

(((m))) **mBillionth**
award south asia 2012 

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SOUTH ASIA'S BEST TELECOM
& MOBILE INNOVATIONS

2012

Editor: Osama Manzar



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Editor and Concept: Osama Manzar

Contributing Writers: Mouli Raman | Rajnesh Singh | Laura Turkington | Jonathan Bill | Milind Pathak | Rajen Varada | Amitabh Singhal | Anisha Singh | Amir Ullah Khan | Madanmohan Rao

Design and Layout: Sapna Subba & Cathy Chen

Text: Amit Kumar Sanga | Anamika Garg | Pritam Sinha

Editing: Pratap Pandey | Shahid Siddiqui | Ritu Srivastava

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Digital Empowerment Foundation
3rd Floor, 44, Kaalu Sarai, near IIT flyover, Hauz Khas
New Delhi – 110 016, India

TeleFax: +91-11-26532786
mbillionth@defindia.net
<http://mbillionth.in>

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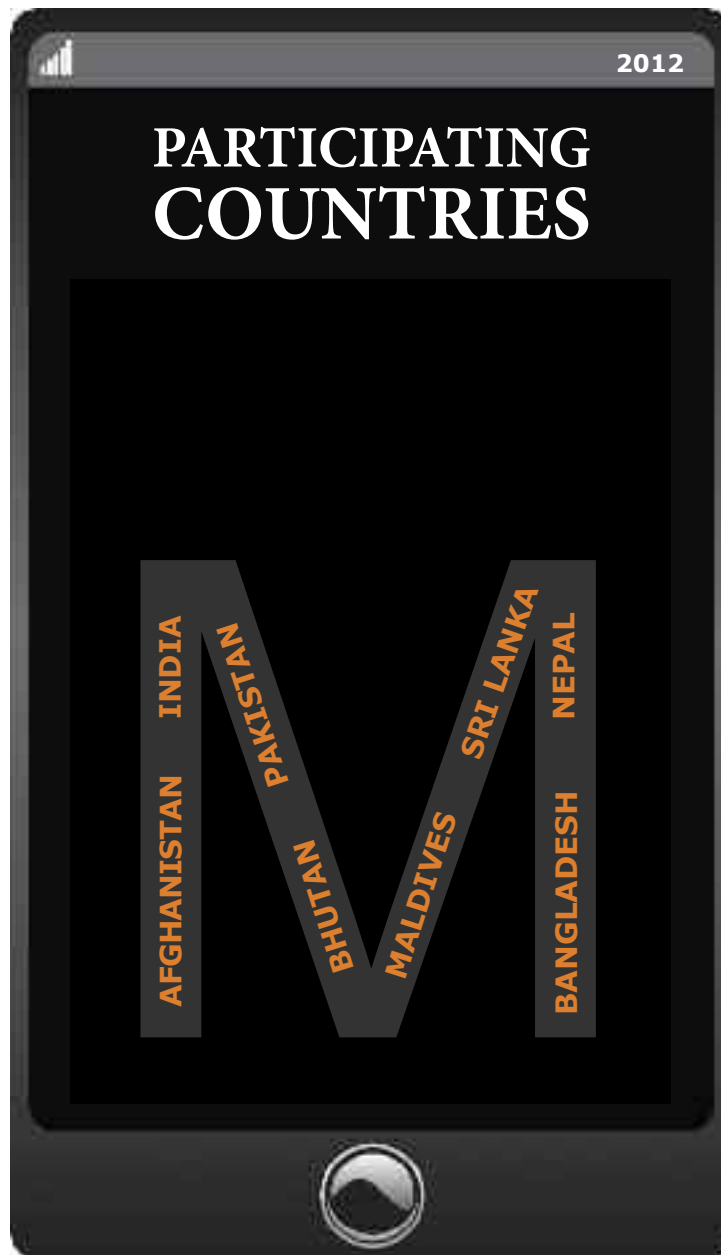


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Mobile can make information-rich society



Osama Manzar
osamam@gmail.com

The huge Indian mass base needs to be served holistically with mobile support services. I strongly feel private players can play a meaningful role to reach out to the population.

The idea of mBillionth Award emerged because we have been running Manthan Award for the past 9 years, which recognizes best ICT for Development (ICTD) initiatives and how digital inclusion impacts people across diverse communities and in remote areas. Three years ago, we realized that the mobile has had an accelerator impact on the general mass of the country. Digital tools and applications were emerging as next-best empowering devices and platforms in right usage and context. This became an encouraging thought to ideate about: how the mobile can change lives, impact masses, be used as an innovative tool to reach many, many more. Ours is an oral society, and mobile is oral in technical nature...even more reason to focus on this emergence. And so came about the mBillionth Award in 2010.

mBillionthAward 2012 is the third edition. The journey since inception has been extraordinary, overwhelming. Umpteen innovators and path breakers in the mobile domain have made impacts through their innovative solutions. Innovative ideas, mobile innovations, and telecom innovations have driven the success of the platform. mBillionth's recognition and scaling up has reached to more than hundred innovators and innovations across South Asia. The repository of mobile innovations across all South Asia nations has been equally exemplary and contemporary in excellence.

Why is this award called mBillionth? As of now, even as you read this, mobile is increasing in numbers each day. It's the fastest-growing digital device. This is a portrayal of how many people, how many lives are impacted, with each passing day. This reflects the rate of innovation, applications, content and services serving the needs of millions of people in India and South Asia. The impact is not in millions but in billions.

The mBillionth horizon is beyond the Award per se. It is a complete life cycle of identifying best practices, bringing them onto a platform, to take them through the best of minds and experts as a jury system, identify the best and collectively bringing these on one platform where they can be recognized as a best innovation across 12 categories—health, business, livelihood, finance, commerce, financial inclusion, culture, heritage, travel, tourism, entrepreneurship, among others. Post-award and –recognition, the path is of connecting to the media world, identifying select best innovations for further mentorship and making sure the nominations and innovations are not only for the purpose of business but also for a sustainable business life cycle impacting larger



society. Being a part of the mBillionth award is not so much about applying as a 'nomination', it is more about getting recognized, getting funding, getting support, getting mentorship, getting across hundreds of other possible partners and exchanging ideas, even multiplying business prospects.

One holistic approach in mBillionth is synthesizing this platform with Vodafone Foundation. For the past two years this partnership has provided funding windows to nurture and scale up socially relevant mobile applications as deployed and used by NGOs. Surprisingly, they are not one or two. They are almost more than two hundred, in just the last two years. These social enterprises are using mobile for larger perspective and in extremely innovative ways, with very basic mobile features. For several years we have been funding them, supporting them, mentoring them and will continue to do.

The question naturally emerges as to whether and how challenges in setting up and broadening the mBillionth platform have been overcome. This is more so when the vision is to associate eight South Asian countries.

As I said earlier, we have been doing Manthan Award for South Asia for the past 8 years; this is going to be the 9th year. Therefore, the reach and network of partnership and coverage is already there. We have a working relationship in these countries, and with partners who are ICT-oriented, digitally inclusive and who have been working in their own countries to make sure the proliferation of ICT and Internet happens for the larger good. To mention some: we have ICTA in Sri Lanka, CAN in Nepal, Bytes for All in Pakistan, D.Net in Bangladesh and NICTAA in Afghanistan. The Manthan Award helped us to take partnership forward to the mobile domain. The only concern, a challenging one, was how to bring telecom or mobile-based association. And thanks to Manthan Award and digital empowerment foundation's extensive work, we have been able to get reliable partners in all these countries of South Asia.

I am not sure how the mobile innovation market

has been performing in the past two years. However, what I am aware of are several innovations taking place in the mobile sector, which are encouraging as well as disappointing. It's extremely encouraging how individuals, NGOs or an organization, or government on its own, have been able to find innovative ways to use the mobile. Because it has reached to the masses, to serve them through health services or financial inclusion services or several kinds of services, say, the NREGA. But what has been disappointing is that the biggest motivator of the mobile industry, the so-called private sector and big mobile and VAS companies, is still in their old mode of operation without much innovation.

It does not appear that private players are viewing the mass market in terms of their innovative solutions reaching them. Even so, it is equally difficult to put the blame wholly on them. However, what is important to consider is the huge Indian mass base needs to be served holistically with mobile support services. I strongly feel private players can play a meaningful role to reach out to the population. This is in contrast to the current focus on only VAS-kind of applications and typical jingle-based or IVR-based kind of applications, targeting only metros of the country. On the other side, there is a huge market lined at the grassroots level in rural India, which I feel the corporate sector or leading mobile companies should meaningfully target. These players have the financial support base to invest in those areas and come out with killer applications.

I feel the biggest change-maker in the mobile and telecom domain today is the social sector, NGOs and social organizations including government organizations. I am finding they are the real innovative users of mobiles, the power of mobile, mobile applications, in the form of an app or an SMS or IVR or customized MIS applications or m-banking. For example, the National Rural Employment Guarantee Programme in India is cited as a successful case of using mobile with biometric attached to it, to make sure

payment goes to the right hand, to the right person who executed the job. What is required is to take various mobile innovations to the next level of standardization. The current scenario is that there are many innovations happening in different corners of the country. They are great efforts, no doubt, but somehow they are not being standardized.

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

The long-term focus of mBillionth remains intact. The vision is to consolidate this platform into a strong corpus-based funding and mentoring organization, wherein the focus shall be more towards empowering innovative ideas which can

empower the local masses and address local needs of rural markets. The other end of this vision is to create social entrepreneurs, young entrepreneurs using mobile as an application to develop, to make a business out of it and reach out to the masses. The 'mobile for social good' is already on with Vodafone Foundation to encourage and nurture NGO practitioners who are into mobile-based solution to reach out to the health, education, governance and livelihood sectors in India. Our effort remains to consolidate overall focus with a corpus equity fund, which shall invest in various ideas that have social impact without compromising on commercial returns. We have, overall, 1200 ideas in our repository. At the moment we are making efforts to see how this entire mobile ecosystem can use these ideas and reach to the large number of entrepreneurs and people in rural areas through the government and NGOs as supporting platforms, making sure that the mobile can become the tool for empowerment of our information-poor society.

Osama Manzar
Founder & Director: Digital Empowerment
Foundation
Curator: mBillionth Award





Warm acknowledgement to all the supporters & well wishers along with my small team full of young & bright minds.

List is too long to define but few are -

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Utility MVAS – transforming lives of masses



Mouli Raman

Although India is poised for rapid economic growth, the country still falls behind in key development indicators such as basic health and education facilities. It is vital to put in place a favorable policy framework and infrastructure for these services to grow and reach all the corners of the country.

India is poised for a new era of growth with its young and entrepreneurial workforce, international services sector, opportunities in nascent industries such as green manufacturing and a huge untapped consumer demand from its rural population. However, it is still far from reaching its full potential, for the growth is not uniform across regions and sectors. The biggest challenge our country faces today is ensuring sustainability – social and economic – which is key in accelerating inclusive growth.

Achieving inclusive growth requires improving access for the poor to crucial services, allowing them to participate in the conventional progress of the eco-system through economic opportunities. This challenge poses an interesting opportunity for the industry to empower masses through digital technology. It has been well established that Information and Communication Technology (ICT) has a very long-impacting role to play in the economic growth of any country. The mobile phone, which has become a significant part of our lives and changed the way we work, is one such example.

The massive reach and penetration of mobile phones can ensure the delivery of a large number of services in a cost-effective and speedy way, without physical access. Today, India has a subscriber base of 903.72 million with almost 23% penetration in the rural area (TRAI, 2012). With advancement in technology, even the most elementary mobile phone can today support powerful applications which empower the user in a variety of ways—from exchanging information via SMS, accessing entertainment-based services to checking bank account details, crop prices, receiving personalized health alerts and obtaining vocational training. This positions mobiles phones as a perfect medium to deliver a variety of needful content and services to the Indian population.

Such services—referred to as “Utility MVAS”—form the next decade of services in India. Some of these Utility MVAS services are: m-education, m-health, m-governance, m-commerce, m-banking, m-agriculture, m-culture, m-tourism and m-commerce. Together, they could be a game changer, especially since there could be newer payment platforms and services in the future. Mobile advertising is another area which has emerged as an alternative monetization model. M-commerce will be



a 20 billion dollar market by 2015 and advertising will be a 21.2 billion dollar market. Medical advice on mobile is another sector which is slowly developing in the country. There has also been a boost in mobile ticketing and m-coupons, which are growing at a rate of 30%.

The power of the mobile phone braced with the high demand for certain key services in India will be the driving force for the success of "Utility MVAS" in the country. Other factors that will stimulate the growth of the Utility MVAS services include: an efficient application nurturing infrastructure providing open access, government policy framework for inclusive growth, increasing mobile subscriber base even in remote areas, need for differentiation among telecom operators and device manufacturers, increasing consumer demand and the growth of the healthcare and financial sectors.

However, there is a lack of an effective eco-system to deliver these services for the masses to use. One of the most commonly cited issues is the inability of independent and small application providers in developing innovative services common to all operator networks. There are certain constraints that need to be addressed collec-

tively for efficient use of Utility MVAS for the growth and development of the country. The industry needs to overcome the operational challenges, such as the lack of a regulatory framework or guidelines related to privacy.

Although India is poised for rapid economic growth, the country still falls behind in key development indicators such as basic health and education facilities. It is vital to put in place a favourable policy framework and infrastructure for these services to grow and reach all the corners of the country.

OnMobile has been working towards delivering critical utility services on mobile phones across verticals, especially health, education and governance. We have tied-up, and are working with, relevant industry bodies to extend these services by leveraging our existing platforms and technologies. We are excited about this new phase of growth and hope that the mobile ecosystem will come together towards creating a sustainable and resilient sector.

Mouli Raman
Managing Director, OnMobile Global Ltd.



1991, 2012 and 2030: Mobile phones and communications : then, now and in the future



Rajnesh Singh
rds@jugad.in

The second dimension - and the one that concerns me more - is whether I will still be able to communicate as openly as I do today. Will I still be able to connect the device of my choice to the network of my choice?

There is no denying the mobile phone has had a profound impact on society. This impact has been across all social tiers – from the top of the pyramid to the bottom. Today, in most locations around the world, a mobile phone of some sort is generally affordable and, for most, a necessity. Getting a mobile phone is no real adventure either – head to one of the literally hundreds (or thousands, as the case may be) of mobile stores in most cities and towns around the world and you pretty much can get one of your liking on the spot. Put in a SIM card from a service provider of your choice, turn the phone on, follow the provider's registration guide and you can generally be on your way with your new phone and number in less than half-an-hour.

Gone are the days when one had to put in an application for a landline and, in some countries, wait for literally years till you got connected. Hopefully, you were still in the same house when the telephone company's van turned up for the installation!

The mobile phone itself has evolved. My first experience with regularly using a mobile phone was in 1991 with the iconic “brick” from Motorola - Model 8800, if I remember correctly. In its time, it was a wonderful device which brought to its owner a true sense of being “connected on the go”. Today I use a Motorola RAZR Android – equally wonderful in the current context!

The difference, a very big difference, is my current phone does a whole lot more than just make—rather expensive, back in 1991!—phone calls. Today I get a certain number of free phone minutes with my phone (including international calls should I want). I have a data plan with the phone that gives me 3G access nearly everywhere I am—this lets me email, tweet, browse the Web, navigate the location I am in, watch online TV broadcasts or video, listen to online radio and take, and send to others, pictures and video. And it also allows me to make phone calls without using the phone companies' services, and charges. We certainly have come a long way in 20 years...

...Which makes me think. Where will we be 20 years from now? For one, I hope I am not completely senile so I can actually think about and answer this question – I have even set myself a calendar entry to remind me 20 years from now!



I think there are at least two dimensions to consider. One is the technological, from a design and product point of view. What will the phone-like device look like in 2030? I say phone-like because I don't even know if we will still call it a phone then! I went from the 55mm thick Brick in 1991 to buying the 7mm thin RAZR in mid-December 2011. Not to mention the bright and colourful scratch-resistant touchscreen display and the various connectivity and application options. For much of January 2012 I had to keep double-checking if I had the phone in my pocket as I went about my daily activities. Apart from being a fraction of the size of the Brick, it's also some 7 times lighter. And compared to what it replaced, my current phone is some 40% lighter.

The second dimension—and the one that concerns me more—is whether I will still be able to communicate as openly as I do today. Will I still be able to connect the device of my choice to the network of my choice? Will I be able to use the service of my choice to communicate – be it voice, data or video? Will I still be able to use the Internet – and whatever I wish to browse on it – without having someone else enforce rules and regulations on what I can or cannot browse, without worrying about what device I use to do so? Will I still be able to communicate with whoever I want, in whichever country, using whatever service provider they are using? And will I be able to send that person a data file while we speak? Will that person be able to edit and send that file back to me by the time our voice conversation ends?

Whatever my phone-like device looks like, features it has – and whatever we will call it – I am sure I will still be able to look back and do a comparison in 2030 to what I had in 2012, and be able to say “wow, imagine then and now”.

My only hope is that in 2030—and irrespective whether I am senile or not!—the world is still able to communicate openly and freely using a communications

device and service provider of its own choice, that the Internet (or whatever we call it then) has not been politicised, regulated and thrashed to the extent that all the great things it has allowed us to achieve – from education to trade to healthcare to community empowerment – is all but a distant memory.

The decisions we make today have an impact on our collective tomorrow. In 1988, a treaty called the International Telecommunications Regulations was developed at the World Administrative Telegraph and Telephone Conference (WATTC-88). These have not been revised since then, but will be at the end of this year at the World Conference on International Telecommunications (WCIT). The updated treaty will be voted on and decided by the world's governments and, needless to say, the decisions made at WCIT could have a profound impact on the communications networks of tomorrow.

Let's hope the decisions made by our governments at this international treaty event take into account the needs, wants and aspirations of their citizens – we the people who voted them in – and that such decisions are geared towards the continued and open development of technology, the Internet and the way we communicate.

Rajnesh Singh is Regional Director of the Asia-Pacific Regional Bureau at the Internet Society where he oversees projects, initiatives and activities across the Internet Society's functional and programmatic areas in the Asia and Pacific region, including Public Policy, Capacity Building and Internet Standards and Technology. He can be followed on Twitter @rajneshsingh

"The mobile phone is the single most transforming technology for development"



Laura Turkington
laura.turkington@vodafone.com

Along with the Digital Empowerment Foundation, we, at Vodafone recognise the vital role mobile plays in development worldwide. We are committed to empowering people in emerging markets to create new opportunities and improve livelihoods.

There are currently over five mobile subscribers worldwide with more people having access to a mobile phone than clean water or the electrical grid. Furthermore, it is estimated that by 2012, 1.7 billion people will have a mobile phones but no bank account.

Understandably, the potential of this device is huge. Mobility solutions can increase productivity and efficiencies in a multitude of ways and reach the global masses. The mBillionth award serves to celebrate just that, by highlighting and honouring the efforts of many leading organisations which have used technology to create new opportunities and experiences for mobile users across Asia.

As a member of the jury, I was part of a privileged team tasked with evaluating these best-in-practice examples of mobile innovations. The shortlisted entries did not disappoint, with some categories proving to be extremely competitive. In particular, finance, health and education demonstrated some extraordinary examples of how mobile technology is being deployed to enhance the delivery of services to the population, rendering the impossible now possible.

Many of these new mobiles services are transforming lives and carry a distinct social benefit. The Vodafone 'Mobiles for Good' awards aims to identify these innovative mobile practices within the NGO sector and help enhance their outreach. For the winning NGOs, funding is provided to enhance their efforts, accelerate scale and create new capabilities.

Along with the Digital Empowerment Foundation, we at Vodafone recognise the vital role mobile plays in development worldwide. We are committed to empowering people in emerging markets to create new opportunities and improve livelihoods. One example of the power of mobile to further economic and social progress on a wide scale is M-PESA, a mobile payment service, with 30 million users and available in 7 countries. M-PESA offers a unique reach to remote areas and has brought a new financial freedom to many. For example, in Tanzania, medical patients use it to pay for treatment and travel and in Kenya farmers use the service to obtain micro-insurance.



In the words of Jeffrey Sachs, Professor of Economics, Columbia University, 'The mobile phone is the single most transformative technology for development'. This is not without challenge, as we look to identify those services which are affordable, sustainable and respond to a discerned need in today's world. The mBillionth awards are most definitely a step in the right direction in achieving that goal.

Laura Turkington is country director - India Vodafone Foundation, which focuses on improving access to a better education, empowering women and using mobile innovation to bring social change.



'INDIA to lead mobile internet explosion'



Jonathan Bill
jonathan.bill@vodafone.com

India will soon be the World's second largest internet market in terms of users but has yet to find her feet in terms of an internet economy to match. However, green shoots are emerging and will continue to do so.

When I wrote this short note last year, we were cautiously optimistic about the growth of mobile internet in India. We now have more traffic on mobile than on fixed internet. In 18 months or so, the pace of change has been phenomenal. From various analysts and our own research we know many of these users are 'mobile only' and 'mobile first'.

Shipments of new sophisticated devices into India this year at affordable prices will bring a richer experience to many at highly affordable prices; indeed, such cost of connectivity means internet is now liberated for all who want it. Beyond the internet, mobile penetration continues and brings to India's people and economy benefits which many now take for granted.

Whilst users have grown, we are still at the beginning of the mobile internet story. An exciting time with the investor community, entrepreneur community and many international businesses realizing the opportunity the scale presents. India will soon be the World's second largest internet market in terms of users but has yet to find her feet in terms of an internet economy to match. However, green shoots are emerging and will continue to do so.

For so many sectors of India's economy and population, mass connectivity brings opportunity and improvement. Be it knowing the deal you are getting is a fair price, learning remotely or getting correct medical advice without needing to travel—in effect, a myriad of not-yet-dreamt of opportunities. With these is a fast-emerging commercial model to reward India's new entrepreneurs. I truly believe we are now past the period of disappointment and skepticism which came about during the 'dot com crash'.

With all this said, we are not without challenges – funding for ventures is still cautious; a paucity of design and user experience talent and the complexities of multiple languages need to be overcome. But these, in turn, also present opportunities—indeed, if you look at the trending services many of them are ver-



nacular and regionalized. Users are looking for local relevance and that is finally being fulfilled. Wikipedia's Hindi pages have grown exponentially and local news and deals services are gaining serious traction alongside the to-be-expected services from overseas.

This year the quality of nominations and number of entries submitted to the mBillionth awards

reflects the growing pace of the region's mobile internet and I look forward to joining the finalists and winners in celebrating.

Jonathan Bill. SVP Business Development and Innovation at Vodafone India Limited.



Challenges of monetisation



Milind Pathak
milind.pathak@comviva.com

In predominantly rural, low-income, price-sensitive markets, across industry verticals, successful services delivery models have essentially relied on scale to compensate for low margins per unit.

The rural population constitutes the dominant demographic in developing markets in South Asia but largely inhabit the margins of the digital economy. In emerging markets, the phenomenal adoption of the mobile phone makes it an important channel to deliver crucial services to the digital underclass. Whilst basic network coverage of elementary services including voice and SMS is largely available and growing, to fully leverage the network's value, service providers need to consider moving beyond basic communication functions and develop and drive adoption of services that enhance lifestyles and improve livelihoods of customers.

The successful delivery of value added services (VAS) is dependent on the ability to optimally balance the cost and the returns generated per service. In predominantly rural, low-income, price-sensitive markets, across industry verticals, successful services delivery models have essentially relied on scale to compensate for low margins per unit. This is particularly true of the operator's calling business, which contributes between 70% and 80% of revenues. However, unlike call minutes, value added services by their very nature are not homogenous. Services that appeal to a young affluent urban resident may have zero appeal with a resident in the remote rural hinterland, although the two are active mobile telephony users.

Classic VAS infrastructure is not optimized to cost-efficiently mobilize services for hundreds of niche segments. To cite a simple example: services providers need to store multiple content assets for text, audio and video services but the store for each content asset is managed separately. This is akin to having a separate storehouse for each stock-keeping unit in a supermarket. Another case in point is the ability to offer services across channels and devices. The lack of shared functionality escalates costs, stymies innovation and results in a relative small portfolio of "me too" services, or those that cater to the lowest common denominator.

As the intermediaries between service providers and end-users, operators need to accordingly remodel their service architecture to support mass services production and delivery. The infrastructure must make it economically viable for operators to embrace an open-sourcing model and expose and share common functionality. For example: provisioning, subscriber profiling, charging and billing,



call and messaging with a community of service developers. The cost benefits realized could be as high as 50% and would be critical to democratizing innovation. For instance, an NGO working on women's health issues would find it viable to harness the operator's services creation and delivery infrastructure to disseminate services among a wider audience.

As a company, Comviva's mission is to leverage the mobile to enhance livelihood and lifestyles of people. Comviva's service delivery platforms address current gaps in service delivery infrastructure and are designed

to bring the mobile revolution to the masses. And, I would be very excited to value-add or catalyse any such idea or activities that would help reach the rural masses and monetise the opportunity, complemented with social impact.

Milind Pathak heads the SAARC business and the Mobile Content Solutions business unit at Comviva.



Future in your hands



Rajen Varada
rajen.varada@gmail.com

Direct marketing will evolve to individual marketing as companies will start profiling mobile users as they start using their mobiles for online access and mobile purchases.

This is literally true today with the proliferation of mobile phones to almost every corner of this country. If there are spaces still outside range, it is only a matter of time before the mobile footprint—like the footprint of Vanama—covers all the space of this country.

Mobile phones have done to India what the constitution promised to do. A secular mobile country! Almost everybody has one, or will have in the future. Has it empowered us or has technology enslaved us? I have seen a legless beggar sitting on a wheeled cart in Himayatnager crossing, Hyderabad, talking on a mobile. Why does he need it? The answer is blowing in the air waves.

What's next? For a country that just cannot stop talking, the mobile phone is truly manna from heaven. But is it all that it is going to be? From single SIM phones to dual to triple SIMs, what will the future bring, what will the users of tomorrow expect? More importantly, what will they contribute? Or, will it all be only yakking in dual and triple?

The fascination with mobile phones is an unprecedented event in the ICT history of this country of ancient origin and culture. Many sociologists and development agencies cry with dismay: we have more cell phones than toilets. That, they say, shows India's development is lopsided. I think such complainers absolutely miss the very essence of India and what Bharat has always lived like. India has always lived in various layers and with acceptance of the fact that we have the richest of the rich and the poorest of the poor. We are the world's largest democracy, yet we are chaotic. We have RTI but we are also corrupt. We have Gandhi, yet several of his principles have never been applied. We have all possible religions, castes and ethnicity and yet we are one country. So, we may continue to defecate in open and merrily enjoy mobiles and connectivity.

Let us consider, then, what will the future use be. Of course we will be flooded with commercial content and manipulated by future advertising companies targeting specific individual users, as they fine-tune their strategies to track user trends and take advantage of larger bandwidths. Direct marketing will evolve to individual marketing: companies will start profiling mobile users as they start



using their mobiles for online access and mobile purchases. The mobile economy will see a new breed of banking and debt collectors. That is what I foresee in the immediate future.

Local language content will grow and, as more specific markets are targeted, marginalized communities will come online and becomes part of the mobile internet economy. The internet in India will become "mobile", as mobile-based internet will be available in tier-2 and -3 towns and other remote areas.

The mobile phone will become the most important real estate to have for every citizen in this country. It will provide access to all e-services and all kind of content as a converged tool. It will increase the number of deaf people in this country and, maybe, even start changing the way we hear; the shape of our ears in the distant future may evolve to be more suited to accommodate a mobile phone. Who knows, future mobiles may even be implanted in the space between the ears, which most people don't use anyway. Who needs a brain when you have a cell phone?

But what about those geniuses who want to use the mobile for more than just talking or paying bills online?

I suspect we will see the same kind of movement as we see on the internet. The mobile will become the conduit for sharing knowledge and, as it becomes the great equalizer, it will continue to connect people. As use becomes common, people will use it for greater goals and apply its use to many walks of life.

Hopefully, the talking will not simply be yakking but will evolve to knowledge sharing, citizen governance and co-creation of content: with mobile Babel fish embedded in each device, there will no longer be a language divide.

In the end, the prime tourist spaces will be those where no mobile can reach. But where will they be?

Rajen Varada
Founder, Technology for the people



Internet is changing



Amitabh Singhal
amitabh.singhal@gmail.com

After many months of speculations, during the application process, June 13th, finally revealed that a total number of 1930 new generic top level domain names had been applied for.

By now we are all aware that Internet Corporation for Assigned Names and Numbers (ICANN) has gone ahead and invited applications for opening up unlimited number of Generic Top Level Domain Names (gTLDs) from the currently-limited 22 gTLDs. This is not counting the over 220 country code TLDs and IDNs (internationalized domain names or non-ASCII strings such as in Arabic, Hindi, Cyrillic, Chinese).

After years of planning and false starts for various reasons and despite vehement opposition from business, government and other communities, in June 2011 at their Singapore Public Meeting, ICANN finally approved opening up of internet to unlimited gTLDs.

After many months of speculation during the application process, on June 13th ICANN finally revealed that a total number of 1930 new gTLDs were applied for. While it has left the corporation richer with over \$ 350 million dollars received as application fee, controversies have been emerging thick and fast with each passing day, almost putting this massive global action into a hugely risky zone; everyone involved, with money at stake, is keeping fingers crossed.

But first, let's understand the argument that went in favor of opening up the DNS system which was fairly established, stable (from an end-customer perspective, at least) and evolving on its own in many different ways.

It was argued—in favour—that while a few domains were added over the years, including approving .xxx in 2011, the time had come to open up the Internet to unlimited numbers because:

- a) There was latent demand for new generic names in the market;
- b) Limiting the applications for a chosen few was anti-competitive;
- c) Unlimited gTLDs would foster creativity and innovation in the Internet space;
- d) Entrepreneurship would get a boost at the global level, with Internet space getting larger than before; and
- e) The DNS system was a tested one and could handle any up-scaling of Root Zone database.

Arguments against opening-up were also numerous. The opening-up process is well on its way, yet those still opposed are becoming more strident; this



bunch includes governments of a majority of countries, including that of the United States. Most 'don't open up' arguments point to the capacity of the current Domain Name Systems (DNS) to handle additional, multifold increase in database, i.e. Root Zone scaling, its safety, stability and security; they say the Internet itself could be put at risk.

Then, there have been concerns about the economic feasibility of pouring in hundreds of millions of dollars into risky business models as well as the heavy financial pressure and legal threats arising out of the requirement for businesses to not only pay for defensive registrations of their brand names, but also to protect themselves from the threat to their Intellectual Property being squatted upon by cyber-squatters. Contentions are also raised about the possible negativity as a result of cornering generic words by private operators—examples are given, say .cat, .accountant, .bank, .finance, .music, .blog, .porn, .london, .lol, .sucks and so on. Quite a few of these could be socially, legally, geographically and culturally sensitive names.

While the arguments run both ways, technical and process glitches in the evaluation process at ICANN seem to be assuming a life of their own, threatening to

stall and delay the proceedings. This has huge ramifications. The latest problem is that the digital archery system they devised to create batches of 500 applications each, in order to decide which applications to put in line for evaluation first, has run afoul and has been cancelled, without any alternative approach in place. On top of that, governments now want to scrutinize the applications for possible land grab of legitimate government and geographic names.

In short, the fate of the new gTLDs—the first 100s of which were expected to be rolled out in early 2013—hangs in balance, as of now. This is one issue worth keeping a close watch on, for anyone with even a pixel of interest in the Internet space.

(Views are personal and does not reflect views from any professional association)

Amitabh currently sits on the Board of .ORG, the Public Interest Registry, based in Reston, Virginia. He is the Director of Telxess Consulting Services Pvt. Ltd. and Vcon Services Ltd.



Call of progress



Anisha Singh
anisha@mydala.com

The penetration of mobile phones is complete and wide spread across social strata, religions, faiths and genders. Initially, possessing a mobile handset was considered to be a status symbol, a mobile phone was as much a reason to celebrate as a new car.

About 17 years ago, in 1995, India's first mobile phone call was made by the late Jyoti Basu (West Bengal's CM). Basu made the historic call to the then Union Communications Minister Sukh Ram. The handset was a clunky one and call rates were as high as Rs. 32 per minute. But what began with that call, a decade ago, has led to one of the most impactful transformations for modern India: The Mobile revolution.

Today India has more than 920 million phone subscribers,¹ making it the world's second largest mobile market after China. In the metros, about 57% of Indian youth access the internet using their mobile phones. Further, mobile internet in India has seen a spurt in growth over the past few years. While in 2009, 53.5 million subscribers accessed internet through their mobile phones, by 2012 this number is expected to rise to about 200 million.

The sheer speed of adoption is a testimony, in itself, to what I think is one of the greatest silent revolutions witnessed in our country. The penetration of mobile phones is complete and widespread across social strata, religion, faith and gender. Initially, possessing a mobile handset was considered to be a status symbol, a mobile phone was as much a reason to celebrate as a new car. Now everyone has a mobile – travelling in the hinterland, you can find men talking into their handsets while manoeuvring tractors in the field, women chatting in shy tones, with their pallu hiding their faces. Whether you want a phone with Swarovski embellishments or one for as low as Rs. 1,000, the user is spoilt for choice. Today, your neighbourhood grocery store is just a phone call away, your phone helps you share your life with friends and family on social networking sites, you can listen to music, get great shopping deals, plan holidays, book movie tickets, hire cabs, make banking transactions and search for practically anything under the sun. The world seems to have shrunk into our palms in the form of this humble rectangular box.

But has greater mobile usage made us more materialistic and consumer-oriented? You see school kids now pestering their parents for the latest iphone or

¹Source: http://www.ianslive.in/news/4589_mn_subscribers_opted_for_MNP_till_April_TRAI-387484/BUSINESS/5



HTC. The more I think about it, the more I wonder: has the evolution of the mobile moved from 'utility' to 'status'? Could it be there are examples of mobile innovation for the greater good? Search the net (use your phone for that!) and you will be surprised – there are many examples of how people are working towards making a difference in the lives of others through something as simple and as basic as a mobile phone.

There have been ground-breaking health initiatives using a basic mobile phone, as a means of communication as well as a data collection device, such as this one: thousands of rural health workers go door-to-door, gathering information on pregnant women and infants, and send this to the State Rural Health Mission, using their mobile phones. This data is collated into a centralised repository and used to alert rural health workers – through SMS – to ensure they reach out to the pregnant women and mothers regarding medicines to be taken or immunization dates.

An enterprising duo has set up India's first mobile news and information service for rural India – which brings to people information useful and relevant for them and that, too, in their local language. Maybe electricity and education haven't reached these remote villages, but through the 'Gaon ki Awaaz', poor villagers have access to information that can improve or enrich their lives. There's even a 'kabadiwala' who runs an SMS-

based solution that connects junk dealers with households and recyclers.

There are mobile initiatives that now help solving water problems, child trafficking and many other issues that require mass mobilization. Companies or agencies that have developed these apps or mobile solutions weren't looking to do cutting-edge cool stuff. They looked at a major problem that existed, took a simple prevalent communication tool and innovated to solve that problem. I cite these examples to bring home the fact that the humble mobile phone, or 'not so' humble in some cases, is not just a device for communication on a personal level or a status symbol for a select few. Not anymore. Not evermore. We're now in an m-evolution that has made the mobile phone an agent of change, bringing together people, ideas and initiatives and that has the power to boost India's growth story. It offers the potential to do much more. This is one opportunity we should all look at grabbing, the call of progress we should look forward to answering!

Anisha Singh is Founder and CEO of mydala.com, India's leading internet and mobile marketing platform connecting local merchants to their target consumers.



The story of ATM



Amir Ullah Khan
amir.khan@gatesfoundation.org

The ATM could almost completely replace the bank, the late twentieth century onwards, as broadband connectivity made banking a round-the- clock activity.

It was the Barclays bank which gave us the Automated Teller Machine, or ATM. Any Time Money, as they called it, came out through a cash dispenser that worked with magnetic strips in cheques given to a few, trusted customers. Barclays was the first to install a machine in London, developed by another inventor from Edinburgh, John Shepherd-Baron, who died last year. Like the Higgs Boson particle, much in the news these days, the ATM was a reality changer. The ATM allowed people to withdraw cash any time and this, in itself, was such a big relief for those who could not access bank branches. Shepherd-Baron thought of the modern PIN, which was introduced; then, it had four digits and these are used even today. This cash dispenser changed the functioning of banks forever. The ATM could almost completely replace the bank, the late twentieth century onwards, as broadband connectivity made banking a round-the- clock activity.

And now we have solar-powered ATM's. Indian engineering firm Vortex has now declared solar-powered ATMs it has created will provide access to banking for a large number of villages in India. This machine is energy-efficient and can be installed almost anywhere. The machine comes with solar panels and a 4-8 hour battery back-up. These ATMs can work in extreme heat and do not need cooling, unlike the conventional machines. Even more remarkable, these ATMs are equipped with fingerprint identification systems that make it accessible for those who are not literate, or cannot tap on the English language keyboards, or read the English language instructions, to use the machine. These ATMs would provide remote villages with access to cash at all times. Not only does this do wonders to withdrawal, it also allows a large number of people access to savings. The entire issue of micro-finance and banking for the poor has been stymied by the fact that bank branches are few and far-between and villagers have to travel nearly ten kilometers to access their meagre savings.

Less than 45 % of the Indian population has access to bank accounts, and there is just one bank branch for every 16,000 people. The number of



branches per lakh of population stood at 6 in March 2010 compared to 25-45 in most developed countries. Financial inclusion, talked of for quite some time now, is the “process of ensuring access to financial services and timely and adequate credit where needed by vulnerable groups such as weaker sections and low income groups at an affordable cost.” However, transaction costs are high, especially in thinly populated areas that are also often inaccessible. With the average cost of each small transaction being the same, managers are better-off dealing with one large customer than with several small borrowers. They don’t

often want small customers, who want to deposit a few rupees and withdraw small amounts regularly. Technology can overcome some of these costs through connectivity, monitoring and reporting. This has been proved conclusively in many parts through the use of mobile phones and shared computer centres. And now this ATM comes in to fill a large gap.

Amir Ullah Khan is an economist working at the Bill & Melinda Gates Foundation as Deputy Director, Strategy.



A world gone mobile



Madanmohan Rao
madan@techsparks.com

The proliferation of mobile devices can also spark new forms of “cultural reclamation” as more and more people become equipped and motivated to chronicle and influence events. Mobile phones are useful tools for social change agents and activists during the phases of research, engagement and participation.

From dramatically changing business and political climates across the world to grammatically changing spelling and sentence structures via SMS, mobile phones are transforming countries and cultures in unprecedented ways.

Mobile communication arguably constitutes the most successful and certainly the most rapidly adopted new technology in the world, according to James Katz, editor of the *Mobile Communications Handbook*. The study of mobile communications is turning out to be one of the most inter-disciplinary fields ever.

The world's first SMS sent from a computer was in 1992 and the first SMS sent from a mobile phone was in 1993. Today, 200,000 SMS messages are sent every second. Mobile data traffic surpassed voice in 2009 and become double the voice traffic for the first time in 2011. “While the media tends to focus on smartphone apps, SMS messaging has become the everyphone app,” observes mobile marketer Jed Alpert.

On a lighter note, mobile communication has spawned a whole new lexicon, with words and terms which did not even exist some years ago: textiety, textlish, cathextism, textmate, sexting, flirtextatious, textual healing, obsesSMSsed, ‘checking-in’ (via Foursquare), and even the Golden Age of App-ortunity!

The proliferation of mobile devices can also spark new forms of ‘cultural reclamation’ as more and more people become equipped and motivated to chronicle and influence events. Mobile phones are useful tools for social change agents and activists during the phases of research, engagement and participation. The tactical use of mobile phones can save lives during natural disasters, enable activists to monitor illegal logging, facilitate fundraising for NGOs and help citizens report corruption and sign petitions. In this regard, mobile phones have been described as ‘people’s media’.

The Tactical Technology Collective has documented a range of such examples of mobile activism: Ushahidi (documenting violence in Kenya), TXTpower (consumer rights group in the Philippines), International Centre for Accelerated Development (election monitoring in Nigera), Women of Uganda Network (activism against gender violence) and Amnesty International Netherlands (signature campaign against torture).



In emerging economies, 'development' initiatives are now moving beyond top-down approaches and involve local partners and the business community. The private sector has spread technology to middle income groups and they now see the developing world and underserved populations as viable markets that require targeted products and innovative services (eg. Nokia Life Tools, Reuters Market Light).

Mobiles have reached the stage where they can offer 'population-level services' in emerging economies, according to Gustav Praekelt of Praekelt Consulting in South Africa. Innovators are emerging in the BRICS countries, ranging from VAS providers to mobile ad networks, and are expanding to other emerging economies and right back into the mature economies.

In the mobile world, consumers have never had it so good in terms of access options, pricing competition and communications convenience, though challenges also arise with respect to intrusion of privacy by aggressive telemarketers, feeling of loss of personal space, excessive dependence on digital media by children and lack of etiquette with regard to the annoyance of phones ringing in theatres and restaurants!

Mobiles are regarded by some industries as potential saviours as well as disruptors. While PCs and workstations have come under some criticism for 'tethering' knowledge workers to their desks, wireless technologies may be the perfect answer to 'mobilising' the workforce by letting them capture and harness key information and knowledge attributes wherever they are.

The rapid proliferation of multiple wireless technologies, along with the realities of scarce spectrum, can lead to numerous challenges for regulators, ranging from license allocation to the setting of tariffs. Uninformed regulators and corrupt government agencies can be detrimental to public interest issues in the mobile

ecosystem. Universal access goals are also becoming moving targets, evolving from basic landline connectivity and wireless access to Internet and then broadband.

ICT4D practitioners note there is a long shelf-life for the simplest mobile solutions, such as SMS, provided developers work in partnership with local communities to truly understand their needs and help them devise appropriate solutions. The rise of locally-inspired mobile innovation is a major trend in emerging economies today.

Development and finance experts present a compelling social and business case for leveraging mobile communication to shape financial access and opportunities for people who may not have traditional banking entitlement. Long-term challenges lie in increasing local language content and creating better partnerships between operators and service developers.

In most of rural South Asia, prepaid subscription is the most common access option and sharing of mobile phones is not unusual. Mobiles are used to share social and business information, micro-coordination of activities, market expansion and planning of livestock operations.

Mobiles have extended the scope and immediacy of government services beyond e-government and can also improve democratic engagement if the service design is bi-directional. Emerging trends include enhancement of m-government through social media, sensor networks and augmented reality, as well as m-government services between different national governments.

One of the more unusual models of mobile innovation comes from the global MobileMonday network, a community of developers and startups in 140+ cities around the world. The local organisers bring together mobile developers and other mobile industry stakeholders for discussions and knowledge exchange based on core values such as volunteerism and trusted peer relationships. Mo-

MobileMonday has chapters today in India, Pakistan and Sri Lanka, with more chapters launching in the coming years.

Looking to the future, a number of researchers have used techniques like scenario planning to interpret future mobile worlds. A megatrend of the century is increasing urbanisation: this is where mobile and M2M networks can play an important role in environmental monitoring, public sector efficiency and smart buildings.

Unfortunately, there are also new kinds of crimes in the world of mobiles, ranging from theft of device or information to harassment and child pornography. Governments and legislators across the world have only recently started thinking about how to classify, detect and deter crime in the world of mobile networks, data and devices.

In sum, movements such as the mBillionth awards process and community serve as useful annual 'reality checks' on what is possible in the world of mobile, while also rewarding excellence and providing food for thought for future innovative experiences.

Dr Madanmohan Rao is the editor of "The Asia-Pacific Internet Handbook" and research projects director of MobileMonday. He can be followed on Twitter @MadanRao





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06 million
On-Device Portal
downloads



400 million
Video Content
adaptations

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mBillionth Award 2012

190

Total Nominations
after Screening

23
Finalists

2 Juros'
Distinctions

253
Total Entries

21
Winning
Nominations

8
Special Mentions

Country Wise NOMINATIONS

Afghanistan: 01
Bangladesh: 23
Bhutan: 00
India: 172
Maldives: 00
Nepal: 08
Pakistan: 17
Sri Lanka: 32

Country Wise WINNERS

Afghanistan: 01
Bangladesh: 02
Bhutan: 00
India: 24
Maldives: 00
Nepal: 01
Pakistan: 00
Sri Lanka: 01

Country Wise FINALISTS

Afghanistan: 00
Bangladesh: 01
Bhutan: 00
India: 19
Maldives: 00
Nepal: 00
Pakistan: 01
Sri Lanka: 02

Category Wise Nominations Break-up

m-Education & Learning: 41

Bangladesh: 04
India: 25
Nepal: 02
Pakistan: 03
Sri Lanka: 07

m-Governance: 22

Bangladesh: 03
India: 16
Nepal: 01
Sri Lanka: 02

m-Business & Commerce/Banking: 40

Bangladesh: 05
India: 32
Nepal: 01
Pakistan: 01
Sri Lanka: 01

m-Entertainment: 28

Afghanistan: 01
India: 20
Nepal: 01
Pakistan: 03
Sri Lanka: 03

m-Environment: 01

India: 01

m-Health: 27

Bangladesh: 01
India: 20
Pakistan: 04
Sri Lanka: 02

m-Infrastructure: 14

Bangladesh: 03
India: 05
Nepal: 01
Pakistan: 02
Sri Lanka: 03

m-Travel & Tourism: 17

Bangladesh: 02
India: 08
Nepal: 01
Pakistan: 01
Sri Lanka: 05

m-Inclusion: 31

Bangladesh: 05
India: 23
Nepal: 01
Sri Lanka: 02

m-News & Journalism: 17

India: 11
Pakistan: 02
Sri Lanka: 04

m-Culture & Heritage: 00

Category Wise Winners Break-up

m-Education & Learning: 02
India: 2

m-Governance: 04
India: 03
Nepal: 01

m-Business &
Commerce/Banking: 04
Bangladesh: 01
India: 03

m-Environment: 01
India: 01

m-Entertainment: 03
Afghanistan: 01
India: 02

m-Inclusion: 02
India: 02

m-Infrastructure: 02
India: 02

m-Culture & Heritage: 00

m-Travel & Tourism: 03
Bangladesh: 01
India: 02

m-Health: 04
India: 03
Sri Lanka: 01

m-News & Journalism: 03
India: 03

India State-wise Nomination: Winners/Short Listed

Andhra Pradesh: 13: 3

Assam: 3: 0

Bihar: 3: 1

Chhattisgarh: 1: 0

Delhi: 23: 10

Goa: 3: 0

Gujarat: 5: 3

Haryana: 7: 2

Karnataka: 17: 6

Kerala: 4: 0

Madhya Pradesh: 6: 1

Maharashtra: 28: 6

Meghalaya: 1: 1

Nagaland: 1: 0

Odisha: 1: 0

Rajasthan: 1: 0

Tamil Nadu: 19: 6

Uttar Pradesh: 25: 6

West Bengal: 1: 0

The mBillionth Award South Asia 2012: Winners' List

m-News & Journalism

PowerCuts in India – India
Swara IVR – India
Jharkhand Mobile News – India

m-Infrastructure

M-God – India
txtWeb – India

m-Entertainment

Paywast – Afghanistan
RockeTalk – India
Coke Studio - Mobile Melodies! – India

m-Health

Prognosis : Your Diagnosis - Sri Lanka
The P-HMMS Project – India
E-Mamta-Mother & Child Tracking System – India
Clinic on the Go – India

m-Environment

Nano Ganesh – India
Community Managed Sustainable Agriculture for rural poor using mobile technology – India

m-Inclusion

Integrated MFI-LifeLine Mobile Platform – India
Marketing Mobile Phones to those for whom mobiles don – India

m-Governance

SMS campaign enabled by Election Watch Software (EWS) – India
Vtax – Nepal
Electronic Muster and Measurement System (eMMS) – India
Jhansi Jan Suvidha Kendra (JJSK) – India

m-Business & Commerce/Banking

PlanHound – India
Dhaka iAtm Explorer – Bangladesh
Life Long Learning of Farmers (L3 F) – India
Mobango.com – India

m-Travel & Tourism

Explore Dhaka – Bangladesh
MapmyIndia Aura – India
360Navigator – India

m-Education & Learning

Tata DOCOMO Tutor On Mobile – India
10 Language SMS Dictionary – India

Jurors' Distinctions

BridgeIt India – India
Rural Roads– India

The mBillionth Award South Asia 2012: Finalists' List

m-News & Journalism

Bhasha Puvath - Sri Lanka
SMS enabled Social Group – India
Shashca – Youth – Pakistan

m-Entertainment

iris. – India
Mobile Radio – India
Cricnews - Sri Lanka

m-Health

Dynamic Intelligent Blood Donor Network – India
Ponds Let – India

m-Environment

Idea Brahma - Tower Management
(Green Telecom) – India

m-Inclusion

Andhra pradesh smart card project – India
Impulse Case Info Centre – India
Value Added Product Development using mobile technology – India

m-Governance

UrjaMitra – India
Citizens Voice – Bangladesh

m-Business & Commerce/Banking

M-Drishti – India
Phone Warrior - A Community to fight
mobile spam – India
Mobile Insurance – India
1000Lookz – India

m-Travel & Tourism

All Events in City – India
Route finder- Get directions on mobile – India

m-Education & Learning

Mobile Phone integration for 24x7
livelihood training – India
Balshiksha – India
WordsVidya by Mobividya.com – India



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Abu Dhabi Systems & Information Centre



PowerCuts in India
INDIA

Swara IVR
INDIA

Special Mention
Jharkhand Mobile News
INDIA

m-News & Journalism

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

PowerCuts in India

(Winner)

Original Title
PowerCuts in India

Producer
Individual

Country
India

Contact
mail@ajuonline.net

Media Format
Web/Mobile

Language
English, Hindi

www
<http://powercuts.in>



Powercuts.in primarily aggregates information on the website. Using Ushahidi API, it disseminates information on mobile phones.

‘PowerCuts.in’ is a crowd-sourcing based service that aggregates ground-up information on electricity supply and usage situation. It spreads knowledge about what the government is actually doing, the latest happenings in the energy sector, makes tax payers aware and also identifies citizens’ problem. The idea is easily replicable to other citizen media initiatives. The service is available through Voice (phone call), SMS, Internet, Mobile Apps.

The focus of the project is around good and easy user experience combined with various mediums of reporting, all of which have lower barrier to entry and are inclusive in nature. Project experience shows it can be easily executed and replicated. The primary target of the project is Rural India, followed by Urban/Semi-Urban spaces.

Powercuts.in primarily aggregates information on the website. Using Ushahidi API, it disseminates information on mobile phones.

Usually, journalists don't cover electricity related issues from remote areas. This project connects with journalists on a regular basis to inform them on potential stories.



Swara is a voice-based communication platform that enables real-time feedback from the grassroots regarding administrative schemes and other areas of governance and democracy.

In a country where more than 80 million tribal people lack access to mainstream media outlets, 'Swara' has proven to be an effective bridge between the poorest sections of society in remote areas and the administration and concerned citizens. Swara is a voice-based communication platform that enables real-time feedback from the grassroots regarding administrative schemes and other areas of governance and democracy. Since 2010, it has been successfully piloted in Chhattisgarh and other parts of Central India. The CGNet Swara, as the pilot is popularly known, receives over 200 calls a day from a user-base of over 11,000 people.

The project initially began as a crowd-sourced newsgathering service for indigenous communities in Central India. However, it can be used effectively in any area where literacy and infrastructure challenges prevent the Internet and other forms of communication from reaching.

The innovation is a simple IVR system connected to a web portal that allows communities to set up phone- and web-accessible audio portals as community-managed content platforms or bulletin boards. These can then be used for a variety of purposes, such as crowd-sourcing news, collecting feedback about government schemes and other survey information from the grassroots and to share cultural content as well. The project is completely free, for it uses Open Source Software.

The project has provided a means for people, so far marginalized and excluded from mainstream media, to express their opinions in Chhattisgarh. The challenge now, for the Swara team, is to reach wider.

Swara IVR

(Winner)

Original Title
Swara IVR

Producer
Mojolab

Country
India

Contact
arjun@mojolab.org

Media Format
Mobile/IVR

Language
Hindi, English,
Gondi, Chhattisgarhi,
Kudukh, Arabic,
Bahasa Indonesia

www
<http://swara.mojolab.org>

Jharkhand Mobile News

(Special Mention)

Original Title

Jharkhand Mobile News

Producer

Gram Vaani Community Media

Country

India

Contact

roshanair@gmail.com

Media Format

Mobile/IVR

Language

Hindi

www

<http://gramvaani.org>



Jharkhand Mobile News is a voice-based local information platform, enabling citizens and government bodies to engage in dialogue.

Developed by Graam Vaani, Jharkhand Mobile News is a voice-based local information platform, enabling citizens and government bodies to engage in dialogue. It incorporates crowd-sourced data to offer further, quantitative insights.

It is a platform where people can call into a toll-free number and listen to audio snippets left by other people, including dedicated community representatives or announcements from development institutions. They can even leave their own feedback or stories on various issues being discussed in the forums. Being voice-based, the platform has seen participation from illiterate people, remote rural communities, immigrants, and women and children. This also helps to improve the engagement between different stakeholders to bring accountability and transparency in local governance.

The IVR interface for Jharkhand Mobile News can be accessed at 08800097458. People place a missed call to the number and the system calls them back and provides Login/password to access the admin interface of the IVR upon request.

This IVR interface also enables the creation of documentary evidence to push systemic changes and act as a pressure vehicle to enforce accountability of authorities on their responsiveness. As a result, grievance redressal rates have increased manifold.

Even though Jharkhand Mobile News has been a very successful IVR platform in the state, there is a bigger challenge ahead for Gram Vaani: to develop low-cost access mechanisms accessible to even poorly literate people, who are often excluded from the benefits of ICT initiatives.



**M-God
INDIA**

**txtWeb
INDIA**

m-Infrastructure

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



M-God

(Winner)

Original Title

M-God

Producer

Bombil Media

Country

India

Contact

ashwin@bombil.com

Media Format

Mobile, Android,
Blackberry

Language

English

www

<http://mgod.in>

All you need to do is :



M-God can be used in simple SSA form in sectors such as pharmaceuticals, FMCG and manufacturing for real-time news reporting, survey, inventory check, order punching for distributors as well as expense management.

Bombil Media helps you customize and create your own mobile application in 10 minutes flat with a platform called M-God. Many have already used it to customize mobile applications on their smartphones. M-God has made it easy for the end-user to create a mobile application according to her requirement. For, a mobile application usually takes 6- 12 months of effort to develop.

M-God was created keeping in mind sales force automation (SSA). For example, if a company installs this application in the smartphones of all their sales executives, the latter can place orders with their back office in real time.

M-God can be used in simple SSA form in sectors such as pharmaceuticals, FMCG and manufacturing for real-time news reporting, survey, inventory check, order punching for distributors as well as expense management.

M-God is available on Android phones, BlackBerry and other smartphones. This application also helps promoters of companies to monitor their employees.

M-God is specifically developed to target small enterprises who cannot afford costly enterprise applications.

With 650 users across 3 enterprises in the pilot project, Bombil Media is looking forward to launch this platform across the globe. Reducing the time-span for development and maintaining an affordable cost to develop and implement the application is not an easy task: at Bombil Media, we consider it a positive challenge.



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Description

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txtWeb

(Winner)

'txtWeb' is a global platform where anyone with any mobile phone can create, discover and consume Internet and txtWeb-only content and services just by texting keywords to one national number, 92433 42000 for India.

While information on the internet is available to smartphone users, there are millions of subscribers who use basic phones and so cannot access worldwide web. txtWeb, an SMS-based browser platform, addresses precisely this need: it allows ALL mobile phone users to access information on the internet via SMS.

'txtWeb' is a global platform where anyone with any mobile phone can create, discover and consume Internet and txtWeb-only content and services just by texting keywords to one national number, 92433 42000 for India and 898-932 for the US. The facility is charged at normal SMS rates. There are no special charges. There is no need to pay for data plans or GPRS.

These applications are created by an open community of publishers, developers and businesses and can include Wikipedia content, local market prices, government programs and financial literacy tips. Since txtWeb leverages messaging technology, it works on all phone types. Since no downloading is involved, every phone in India can get txtWeb-enabled out of the box and anyone can use txtWeb without paying any premium charges. Businessmen can use ready-made templates on txtWeb.com to quickly make their services available to any smartphone user in urban India or even a simple feature phone user in rural India.

This platform was made open to the public in November 2010. In just over a year, it has amassed a user base of over 2 million and receives over 3 million requests for service each day, with more than 3,000 monthly active txtWeb Apps. In addition, txtWeb's online community comprises more than 10,000 developers, publishers, businesses, NGOs and contributors. In four countries (India, US, UK and Canada), txtWeb already has the ability to render content in 15 Indian languages and several major languages of the world.

Although 'txtWeb' benefits millions of Internet-dark Indians, the big challenge is for developers to build novel application that enables information to reach every mobile user. Content is yet another big challenge for txtWeb.

Original Title
txtWeb

Producer
txtWeb, Intuit

Country
India

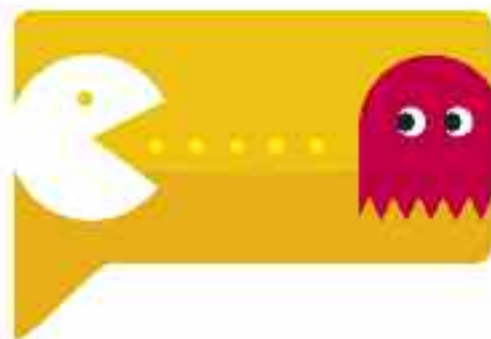
Contact
manish@txtWeb.com

Media Format
Text, Web, Mobile,
SMS, API

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

www
<http://www.txtWeb.com>

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what
mobile
can do
for you



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drop us a line at
sales@one97.com





Paywast
AFGHANISTAN

RockeTalk
INDIA

Coke Studio - Mobile Melodies!
INDIA

m-Entertainment

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



Paywast

(Winner)



Original Title

Paywast

Producer

USTronics.com, Inc.
doing business as Paywast

Country

Afghanistan

Contact

jes@paywast.af

Media Format

Mobile, SMS

Language

Dari, Pashto, English

www

<http://www.paywast.af/user/>

Paywast is unique because it is blossoming in a country where Internet connections are unreasonably expensive.

‘Paywast’ is based in Afghanistan. It is an SMS-based mobile social network available on AWCC, Afghan Telecom, Etisalat and MTN.

With more than one million users across Afghanistan, Paywast has become an easy way for people to share information and communicate their interests. Staying in touch with distant relatives across the country has never been easier. Many families have created their own private group, it has been observed, and communicate regularly. Members of groups contribute their messages by sending an SMS to 729, the Paywast short code. Paywast users can make groups private or public, depending on the purpose.

Citizens are not the only Paywast beneficiaries. Organizations, small businesses and civic authorities can also use it and thrive. Since its launch in January 2011, Paywast has more than 1 million users, making it by far the largest social network or digital communication tool in Afghanistan. Initially free for all users, Paywast is now a paid service, charging a monthly fee based on intended consumption.

Paywast is unique because it is blossoming in a country where Internet connections are unreasonably expensive. It has also been instrumental in introducing new and innovative ways of promotion and marketing in a country largely been dominated by advertising on TV, radio and billboards.

Many areas in Afghanistan have secluded communities, where the majority of the young population still has no access to other parts of the country or other peoples. Internet or other communication tools are still way off their thoughts. Paywast’s challenge is to connect this young population to the wider world.



RocketTalk allows users to send free voice, video and photo messages to each other. It breaks the language barrier by providing audio messages, and so is accepted across the world.

RocketTalk was founded with a vision of enabling mobile phone users to more easily express themselves and communicate with their friends, family and new acquaintances as well as capture, share and discover content posted by others. Using social media platforms and mobile phone client applications, RocketTalk makes communication between individuals and groups easy and rich, facilitating a new form of self-expression that informs, entertains and connects people through the media they create.

RocketTalk allows users to send free voice, video and photo messages to each other. It breaks the language barrier by providing audio messages, and so is accepted across the world. Users can also create their own communities or can join communities to discuss the topic of their choice.

With 15 million registered users and 1.5 billion page views per month, RocketTalk is equally famous amongst all types of users, be it a college going person or a businessman. Moreover, RocketTalk has helped sound- and sight-impaired children make friends by dispatching video messages in sign language.

However, mobile social networking in India is growing rapidly. To ride on this mobile wave, RocketTalk has a big challenge ahead. It has to go through the same growth process, including pains, of any social network, mobile or otherwise. Also, most mobile brands recognize Twitter and FB as default apps/widgets and install them as a pre-loaded piece. Only time will tell if RocketTalk can continue to win the mobile race.

RocketTalk (Winner)

Original Title
RocketTalk

Producer
RocketTalk India Pvt. Ltd.

Country
India

Contact
sameer@rocketalk.com

Media Format
Voice, Video, Multimedia
on Mobile

Language
English

www
<http://www.rocketalk.com/>

Coke Studio - Mobile Melodies

(Winner)

Original Title
Coke Studio -
Mobile Melodies

Producer
TELiBrahma

Country
India

Contact
ashwini@telibrahma.com

Media Format
Wi-Fi, Bluetooth, App,
Internet

Language
English

www
<http://telibrahma.com/>



Via the Coke Studio application, users can download music files, videos and wallpapers of their favourite Coke Studio performance by turning on WiFi and Bluetooth.

Coke Studio aims to bring various Indian cultures and folk music on one stage by offering a whole new music experience to viewers. Via the Coke Studio application, users can download music files, videos and wallpapers of their favourite Coke Studio performance by turning on WiFi and Bluetooth. The mobile application also helps users browse through the content catalogue and download content of their choice. It gives consumers an opportunity to opt out of the solution by either turning off Bluetooth or rejecting the message once.

Since Coca Cola has a strong retail presence in India through its partner locations, there is a huge potential to connect with consumers most receptive to the kind of music Coke Studio produces. 70+ percent of mobile phone users love to have music with them; Coke Studio therefore sees clear fitment between audience and the target locations. As a result, the response to the Coke Studio application has been phenomenal. Over 10 million downloads were achieved in just 2 months.

Although India is the world's faster growing mobile market, the GPRS usage is not very high and consumers do not like to pay for content. Keeping this in mind, channels through which consumers could easily download mobile content at zero cost had to be identified. For mass media reach, Coke Studio has to allow consumers to select and download content of their choice by optimising the experience for each of the mobile device players.



Prognosis : Your Diagnosis
SRI LANKA

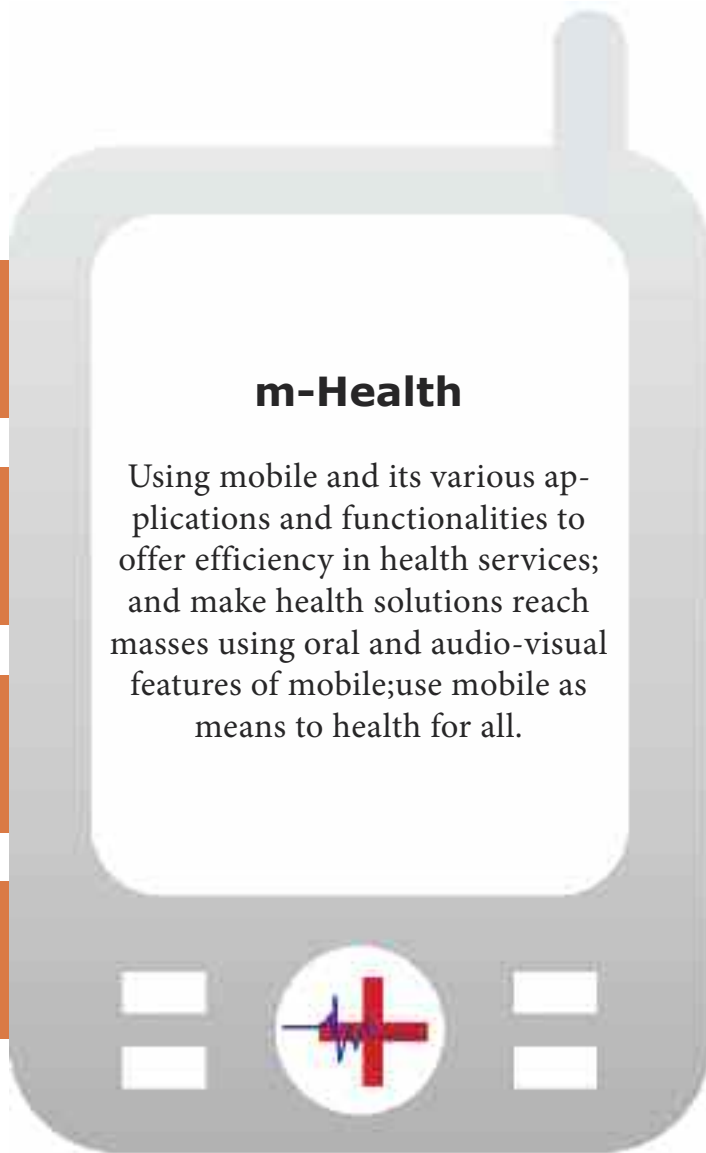
The P-HMMS Project
INDIA

**E-Mamta-Mother &
Child Tracking System**
INDIA

Special Mention
Clinic on the Go
INDIA

m-Health

Using mobile and its various applications and functionalities to offer efficiency in health services; and make health solutions reach masses using oral and audio-visual features of mobile; use mobile as means to health for all.





Prognosis : Your Diagnosis

(Winner)

Original Title

Prognosis : Your Diagnosis

Producer

Medical Joyworks

Country

Sri Lanka

Contact

contact@medicaljoy-
works.com

Media Format

Android, iOS, App

Language

English

www

[http://www.medicaljoy-
works.com](http://www.medicaljoy-works.com)



In each game, doctors are initially shown the 'history' and the results of 'tests' by virtually examining a patient.

Prognosis is a medical edutainment application. Its use makes learning medical-related topics, ordering tests or figuring out treatments a lot of fun.

This interactive application contains over 60 cases, each representing a common clinical scenario. One learns the scenario by playing a game. In each game, doctors are initially shown the 'history' and the results of 'tests' by virtually examining a patient. The doctor has to figure out, from a list, which tests to perform on the patient and which treatments to apply. The game then 'judges' the doctor's performance and lets him know how well he did, what went wrong or right. The entire narrative is based on cartoons and animations.

Today, there are more than half a million users of Prognosis. It has a widespread support base in Sri Lanka, where leading doctors in their field create and contribute content to the application on a weekly basis – on average, 1-2 cases per week. Prognosis has also been recommended as a learning aid by 6 medical colleges (universities) in the USA and 5 more in Europe and Australia.

Through this application, doctors also contribute to a backup 'pool' of cases, which can be released as and when necessary. The information is therefore incremental.



In tracking HIV+ pregnant women, the P-HMMS mobile application is the first of its kind in the world.

P-HMMS (Health Management and Monitoring system) is a mobile application that can be loaded on a low-cost mobile phone. This application provides featured services. With it, you can enroll new ante-natal mothers, remind people their HIV test or their monthly ART visit is due, send alerts to women approaching delivery and ascertain that safe delivery kits are available. You can also send alerts that children need testing. In these ways, P-HMMS enables extremely good health service delivery.

There is more. The application has the ability to record the details of each call - and SMS - based interaction with HIV+ mothers. The solution also has a web-interface that can be accessed from any internet- connected PC and enables management and monitoring of health services provided on the field. It generates all reports required, activity reports as well, to monitor the work of the outreach workers (ORWs).

Since the system is largely manual at the field level, ORWs usually find it very difficult to maintain proper records because they have to keep using paper forms. Tracking and monitoring HIV+ mothers, to provide ART or other treatment on time, also becomes difficult. This is the situation where P-HMMS emerges as a great problem-solver. ORWs are provided with a mobile phone installed with P-HMMS software: now, they can map and record HIV+ve mothers and note adherence to recommended medical protocols, such as their visit details for various tests and their outcomes.

HIV/AIDS, being a global threat, requires a very unique approach in prevention, unlike most other diseases, due to the social stigma attached to the disease. ICT intervention in managing operations, monitoring, evaluation and data capture for the PPTCT program significantly adds value to the outlined delivery and objectives as defined by various stakeholders such as NACO, GFATM and the Ministry of Health & Family welfare, Government of India in eradicating the spread of the virus within the community. In tracking HIV+ pregnant women, the P-HMMS mobile application is the first of its kind in the world.

P-HMMS Project

(Winner)

Original Title

The P-HMMS Project -
The Prevention of Parent
to Child Transmission
of HIV/AIDS Health
Monitorin

Producer

IL&FS Education and Tech-
nology Services Ltd

Country

India

Contact

prem4win@gmail.com

Media Format

Mobile App

Language

Primarily English Language
is used for the project -
However the application
and module supports 12

www

<http://charlie.argusoft.com/>



E-Mamta- Mother & Child Tracking System

(Winner)

Original Title

E-Mamta-Mother & Child
Tracking System

Producer

NRHM, Government
of Gujarat

Country

India

Contact

emamta.mcr@gmail.com

Media Format

Web, Mobile, SMS

Language

English, Gujarati

www

<http://e-mamta.gujarat.gov.in>



E-Mamta's mobile integration has enabled its services to reach target citizens at a larger scale.

E-Mamta, a mother-and-child tracking web-based application, is an initiative of the Government of Gujarat. It involves name-based tracking of pregnant women for antenatal care, delivery and prenatal care. E-Mamta tracks children for immunization and nutrition, adolescents for reproductive and child health services and eligible couples for family planning. Recently, the E-Mamta system has been extended to integrate mobile devices and applications for wider outreach.

This application covers all citizens of Gujarat that are covered under the Family Health Survey scheme. The potential benefits of this application are better control on estimates of infant and maternal mortality and reportage/collation into one site.

Besides, it also provides improved supply chain management of vaccines and drugs, improvement in registration of births and better data analysis for preparation of block/district health action plans with realistic/accurate denominators.

This uniquely designed management tool is being executed in Government health facilities across Gujarat. It has helped plug gaps in ensuring comprehensive maternal and child health services in rural as well urban areas. At present, E-Mamta is being implemented in all 26 districts of Gujarat: in 172 health blocks comprising 1,147 primary health centres, 318 community health centres, 26 sub- district hospitals and 26 district hospitals that form the public health care infrastructure of the state.

E-Mamta's mobile integration has enabled its services to reach target citizens at a larger scale.



The Vbond Vita Clinic management system offers doctors an easy to use dashboard that is both simple and access friendly.

Idea Brahma Consulting has produced the world class clinic management system as 'Vbond Vita' for doctors and clinics on tablets, smart phones and web. With Vita, doctors can "Carry their Clinic" anytime, anywhere to manage patients, electronic medical record, e-prescription, referrals, appointments, Lab Management among others. Vbond Vita has comprehensive features to manage customer relationships for hospitals, diagnostic centers and health and wellness center. The solution is based on zero IT Capital infrastructure and compliments maintenance and Value Added Services for patients to improve loyalty and stickiness to the system.

Most importantly, 'Vbond Vita' is built on Idea Brahma's some of the patent technologies. The Vbond Vita Clinic management system offers doctors an easy to use dashboard that is both simple and access friendly. It serves as the main portal to access various features. Any doctor can view his or her appointments for the day, check for any new updates on drugs etc, set their practice's operating hours as well as recharge their credits.

In developing Countries like India, where there are many unorganized clinics, poly clinics and small hospitals, Vbond Vita can become stress reliever for medical practitioners.

Clinic on the Go

(Special Mention)

Original Title
Clinic on the Go

Producer
Idae brahma Consulting
Pvt.Ltd

Country
India

Contact
sugandha.singh
@ideabrahma.com

Media Format
Mobile, MIS

Language
English

www
<http://vbond.in>

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Nano Ganesh
INDIA

Special Mention
Community Managed Sustainable
Agriculture
INDIA

m-Environment

Use of mobile and diverse applications; sustainable green energy, mobile approach to monitor & reduce pollution; mobile apps & social media to encourage climate controls and holistic environment-friendly habits; use of oral media character of mobile to reach masses.

Nano Ganesh

(Winner)

Original Title

Nano Ganesh

Producer

Ossian Agro Automation Pvt. Ltd.

Country

India

Contact

shostwal@yahoo.co.in

Media Format

Mobile; Wireless; Remote Control System

Language

English, Hindi, Marathi and Punjabi

www

<http://www.nanoganesh.com/>



This automated mobile technology has proven to be a low-cost wireless solution, saving enormous amount of water, electricity, fuel, time, labour and soil erosion.

Nano Ganesh is a GSM Mobile-based remote control system exclusively for water pump sets used in agricultural areas. It allows farmers and irrigation operators to use mobile phones to remotely monitor irrigation systems in even hazardous and remote areas. This service connects farmers' mobile phones to electric pumps in their fields, allowing them to remotely 'call' the irrigation system rather than manually turning on each pipe. This automated mobile technology has proven to be a low-cost wireless solution, saving enormous amount of water, electricity, fuel, time, labour and soil erosion.

One of its kind, Nano Ganesh is especially designed to be robust, to perform efficiently in the rural context where problems like voltage fluctuations, open wiring and marshy terrain are common.

Nano Ganesh has been made in four stages: Regulated power supply, a DTMF (Dual Tone Multi Frequency) decoder circuit, an optical isolators, tone generators to provide power supply or pump on/off status, and output stages of relay and logics.

After the deployment of Nano Ganesh, a preset code is given to the farmer to switch on/off the pumpset. To switch it on, the farmer has to call up the mobile attached to the starter panel of the pump. The mobile attached to the starter panel confirms the availability of power/electricity supply in the pumpset location via a long beep. Following this, the farmer can dial the preset code to switch on the pump. After dialling the code, the farmer has to confirm the function by a feedback tone and then cut the call. To switch off the pumpset, the same process has to be repeated with, of course, a different preset code.

Nano Ganesh, manufactured by Ossian Agro Automation, has been proved a revolutionary electronic device. However, while successfully empowering farmers at certain level, it faces the next-level challenge: providing appropriate wireless automation to efficiently operate irrigation systems across the country.

Eventually, CMSA helps to increase productivity with no expenditure on pesticides and fertilizers. This project benefits 1 million farmers in using traditional methods of farming.

(Special Mention)

Original Title

Community Managed Sustainable Agriculture for rural poor using mobile technology

Producer

Society for Elimination of Rural Poverty

Country

India

Contact

kumar@bluefrogIndia.com

Media Format

Mobile; Nokia

Language

Telugu

www

www.bluefrogIndia.com/cmsa



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POWERED BY 

**Integrated MFI-LifeLine
Mobile Platform
INDIA**

**Special Mention
SMS for DEAF BLIND
INDIA**

m-Inclusion

Reducing the “digital divide” and “content gap” between technologies empowered and technology excluded communities and groups – such as rural areas and women.

The aim is to bridge society through multimedia and rich content using Mobiles, Apps, Oral media, Social media and MIS on Mobiles.



Integrated MFI-Life-Line Mobile Platform

(Winner)

Original Title

Integrated MFI-LifeLine Mobile Platform

Producer

ZMQ Development

Country

India

Contact

subhi@zmq.in

Media Format

Mobile App; MFI App

Language

English, Hindi

www

<http://www.mfapplication.com>



Universal Mobile MFI provides women with financial services that provide information related to their account, loans, payments, due instalment, balance, or receipts & non-financial services like life-line services.

Universal Mobile MFI Channel is a platform that connects micro-finance institutions (MFIs) and their loan officers to those who have taken a loan, largely women beneficiaries, at BoP through mobile phones. This product can be installed from an MFI's administrative system with the help of an active user. The present set of application supports BREW (Binary Runtime Environment for Wireless)- based application for CDMA platform. Java and Android Platform-based applications are still under development.

Universal Mobile MFI provides women with two kind of connected services. Firstly, financial services that provide information related to their account, loans, payments, due instalment, balance, or receipts. Secondly, it provides non-financial services, also known as life-line services: customized needs of women related to health, livelihood opportunities, education, even disaster preparedness.

Via our Healthcare Services, women can subscribe to Pre-natal Care System for pregnancy information (weekly basis), child immunization, post-natal care of mother and child, family planning, advice on communicable diseases (HIV, TB, Malaria, Cholera) and hygiene. In Livelihood Services, women are trained about new skills in entrepreneurship development and get specific, customized information on products for which a loan is being utilized such as poultry, farming, a shop set up for different needs and others. Also, women are informed on disaster-preparedness based on region- specific needs.

Moreover, MFI is also integrating a Women's Edutainment Channel and m-Business Channel as Rural Marketing and Distribution of MFI an achievement is creating a life-line mobile channel: for the first time ever, here is a service devoted to the needs of organized human networks, especially women. Its methodology is highly impactful, because of embedded technology in organized human networks. Till date 50,000 women have been connected through MFI, with equal impact.



The application converts text into Morse code vibrations so that users can “feel” the message.

There are half a million children in India who are deaf and blind, and very few of them can afford the costly Braille device. The rest cannot communicate without the help of care gift. But software launched by BAPSI has given a turn-around to the differently-abled person's life. It has enabled them to communicate easily, like any one. The introduction of unique software ‘text-to-speech screen reading’ has really meant that the gap between the sighted and the blind has shrunk dramatically.

The application is developed for Android smartphones, which are generally cheaper than iPhones. The application converts text into Morse code vibrations so that users can “feel” the message. The target market is the marginalized population of children with mental challenges, persons with multiple and severe disabilities, persons who are both deaf and blind.

Besides the innovative process design, this project is also unique in the nature of software training it provides. It is focused on cloud-computing, based on the MIT App inventor for client software and Ruby on Rails for web server programming. It is only through the use of such innovative technologies, substantially improved the learning curve, that students can, in the limited time they have during summer vacations, develop something useful.

With over a decade of experience in software development for persons with severe disabilities, BAPSI is working with mobile software platforms and the open source community to make the software available worldwide.

SMS for Deaf Blind

(Special Mention)

Original Title
Marketing Mobile Phones to those for whom mobiles don

Producer
bapsi, Bidirectional Access promotion Society

Country
India

Contact
manasidash4@gmail.com

Media Format
Android;
Cloud Computing; SMS

Language
English

www
<http://bapsi.org>

Chanderiyaan

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



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



Email: store@chanderiyaan.net
URL: www.chanderiyaan.net



**SMS campaign enabled by Election
Watch Software
INDIA**

**Vtax
NEPAL**

**Special Mention
Electronic Muster and
Measurement System
INDIA**

**Special Mention
Jhansi Jan Suvidha Kendra
INDIA**

m-Governance

Mobile initiatives that empowers citizens and serving public services clients; fostering quality and efficiency of information exchange and communication services in governmental and public administrative processes; strengthening participation of citizens in information society decision making.



SMS campaign enabled by Election Watch Software

(Winner)

Original Title

SMS campaign enabled by
Election Watch Software
(EWS)

Producer

Association for Democratic
Reforms

Country

India

Contact

adr@adrIndia.org

Media Format

SMS; Mobile; IVR

Language

English, Hindi

www

www.myneta.info



‘EWS’ allows information on candidates and lead-ers and hence spreads voter awareness about their local, contesting candidate.

This is an application that provides useful information to the 700 million voters of India when-ever there is an election, whether for Parliament or for the State Assembly elections. Developed by the ‘Association for Democratic Reforms’ (ADR), ‘EWS’ is utilized by voters through SMS and Web interfaces. EWS helps voters make an informed choice when they go out to vote. Via SMS it is available to anyone who can send and receive SMS.

To get information about candidates in a constituency, a voter only needs to send an SMS with a message i.e; Myneta to 56070. In response, the server sends them information about candidates in that constituency in the form of one or more SMS messages. Any device that can access internet – a PC, Smart Phone and tablet—can access more detailed information about candidates through the website <http://myneta.info>.

‘EWS’ allows information on candidates and leaders and hence spreads voter aware-ness about their local, contesting candidate. Voters can see unbiased facts about candidates from their own sworn affidavits filed with the Election Commission of India.

As the mobile phone has deep penetration in the country, the service is easily acces-sible to a huge number of voters.



People can text their vehicle number to the designated SMS short code (4321) and, in response, receive their vehicle tax information: Last paid date, paid amount and due amount, if any.

VTax means Vehicle Tax in Nepal. It is an SMS-based service that provides information to vehicle owners about their due tax and the date by which they should pay their vehicle taxes. Developed by FOCUSONE Nepal Pvt. Ltd, this application using the Java platform and runs under open source Apache Tomcat servlet container. It receives the VTAX SMS sent by mobile subscribers, extracts the vehicle number and triggers the Vehicle Registration System (VRS) to retrieve the tax information of the vehicle queried about in the SMS. The retrieved information is then relayed to the SMS sender.

To access this information, people can text their vehicle number to the designated SMS short code (4321) and, in response, receive their vehicle tax information: Last paid date, paid amount and due amount, if any.

The SMS has to be sent in the format 'VTAX [vehicle number]', for example — VTAX ba37pa399. The service is available to mobile subscribers of Nepal Telecom, Ncell and UTL. Whereas Government- to-Public information services have been implemented in many countries the world over, in Nepal VTAX is one of its own kind.

There are 14,00,000 registered vehicle owners in Nepal. In the first year, the VTAX service catered to 6,00,000 such owners, spread in 3 districts. Once the transport department extended its computerised system to four more districts, VTAX services also expanded. Currently, it benefits 9,00,000 vehicle owners. By the end of July 2012, all 14 lakh vehicle owners are expected to get connected.

In Nepal, where the current mobile penetration is 52% and Government-to-people information or service is very slow and manual, VTAX has to go a long way ahead to make people more aware and reach out to all.

Vtax
(Winner)

Original Title
Vtax

Producer
FOCUSONE Nepal Pvt. Ltd

Country
Nepal

Contact
info@focusone.com.np

Media Format
SMS; Mobile

Language
English

www
<http://www.smscentral.com.np>

Electronic Muster and Measurement System

(Special Mention)

Original Title

Electronic Muster and Measurement System (eMMS)

Producer

Dept of Rural Development, Govt. of Andhra Pradesh

Country

India

Contact

directoregs1@gmail.com

Media Format

Web; Mobile; MIS; GPS

Language

English, Telugu

www

<http://emuster.in/nregs/latest/index.aspx>



Through eMMS, complete transparency is ensured by capturing the details of wage seekers that have reported for work, right to the level of Name and Job Card ID.

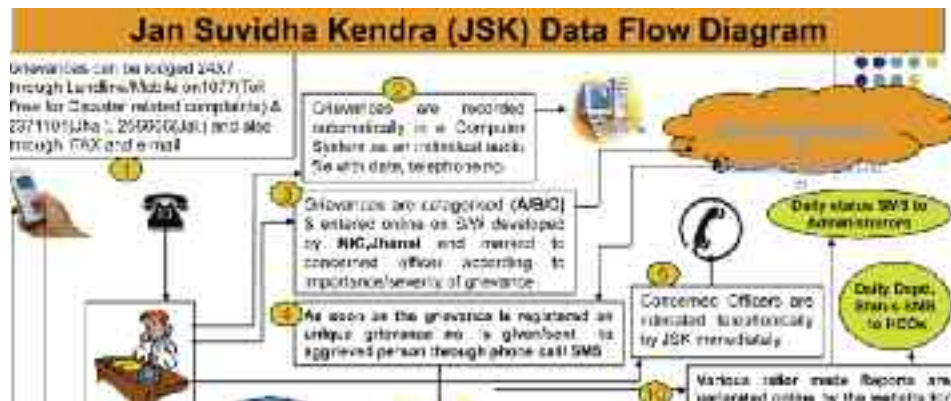
The Electronic Muster & Measurement System (eMMS) is a technology solution to achieve complete transparency in MGNREGS. It allows one to obtain LIVE data from the worksite to the website on a day-to-day basis. The mobile technology is customised and deployed for MGNREGS field functionaries through different mobile applications such as e-Muster, e-Measurement, e-muster verification and e-check measurement.

Like many other preceding welfare schemes implemented in a similar scale at the grassroots level, MGNREGS was marred with corruption, misappropriation, leakages of funds and benefits not reaching the target group. Moreover, there was a felt need to adopt a better monitoring system and so ensure effective programme implementation covering more than 10 million wage-seekers spread across 61,000 villages in Andhra Pradesh.

It was important to get accurate and effective decision-making and its management. It was in this context, an innovative solution was sought to get real-time data right from the village for effective monitoring and to arrest corruption in musters and measurements. eMMS was introduced as a solution. It has huge potential in serving these needs and has to be further integrated into mobile usage.

Through eMMS, complete transparency is ensured by capturing the details of wage seekers that have reported for work, right to the level of Name and Job Card ID. The details are populated in real time in the web reports, which are available for public access. Similarly, GPS coordinates and photographs of all works carried out under MGNREGS are captured and made available. The applications are menu-driven, with rich graphic user interface provided in local languages.

The eMMS data is available in the public domain through its website. The number of wage seekers working in any village on a day can be further accessed by just sending a simple SMS request to the number 8008220000 in the specified format.



Jhansi Jan Suvidha Kendra

(Special Mention)

JJSK has integrated the useful features of a telephone-call, call recording, SMS and mobile internet.

The JJSK is an attempt to provide an efficient and responsive platform to the citizens of Jhansi district, Uttar Pradesh, to handle their grievances from anywhere, any time without any physical contact with the Government officials. It is based on service-oriented architecture and seeks to increase transparency in grievance redressal procedures, increase the efficiency of existing office staff, accelerate the response time and facilitate round-the-clock services to the common citizen. It also aims to provide services in a professional and citizen-friendly environment by saving precious time, cost and labour. Most importantly, it bridges the digital divide between administration, government departments and citizens.

JJSK has integrated the useful features of a telephone-call, call recording, SMS and mobile internet. It supports all service providers. It exhibits a unique integration of communication (telephone), information (telephone & Internet) and administration (man-power based). Impressed with it, the Uttar Pradesh government selected and recommended JJSK for the Prime Minister's Award for excellence in the Public Administration for the year 2010.

The system of JJSK is transparent and pro-active; it ensures full participation of stakeholders and is easily accessible to all. All status reports are available on the website for the public. It has immensely benefited vulnerable, weaker and marginalized section (SC/ ST/ Women/ Handicapped/ Children/ Old Age) in getting timely and qualitative benefits of government services.

Original Title

Jhansi Jan Suvidha Kendra (JJSK)

Producer

Jhansi Jan Suvidha Kendra(JJSK), Jhansi

Country

India

Contact

raj_shekhar140203@yahoo.co.in

Media Format

IVR; SMS; Web; Phone; Mobile Internet

Language

English, Hindi

www

<http://www.jjskjhansi.com/>

EMSME

A NATIONAL PROGRAMME OF DIGITAL EMPOWERMENT FOUNDATION



<http://emsme.in/>

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



PlanHound
INDIA

Dhaka iAtm Explorer
BANGLADESH

Life Long Learning for Farmers
INDIA

Special Mention
Mobango.com
INDIA

m-Business & Commerce/Banking

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





PlanHound

(Winner)

Original Title

PlanHound

Producer

Cheeni Labs Pvt Ltd

Country

India

Contact

ankit@cheenilabs.com

Media Format

Mobile; Android; SMS

Language

English

www

<http://www.komparify.com/planhound>



Planhound is a mobile application on the android platform. It scans the various usage plans telecommunication companies offer for its user, and suggest the comparatively best one the customer can take.

Planhound is a mobile application on the android platform. It scans the various usage plans telecommunication companies offer for its user, and suggest the comparatively best one the customer can take. In order to serve millions of customers, phone operators have introduced many plans and top-ups. These plans are complex and quite impossible to analyze manually. Armed with your usage information, the Planhound application measures the call, SMS, data and roaming usage as well before it suggests the appropriate plan.

This application specifically serves all mobile users with internet connection. The service is available through the site 'Komparify.com' or the mobile application PlanHound. Through this application, mobile users discover packs relevant to them and so save money. The Planhound application also keeps mobile users well-informed, by constantly updating their databases and improvising on usability for accurate results. The application automatically calculates the number of calls made, or whether the call was local or STD, in-network or out-network, landline or mobile. It is thus an approximate billing utility. In addition Planhound's manufacturer, Cheeni Labs Pvt Ltd, is looking forward to expand the mobile application to connect with SMS gateway and so avoid internet dependency.

Expansion apart, Cheeni Labs Pvt Ltd wants to take this application wider, make it more user-friendly for rural areas. For most of India lives in villages.



By writing the location name in the location search box, a user can view all the bank and ATM locations in that area.

iATM Explorer is an elegant application developed by Databiz Software Ltd of Dhaka, Bangladesh. It enables a user to find an ATM of any bank in the city. This application comprises important, basic features: how to find the nearest Bank/Branch, locating an ATM via a convenient, categorized search and the route to desired location. By writing the location name in the location search box, a user can view all the bank and ATM locations in that area.

It is also a banking/financial point information application, provided free of cost, and can be used by any community. Since no other such application exists, this could give a competitive edge to Dhaka iATM Explorer. This application is commonly used by busy executives working in financial institutions.

iATM Explorer has had a huge social impact in Dhaka, because it saves the cost of unnecessary travel as well as the cost of gathering information on Bank/Booths from call-centres.

Although iphone users are very few in Bangladesh, Dhaka iATM Explorer must struggle hard to promote this application in the long run.

Dhaka iATM Explorer

(Winner)

Original Title
Dhaka iATM Explorer

Producer
The Databiz Software Ltd

Country
Bangladesh

Contact
ceo@databizsoftware.com

Media Format
SMS; ATM

Language
English

www
<http://outsourcing.databiz-software.com>



Life Long Learning for Farmers

(Winner)

Original Title

'Life Long Learning of Farmers (L3 F)' Initiative for Empowerment of Women and Farmers for Mobile ba

Producer

Vidiyal

Country

India

Contact

vidiyal386@gmail.com

Media Format

SMS; Mobile; Voice

Language

XXXXXXXXXXXXXXXXXX

www

<http://www.vidiyalngdo.org>



It deploys mobile technology to promote social entrepreneurship, enhanced livelihood opportunities and empowerment of rural women.

This project is the brainchild of Vidiyal, an NGO active in Tamilnadu, India. It deploys mobile technology to promote social entrepreneurship, enhanced livelihood opportunities and empowerment of rural women. The project helps poor women to develop a business proposal whereby each member would get credit for buying ten goats and one mobile phone. Vidiyal innovatively leverages the potential of mobile technology and adopts an approach of Life Long Learning.

Commonwealth of learning, Canada, helped Vidiyal to establish network with various agricultural and veterinary universities in India. The mobile-based services are implemented in 25 villages of Theni district in Tamilnadu. They train women in goat-rearing and in negotiating skills to tackle various stakeholders.

In consultation with Tamilnadu veterinary and animal Sciences University (tanUvaS), the materials and suggestions are contextualized to suit the local culture and local dialects. Local women are encouraged to discuss the enterprise issues and contact Vidiyal for any information using mobile phones.

The women members of the group are sent upto 5 voice messages of 1 minute each every day. It covers subjects of interest to the group—buying goats, feed management, disease and health management and marketing management. Participation of women in this project helps them defeat poverty and motivate them to improve further. They no longer remain under the domination of men-led society and can now enjoy economic freedom.



There are over 100,000 applications on Mobango, which serves all phones across all major platforms such as Android, Symbian, Java, Blackberry and iOS.

Mobango, a subsidiary of Mauj Mobile, is one of the world's largest independent mobile applications stores with over 1.5 million applications, games and user generated content. Spread across 50 categories, its apps, games and themes are a major reason for customers to visit Mobango. There are over 100,000 applications on Mobango, which serves all phones across all major platforms such as Android, Symbian, Java, Blackberry and iOS.

Mobango also serves other people's content, made available for end users. It hosts wallpapers (600,000), videos (100,000), ringtones (100,000) and many more. These are all available for free downloads and a majority of this content is uploaded by end-users. Mobango supports over 2,000 devices and uses highly distributed and load-balanced set-up open source applications. Customers from approximately 150 countries use this application on a daily basis.

With already over 3 million registered online members, Mobango is also increasing its capability to enhance the search and discovery experience of apps and games for users through social integration with facebook.

Mobango is a 100% subsidiary of people Infocom. Mobango's revenue model is primarily around the global mobile marketing and helping developers monetize their applications in the most effective manner, where its revenue model of pay per download implies that developers only pay for performance on actual download of the applications, not on the basis of clicks, which is the current business model of advertisement networks. Developers are required to make the application free to the end user for download. Developers then make their revenues either through advertisement within the applications on a try-and- buy basis, where the customer pays for the option to download a fuller version of the app on paying a small fee.

Mobango.com

(Special Mention)

Original Title

Mobango.com

Producer

Mobango Limited

Country

India

Contact

badri@mobango.com

Media Format

App; Android; Symbian;
Blackberry; iOS

Language

English, Spanish, Italian,
German

www

<http://www.mobango.com>



Empowering Panchayats Digitally

2,50,000 Panchayats in India where real governance are supposed to happen but that is where the disconnect is. 99% of these Panchayats are devoid of ICT connected world of knowledge. In order to make Panchayats in India visible bottom-up, benefit the information revolution, and help Panchayats have virtual home to connect with citizens and the hierarchy of governance, DEF & NIXI has launched a Pilot program to create 500 DPs across 10-15 States and inspire others to evaluate the same.

epanchayat.in

Explore Dhaka
BANGLADESH

MapmyIndia Aura
INDIA

Special Mention
360Navigator
INDIA

m-Travel & Tourism

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



Explore Dhaka

(Winner)



Original Title
Explore Dhaka

Producer
3rd Eye Lab

Country
Bangladesh

Contact
info@3rdeyelab.com

Media Format
Android; iOS; GPS; 3G

Language
English

www
<http://www.explore-dhaka.com>

Through this application, users can locate their position and search for nearby utilities such as a hospital, a hotel, a shopping mall and many more.

Explore Dhaka is an application for both android and iPhone in Dhaka city. It is developed on Java as its core language. Several categories and sub-categories exist in the application to make a search in order to find out required places or utilities. Through this application, users can locate their position and search for nearby utilities such as a hospital, a hotel, a shopping mall and many more. Users can also check for events nearest around them. In addition, this application locates the exact position of oneself from their 3G mobile phone using the GPS system.

Users can also rate a business, so that others can know about the relevance and quality of the utilities or places. Another option is to upload images related to any specific business or utilities.

Explore Dhaka is the first-ever location-based application, developed on android and iPhone platform, manufactured by 3rd Eye Lab for Dhaka city. It helps those who travel and want to explore new spaces and places in the city.

Though Explore Dhaka is free to use and all users can just download the application into their android or iphone, the traveller from abroad benefits the most. Hence travellers are the target users of this application.



MapmyIndia Aura is a first-of-its-kind full feature navigation application, providing turn by turn voice guidance and a panoramic 3D maps and landscapes as you drive.

MapmyIndia Aura is a first-of-its-kind full feature navigation application, providing turn by turn voice guidance and a panoramic 3D maps and landscapes as you drive. The application neatly integrates seamless location-based social networking and chat, complementing its ability to get users the best direction.

There is novelty in this app, for one cannot say such apps are around. It is the first application to support 3D navigation. Now improvised from its previous version, it has options such as pinch-to- zoom and 3D graphical representation from all angles.

Aura let users search their house addresses in 36 cities, over 6.3 million places of interest organized by category, street-level maps for 4,000 cities and the route to any of the 5,76,000 towns and villages of India, via 1.79 million km of highway and road network. This application also allows users to know where their friends are and what they are doing, via its community feature. Users can also share their location, send a quick message or exchange photos.

The application also has a signposts feature, upcoming area information displayed on the top of the screen, so keeping users reassured and informed at all times. The Live Traffic information across Delhi and Mumbai allows user to choose the fastest route, based on current traffic.

This application is very easy to use and with actions like dragging the map with the finger and tapping the square in the centre, one can access the active menu, where one can choose between options like drive there, walk there, share location and so on.

Aura uses new cutting-edge technology and unmatched map coverage in India to make mobile navigation convenient. The application has many unique factors such as professional guidance, map coverage, easy installation, making calls to access to map coverage of 6.03 millions (Point of Interest) with unique applications. It can be used on Android, Symbian and iPhone platforms.

Mapmy India Aura

(Winner)

Original Title
MapmyIndia Aura

Producer
MapmyIndia

Country
India

Contact
swatim@mapmyindia.com

Media Format
App; Voice; 3D; Gps

Language
English

www
<http://www.mapmyindia.com>



360 Navigator

(Special Mention)

Original Title

360Navigator

Producer

CLIPS India Foundation

Country

India

Contact

kothawade.sandeep@gmail.com

Media Format

SMS; Phone; Voice

Language

English, Hindi, Marathi

www

<http://www.360navigator.in>



The helpline provides the easiest access to complete information of buses, trains, taxis, auto-rickshaws in Mumbai.

360Navigator is a helpline for public transport information and promotion, which has immensely helped transport services in reducing traffic and environment pollution in Mumbai. The helpline provides the easiest access to complete information of buses, trains, taxis, auto-rickshaws in Mumbai.

It responds on both verbal and textual format. It caters to the customers at no cost with alternate public transport routes, intermodal travel solution, customization on the basis of money, time and comfort, time table, mega-block for suburban railways, distance, fare and live traffic information.

Through 360Navigator, commuters can seek all information about public transport services just on a simple phone call. This service is very helpful particularly for the senior citizens, women, non-frequent travelers, new comers in city or tourists etc. In Mumbai alone about 10,50,000 people need this kind of service every day.

In just the last 6 months, more than 5000 commuters have benefited through this helpline. The number is 9595-360-360.

**Tata DOCOMO Tutor On Mobile
INDIA**

**10 Language SMS Dictionary
INDIA**

m-Education & Learning

Empowering the education sector using Mobile with new content, apps & services. The aim is to transform schools, universities and other educational institutions through interactive, personalized and distributed learning resources; providing infrastructure for the rural based educational institutions, especially schools. Use of mobile for education management system and also m-learning content.



Tata DOCOMO Tutor On Mobile

(Winner)

Original Title

Tata DOCOMO Tutor On
Mobile

Producer

Tata Teleservices Ltd.

Country

India

Contact

amit.singh14@tatado-
como.com

Media Format

Voice; IVR; WAP; Video;
Podcast; SMS

Language

Hindi, English, Tamil, etc.

www

<http://www.tatadocomo.com>



The service aims at letting knowledge-seekers to decide the way they want to consume, through Live One-to-Many conferences, Live One-to-One interactions, Videos, Podcasts, SMS alerts and WAP based textual content.

Tutor on Mobile (TOM) is a knowledge marketplace for TataDOCOMO customers and allows subscribers to access almost any type of knowledge, using the medium of choice, across IVR, IVVR, SMS, Web or WAP.

The service aims at letting knowledge-seekers to decide the way they want to consume, through Live One-to-Many conferences, Live One-to-One interactions, Videos, Podcasts, SMS alerts and WAP based textual content. TOM is unique in that the knowledge which exists with end-users is harnessed and made available to others end-users in a sustainable manner, on any handset.

The most prolific users of the service are in the age bracket 15-24 years. Some of the most popular aspects in the service have been career counselling, entry job-related advice, AIEEE/IIT and Vedic Maths videos. Parents of young school-going children have also been on expert conference calls to avail advice.

TOM has been designed as a modern knowledge marketplace to bridge the striking gap between the immense knowledge potential and the lack of knowledge resources in a country as big and diverse as India.

With more than 2,00,000 users Tutor On Mobile has its eyes on a new scale of service, by creating a sustainable and relevant mechanism through which everyone can get access to knowledge to make a difference. Tata DOCOMO is also committed to keep enhancing the level of knowledge available and simplifying the modes of access.

India has over 900 million mobile subscribers, and a majority of them reside in non-urban towns, where 11% people live below the poverty line. To meet everyone's expectation will be a major challenge for TOM in the days to come.



This service can be used by sending an SMS for different local languages instructed as: type an sms @HINWORD (e.g. @HIN happy, @HIN word, @HIN tree etc.) and send to 9243342000.

10-Language SMS Dictionary is especially designed for rural people to use as their very own mobile SMS dictionary. This service enables rural people to find the meaning of any English word in their own local languages.

Since India's GSM subscriber base is growing significantly, this SMS service could be a boon for mobile users. It especially targets mobile users like students, teachers, villagers, professionals and linguists in rural areas.

10-languages SMS dictionary is an initiative of Khandbahale.com, which also offers more services through the website. It is completely free and open to all. Accessible to all kinds of mobile platforms, this application doesn't require internet or GPRS connectivity. The SMS feature is universal to all kind of mobiles.

This service can be used by sending an SMS for different local languages instructed as: type an sms @HINWORD (e.g. @HIN happy, @HIN word, @HIN tree etc.) and send to 9243342000. Similarly for Gujarati, type keyword @GUJ, @TAM for Tamil, @TEL for Telugu, @KANN for Kannada, @MAL for Malayalam, @BEN for Bengali, @PUN for Punjabi, @MAR for marathi and so on.

This application has already made a remarkable impact: More than 1,50,000 mobile owners use it. Among the language application users, school dropouts in villages are the main beneficiary in their learning process.

10 Language SMS Dictionary (Winner)

Original Title
10 Language SMS
Dictionary

Producer
khandbahale.com

Country
India

Contact
khandbahale@gmail.com

Media Format
GSM; SMS; Web; Net

Language
Hindi, Marathi, Gujarati,
Tamil, Telugu, Kannada,
Malayalam, Punjabi, Ben-
gali, Sanskrit, English etc.

www
<http://www.khandbahale.com/>



<http://engo.in/>



EMPOWERING GRASSROOTS ORGANISATIONS
THROUGH INFORMATION COMMUNICATION TECHNOLOGIES

eNGO is an international flagship programme of DEF, and supported by diverse stakeholders including .ORG, an initiative of Public Interest Registry (PIR), on ICT enablement of grassroots level organisations by offering a web enabled platform through FREE websites. The eNGO programme strives to empower more than 4 million NGOs and Self Help Groups to in India, South Asia and African countries create a virtual identity and increase their visibility for national and global outreach. eNGO programme offers websites in any local language.

Empowering Grassroots Organisations

through

FREE websites



DIGITAL EMPOWERMENT foundation

<http://defindia.net/>



a Public Interest Registry initiative

<http://pirengo.org/>

BridgeIt India

Empowering teachers with mobile technology



To initiate this service, user can send an e-mail to askez@ezvidya.com or SMS +91 8754467398 with the mobile phone number and a request to receive client.

BridgeIT, also known as Vignana Varadhi, is an education-based initiative of EZ Vidya Pvt. Ltd. It uses the standard mobile phone to improve the quality of teaching. The project is a partnership between Indian schools, NOKIA, The Pearson Foundation, and EZ Vidya.

Under this project, teachers receive a TV-out cable and C7 mobile phone pre-loaded with NOKIA Education Delivery (NED), a digital publishing platform to transmit audio-visuals to remote schools over 3G network. The teacher uses NED and the TV-out cable to display content in class.

The mobile-based education programme uses videos and audios for teaching practices. Thus it makes the teaching session interactive and easy to understand. The impact of the project is twofold: firstly, attendance of students is up; secondly, student engagement in the classroom is also improved. A database-driven remote helpdesk (phone, email, and SMS) has been set up by EZVidya and also manages the web server infrastructure.

The project uses technology like low-end mobile phone capable of running Java and at least 1Gb of memory, cloud hosted server; Apache/Tomcat on Ubuntu Linux + Open Source NED server software.

To initiate this service, user can send an e-mail to askez@ezvidya.com or SMS +91 8754467398 with the mobile phone number and a request to receive client. EZVidya will send a text message with a link to download client (JAR file) and server credentials for your phone - the software will self-install.

In the first year, it reached approximately 4,560 students across 34 schools and with 60 teachers. In the second year, the initiative covered 104 schools and 193 teachers, reaching almost 15,000 kids. The best part is that the application is available in three languages: English, Telugu and Tamil.

BridgeIt India

Original Title
BridgeIt India

Producer
EZ Vidya Pvt. Ltd. (with
Pearson Foundation &
NOKIA)

Country
India

Contact
bridgeit@ezvidya.com

Media Format
Video; TV; Nokia; SMS;
Email

Language
English, Telugu, Tamil

www
<http://www.bridgeit.in>



Rural Roads

Original Title

Rural Roads Maintenance
Monitoring System

Producer

Phoenix Software Solution

Country

India

Contact

akash@phoenixsoftwares-
olution.com

Media Format

GPS; GPRS; MIS; Wi-Fi;
Windows

Language

English, Hindi

www

[http://mprrda.phoenixsoft-
waresolution.com/](http://mprrda.phoenixsoftwaresolution.com/)



The key feature of the software is that no entry can be done in the absence of GPS signals. After data is inserted into the mobile application, it is saved into the server by any internet connectivity medium, be it GPRS, Wi-Fi or direct connection with computer.

Rural Road Maintenance Monitoring System is designed and developed by Phoenix Software Solution for the proper monitoring of road maintenance status. The project provides support to fetch and package information from MIS server at headquarters. This application helps to monitor progress of work for roads and bridges.

The system prevents wrong data from entering. It updates information as well as enhances monitoring. The basic purpose of this software is to capture real-time photographs of road works. Geo-tags associated with every photograph prove its authenticity. The system follows the development lifecycle to monitor maintenance status of the Madhya Pradesh Rural Road Development Authority (MPRRDA).

The key feature of the software is that no entry can be done in the absence of GPS signals. After data is inserted into the mobile application, it is saved into the server by any internet connectivity medium, be it GPRS, Wi-Fi or direct connection with computer. New Package/Road information is also synchronized to MIS by using this application. This application works on any Windows mobile with GPS.

The system facilitates MPRRDA for application development for efficient monitoring of maintenance of Rural Roads under the Pradhan Mantri Gram Sadak Yojna, launched by the Government of India to provide connectivity to unconnected rural habitations as part of a poverty reduction strategy.

The system does not only helps government to efficiently monitor the schemes made for public interest, especially for the unprivileged, but also helps to curb delay in reporting from ground level to the highest level of authorities, so that they may take necessary action as and when required and so improve the work process. Also, the project helps in providing real reports right from field staff without any manipulations to improve the infrastructure status of rural parts of the country.

m-News & Journalism

Bhasha Puvath
Sri Lanka

SMS enabled Social Group
India

ShashcaYouth
Pakistan

m-Entertainment

iris.
India

Mobile Radio
India

Cricnews
Sri Lanka

m-Health

Dynamic Intelligent Blood Donor Network
India

Ponds Let
India

m-Education & Learning

Mobile Phone integration for 24x7
livelihood training
India

Balshiksha
India

WordsVidya
India

m-Travel & Tourism

All Events in City
India

Route finder- Get directions on mobile
India

m- Environment

Idea Brahma - Tower Management
India

m-Business & Commerce/Banking

M-Drishti
India

Phone Warrior
India

Mobile Insurance
India

1000Lookz
India

m-Inclusion

Andhra pradesh smart card project
India

Impulse Case Info Centre
India

Value Added Product Development using
mobile technology
India

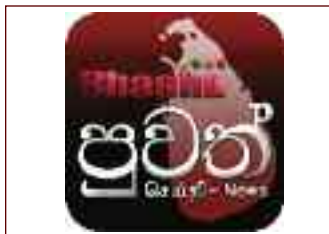
m-Governance

UrjaMitra
India

Citizens Voice
Bangladesh

finalists





Bhasha Puvath

original title: Bhasha Puvath

Bhasha Puvath, developed by Bhasha Lanka, is an all-in-one native language news app available in the Sinhala and Tamil languages.

Bhasha Puvath includes the latest news from 30 different news sources in Sri Lanka, including most of the news broadcasting channels & newspapers. The Hindi version of the channel, Bhasha Samachar, includes 4 Hindi channels in India. The idea behind developing Bhasha Lanka is to eliminate the language barrier and deliver the latest news to users in their own local language and also on their mobile phones. In general, most of its products and services are available on mobile phones.

Bhasha Puvath is the only mobile solution that delivers the latest News in the user's native language from many news sources. Users do not even need to pay for the content and get the full content on their handset. Bhasha Puvath was initially developed as Android app. The Hindi versions of the app have been downloaded 5,000 times while 5,000 Sinhala/Tamil versions have been downloaded.

PRODUCER

Bhasha Lanka (Pvt) Ltd

COUNTRY

Sri Lanka

CONTACT

dhanika@bhasha.lk

MEDIA FORMAT

Android; Mobile

LANGUAGE

Sinhala, Tamil, Hindi, English

WWW

www.bhasha.lk

m-News & Journalism

m-News & Journalism

PRODUCER

IIT Madras's Rural Technology and Business Incubator

COUNTRY

India

CONTACT

vincy@rtbi.in

MEDIA FORMAT

SMS; Mobile

LANGUAGE

English

WWW

<http://now.rtbi.in/nammaooru/>

SMS Enabled Social Group is a SMS based social networking platform specifically designed and developed for villagers to exchange information with one another at the cost of single standard SMS. This unique innovative platform has been developed by IIT Madras's Rural Technology and Business Incubator (RTBI).

The initiative uses pre-existing mobile phones and devices for news sharing channel in rural regions of Tamil Nadu. The idea is to provide virtual platform to villagers to exchange day-to-day news in the village like job opportunities, weather updates, cricket scores, temple festivals, collector visits, panchayat announcements, power cuts, etc.

This SMS enabled Social Group platform was an integral component of the NOW (Namma Ooru Website; an initiative to digitize village specific information and create a global identity for an Indian villages) project. The village news on the website could also be updated through SMS which means that 'live' village news is streamed directly from the villagers via a simple SMS.

The pilot stage of the project was carried out in 50 villages of Thirukoshtiyur District, Tamil Nadu and later on reached among 200 villages. The uniqueness of this SMS enabled Social Group is the simple user-interface, the ease of use; not just for the village youth but also the middle age individuals as the heterogeneity of the groups point out.

SMS Enabled Social Group

original title: SMS Enabled Social Group





Shashca – Youth

original title: Shashca – Youth

‘Shashca – Youth Ka Newspaper’ was started by Ali Suleman, a local entrepreneur & founder of Shashca. It is Pakistan’s first e-newspaper written in slang language. The newspaper aims to spread ethical values, social, political and literary awareness in youth. The idea behind using slang language is to target youth in order to develop their interest in the socio-political issues of Pakistan and to revive the reading culture among them.

Instead of using traditional, Naqshbandi script, the newspaper uses Roman script, which is user-friendly and often used in the social-networking world. Like English script of 26 alphabets, Shashca has formalized the Roman script for Urdu language for writing the newspaper. The e-newspaper covers wide range of topics such as sports, politics, weather and lifestyle. Based on a voluntary approach, the first edition of Shashca was released on 15 November, 2011. Uploaded every fortnight, on www.shashca.com, the e-newspaper has almost 1,500 views per issue. Moreover, Shashca uses user-friendly features to attract youth of the country.

The newspaper encourages youth and students of Pakistan to take interest in socio-political issues, current affairs and inculcate literary awareness and ethical values in them.

PRODUCER
Shashca

COUNTRY
Pakistan

CONTACT
editor@shashca.com

MEDIA FORMAT
Web; Internet; WAP

LANGUAGE
Urdu

www
<http://www.shashca.com>

m-Entertainment

m-News & Journalism

PRODUCER
dextra

COUNTRY
India

CONTACT
narayan@dextra.com

MEDIA FORMAT
Voice; Android

LANGUAGE
English

www
<http://irisbot.com>

Iris is a voice-based answering engine developed by Dextra that uses technologies like natural language processing, machine learning to understand natural language questions raised by users and find answers in real-time. The idea behind developing iris was to make it easier for users to get real-time actions and answers in more natural way, i.e., voice. The engine easily understands natural language and fetches answers and takes actions for queries accord to users’ post.

Iris answers questions in any topic—philosophy, history, science to latest news, movies, stocks— in real-time. Moreover, users can automate a range of tasks using iris: dialling/texting a contact, tweeting, updating facebook status, internet search, YouTube search for videos, stock prices, playing music from your device, weather updates, movie reviews, song lyrics, and so on.

Iris also allows users to talk on a number of topics, including history, geography, politics, science, economics or current affairs. And every time, Iris doubles up as a friend for small talk. This free app allows users to choose their ads according to their choice and then move on to a premium server via an in-app purchase. The huge database of answers is managed and powered by Chacha, the answering avatar.

The application is targeted at internet-enabled devices like smartphones and tablets. Iris is currently launched for Android, but the API server makes RESTful calls and hence iris clients could be built for any platform. Iris has recorded 1.8 million downloads and 80,000+ user reviews. It has also served over 70 million answers till date. In 2012, it was voted as one of the top 10 must-apps by *Business Review*.

iris.

original title: iris.





Mobile Radio

original title: Mobile Radio

Mobile Radio, an entertainment-based initiative of Spice Digital Limited, allows citizens to access music anywhere, anytime. And in their regional languages. The service is accessible in 17 different languages and has a vast library of 250,000 songs, available in 23 different languages. Besides listening to full length songs, the user is given an easy navigation tool to skip a song, move to the next or previous songs on the press of pre-defined keys.

The service also has a big social connect to it through options such as song dedication, updating songs on the facebook wall, creation of personalized playlist of one's favorite music collection and sharing playlists with friends. Each user is given a unique and easy to remember playlist ID for sharing with all. If the user likes the service, they can gift the service among their friends. User can search songs using actor/movie name and the closest match. The searched song can further be dedicated or added to playlist over an SMS itself. Intelligent play of songs is built into the system. It allows customization of the listening interests of the user and plays the songs based on what he would like to hear—all this without any input from the user.

The service works on the logic of IVRS based calls. The application and the content reside on the server and the same is accessed via voice calls handled on the service. The service is economically priced and is available on a monthly pricing model with inbuilt free minutes.

PRODUCER

Spice Digital Limited

COUNTRY

India

CONTACT

erica.miglani@spicedigital.in

MEDIA FORMAT

Mobile; Voice; IVRS

LANGUAGE

Hindi, English, Punjabi, Haryanvi, Bhojpuri, Bengali, Oriya, Assamese, Kannada, Marathi, Gujarati, Tamil & Telugu

www

<http://www.spicedigital.in>

m-Entertainment

m-Entertainment

PRODUCER

UniverSL Software Solutions (PVT) LTD

COUNTRY

Sri Lanka

CONTACT

rhgunathilake87@gmail.com

MEDIA FORMAT

SMS; Mobile; Android

LANGUAGE

English

www

<http://universlsoftware.com>

Cricnews, an initiative of UniverSL Software Solutions (PVT) LTD, is an SMS-based mobile-web application through which subscribers can check the live scores of a cricket match through RSS feed. Live on Etisalat network, Cricnews is a subscriber-based application where s/he is charged via the operator. Cricnews service is available on smartphones and non-smartphones. The application offers three main features: the subscriber can receive news updates related with cricket; scores of a cricket match can be received in important moments; and, the subscriber can check the live score by sending a text message.

The service helps those users who don't have internet access on their mobile phones. Android users can avail SMS Cricnews without even installing the application. On a day of a match, Cricnews receives 1,000 score messages from users and 4,000 subscribers have been subscribed for the score and news features of the app.

Cricnews

original title: Cricnews





Dynamic Intelligent Blood Donor Network

original title: Dynamic Intelligent Blood Donor Network

Dynamic Intelligent Blood Donor Network is an initiative of the Indian Society for Blood Transfusion and Immunohematology with a vision to provide safe blood to patients. The service helps blood banks in handling medico-social problems through low-cost but hi-tech ICT applications and tools.

Through this service, blood banks are linked to central database of blood donors. The database is updated through mobile phone using SMS technology to update web-enabled database. The aim of this service is to help needy patients, who are looking for blood donors by providing them required blood group as quickly as possible.

This low-cost system is based on the mechanism of receiving and sending bulk SMS. The system is designed on the basis of: matching and screening of donors, match blood groups and donors with permanent disqualification criteria are completely eliminated.

The Blood Donor Network automatically processes and takes necessary actions on requests received by SMS. Once a donation event is recorded, the same donor will be contacted after 4 months. Users can register themselves by sending SMS as AROGYA BLDDNR, while blood bank can register by sending SMS as BLDBNK. Presently, more than 1,500 donors and 25 blood banks in Pune and 250 blood banks in Maharashtra have been registered.

PRODUCER

Indian Society for Blood Transfusion and Immunohematology

COUNTRY

India

CONTACT

linksanjaygupta@gmail.com

MEDIA FORMAT

SMS; Mobile

LANGUAGE

English

WWW

<http://www.isbti.org>

PRODUCER

TELiBrahma

COUNTRY

India

CONTACT

ashwini@telibrahma.com

MEDIA FORMAT

Voice; IVR

LANGUAGE

English

WWW

<http://telibrahma.com/>

m-Health

m-Health

The Let's Pink is a Corporate Social Responsibility of Ponds, for women and their spouses. The initiative, called 'Newspaper Call the Doctor' is a media campaign to bring awareness on causes, symptoms and treatment of breast cancer in India.

Activation comes to you: Newspaper Call the Doctor transforms a newspaper into an On-ground Activation tool. Developed by TELiBrahma, Newspaper Call the Doctor leverages the advantages of a newspaper by enhancing distribution, its reach and connects with masses. The product provides a greater activation value to brands and consumers.

Using Newspaper Call the Doctor, readers can capture editorial images/logos to view and the latest information. It embraces consumers to engage with the editorials, capture editorial images or logos, video clippings of interviews and videos telecast on channels with the main story but not published. IntARact effectiveness helps users in understanding how technology can be integrated with multiple touch points.

On the first day of the Pond's 'Breast Cancer Awareness' campaign, 10,000+ engagements were accomplished. The video reached 58% of users and 3,176 scans were accomplished. The scan resulted in simple steps like the Doctor locator App, Video & Self-Test instructions, Support Pledge, facebook Connect and more.

Ponds Let

original title: Ponds Let





Mobile Phone integration for 24x7 livelihood training

original title: Mobile Phone integration for 24x7 livelihood training

'Mobile Learning Solution' is a socially-inclusive development programme of NIIT Foundation that aims to upgrade the skill base and employability of marginalized youth living in the urban slums and rural areas of Delhi, NCR and Madhya Pradesh regions.

With an effort to resolve the issue of employability in slum areas, the vision of the project is to provide employability skills to the urban slum youth in the age group 17-25 years and place them in organized industry. Mobile learning Solution has been developed to inculcate a habit of learning 24x7 among the underserved youth, using their mobile handsets.

The programme is all about loading mobile phones with English language content applications as a courseware to students and youth living in slum areas. The goal of this initiative is to encourage students to practice English and learn on their own, outside of the classroom environment, inculcate learning, enhance vocabulary through a self-quizzing mechanism and practice pronunciation with the audio-video word-list and Hindi-English dictionary.

Presently, this socially inclusive development programme has been initiated in 17 slum communities and 2 rural communities in Delhi, Madhya Pradesh and Uttar Pradesh. Till date the application has been utilized by 150 students.

PRODUCER
NIIT Foundation

COUNTRY
India

CONTACT
Sapna.9.Moudgil@niit.com

MEDIA FORMAT
SMS; Mobile

LANGUAGE
English, Hindi

www
<http://www.niitfoundation.org>

m-Education & Learning

m-Education & Learning

PRODUCER
Media Lab Asia

COUNTRY
India

CONTACT
rishikesh.p@medialabasia.in

MEDIA FORMAT
Multimedia; GPRS

LANGUAGE
English, Hindi

www
<http://www.medialabasia.in>

Balshiksha is a Multimedia based Pre-Primary Teacher's Resource Kit. It has been developed by Media Lab Asia. This kit is specifically for playgroup, pre-nursery, LKG & UKG students of 1.6 yrs to 6 years of age-group. Balshiksha can be used as a Pre-primary Education aid by teachers and parents in teaching their students and children English and Hindi. A mobile-based education platform, Balshiksha covers over 200 modules comprising alphabet tracing; chapters based on concept and dramatized in audio-visual format; exercises and practices in fun-learning form; and story-telling.

Moreover, there is step-by-step guidance for every module so that children can easily understand the concept. These modules include stories, rhymes, pictures, and songs with audio, video, animations, images and graphics. Whereas, the teacher's kit includes new technology, diversity and special needs with step-by-step guidance. Presently, the Balshiksha project has been installed in 15 schools of Delhi, Maharashtra, Haryana and Madhya Pradesh, including 3 Madarsas, covering 2000+ direct and indirect beneficiaries. The academic content has been researched and made to suit the Indian context. The content is available in both Hindi and English. The platform is available in three formats: CD ROM, internet and mobile.

Balshiksha

original title: Balshiksha





WordsVidya by Mobividya.com

original title: WordsVidya by
Mobividya.com

WordsVidya is an initiative of Mobividya that aims to improve the English language knowledge of Gujarati students by providing English learning applications with pure Gujarati meaning.

The application has 4 modules: Wordsbook; Two-way search; Fungames; and, Activation. The Wordsbook smartly divides words into 55 sections containing 4,500+ words. Each word section contains its own unique search, keeps track of the number of times each word has been read, book-marks the words of your choice. Each word has a detailed description – phonetic pronunciation, Gujarati meaning and English meaning and usages.

The database of the system is divided in two-way search —dictionary in Gujarati to English and English to Gujarati—making it easy to search and add words. The application works offline as well online. For offline, coupons are available in the market; users can buy and use these coupons for a limited time-period. Online activation process works through debit or credit card. However, experience so far shows users prefer to use offline activation process more than online activation process.

The application specifically targets students between age group of 16 and 25 who want to improve their English in Gujarati and English coaching institutions.

PRODUCER

www.mobividya.com

COUNTRY

India

CONTACT

higupta02@gmail.com

MEDIA FORMAT

Mobile; WAP

LANGUAGE

English

WWW

<http://www.mobividya.com>

m-Travel & Tourism

m-Education & Learning

PRODUCER

All Events in City

COUNTRY

India

CONTACT

ruchit@amitech.co

MEDIA FORMAT

WAP; RSS

LANGUAGE

English

WWW

<http://allevents.in>

AllEvents.in is a platform to easily share and access different kinds of events happening across the globe. The primary objective is to reduce steps needed to bring a person's event to global visibility and make it easy for a content consumer to access information of events happening in the city/ location of his choice.

The platform is currently split into 4 parts – web-portal; mobile portal; Android application and iOS-enabled platform. The technology service also includes RSS feeds, Browser extensions, e-tickets and e-mail subscription.

The application can be directly accessed on a desktop/ laptop computer or a tablet by going to <http://allevents.in>. As the application does not use any flash-enabled files, it is also iOS-friendly. The application sends a list of events based on the user's location. It can then be shared.

The target group for the service is primarily of the age group 15-35, gender-agnostic, moderate to heavy users of social networking services and those comfortable with computers and smartphones. The uniqueness of AllEvents is that it simplifies the whole process of sharing and viewing events. By shortening it to just one mandatory step (facebook connect) and automating the rest of the steps, the burden is shifted from the user to the service. This automated system also helps increase the pool of events available. Presently, AllEvents posts over 400,000 events every month.

All Events in City

original title: All Events in City





Route finder - Get directions on mobile

original title: Route finder- Get directions on mobile

Router Finder, a B2C (Business-to-Consumer) service is a SMS platform launched by Tata Teleservices that delivers direction/route on non-GPS handset. The service includes route delivery on GPS-agnostic handsets by identifying the customer's location without an input from customer. It, instead, fetches the customer's source location through location platform.

The service is integrated with a Device Service Manager that delivers information on the basis of the customer's handset capability. Another feature is customer route delivery on map, through which customers will get charged only on receiving successful directions.

To avail this service, users just need to send an SMS and obtain textual map-based directions to the destination. Under Auto location detection, the user needs to enter source location for which the directions are sought. Presently, the service is available in metro cities and class A & B cities.

The service is quite useful for users who do payment collection and women who do not need to ask directions from strangers. However, the service is available only at Tata DOCOMO network & TATA DOCOMO GSM SIM.

PRODUCER

Tata Teleservices Limited

COUNTRY

India

CONTACT

gaurav.srivastava4@tatadocomo.com

MEDIA FORMAT

SMS; GSM; GPS

LANGUAGE

English

WWW

<http://www.tatadocomo.com/3g-route-finder.aspx>

m-Environment

m-Travel & Tourism

Green Telecom is a go-green initiative of Idea Brahma Consulting Pvt. Ltd. It manages data of towers using a mobile device. The idea behind initiating this project is to bring authenticity in telecom tower management. It is a paperless approach to manage towers, using a mobile device. This 'innovation' solution ensures the visit of technician and accuracy of the data from a tower.

To develop the system, technologies like cloud technology, mobility and hardware-interface have been used. The system has direct interface from PIU (Power Interface Unit) of the tower that is connected through GPS, and also has Geo stamping support in device. To support a local language, the system has education with AV and local language support system.

With this project, Idea Brahma hopes to reduce the diesel consumption significantly and avoid paper use completely. Thus, it reduces human-effort, diesel pilferage and raises proactive alarms.

Idea Brahma - Tower Management

original title: Idea Brahma - Tower Management (Green Telecom)





M-Drishti

original title: M-Drishti

M-Drishti is an initiative of the Kanpur Electricity Supply Corporation (KESCO) to watch on those consumers who indulge in illegal use of electricity after disconnection without depositing their bill. M-Drishti is a mobile-based real-time tracking system that ensures end-to-end tracking of in-field activities of electricity supply and usage.

Through this application KESCO raids, disconnects and lodges FIR against people who use electricity illegally.

Through the m-Drishti interface, officials can fill real-time details of field activities. So, whenever an illegal action is recorded, a brief report is filled on the spot and sent via mobile handset to the central server. After tracking, revenue assessment and computing amount at the field level, it can be edited and final assessment is done at divisional level. The m-Drishti software generates various MIS reports whereby daily and monthly performance can be monitored with respect to any illegal activities.

KESCO has been working in 18 divisions, and 140 officials are using this application to reduce power theft activities. The application helps in two ways: it sends accurate electricity bills to true consumers and it ensures consumers doing illegal activities pay the correct bill.

PRODUCER

Kanpur Electricity Supply Corporation

COUNTRY

India

CONTACT

catchritz@yahoo.com

MEDIA FORMAT

SMS; Mobile; MIS

LANGUAGE

English

WWW

<http://veldev.com/kesco>

m-Business & Commerce/Banking

PRODUCER

Visinor Technologies

COUNTRY

India

CONTACT

info@visinortech.com

MEDIA FORMAT

SMS; Mobile; Android; Blackberry; Nokia;

LANGUAGE

English

WWW

<http://www.phonewarrior.mobi>

'Phone Warrior - A Community to Fight Mobile Spam' is an initiative of Visinor Technologies. It prevents all spam SMS and calls through the power of communities. Phone Warrior is a utility application that takes strategic advantage of crowd-sourcing principles and machine learning and distributes problem-solving and involves a network of people. With Phone Warrior, users can collaborate and submit mobile spam data to the community. The service uses the power of recent breakthroughs in cloud computing to process this massive amount of data.

Phone Warrior is available for a range of phones, including Android, Nokia and BlackBerry mobiles through various app stores. Whenever a user marks a sender or caller as spam, it is recorded in the spammer directory. The application understands the preferences of users and combines it with the spam definition, updated daily from the directory. Thus, it helps Phone Warrior to create a smart spam filter for blocking unwanted communication right on users' handsets. After installing the application, users will be notified whether they are receiving calls from the spam offender. Users will also receive a daily update on SMS spam definitions. Over 6,000 mobile subscribers in India have subscribed for the application. So far, the application has blocked 50,000 spam SMS and 10,000 calls.

Phone Warrior

original title: Phone Warrior - A Community to fight mobile spam





Mobile Insurance

original title: Mobile Insurance

Mobile Insurance, an initiative of Mobileware Technologies, is a unique mobile-based insurance platform that allows customers to use the mobile phone as a medium to pay their insurance premiums, renew policies and access customer care features.

The service is available on a wide range of operating systems, including Blackberry, iPhone, Android and Windows. Users can avail three types of insurance policies: health insurance, travel insurance and automobile insurance. Through its Mobile Insurance service, users can purchase and renew their insurance policies, check information on various products, receive reminder service or SMS notification on their mobiles. In addition, users can also register and track their insurance claims. The transaction based service is convenient, reliable and easy to use.

For the general public, this initiative is an opportunity to pay their insurance bills and claims easily. The initiative not only benefits common people but also enables insurance companies to take advantage of the service to facilitate their customers with an easy way of paying insurance bills and claims. It minimizes efforts and administrative costs. Thus, it increases efficiency in insurance payment and claiming services and faster insurance payments services.

PRODUCER

Mobileware Technologies

COUNTRY

India

CONTACT

ankit.pujara@mobilewaretech.com

MEDIA FORMAT

Blackberry; iPhone; Android; Windows

LANGUAGE

English

WWW

<http://www.mobilewaretech.com>

m-Business & Commerce/Banking

PRODUCER

VDime Innovative Works

COUNTRY

India

CONTACT

vasan@vdime.com

MEDIA FORMAT

WAP; App; iOS;

LANGUAGE

English

WWW

<http://www.1000Lookz.com>

1000Lookz can claim to be the first Virtual Makeover application specifically developed for the fashion and beauty industry. It has been developed by VDime's Technology.

This free beauty makeover app is available on iPhone, the web and facebook. Through it, women can check out the best shades for their skin tones right on their own photos, before going to buy products. This includes foundation, blush, gloss, lipstick, eye shadow and eye liners that are available in hundreds of shades and colours from leading brand names like Pur Minerals and Flawless You Forever (FYF). Under 1000Lookz, there are two kinds of services available: 1000Lookz Virtual Beauty Makeover and 1000Lookz Nail.

Once users have downloaded the app, they can adjust the skin tone of the hand to match their own color. The users choose from a colour palette that has an impressive range of shades and colours, besides options to choose from matte or glitter finishes. Moreover, users can share the photos of glittery nails with their friends on facebook or email them.

The feature gives real-time facial image processing, facial features identification & skin tone detection. More than 100 photos are uploaded every day and over 22,000 photos have been downloaded in the first 100 days. 65,000 users have visited from 122 countries.

1000Lookz

original title: 1000Lookz





Andhra pradesh smart card project

original title: Andhra pradesh
smart card project

AP Smart Card project is a pioneering financial-inclusion initiative of Andhra Pradesh government. It helps disburse pensions and NREGS (National Rural Employment Guarantee Scheme) wages to the beneficiaries at the village level. The pilot stage of the project started in 6 mandals of Warangal district.

By now, the project covers all districts of the state through its Banking Correspondent Model. For this initiative, the state government has tied up with banks and state postal department. Presently, the state government is serving 30,000 rural branches of banks to serve over 8 lakh villages. Based on the data given by the government, the beneficiaries have been enrolled by the paying agency by capturing fingerprint biometrics and job card details.

Under this project, the state government has opened bank accounts and also provided smart cards to beneficiaries, so that pensions and wages are directly transferred to their accounts. Whereas at the village-level, the Customer Service Provider disburses pensions and wages through the Point of Transaction Device (POTD) after taking the biometric authentication of each beneficiary. Customer Service Provider keeps issued printouts as transaction proof.

Since 2007, the project has enrolled 14,200,000 citizens and provided smart cards to 13,400,000 citizens. The project covers 22 districts, 1,098 Blocks, 21,861 Gram Panchayats and 69,005 habitations of the Andhra Pradesh state.

PRODUCER

Commissioner of rural development, government of andhra pradesh, hyderabad

COUNTRY

India

CONTACT

avvprasad@yahoo.com

MEDIA FORMAT

SMS; MIS

LANGUAGE

English

www

<http://nrega.ap.gov.in>

PRODUCER

Impulse NGO Network

COUNTRY

India

CONTACT

ingon@rediffmail.com

MEDIA FORMAT

Windows; MS word; Mobile

LANGUAGE

English

www

<http://www.impulseasia.org/>

m-Inclusion

m-Inclusion

Impulse Case Info Centre is an effort of the Impulse NGO Network to fight against human-trafficking issues. This Microsoft Word-based programme has ready formats, so that the information is easy to insert. It provides accurate and updated information for all the stakeholders involved in combating human trafficking.

The Case Manager of this centre keeps the records of all the information available in documentation templates, creating a case file for a specific case. Immediate action is taken per case requirement. Impulse's Case Manager is responsible for collecting all the available information concerning the cases in all the Northeastern states, or rescue at the destination. Thus, it creates an information hub for all stakeholders fighting against human trafficking.

All the available information is collected about the victim's personal information and background, details of abduction or circumstances surrounding a child's disappearance, contact details of all organizations and individuals involved in the case (police, state partners, family, and rescue location), and all the correspondences between all the stakeholders relating to the specific case is recorded. Moreover, the centre also keeps records of rescued victims, rehabilitations and reintegration information of the survivors for the next 2 years, which decreases the chances of re-trafficking.

Once the information is collected systematically, it is easy to analyze how the trafficking is conducted in the region. This makes the prevention work more accurate because the recruitment places and ways are known. Impulse Case Info is now trying to move to mobile to leverage their database and stop trafficking.

Impulse Case Info Centre

original title: Impulse Case Info
Centre





Value Added Product Development using mobile technology

original title: Value Added Product Development using mobile technology

Indian Grameen is a financial-inclusion initiative of Indian Grameen Services (IGS) and Sub-K I Transaction Limited (Sub-K) that aims to make day-to-day transaction accessible, affordable and trust-filled to facilitate inclusive growth of the unreachable and create a more prosperous society.

Indian Grameen provides services like micro-pensions, micro-insurance, NREGA and other government payments, Money Transfer, Micro-Credit, Utility Payments and Prepaid Mobile Top-up through a Business Correspondent. The services to be offered are with Subscription to Package of Practices (POP), which serves as a one-stop portal for all crop-related information and weather-related information. It provides a diagnosis of crop problems and solutions. Through this package, agriculture-based consultation services are provided within radius of 30 km.

The mobile and BC-enabled model builds a knowledge bank of crop-related problems and solutions, thereby reducing dependencies on experts; tracking service delivery on package of practices by Livelihood service agent; provides cost effective and accurate way to monitor the service delivery as compared with a Manual field audit; and improves the trust and confidence of the farmer.

Indian Grameen service is available in 6 districts of Bihar and around 100 outlets where mobile based services have been provided in the region. The best part is that service is available in Hindi, Telegu and English.

PRODUCER

Indian Grameen Services (IGS)

COUNTRY

India

CONTACT

mihir@basixIndia.com

MEDIA FORMAT

mPayment; Biometric

LANGUAGE

Hindi, Telegu and English

WWW

<http://igsIndia.org.in>, www.subk.co.in

m-Governance

m-Inclusion

PRODUCER

Kanpur Electricity Supply Corporation

COUNTRY

India

CONTACT

catchritz@yahoo.com

MEDIA FORMAT

IVR; SMS; Web

LANGUAGE

English, Hindi

WWW

www.kesco.co.in

UrjaMitra, launched by Kanpur Electricity Supply Corporation (KESCO), is the first initiative of its kind in India in the power sector based on IVR or interactive voice response. This mobile-based initiative provides free information about power-restoring, cuts, breakdown and shutdown to consumers on their landline or mobile phones.

The service is an effort to disburse free information about power breakdowns. Using IVR and SMS-based technology, the service tells you about the reason behind the electricity interruption and creates mutual trust between local-administration and users. UrjaMitra sends information in English and Hindi.

UrjaMitra is based on LAMP (Linux, Apache, MySQL, PHP). The service also gives information about the probable time of restoration of electricity. KESCO sends SMS in English and makes call to customers in Hindi.

Customers who have not registered their mobile phones can receive real time 24x7 information through the website <http://www.kesco.co.in>, clicking on icon "live information of supply interruption". So far, around 10,000 customers have visited the link, and over 1,20,000 hits have been registered on website.

"KESCO's UrjaMitra is serving around 700 bulk consumers and 4,35,000 other consumers of domestic, commercial and power categories. The application not only allows us to keep consumers updated but also keeps officials on their toes to rectify the faults faster. The service is totally free for customers.

UrjaMitra

original title: UrjaMitra





Citizens Voice

original title: Citizens Voice

Originally known as Nagorik Kontho, which means 'citizens' voices' in Bangla, this web-based platform is a maiden effort in Bangladesh to bring citizens close to service providers. We enable a three-way-dialogue between citizens, elected representatives and service providers. Developed by the Population Services Training Center, the project aims to address the supply as well as the demand sides to better services. The application is based on the Ushahidi platform, which has been completely localized in Bangla. The platform has been also customized for low bandwidth access.

Citizens' Voices helps citizens to voice their opinion, feedback and suggestions in the form of text/voice/image/videos.

Formally launched in May 2011, Citizen's Voices is actively promoting transparency and accountability in governance. Specifically, citizens can publish reports online on quality of service delivery for public scrutiny. Simultaneously, service providers are given the opportunity to respond. This voice-enabled platform is also helping in implementing the Right to Information (RTI) Act, 2009 by allowing citizens to voice their needs and concern in a convenient manner.

PRODUCER

Population Services Training Center

COUNTRY

Bangladesh

CONTACT

nitaikanti.das@gmail.com

MEDIA FORMAT

UShahidi; Voice; SMS

LANGUAGE

Bengali, English

www

<http://nagorikkonotho.org/portal>

www.manthanaward.org

m-Governance

A DEF PUBLICATION



A DEF PUBLICATION

mobiles for social impact india 2012



Vodafone
Mobiles for Good



Laura Turkington

Head, Vodafone India Foundation

Laura Turkington is the Head of "Vodafone India Foundation" which focuses on improving access to a better education, empowering women and using mobile innovation to create social change. Laura manages the existing portfolio and supports a number of programs and partnerships which work to achieve this goal. Prior to this, Laura was responsible for Vodafone's award winning corporate responsibility program in Ireland and the Vodafone Ireland Foundation. Before joining Vodafone, Laura worked as Director of Strategy for a leading

NGO and has worked in several senior positions in the ICT /Telco sector both in Ireland and further afield. Laura holds a Bachelors Degree in Law LLB.



Osama Manzar

Founder & Director: Digital Empowerment Foundation Curator: mBillionth Award

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



Beerud Sheth

Co-Founder, Webaroo

Beerud is a co-founder of Webaroo. Prior to Webaroo, Beerud founded Elance, the pioneer of the world's largest online services marketplace. He played various leadership roles at different stages of the company's growth, including developing product and business strategies, product management, marketing & business development, and remains on the board of directors. Prior to founding Elance, Beerud worked in the financial services industry; modeling, structuring, and trading fixed income securities and derivatives at Merrill Lynch and before that at Citicorp Securities. His graduate research, at the Massachusetts Institute of Technology's Media Lab, involved developing autonomous learning software agents for personalized news filtering.



Chitranganie Mubarak

Senior Programme Head, e-Society Programme, ICTA

Chitranganie Mubarak is the Senior Programme Head of the e-Society Programme of the ICTA. She has a great passion for ICT4D and plays a key role in facilitating access to ICT amongst the most vulnerable groups in Sri Lanka thereby ensuring a more balanced access to information within Sri Lankan society and reducing the ICT development divide between urban and rural areas. Chitranganie has spear-headed several key ICT initiatives in Sri Lanka while implementing over 250 community based ICT for development project. She also contributes to ICT4D at a regional and international level through her active participation in several regional initiatives and as the regional representative for the World Summit Award. Prior to joining the ICTA she has over 20 years' experience in formulating and implementing national programmes for export development and promotion in the Sri Lanka Export Development Board.





Anisha Singh

Founder & CEO, Mydala.com

Anisha Singh is Founder and CEO of mydala.com, India's leading internet and mobile marketing platform connecting local merchants to their target consumers. Anisha began her career on Capitol Hill working with the Clinton administration on Spring-board that helped women entrepreneurs raise funding for innovative businesses. She then worked at Centra Software in Boston helping set up e-learning ecosystems for Fortune 500 companies. Anisha returned to India to set up Kinis (Software) Solutions, a provider of customized digital content solutions. She has been actively involved with several women entrepreneur initiatives including being on the board of Indus Women Entrepreneurs, a platform for South Asian women leaders in the US. Anisha has a Masters degree in Political Communication, as well as an MBA in Information Systems from American University in Washington DC..



Milind Pathak

Vice President – SAARC Market Unit & Mobile Content Solutions, Comviva

Milind Pathak heads the SAARC business and the Mobile Content Solutions business unit at Comviva. In his twin role, he provides strategic direction and operational focus to expand the SAARC MU mandate and drives the company's content aggregation and portal management business. Milind has over 17 years of experience in managing sales, business development, marketing, strategy and operations. Prior to joining Comviva, Milind was Co-CEO & Country Manager, Buongiorno Hong Kong Ltd, where he developed and managed the company's Indian business and played a vital role in building Buongiorno's business in India and the SAARC region. Prior to this he was with Mitsui for over 8 years as Head of New Services Business, where he defined the entry strategy of multiple companies in sectors such as mobile commerce, telematics and mobile value added services.



Shivendra Sharma

Consultant at IFC

He is working as a consultant at IFC – International Finance Corporation. Shivendra is also associated with Plural Consulting Private Limited. Plural is a dynamic institution seeking to invigorate the social enterprise and the MSME space with its targeted offerings. Established by professionals with a long and intense engagement with microfinance and microenterprises in South Asia, Plural seeks to stimulate new markets by reducing information asymmetries and creating conditions conducive for market approaches to work in an inclusive manner. He has specialities in Project and Institutional Development, Innovation, Rural Livelihoods and Microfinance, ICT for Development, Strategic Planning and Organisational Development, Conceiving and Developing Project Ideas, Proposal Writing and Resource Mobilisation, Writing. He has also been the Volunteer Consultant at Ladakh Autonomous Hill Development Council (under TATA-LAHDC Development Support Programme).



Upendra Aryal

Chairperson, Equal access

Upendra Aryal has an extensive history of working in the Nepalese media. He was one of the founding members and the technical coordinator of Radio Sagar-matha, Kathmandu, South Asia's first community radio station. His substantial experience in community radio include working on a daily FM radio show which aimed to empower communities by highlighting indigenous and folk music; serving as a government employee in Nepal in the capacity of a producer of radio program on population and family planning; and working at the Nepal Forum of Environmental Journalists as a program maker on Environment and Sustainable

Development. Upendra studied Radio & Electronics in the Institute of Engineering at Pulchok Campus of Trivuvan University, Nepal and was trained in audio visual technology from Okinawa Training Center, Japan. Upendra is been associated in the capacity of chairperson in one of the leading development communication institution called Equal Access Nepal/Digital Broadcast Initiative.



Ravina Aggarwal

Program Officer for Media Rights and Access, Ford Foundation

Dr. Ravina Aggarwal is the Program Officer for Ford Foundation's Advancing Media Rights and Access initiative in India. Her grant making is focused on policy planning for increasing access to broadband and broadcast for the poor. Ravina spent 12 years at Smith College in Massachusetts, where she taught in the anthropology department. Her scholarship focused on media studies, political anthropology, gender and expressive culture. Her most recent research explored the significance of regional radio in India. Ravina's extensive field research in the trans-Himalayan region of Ladakh

on the Indian border resulted in several publications, including an ethnographic book, two edited volumes and various articles.



Soumya Sarkar

News Editor, Mint

Soumya Sarkar is News Editor in Mint, a sister publication of the Hindustan Times published in partnership with the Wall Street Journal. He has been working in Media and Communications for over two decades and was previously with The Times of India, The Indian Express Group, the Telegraph and the Down to Earth magazine. He has also worked as development and communications consultant with organizations that include the World Bank and the Aga Khan Development Network. Besides working in the areas of environment, rural livelihoods, energy and water resources, Soumya is keenly interested in science and technology issues.



Sushil Pandey

ICT Practitioner, ICIMOD

Sushil Pandey is an Information and Communication Technology (ICT) Specialist and leads the information technology (IT) unit in ICIMOD's Integrated Knowledge Management (IKM) Programme. He has 16 years of experience in the area of ICT and ICT for knowledge management and development. Sushil has a Master's degree in Computer Science from the

Asian Institute of Technology (AIT), Bangkok and a Bachelor's degree in Engineering from the Regional Engineering College, Trichy, South India. Prior to joining ICIMOD, he worked as a Systems Analyst at the Regional Computer Centre of AIT and earlier with an ADB project on Management Information System in Nepal.

From 2002 to 2008, Sushil served as a distinguished member of the Panel of Authors on Digital Review of Asia Pacific and produced biennial reviews on ICT in Nepal and the region.

Lately, he is advocating, emphasizing and involved in using ICT, including the mobiles, to address developmental challenges particularly on climate change, green IT and disaster management.





Asif Syed
Editor, Current Newspaper

He is currently working as an Editor and Publisher for Current Newspaper. Current is a weekly newspaper about the business of politics and the politics of business. Every week Current gives its readers an insider's view of government, political and business activity from around the country. Before that He was the Director at Current Publications Pvt. Ltd. Current Publications Pvt. Ltd. is the company that owns the 'Current' weekly newspaper and other titles like Real Estate and Vibes. The company is headquartered in Mumbai with editorial and commercial offices in Mumbai and Delhi. He has also been a Senior Correspondent and Chief Content Manager at The Asian Age. After completing his Masters of Arts in Journalism from Northeastern University, Boston he joined as an Editorial Director at Current Publications Pvt. Ltd.

Amitabh Singhal
Board Director - .ORG, PIR

Amitabh currently sits on the Board of .ORG, the Public Interest Registry, based in Reston, Virginia. He is the Director of Telxess Consulting Services Pvt. Ltd. and Vcon Services Ltd. He was a founder, Board Director and CEO of National Internet Exchange of India (NIXI). He helped conceptualize and set up NIXI as a public private partnership between ISPAI and Department of Information Technology, Government of India and was involved in restructuring NIXI as an autonomous Registry and Regulator of the .IN Domain (Indian ccTLD), including its commercial launch, drafting and implementing the INDRP, and appointment of Registrars, etc. He is also associated with Internet Governance Group of the Department of IT. He represented and was the spokesperson of India's ISP industry, since the time of inception to well over a decade. He contributed many articles over the years in various publications and journals, and

was a speaker & presenter at various forums, including the IGF, INET and other national, regional and international forums.

Nikhil Pahwa
Editor & Publisher, Medianama

Nikhil Pahwa is the Founder and Editor of MediaNama.com, India's premier source of news and analysis of the Telecom and Digital Media in India. He has been involved with online communities for eleven years, five of which have been as a journalist providing perspective on the evolving digital content and services ecosystem in India. Prior to founding MediaNama in 2008, he was the Editor of ContentSutra, now a part of the GigaOm Network of telecom and digital media focused publications.



Madan Mohan Rao
Research Project Director, Mobile Monday

He graduated from the Indian Institute of Technology at Bombay and completed his advanced studies from University of Massachusetts at Amherst. He is M.S. in computer science and a Ph.D. in communications. He works as a consultant and author from Bangalore, in knowledge management and new media. He was formerly the Communications Director at the United Nations Inter Press Service bureau in New York, and vice president at IndiaWorld Communications in Bombay. He is the Research Projects Director of Mobile Monday and co-founder of the Bangalore K-Community. He is editor-at-large of Destination KM, world music editor for Rave magazine, RJ for world music at WorldSpace Radio. He is a frequent speaker on the international conference circuit, and has given talks and lectures in over 60 countries around the world. He is the editor of three book series The Asia Pacific Internet Handbook, The Knowledge Management Chronicles, and AfricaDotEdu.



Fayazuddin Ahmad
ADVISER, D.Net, Bangladesh

Fayazuddin Ahmad has over 16 years of professional experience in the human rights and development field especially in the area of rights-based program development. He has specialization in designing communications and knowledge management processes. He has coordinated the drafting of several national policy strategies (e.g. PRSP, Strategic Priorities of Digital Bangladesh, 6th 5 yr Plan etc.) and policy briefs reviewing legislation. He led several regional socio-legal researches. He is a Member of the Bangladesh Bar Council; Fellow, Forum of the Democratic Leaders in the Asia-Pacific (FDL-AP); Member, South Asians for Human Rights (SAHR) and Right to Information Forum, in Bangladesh. He is a Fellow, Salzburg Global Seminar.



Jonathan Bill
SVP Business Development and Innovation,
Vodafone India Limited

Jonathan Bill is the Head of Data and Internet Services for Vodafone in India. His remit is to lead India's data strategy, approach and commercialization. Since his arrival, Vodafone has launched 3G and has grown its mobile internet user base substantially. Prior to joining Vodafone Essar Ltd earlier this year, Jonathan was Head of Emerging Markets for Vodafone Group running data and internet operations for emerging markets including seven markets in Africa, Egypt and Central Europe. Before working at Vodafone Group, Jonathan spent two years driving the development of Egypt's internet and data business and also led the acquisition of the region's largest Arabic content destination business on behalf of Vodafone Egypt. Jonathan has held several key posts outside of Vodafone including Commercial Director for Real Media, an online advertising business and Director of Business Development for EMEA at Reuters Media.

mBillionth Grand Jury 2012



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Jurors' Graffiti

"It's been another fantastic year for mBillionth and I am delighted to be part of the process again. This year entries have been really excellent in most categories. A high uptake of data services, great inclusion of services around the region. It is really excellent process; Jury debated and eventually made the right decision"

Jonathan Bill

"This is my first time in mBillionth Jury and I believe mBillionth is a very good opportunity for young innovators and use mobile platform as a medium to ensure better service delivery. I am from Bangladesh and I believe that this kind of initiatives would also inspire my country people who would come forward with new solutions.

I am happy to see citizen centric new ideas at large and I wish mBillionth continue and extend itself up to higher levels and become fraternity of innovators to think out of the box and use technology to create solutions to serve the society. I wish all the best to the mBillionth Award."

Fayazuddin Ahmad

"Being a part of the jury of mBillionth Award has really been an incredible opportunity to learn, discuss and to recognize the creativity using technology, thinking about social impact, looking for sustainability and really coming up with new models for engaging in the 21st century."

Ravina Agarwal

"The jury process was very democratic and there were many lively discussions. So, I think the winners are having difficult time to win the award because they are very good candidates. I congratulate the winners who have won this year. And who haven't, they can come next year."

Soumya Sarkar

"It's being a very interesting day and a half of deliberations. It's amazing to see the diversities of entries as well as the commitment of the Jurors to do justice to each entry. And finally I think best one's are won."

Shivendra Sharma

"It is a fantastic jury as always and various perspectives are being thrown upon across. More than 150 different evaluations have been done in almost 10 different categories. I was also a part of the jury last year in Sri Lanka. I think it is an amazing experience."

Milind Pathak

"This is my first experience of the jury of mBillionth Award and it's been extremely rewarding and very enlightening. I had an occasion to be a part of Manthan Award jury last year. Both are well organised and both have been a fantastic learning experience for me. And I am very impressed by the discipline of the jury process. I am glad that there is so much attention given to almost every detail about the nominees and it's only the best nominees that make it through the scrutiny of all the jurors."

Asif Syed



"It is my first at mBillionth jury. We looked at several very interesting nominations and I think we all wanted to make sure that we are giving fair amount of time to each and every nominee. The jury process is extremely intense and I think we have done a great job for two days; crunching the data we got. Some of the categories had really interesting nominations. This is cool to see in terms of what progress they have made and the way their idea works."

Anisha Singh

"This is my 3rd year of involvement with the mBillionth process. I am delighted to be here. And some of my highlights of this year are: the larger and more sophisticated number of entries coming across the region; mobile is becoming so popular as a delivery platform for mobile services now that we need to start making the distinction between technology infrastructure, business infrastructure, payment infrastructure and so on. So we need to re - think some of the categories, we might have to add one for rural application and services."

Madanmohan Rao

"There were impressive set of application and entries we received. I was impressed by the diversity, the breadth and depth of the applications. It was really a hard choice and the winners are very credible. The jury spent a lot of time deliberating and evaluating each entry and category. The winners are the future heroes of this country, the change agents that will have tremendous impact."

Beerud Sheth

"I was really overwhelmed with mBillionth jury and the way it was conducted. It was very rigorous at the same time very much participatory, uncompromising at the treatability and quality of the award. I realize this award gives an opportunity to the existing innovators and contestants to be more innovative as well as provides a platform to new comers. I expect that this award to really scale up and connect to larger number of masses and contribute to the development."

Sushil Pandey

"It's a pleasure to be here at the mbillionth Jury and it's a rigorous and very intense learning process. We all were involved and I think the amount of work that we have seen being carried out by so many developers. I think it is something we really look forward to, in terms of being able to understand what people are doing for others. It's a big learning for us but at the same time it is a big responsibility to pick the winners. However those who don't make the grade as winners do not necessarily means that they are not winners. I think almost every entry that we had was commendable and congratulations to the winners at the same time, but we look forward to the other entries to come forward again."

Amitabh Singhal

"The level and the standard entries we have seen this year are incredible. It's a privilege of being in the jury. It's being a lengthy process, everyone really enjoyed it and everyone had lot to say. I think we really have picked the winners out of the pool of contenders. It was great to be a part of it and I am thankful for that. And a big congratulations to all winners, it's really exciting. And it's definitely a stamp of recognition to all hardworking innovations and that's been put an end to the solution that were presented over the last couple of days."

Laura Turkington

"It's great to be here in Kathmandu. The ICT agency of Sri Lanka is very closely associated with mbillionth award. It has been a wonderful experience with people from various parts of India as well as from Nepal and Bangladesh. Such a wide variety of applications we have seen from all over India, Bangladesh, Sri Lanka and Pakistan etc. I have been amazed from wide variety, depth and quality of applications that have come up and I look forward to be closely associated with DEF in years to come not just in mbillionth award, but with manthan award and with all other joint initiatives we have with them."

Chitranganie Mubarak

Jury experience by Anisha Singh

"I am truly honored"

On the Wednesday we were all supposed to be safely boarding for Kathmandu, I stood at the airport. I missed my flight, because I hadn't exactly checked what terminal to board from, and was wondering if it was such a great idea agreeing to be on the jury for mBillionth awards. Now I know, at this point, you're also wondering that why would a person who has no clue which terminal to take a flight from—considering there are only two in Delhi—be invited to be on the jury... but I assure you I'm usually known for my good judgment. Finally, I somehow managed to get the last available seat, early next morning, to Kathmandu.

We get in—turns out I had company when it came to missing flights and being at wrong terminals—and without having a second to ourselves to even check-in into the room, I was escorted to the boardroom where the jury members were already seated and getting set up. The DEF team had a very meticulous online system set up for us, to view nominations and make our choices. We did our round of introductions and got right down to the business of breaking into groups and short listing our choices. The process laid out by Osama and the DEF team was so methodical that it was nothing short of being impressive. Kudos, DEF team.

So my team of three starts sifting through our batch of nominations and categories. We clearly went over the time allotted

to us, since all of us wanted to make sure that we go over each nomination carefully. Some are brilliant and some not so, but all in all a great set of nominations to be going through. We break for a brief lunch late afternoon (thank god!) and then get back to showcasing our shortlisted nominations to the rest of the jury. The way it works is that each group shortlists nominations, which is then discussed with the rest of the jury. When I say 'discuss' I am putting the word very lightly. Many 'healthy arguments' later, we seemed to have some category winners picked. Essentially, each nomination was looked at as if it was a likely winner of the Nobel prize. We go late into the night but are happy with the day's work done.

The next morning we all come charged with enthusiasm and passion. Some of the nominations were so interesting that it was truly amazing to learn about the work people are doing. By the tail-end of the day we had our winners. I don't think one of us disagreed on the winners that were finally picked. A job well done! We headed where any collective group that had argued, agreed and disagreed for 48 hours would go to celebrate: Kathmandu's favorite bar.

It's been a couple of weeks since I got back and the energy in that room is missed, as is the camaraderie formed. Sitting in that room, hearing multiple people argue about multiple nominations I would have never thought I would be saying this: I am truly honored to have been invited by the very cool Osama and the rest of the DEF team to be a part of a very enlightening, rigorous back-breaking process. Thank you!

I look forward to meeting you all at the mBillionth awards.

Jury experience by Sushil Pandey

“How to slog till late night and be happy”

I had the pleasure to be part of the grand jury team of the 2012 mBillionth award for the first time. The two days I experienced were sheer, qualitative time spent with a brilliant team. Kathmandu, the jury venue, was under a ‘Bandh’ (closure) on both the days. That was probably a blessing in disguise to make the jury more focused and mission oriented: No wonder all targeted goals were achieved in two days! The two days flew: moments spent on sharing, learning, discussing, arguing, digging out information and leaving no stone unturned, of course making decisions—all these to ensure the right contestant wins the award. While this went on, the guiding process and the structure defined by DEF also helped to converge when discussions got heated with argument and counter-arguments, in itself necessary.

I found the whole process very inclusive, rigorous, unbiased, challenging and democratic – ultimately, the collective wisdom pivoting. The applications submitted had a wide range of ideas and solutions and it was also a personal learning experience to witness innovations people had submitted. It was inspiring to see the contestants’ creativity. There were many innovative solutions to solve the critical developmental issues we face these days. I am convinced that mobile application development for the masses has grown-up more now. Technology is maturing to the point of being able to have a positive effect on livelihood, health, poverty, environment, governance, empowerment and inclusion. I also noted there was quite a bunch of applications submitted that made use of locations and maps to collect and

aggregate information in that locational periphery – a phenomenon well established in the West and for the cities, so far. This offer in our region could bring rural areas closer to urban spaces and provide windows to see where things—schools, roads, wells, irrigation pumps—and then provide an opportunity to address their own developmental needs. Mobile crowd-sourcing applications were also seen making prominence, to generate user-generated content for monitoring, grievances, recording and so on.

Congratulating the winners, my expectations will be that the winners as well as others working in this arena think on scaling up the work, making the tool even more useful and valuable for the masses and for society’s benefit. The technological aspect of mobile is the driver, but how these applications can be used to deliver content, what services can be created that can then foster inclusive growth, by digitally empowering citizens across all cross-sections of society, are more important. You would, perhaps, agree that for this reason, some of the awardees have appeared on top even though the technique is pretty simple.

Finally, in its unbiased facilitation of the jury, the DEF as a whole and the mBillionth team in particular, deserves all glory for getting the work done smoothly, despite making us slog till late night, which was the call of the hour. The mBillionth award is truly an event showcasing mobile for masses at its best in our region. The South Asian region looks well-placed to harness and strategically deploy mobile tools and applications for development, particularly for connecting and enabling masses. For, it not only constitutes one of the fastest-growing markets in terms of speed, reach and increasing coverage, but is also a region of escalating mobile application developers, innovators and enthusiasts which could be our ‘change agents’ of development.

Jury experience by Fayazuddin Ahmad

I found the “answer” in mBillionth Award!

To me, in development ICT is not a promise for a different world. It’s actually a promise for the same world, much better, quicker and more responsive and, of course, less costly. At the same time, it’s a different world to different people. And among all considering ‘growth’ and ‘access’, mobile is ‘the option’ at this moment in Bangladesh, in South Asia. This is a journey for change and not at all an easy one, especially when we’re expecting a mind shift!

By now, for the last two years, farmers of all sugar mills in Bangladesh have been receiving purchase orders for sugarcane through mobile text messages. Roughly two-thirds of them cannot read the English message and the rest are totally illiterate—they cannot read even Bangla. And yet 100% of them are able to act on the mobile message, in lieu of ‘indirect literacy’. An-

other example is from the IT industry where thousands of graduates are employed to develop mobile-based applications for western companies.

We need to be very careful about striking the right balance of even-handedness vs escalation. There is a danger of adopting western-led concepts, which may contribute to speedy escalation but will miss the evenness parameter. If truth be told, it may lead to further monopoly in the form of the digital divide. It is up to us to make the right choice.

But I am in no dilemma now. I found the ‘answer’ in the mBillionth Award! This is merely not any other award but a window for all who try to think out of the box. Being a part of evaluating all these excellent innovations, I was thrilled. Not with the number but the way the mobile phone was the basis of a vision that had a greater purpose. I am happy to see that the Digital Empowerment Foundation has already cast the first stone to develop a knowledge-sharing eco-system within and beyond the fraternity. We’re with them in this journey.



A DEF PUBLICATION

15 YEARS OF INTERNET IN INDIA

<Retrospectives and Roadmaps>



Madanmohan Rao
Osama Manzer

Epilogue: Sanjiv Puri | Foreword: Jayashree M. Srinivas | Prologue: H. Naveen Kumar



mBillionth Award 2012 Partners

PRESENTER

**DIGITAL EMPOWERMENT
FOUNDATION** (www.defindia.net)

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

ORGANISING PARTNER

ONMOBILE (www.onmobile.com)

OnMobile is a leading provider of mobile Value Added Services and products in India with an expanding international presence. Its products are targeted at mobile subscribers with an increasing focus on leveraging the convergence between wireless and wireline telecommunication services, media, internet, mobile marketing and mobile commerce. onMobile has a broad range of applications that are delivered by its service provider, media and OEM customers to their end-user subscribers, which enable them to use their mobile phones for business, entertainment and accessing information.

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VODAFONE (www.vodafone.in)

Vodafone Group plc is a global telecommunications company headquartered in London, United Kingdom. It is the world's largest mobile telecommunications company measured by revenues and the world's second-largest measured by subscribers (behind China Mobile), with around 341 million proportionate subscribers as of November 2010. It operates networks in over 30 countries and has partner networks in over 40 additional countries. The name Vodafone comes from voice data fone, chosen by the company to "reflect the provision of voice and data services over mobile phones".

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ONE97 (www.one97.com)

One97 is a leading provider of telecommunications value added services, offering products and services to meet the needs of Telecom service providers, consumers (i.e., mobile phone users) and enterprises worldwide. One97 works with all telecom service providers in India and have a rapidly expanding international presence with offices in Nigeria, Afghanistan, Dubai, Kenya and Bangladesh.

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IAMAI (www.iamai.in)

The Internet & Mobile Association of India (IAMAI) is a not-for-profit industry body that seeks to expand and enhance the online and mobile value added services sectors. It is dedicated to presenting a unified voice of the businesses it represents to the government, investors, consumers and other stakeholders. The association's activities include evaluating and recommending standards and practices to the industry, conducting research, creating platforms for its members, communicating on behalf of the industry and creating a favorable business environment for the industry.

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COMVIVA (www.comviva.com)

Comviva is the global leader in providing mobile solutions beyond VAS. With an extensive portfolio of solutions spanning VAS infrastructure, application delivery platforms and customer-facing applications, Comviva enables mobile service providers to enrich mobile users' lives, whilst rationalizing costs, accelerating revenue growth and enhancing customer lifetime value. Comviva's solutions are deployed by service providers in over 85 countries and power services to more than 650 million mobile subscribers globally.



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NIXI (www.nixi.in)

The National Internet Exchange of India (NIXI) is a non-profit Company established in 2003 to provide neutral Internet Exchange Point services in the country. It was established with the Internet Service Providers Association of India (ISPAI) to become the operational meeting point of Internet Service Providers (ISPs) in India. It aims to facilitate the handing over of domestic Internet traffic between the peering ISP members, rather than using servers in the US or elsewhere. This enables more efficient use of international bandwidth and saves foreign exchange.

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MYDALA (www.mydala.com)

mydala is YOUR platform which gets you great deals you want in your city leveraging the "power of group buying". Group buying happens when like-minded people come together to get deals that we can never get on our own as individuals. We all are the power of mydala.

Launched in November 2009, mydala features a daily deal on the best stuff to do, see, eat, and buy in a number of cities across India. We have about 150 wonderful people working in our Delhi office working side by side with folks in mydala's other cities.

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Mint is a business newspaper from HT Media, launched in collaboration with The Wall Street Journal in 2007. It is a premium business news publication targeting the decision and policy makers of the country. Along with the print edition, Mint also has specialized online and mobile editions. It is widely considered to be the most comprehensive and technically evolved news portal in the country that has introduced many multimedia enabled engagement platforms which give its readers the opportunity to express their point of view and interact with Mint's editors and columnists.

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m-CULTURE & HERITAGE
m-NEWS & JOURNALISM

253 NOMINATIONS

23 FINALISTS

8 SPECIAL MENTIONS

21 WINNERS

connecting
MASSES

SOUTH ASIA'S BEST TELECOM
& MOBILE INNOVATIONS

2012

Best Practices in Mobile, VAS & Telecom

The book titled 'CONNECTING MASSES' is a collection of best thoughts in the mobile sector and it has a collection of best mobile innovations and projection ground culled out from the mBillionth Award South Asia 2012. Many of these projects would also be nominated for World Summit Award Mobile Content 2013 later next year

10 DEF
10 YEARS
DIGITAL EMPLOYMENT FORUM



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