PAKISTAN, Winner

**Matrubharti**  
INDIA, Winner

This category recognises the use of mobile applications that seek to promote and conserve culture and heritage in such fields as literature, music, visual or performing arts, design, architecture and crafts, among others. Nominations may also include applications that enable easy access to related information and services such as real-time travel booking, location and transport information, and those that enhance intermodal use of public transport, support orientation in cities and countryside, allow the hospitality industry to better serve customers, and provide navigation-based content.



**PROJECT/INITIATIVE**

Sri Lanka Museums

**ORGANISATION**

Arimac Lanka (Pvt) Ltd

**COUNTRY**

Sri Lanka

**LANGUAGE**

Sinhala, Tamil, English

**EMAIL**

nmdep@slt.lk

**URL**

www.museum.gov.lk

**APP**

play.google.com/store/apps/details?id=com.  
arimaclanka.icta.museum&hl=en

**FACEBOOK**

www.facebook.com/srilankacultureportal

**TWITTER**

N/A

## SRI LANKA MUSEUMS, AN APP FOR TOURISTS, EDUCATORS, AND CURIOUS MINDS

The Department of National Museums Sri Lanka—deployed an Android app—Sri Lanka Museums in May 2015. This mobile application is multilingual and available in three languages – Sinhala, Tamil and English.

In the modern world, museums are facing a threat of lack of attendance of visitors. Modern technologies offer people far more easy and competitive ways for their education and leisure activities and also expect to combine learning with entertaining experience. To face these challenges, the Department of National Museums realised it had to switch from static traditional ways of exhibits to modern technological ways. Hence the main objective of the project was to develop an Android/iOS-based application to virtually put museums at visitor's fingertips.

The app allows users to virtually tour museums of Sri Lanka, locate different through augmented reality viewing technology.

The app enables users to virtually tour museums of Sri Lanka, explore information in any of the three languages in an audio/text format by searching from a list of artifacts, scanning the QR code or entering the item name. The application asks for the user's location, to help them navigate their way accordingly or the user can manually select the museums to explore. The users can access information without any delay with an interactive view of the museum, its artwork and artifacts. The social connect and sharing feature of the app lets users share their experience, location, information in real-time, reaching out to a wider audience through social media platforms. The users can also locate different galleries and sections within a museum through augmented reality viewing technology.

The key features of the mobile app thus, are content module (Text, Voice and Photos); indoor positioning system; social connect and sharing; and augmented reality viewer.



## LARGEST ONLINE RESPOSITORY OF PAKISTANI MUSIC ON A MOBILE APP AND WEB

### PROJECT/INITIATIVE

Patari

### ORGANISATION

Patari

### COUNTRY

Pakistan

### LANGUAGE

English

### EMAIL

humayunharoon@gmail.com

### URL

www.patari.pk

### APP

play.google.com/store/apps/details?id=com.centsol.csongs&hl=en

### FACEBOOK

www.facebook.com/patarimusic

### TWITTER

twitter.com/patarimusic

Patari is the largest online repository of Pakistani music. Through mobile data or Wi-Fi networks, users can stream music anywhere at any time on the Patari app. Patari curates 'pick of the day', 'highlights of the week', and 'top charts' to make it convenient to explore and discover new music. It also lets users search music according to genres, mood and regions. It offers a user-friendly interface and browser-based mobile compatible platform not only to its listeners but to its artists too.

Patari mitigates artists away from piracy and less monetised platforms. It provides music licensing and royalties to artistes.



To-date, Patari has paid PKR 1.25 million as royalties to all its artistes, while its 40 per cent of gross revenue that is generated goes back to the artistes as royalties.

Patari aims to regenerate the lost value of Pakistani music by bringing music fans from poorly monetised formats to a

Patari aims to regenerate the lost value of Pakistani music by bringing music fans from poorly monetised formats to a paid streaming format.

paid streaming format, which produces far more value per listener. Patari also helps organise gigs and concerts of which the major chunk of the revenue goes back to the artiste. The platform also helps artistes produce new music and to make the industry conducive to newer artistes and great music. Patari statistics show that newer indie musicians captivate the audiences more and hence get better payouts.

This makes their passion of creating new music more viable, in a country where it's not easy for most artistes to earn money playing music. The platform also collects analytics regarding which artistes and genres are being heard the most and recently funded top six artistes to produce new music for an album called Patari Asli's (Urdu for Originals). Patari gave them complete creative control and allowed them to retain rights to their tracks as well, in return for a month's worth of exclusivity on Patari. So we promote and empower the musician's in whatever way we can.

Patari is available for download on iOS and Android app stores, also through website. It has a following of 25000 on social media and 30,000 have downloaded the app.

**PROJECT/INITIATIVE**

Matrubharti

**ORGANISATION**

Matrubharti Technologies Pvt. Ltd.

**COUNTRY**

India

**LANGUAGE**

Hindi, Gujarati, Marathi, Tamill, English

**EMAIL**

mahendra@matrubharti.com

**URL**

www.Matrubharti.com

**APP**

play.google.com/store/apps/details?id=com.nichetech.matrubharti&hl=en

**FACEBOOK**

www.facebook.com/matrubharti

**TWITTER**

twitter.com/MatruBharti

Matrubharti is a digital self-publishing and reading platform available in five Indian vernacular languages. Authors can publish their work in various genres, including fiction, non-fiction, adventure, travel and biographies.

Matrubharti has developed a reading application that is available for a worldwide download on both iPhone and Android phones.

Matrubharti encourages Indian authors to publish their work in the form of e-books in regional languages. It aims to preserve language and culture by digitising books of the region too; and provides its authors copyright protection and royalties for publishing their ebooks.

To get unlimited access to all the books that are published on the platform, Matrubharti App lets users register for free with ad pop-ups or buy a subscription



## A MOBILE APP THAT ALLOW USERS TO SELF-PUBLISH, READ AND SELL e-BOOKS IN REGIONAL LANGUAGES

Matrubharti aims to preserve languages and cultures by digitising books of the regions. Users can self-publish and read books in five Indian vernacular languages.

and enjoy the platform without ads. It also lets users sign-up and login with social media platforms like Facebook, Twitter, wherein they can share their activities with their social network. Depending on the choice of the reader, automated suggestions appear based on genres, related books and authors. An automated reminder is sent to readers about their incomplete readings as well.

Matrubharti App also offers a multi-lingual editor for authors. The feature allows writers to select their piece of work, make notes and comments in their regional languages and later share annotations with their network.

Matrubharti generates revenue by monetizing Google Ads from free users; subscription free from premium users; and an intelligent advertisement logic to display regional advertisements to promote local businesses to its readers. Independent publishers too, can sell books to its target customers.

To date, over 1,100 authors have contributed 3,600 ebooks in five languages with over 5 lakh downloads of ebooks by 40,000 readers.



## CATEGORY EARLY STAGE

**iShippo**  
INDIA, Winner

**District Nutrition Monitoring  
System (DNMS)**  
SRI LANKA, Winner

**Katha**  
SRI LANKA, Winner

**Right2Sight**  
SRI LANKA, Jurors' Mention

Early stage means the digital interventions which have just been launched and are potentially very exciting. mBillionth Award would like to recognise such initiatives in this fast growing segment. We want to tap such initiatives early on. So those entrepreneurs who are dreaming big and want the wider world to take note of their thought processes were invited. It is a new category which has been created keeping in mind the fast growing start-up space.

**PROJECT/INITIATIVE**

iShippo

**ORGANISATION**

iShippo

**COUNTRY**

India

**LANGUAGE**

English

**EMAIL**

karma@ishippo.com

**URL**

www.ishippo.com

**APP**

play.google.com/store/apps/details?id=ishippo.  
buyer&hl=en

**FACEBOOK**

www.facebook.com/askishippo

**TWITTER**

twitter.com/askishippo

# AN ONLINE MARKETPLACE TO BUY AND SELL HANDCRAFTED PRODUCTS

Founded in 2015, iShippo is an online marketplace to buy and sell handcrafted products. To reduce the intermediaries and increase the gains both of consumers and weavers by promoting handloom products through digital marketing mediums, iShippo is building a global community of artisans, craftsmen, SHGs and NGOs with integrated order management, ePayment and logistics to ensure quick and efficient delivery of products to its customers.

iShippo envisions to enable weavers, artisans, craftsmen to be able to showcase their work on this global platform; sell their products; enhance their skills and grow their businesses on their own terms; empower self-help groups so that they emerge to become women entrepreneurs; educate; train and engage them by providing skill building; and provide financial assistance. Artisans that need help with skill development will be provided training through our partners.

Dedicated to creating a unique interpretation of age-old crafts, iShippo has partnered with artisanal communities, textile designers, independent artistes (and the occasional maverick) to showcase a new, contemporary design language that comes from India and belongs everywhere on the globe.

iShippo aims to enable weavers, artisans, craftsmen, SHGs to be able to showcase their work on a global platform, sell their products, enhance their skills and grow their businesses.



iShippo app includes features like ability to choose the mode of payment; chat window between buyer and sellers(artisans); filter search with the choice of rating, pricing, popularity and new arrivals; read reviews; get personalised alerts and notifications. iShippo also provides product suggestions and recommendations based on a user's shopping history. Users can add products to the iShippo wishlist and later buy at convenience, view recently browsed products and their details even without any Internet access, share and recommend products through Facebook, Twitter or email. Initially, Users can also earn referral points by inviting people in their networks to download the app and get discounts.

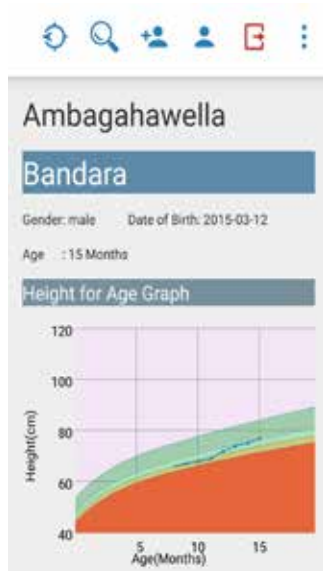
Users can buy handmade products and support a community of artisans, craftsmen and designers to earn 'KARMA POINTS'. iShippo is creating a platform to help sellers and buyers collaborate, share and grow with new ideas and innovations. It has also filed a patent titled "Integrated Solution for e-Commerce."



# SRI LANKA'S DISTRICT NUTRITION MONITORING SYSTEM LETS PUBLIC HEALTH MIDWIVES COLLECT REAL-TIME DATA ON CHILD MALNUTRITION

Supported by the World Health Organisation, in October 2014, District Nutrition Monitoring System (DNMS) was launched as a national public health information system to facilitate multi-sector nutrition action plan of the National Nutrition Secretariat, functioning under Presidential Secretariat.

The main aim of the project is to collect data of children with malnutrition at grassroots level, monitor nutritional level periodically and identify household risk factors. Due to a poor public health sector in Sri Lanka, DNMS targets the grassroots level health workers (PHMs) who are generally less competent in information technology to accurately and efficiently produce data.



DNMS has both mobile and web based interfaces. Public health midwives (PHMs) use the Android-based mobile application to collect data on children with malnutrition at field level which is transmitted to a centralised server. Medical Officer of Health (MOH) and other field-level data managers can access and validate the data entered by PHMs using the web interface.

## PROJECT/INITIATIVE

District Nutrition Monitoring System (DNMS)

## ORGANISATION

Health Informatics Society of Sri Lanka

## COUNTRY

Sri Lanka

## LANGUAGE

Sinhala, Tamil, English

## EMAIL

roshanhewapathirana@gmail.com

## URL

www.hissl.lk

## APP

play.google.com/store/apps/details?id=com.devandroid.nnss&hl=en

## FACEBOOK

www.facebook.com/hissl.lk

## TWITTER

twitter.com/HISSLk

Public health midwives (PHMs) use the trilingual mobile application to collect data on children with malnutrition at field level in Sri Lanka.

In addition to data capture, the Android application supports real-time data validations, longitudinal data charting through trilingual interfaces. The central data warehouse is based on a customised instance of free and open source health management information system, DHIS2. Extensive on-site, in service training is provided to field-level health workers.

DHIS2 web API has been utilised for data exchange promoting interoperability with other government stakeholders concerned with nutrition for first time in Sri Lanka. The application has trilingual interfaces to enable better access and interactions of all public health midwives. Familiar interfaces of child health development record and paper-based forms have been used to enhance interactivity of midwives. Automated validation with color coding and longitudinal charting are value additions to facilitate routine work of PHMs. Built in analytics with integrated dashboards support better compliance and interactivity with medical officers of health.

The validated data is then analysed at district and national level for decision making to enhance nutritional status of the affected children and, hence, the nation.

**PROJECT/INITIATIVE**

Katha

**ORGANISATION**

Let's Katha Private Limited

**COUNTRY**

Sri Lanka

**LANGUAGE**

English

**EMAIL**

hello@katha.audio

**URL**

www.katha.audio

**APP**

play.google.com/store/apps/details?id=com.katha.app.android&hl=en

**FACEBOOK**

www.facebook.com/katha.audio

**TWITTER**

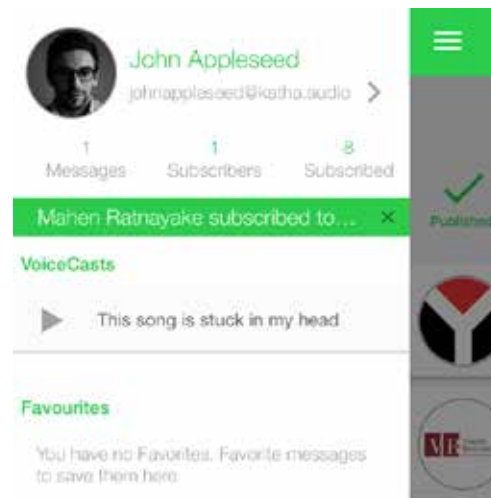
N/A

Launched in 2016, Katha is a mobile application that democratises audio content creation and audio messaging by enabling easy and fast voice communication. Katha allows users to send and receive audio messages; podcasts and communicate with subscribers by discovering and following channels and users. It aims to become the go-to audio platform by making it simple to create and distribute free and revenue-based content; building audio-focused features; enabling social discovery features for listeners; bringing fast and secure, instant audio communication to the masses; and creating and bringing onboard unique and useful content.

Katha lets users record their message and send it to their subscribers, subscribe to channels, create channels to receive interesting audio content recorded by media, research, news companies and other interesting users and individuals. Users can monetize their content with paid subscriptions. Brands can get their channels verified on Katha which allows them to share longer audio clips, create special channels to handle question & answer (Q & A) scenarios and charge a monthly subscription fee from their subscribers. Channels marked as Q & A allow users to submit their questions at the touch of a button and receive answers as private messages.

Katha allows users to send and receive audio messages, podcasts and communicate with subscribers by discovering and following channels and users.

## SOCIAL NETWORKING MOBILE APP ENABLES EASY AND FAST VOICE COMMUNICATION



Such channels offer a quick and easy way to consult an expert via the app. Both content sharing and Q & A channels are turned into revenue streams for the content creators by setting a monthly subscription fee for subscribers to enjoy their services. Payments are processed via the in-app purchasing APIs of app stores, allowing Katha to collect micropayments from a potential audience spread anywhere across the globe securely and with minimal hassle. Katha also offers a paid secure communication tool for corporate communications.

With its innovative technology, revenue model and seamless user experience, Katha is one of the first angel-funded mobile start-ups in Sri Lanka. The mobile application is available for download from Google Play Store and Apple App Store. It has been listed at number 80 in Top Free Communication in Google Play store and number 14 in Top Free Entertainment in Apple Store.

## PROVIDING ACCESS TO MOBILE PHONES VIA VOICE MESSAGE TOOL FOR BLIND AND VISUALLY IMPAIRED

### PROJECT/INITIATIVE

Right2Sight

### ORGANISATION

Right2Sight

### COUNTRY

Sri Lanka

### LANGUAGE

Sinhala, Tamil, English

### EMAIL

iamsarves@gmail.com

### URL

www.iamsarves.com

### APP

play.google.com/store/apps/details?id=blindhelp.visualimpairedTamil&hl=en

### FACEBOOK

N/A

### TWITTER

N/A

Sri Lanka's Right2Sight is an Android application that empowers and provides a completely new user experience to blind and visually impaired people (braille and non-braille readers) by providing them access to smartphones via voice messages and braille input tools to perform their day-to-day activities.

The app incorporates Braille input method on the touch screen in addition to the traditional input method. Users can use braille text to dial phone numbers, write text messages or save contacts in the phone directory. The app uses bi-lingual (Tamil or Sinhala) voice-directed menus; by double clicking on the options, the phone vibrates, notifying the user about the selected service. Users can listen to messages, time, battery level, date, reminders, reply to a message, manage message history, make calls, listen to the call history, and make calls.

The bi-lingual mobile app envisions connecting 200,000 blind and 400,000 visually impaired people in Sri Lanka through a smartphone.

The mobile app is developed as a theme so that it can be easily launched and accessed without the interference of other apps. Further, frequently used tools and utilities are added to the application that can be launched easily by pressing the home button of the mobile phone.



This mobile app aims to connect 200,000 blind and 400,000 visually impaired people in Sri Lanka through a smartphone. To increase its usability in other countries, the app would be extended to other languages also.

# Information, Entitlement & Empowerment



With an aim to disseminate information about **public schemes and services** Soochna Seva project enables deserving groups from **benefitting from the schemes.**

Strengthening the RTI act and addressing larger issues of poverty, rural development, social exclusion and inequity of marginalized groups through information empowerment are some of the core responsibilities of Soochna Seva project. It focuses on capacity building of the local communities, groups and citizens and advance cooperation between the stakeholders and local administration to develop an operative framework for public scheme information dissemination and entitlement.

The program deploys and run an integrated information services delivery and citizen entitlement framework in 5 backward districts of India in 6 key areas of - Education, Health, Livelihood, Employment, Financial Inclusion and Social Security.



Website : [soochnaseva.org](http://soochnaseva.org)  
Email : [soochnaseva@defindia.net](mailto:soochnaseva@defindia.net)

Facebook : [www.facebook.com/soochnaseva](http://www.facebook.com/soochnaseva)  
Twitter : [www.twitter.com/soochnaseva](http://www.twitter.com/soochnaseva)







## CATEGORY **LEARNING & EDUCATION**

### **Missed Call Do, Kahaani Suno**

INDIA, Winner

### **OnlineTyari App**

INDIA, Winner

### **RiSE App**

INDIA, Winner

### **TeachApp**

NEPAL, Jurors' Mention

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



**PROJECT/INITIATIVE**

Missed Call Do, Kahaani Suno

**ORGANISATION**

Exotel Techcom Pvt Ltd

**COUNTRY**

India

**LANGUAGE**

Hindi, English

**EMAIL**

gayatri@exotel.in

**URL**

www.exotel.in

**APP**

N/A

**FACEBOOK**

www.facebook.com/Exotel

**TWITTER**

twitter.com/Exotel

## A MOBILE TOOL TO LISTEN TO CHILDREN STORIES BY GIVING A MISSED CALL

Exotel Techcom in association with Pratham Books launched an initiative, 'Missed call do, Kahani suno' (Give a missed call, listen to a story), to read out stories to children using technology. This initiative enabled children to listen to a story of their choice without any cost. The project was carried out with 15 stories in Hindi and English, each.

Children who had no access to stories other than in the form of books that they received from the community centre, suddenly had a story-on-demand hotline. To hear a story, children can give a missed call 01139585227 from their mobile phones, thereafter, an interactive voice response (IVR) call is returned, asking if they want to listen to a story in Hindi or English. As soon as the user selects the language, a story is told. At the end of the call, the user receives an SMS with the story's link on Storyweaver, Pratham's open source story platform.

The developer company, Exotel Techcom, believes that all kids need to listen to stories. The favourite childhood memory that

Children who have no access to stories other than in the form of a few books available in their community centre books could hear a story on a mobile phone.



most people have is that of listening to a story. It improves the cognitive ability of a child. By using a mobile phone, they do not need anyone's assistance to carry out this task. With the help of Katha, not only were children super enthusiastic to listen to the stories, they were able to understand the stories better. The teacher was able to judge their level of understanding when they asked the kids questions from the stories they had heard.

In over five days, 'Missed call do, Kahani Suno' had received 35,000 calls. On an average, each child listened to at least five stories, listening to a story for an average of 1 min. There was even a case of 200 repeated calls from a single number in five days.

## A VIRTUAL COACHING INSTITUTE THAT MAKES STUDY MATERIAL AVAILABLE IN REGIONAL LANGUAGES

Launched in 2014, OnlineTyari is India's largest web and mobile based solution to help students prepare for competitive exams. It is an analytics-driven product which is a uniquely created marketplace for students and job aspirants.

While less than 10 per cent of the educational training and study material is available in regional languages, OnlineTyari focuses on providing material in regional languages, thus bridging the gap in vernacular content that is available online. OnlineTyari is one of the few platforms which provides content in multiple languages (English, Hindi & Marathi).

OnlineTyari does not create its own content but is curated marketplace. It has collaborated and partnered with publishers and coaching institutes for different verticals that provide study material, question banks, previous exam papers, etc. According to language, level, exam type, preferences, users can select high quality study material.

Aspirants can use the OnlineTyari app and website to prepare for various competitive exams like IAS, SSC, Bank PO, GATE,



### PROJECT/INITIATIVE

OnlineTyari App

### ORGANISATION

Next Door Learning Solutions Private Limited

### COUNTRY

India

### LANGUAGE

Hindi, English, Marathi

### EMAIL

info@onlinetyari.com

### URL

www.onlinetyari.com

### APP

play.google.com/store/apps/details?id=com.hinkhoj.questionbank&hl=en

### FACEBOOK

www.facebook.com/Onlinetyari

### TWITTER

twitter.com/OnlineTyari

Online Tyari is India's largest technology solution to help students prepare for online tests. The app has more than 3.2 million downloads and 350,000 daily active users and 1.5 million monthly users.

NDA, etc. with daily updates like current affair questions, news articles, job alerts and concepts.

Students can also prepare for the exams with mock tests, ebooks and question banks which they can download and use offline on the app.

OnlineTyari has created a social platform where students can talk to each other, ask doubts and answer questions. Students can select different slots and give real-time mock All India Test for various exams. The analytic tool that is implemented shows their all India rank, sectional rank and performance.

With over 3.2 million downloads, 350,000 daily active users and 1.5 million monthly users, the Android mobile app is available for free download on Google Play Store.

**PROJECT/INITIATIVE**

RISE App

**ORGANISATION**

RiSE

**COUNTRY**

India

**LANGUAGE**

English

**EMAIL**

salman@rise-institute.com

**URL**

www.rise-institute.com/app

**APP**

play.google.com/store/apps/details?id=com.rise.institute&amp;hl=en

**FACEBOOK**

www.facebook.com/rise.inst

**TWITTER**

twitter.com/rise\_institute

## A PLATFORM THAT PROVIDES FREE HIGH QUALITY EDUCATION TO UNDERSERVED/ UNDERPRIVILEGED STUDENTS OF KASHMIR ACROSS DEVICES

Kashmir's first-of-its-kind institute, RISE aims to equalise opportunities for students by providing educational tools through technology. RISE has developed two mobile tools that are used by students in Kashmir — RISE App and RISE Edu Tablet that enables users to improvise their quantitative and analytic skills for exams like JEE (Mains/Advanced), BITSAT, JK CET; and RiSE Edu Tablet is a product that creates an interface of interaction between students and teachers, streamlines academic processes in a classroom and creates an exhaustive database of information, that too in no time.

Students can take tests and use the app without any Internet connectivity, thus, the app works in areas of harsh terrains and rural regions where students do not have access to reliable Internet connection or cellular network.

The Rise App has chapter-wise practice tests, analysis reporting system, rank predictor, high quality solutions, counseling and in-person guidance tips by expert IITians for free. Rise Edu tab offers time management tools, chat with faculty, student records, regular updates, automated compilation of detailed performance, course tracking and feedback from faculties.

In 2015, when aspirants did not have any experience of computer-based exams, RISE app proved to be very handy and witnessed 3000 downloads in 5 days, trending on Google Play list.



In 2015, RISE app provided a stimulation of a computer-based exam when the entrance exam for the post of Relationship Executive in Jammu & Kashmir Bank was conducted online for the first time. When aspirants did not have any experience of giving computer based tests, RISE app proved to be very handy and witnessed 3000 downloads in five days, trending on Google Play list. Previously RISE app also provided mock test papers for IIT-JEE aspirants at no cost. Over 4000 students downloaded the app and more than 100 students who used the app made it to JEE Mains 2016.

Further, RISE app will introduce in-app chat feature, enabling over 30,000 students from Kashmir to chat with resource persons for any exam-related queries. The chat feature which would be made available later this year would help disseminate real-time information.

# MOBILE APP HELPS TEACHERS ENHANCE THEIR TEACHING SKILLS

## PROJECT/INITIATIVE

TeachApp

## ORGANISATION

FOCUSONE Nepal Pvt.Ltd

## COUNTRY

Nepal

## LANGUAGE

English

## EMAIL

evelyn@focusone.com.np

## URL

www.focusone.com.np

## APP

play.google.com/store/apps/  
details?id=com.devyogis.teachapp&hl=en

## FACEBOOK

www.facebook.com/FOCUSONE.Nepal

## TWITTER

N/A

British Council Nepal in collaboration with FOCUSONE Nepal has developed a mobile application 'TeachApp', a self-assess learning tool for teachers. TeachApp aims to improve the classroom performance of teachers by providing instant solutions to common problems like proper pronunciation, spellings or rhymes, etc.

TeachApp consists of practical advice and classroom ideas for the developing teachers. They cover topics such as lesson planning, finding resources and storytelling — using multilingual approach — and contain ideas that the teacher can take into the classroom and use immediately. The ideas here are relevant to teachers at both primary and secondary levels and in all kinds of teaching situations. It contains audio video incorporated within the project manual which allows the participants to easily view and use. The application also has an inbuilt feedback/enquiry system for teachers to use and get in touch with the project staff.

TeachApp features two sections for teachers and trainers. Teachers can access free resources and tips to make teaching more effective and child friendly.

TeachApp improves the classroom performance of teachers in Nepal by providing instant solutions and spreading better quality teaching techniques.

Started from January 2015, this three year-long project aims to benefit teachers from all 75 districts of Nepal with 7000 teachers receiving the training in the first year. This app has added value to all the teachers nationwide by spreading better quality teaching and learning by ensuring that every state sector school teacher has reached a minimum international standard of teaching proficiency. Teachers are now finding it easier to communicate with the students while

teaching English and their confidence level has gone up.

Teaching methods in education sector is slowly changing from traditional to interactive style in rural areas like Jhapa, Nawalparasi and Surkhet districts. The app has opened the door for inventive training for teachers due to their feedback to British Council Nepal. It has helped uplift the education sector, especially in learning/teaching English to teachers/students in different parts of the country, not just the urban areas in Nepal.



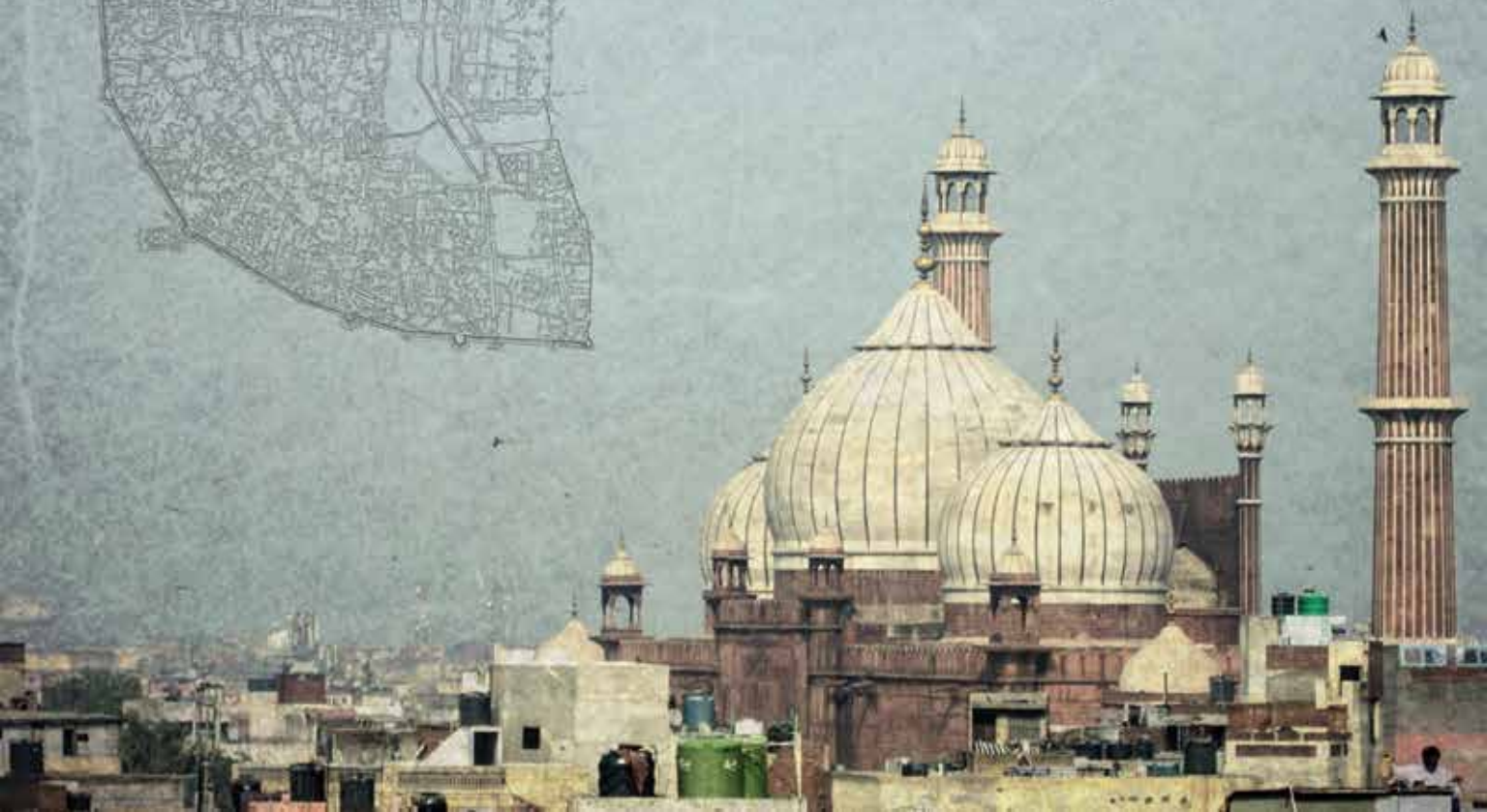


# Heritage

## OLD DELHI

Preserving and promoting  
culture and heritage using  
digital tools through the  
involvement of communities,  
and helping living heritage  
become vibrant and integral

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







## CATEGORY **GOVERNMENT & CITIZEN ENGAGEMENT**

**Hawk Eye**  
INDIA, Winner

**VAT Checker**  
BANGLADESH, Winner

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

**PROJECT/INITIATIVE**

Hawk Eye

**ORGANISATION**

Hyderabad City Police

**COUNTRY**

India

**LANGUAGE**

English

**EMAIL**

sreenath.kareddy@hyd.tspolice.gov.in

**URL**

www.hyderabadpolice.gov.in

**APP**

play.google.com/store/apps/  
details?id=com.rivton.hawkeye&hl=en

**FACEBOOK**

www.facebook.com/hyderabadpolice

**TWITTER**

twitter.com/hydcitypolice

## A MOBILE APP THAT CREATES SAFER ATMOSPHERE FOR PEOPLE OF HYDERABAD

The Hyderabad City Police Department envisioned citizen services delivery through mobile technology which in turn resulted into an end product called Hawk Eye.

Launched in 2015, Hawk Eye has integrated the police communication network system for prompt response to citizens. It also serves as a tool in improving the operational efficiency of the police and in enhancing collaboration between public and police, particularly for establishing a safe and smart Hyderabad city.

This tool emphasises police to achieve its primary objective to respond to citizen's reports or complaints for assistance in emergencies in the shortest possible time with appropriate resources. Hawk Eye mobile application has facilitated a streamlined work flow and communication channel for the Hyderabad Police with its citizens through smartphones and tablets.

Over 8500 complaints have been posted on the Hawk Eye app and 80% of the total complaints have been addressed. SOS service has received over 700 alerts with immediate action taken by the police.

One of the key features of Hawk Eye is an SOS button for accessing help in case of emergencies and for ensuring women's say while travelling. The app allows citizens to upload pictures, share geo-locations to report traffic violations, crime, theft, police violations. People can register details of servants/workers/tenants with police directly through the app rather than visiting a police station. Users can also check the status of the report filed; suggest ways to improve policing, access all contacts of Hyderabad Police; and recommend good work carried out by the police.

Till date 8500 complaints have been posted by the citizen. Of those 80 per cent complaints have been addressed and appropriate action taken. SOS service has received over 700 alerts with immediate action taken by the police. Hyderabad city police even imposes e-challans on traffic violators, hence Hawk Eye has built an impression of a third eye – Hawk Eye is watching every anti-social elements.



# BANGLADESH'S FIRST VAT CHECKER MOBILE APPLICATION

## PROJECT/INITIATIVE

VAT Checker

## ORGANISATION

EnamelBD

## COUNTRY

Bangladesh

## LANGUAGE

Bangla, English

## EMAIL

jubayer0511@live.com

## URL

NA

## APP

[play.google.com/store/apps/details?id=com.enamelbd.vatchecker&hl=en](https://play.google.com/store/apps/details?id=com.enamelbd.vatchecker&hl=en)

## FACEBOOK

[www.facebook.com/vat.checker](https://www.facebook.com/vat.checker)

## TWITTER

N/A

In Bangladesh, a lot of traders are involved in tax evasion activities even though huge Value Added Taxes are levied on consumers who buy any kind of services.

Launched in October 2015, VAT Checker is a mobile app that can help consumers to instantly check whether the amount of money they paid as VAT to the government is actually going to the government exchequer or not.

The app allows users to check the VAT registration status of traders and send complaints to the government. Traders, especially restaurateurs, routinely dodge VAT payments even though they charge their patrons for it, the app is a way for consumers to fight back. The app lets consumers enter an outlet's Business Identification Number (BIN) to check whether the VAT registration number is valid and whether there are irregularities with it or not. If the BIN does not appear to be in order, consumers can complain to the authorities using the app. The app allows users to check the VAT registration status of traders and send complaints to the government.

The app works towards making consumers aware of the tax that is levied on them, tracking down defaulters and helping government collect several hundred crores of VAT.

This app works towards making consumers aware of the tax that is levied on them for the services they bought, tracking down defaulters and helping government collect several hundred crores of VAT.

To monitor all complaints and notify users, a feedback technology is developed for the National Board of Revenue (NBR) wherein every consumer will be notified through mobile app notification system on whether any action is taken for their complaint.

Recently, a number of posts on social media have gone viral, which allege that traders, mostly restaurants and fast food cafes, evade VAT by not depositing it to the government exchequer, although they do collect a huge amount of money as VAT from their consumers.

By April 2016, more than 30,000 people in Bangladesh had downloaded the app with 1,500 five-star ratings on Google Play Store.





CHANDERIYAAN  
Integrated Digital Cluster of Chanderi Weavers

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



It is not only a brand identity in itself, but  
also a bridge that connects you to your  
own self consciousness.

Chanderiyaan



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



## CATEGORY **INCLUSION & EMPOWERMENT**

**Sign Language Interpreter (SLI)**  
SRI LANKA, Winner

**Vibration Series – Products for  
the Deaf-Blind**  
INDIA, Winner

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

**PROJECT/INITIATIVE**

Sign Language Interpreter (SLI)

**ORGANISATION**

G3Solutions

**COUNTRY**

Sri Lanka

**LANGUAGE**

English

**EMAIL**

tharindu@g3solutions.lk

**URL**

www.g3solutions.lk/SLI

**APP**

play.google.com/store/apps/details?id=com.  
opencv.analogicalnexus.facedetect&hl=en

**FACEBOOK**

www.facebook.com/g3solution

**TWITTER**

N/A

## EMPOWERING DEAF TO COMMUNICATE THROUGH 3D-MODEL TECHNOLOGY

Sign Language Interpreter is a product to communicate in Deaf sign language. This technology translates text/voice into sign language using a 3D model.

Deaf use sign language to convey their ideas to other people. Just as non-deaf people don't understand sign language, for the deaf people there is a difficulty to understand what non-deaf people communicate since they use sound patterns.

The mobile application and web browser add-on will identify each word and construct the related 3D animation of each sign and combine them automatically. Subsequently final 3D animation will act as a sign translator which demonstrates continuously.

The system can be used as a portable object for different platforms as well as different purpose. By developing the

The mobile application and web browser add-on identifies each voice/text and constructs its related 3D animation.

base 3D model, the product can be extended as news reader add-on for any web browser, news interpreter for televisions, Automated video subtitle (Eg: YouTube caption, film subtitle) translator, sign SMS reader, online guider, guiding application for specific locations (airport, hospital, super market).

In desktop and mobile version user can type any word or phrase in the given space. When a user opens the application, a small text box appears. By clicking the text box, a user can enter the text which they wish to translate into British sign language. Users can also highlight text that they wish to translate into sign animation.

While the 3D model is animating, the user can change the speed of the animation and rotate the model left or right to learn the exact way of showing a particular sign. The system also shows some specific words (e.g.: nouns) letter by letter that are not included in the gesture database.

It is a unique and user-friendly learning and communicating tool that can be used by all. SLI is the very first add-on for Firefox which translates selected text to British sign language.





# MOBILE APP ENABLES DEAF-BLIND TO COMMUNICATE

BAPSI has previously developed free and open source software for persons with multiple disabilities like eLocutor, Skid and PocketSMS.

In India, there are 500,000 people who are affected both by severe visual and hearing difficulties. Of this number, an exceedingly small number is able to access care and education institutions with the specialised facilities presently needed to help deal with numerous issues in connection with life.

BAPSI has developed VIBRATIONS, a series of apps for smartphones for the deaf and blind which can be accessed in English and all languages supported by Google. VIBRATIONS enable the deaf and blind to receive and produce information to communicate using a smartphone, learn and play.

The app is expected to be used widely across different sections of the deaf and blind.



## PROJECT/INITIATIVE

Vibration Series – Products for the Deaf-Blind

## ORGANISATION

Bidirectional Access Promotion Society (BAPSI)

## COUNTRY

India

## LANGUAGE

English

## EMAIL

arun.mehta@bapsi.org

## URL

www.bapsi.org

## APP

play.google.com/store/apps/details?id=appinventor.ai\_arun\_mehta.dbbug&hl=en

## FACEBOOK

www.facebook.com/bapsi.india

## TWITTER

twitter.com/arunmehtain

**VIBRATIONS** is a series of mobile apps that enables the deafblind to receive and produce information to communicate using a smartphone, learn and play.

VIBRATIONS consists of a table that vibrates in Morse code, on which many people can rest their fingers. A marquee of lights, large enough for those with low vision allow ease of access while a difference in temperature between elements that are lit and those that are not allow a completely blind child to trace the pattern of lit bulbs.

A teacher would be able to use her laptop to create a PowerPoint presentation and share that with her students. With those students who do have limited hearing, she would additionally have quality audio communication. A chat channel meanwhile would allow the students to discuss in a group.

BAPSI has developed a low-cost, sustainable solution which would be introduced in the lives of deaf and blind through workshops across the country; and based on user feedback, improvisations on technology and information would be carried out.



digitally empowering grassroots organisations

[www.engo.ngo](http://www.engo.ngo)



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for Trusted validated  
digital identity



**Online Fund Raising  
and e-commerce  
enablement**



## CATEGORY **HEALTH & WELL-BEING**

**iKure Techsoft (P) Ltd.**  
INDIA, Winner

**The Vision Guard**  
SRI LANKA, Winner

**Meri Vaani; Speech and  
Language Therapy app**  
INDIA, Juror's Mention

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

**PROJECT/INITIATIVE**

iKure Techsoft (P) Ltd.

**ORGANISATION**

iKure Techsoft (P) Ltd.

**COUNTRY**

India

**LANGUAGE**

English, Bengali, Hindi, Kannada

**EMAIL**

[sujay@ikure.in](mailto:sujay@ikure.in)

**URL**

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

**APP**

N/A

**FACEBOOK**

[www.facebook.com/ikureindia](http://www.facebook.com/ikureindia)

**TWITTER**

[twitter.com/iKureTechSoft](https://twitter.com/iKureTechSoft)

## MOBILE-BASED SOLUTIONS TO MONITOR AND DIAGNOSE MATERNITY AND CHILD HEALTH

iKure Techsoft (P) Ltd. with the University of Michigan and Deshpande Foundation has developed an interactive tool for maternal and child healthcare monitoring and routine assessment to be used by iKure community health workers in the states of West Bengal and Karnataka in India. This project utilises digital technology and surveys in the catchment population of women and children in the areas served by iKure, to determine the effectiveness in community health workers (CHWs) in delivering surveys, doing clinical activities and capturing the data digitally.

The mobile solution improves the health outcomes of pregnant women and children by empowering CHWs, facilitating real-time tracking, monitoring, and counseling and referral links with skilled providers to nearest hospitals. The mobile application identifies women at high risk of pregnancy complications in particular (anaemia and pre-eclampsia) to ensure referral and institutional delivery; screens children

The mobile solution aims to improve the health outcomes of pregnant women and children by empowering CHWs, facilitating real-time tracking, monitoring, and counseling.

between the age of 12-24 months with a validated screening tool to identify early symptoms and patterns concerning developmental delays which can be referred to specialists for further management; records the interactions of the community health workers administering the questionnaires to test for the efficiency of conducting questionnaires digitally. It records and provides data on pregnancy-related complications in a highly underserved population in rural India.

The application examines ways in which the efficiency of the data collection and aggregation can be increased by the use of digital tools at the point of contact between the CHW and the patient. The healthcare model leveraging technology tailors both the delivery and key information with the needs of the poor, illiterate and marginalised population.

The mobile solution contributes to lower rate of maternal morbidity and infant mortality and improves quality of life for BPO population in the long run. Spread of healthcare, education and awareness will lead to behaviour change, creating healthier children and leading to growth in the human capital base.



## MOBILE APP ENABLES EASY CHECK-UP AND DETECTION OF VISION PROBLEMS

### PROJECT/INITIATIVE

The Vision Guard

### ORGANISATION

The Vision Guard

### COUNTRY

Sri Lanka

### LANGUAGE

Sinhala, Tamil, English

### EMAIL

niro.chathu26@gmail.com

### URL

www.vision2020.lk

### APP

N/A

### FACEBOOK

N/A

### TWITTER

N/A

The Vision Guard Android application helps to detect vision problems at an early stage much accurately, such as initial testings that can be done without channeling a doctor. Users can check their eyes and detect vision problem by using the application while enjoying the comfort of home during their free time. Thus, it helps users to save time and money.

It is the only vision related application which is highly localised for the Sri Lankan community and available in Sinhala, Tamil and English.

Vision Guard provides the capability of detecting seven vision problems — astigmatism, color blindness, depth perception, macular degeneration, contrast sensitivity, visual acuity and strabismus accurately based on standard methodologies and technologies in a user friendly manner. Also this application provides some useful additional features like doctor finder, facility to find the most suitable doctors or opticians available with respect to the user's geo-location, symptom checker

Vision Guard app provides games for kids above age of 3 years that enables parents to identify their Childs' vision problems at an early stage.

which provides a list of symptoms to be selected by the user and then the application will provide a list of possible eye diseases with details that the user might be suffering from. As a result, this mobile application provides high user interactivity. Therefore, when compared to similar vision related applications, Vision Guard provides facility to identify more vision problems with more accurate results. In addition, it provides eye exercises, specially designed for children with strabismus condition to exercise the squinting eye to prevent total blindness/lazy eye.

Also, it provides games for kids above the age of 3, enabling parents in identifying their child's vision problems at an early stage. Eye exercises provided in the application helps people to exercise their eyes which get tired during the day by working on computers, tablets, televisions, etc.

Vision Guard has tested all the functionalities based on the ideas and recommendations suggested by doctors. At present, the application has been tested for a corpus of around 200 eye patients.



**PROJECT/INITIATIVE**

Meri Vaani; Speech and Language Therapy app

**ORGANISATION**

Neuro Hero Limited

**COUNTRY**

India

**LANGUAGE**

Hindi, UK English, USA English, Spanish

**EMAIL**

aviva.cohen@neurohero.com

**URL**

www.neurohero.com

**APP**

play.google.com/store/apps/details?id=com.neurohero.taitlight.hi&hl=en

**FACEBOOK**

www.facebook.com/NeuroHeroOfficial

**TWITTER**

twitter.com/neurohero

## MOBILE APP EMPOWERS PEOPLE WITH SPEECH AND LANGUAGE DISORDERS TO COMMUNICATE CONFIDENTLY

Talk Around It app, also called Meri Vaani, has been created by speech and language therapists to provide rehabilitation and education for those living with word finding difficulties that often follow stroke, brain injury, dementia, intellectual difficulties, autism and a range of other conditions. Talk Around It is unique because it supports people to become more autonomous in their rehabilitation. It improves their quality of life by improving their ability to communicate. People with limited language abilities often become socially isolated. Apps provide opportunities for family members to enjoy spending time with a disabled loved one. In addition to addressing rehabilitation, the app is designed to promote social interaction.

The app uses Semantic Feature Analysis, an evidence-based therapy. It can be described as 'confrontational naming' apps that provide exercises that help people to learn or relearn words. The app presents over 100 pictures to name. Each picture is accompanied by a set of questions that a therapist would usually ask. The app also offer a range of cues and clues that therapists use to help people to learn or remember the name of each object. It allows people to test their progress and select lists of words they wish to learn. Talk Around It app

**A user-friendly, highly localised app with content relevant to each country. Over 26,000 users have downloaded the app across 100 countries.**



helps people with word finding difficulties to practice 'naming techniques' so that they can improve 'word retrieval'. The user can select from more than 800 cues to remember or learn the words. The apps also include options to test and monitor progress over 12 months.

It has a user friendly interface that does not necessarily need the support of supervision of a therapist. This is also the first evidence-based speech rehabilitation app in Hindi. The app is not translated but localised. Images, cues and clues are chosen that are relevant to each country. The voices behind the app is not automated but a voice over of a native speaker is included. This is very important. A disabled person who is trying to learn language should not be confused by unfamiliar images, an unnatural sounding voice or cues that do not make sense in his or her culture.

All Talk Around It can be downloaded from the App Store or Google Play onto any iOS or Android device. There is also a 10-image free version of the app which has full functionality. Over 26,000 people have downloaded Talk Around It in over 100 countries.





## CATEGORY **MEDIA & ENTERTAINMENT**

**Sensy Remote**  
INDIA, Winner

**Vizmato - Add ZING to your  
movie making!**  
INDIA, Winner

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

**PROJECT/INITIATIVE**

Sensy Remote

**ORGANISATION**

Sensara

**COUNTRY**

India

**LANGUAGE**

English

**EMAIL**

bharath@sensara.tv

**URL**

www.sensyremote.com

**APP**

play.google.com/store/apps/  
details?id=dutchdomotics.silverlife&hl=en

**FACEBOOK**

www.facebook.com/Sensy-India-TV-Guide-  
Search-1385465761766892

**TWITTER**

twitter.com/SensyApp

## MOBILE APP TURNS SMARTPHONE INTO A RICH, GRAPHICAL, VOICE-ENABLED, PERSONALISED SMART REMOTE

Sensara is a TV Deep Technology company that has launched two products— Sensy Home and Sensy App. Sensy App is a device that allows a smartphone to control the set-top-box, turning it into a smart remote. Sensy Home is a Bluetooth Low Energy (BLE) to InfraRed (IR) Bridge. With the help of a Sensy Home, users can switch to a chosen channel directly from the Sensy app, irrespective of the operator.

Sensy App helps users browse and discover TV content on any channel in any language, change channels, search based on actor, genre, programme, view web videos for your favourite TV shows through a well-designed interface. Using automatic audio content recognition, Sensy App can sense what users are watching on TV and connect them to related videos, songs and products on popular apps. From the app, users can even do voice search and change TV channels.

Sensy App helps users browse and discover TV content on any channel in any language; change channels; search based on actor, genre, programme and more.

The Sensy App can function independent of the Sensy Home device. The app recognises the phone's in-built infrared emitter and automatically connects the phone to the set-top-box, enabling the remote feature. However, if a phone doesn't have an IR communicator, SensyApp connects through Sensy Home via BLE, and Sensy Home in turn blasts the required IR codes with the operator-specific protocols (like your old remote) to control the set-top box.

A single Sensy Home enables all the phones to become rich, graphical, voice-enabled and personalised. remotes; and the Sensy Home makes the experience seamless by connecting the app to the TV.

Sensara also has a large automated real-time semantic database of TV Ads - called AdBreaksin. Sensy tracks the semantics of advertisements, thus, retargeting ads from TV to mobile. For example: ads shown on Facebook after a user has just seen a Cadbury ad on TV, deals on a food app right after a pizza ad on TV, books an app can sell after an author's TV interview.



# MOBILE APP THAT MAKES MOVIE-EDITING FUN AND EASY

## PROJECT/INITIATIVE

Vizmato - Add ZING to your movie making!

## ORGANISATION

Globa Delight Technologies Pvt. Ltd.

## COUNTRY

India

## LANGUAGE

English, Arabic, French, German, Hebrew, Italian, Japanese, Portuguese, Russian

## EMAIL

vipin.mishra@globaldelight.com

## URL

www.vizmato.com

## APP

N/A

## FACEBOOK

www.facebook.com/vizmato

## TWITTER

twitter.com/Vizmato

Global Delight is a leading iOS app developer known for having made Camera Plus, a total solution for users' mobile photography needs with over 22 million downloads. It has recently released Vizmato, formerly known as Game Your Video, a social video editing app that helps record, edit and share videos in real time.

Vizmato is a movie-editing mobile application that provides a variety of features to improve the video editing experience. Users can customise their video by adding unique themes, themes, and mood-setting filters, In-App music/soundtracks, HD recording and FX.

The unique feature of the app is that it provides users a choice to either apply themes, filters and FX while recording to get a real sense of the final product, or choose to apply these after recording. The app is unique in its ability to apply these features live, or in post-edit. Vizmato also has 16 custom soundtracks, or Viztunes, to match any mood users want to set.

Themes are a combos of Viztunes, FX, and filters that work together to create a mood or tone. Themes like creepy, old-timey, silly, sci-fi are available as filters for videos. Vizmato also has live HD recording, and runs at 60fps. The subscription

**Vizmato is a social video-editing mobile application that helps record, edit and share videos in real time.**



pack comes with all available themes, filters, and FX, as well as cloud storage. Vizmato's in-app social platform, Popular, allows users to showcase Vizmato creations. Users can shoot various videos, cut, edit and merge upto five videos from the Vizmato's library.

Users can share these customised videos instantly on social media platforms like YouTube, Instagram, Facebook, Twitter as well as Vizmato's own in-app platform, Popular. Popular lets users share videos, get featured and get discovered by other users. There are more than four million users who've used Game Your Video, now known as Vizmato. It offers various subscription packages and can be downloaded from iOS App Store.

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It is an initiative of Digital Empowerment Foundation (DEF). It is a digital yard with a purpose; a bridge between haves and have not. The objective of MeraByte is to seek contributions in the form of used but functional digital devices from privileged sections of the society and make them refurbished and usable for the underserved and marginalised communities.

So a mobile phone that has lost its utility to the latest smartphone; a laptop, which has outlived its prime; desktop that is lying defunct in the corner for years; or any digital device that has lost its meaning for some, can provide meaning to millions of other lives.

If you want to contribute,  
please visit [www.defindia.org/merabyte](http://www.defindia.org/merabyte)



## CATEGORY **SMART SETTLEMENTS & URBANISATION**

**Bangladesh Emergency Services**  
BANGLADESH, Winner

**Intelligent Transport System**  
INDIA, Winner

**Rmitra**  
INDIA, Winner

**PickMe**  
INDIA, Juror's Mention

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

**PROJECT/INITIATIVE**

Bangladesh Emergency Services

**ORGANISATION**

Access to Information (a2i) Programme,  
Prime Minister's Office, Bangladesh

**COUNTRY**

Bangladesh

**LANGUAGE**

Bangla, English

**EMAIL**

shakhawat30@gmail.com

**URL**

www.a2i.pmo.gov.bd

**APP**

play.google.com/store/apps/details?id=bd.  
com.elites.bes&hl=en

**FACEBOOK**

www.facebook.com/a2iBangladesh

**TWITTER**

twitter.com/A2iBangladesh

## MOBILE-BASED BANGLADESH EMERGENCY SERVICE HELPS USERS REACH TO THE NEAREST SERVICE POINT

Access to Information (a2i) programme has been implemented by the Prime Minister's Office, Bangladesh, and supported by UNDP and USAID. a2i is playing a critical role in transforming the service delivery system in Bangladesh. Previously, a2i launched a Service Innovation Fund (SIF) to provide seed funding to pioneering and creative innovations for more cost-effective provisions for public service to the underserved communities. The fund aims to encourage greater public private partnership (PPP) by investing in initiatives, closely monitoring progress, and enabling scale-up.

Launched in 2015, Bangladesh Emergency Service is a smartphone app comprising contact numbers, addresses and map locations of police stations, fire brigades, and public

Everyday more than 10,000 users locate and identify the nearest service providers in Bangladesh and 500-800 new users register on the portal. The app has over 70,000 downloads.

hospitals in Bangladesh. Users can locate and contact nearest service point, and also send relevant information to others by SMS.

Once the application is installed, users can access the information without mobile network or Internet access. Users can send suggestions, comments and lodge complaints directly with the registered organisations. Users can also connect to their Facebook pages or for immediate help call on any of the two hotline numbers available in the app.

The app provides up-to-date information on professional, academic, health or other needs with relevant, up-to-date information on emergency services in Bangladesh so that the users can easily locate such services wherever they are and also contact them when required. It just asks for basic information and location services to locate and identify the nearest emergency service providers. Available at Google Play Store, there have been 70,000 downloads with 500-800 new users and 10,000 hits everyday.





# BANGALORE'S PUBLIC COMMUTING SERVICES DEPLOYS INTELLIGENT TRANSPORT SYSTEM TECHNOLOGY FOR SAFETY, RELIABILITY AND EFFICIENCY

Bangalore Metropolitan Transport Corporation is the sole provider of urban public bus transport in Bangalore, ferrying 4.8 million passengers per day. To provide better commuting services to its citizens and increase reliability of buses and operational discipline, BMTC has deployed a technology solution— Intelligent Transport System— to provide accurate information on routes, buses and seat availability.

ITS project is a first of its kind in the country. ITS is a comprehensive solution implemented with a view of improving the efficiency and decreasing the operational cost to derive various information on revenue, automatic ticketing, report generation, planning & to analysing various parameters, to manage incidents & Accidents for optimum utilization of manpower, bus fleet & other related resources. It is an integrated solution which includes real-time data transfer of all transactions with the help of GPRS. With this the passenger count in the bus can be estimated and also real time ticket issuance can be monitored. This system helps in generation of automated reports which helps in monitoring and management of resources. The project also supports introduction of smartcard-based fare collection system which enables introduction of common mobility

ITS solution aims to improve the efficiency, decrease the operational cost, and manage incidents and accidents for optimum utilisation of manpower, bus fleet & other related resources.

## PROJECT/INITIATIVE

Intelligent Transport System

## ORGANISATION

Bangalore Metropolitan Transport Corporation

## COUNTRY

India

## LANGUAGE

English

## EMAIL

pro@mybmtc.com

## URL

www.mybmtc.com

## APP

play.google.com/store/apps/details?id=com.bmtc.mybmtc&hl=en

## FACEBOOK

www.facebook.com/pages/Bangalore-Metropolitan-Transport-Corporation/107760182586673

## TWITTER

twitter.com/BMTC\_Bangalore

cards. ITS would automate number of trips completion, trip wise revenue, trip cancellation, deviation of the route, actual arrival and departure, bus stop skipping, driving behaviour of the driver, not stopping at the authorised bus stop, irregular trip operation, accidents/ breakdowns, real time revenue realisation, Form-4 adherence, actual running time of the buses.

The project provides essential data feed for mobile application planning and scheduling application. Data generated in this application can be used for planning and scheduling the application to optimise schedules. Big data analytics help in efficient fleet utilisation, dynamic planning and increased efficiency in operation.

Intelligent Transport System (ITS) includes 10,000 electronic ticketing machines, 6,500 vehicle tracking units, 35 passenger information system LED boards, beside controls and Command Centre.



a choice mode of  
travel for everyone!

**PROJECT/INITIATIVE**

Rmitra

**ORGANISATION**

Technofection Software Private Limited

**COUNTRY**

India

**LANGUAGE**

English

**EMAIL**

admin@technofection.com

**URL**

www.technofection.com

**APP**

play.google.com/store/apps/details?id=com.technofection.rmitra&hl=en

**FACEBOOK**

N/A

**TWITTER**

N/A

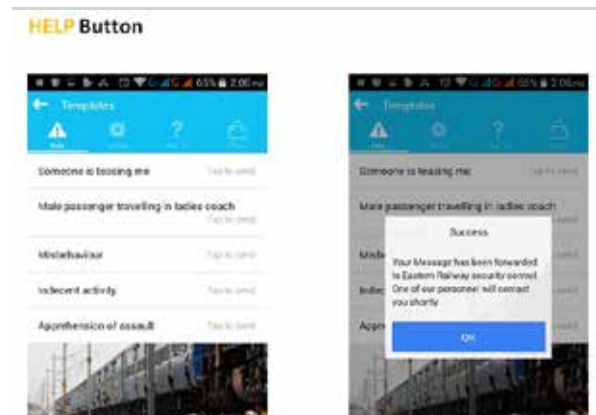
## MOBILE-BASED SOLUTION TO ENSURE SAFETY OF PASSENGERS TRAVELLING ON EASTERN RAILWAY

Launched in 2015 and inaugurated by Suresh Prabhu, the Railway Minister, R-Mitra is a mobile-based application system which ensures safety of passengers, especially women.

Railway Mobile Instant Tracking Response and Assistance (R-MITRA) which has been developed by the Eastern Railways, immediately sends alerts, with the distressed passenger's location to the nearest Railway Protection Force (RPF) inspector and Divisional Security Control Room (DSCR) with just the press of a button or touch of a thumb.

Once the button on the app is pressed, the physical location (co-ordinates) of the victim is sent to the DSCR with the help of GPS and GPRS. The concerned DSCR will then be able to track the user and ensure action on the same immediately. Provision is there for non-smartphone users as well. If a person does not have a smartphone, then he/she can simply type in ERAILHELP and send it to 56161 for quick assistance. The app detects the passengers moving direction and keeps forwarding the message to the nearest RPF as the train passes different stations. It uses heavy geo-graphical logarithm on the server.

**In case of an emergency, with just the press of a button, alert the nearest the nearest RPF Inspector and Divisional Security Control Room.**



The central control room can monitor messages from all different passengers and follow up if any request is not closed within a specified time period.

For assistance, the app can be accessed through SMS or on smartphone. It is easy to download and install. No username and password is required. After installation, one just needs provide his/her name and phone number, and the help screen is ready for use. The app is available on Google Play Store and has been downloaded by more than 10,000 people.

# SRI LANKA'S PICKME APP BRINGS DRIVES, PASSENGERS, TAXI FLEET OWNERS AND TAXI DISPATCHERS ON ONE MOBILE PLATFORM

Digital Mobility Solutions Lanka (PVT) Ltd. has developed a mobile application— 'PickMe app', a GPS and GIS based software. It is an integrated solution to bring passengers, drivers, taxi dispatchers and taxi fleet owners on one platform. Further, the app has two interfaces— 'PickMe Passenger app' and 'PickMe Driver app'

Through PickMe Passenger app, passengers (customers) can hail a vehicle of their choice by choosing from the taxis that are available within a predefined radius. The app shows the movement of the taxi along with the driver details. The passenger can follow the movement of his/her taxi on the app once the booking is confirmed. When the driver reaches the location, the passenger gets a notification text. Once the trip has been completed, the passenger would get an option to rate their driver and leave a feedback.

On PickMe Driver app, drivers can stay 'online' and 'accept' or 'reject' request for a taxi hire. Once the ride has been accepted, the driver is indicated the location of the passenger by a red line. The fare is automatically calculated and displayed on the phone screen. The driver app is available in three languages (Sinhala, Tamil, English) and also colour coded for easy usage by drivers who may not be literate in any of the three language.

PickMe organises training programmes for drivers to update them on technology, discuss problems faced in the field, teach service etiquette, customer relations and address any other issue.

## PROJECT/INITIATIVE

PickMe

## ORGANISATION

Digital Mobility Solutions Lanka (PVT) Ltd.

## COUNTRY

Sri Lanka

## LANGUAGE

Sinhala, Tamil, English

## EMAIL

fathhi@pickme.lk

## URL

www.pickme.lk

## APP

play.google.com/store/apps/details?id=com.pickme.passenger&hl=en

## FACEBOOK

www.facebook.com/pickme.lk

## TWITTER

twitter.com/PickMeLK



Unlike similar applications available worldwide, PickMe actually works to bring people together and maintains it as the main focus. PickME app is building an organised and healthy business ecosystem while providing a hassle-free experience and helping drivers gain more rides.

PickMe has produced a software that arms local taxi drivers with an easy to use technology that builds their occupation and empowers their lives.

PickMe schedules extensive training programmes for drivers to get updated on the latest advancements in technology, discuss problems faced in the field, learn of service etiquettes and address any other issues they may have.

Further, PickMe includes credit card and in-app payment options to promote banking and direct payments into a driver's bank account. Currently, there are 100,000 passengers and 3,000 drivers register with the app. The Passenger app is available for download on iOS, Android and Windows phones.

# mBillionth FINALISTS 2016

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## AGRICULTURE & ENVIRONMENT

Mandi Trades – India  
Shekru – India  
Clean Air Nation – India  
CropAdvisor – Sri Lanka

## BUSINESS & COMMERCE

CarDekho app – India  
NEPSE app – Nepal  
TAXpert – Nepal  
Selliscope – Bangladesh  
Business Process Excellence Centre – India

## CULTURE & TOURISM

Museums in Delhi – India  
PlaceMe.PK – Pakistan  
Hiru FM – Sri Lanka

## EARLY STAGE

Sahityarathi – India  
Pusa Krishi – India  
polyTricks – Bangladesh

## LEARNING & EDUCATION

Sling App – India  
Examiner – Sri Lanka  
Durbin App – Bangladesh

## GOVERNMENT & CITIZEN ENGAGEMENT

MPMobile – India  
PMKVY- Building Eco-system – India  
Khoj – Bangladesh  
Mobile App for Parliament of Sri Lanka

## INCLUSION & EMPOWERMENT

Aakash Bani – India  
Digital Talking Book – Sri Lanka  
Helabasa Sinhala Unicode – Sri Lanka

## HEALTH & WELL BEING

babytika – Bangladesh  
Deciber – Sri Lanka  
doctHERs – Pakistan  
Genisys Smart Water Bottle holder – Sri Lanka

## MEDIA & ENTERTAINMENT

Kheloge Toh Jeetoge – India  
Kahi Ankahi Baatein – India  
Two Digits – Sri Lanka  
Vdriver – Sri Lanka  
Rtv Apps – Bangladesh

## SMART SETTLEMENTS & URBANISATION

Travly – Pakistan  
Jugnoo – India  
ValetEZ – India  
ePMS – India

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FINALISTS

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# Mandi Trades

**Category:** Agriculture & Environment

Mandi Trades is a multi-lingual mobile application/ web-portal aggregator targeting farmers and bulk buyers like retailers, traders, exporters, hotels and caterers directly (B2B model).

On the portal, farmers can list agricultural commodities and post details of the crop remotely using a smart phone. Auto geo-tagging feature helps connect local traders to farmers. The app helps farmers set prices of farm commodities by referring to the data provided by Government of India, thus, facilitating the decision making for farmers. Buyers can search for farmers, a particular

## PROJECT/INITIATIVE

Mandi Trades

## ORGANISATION

Farmobi Technologies Pvt Ltd

## COUNTRY

India

## LANGUAGE

Hindi, Malayalam, Tamil, Kannada, Telugu

## EMAIL

Edvin.Varghese@Farmobi.In

## URL

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

## APP

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

## FACEBOOK

[www.facebook.com/MandiTrades](https://www.facebook.com/MandiTrades)

## TWITTER

[twitter.com/MandiTrades](https://twitter.com/MandiTrades)

produce and its variety. The app provides various advanced filters to narrow down options by geography, location, price, availability, yield etc. For buyers to plan procurement, harvest information is available in advance.

Mandi Trades provides farmers with more choices of buyers with better rates. It reduces 'last minute' rush sale, and negotiating well ahead. Farmers to know average demand, peak/low demand season, in-season and off-season needs by querying the data and can plan their farms.

The app is simple and has an interactive user-interface which empowers farmers, and eliminates middlemen who do not add value to the agriculture produce supply chain. The unorganised farming community gets access to better price realisation.



## PROJECT/INITIATIVE

Shekru

## ORGANISATION

Shekru Software Services LLP

## COUNTRY

India

## LANGUAGE

English, Marathi

## EMAIL

[ananth.krishna@gmail.com](mailto:ananth.krishna@gmail.com)

## URL

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

## APP

[play.google.com/store/apps/details?id=com.solution.shekru&hl=en](https://play.google.com/store/apps/details?id=com.solution.shekru&hl=en)

## FACEBOOK

N/A

## TWITTER

[twitter.com/shekruapp](https://twitter.com/shekruapp)

**Category:** Agriculture & Environment

Shekru is an interactive platform where users are notified when new events and schemes are published or updated. Users can filter, sort, search, track events based on geo-location services, areas and organisations. Shekru also lets users share their activities on other social media platforms.

Once the application is downloaded, the information is pre-loaded and available without internet access. It has over 12000 active users.

Launched in 2015, Shekru is a bilingual— Marathi and English mobile application that provides information about agricultural entitlements, schemes and events. Users can list training courses, field demonstrations and events relevant to farmers on the application. They can also add a document or an audio recording describing the event to the listing. Shekru lets user express interest to attend an event and thus provide an RSVP to the organiser. The organiser can then see a listing of interested attendees with their details. All schemes for agricultural activities in Maharashtra and various other stakeholders including the state agriculture ministry, NABARD etc are listed. Schemes information are organised in a concise format presenting the key information about each one. Schemes are listed under ten categories like financial assistance, insurance, loans, facilities among others.

# Shekru

shekru free android app - get agri related events and schemes information  
"शेकरू" मुफ्त एंड्रोइड एप - कृषि संबंधित घटनाओं और योजनाओं की जानकारी प्राप्त करें



At Google Play Store type Shekru



## Clean Air Nation

### PROJECT/INITIATIVE

Clean Air Nation

### ORGANISATION

Greenpeace India

### COUNTRY

India

### LANGUAGE

English

### EMAIL

slakshma@greenpeace.org

### URL

www.greenpeace.org

### APP

play.google.com/store/apps/details?id=io.gonative.android.robz&hl=en

### FACEBOOK

www.facebook.com/greenpeaceindia

### TWITTER

twitter.com/greenpeaceindia

**Category:** Agriculture & Environment

The users can search and select the state, city and the closest station to it. All the data will be displayed. If the data for a city/ station does not show up then users are directed to the Clean Air Nation campaign page, where they can sign a petition asking the government to set up air monitoring stations and provide information on air quality.



Greenpeace India's Clean Air Nation mobile application enables users to find out the quality of air based on specific locations. The data is obtained from NAQI (National Air Quality Index) and AQICN.

Once the user downloads the app, they can go through the different cities' air quality data as provided by the NAQI (National Air Quality Index).

The app also sends information to users on how to protect themselves on bad polluted days and what actions the government should take to protect public health. Depending on the quality of the air, the app will give users precautionary measures for different groups (children, elders and pregnant women).

## Crop Advisor

**Category:** Agriculture & Environment

Majority of people in Sri Lanka are involved in agriculture with very few information channels and access points for farmers. CropAdvisor, a multilingual android application available in Sinhala, Tamil and English, advises users about crops through interactive text formats, images and charts. Users (farmers) can also submit their queries on the application which would be forwarded to Agriculture Extension Officers and experts who would respond to each query personally.



### PROJECT/INITIATIVE

CropAdvisor

### ORGANISATION

CropAdvisor

### COUNTRY

Sri Lanka

### LANGUAGE

Sinhala, Tamil, English

### EMAIL

Prasadct99@gmail.com

### URL

www.cropadvisor.site

### APP

coolbuddy.xyz/downloads/CropAdvisor-0.1.apk

### FACEBOOK

N/A

### TWITTER

N/A

With a simple user interface, farmers can easily navigate through the application by selecting relevant fields. Users can also submit the queries with images from the field to express their concerns. The queries that are answered are visible to all its users under categories to avoid duplicacy.

There are many ways to gain information related to agriculture. But those methods are time consuming, inefficient. Through CropAdvisor people, can request data at the time they need them. All queries of the farmers are tagged with their geo-location services. The application can be accessed without internet access through cache enablement. CropAdvisor shall further make this data available for future weather forecasts, agricultural research and decision making.

## CarDekho app

**Category:** Business & Commerce

CarDekho app lets users discover and explore new cars by searching for cars by their name, make, model and price range. On this app, users can compare upto four cars simultaneously to understand better the differences and similarities of each car.

CarDekho connects customers to auto dealers in their areas, avail promotions and offers and find accurate onroad prices which are updated daily. CarDekho has a 'used car classified', wherein users can upload their cars for sale, and find used cars for buying from individuals and used car dealers. For inspection of used cars, CarDekho provides inspection, certification and warranty-both



### PROJECT/INITIATIVE

CarDekho app

### ORGANISATION

Girnar Software Pvt Ltd

### COUNTRY

India

### LANGUAGE

English

### EMAIL

nikita.peer@girnarsoft.com

### URL

www.cardekho.com

### APP

play.google.com/store/apps/details?id=com.cardekho.auctions&hl=en

### FACEBOOK

www.facebook.com/CarDekho

### TWITTER

twitter.com/CarDekho

online and via our network of thousands of used car dealers. On the app, users can read expert reviews and news on new launches and updates, view picture galleries and car videos.

'Feel The Car' is a feature which allows consumers to have a 360 degree holistic view of the car. This ensures that the consumer gets an immersive experience of the car model. The app is aided with a voice over to explain various features of the car.

Cardekho gave its worldwide users a virtual experience of the Auto Expo 2016. Every manufacturer's pavilion was mapped with thousands of 360 degree pictures and the virtual experience provided online to users.

### PROJECT/INITIATIVE

Business Process Excellence Centre

### ORGANISATION

Bharat Petroleum Corporation Limited

### COUNTRY

India

### LANGUAGE

English

### EMAIL

vatsalthakar@bharatpetroleum.in

### URL

www.bharatpetroleum.com

### APP

N/A

### FACEBOOK

www.facebook.com/BharatPetroleumcorporation

### TWITTER

twitter.com/BPCLtd

Bharat Petroleum Corporations Limited's Business Process Excellence Centre setup centralises transactional activities at one place through technology. With BPEC technology, transactional activities that are common across business units can be consolidated onto a standard process platform to deliver value. The business units can focus on core activities for delivering growth, while leveraging benefits of scale of the whole group. BPCL has adopted a hybrid model for staffing of BPEC, whereby both BPCL officers as well as outsourced resources work together in a harmonised environment for carrying out daily activities. For all activities at BPEC, the concept of maker/checker has been duly implemented with all the critical activities being handled by BPCL officers to ensure adequate controls.

## Business Process Excellence Centre

**Category:** Business & Commerce

BPEC has democratised governance and ensures transparency among its vendors by providing real time status of any invoice. Vendors can access information through the mobile application on their smartphones or SMS application and IVR toll free number support on their feature phones. Through vendor web portal and email applications, vendors can get information on their web-based portal.

After the digitisation of all documents, only digital invoice is used in the complete chain of processing. No paper movement at all in the flow.

## PROJECT/INITIATIVE

NEPSE app

## ORGANISATION

Source Code Pvt. Ltd.

## COUNTRY

Nepal

## LANGUAGE

English

## EMAIL

nischal@braindigit.com

## URL

www.sourcecode.com.np

## APP

play.google.com/store/apps/details?id=com.braindigit.nepalstock&hl=en

## FACEBOOK

www.facebook.com/nepsecdsupdate

## TWITTER

N/A

**Category:** Business & Commerce

and floor sheet, the top performers with lists for gainers, losers, turnovers, shares traded and number of transactions.

On this user interactive platform, users can create a watch list and view data of the companies that users have listed— their up-to-date details, brokers listed, real-time and graphical representation of data.

The app is directly integrated with the exchange server, thus, Investors can also compare listed companies in real-time.



Earlier, to see the real-time data of the stock market, users had to logon to the website on their computers, as there was no stock exchange app available in Nepal.

On the go, NEPSE app helps people in Nepal to get real-time data and daily updates on the stock exchange market on their smartphones. The app also shows total turnovers, top traded shares, total transactions, real-time statistics, among other information.

Users get notified with daily updates in the stock exchange market and live trading data from 12 pm to 3 pm. Users can also view the summary section which shows the graphical movement of NEPSE for different sectors, where users can choose from time variations starting from a single day to a year, daily posts for share price

## TAXpert

**Category:** Business & Commerce

TAXpert is an Android-based mobile application which helps citizens of Nepal to find expert solutions for tax problems at zero cost.

The key features of the application are:



**Biz News:** Read business news of different news portals of Nepal.

**Salary Tax Calculator:** It calculates the salary tax of employees according to the Nepalese Tax Act.

**TDS calculator:** It helps calculate TDS amount on payment according to the Nepalese Tax Act.

**Notification about Due Date:** Notification about the due date of Tax and VAT repayment and filing of return as per

## PROJECT/INITIATIVE

TAXpert

## ORGANISATION

Volcussoft Pvt. Ltd

## COUNTRY

Nepal

## LANGUAGE

Nepali, English

## EMAIL

taxpertnepal@gmail.com

## URL

www.volcussoft.com

## APP

play.google.com/store/apps/details?id=com.mobile.android.taxnotification&hl=en

## FACEBOOK

www.facebook.com/NepalTaxExpert

## TWITTER

twitter.com/smdahal

requirement of Nepalese Tax and VAT Act.

**Downloads:** Users can access and download tax documents, formats, circulars, directives and other documents related to Nepal Tax

**Notice Board:** Notify about the latest decisions and notices related to tax issues of Nepal.

**Ask Tax Expert:** Users can ask Tax Expert directly to solve your tax related problems.

**Tips of the Day:** Users can get new Nepal Tax related tips every day.

**New To TAX:** New tax payers can enjoy tax related information in a single place in Nepali and English language.

# Selliscope

**Category:** Business & Commerce

Selliscope is a mobile and web-based application that helps distribution and sales based organisations bring efficiency in their channel related activities. The application helps organisations with a large distributions, sales, or trade marketing team by enabling real-time tracking and reporting of the field force and also track POS health based on customized requirement.

With this app, the organisation can take orders online and reduce product delivery time significantly through instant order processing, check online reports created by the sales team on

**PROJECT/INITIATIVE**

Selliscope

**ORGANISATION**

Humac Lab Ltd

**COUNTRY**

Bangladesh

**LANGUAGE**

English

**EMAIL**

asfaq@humaclab.com

**URL**

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N/A

**FACEBOOK**

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**TWITTER**

twitter.com/humaclab



different POS (Point of Sales), enabling them to keep track of POS health in a more efficient manner track the sales person in real-time through AGPS technology. The app also enables users to track sales employees through GPRS and sales teams can chat among themselves.

Selliscope will also free up time for management members to focus on higher business development priorities.

The Selliscope application offers all the services at a low monthly subscription fee that is affordable by SMEs and helps enterprises with low investment scale up their businesses.

**PROJECT/INITIATIVE**

Museums in Delhi

**ORGANISATION**

Sahapedia

**COUNTRY**

India

**LANGUAGE**

English

**EMAIL**

vaibhav.chauhan@sahapedia.org.in

**URL**

www.sahapedia.org

**APP**

play.google.com/store/apps/details?id=com.indiacurated.museum&hl=en

**FACEBOOK**

www.facebook.com/Sahapedia

**TWITTER**

twitter.com/OnlineSahapedia

Sahapedia is an online open resource on the arts, cultures and heritage of India. Sahapedia has deployed a free mobile android application called 'Museums in Delhi' to search and discover museums in Delhi and NCR area. The application lists information about 44 museums under various categories including archaeology, arts and crafts, history, personalia (such as National Gandhi Museums, Ghalib Museum and Library), science and transport across Delhi and NCR. The app tracks the geo-location of the user, thus, recommending nearest museums. The app also gives basic information like location, closing and opening timings, entrance fee, exhibitions, events, special attractions, parking facilities and accessibility tools for differently abled. There is also a 'Museum map', which plots all museums across Delhi, and using

## Sahapedia - Museums in Delhi

**Category:** Culture & Tourism

GPS on a smart phone chalks out the routes. The app also informs a user about other museums in the vicinity by using betterknown museums as a vehicle to make users aware about lesser known museums in Delhi- NCR. Each time a user chooses a particular museum, he can also view others nearby.

This mobile application acts as a guide to museums on-the-go.



**PROJECT/INITIATIVE**

PlaceMe.PK

**ORGANISATION**

SoftEmblems

**COUNTRY**

Pakistan

**LANGUAGE**

English

**EMAIL**

hello@placeme.pk

**URL**

www.placeme.pk

**APP**

play.google.com/store/apps/details?id=moxet.placeme&amp;hl=en

**FACEBOOK**

www.facebook.com/placemepk

**TWITTER**

https://twitter.com/placemepk

**Category:** Culture & Tourism

properties on the application or website. They can add details and photos of their listings.

PlaceMe.Pk focuses to help students who have ventured out of their cities but other people can use their service too.

PlaceMe.Pk helps people in Pakistan seeking for hostels and living spaces around the country to find safe, convenient and affordable accommodations when traveling for a night or two.

The mobile app can be downloaded for free and each user gets access to unlimited listings of hostels and accommodation. The app also has advance filtration and searching options like price range, reviews, hits and date availability. Crowd-sourced reviews on the platform helps new users seek the right kind of accommodation. The map has embedded a google map plug-in which directs the user to hostels. Owners and hostels can list their



## Hiru FM

**Category:** Culture & Tourism

Lotus Technologies works towards brining culture and technology together by digitising tales/ stories of festivals, promoting e-cards, live broadcasting of ceremonies in Sri Lanka.

'Digital Vesak Thorana' gives a better experience of Vesak Thorana festival to the users as they can watch and listen to the narration (Jathaka Katha) on demand. Users can watch/ rewind and listen to tales and folklores as many number of times over multiple devices at any time. The Digital Vesak Thorana also has additional features such as 'Vesak ecards' and the 'Dhamma Padaya' quotes. This first

**PROJECT/INITIATIVE**

Hiru FM

**ORGANISATION**

Lotus Technologies (PVT) Ltd

**COUNTRY**

Sri Lanka

**LANGUAGE**

Sinhala, English, Tamil

**EMAIL**

arjun@lotustechnologies.lk

**URL**

www.hirufm.lk

**APP**

play.google.com/store/apps/details?id=com.microimage.hirufm&amp;hl=en

**FACEBOOK**

www.facebook.com/HIRUFMRadio

**TWITTER**

twitter.com/hirufmsrilanka

of its kind digital celebration of Vesak Thorana has over 5 million fans across its websites and social media pages.

It has also launched Avurudu Portal, which is a hub for children and women due to the uniqueness of the content available like 'Online Avurudu Games' and 'Videos on Avurudu Sweetmeats Preparation'.

Deepwali Portal is the first of its kind platform for Tamil users to share Deepawali Greetings with their family and friends all over the world. Users can understand in detail about the significance of Deepawali festival & share their joy online via our e-cards. This portal has a fan base of over 800,000 which makes it the highest for any Tamil media and page views over 394,707.



## Sahityarathi – Lets preserve Foundation

Category: Early Stage



Sahityarathi is an Android mobile application that digitises the works of Lakshminath Bezbaroa, a renowned and much revered literary figure in India. Lakshminath Bezbaroa's writings have not only enriched Assamese literature, but also given it the much needed inspiration and strength to stand alongside contemporary literature of those times. The vast creation of Bezbaroa has remained confined within the constraints of books and essays.

### PROJECT/INITIATIVE

Sahityarathi

### ORGANISATION

Let's Preserve Foundation

### COUNTRY

India

### LANGUAGE

English & Assamese

### EMAIL

himjyoti84@gmail.com

### URL

www.sahityarathi.com

### APP

play.google.com/store/apps/details?id=enajori.sahityarathi&hl=en

### FACEBOOK

www.facebook.com/himjyoti.talukdar

### TWITTER

twitter.com/himjyoti

The app is a digital repository of all his works, thus giving access to readers, research scholars and students globally who otherwise had to travel to Assam to understand and read his works.

It is Assam's first-of-its-kind application that indexes the works of a literary genius in an organised and systematic structure. At the state level, the app envisions to create awareness and boost up the concept of digitisation of cultural heritage. The application is available for free download on Google Play Store.

### PROJECT/INITIATIVE

Pusa Krishi

### ORGANISATION

ICAR-Indian Agricultural Research Institute (IARI)

### COUNTRY

India

### LANGUAGE

English

### EMAIL

shilpa.mehta@gov.in

### URL

www.ztmbpd.iari.res.in

### APP

play.google.com/store/apps/details?id=in.gov.mgov.pusaagri\_tech&hl=en

### FACEBOOK

www.facebook.com/ztmiari

### TWITTER

N/A

The Indian Agriculture Research Institute (PUSA Institute) has developed path breaking technologies in the field of natural resources management, integrated nutrient management, plant protection, soil and water management, mechanisation and diagnostic technologies, among other.

It has recently deployed "PUSA KRISHI", a mobile app to realise the dream of the Government of India 'From Lab to Land'.

The app aims to take the outcome of the labs to the hands of the farmers in India.

Through this app, farmers are informed about latest technologies, research projects, machinery and varieties, which help them increase their productivity, income and welfare. Farmers can gain

Category: Early Stage

information about the new varieties of various crops identified, and procure them for better productivity and quality. New production technologies available for users are published and all related information is available at a common place.

Farm machine dealers can use this application to understand latest innovations and new opportunities for industries so as to bring them on board to partner with the government, other autonomous bodies and stakeholders to involve them in horticulture.



## Pusa Krishi

**PROJECT/INITIATIVE**

polyTricks

**ORGANISATION**

Arcube Games &amp; Animation

**COUNTRY**

Nepal

**LANGUAGE**

English

**EMAIL**

rabin@arcube.com.np

**URL**

www.arcube.com.np

**APP**

play.google.com/store/apps/  
details?id=com.arcubegames.  
polytricks1&hl=en

**FACEBOOK**

www.facebook.com/  
arcubegames

**TWITTER**

twitter.com/arcubegames

**Category:** Early Stage

players from various regions, and enhance their gaming and competition experiences.

polyTricks, developed by Arcube Games and ANimation, comprises of realistic environments, challenging obstacles, chair powers, level ups and competitive missions. Players also have the option to unlock and upgrade skills, gather power-ups and collect artifacts or treasures, among other things.

Launched in 2016, polyTricks is a 3D endless runner game based on social, cultural, natural and political aspects of Nepal. The app brings out real stories into life in the form of interactive games and animation. At the beginners' level, the user is a rookie and embarks on a journey to become the President of the country.

To move to higher levels, the player (user) needs to collect money, votes and power-ups. On his/her way, different artifacts and valuables can be collected. Players can also swipe up to jump over obstacles, pits and swipe down to roll over and keep running ahead. The user can also unlock different skills to speed up the journey. On completion of daily challenges, the user gets a bonus.

The app is connected to different social media platforms, thus, users can compete and compare high scores with friends and



## Sling App

**Category:** Learning & Education

The world's first on-demand chat application to practice fluency, Sling App connects English learners from India to live tutors around the globe for practicing conversational English in short 20-minute sessions.

Sling platform enables learners to converse in English on topics of their choice to build their understanding of the language.

The app allows users (learners) to read, write listen and speak the language while it allows the tutors to correct language errors

**PROJECT/INITIATIVE**

Sling App

**ORGANISATION**

EdMobile Labs

**COUNTRY**

India

**LANGUAGE**

English

**EMAIL**

ninad@slingapp.in

**URL**

www.slingapp.in

**APP**

play.google.com/store/apps/  
details?id=com.edmobilelabs.  
sling&hl=en

**FACEBOOK**

www.facebook.com/slingapp.in

**TWITTER**

N/A

and mentor the learner. Tutors can correct the learner's errors in a track change mode, grade each sentence posted by the learner by marking it in green or red, and posting a thumbs up icon for outstanding performance. The app also allows learners to long press on a difficult word to know its meaning during a chat session. The calling feature allows tutors to make a live but anonymous call to the learner to help him/her practice speaking.

Learners can easily connect to Sling with low bandwidth in rural and far-flung areas of the world. Sling tutors are educated college kids, housewives and retired personnel who are trained and certified. The simple approach leads to exponential improvement in English language usage by impacting users who have been first generation learners with little or no exposure to the language.

# Examiner

**Category:** Learning & Education

The Examiner app aims to increase the ability of advanced level (A/L) students in Sri Lanka in answering multi-choice questions. The app contains model papers collected from various renowned institutions and lectures, past papers and model answers that can be accessed by students. After submitting their answers, students can view the right answers and read explanations of each of them.

## PROJECT/INITIATIVE

Examiner

## ORGANISATION

Treinetic (Pvt) Ltd

## COUNTRY

Sri Lanka

## LANGUAGE

Sinhala, English, Tamil

## EMAIL

imal.hasaranga@gmail.com

## URL

www.treinetic.com

## APP

play.google.com/store/apps/details?id=com.treinetic.examiner&hl=en

## FACEBOOK

N/A

## TWITTER

twitter.com/Treinetic



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Users (A/L students) can also rate and review lectures based on the quality of papers. The app has included a new concept called Challenge Papers which is an automatically generated question paper for students. The app is also extending the feature to allow a student to send a paper and challenge other students.

The app is available for free download on Google Play Store. The app is trilingual, and available in Sinhalese, Tamil and English, so that all students across the country can understand and answer the questions in the language that they are most comfortable with.

## PROJECT/INITIATIVE

Durbin App

## ORGANISATION

Durbin Labs

## COUNTRY

Bangladesh

## LANGUAGE

English, Bangla

## EMAIL

emadbd@gmail.com

## URL

www.durbinlabs.com

## APP

play.google.com/store/apps/details?id=org.durbinbd.DurbinStudent&hl=en

## FACEBOOK

www.facebook.com/durbinapp

## TWITTER

N/A

Durbin App aims to solve students' academic problems in Bangladesh. The app offers quality education to students and encourages them to become independent and opt for self-study options. It is specially designed for secondary and senior secondary-level students, and is available for download on Windows and Android phones.

The app has various features, such as Distance Learning, which provide video tutorials for difficult concepts to understand and visualise critical concepts better. Vision, another feature, enlists all the desirable careers, courses, basic requirement for a selected career, job demands, and a list of universities that offer the course. Self-Study feature includes class-wise text and helps students to study and measure learning goal through online quizzes. Online

**Category:** Learning & Education

Content creates a competitive platform for students, allowing them to challenge classmates from all over the country to take a test; meanwhile, Enlightened News shares positive and exciting news from the field of education.

The app allows undergraduate and graduate students to share their knowledge and earn through Digital Tutoring System.

Study Network is a 24x7 service to solve academic problems.

Users (students) can post a question simply clicking the 'Ask' button and mentors will provide them with the solution along with points. Mentors with the highest point will receive money from Digital Tutoring System.



# Durbin App

**PROJECT/INITIATIVE**

MPMobile

**ORGANISATION**

Mponline Limited

**COUNTRY**

India

**LANGUAGE**

Hindi, English

**EMAIL**

dhiraj.chouksey@mponline.gov.in

**URL**

www.mpmobile.gov.in

**APP**

play.google.com/store/apps/details?id=in.mpo.mpmobile&amp;hl=en

**FACEBOOK**

www.facebook.com/MPOnlineLimited

**TWITTER**

twitter.com/MPOnlineLimited

**Category:** Government & Citizen Engagement

notification alerts and updates about new schemes and services and any other information is sent to the user. The app provides value added services to departments via a common platform wherein the integration with TELCOS and payment gateway exists. This facilitates easy onboarding of government departments. It also offers multichannel payment solutions like net banking, debit cards, credit cards and mobile wallets for paid services on the application.

The app has a rating of 4.2 on Google Play Store, and has been downloaded more than 84,000 times. The application is available for download on iOS and Google Play Store.



MPOnline Ltd and the Government of Madhya Pradesh deliver citizen centric services at affordable cost. Various eGovernance and mGovernance initiatives have been implemented in Madhya Pradesh for the benefits of the citizens.

Launched in 2015 by the Government of Madhya Pradesh, MPMobile is a multi-channel mobile application that brings various B2C and government services that are offered by various departments, agencies and corporations.

MPMobile has information of over 150 citizen centric services, 15 government departments & corporation services, and 10 university services through multichannel options (Mobile App, USSD and Pull SMS Service). The app contains location map and contact details of department centres in the city, districts and villages. Automated

## PMKVY- Building eco-system for skilled India

**Category:** Government & Citizen Engagement

PMKVY has developed an interactive voice response (IVR) mobile tool in multiple languages to capture real-time user feedback on the 'Swachh Bharat Mission', which has been launched in 75 cities across the Indian states.

Data and graphs are automatically generated and, accordingly, states and cities are ranked based on citizen feedback. The municipal corporation of top-ranking cities then try to maintain the

**PROJECT/INITIATIVE**

PMKVY- Building Eco-system for Skilled India

**ORGANISATION**

netCORE Solutions Pvt Ltd

**COUNTRY**

India

**LANGUAGE**

Hindi, English, Gujarati, Marathi, Telugu, Tamil

**EMAIL**

marcomm@netcore.co.in

**URL**

www.pmkvyofficial.org

**APP**

N/A

**FACEBOOK**

www.facebook.com/pmkvyptk

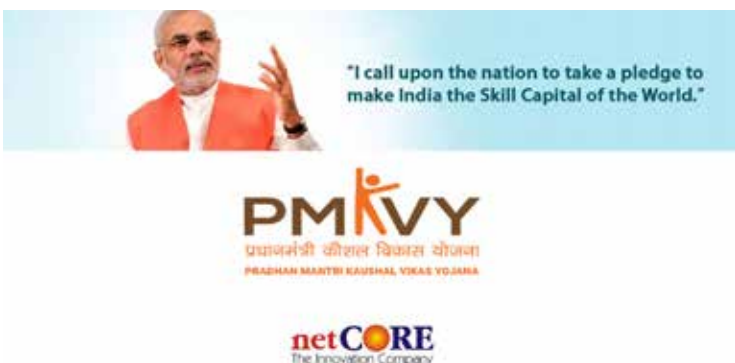
**TWITTER**

twitter.com/PMKVY

cleanliness while low-ranked city corporations try to improve their services by organizing events, cleanliness drives and awareness camps in their region.

The medium — interactive voice response system — is an extremely known and user friendly because of its simplicity and zero cost to user. The survey is simple, multi-lingual (Hindi, English, Bengali, Tamil, Telugu, Kannada and Malayalam) and comprises six short questions.

On an average, more than 1,000 unique users have completed the survey from each city, and a total of 1.5 lakh citizens from 75 cities have contributed to the survey.



# Khoj

**Category:** Government & Citizen Engagement

Khoj is an Android mobile application used to report and track missing people in Bangladesh. It is a crowdsourced platform, which makes it easier to find missing people.

To improve access and reach of the application, it uses social media platforms and radio transmission for dissemination of information about every missing report. It helps to spread the news among more people in a shorter time span, thereby not relying only on the police.

## PROJECT/INITIATIVE

Khoj

## ORGANISATION

Project Be Foundation

## COUNTRY

Bangladesh

## LANGUAGE

English, Bangla

## EMAIL

farishta.projectbe@gmail.com

## URL

www.khojapp.com

## APP

play.google.com/store/apps/details?id=com.fahmid.amber&hl=en

## FACEBOOK

www.facebook.com/khojapp

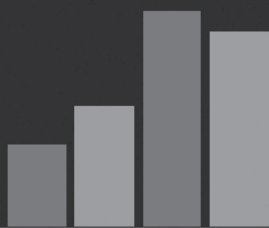
## TWITTER

twitter.com/youthprojectbe

## Why Khoj?

Over 20,000 children alone go missing in Bangladesh every year and very few cases are reported due to complications in reporting process.

Khoj makes the process more feasible and helps aide families/relatives in absolute distress



The app lets users to report about a missing person with necessary details and a photograph of the person. The details are shared on social media (Khoj's Facebook page) and on radio. This increases the outreach of the report.

If a missing person has been spotted anywhere, the information provider can contact the given numbers and inform the seeker of the missing person's location. The application has three major features — reporting a missing person, reporting a found person, listing of people reported.

Khoj gives people an opportunity to report a person missing without having to wait to file a police report, thereby increasing the odds of those people being found.

## PROJECT/INITIATIVE

Mobile App for Parliament of Sri Lanka

## ORGANISATION

Parliament of Sri Lanka

## COUNTRY

Sri Lanka

## LANGUAGE

Sinhala, Tamil, English

## EMAIL

mahesh\_p@parliament.lk

## URL

www.parliament.lk

## APP

play.google.com/store/apps/details?id=lk.bhasha.parliament&hl=en

## FACEBOOK

www.facebook.com/ParliamentLK

## TWITTER

N/A

The Parliament of Sri Lanka envisages using Information and Communication Technology (ICT) tools to enhance capabilities in its key functional areas and to empower the average citizen with knowledge and information on important issues of the country and of parliamentary decisions that impact their daily life, thereby enabling them to become active partners in the country's development process.

The app connects the general public with the legislative process in Parliament of Sri Lanka. This mobile app provides parliamentary information, including member information, Acts & Bills, Questions & Answers, Parliament calendar, news and statistics, among other things. Documents such as Hansard, Order Papers, Order

## Mobile App for Parliament Sri Lanka

**Category:** Government & Citizen Engagement

Books, Addendums and Committee Reports also can be viewed or downloaded from the app. Further, the users can even contact Members of Parliament or the Secretariat through the mobile application.

In addition to parliamentary information and documents, Parliament proceedings can be viewed live or buffered on-demand.

The mobile app, which is available for download on Android, iOS and Windows operating systems, uses Parliament's website as the source of all information. The app can be accessed in three languages — Sinhalese, Tamil and English.





**PROJECT/INITIATIVE**

Aakash Bani

**ORGANISATION**

IIT Kharagpur & Society for Natural Language Technology Research (SNLTR), Govt. of West Bengal.

**COUNTRY**

India

**LANGUAGE**

English, Bengali

**EMAIL**

anupambas@gmail.com

**URL**

[www.iitkgp.ac.in](http://www.iitkgp.ac.in)  
& [www.nltr.org](http://www.nltr.org)

**APP**[www.nltr.org/apps.php](http://www.nltr.org/apps.php)**FACEBOOK**[www.facebook.com/IIT.Kgp](https://www.facebook.com/IIT.Kgp)**TWITTER**[twitter.com/IITKgp](https://twitter.com/IITKgp)**Category:** Inclusion & Empowerment

any part of the screen, following which the desired icon will be highlighted and selected. For those who cannot use the scroll feature or cannot use touch options, the Switch Mode facility allows to communicate with two bright red touch switches, besides a talking keyboard and text-to-speech software.

This system has been thoroughly tested at schools for cerebral palsy and children with multiple disorders. Twenty tabs have been distributed for free at the Indian Institute of Cerebral Palsy (IICP) for field tests.



Aakash Bani, a Voice Output Communication Aid (VOCA), is an Android-based application that assists people who are unable to use natural speech — due to cerebral palsy, autism and motor disorder — to express their needs and exchange information with other people during a conversation.

Aakash Bani stores pre-recorded messages, which are produced in the form of digitised speech (in any language) when the user presses an image displayed on the device. It can be operated with Special Access Mechanism, which is required to make the systems usable by motor disabled persons.

Users can select desired icons simply by touch. The app has enabled auto-scan mode facility through which a user can touch

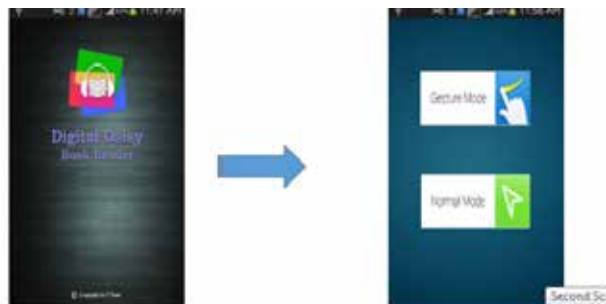
## Digital Talking Book

**Category:** Inclusion & Empowerment

Digital Talking Book is an audio representation of a print publication for individuals who are blind, partially sighted, dyslexic or suffering from visual impairments, physical disability and learning disabilities.

Digital Talking Book is an Android-based DAISY DTB player, which is intended to provide enhanced access to documents that these individuals may have otherwise not been able to access.

DTBs have all the benefits of a regular audio book, but are superior in quality and features as it allows users to navigate the content and view synchronised text.

**PROJECT/INITIATIVE**

Digital Talking Book

**ORGANISATION**

Digital Accessible Information System (DAISY)

**COUNTRY**

Sri Lanka

**LANGUAGE**

English

**EMAIL**

weerarathnathirasi@gmail.com

**URL**

[www.digitaltalkingbook.blogspot.com](http://www.digitaltalkingbook.blogspot.com)

**APP**

[play.google.com/store/apps/details?id=jp.co.cypac.vodalite&hl=en](https://play.google.com/store/apps/details?id=jp.co.cypac.vodalite&hl=en)

**FACEBOOK**

N/A

**TWITTER**

N/A

DTBs provide enhanced multimedia access to the content for underserved individuals, giving them quick access to a particular parts of the script.

While reading a DAISY DTB, a reader can proceed to the next or previous page, chapter or sentence. The main functions of the talking book player are its computer memory, bookmark features and ability to automatically unzip downloaded files and convert them into readable format. All functions of the applications can be used by gestures and the system will provide the output through voice instructions. In the normal mode, there is a visible dashboard and for users to navigate the app.

## Helabasa Sinhala Unicode

**Category:** Inclusion & Empowerment

Launched in 2015, Helabasa Sinhala Unicode app is the easiest way to type in Sinhala. It converts English text to Sinhala Unicode Text. The app is integrated with emails, SMS service and social media platforms like Facebook and Twitter. Users can also

**PROJECT/INITIATIVE**  
Helabasa Sinhala Unicode

**ORGANISATION**  
Xicigny (PVT) LTD

**COUNTRY**  
Sri Lanka

**LANGUAGE**  
Sinhala

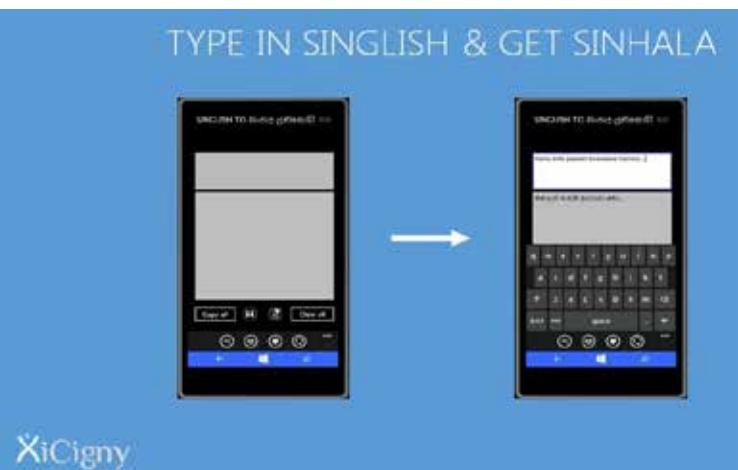
**EMAIL**  
dileepa@windowsgeek.lk

**URL**  
www.xicigny.com

**APP**  
www.microsoft.com/en-us/store/apps/sinhala-unicode/9nblggh08frz

**FACEBOOK**  
www.facebook.com/xicigny/info/?tab=page\_info

**TWITTER**  
N/A



compose messages and translate in Sinhalese for different platforms, and send directly from the app.

The translated text gets highlighted and selected with just one touch, users need not copy, paste the text. With its ease to navigate and interactive user interface, the app has more than one million users from across the globe.

The app is best-suited for Windows phones as is a first of its kind for Windows users.

**PROJECT/INITIATIVE**  
babytika

**ORGANISATION**  
Windmill Infotech Limited

**COUNTRY**  
Bangladesh

**LANGUAGE**  
Bengali, English

**EMAIL**  
bushra@windmillbd.com

**URL**  
www.windmillbd.net

**APP**  
play.google.com/store/apps/details?id=net.windmillbd.babytika&hl=en

**FACEBOOK**  
www.facebook.com/Windmill-Infotech-Ltd-181220482018124

**TWITTER**  
N/A

Launched in 2015, babytika is a mobile application that informs users about the immunisation schedule of their children. This app is specifically designed to address the problem of vaccinations and immunisation coverage in Bangladesh as there still is large variation among different regions and socio-economic groups.

babytika spreads information about baby vaccinations and immunisations. The app allows users to set reminders for their baby's immunisation date. Users are then notified through automated emails and notification pop-ups.

Through the app, users can locate the nearest vaccination centres and hospitals.

babytika

**Category:** Health & Well-Being

The app also lets users ask personalised questions that are answered by specialised doctors associated with babytika to ensure the well-being of their infants. On the other hand, this app populates data from government sources regarding Vitamin A, polio and other vaccinations.

The mobile tool can be used by non-smartphone users as well. Each service has an alternative SMS-based solution, through which parents can receive reminders as simple text messages.



**PROJECT/INITIATIVE**

Deciber

**ORGANISATION**

Deciber Hamzeen

**COUNTRY**

Sri Lanka

**LANGUAGE**

English, Bengali

**EMAIL**

hamzeen@gmail.com

**URL**

www.hamzeen.github.io

**APP**

play.google.com/store/apps/details?id=com.hamzeen.deciber&amp;hl=en

**FACEBOOK**

www.facebook.com/DeciberApp

**TWITTER**

twitter.com/hamzeen

**Category:** Health & Well-Being

community. It might not be wrong to call Deciber the Instagram for capturing and sharing sound pressure level in a user's surroundings.

Deciber is a first-of-its-kind Google Play application that allows users to understand the situation of noise pollution in their area and its consequences. The application had reached over 1,000 installs within its first five days of launch, and was ranked 13th in the Spanish market under new free tools category.



Deciber is a sound pressure level measuring tool, featuring augmented reality, for Android phones. The augmented reality (AR) mobile application measures the frequency as well as the sound pressure level. Deciber app enables users to take a screenshot or photograph the view, and then the noise level is seamlessly augmented and displayed on the screen. Users can also share the noise levels on different social media platforms.

Just like Instagram is the instant photo sharing application, Deciber is the instant noise levels sharing application for the online

## doctHERs

**Category:** Health & Well Being

doctHERs is Pakistan's unique healthcare marketplace that connects lady doctors to millions of underserved women patients in real-time through technology. It provides access to quality healthcare and works towards inclusion of qualified female health professionals and medical aid-seeking women patients.

Patients visit local community doctHers kiosks, after a regular check-up, assisted with nurse/midwife, doctHers provide assisted video consultation through which the patients receive an all-inclusive and go through a diagnostic medical exam, following which they are given a digitally generated e-prescription, which is

**PROJECT/INITIATIVE**

doctHERs Telemedicine Kiosk-Saving Lives

**ORGANISATION**

doctHERs

**COUNTRY**

Pakistan

**LANGUAGE**

English, Urdu

**EMAIL**

mahek.pethani@docthers.com

**URL**

www.docthers.com

**APP**

N/A

**FACEBOOK**

www.facebook.com/doctherspk

**TWITTER**

twitter.com/DoctHERs

dispensed by the clinic staff.

doctHers mobile application 'MDConsults' is a web-based low-cost telemedicine solution aimed at improving access to healthcare. Its features range from live video-conferencing using specialised telemedicine devices to storing-and-forwarding communication for assistance in diagnosis, and personal care using smart phone applications. The personal healthcare mobile application 'MyMDConsults' enables individuals to monitor their lifestyle, essential vital signs, lab results and other information, and share the information with doctHers caregivers when required.

The software is user friendly and runs on very low bandwidth making it accessible and usable for communities in Pakistan.



# Genisys

**Category:** Health & Well-Being

Genisys is a smart water bottle holder which gives recommendations about the amount of water one should take each day by considering the user's personal factors (height,

weight, gender, age, body type, diseases) and environmental factors (temperature, humidity).

The device reminds users by vibrating the bottle holder and making a beep sound in the bottle holder and the smartphone.

Genisys comes along with a mobile application for configuration purposes at the time of registration (getting personal data). The mobile application displays graphs of water intake daily, weekly and monthly. Genisys connects



**PROJECT/INITIATIVE**

Genisys Smart Water Bottle holder

**ORGANISATION**

Genisys Smart Water Bottle holder

**COUNTRY**

Sri Lanka

**LANGUAGE**

English

**EMAIL**

sasanka.2013009@iit.ac.lk

**URL**

www.projectgenisys.tk

**APP**

N/A

**FACEBOOK**

www.facebook.com/ProjectGenisys

**TWITTER**

twitter.com/ProjectGenisys

to a mobile device via Bluetooth. It is not necessary to keep the mobile device connected, Genisys can be used as an independent device and has the capability to save data and sync data whenever it is connected.

Genisys considers a number of factors before sending an alert about the users' daily water goal. Once it gives a water goal, it calculates the time left for the day and the amount one should drink to stay hydrated. If the user has not had water for a long period of time, Genisys alerts via vibrating the bottle holder, making a beep sound and sending notifications to the user's smartphone before he/she get dehydrated.

**PROJECT/INITIATIVE**

Kheloge Toh Jeetoge

**ORGANISATION**

PHD India

**COUNTRY**

India

**LANGUAGE**

Hindi, English

**EMAIL**

priyanka.agrawal@phdmedia.com

**URL**

N/A

**APP**

N/A

**FACEBOOK**

N/A

**TWITTER**

N/A

Kheloge Toh Jeetoge is a physical gaming platform backed with mobile IVR system. This system is used to give Unilever brand a foothold within households and to educate consumers at the same time about its products.

This mobile tool is a combination of four games Comfort Housie, Domex Ani Kitanu, Surf Super-Mom and Olkha Paahu. To have multiple interactions, each game accepts a different voice telephone input with a different menu option.

Comfort Housie is based on the popular local game Housie. Instead of number, Comfort Housie ticket have clothes. The consumer can give a missed call on 090211 03605 to play the game. Domex Ani Kitanu is based on snakes and ladder. This game is a perfect fit for Domex products that kill germs. The

## Kheloge Toh Jeetoge

**Category:** Media & Entertainment

snakes in this game have been replaced by germs, and the ladders with Domex. To play the game, user have to give a missed call on 09021103607. Surf Super-Mom is a task-based game with boosters and danger zones addressing day-to-day problems. The user has to give a missed call on 09021103606. At each instance, the user gets a call back with game introduction and playing instructions. Olkha Paahu is a question and answer based game that summarises all the three games. It is designed with the objective to test the users' understanding of the products.



**PROJECT/INITIATIVE**

Two Digits

**ORGANISATION**

Student

**COUNTRY**

Sri Lanka

**LANGUAGE**

English

**EMAIL**

rcssk9208@gmail.com

**URL**

www.cleverweek.com

**APP**

play.google.com/store/apps/details?id=com.cleverweek.twodigits&hl=en

**FACEBOOK**

www.facebook.com/cleverweek

**TWITTER**

twitter.com/cleverweek

**Category:** Media & Entertainment

The level generator includes a slider that can be used to fine tune the range of levels, which also changes the difficulty, thus, making the game child and adult friendly.

With this new technique, the game is a fresh take on number puzzle games. The game also increases the speed of mind calculations, mathematical and thinking abilities. Also the mobile version of the game is a good way to spend few minutes on-the-go by solving a few number puzzles.



Launched in 2015, Two Digits is a number puzzle game mobile application.

The game has 250 levels, with different number sets. There are 9841 different ways to select numbers, and as such, the player needs to devise various methods and exploit patterns throughout the gameplay. In each level, the player is provided with 9 different integers less than 100, and the player has to choose two subsets out of them with the same sum in order to win. Different sets need different methods in order to win, and the parity (odd or even) of the numbers should also be taken into account. The game also includes a level generator, providing the game with high replayability.

## VDriver

**Category:** Media & Entertainment

VDriver app is a vehicle tracking and networking system with a purpose to establish a network of vehicles via drivers and vehicle owners.



Under this application, the vehicles are initially connected to a network via a device plugged into the vehicle and a mobile application. The details are accessible to the users via [vdrivernetwork.com](http://vdrivernetwork.com). This website allows users to monitor the travel path, fuel consumption details, speed plots and other mechanical data of vehicle. Users can track vehicle performance and get automated service alert reminders. At the backend, this app curates different data sets ranging

**PROJECT/INITIATIVE**

Vdriver

**ORGANISATION**

UniverSL Software Solutions (PVT) LTD

**COUNTRY**

Sri Lanka

**LANGUAGE**

English

**EMAIL**

Rhgunathilake87@gmail.com

**URL**

www.universlsoftware.com

**APP**

play.google.com/store/apps/details?id=com.vdn.smart.driver

**FACEBOOK**

www.facebook.com/UniverSL

**TWITTER**

twitter.com/UniverSLSW

from vehicle rating, vehicle running time and breakdowns, which can be used by companies as customer feedback to improve models and introduce new features according to market trends.

VDriver enables its users to track the vehicle by sharing the geo-location, monitor performances of its vehicles by storing relevant data and generating individual reports and graphs.



## Kahi Ankahi Baatein

**Category:** Media & Entertainment

CREA in partnership with Gram Vaani, TARSHI and Gurgaon ki Awaaz has launched a mobile phone-based infoline called Kahi Ankahi Baatein (Speaking the Unsaid).

This mobile-based technology uses Interactive Voice Response System (IVRS) to disseminate essential rights-based information

on different themes of Sexual and Reproductive Health and Rights (SRHR).

In the Pilot Phase, the infoline covered a total of seven themes ranging from menstruation, relationships, contraception and consent to violence, youth to disability.

The IVRS system is based on a missed call alert system; the user

### PROJECT/INITIATIVE

Kahi Ankahi Baatein

### ORGANISATION

CREA

### COUNTRY

India

### LANGUAGE

Hindi

### EMAIL

achatterji@creaworld.org

### URL

www.creaworld.org

### APP

N/A

### FACEBOOK

www.facebook.com/CREAworld.org

### TWITTER

twitter.com/OfficialCREA



needs to call a designated number (92622 92622). To keep the service free of cost, the server disconnects the call and the system dials back.

When the user receives the call, she/he hears comments and a jingle that introduces the mobile phone infoline and its content, including directions on how to use the IVRS.

A round-the-clock mobile-based technology, this service overcomes the limitations of time and distance and has the potential of reaching out to a diverse range of audience overcoming the barriers of geographical location, age, class and accessibility.

### PROJECT/INITIATIVE

Rtv Apps

### ORGANISATION

Bengal Media Corporation Ltd.

### COUNTRY

Bangladesh

### LANGUAGE

Bengali

### EMAIL

kamrul@rtvbd.tv

### URL

www.rtvonline.com

### APP

play.google.com/store/apps/details?id=com.mcc.RTV&hl=en

### FACEBOOK

www.facebook.com/rtvonline

### TWITTER

twitter.com/rtvonline

**Category:** Media & Entertainment

Bengal Media Corporation Ltd. (Rtv) is one of the most popular satellite television channels broadcasting 24x7 Bengali and English content around the world. It broadcasts daily news, dramas, movies, musical programmes, talk-show, live events, children programmes and social awareness programmes, among others.

Launched in 2014, Rtv app provides breaking news, push notification and weekly schedules. Users can add shows to their favourites, set reminders; and the app automatically sends a reminder notification about the shows. With social media plug-ins on the application, users can share updates about the latest shows and their favourite shows in their friend circles.

The app is available for download on iOS and Google Play Store, and has been downloaded by over 3,75,000 users.



## RTV Apps



## PROJECT/INITIATIVE

Travly

## ORGANISATION

Travly

## COUNTRY

Pakistan

## LANGUAGE

English

## EMAIL

k.shahmir@gmail.com

## URL

www.travly.io

## APP

play.google.com/store/apps/details?id=pitb.plan9.travly&hl=en

## FACEBOOK

www.facebook.com/mytravly

## TWITTER

twitter.com/TravlyWaale

## Category: Smart Settlements & Urbanisation

Travly has marked a significant increase in income of rickshaw drivers from \$150 to \$350 per month, thus empowering rickshaw drivers by generating more rides and opportunities for them to earn.

Travly is also working towards women empowerment and has introduced a new segment called Rickshaw Rani Program. Under this programme, female drivers are being trained to drive a rickshaw so that they can start contributing to their household income through this platform. The first batch of right female rickshaw drivers have already hit the road and are driving passengers around the city.

Enter Pick-up Location → Enter Destination → Book Ride!



Pakistan's Travly is a ride-hailing mobile application and tool to make local travels in Pakistan affordable, safe and convenient. This auto-rickshaw aggregator mobile app and tool solves the problem of conveyance by seamlessly connecting users with nearby available drivers. Travly targets audiences, who cannot afford expensive cabs for local travels, with the quickest and cheapest travel options.

Travly mobile app and tool is not just restricted to smartphone users but bookings, too, can be made via its helpline, WhatsApp number, Viber account and SMS facility. Multiple and simple ways of booking a ride has made the mobile application and tool very popular and demanding.

## Jugnoo

## Category: Smart Settlements & Urbanisation

Jugnoo is one of the leading on-demand auto-rickshaw aggregators, focused on doubling the driver's efficiency and earnings, besides providing affordable transportation to the masses on a tap.

The mobile app uses a heat map technology to manage supply and demand. To take a ride, users need to install the app on their smartphone and register themselves as a Jugnoo user. They can then book an auto ride from their doorstep at any time. The autos are GPS enabled and the nearest auto approaches them within minutes.

Through Jugnoo, drivers are able to take more

## PROJECT/INITIATIVE

Jugnoo: On-demand auto-rickshaw aggregator

## ORGANISATION

Jugnoo

## COUNTRY

India

## LANGUAGE

English

## EMAIL

jaininder.kaur@mail.jugnoo.in

## URL

www.jugnoo.in

## APP

play.google.com/store/apps/details?id=pitb.plan9.travly&hl=en

## FACEBOOK

www.facebook.com/jugnoose

## TWITTER

N/A

rides in a day without any hassle and negotiations, and get work even in lean hours, which reduces their idle time significantly and eventually increases their earnings. Jugnoo has also introduced a digital wallet option, which empowers auto-rickshaw drivers with financial inclusion.

Since its launch in November 2014, Jugnoo has gained a user base of around 2.8 million and handles about 30,000 transactions each day. Jugnoo is currently rendering its services in 30 cities of India and has over 10,000 autos empanelled under the brand at present. Jugnoo is a mobile app offering one of the largest networks of auto-rickshaws in India. It intends to bring five million auto-rickshaws on board.



## ValetEZ

**Category:** Smart Settlements & Urbanisation

Bengaluru's ValetEZ envisions redefining the way parking inventory is managed and utilised efficiently while meeting different types of user requirements. It focuses on addressing the on-street and off-street parking challenges in cities by leveraging technology to improve the availability of quality parking supply and meet latent and existing demand.

The app aggregates and generates new (and even temporary) parking inventory as well as helps customers discover and pre-book parking spots and valet assistance. It seeks to provide a technology-driven solution to managing parking spaces efficiency,



### PROJECT/INITIATIVE

ValetEZ

### ORGANISATION

ValetEZ Services Private Limited

### COUNTRY

India

### LANGUAGE

Hindi

### EMAIL

prashant@valetEZ.com

### URL

www.valetEZ.com

### APP

play.google.com/store/apps/details?id=com.iglulabs.valetEZ&hl=en

### FACEBOOK

www.facebook.com/valetEZapp

### TWITTER

twitter.com/valetEZ

sweating the assets across multiple user cohorts and creating a shared parking infrastructure that offers better value to both the inventory owners and to users.

The app allows vehicle owners to book parking spots and valet assistance services when visiting restaurant, retail stores and their place of work, especially in central business districts and inner city areas of Bengaluru. It also aims to provide secure and convenient parking alternative to the current state where vehicle owners often park their cars or bikes in insecure areas or even no-parking zones in the absence of a viable alternative.

The ValetEZ mobile app is available for download on iOS and Google Play Store.

### PROJECT/INITIATIVE

ePMS

### ORGANISATION

CSM Technologies Pvt. Ltd.

### COUNTRY

India

### LANGUAGE

English

### EMAIL

mahua.ray@csmpl.com

### URL

www.csmp.com

### APP

play.google.com/store/apps/details?id=com.epms&hl=en

### FACEBOOK

www.facebook.com/CSMPL

### TWITTER

twitter.com/CSMTechnologies

ePMS mobile application facilitates the management, execution, evaluation and development of executed, proposed or ongoing projects of BMISCL. Bihar Medical Services Infrastructure Corporation Limited (BMSICL) works towards the holistic development of an efficient healthcare system in Bihar by creating and streamlining existing infrastructure with the help of both procurement and development of existing infrastructure.

ePMS app provides a single platform to monitor infrastructure development projects taken up by BMISCL. It uses live GPS photo tagging system to capture photos of construction sites to monitor the actual progress with GPS coordinates of each location.

mBook (Measurement Book) feature captures every minor detail of the construction sites in terms length, breadth and height of the

**Category:** Smart Settlements & Urbanisation

development done at the construction site and monitors progress in terms of milestones. The app also provides fund management, procurement and tender management processes and generates various MIS reports, highlighting issues with visual, representational and graphical tools.

The app can be remotely accessed and is synced with the website for real-time data and live status analysis. Each user is registered with their mobile number.

The app has streamlined the process, brought transparency and clarity in the monitoring of projects.



## ePMS

A close-up photograph of a woman's hands holding a black DSLR camera. The camera's LCD screen is visible, showing a portrait of a man with a white turban and a white shirt. The woman has long brown hair and is wearing a dark patterned top and a metal watch. The background is blurred, showing warm tones of orange and red.

# INOMY

Information | Economy | Empowerment

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

INOMY is a Media and Technology company providing services like e-content, e-learning, Documentary Film Making, Web and Online Software Development, Web Designing, Designing, Printing and content development at various levels. It was formed in 1999 to focus on the emerging new economy, information economy, and knowledge society.

# mBillionth GRAND JURY MEMBERS 2016

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## Osama Manzar

Founder & Director, Digital Empowerment Foundation  
Chair & Moderator, mBillionth Award

Osama Manzar is a convert social entrepreneur spearheading the mission to overcome information poverty in India. He is an inspiring speaker, influencer, angel investor, mentor and believer. Osama founded Digital Empowerment Foundation. He is a Member, Working Group, Internet Proliferation & Governance for Ministry of Communication & IT and was a Member, Task Force on Growth of IT, ITES & Electronics HW Manufacturing Industry, Ministry of Communication & IT, India. He is also a member of the Advisory Board for National Optic Fibre Network (NOFN). At the Ministry of Information & Broadcasting, Manzar is a member of the Screening Committee for the Community Radio Licensing. Manzar has authored *NetCh@kra: 15 Years of Internet in India* and *e-Content: Voices from the Ground*; and writes a weekly column in the Mint and Hindustan. Manzar sits on the Boards of the World Summit Award and is the Chair of Manthan and mBillionth Awards. He is fluent in English, Urdu, Hindi and can read and write Arabic and Persian.

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## Manoj Dawane

VP & Head of Technology, Government & Industry Relations, Sustainability & Corporate Responsibility, Ericsson India

Manoj Dawane took charge as Head of the Unit Technology, GIR (Government & Industry Relations) and Sustainability & Corporate Responsibility for India region with effect from November 11, 2013. In his current role, Manoj is expected to establish a stronger industry position for Ericsson and to sharpen technology leadership area. He is a part of the region's core leadership team. Prior to this role, Manoj was Head of Engagement Practices within Region India whereby he was responsible for solutions for all customer requirements in the region. Solution areas involved were mobile broadband, fixed broadband and IP, Operating Support Systems (OSS) & Business Support Systems (BSS), mobile commerce, managed services (Network and IT), TV & media applications. Before joining Ericsson, Manoj was the Chief Executive Officer and Board Member of Mauj Mobile – wireless division of People Group. As CEO, Manoj led the Mauj Mobile team on their strategic growth path, both in domestic and international markets, addressing telecom operators, media companies, agencies and brands as primary customers. Manoj is a recognised expert on the subjects of technology, MVAS and marketing in the Telecom industry and has been a member of various industry bodies in India.

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## Preeti Sinha

Senior President & Global  
Convenor – YES INSTITUTE

Preeti Sinha is the Senior President & Global Convenor of YES Institute; a practicing think tank at YES Bank. YES Institute is one of the leading private sector global think-tank based in Delhi, with a mission to catalyse private capital into development and growth of India. Prior to this appointment, she was the Chief Performance Management Partner in the Delivery and Performance Office at the African Development Bank (AfDB), leading multilateral development bank for Africa. She was engaged in increasing the delivery of the business pipeline at the AfDB and achievement of its institutional commitments and initiatives. She has worked extensively on financing for development under Resource Mobilisation and Strategy Development in over four continents – Asia, North America, Europe and Africa. With over 25 years of global experience, she leads the YES Institute in New Delhi. She was Project Director for an extensive period for the Financing for Development (FfD) Initiative at the World Economic Forum in Geneva and Davos, Switzerland. She has prior experience of over 15 years in investment banking for HSBC, Rabobank, Lehman Brothers and JP Morgan in London, Hong Kong, Mumbai and New York.

Preeti has an Executive Education degree from the Harvard Kennedy School of Government. She earned a Masters degree in Global Leadership from the World Economic Forum.



## Rajat Mukarji

Chief Corporate Affairs Officer  
Idea Cellular Ltd

Rajat K. Mukarji serves as the Chief Corporate Affairs Officer of Idea Cellular Limited. Mr Mukarji joined Idea Cellular Limited in January 1996 with 22 years of experience. Prior to joining Idea Cellular Limited, Mukarji had worked with Triune International Limited, Jumbo Electronics Co. Ltd. (Dubai), Cear's International Company Limited (Hong Kong), Almanac Trading Company (Saudi Arabia), Niky Tasha (India) Limited and The Raymond Woolen Mills Ltd. He is a history graduate from St. Stephen's College, Delhi, and holds a Diploma in International Marketing Management.

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## Rajiv Mishra

Vice President & Head  
Corporate Communication,  
Media, CSR and Spokesperson  
Samsung – South West Asia

Rajiv Mishra joined Samsung in August 2014. Rajiv's career spans over 22 years during which he has held several key positions. Prior to joining Samsung, he was the Chief Executive Officer of Lok Sabha TV. In this role, he led the overall functions of the channel including marketing, sales, distribution, producing, hosting and telecasting a complete array of programmes of general interest on issues relating to democracy, governance, social, economic and constitutional issues as well as citizens' concerns. He has worked for leading media companies like the Hindustan Times, Star TV, TV Asia of the USA and BAG Films & Media. He is also the nominated Member of various media advisory bodies in several ministries of the Indian government. Mishra is the

Founder and first President of Association of Radio Operators for India (AROI) and the Association of Regional Television Broadcasters of India (ARTBI). He has also recently been nominated as Member, Expert Committee of Information & Broadcasting Ministry to develop papers on copyright issues. Mishra holds a Masters degree in Broadcasting from IAB, Montreux in Switzerland, and an MBA in Media Management from MCNY, USA.

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### Manju Dhasmana

Director, Community Affairs,  
Microsoft India

Manju Dhasmana is Director – Community Affairs at Microsoft India, where she drives Microsoft’s philanthropies mandate of digital inclusion – from digital skills training and helping youth get jobs and start businesses to educating the next generation of innovators through greater access to computer science education for all youth. She also leads the portfolio of partnerships with non-profits/NGOs to deliver the benefit of technology to the underserved communities. In her role, she has the privilege to work on Microsoft’s vibrant employee engagement programme which supports more than 100 NGOs through financial and time contribution match. Manju has over 18 years of experience to build and deliver strategic CSR programmes aligned to national and local priorities, design and implement sustainable community development programmes in collaboration with multiple stakeholders. In 2009, she joined Microsoft from United Nations Development Programme (UNDP) and was with Oxfam GB before that. With her diverse experience of working with corporates, non-profits, bilaterals and government, she is a firm believer in the power of public – private partnership for inclusive growth.

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### Md. Forhad Uddin

Head of Social Services  
Innovation, Dnet

Md. Forhad Uddin is an Impact Research and Social Service Innovation Expert. He has more than 10 years of experience and specialisation in impact methodologies, R&D, learning studies and monitoring & evaluation of social services in the areas of access to information, women, livelihood, healthcare, education, social accountability and child protection. Throughout his career, he has been involved with different forms of evaluation studies, action research and service design for communities in the area of ICT4D. Besides Impact Arena, his competencies and contributions can also be observed in the way he designs and strategises different social service solutions. He has been a core Dnet member since 2004 and has also worked for Plan International at Bangladesh Country Office during 2012-2013.

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### Lokesh Mehra

Director – Education Services,  
Symantec Software Solutions  
Pvt. Ltd.

Lokesh Mehra leads Education Services for Symantec, a global leader in security, storage and systems management solutions and is charting out the skills development strategy in cyber security and incident response management. As the Director-Education Advocacy at Microsoft Corporation, he was responsible for managing strategic relationships with MHRD, institutional bodies, policy led engagements and skill development initiatives. Lokesh initiated academic incubators



across technical institutes in the form of Microsoft Innovation Centres and also ran Professional Development programmes namely Shiksha for K12 and Saksham for Higher Education, in collaboration with various state governments and universities. Prior to Microsoft, he worked as the Regional Manager – Corporate Responsibility for the South Asia Region at Cisco and was spearheading and driving Cisco’s education charter in both the philanthropic and commercial markets & was responsible for plotting the company’s strategy for Corporate Affairs and aligning Asia Pacific and global programmes for the benefit of the region. By education an Electronics Engineering and an MBA, Lokesh has over 25 years of experience in the IT industry covering sales, channel development, CSR, education, training, marketing and product management and has had stints with other major companies like Intel, NIIT, Benchmark Microsystems.

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### **Mahesh Venkateswaran**

Principal – Industry Partnerships and STEPPP Program National Skill Development Corporation

Mahesh Venkateswaran works with the National Skill Development Corporation and leads industry partnerships to strengthen the ecosystem through greenfield/brownfield projects across various sectors and mobilises CSR contributions for skill development projects. He also set-up and led the innovation fund focused on early stage funding for entities addressing skill development challenges until recently. Prior to joining NSDC, Mahesh led a 400+ strong team working on integrated rural development projects and social enterprises focused on employment, agriculture and dairy sector in the state of Jharkhand. An engineer of the 2001 batch of Vellore Institute of Technology, he has a Master’s degree from the US and worked in research and consulting till 2009.

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### **Rajen Varada**

Co-Founder & Director, Technology for the People (TFTP)

Rajen Varada has been an ICT practitioner since 1995 and continues to be actively engaged in designing and implementing proof of concept solutions for rural development using technology and, in particular, ICT. He has developed solutions for health and early childhood care: (Sisu Samrakshak UNICEF), disaster: (SMS4help – Solution Exchange), district e-Governance: (Parishkaram & Samadhan – government of Andhra Pradesh and 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. Varada has been one of the thinkers behind movements like public sector software in India and actively supports community ownership of technology – from community radio and community TV to open source applications.

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### **Meeta Sengupta**

Founder, Centre for Education Strategy

Meeta Sengupta is a writer, advisor and speaker on topics of education and skills. She works to build bridges between policy, research and practice by creating platforms for sharing. She writes a number of columns and blogs (including in the Times of India, The Daily Pioneer and Forbes) where she shares ideas and solutions with the education community. Ms. Sengupta is a Fellow of the Salzburg Global Seminar.

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### Manisha Singh

CSR and Communications,  
India Market, Nokia

Manisha Singh is a communication professional with 17+ years of experience. A recent convert to CSR and sustainability, she is presently responsible for CSR and Communication at Nokia India which is committed to community and sustainability across education, environment as well as supporting communities in building resilience against disasters. In her present role, she is exploring how technology, particularly telecommunication, can enable and deliver enduring social impact. Prior to Nokia, Manisha has worked with various multi-nationals across different industries – Samsung, Philips, HCL Technologies, – building and enhancing corporate reputation.

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### Anirban Mukerji

Senior Manager, Wireless  
Reach, Qualcomm

Anirban Mukerji is Senior Manager within Qualcomm's Government Affairs department. Based in New Delhi, 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 programme that brings wireless technology to underserved communities globally. An ICT4D professional, Mr. Mukerji has worked on numerous e-Governance projects like Urban Property Records Project for Karnataka and the e-District Project for the Government of India.

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### Rajesh Verma

Former Secretary, Information  
Technology, Government of  
Sikkim

Rajesh Verma has extensively trekked in Sikkim and written some bestselling guide books on the eastern state. He has also authored books on Ham Radio and e-governance. Verma's articles on travel and social issues have appeared in many publications, including inflight magazines. He is presently the Working President of National Association for the Blind, Sikkim Branch, and also member of various other organisations dealing in disabilities. His current area of interest using ICT tools for the general benefit of the citizens, especially the disabled, with an aim to make them employable. His other focus area is management of electronic waste.

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### Nasr ul Hadi

ICFJ-Knight International  
Journalism Fellow, India

Nasr ul Hadi is an ICFJ Knight Fellow who works with media and news-related organisations in India to develop and expand the use of news technologies and improve access to quality information. Hadi has a wide range of experience in journalism, from print and radio to television and photojournalism, and has used his extensive skill set to create an effective and efficient editorial workflow for newsrooms in the subcontinent. Prior to his fellowship, Hadi worked as a consultant for several digital media companies, where he developed strategies for data-led news planning, construction, presentation and distribution. He has also taught digital media courses at the Adianta School in New Delhi.

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## Madanmohan Rao

Research Director,  
YourStory Media

Madanmohan Rao graduated from the Indian Institute of Technology at Bombay and completed his advanced studies from the University of Massachusetts. He holds an M.S. in computer science and a Ph.D. in communications. He works as a consultant and author from Bangalore, in the areas of 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. Madanmohan Rao is the Research Director at YourStory Media, and editor of several books. His interests include creativity, innovation, knowledge management, and digital media. Madan is also a DJ and writer on world music and jazz.

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## Hempal Shrestha

Practitioner: ICT For Education  
and Social Development

For the past 15 years, Hempal Shrestha has served many national and international organisations from social, educational, private and government sectors in various capacities. His core competencies are in the fields of Information and Communication Technology (ICT) for capacity building, knowledge sharing and knowledge management. In the course of his career, Shrestha has led the Open Development Programme in the Asia region for Bellanet International Secretariat.

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## Sunny Sharma

Founder, Foetron

Sunny Sharma is an engineering graduate from the Delhi College of Engineering and has studied Intellectual Property Rights at the Indian Institute of Technology, Delhi. During his academic years, he worked on statistical machine translation with leading researchers in the field of Natural Language Processing. He also spent time studying operating system security models at National Institute of Informatics, India. Sharma has been instrumental in the areas of mobile gaming and cloud computing. He was also part of the founding team at PlayUp where he was instrumental in integrating the next generation of mobile gaming against live sports with leading telecom operators in India. He is a die-hard cricket fan and will promptly share with you tips he received from legendary cricketer Steve Waugh.

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## Soumya Sarkar

Writer & Editor

Soumya Sarkar is at present working with India Climate Dialogue. Prior to that, Sarkar spent several years with Mint, a publication of the Hindustan Times. Sarkar is proficient in writing, editing and re-writing. His LinkedIn bio says he is capable of writing articles that appeal to the lay reader, even if the topic is specialised and technical with specialties in science, culture & society, Indian businesses, livelihoods, energy, water resource management, environment & climate change, sustainable development, information technology and the Internet.

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## Natasha Badhwar

Columnist and Film-maker

Natasha Badhwar is a writer, film-maker and media trainer. She is the co-owner of an online fashion brand, Ochre Sky. Natasha writes a popular column titled 'My Daughters' Mum' for Mint Lounge, where she documents contemporary families and relationships in today's socio-political landscape in a candid and personal style. An independent media professional, Natasha is a content and communications consultant with Oxfam India, Water Aid, Edelman and Sheroes. She was also India's first female news videographer in 1995 and worked for 13 years with NDTV where she was Vice President, Training and Development in 2007. She also takes documentary film-making and video-journalism workshops at the Delhi University, Centre for Science and Environment and the Express Institute of Media Studies.



## Mir Mohammed Ali

Project Director, Kerala Land Information Mission (KLIM)

Mir Mohammed Ali is an IAS officer who has been the Director, Survey/Land Records under the Government of Kerala since August 2015. Previously a Sub-Collector & SDM, Ali has made a name for himself in the list of India's top bureaucrats who are crowdsourcing hyperlocal maps.



## Shalini Kala

Independent Consultant

Shalini Kala has an advanced degree in Economics. She worked on the issues of 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 advocacy 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 several USAID projects.



## Raheel Khursheed

Head of News, Politics & Govt.,  
Twitter India

Raheel Khursheed is currently leading the news, politics, government, government tech & disaster response and faith verticals at Twitter India. Based in New Delhi, Raheel is from Anantnag in Jammu and Kashmir. At Twitter he develops best practices, leading strategies, new story formats and drives adoption by news, government and political users to scale up Twitter's reach and impact. He also leads the development of civic tech products that help governments do their job better – in emergencies and non-emergencies. Previously, Khursheed has worked as the Director of Communications, India,

at Change.org, the world's largest petition platform. At Change, he was in charge of formulation and execution of communication strategy around India-based and India-relevant global campaigns, besides the overall buildup of the Change.org brand in India. Khursheed also has over six years of experience as a cross platform journalist and story-teller, working in / writing for / producing for outlets like Vice, PBS, ProPublica, CNN-IBN, Times Now, BBC-PRI, The Atlantic Monthly and a host of publications across the world. As a Development Practitioner, Khursheed worked with Mercy Corps International, executing a highly successful Participatory Planning Youth Leadership Project in Kashmir.

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## OBSERVER



**Rahul Bhatia**

Narrative Journalist

Rahul Bhatia is a narrative journalist. He co-founded Peepli Project, a multimedia journalism platform for vital issues in India, and reported on land acquisition and urban development between 2014 and 2016 in Mumbai. Previously, he was a Producer at Yahoo where he reported on development. Bhatia has also been an Associate Editor with The Caravan magazine, and investigated into the workings of Indian media organisations as well as their founders or figureheads. Occasionally, Bhatia also writes on sports and infrastructure. His profile of N. Srinivasan, the former cricket chief, won the award in the sports category of the Ramnath Goenka Awards and at the Mumbai Press Club Awards.

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# mBillionth PARTNERS 2016

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## ORGANISER



New Delhi-based Digital Empowerment Foundation (DEF) is a non-profit that works for digital inclusion especially in India, South Asia and the Asia Pacific region. DEF's mission is to use ICT and digital tools to bridge the digital divide and empower underserved and information-dark communities. Working with a multi-stakeholder approach to end all kinds of inequality and create a more inclusive global society, DEF has so far set up over 10,000 digitally empowered entities in India and abroad impacting more than a million people. It has also created a knowledge network and database of more than 5,000 grassroots NGOs/CBOs/CSOs through its various awards such as The Manthan Awards South Asia and Asia Pacific, the mBillionth Awards South Asia, the e-NGO Challenge, and the Social Media for Empowerment Awards South Asia and Asia Pacific for recognising excellence in digital interventions for development. Over the last 13 years since its inception in 2002, DEF's work has earned the faith of national and international governments, civil society organisations and corporates. Today, it is not only a leader of the digital revolution in India but is an influential voice in the global community of digital evangelists.

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## PRINCIPAL PARTNER



Google is an American multinational technology company specialising in Internet-related services and products. These include online advertising technologies, search, cloud computing, and software. Most of its profits are derived from AdWords, an online advertising service that places advertising near the list of search results. Google was founded by Larry Page and Sergey Brin while they were Ph.D. students at Stanford University. They incorporated Google as a privately held company on September 4, 1998.

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## ASSOCIATE PARTNER



The Qualcomm® Wireless Reach™ initiative brings advanced wireless technologies to under-served communities globally, improving lives with projects that strengthen economic and social development.

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## STRATEGIC PARTNER



Mint is a business newspaper from HT Media Ltd, launched in collaboration with The Wall Street Journal (WSJ) on February 1, 2007. It is a premium business news publication aimed at decision-makers and policy-makers of the country. Mint is India's second largest business newspaper published by HT Media Ltd, the Delhi-based media group which also publishes the Hindustan Times. Mint mostly targets readers who are business executives and policy makers. It is India's first newspaper to be published in the Berliner format. Mint exclusively carries WSJ branded editorial content in its pages by virtue of the content sharing partnership between HT Media and NewsCorp, which owns the Journal.

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## INSTITUTIONAL PARTNERS



The World Summit Awards are a global hub for everyone who values the crucial importance of local content to make today's information society more inclusive. The World Summit Awards are a highly diverse and democratic award system, that selects and promotes the world's best digital innovation with impact on society. World Summit Award was initiated in 2003 in the framework of the UN World Summit on the Information Society (UN WSIS). World Summit Award contributes to the UN Sustainable Development Goals agenda by recognising local digital content with an impact on society, demonstrating the richness and diversity of innovative applications. To date more than 178 countries are actively involved,

with a daily growing network of thought leaders, innovators, entrepreneurs, government and business representatives and young founders.

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## COUNTRY PARTNERS



Dnet a social enterprise, established in 2001, with a vision for a society where information and knowledge facilitates all stakeholders 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 minimising the digital divide and access to information, civic participation, capacity development and employment generation.

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

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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 organisations from the Information Communication Technology sector in Nepal.



The Information and Communication Technology Agency (ICTA) of Sri Lanka is the apex ICT institution of the government. In terms of the Information and Communication Technology Act (ICT Act) No. 27 of 2003, ICTA has been mandated to take all necessary measures to implement the government's policy and action plan in relation to ICT. In terms of Section 6 of the ICT Act, ICTA is required to assist the Cabinet of ministers in the formulation of the national policy on ICT and provide all information necessary for its formulation. ICTA, which is wholly owned by the government of Sri Lanka, implemented the e-Sri Lanka Development Project under which significant progress has been made.

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## EVENT PARTNER



INOMY is a media and technology company providing services like e-content, e-learning, documentary film-making, Web & online software development, Web designing, designing, printing and content development at various levels. It was formed in 1999 to focus on the emerging new economy, information economy, and knowledge society.

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## OUTREACH PARTNER



MPPOST.COM is the first e-Newspaper in Madhya Pradesh published exclusively in Hindi. For over a decade, MPPOST is encouraging the use of Hindi in media by improving social media literacy. Regular update of national, regional and local news in Hindi is its USP. MPPOST has also contributed significantly to promoting m-Governance and launching advocacy campaigns through its social media platforms for bodies like the Election Commission of India.


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## NOTES

[illegible]






A woman wearing a blue and red sari is looking down at a black smartphone she is holding with both hands. She has a bindi on her forehead and is wearing several bangles and a ring. The background is a textured, light brown wall.

## TRANSFORMING LIVES THROUGH MOBILE BROADBAND

Qualcomm believes access to advanced wireless technologies can improve peoples lives. Qualcomm® Wireless Reach is a strategic initiative 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™

 @QCWirelessReach





# TRANSFORMING LIVES WITH **MOBILE**



This year mBillionth Awards South Asia 2016 saw 69 deserving finalists. Each one of them has had a unique journey. This book illustrates and celebrates the process of their evolution, transformation and achievement as innovators.

This book is as much about jurors as it is about the innovators. They were the ones who labouriously dedicated themselves to the task of shortlisting the

most deserving innovators from a list of 348 incredible nominations from eight South Asian countries.

The 7th mBillionth Book is a milestone in the journey of digital inclusion that DEF began thirteen years ago. Since then, every passing year heralds change that is leading us to a promising and exciting future. Future that beholds information prosperity and equity.

**COUNTRIES** 8  
**CATEGORIES** 10

**NOMINATIONS** 348  
**WINNERS** 25



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