

MOBILE SOCIETY



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ACCESS TO
INFORMATION
IS OUR **RIGHT**



MOBILE SOCIETY

Mobile Society is a book published by Digital Empowerment Foundation under the banner of its mBillionth Awards 2017 to identify, understand and share some of the best mobile-based ICT practices in South Asia. mBillionth Awards, now in its eighth year, is a platform that seeks to recognise and felicitate those initiatives that use mobile technology to tackle information poverty and facilitate access to services.

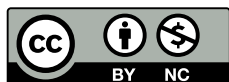
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INTRODUCTION

CHANGING LIVES IN A MOBILE SOCIETY





Osama Manzar

Director & Founder

Digital Empowerment Foundation

The year 2017 marks 15 years of Digital Empowerment Foundation's commitment to its vision of eradicating information poverty among rural and marginalised communities of India. This year also marks the eight-year milestone of the mBillionth Awards, a platform that was created in 2010 to identify and recognise innovations that are utilising mobile technology and leveraging increasing mobile penetration.

Over the years, we've recognised several initiatives such as CGNetSwara, 139 Railway Enquiry, Coke Studio Mobile Melodies, Jago Grahak Jago, Red Bus, OlaCabs, MobiKwik, Saavn, RailYaatri.in and Safetipin. So many of them, including OlaCabs, were awarded the mBillionth Award before they become household names that they are today. And now mBillionth has become synonymous with mobile communication for development in the South Asian region.

In the same year as when mBillionth was launched, American economist Jeffrey David Sachs said, "The mobile phone is the most powerful technology for ending poverty in the world today. With the spread

**WE'RE NO LONGER LIVING
SECLUDED LIVES, RESTRICTED
TO OUR FAMILIES, NEIGHBOURS
& CULTURAL GROUPS. INSTEAD,
WE ARE CONNECTED TO EACH
OTHER IN A MOBILE SOCIETY
WHERE COMMUNICATION IS
REVOLUTIONISING SOCIAL,
CULTURAL & ECONOMIC LIVES**

of 3G and soon 4G technology, even the most remote schools in the poorest parts of the world can connect to the Internet and share ideas with other classrooms a continent away. Pastoralists, once isolated, can now quickly check on local market prices and make important decisions on whether to bring their herds in from kilometres away for sale in the local town. And critical health data and lifesaving information can be sent by text messages to clinics to support rapid diagnoses for patients in remote villages."

And we're witnessing all of this today. Be it agriculture, governance, commerce, finance, health care, education, entertainment or culture — every sector is going through dynamic changes by incorporating mobile technology for efficiency, transparency, profitability, accountability, outreach and dissemination.

Like every year, the Jury went through a rigorous process this year too, to select only the best out of the best for the mBillionth Awards. As you go through this book, you will come across solutions that innovators are providing to various problems in South Asia. However, we must remember that though we've come a long way, there's still a long road ahead of us. Despite one billion mobile subscriptions in India, access is still a concern in rural and remote locations across the country.

JURORS' COLUMNS





Shyantani Twisha
PR & Media Manager
Daraz, Bangladesh

EMPOWERING THE REGION'S OPPRESSED

I always proudly tell my driver's story to people: he uses 'Viber' to call his wife, 'Facebook' to socialise and 'Pathao' (a Bangladeshi version of Uber for two wheeler rides) to commute. I am pretty sure that within a few months, he will start shopping online as well – and if that's not empowerment, then I don't know what is! He is a high school drop-out and has difficulty reading and writing Bengali. Yet, he can read and write in basic English because of the exposure he's received through mobile applications. And all this happened because of high smartphone penetration rate in Bangladesh.

According to the Bangladesh Telecommunication Regulatory Commission (BTRC), a total of 60.03 million people used Internet on their smartphones in June 2016. Another study conducted by Google Developer Group (GDG) and Preneur Lab reveals that every minute, seven smartphones are sold in Bangladesh. Mobile solutions and applications have undoubtedly revolutionised day-to-day living and even, to some extent, broken through the barrier of social class. They are, hence, a crucial tool to empower the oppressed and underprivileged communities of the larger society.

Mobile solutions are like little magic spells from the Harry Potter books, but simpler. Now, you don't even have to say 'Lumos' – you can simply touch an icon on the screen and your mobile phone lights up like a torch.

Back in 2015, we hosted a photography exhibition on communal violence at Alliance Française de Dhaka. It was a huge success and was covered by all major media houses in the country. We were novices then and did not have much knowledge of photography or editing. All the photographs were

MOBILE SOLUTIONS ARE LIKE LITTLE MAGIC SPELLS FROM THE HARRY POTTER BOOKS, BUT SIMPLER. NOW, YOU DON'T EVEN HAVE TO SAY 'LUMOS'. YOU CAN SIMPLY TOUCH AN ICON ON THE SCREEN AND YOUR MOBILE PHONE LIGHTS UP LIKE A TORCH

taken on our mobile phones while editing and “colour correction” work was carried out on Instagram.

I guess the point I'm trying to make here is that whether poor or rich, everyone has access to equal privileges of an application or digital solution as long as she/he owns a smartphone. It does not matter anymore how small or insignificant you are – you can still make a difference in the society using these tiny but extremely useful and powerful mobile apps.

Before I wrap up, here's another story; this one is about my seven-year-old cousin who knows the names of all 195 countries and their capitals. He also knows the words of most of Tagore's songs. Both his parents are working, and he lives his life alone spending time on various mobile phone applications like 'World Geography' and 'Gitabitan', among others. This really excites me, making me wish that I had access to a smartphone and its applications when I was his age.





Bikram Shrestha
President
Internet Society Nepal

A POWERFUL TOOL FOR EMPOWERMENT

In today's world, mobile devices cannot be separated from day-to-day life. Our needs and demands for mobile facilities/services are constantly on the rise and are gradually fulfilled by new innovations and technologies. Society at large uses mobile to communicate, do business, perform banking transactions, learn, travel and live in comfort. These days, a mobile device is both general-purpose technology (GPT) used for a better and smart lifestyle as well as a safety device to be used in emergencies. The rapid development of mobile technology has played a key role in shaping social life.

Mobile devices are powerful, useful and effective tools for personal as well as official functioning. We can see mobile penetration and innovation growing with every movement. Penetration of mobiles in Nepal is very high, rapidly growing at the rate of 123.9 per cent, according to the latest MIS report published by the Nepal Telecommunications Authority (NTA).

Further, to improve the quality of service of mobile phones in Nepal, NTA recently launched the NTA QoS Survey Google app to collect feedback and experiences of customer perception to measure the quality of services.

Nepal's population stands at 29 million while its mobile penetration stands at 32 million. Further, 46 per cent of Nepal's 58.08 per cent Internet using population access data on its mobile phone. One of the main reasons of high consumption of mobile data in rural areas is to communicate with family members who are living abroad, especially in Gulf countries, or to stay connected with friends and family via social media.

It is impossible to explore how advanced technology has impacted our lives and how it will impact the

THE WAY WE USE MOBILE PHONES DETERMINES WHETHER THE IMPACTS ARE POSITIVE FOR THE SOCIETY OR NEGATIVE. HOWEVER, MOBILE DEVICES BY THEMSELVES ARE NOT HARMFUL, BUT THE WAY SOCIETY USES THEM MAY BE

future. Mobiles impact the environment, people and the society as a whole. The way we use mobile phones determines whether the impacts are positive for the society or negative. However, mobile devices by themselves are not harmful, but the way society uses them may be. Therefore, mobile users should

be encouraged to use the device with caution. Society at large, still worries about the uses, advantages, disadvantages, impact, consequences and concerns about the use of mobile devices and its facilities. And so, individuals should use mobiles with sound understanding of its dark sides.



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ART &
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EVERY ₹1500
THAT YOU
CONTRIBUTE
HELPS US TO
PROVIDE
DIGITAL
ACCESSIBILITY
TO A FOLK
MUSICIAN





Meenakshi Batra
CEO
Charities Aid Foundation
India

MOBILE, AN ENABLING AGENT

Mobile phone is one of the defining technologies of the 21st century. It is emerging as a key driver in India by contributing significantly to our GDP growth. In fact, the potential it possesses in achieving socio-economic growth is unprecedented. The access to mobile services and low-cost smartphones has created a substantial opportunity for people in the country. Apart from reducing barriers in communication, mobile technology can further prove to be an effective means to empower and address developmental challenges.

India's mobile subscription base crossed the 1.2 billion mark in January 2017 and by 2022 it is expected to exceed 1.4 billion. The growth provides a prospect to leverage mobile platform in order to address developmental needs and create a large scale social impact across the country. Many mobiles apps have been developed with this objective. The apps have played an instrumental role in making an impact by providing innovative solutions in various streams of governance: education, health, agriculture, disability, livelihoods and safety for many in the country.

Mobile phone led e-governance is rapidly transforming lives for both urban and rural populations. It has enabled citizens located in remote rural areas to access government services. 'Digital India' is one of the key initiatives of the government. Aimed at introducing accountability and transparency, it is promptly changing the landscape of governance. Historical issues related to healthcare and education has been resolved at the click of a button.

In our country, where a large part of the population still doesn't have access to financial services, mobile phones have enabled financial inclusion for millions through digital transactions. Today, mobile phones play a vital role in community development, and enabling communities to get connected to the government schemes. Mobile technology-led solutions can give information to farmers on market prices, weather reports

MOBILE TECH-LED SOLUTIONS CAN GIVE INFORMATION TO FARMERS ON MARKET PRICES AND WEATHER REPORTS. mHEALTH HAS REVOLUTIONISED THE HEALTH CARE SECTOR IN REMOTELY LOCATED COMMUNITIES.

and other important information that impacts crops. mHealth has revolutionised the healthcare sector, it has enabled remotely located communities to get healthcare access and advice from a medical practitioner.

The scope of mobile technology and its solutions are practically endless. It has transformed the way we work – be it large,

for-profit corporations or a not-for profit entity. In practice, mobile phones and their usage will fill the gap left open by poor or non-existent infrastructure enabling technology-led innovations to be adopted more quickly. It is humbling to see the solutions that mobile technology can offer for social good and create a sustainable impact on millions of people in India.



*Support
Literacy*

CONTRIBUTE ₹1500 TO MAKE ONE INDIVIDUAL DIGITALLY LITERATE AND INDEPENDENT





Smita Aggarwal
Director - Investments
Omidyar Network

IN THE RIGHT DIRECTION

There is no question that the advent of mobile phones has been a game changer for financial service providers around the world. Through the delivery of innovative formal financial services such as mobile money, remittances apps, and others to low income populations worldwide, we have made great progress in creating access to basic financial services, connecting many millions of users to new money management tools and economic opportunities. But the spread of these services, their attractiveness, and their impact are not the same for all, especially when it comes to women.

Women continue to lag behind men globally in terms of access to formal bank accounts. An estimated 1.1 billion women are left out of the formal financial system — representing 55 per cent of the global population without access to banking services. In India, current statistics depicting the issue are sobering: one out of every four financially excluded women in the world is Indian, which adds up to 280 million women — or 62 per cent of the country's female population — are not active users of the banking system and the benefits it provides.

Furthermore, the financial gender gap mirrors the broader digital divide that plagues our country. While there are more than a billion mobile connections in India, 250 million women in India do not own a mobile phone and less than 3 per cent own a smartphone.

Financial service providers understand that this financial gender gap is bad for business and they do not appear to discriminate or intentionally exclude female clients. Instead, small barriers, cultural signals, and incentives coalesce to make formal finance unappealing and impractical for many women in developing countries. In India, for example, most consumers associate smartphones primarily with entertainment and social media — a perception that, in many cases, challenges social norms and drives a gender divide in device ownership and data usage. Many men forbid their wives, daughters or sisters from owning a smartphone — or, in some cases, any kind of a phone — and many women

ONE OUT OF EVERY FOUR FINANCIALLY EXCLUDED WOMEN IN THE WORLD IS INDIAN, WHICH ADDS UP TO 280 MILLION WOMEN

have internalised these norms and are self-restrictive in their desire of owning a phone or using the Internet.

Bridging the financial gender gap will take an imaginative service design and delivery that accounts for the economic and social realities that are common among women. Small tweaks to existing offers can make a big difference, like adding flexible micro-financing to accounts to help women cover unexpected expenses and emergencies in their day-to-day management of the household finances — a common need, as women are generally tasked with backstopping and stretching the family budget; or easier requirements to reactivate dormant accounts, as women go through more life-altering changes through their journeys than men and tend to frequently move in and out of the workforce.

Employing the right channels to reach women is also key. Women networks tend

to be more horizontal, with their social circles being made up of women family members and women of similar socio-economic standing, so offering new products and delivering digital literacy tools through their social groups and apps they already use can encourage greater adoption and usage.

Moreover, mobile phones can be instrumental in providing women with easy access and privacy, high-valued attributes when it comes to dealing with their finances. Providing them with relevant apps, such as household budget management, can help them access financial offerings such as savings accounts. It is time we elevate the conversation around the digital divide beyond entertainment and social networks — if do, we might be able to transform the mobile phone as an empowerment tool that can empower millions of women in India.





Anirban Sarma
National Programme
Officer, Communication
and Information
UNESCO, India

MULTIPLYING DEVELOPMENT IMPACT

The mobile phone, and particularly the smartphone, has emerged as a revolutionary new way to access information, knowledge and services. In a short span of time, mobile phones have moved from being a luxury to a necessity, and have become an indispensable part of everyday life.

The growth of mobile services and solutions has created an unprecedented push for acquiring digital literacy. But interestingly, literacy itself is something that mobile phones are facilitating on an unprecedented scale. As the UNESCO study *Reading in the Mobile Era* (2014) demonstrates, mobile technology is advancing literacy and learning in underserved communities around the world. Conducted across seven developing countries, the study shows that hundreds of thousands of people use mobile technology as their primary portal to text. In countries where illiteracy rates are high and physical books scarce, and even in areas of extreme poverty, mobile phones are becoming increasingly common and large numbers of people read full-length books and stories on small-screen devices.

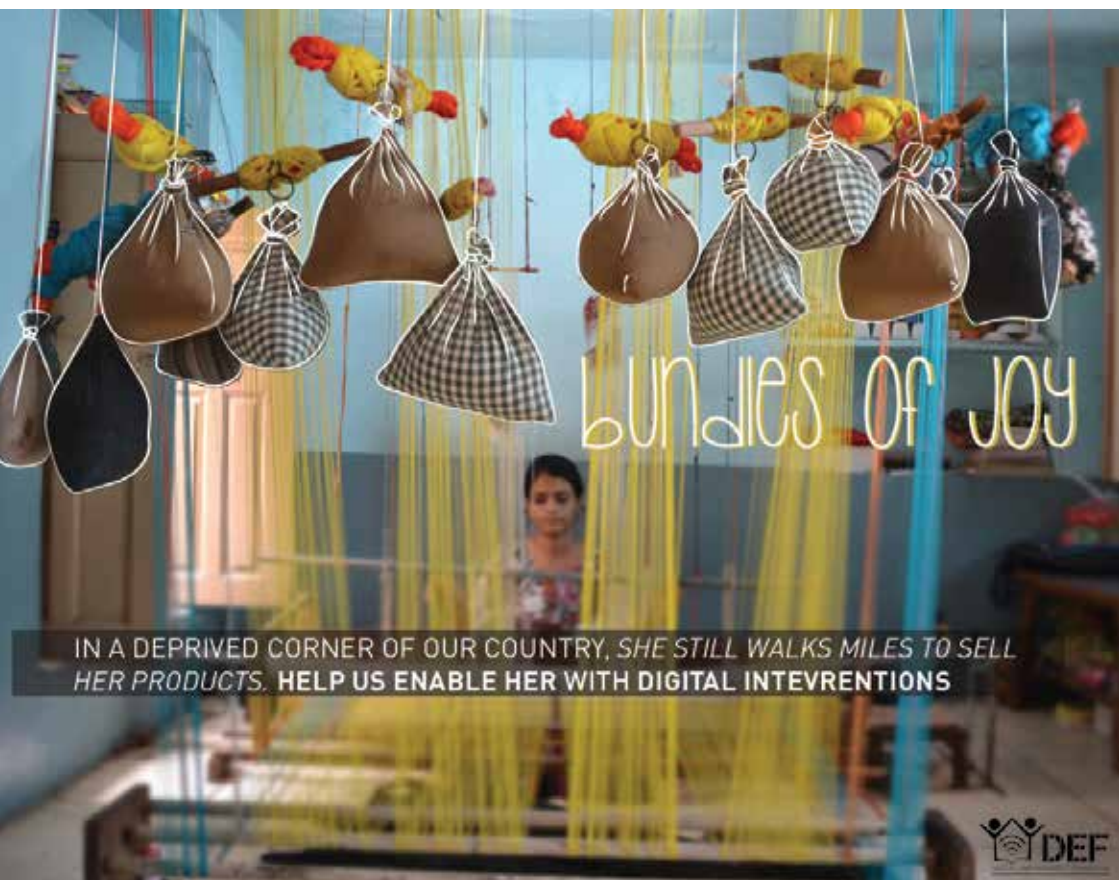
Youth and young adults – typically digital natives – remain among the principal developers and users of mobile solutions. The number of mobile Internet connections is rapidly increasing in developing countries, and smartphones are often the only computer young people in developing countries have. This connectivity can have a profound impact on all aspects of their life, allowing them to create solutions to personal challenges and difficulties faced by local communities. Recognizing this enormous pool of talent and innovation, governments, technology companies and multilateral agencies have routinely begun to organise hackathons or similar forums that result in the development of mobile apps to address a wide range of citizens' needs.

Mobile solutions have a major role to play in helping achieve the Sustainable Development Goals (SDGs). Apps and the services they offer are potentially cross-cutting with the flexibility to contribute towards most of the SDGs and their constituent Targets. Three Targets,

CONNECTIVITY CAN HAVE A PROFOUND IMPACT ON ALL ASPECTS OF THEIR LIFE, ALLOWING THEM TO CREATE SOLUTIONS FOR PERSONAL CHALLENGES AND DIFFICULTIES FACED BY LOCAL COMMUNITIES

however, merit a particular mention as they refer explicitly to access to information and the use of ICTs. Target 16.10 draws attention to the need for promoting public access to information; Target 9.c seeks to increase access to ICTs and to provide universal and affordable access to the Internet in least developed countries by 2020; and Target 5.b. seeks to

enhance the use of enabling technology, in particular ICTs, to promote the empowerment of women. Development interventions would do well to strategically integrate the use of mobile phones to strengthen delivery, increase outreach, raise awareness and heighten impact.





Parag Kar
Vice-President
(Government Affairs)
Qualcomm India &
South Asia

IMPACT OF MOBILE PHONES IN INDIA

Do you remember the days when we had to queue (on the waiting list) for years to get a telephone line? The advent of mobiles in India has changed all that. Now, not only one doesn't have to wait for getting a connection, but he also has the luxury of having multiple of them simultaneously - the situation that was unthinkable just two decades back. Mobiles have transformed Indian lives and brought people much closer to each other.

For most Indians, mobile phones are their gateway to the Internet. As the conventional computers are costly, and not very user-friendly. The Internet and various applications, on the other hand, is very easy to use on the mobile. The innovative interface like touch screen has made interacting with the device much intuitive and enjoyable. Hence, for millions, it is the tool which has helped level the playing field and brought them in the same league as the elites and the fortunate.

Mobile has enhanced the productivity of business, especially the smaller ones. Nowadays the carpenter and plumbers are just a phone call away. Millions of small and medium businesses rely heavily on their mobile phones. Data enabled mobile phones are enabling innovative applications such as Uber and Ola - making traveling very affordable and efficient. It is understood that 10% penetration in the mobile coverage increases the GDP by 2%.

The government is greatly benefited by the use of mobile phones. It can now cut the bureaucratic red tape and reach out to the masses directly. Many government services and schemes are directly delivered via this medium. This has increased the possibility of cutting corruption and helped improve the efficiency of delivering services significantly.

But, the real challenge is to make the data enabled mobile phones affordable, and increase the coverage of 3G and 4G networks to the remotest part of the country. Once that is accomplished, then only the rural India will be able to leverage the benefits of data and the Internet.

MOBILE HAS ENHANCED THE PRODUCTIVITY OF BUSINESS. CARPENTERS AND PLUMBERS ARE JUST A PHONE CALL AWAY. MILLIONS OF SMALL AND MEDIUM BUSINESSES RELY HEAVILY ON THEIR MOBILE PHONES

To enable that, the government needs to reduce the tax burden on the operators, so that they are motivated to expand the reach of networks - which will enable the much-needed scale for the device manufacturers to amortize the cost over much larger volumes, thereby making devices cheap.

We in Qualcomm is fully committed to this endeavour. Through our constant innovation, we have empowered the technology with new features like carrier

aggregation etc, so that not only the data speed can be significantly improved, but also more data can be packed in much lower chunks of spectrum (spectrum is a precious and scarce commodity). Through our wireless reach program in India and globally, we have empowered many with innovative applications for the benefit of the underserved. Fisher Friend and SootSwap are to name a few. With the advent of 5G, data will get further enhanced and ubiquitous.



IMPACT SO FAR

5,000,000	Digitally Empowered
2,500,000	Women Digitally Enabled
500,000	People Aailed Entitlements
20,000	Artisans Digitally Empowered
15,000	Trained In Digital Content Creation & Dissemination
8,000	Digital Innovations Documented
6,000	NGOs Digitally Enabled
500	Gram Sabha Online
300	Digital Resource Centres Set Up





Dushyant Arora
Lawyer and Columnist

OPPORTUNITIES AND CHALLENGES OF SMARTPHONES

V*asudhaiva Kutumbakam* is a phrase in Sanskrit which means ‘the world is one family’. It is only after the invention of the ‘smartphone’ that this lofty aspiration has come close to becoming a reality.

For instance, social media networking websites like Hi5 existed even before smartphone came in, but smartphone penetration converted social media into a multipurpose tool. The smartphone converted social media into a tool of organising rebellion against oppressive regimes; organising relief during natural and man-made disasters. The smartphone also brought with it better connectivity with providers of services — government as well as private. In a country like India, it is truly revolutionary that a paan shop is able to accept payments digitally and that an average commuter is able to reserve a seat on a bus and pay utility bills with a phone that can be purchased for as less as Rs. 2,000. The Delhi Police through its app lets people register a complaint about lost objects — a minor task which previously involved bullying and payment of petty bribes.

The smartphone has also brought with it plenty of misery and challenges. Misery, in the form of governments using it as an instrument of propaganda; of private conglomerates and governments trying to invade the privacy of the average Jill and of terrorists using it to spread hatred.

We live in a time when mobile apps are helping us do everything from buying shoes, accessing our local political representative to finding romance. However, we must not forget that several villages continue to survive without electricity and millions can still not read or write. It is easy to overestimate the reach and efficacy of mobile solutions- this is something we must guard against.

We must ensure that technology results in harmony not hatred, in access and not alienation.



**MOBILE
SOLUTIONS AND
APPLICATIONS
UNDOUBTEDLY
REVOLUTIONISED
DAY-TO-DAY LIVING
AND TO SOME
EXTENT BROKEN
THE BARRIERS OF
SOCIAL CLASS.**



DIGITAL EMPOWERMENT FOUNDATION

Digital Empowerment Foundations' YouTube channel is a repository of thousands of videos from rural India that represent transforming lives, courtesy digital tools and technology.

Want to see how weavers of Chanderi are using advanced design software? Want to see how Internet has connected the people of Nichalagarg? Want to know which app is initiating a change in the society? Then visit DEF India's YouTube channel!

 WWW.YOUTUBE.COM/DEFINDIA

STATISTICS 2017



NOMINATION STATISTICS

Total Entries

294

Total Nominations
after Screening

157

Total Nominations
after Virtual Jury

84

Finalists

65

Winners

25

Special
Mentions

04

Chairman's
Distinctions

03

COUNTRY-WISE NOMINATIONS (157)

Afghanistan	01
Bangladesh	16
India	130
Nepal	01
Pakistan	03
Sri Lanka	06

COUNTRY-WISE WINNERS (25)

Afghanistan	01
Bangladesh	03
India	19
Nepal	01
Sri Lanka	01

COUNTRY-WISE SPECIAL MENTIONS (04)

Bangladesh	02
India	02

COUNTRY-WISE CHAIRMAN'S DISTINCTIONS (03)

India	03
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COUNTRY-WISE FINALISTS (65)

Afghanistan	01
Bangladesh	09
India	50
Nepal	01
Pakistan	01
Sri Lanka	03

CATEGORY-WISE NOMINATIONS (157)

Agriculture and Environment	14
Business and Commerce	09
Culture and Tourism	04
Early Stage	21
Government and Citizen Engagement	31
Health and Well Being	24
Inclusion and Empowerment	07
Learning and Education	22
Media and Entertainment	15
Smart Settlements and Urbanisation	10

CATEGORY-WISE WINNERS (25)

Agriculture and Environment	03
Business and Commerce	01
Culture and Tourism	03
Early Stage	02
Government and Citizen Engagement	03
Health and Well Being	03

Inclusion and Empowerment	03
Learning and Education	03
Media and Entertainment	03
Smart Settlements and Urbanisation	01

INDIA: STATE-WISE NOMINATIONS (130)

Assam	01
Andhra Pradesh	05
Bihar	03
Chandigarh (UT)	01
Delhi	18
Gujarat	05
Haryana	11
Karnataka	19
Kerala	01
Maharashtra	27
Madhya Pradesh	15
Odisha	04
Puducherry	01
Punjab	02
Rajasthan	01
Tamil Nadu	04
Telangana	07
Uttar Pradesh	05
Uttarakhand	02
West Bengal	02

THE MBILLIONTH AWARDS SOUTH ASIA 2017

WINNERS (25)

AGRICULTURE & ENVIRONMENT

Reliance Foundation Information Services (India)

AgroStar Farmer Mobile Application (India)

Mandi Trades (India)

BUSINESS & COMMERCE

Netree (India)

CULTURE & TOURISM

Confirmtkit (India)

Delhi Monuments (India)

Herat Tourist (Afghanistan)

EARLY STAGES

Help and Click (Bangladesh)

SMART BOX-GSM (India)

GOVERNMENT & CITIZEN ENGAGEMENT

Swachhata Solutions (India)

AmarMP.com (Bangladesh)

Aaple Sarkar (India)

HEALTH & WELL BEING

Sanket Life (India)

Kahi Ankahi Baatein (India)

Aponjon Shogorbha (Bangladesh)

INCLUSION & EMPOWERMENT

Project Orasi 2.0 World (Sri Lanka)

MedHealthTV - Pregnancy related content in multiple languages (India)

Love Matters (India)

LEARNING & EDUCATION

BYJU'S The Learning App (India)

Development of National Digital Library of India - Building a National Asset (India)

Read to Kids by Worldreader (India)

MEDIA AND ENTERTAINMENT

Nepali Paisa (Nepal)

Sportsie (India)

Freedocast Pro (India)

SMART SETTLEMENTS AND URBANISATION

iSEWA (India)

SPECIAL MENTIONS (04)

AGRICULTURE AND ENVIRONMENT

Krishi Yellow Page (Bangladesh)

GOVERNMENT AND CITIZEN ENGAGEMENT

HYDCOP (India)

SMART SETTLEMENTS AND URBANISATION

Digital Manush (Bangladesh)

Wyke (India)

CHAIRMAN'S DISTINCTIONS (03)

HEALTH AND WELL BEING

MITRA - Mobile Initiated Tracking and Rescue APP (India)

MEDIA AND ENTERTAINMENT

Boom: Best Equalizer and Magical Surround Sound (India)

SMART SETTLEMENTS AND URBANISATION

Railway Station Wi-Fi project (India)

FINALISTS (33)

AGRICULTURE AND ENVIRONMENT

FEM@Mobile (India)

NRD MandE (India)

AgriApp (India)

CULTURE AND TOURISM

Museums of India (India)

EARLY STAGE

The GBV Help Map (India)

TopLife (Sri Lanka)

ParkMeApp (Sri Lanka)

Together (India)

Net4Hemo (India)

GOVERNMENT AND CITIZEN ENGAGEMENT

Bihar Police Helpline (India)

Smart Bijlee (India)

Mobile applications for farmers of Gujarat (India)

Urjas Mobile Application (India)

HEALTH AND WELL BEING

OpenSRP Vaccination App (Bangladesh)

Teeko Mobile Application and Web Portal (Pakistan)

Babytika (Bangladesh)

Aponjon Koishor (Bangladesh)

Ausodhyatmika (India)

INCLUSION AND EMPOWERMENT

Sabrang – Step in and Rise (India)

Druv (India)

LEARNING AND EDUCATION

Mobile-based technology (IVRS) for improving reproductive health awareness among community (India)

Ben and Bella – Treasure Box (India)

Brillion IAS Preparer (India)

WebWise (India)

IntelliEXAMS - End-to-End Integrated Examination Management System (India)

MEDIA AND ENTERTAINMENT

NDTV News App (India)

Dollartune – fayde ki ghamti (India)

NewsPoint (India)

Top Tube (Bangladesh)

SMART SETTLEMENTS AND URBANISATION

BMTC Mobile Application (India)

LastMileCode (India)

Government Project Monitoring System (India)

RERA SaaS (India)

ALL FINALISTS 2017





Digital Cluster of Barabanki Weavers

Baank-e-loom is an initiative by Digital Empowerment Foundation in collaboration with Ericsson to safeguard the interest of weavers, improve their livelihood and give them direct access to the market — all through digital interventions



www.facebook.com/baankloom

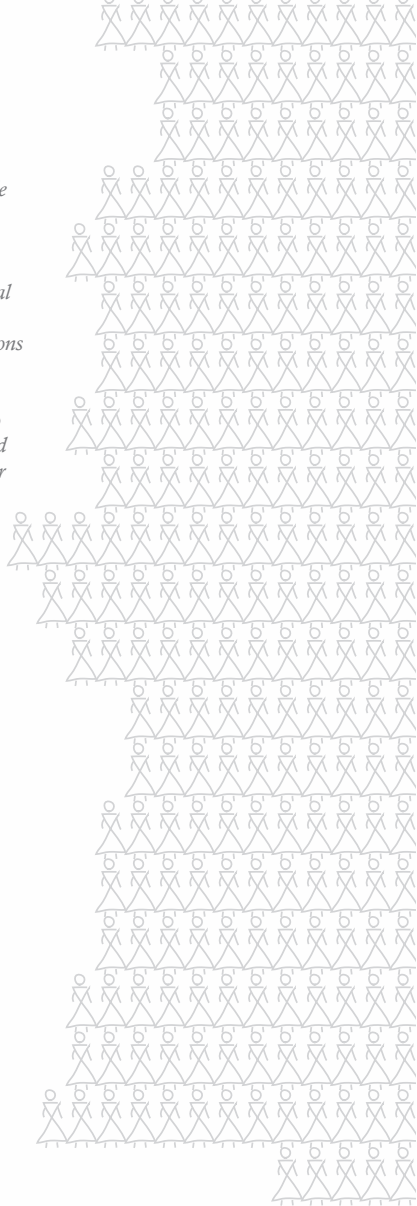
WINNERS



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

03 WINNERS

1. Reliance Foundation
Information Services
INDIA
2. AgroStar Farmer Mobile
Application
INDIA
3. Mandi Trades
INDIA



FARMERS' HANDYMAN

PROJECT INITIATIVE

Reliance Foundation –
Information Services

ORGANISATION

Reliance Foundation

COUNTRY

India

LANGUAGE

Bengali, Gujarati, Hindi

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horticulture, fisheries, health, employment, micro-enterprises and skill building.

The mobile-based advisories in different thematic areas have reached out to about 28 lakh people since their inception. As part of direct interventions, over 10,000 interactive programmes have been conducted at the community level on various issues such as health, agriculture, livelihood and livestock, reaching out to over 3.4 lakh people.

Reliance has partnered with over 619 information providers and 284 grassroots organisations, including research institutions, line departments, NGOs and knowledge providers. Through these partnerships, information services reach out to the most needy population sub-groups. The entire ecosystem is supported by a Cloud telephony-based toll-free helpline number (1800-419-8800) in the form of providing necessary clarifications.

Reliance Foundation's Information Services programme has been empowering communities since January 2013 by providing reliable and robust information tailored to the local needs of farmers, fisher folks and livestock owners using modern information, communication and technologies. This bridges the gap between lab-derived knowledge and field-based skills. Information is disseminated through audio and dial-out conferences, local cable TV, All India Radio, print media, voice and text messages using Jio Chat and WhatsApp and through field-based programmes and trainings. These enable farmers to make better decisions in the areas of livelihood, health and disaster vigilance. Themes covered on broadcasts include agriculture,

A STAR FACTOR



PROJECT INITIATIVE

AgroStar Farmer Mobile Application

ORGANISATION

Ulink Agri Tech Pvt Ltd.

COUNTRY

India

LANGUAGE

Hindi, English, Marathi, Gujarati

EMAIL

praneeth.kumar@agrostar.in

URL

www.agrostar.in

APP

<http://bit.ly/1SRNe1e>

FACEBOOK

<http://bit.ly/1SRNe1e>

TWITTER

@agrostar_in

Founded in 2013, AgroStar is India's leading direct-to-farmer digital platform where farmers can procure quality agri-inputs at fair prices just by using a mobile phone.

Indian farmers face multiple challenges in procuring agri-inputs for their farming needs. The challenges farmers face vary from product unavailability, unfair pricing, substandard quality or spurious products to lack of right and timely information and poor service. AgroStar aims to simplify the whole agri-business experience for farmers in rural India by addressing the challenges of Indian farmers through smart and innovative uses of technology.

AgroStar works on an inventory-based model. A farmer expresses his interest to transact with AgroStar either through

a missed call on a toll-free number or through the AgroStar Android app. AgroStar's intelligent predictive dialler connects a qualified customer relations executive with the farmer. The executive understands the farmer's query, provides him/her with personalised agronomy and product solutions based on his crop cycle, and places an order on behalf of the customer with the aid of a smart CRM. The products are then dispatched from the central warehouse through one of the delivery channels viz. India Post, local entrepreneurial logistics partners or through field sales executives.

AgroStar has seen a transformational journey from its first missed call to over three million missed calls so far, serving over 10 lakh farmers across Gujarat, Maharashtra and Rajasthan.

MULTIPLYING CHOICES FOR FARMERS

PROJECT INITIATIVE

Mandi Trades

ORGANISATION

Farmobi Technologies Pvt Ltd.

COUNTRY

India

LANGUAGE

English, Hindi, Kannada, Tamil

EMAIL

manu.nr@appface.in

URL

www.manditrades.com

APP

<http://bit.ly/2rHCHBM>

FACEBOOK

@MandiTrades

TWITTER

@MandiTrades



Mandi Trades is a multi-lingual mobile application and Web portal aggregator, targeting farmers and bulk buyers — such as retailers, traders, exporters, hotels and caterers directly — through a business-to-business model.

On the portal, farmers can list agricultural commodities and post details of the crop by using a smartphone. The auto geo-tagging feature helps connect local traders to farmers. The app helps farmers set prices of farm commodities by referring to the data provided by government, rendering decision-making easier for farmers. Buyers can search for farmers, particular produce, or its particular variety. The app provides various advanced filters to narrow down options by geography, location, price, availability, yield, etc. To help buyers plan

procurement, harvest information is also available in advance.

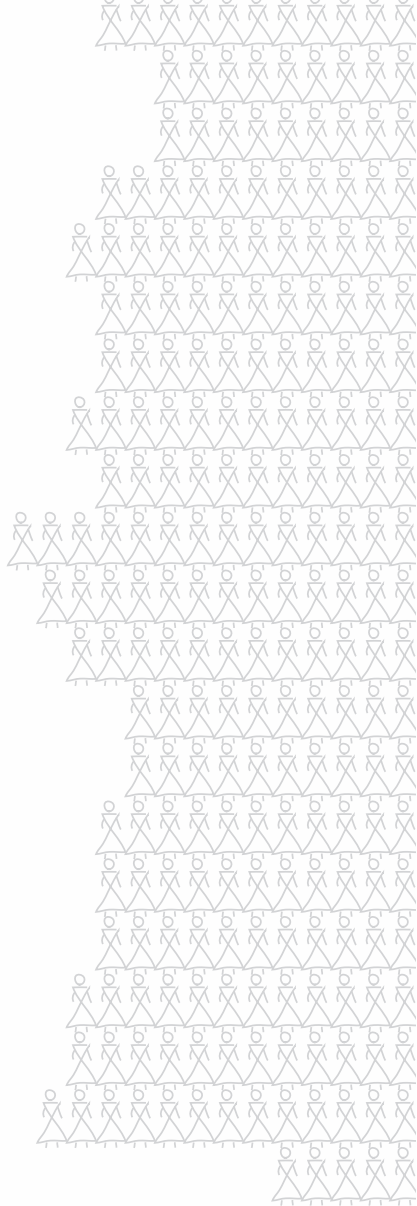
Mandi Trades provides farmers more choices of buyers, better rates, reduces last-minute rush sale and holds negotiations well ahead of time. The app is simple and has an interactive user-interface, which empowers farmers and eliminates middlemen who do not add value to the agriculture produce supply chain. The unorganised farming community gets access to better price realisation. Farmers can gauge average demand, peak/low-demand season, in-season and off-season needs from the data available on the app. This enables them to plan their farming activities better.

BUSINESS & COMMERCE

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

01 WINNER

1. Netree
INDIA



ONE-STOP SOLUTION FOR INTEGRATED RETAIL



PROJECT INITIATIVE

Netree

ORGANISATION

Netree eServices Pvt. Ltd.

COUNTRY

India

LANGUAGE

English

EMAIL

smिता.p@netree.in

URL

www.netree.in

APP

<http://bit.ly/2uPIvHG>

FACEBOOK

@teamnetree

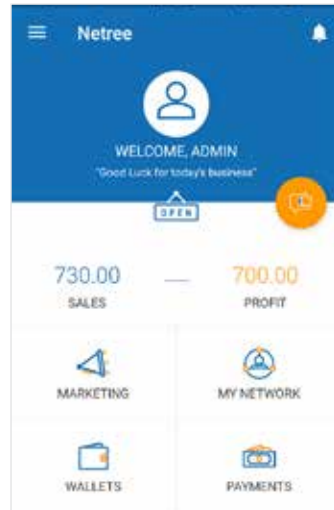
TWITTER

@teamnetree

Netree is India's first Goods & Services Tax-ready all-in-one integrated retail engagement platform that allows retailers and distributors to sell, purchase and track inventory for all kinds of verticals such as restaurants, spas, fashion, apparels and grocery — free of cost.

The platform promotes functions that help in promoting their businesses as well as products through various discounts and deals at every store level. Netree retail solutions help retailers to connect, engage, promote and transact between their consumers and distributors.

Founded in 2012 by a first-generation entrepreneur, Desi S Valli, Netree is headquartered in New Delhi. Netree allows retailers to replace their heavy table tops with Netree's mobile POS devices



to cut down their cost on hardware, maintenance and electricity bills while generating schemes, coupons, bar codes and contests without investing in additional infrastructure. It also helps them to track their business performance and make GST filing and digital payment collection a streamlined process.

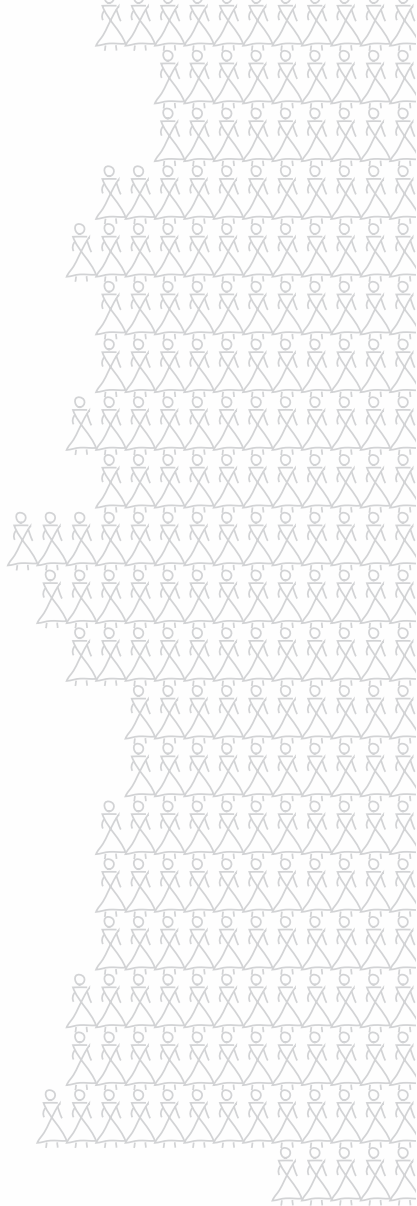
This app allows retailers, dealers and brands to connect in real time, thus reducing time and processes in channel engagement. The app has been simplified to ensure anyone, even those with limited technical knowledge and skills, can adapt to its functions in very little time. With such features, Netree has created a niche in retail technology domain in comparison to other POS or M-POS systems. The other USPs of the platform includes integrated digital payments, in-built purchase functionalities, real-time information sharing, tracking of sales, reduced transaction time, promotion enabled POS and integrated report analysis, to name a few.

CULTURE & TOURISM

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

03 WINNERS

1. Confirmkt
INDIA
2. Delhi Monuments
INDIA
3. Herat Tourist
AFGHANISTAN



YOUR SURETY STAMP FOR TRAVEL



PROJECT INITIATIVE

Confirmtkkt

ORGANISATION

Confirm Ticket Online Solutions
Pvt Ltd

COUNTRY

India

LANGUAGE

English and Hindi

EMAIL

srpad@confirmtkkt.com

URL

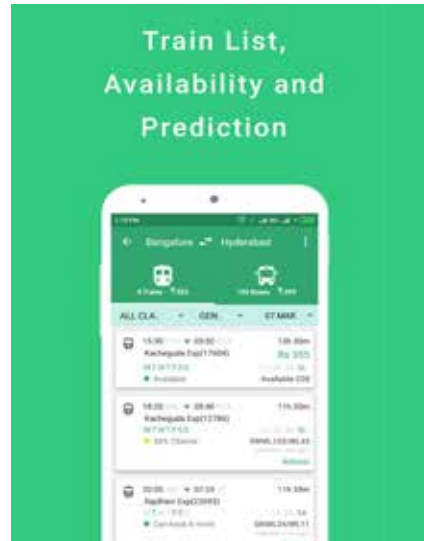
www.confirmtkkt.com

APP

<http://bit.ly/1bWuZaD>

FACEBOOK

@confirmtkkt



In India, 2.2 million train tickets are booked on a daily basis, and as many as 41 per cent are waitlisted. Of these wait-listed tickets, around 16.4 per cent of the tickets are auto-canceled; this constitutes to 130 canceled million tickets a year.

It is here that the Confirmtkkt app comes into play as a rescue option for travellers. It predicts train ticket confirmations and discovers alternative options to travel based on data analytics, machine learning and past ticketing trends to suggest the best available alternative options to travel for by

effectively utilising the unused inventory of trains, buses and cabs.

Confirmtkkt provides alternative travel options by analysing the vacant seats on the trains by effectively utilising the algorithm of past cases of unused quotas on trains.

The information Confirmtkkt provides has proved to be extremely beneficial for users. At present, Confirmtkkt is the only app of its kind that provides such service and its patent-pending technology.

CONFIRMTKKT PROVIDES ALTERNATIVE TRAVEL OPTIONS BY ANALYSING THE VACANT SEATS ON THE TRAINS BY EFFECTIVELY UTILISING THE ALGORITHM OF PAST CASES OF UNUSED QUOTAS ON TRAINS.



A TREAT FOR DELHI LOVERS

PROJECT INITIATIVE

Delhi Monuments

ORGANISATION

DKRS Group

COUNTRY

India

LANGUAGE

English

EMAIL

reachus@dkrsgroup.org

URL

www.delhimonuments.org

APP

<http://bit.ly/2suMTKU>

FACEBOOK

@DKRSGroup

TWITTER

@DKRSGroup



The Delhi Monuments is an ambitious attempt to be the one-stop app for exploring heritage sites in Delhi. This initiative aims at simplifying the exploration of cultural and architectural heritage that spans over 2,000 years.

The application makes all these possible. From the ancient Lal Kotwals of the third city of Delhi to the more recent architectural marvels of Lutyens' Delhi; it is an extremely comprehensive and interactive application which documents and celebrates the architectural heritage of the capital of India.

The Delhi Monuments catalogues over 300 monuments across 11 categories with images and navigation, besides options to filter them as per users' preferences. The app's filters allow users to glance through specific categories to find the nearest tourist attraction, and navigate to the place using Google Maps.

The unique and user-friendly navigation of Delhi Monuments makes it highly convenient for anyone looking to explore the city's monuments or even to simply browse heritage sites on their phones.

THE DELHI MONUMENTS CATALOGUES OVER 300 MONUMENTS ACROSS 11 CATEGORIES WITH IMAGES AND NAVIGATION, BESIDES OPTIONS TO FILTER THEM AS PER USERS' PREFERENCES.



PROJECT INITIATIVE

Herat Tourist

ORGANISATION

TechhNation (Individuals)

COUNTRY

Afghanistan

LANGUAGE

English and Dari

EMAIL

Zainab.aminy@gmail.com

URL

NA

APP

<http://bit.ly/2suRWuX>

FACEBOOK

@Herattourist

TWITTER

@Herat_Tourist



Herat Tourist is the first app from Afghanistan that is designed for tourists visiting Herat province. Historical places, hotels, restaurants, parks, tour guide, search places, events, stores and other best sights of Herat have been catalogued in this app for the ease of tourists.

The plan is develop more apps, to eventually cover all of Afghanistan with the slogan "I Love Afghanistan".

The app is available in English and Dari. Most of users that use Herat Tourist are from Kabul.

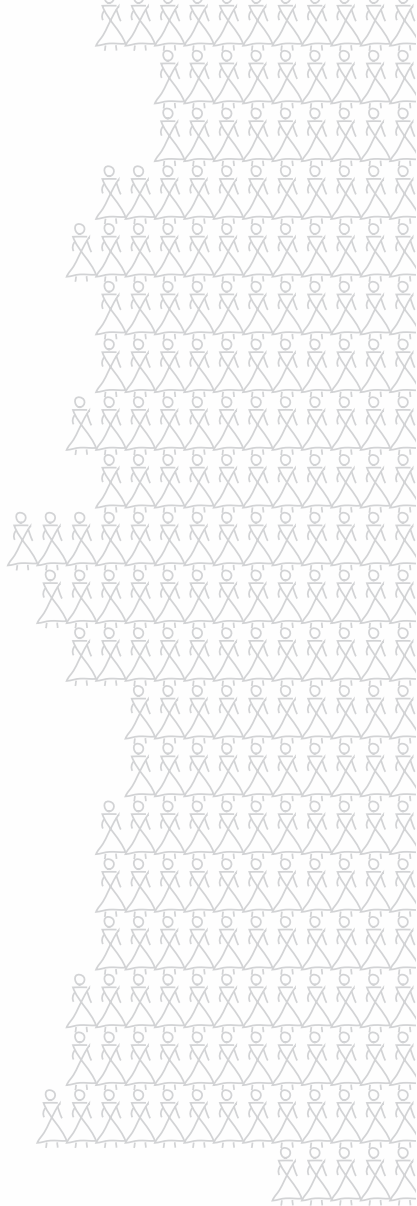
Several tourists who have used the app believe it to be one of the most comprehensive travel apps. Amid much negative coverage that the country receives in international media due to political and terror unrest, this app aims to highlight the beautiful culture, art and natural landscape of Afghanistan to invite tourists to explore the nation.

AMID MUCH NEGATIVE COVERAGE THAT THE COUNTRY RECEIVES IN INTERNATIONAL MEDIA DUE TO POLITICAL AND TERROR UNREST, THIS APP AIMS TO HIGHLIGHT THE BEAUTIFUL CULTURE, ART AND NATURAL LANDSCAPE OF AFGHANISTAN

Early Stage includes digital interventions which have been launched recently and are potentially very exciting. mBillionth Awards would like to recognise such initiatives in this fast growing segment. The platform taps initiatives early on and invites all those entrepreneurs who are dreaming big and want the wider world to take note of their ideas. It is a new category, which has been created keeping in mind the fast growing start-up space.

02 WINNERS

1. Help and Click
BANGLADESH
2. SMART BOX-GSM
INDIA



HELP AND UNITE



PROJECT INITIATIVE

Help and Click

ORGANISATION

Team RMS v1.1

COUNTRY

Bangladesh

LANGUAGE

English and Bengali

EMAIL

rownakbrac@gmail.com

URL

www.eatlapps.com

APP

<http://bit.ly/2sJYvvQ>

FACEBOOK

@helpandclick

TWITTER

NA



Help and Click is a social app which will help find missing or endangered friends or family members.

Through this app, one can post last known whereabouts of the person who may be missing due to a road accident, incidence of mugging, natural disaster, kidnapping or any other reason. Simultaneously, one can also post about an unidentified person who is found, with a view to reaching out to the victim's relatives. This is a platform where users can communicate through posts, informations, images and comments to locate their missing ones in the shortest possible time.

The app has been designed to reduce life risk and increase social communication

within a region. It has also been designed keeping in mind the assistance it can provide to the government and law enforcement agencies in improving social safety.

One of the key features of this app is that it allows users to enter detailed information (name, date since missing, age, gender, last known location, photograph, etc), which can be used to filter data and find the missing person. The app also provides emergency numbers of police stations, blood banks, hospitals and personal emergency contact, besides sharing geo-locations. Further, authentication of each post and user through contact numbers and National ID numbers ensures social safety without jeopardising security.



GSM Based SMART BOX



Microcontroller

GSM SIM

Relays

Indian power distribution sector faces some perennial problems while disconnecting electricity supply of defaulter consumers. It is one of the most difficult tasks in this sector due to consumer's protest that follows disconnection. Moreover, working on live line is dangerous, time taking and requires huge manpower.

For a long time, engineers have expected a technology or device that can empower them to reconnect electricity supply of consumers remotely. This is now finally possible, and in an economical manner, without the need to make much changes in the existing system. For this purpose, a small circuit has been developed consisting of GSM SIM, micro-controller and electronically operated switch, which is installed in the existing pole mounted LT distribution box and all service lines of the consumers are fed through it.

FOR SMART SUPPLIERS

PROJECT INITIATIVE

SMART BOX-GSM

ORGANISATION

Madhya Pradesh Poorva Khsetra Vidyut Vitaran Company Ltd. Jabalpur

COUNTRY

India

LANGUAGE

English

EMAIL

eccdejbp@gmail.com

URL

www.mpez.co.in

APP

NA

FACEBOOK

@MP-East-Discom-Jabalpur

TWITTER

@GSMSMARTBOX

This box has 10 switches, marked 1 to 10, and consumers are connected through these switches. Normally, all switches are ON. Whenever a connection is required to be disconnected, (say connected to Switch 1); a call from the mobile is established to the number of the SIM installed in the box and by dialling *10 during the call, consumer connected to Switch 1 will be disconnected from electricity supply. When it is required to re-establish electricity supply of consumer connected to Switch 1, a call is again established to the SIM and by dialling *11, supply of consumer is restored. The same method will be adopted for operating consumers connected to Switch 1 to 10.



CHANDERIYAAN
Integrated Digital Cluster of Chanderi Weavers



The history of weaving in Chanderi dates back to the 14th century when weavers from Bangladesh came to the region. Over the years, Chanderi sarees have become a symbol of elegance and eloquence; and project Chanderiyaan has been working with the community since 2009 to improve the livelihood of weavers through digital interventions.

www.chanderiyaan.net | www.defindia.org

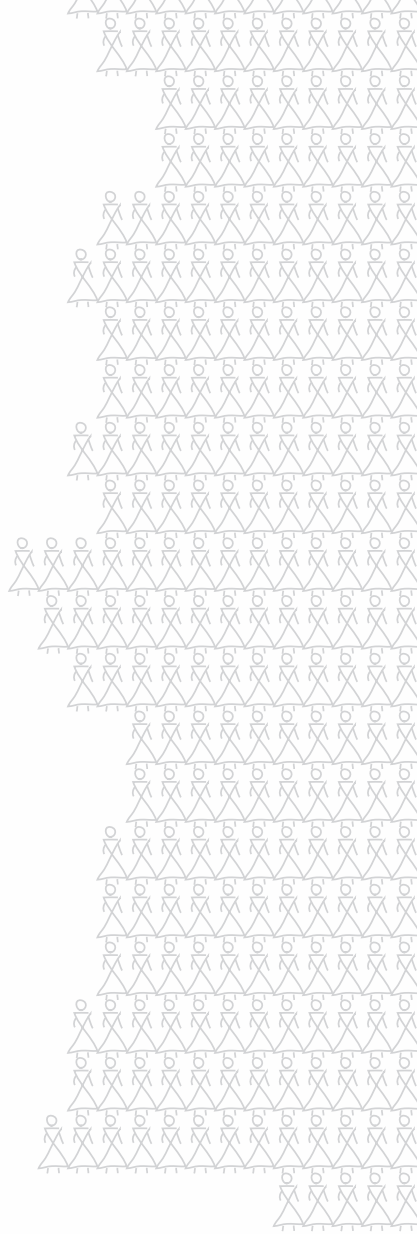
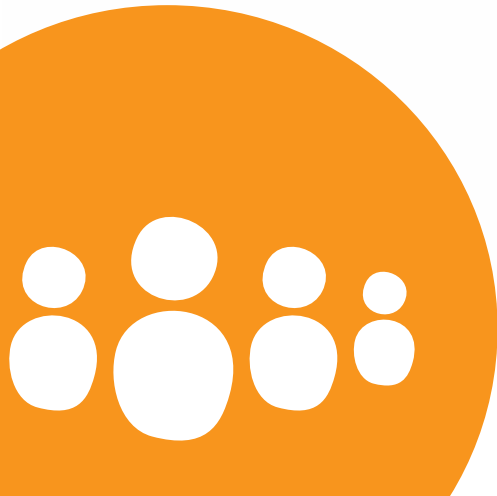
GOVERNMENT & CITIZEN ENGAGEMENT

This category honours applications / services which empower citizens and better serve public service clients; foster quality and efficiency in information exchange and communication services in governmental and public administrative processes; and strengthen participation of citizens in decision making by promoting an information-rich society.

Nominations may include applications that help strengthen formulation of public policies and increase transparency and public participation in the processes of governance and administration.

03 WINNERS

1. Swachhata Solutions
INDIA
2. AmarMP.com
BANGLADESH
3. Aaple Sarkar
INDIA



RESIDENTS TURN CITIZENS



PROJECT INITIATIVE

Swachhata Solutions

ORGANISATION

Janaagraha Centre for Citizenship
and Democracy

COUNTRY

India

LANGUAGE

English, Hindi, Marathi

EMAIL

sylvia.veeraraghavan@janaagraha.org

URL

www.ichangemycity.com

APP

<http://bit.ly/2hvReeW>

FACEBOOK

@ichangemycity

TWITTER

@IChangeMyCity



Swachhata Solutions is the official public participation and grievance redressal platform of Swachh Bharat Mission (Urban).

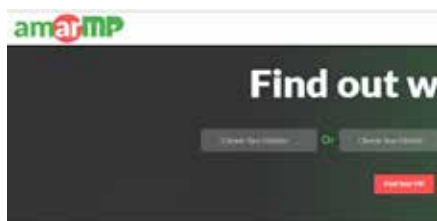
Swachhata app enables citizens to post cleanliness-related issues in their neighbourhoods; these issues are then brought to the notice of the nearby municipal corporation. The posted complaints are geo-coded and sent to their nearby municipal corporation automatically, which then assign them to the staffers responsible for resolution. For engineers as well, this app is a revolution as it makes it handy for them to keep track of the issues in their area as well as geo-locate the issues and reach the affected area easily to resolve them.

The app has a ranking system which has brought about competitiveness among all municipal corporations in providing this basic service to the citizens. This app will be used by all 4041 cities, making it easy for the urban citizens in India in keeping their cities clean and support Swachh Bharat Mission by posting cleanliness-related complaints for municipal corporations to act upon. With its massive outreach, Swachhata Solutions is on its way of becoming the world's biggest civic tech platform.

Swachhata app currently has more than 1.2 million users from more than 1,000 cities in India; with more than 1 million complaints posted and 90 per cent of them resolved.



KNOW YOUR REPRESENTATIVES



AmarMP.com has started a ground-breaking, social democratic movement by coordinating all the information about Members of Parliament (MP) and the different means of communicating with them.

The project will set up a clear and easy-to-follow mechanism for citizens to actively engage in the democratic processes and hold parliamentarians accountable. This platform promises to bridge the gap between parliamentary representatives and the citizens of Bangladesh by creating a platform for them to connect. It will ensure human rights recognised in the Constitution and laws of conservation and development are upheld by promoting accountability, transparency and responsibility of Members of Parliament by getting messages and feedback from the respective constituents.

PROJECT INITIATIVE

AmarMP.com

ORGANISATION

Amar MP Social Voluntary Organisation

COUNTRY

Bangladesh

LANGUAGE

English, Bengali

EMAIL

info@amarMP.com

URL

www.amarmp.com

APP

NA

FACEBOOK

@amarMPBD

TWITTER

@amarMPBD

The over-arching mission is to make MPs aware of their responsibilities and ensure their accountability to the electorate. The platform also enables citizens to find out about their representative, know more details about them, including their publicly filed statement of wealth. Information on MPs, including biography, wealth disclosure, and activities carried out in constituencies. Further, political history will be collated, verified and published on AmarMP.com website.

Citizens also have the option of contacting them via different contact numbers and social media accounts listed on the website. Moreover, if they fail to contact them through these means, they can also post questions to MPs directly through the platform.

SERVING CITIZENS ONLINE



PROJECT INITIATIVE

Aaple Sarkar

ORGANISATION

Silvertouch Technologies

COUNTRY

India

LANGUAGE

English and Marathi

EMAIL

ishan.shah@silvertouch.com

URL

www.aaplesarkar.maharashtra.gov.in

APP

<http://bit.ly/2umzDIh>

FACEBOOK

NA

TWITTER

NA



The main objective of Aaple Sarkar is to transform traditional grievance-related activities from manual to automatic, with the help of information technology and increase transparency between the Government of Maharashtra and its citizens.

This initiative has helped make the grievance redressal process easy and hassle free for citizens, as it provides them with a single window to post grievances related to any government, department or service. Using this platform, citizens of Maharashtra can register the complaint online for any government-related services, and track its progress online. Using this platform, if a citizen is not satisfied with the response, he/she may escalate the grievance with higher authority.

On the other hand, with the help of this initiative, the government has benefited in terms of increased responsiveness, monitoring capabilities, performance measurement and accountability. Government departments can now directly assign the grievances with the help of auto routing of applications. The entire process; right from submitting the complaint/application to its redressal is done online on the same day.

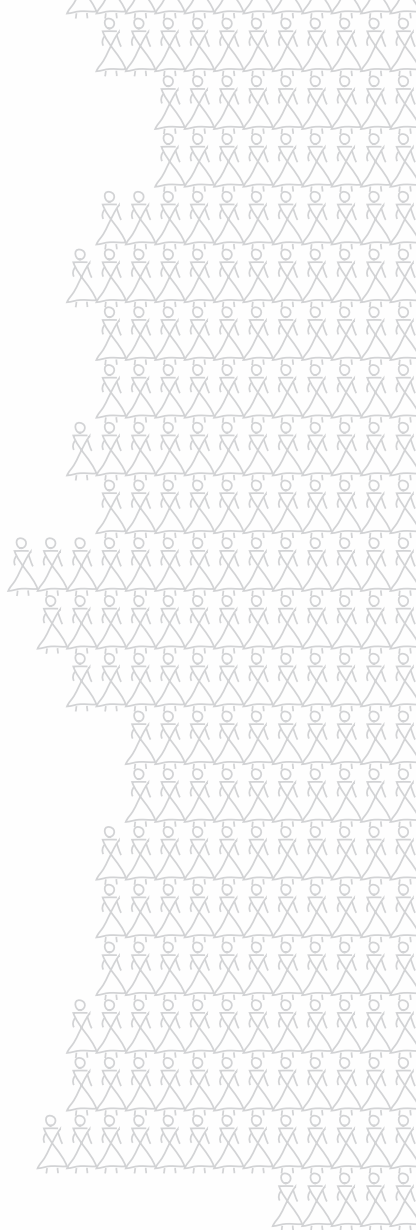
This grievance system is available to citizens online on the Internet as well as through mobile application (iOS, Android and Windows) so that citizens of Maharashtra can easily connect with the government.

HEALTH & WELL-BEING

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

03 WINNERS

1. Sanket Life
INDIA
2. Kahi Ankahi Baatein
INDIA
3. Aponjon Shogorbha
BANGLADESH



GOOD HEALTH IS NOW IN YOUR POCKET



PROJECT INITIATIVE

Sanket Life

ORGANISATION

Agatsa Software private Limited

COUNTRY

India

LANGUAGE

English

EMAIL

info@agatsa.com

URL

www.agatsa.com

APP

<https://goo.gl/cV2tN4>

FACEBOOK

@sanketmonitor1

TWITTER

@agatsa1



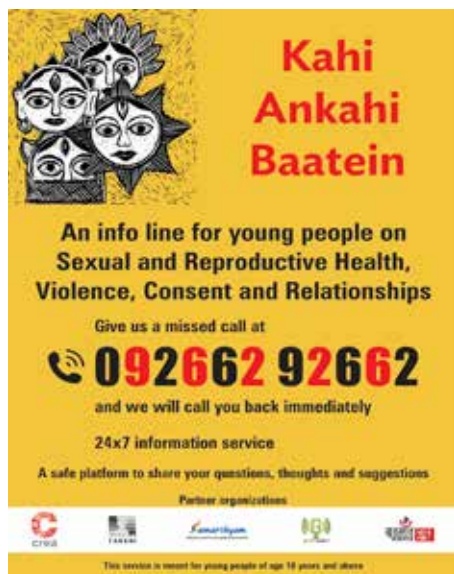
Sanket is a platform comprising of pocket ECG recorder, Sanket Life App and Sanket Cloud. Sanket device acquires 12-lead ECG just by touching the sensors (which means no leads, no gel or electrodes are required). Sanket Life app displays, creates and shares report of 12-lead ECG on any smartphone via Sanket services like instant ECG interpretation services and Cloud service with big data analysis. Sanket is the world's smallest, leadless, wireless credit card-sized ECG monitor.

Using their innovative and unique ECG device, users can easily monitor and

log their blood pressure, blood sugar, cholesterol levels or get doctor opinion from Regular Paper ECG. It's the only device and app that can perform 12-lead ECG check. The ECG data is kept on the phone and can be instantly sent to a cardiologist/doctor for interpretation and review. Besides the heart rate monitoring, the device and app can also follow and monitor stress levels and get ECG reviewed.

Sanket has proved impact on rural lives in the state of Tripura by providing low-cost cardiac care at state-run PHCs.

SANKET IS THE WORLD'S SMALLEST, LEADLESS, WIRELESS CREDIT CARD-SIZED ECG MONITOR.



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

This mobile-based technology uses Interactive Voice Response System (IVRS) to disseminate essential rights-based information on different themes of Sexual and Reproductive Health and Rights (SRHR). In the Pilot Phase, the info-line covered seven thematic areas, covering menstruation, relationships, contraception, consent, violence, youth and disability.

The IVRS system is based on a missed call alert system. To keep the service free of cost, the server disconnects the call and the system dials back. When the caller receives the call, she/he hears the introductory comments and a jingle that introduces the

DISCUSSING THE UNDISCUSSED

PROJECT INITIATIVE

Kahi Ankahi Baatein

ORGANISATION

CREA

COUNTRY

India

LANGUAGE

English, Hindi

EMAIL

achatterji@creaworld.org

URL

www.creaworld.org

APP

NA

FACEBOOK

[@CREAworld.org](https://www.facebook.com/CREAworld.org)

TWITTER

[@OfficialCREA](https://twitter.com/OfficialCREA)

mobile phone info-line and its contents, including directions on how to use IVRS.

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

Through IVRS technology, info-line has been able to reach out to some of the most remote and rural Hindi speaking districts of the country and it has led to a significant outreach among the transgender community and disabled people who have traditionally been marginalised from receiving SRHR-related information. The results from a survey conducted by CREA show that about 2 per cent of the listeners were transgenders.

A COMPANION FOR EXPECTING MOTHERS



PROJECT INITIATIVE

Aponjon Shogorbha

ORGANISATION

Dnet

COUNTRY

Bangladesh

LANGUAGE

Bengali

EMAIL

sankalita.shome@dnet.org.bd

URL

www.dnet.org.bd

APP

<http://bit.ly/2s56HUs>

FACEBOOK

@aponjon.16227

TWITTER

@aponjon16227

Aponjon Shogorbha (Aponjon Pregnancy) is the first mobile app in Bangla, with the most comprehensive collection of information for expecting mothers. The app helps expecting mothers to receive weekly information on development and status of her health as well as of the growing foetus in her womb.

The app further provides other general health information and useful tools such as the EDD calculator, event calendar, task manager, food chart generator, pregnancy weight gain tracker, baby kick tracker, a personal journal and Aponjon doctors' line quick access.

The app helps an expecting mother get information on the development and conditions of the expecting mother and her child. It calculates the expected date of



delivery of the child and full calendar and task manager for all the tasks she needs to take care of during pregnancy. This also provides an ideal daily food chart or option to create multiple food charts and tool to calculate, evaluate and track her weight gain in different stages of pregnancy.

In other to access this plethora of information services, the user simply needs to download and install the app, and create a personal profile. Once the app is installed, the user can go online once a week to download updated content and sync information with the server.

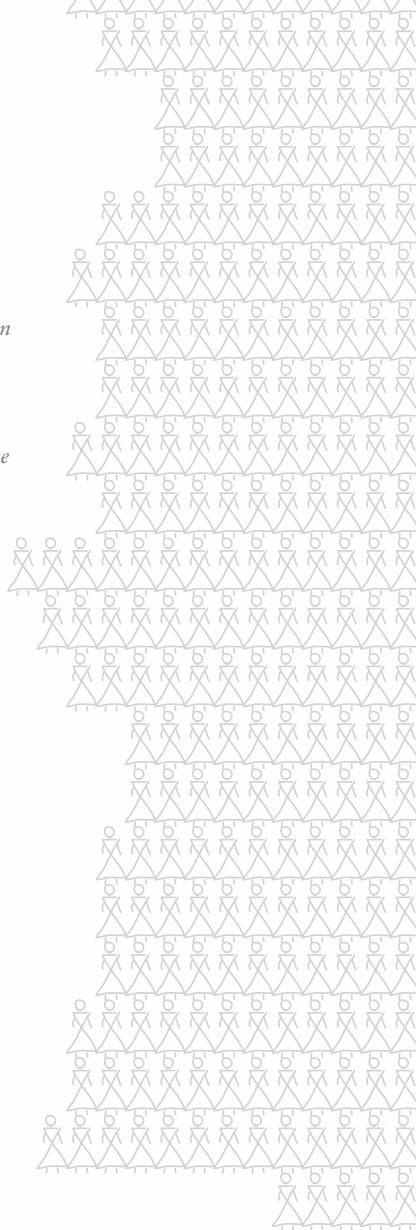
The app is a perfect companion for any expecting mother. The app comes ready with just the right tools to stay healthy during pregnancy and ensure proper health of her to-be-born child.

INCLUSION & EMPOWERMENT

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

03 WINNERS

1. Project Orasi 2.0 World
SRI LANKA
2. MedHealthTV
INDIA
3. Love Matters
INDIA



OVERCOMING CHALLENGES WITH TECHNOLOGY



PROJECT INITIATIVE

Project Orasi 2.0 World

ORGANISATION

EnifLabs

COUNTRY

Sri Lanka

LANGUAGE

English, Sinhala

EMAIL

ceo@eniflabs.org

URL

www.projectorasi.com

APP

NA

FACEBOOK

@orasi2.0world

TWITTER

NA



Orasi 2.0 World is a highly efficient and accurate mobile device that has been designed and developed, especially for the visually impaired individuals who are in need of user-friendly mobile devices to access non-Braille content that they come across during their day-to-day lives.

The functionalities of making calls, sending text messages, sending emergency alerts, describing user surroundings, reading out texts and recognising the textual content of photographed images; and then converting them into an audio output are available in this all-in-one solution. In addition, it helps users to recognise certain objects in the environment that they may encounter in everyday life.

Orasi 2.0 has features such as OTG support, Bluetooth Support, 60 Braille buttons with 12 different useful functionalities such as SMS functionalities, OCR functionalities, call-based functionalities and translation functionalities, which are not available in any other devices. Moreover, the price of the product makes it affordable for the target audience. Hence, Orasi 2.0 allows visually impaired individuals to overcome struggles they face when they use a mobile or come across textual content in their day-to-day life.



YOUR VIDEO GUIDE TO MOTHERHOOD

PROJECT INITIATIVE

MedHealthTV

ORGANISATION

MedHealthTV

COUNTRY

India

LANGUAGE

Hindi, English, Telugu

EMAIL

drpadmar@gmail.com

URL

www.medhealth.org

APP

<https://goo.gl/67DJPQ>

FACEBOOK

@MedHealthTV

TWITTER

@MedHealthTV



About 800 women worldwide die every day of preventable causes related to pregnancy and childbirth. About 20 per cent of these women are from India. MedHealth TV, thus, emerged to address this burning issue.

It produces crisp, easy-to-understand, animated, vernacular videos on pre-pregnancy, pregnancy, childbirth, and post-pregnancy in Hindi, Telugu, Tamil, Kannada, Bengali and other languages so that women can understand and take control of their pregnancy.

MedHealth TV has more than 200 videos and its YouTube channel attracts 1.8 million views every month. The channel has an active subscriber base of 24,000 on YouTube that engages doctors to help rural

and uneducated India jump on the digital bandwagon. Production is now underway in Arabic, Tagalog, Spanish and Mandarin.

With about a million views per month, the viewership is growing extremely fast. Analysis shows that more than 90 per cent content online is accessed via mobile devices, and hence MedHealth TV has shifted its focus to an interactive Android app. The team believes that by educating a mother, they are impacting the entire family and the future generations. MedHealth TV hopes to empower millions around the world with health information in their hands through their mobile phones and help reduce maternal mortality.

BECAUSE HEALTH MATTERS



PROJECT INITIATIVE

Love Matters (India)

ORGANISATION

Development Consortium

COUNTRY

India

LANGUAGE

Hindi, English

EMAIL

vithika.yadav@rnw.org

URL

www.lovematters.in

APP

NA

FACEBOOK

@lovematters.india

TWITTER

@lovemattersinfo



Love Matters India is the first ever bilingual sexual and reproductive health and rights (SRHR) project in India and is now leading in the world. Since the SRHR programme was launched in 2011, it has seen huge successes in India in the last 5 years and expanded to five countries with local and regional chapters in China, Kenya, Egypt and Mexico. The digital project doubles up as a safe online space where young people can engage in conversations related to their sexual and reproductive health.

The website is a taboo-free zone, which provides critical and comprehensive information on SRHR issues in an open, friendly and non-judgemental environment. The project believes in enabling young people to make informed decisions on SRHR issues by providing them science and rights-based information.

Love Matters was awarded by the World Association of Sexual Health in 2013 for their most innovative sexual health platform. #NotMusicToMyEars, a campaign against sexism in Bollywood music, won a Bronze Lion in the radio category of Cannes Lions, the International Festival of Creativity.

The campaign also received the prestigious Kyoorius Award in India.

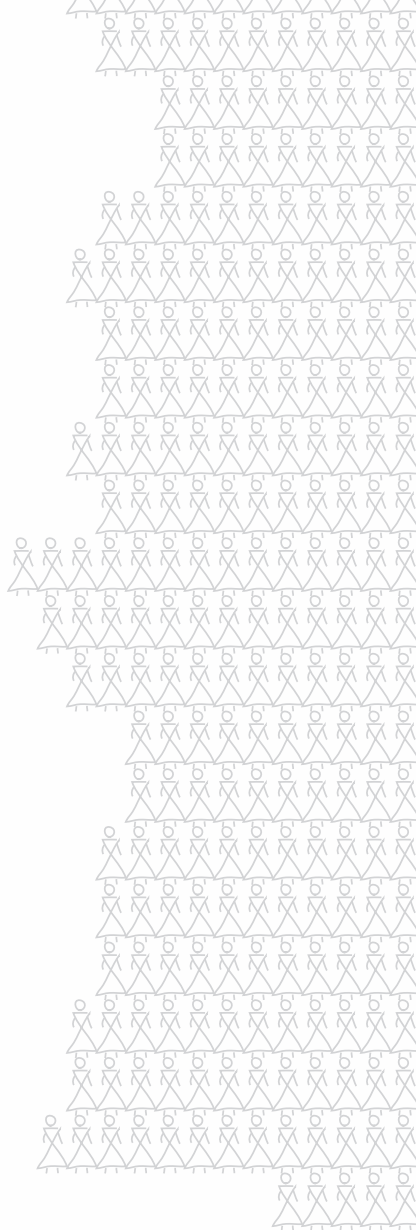
Further, Love Matters India is credited with launching the country's first ever virtual reality 360 film on intimate partner violence. It gives immersive experience to users by making them step into the shoes of the victim. A first for India, public installation of these films were carried out across several metro stations in Delhi, enabling 5,000 people to watch the films.

LEARNING & EDUCATION

Early Stage includes digital interventions which have been launched recently and are potentially very exciting. mBillionth Awards would like to recognise such initiatives in this fast growing segment. The platform taps initiatives early on and invites all those entrepreneurs who are dreaming big and want the wider world to take note of their ideas. It is a new category, which has been created keeping in mind the fast growing start-up space.

03 WINNERS

1. BYJU'S Learning App
INDIA
2. Development of National
Digital Library of India -
Building a National Asset
INDIA
3. Read to Kids by Worldreader
INDIA



MAKING LEARNING FUN AND EFFECTIVE



PROJECT INITIATIVE

BYJU'S Learning App

ORGANISATION

BYJU'S

COUNTRY

India

LANGUAGE

English

EMAIL

sanghamitra.bhargov@byjus.com,
Byju@byjus.com

URL

www.byjus.com

APP

<http://bit.ly/1OZzQ6v>

FACEBOOK

@byjusclasses

TWITTER

@ByjusClasses



BYJU'S is India's largest Ed-tech company and the creator of India's largest K12 learning app that offers highly adaptive, engaging and effective learning programmes for students in classes and competitive exams like JEE, NEET, CAT, IAS, GRE and GMAT. Launched in 2015, BYJU'S has become the most loved and preferred education app for students across age groups.

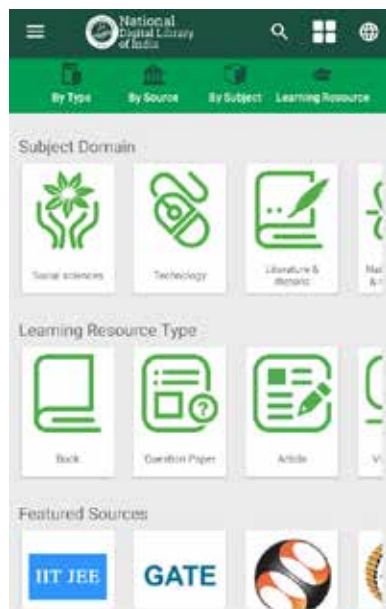
This app makes use of original content, rich animations, interactive simulations and engaging video lessons from India's best teachers. The app has so far received over 8 million downloads, 4,00,000 annual paid subscriptions and attracts 30,000 new students every month. With an average time of 40 minutes spent by a student on the app every day from hundreds of cities, this app is making learning enjoyable and effective.

Delivering world class learning experience, BYJU'S is making learning contextual and visual, and not just theoretical. The app has been designed to adapt to the unique learning style of every student, as per the pace, size and style of learning. The learning app is paving the way for new-age, geography-agnostic learning tools that sit at the cross section of mobile, interactive content and adaptive learning methodologies.

Till date, BYJU'S has raised over USD 200 million from Chan-Zuckerberg Initiative, World Bank's investment arm - International Finance Corporation (IFC), Verlinvest, Aarin Capital, Sequoia Capital, Sofina, TimesInternet and Lightspeed ventures, to become the largest funded Ed-tech startup in India.



REVOLUTIONALISING CENTRES OF LEARNING



PROJECT INITIATIVE

Development of National Digital Library of India

ORGANISATION

National Digital Library of India

COUNTRY

India

LANGUAGE

English, Hindi, Bengali

EMAIL

ppd@cse.iitkgp.ernet.in

URL

www.ndl.iitkgp.ac.in

APP

<http://bit.ly/2j3mnTn>

FACEBOOK

@NDLIndia

TWITTER

@NDLIndia

NDL India has been conceived as a platform for change in the educational paradigms of India by Ministry of Human Resource Development), Government of India, under its National Mission on Education through Information and Communication Technology (NMEICT).

Developed by IIT Kharagpur, NDL India is an umbrella over existing digital repositories with Indian language user interface and interface for differently-abled users. It is a movement to reach out to people in the country with educational contents of not just books, papers or thesis but with class lectures, audio books and lectures, tutorials, assignments and solutions, simulations, animations, data sets through a single source access. It is for all learners, at all levels and for all subject areas.

NDL India facilitates collaborative learning environment through student-student, student-teacher and teacher-teacher collaboration. It is also designed to support collaborative learning environment through integration with MOOCs. It provides an infrastructure for self-paced purpose-centric learning and has pioneered national licensing of publishers' contents that makes contents, which is normally priced, available to NDL India users for free – paving the way to democratise education in the country. NDL India app provides access through multiple Indian language user interfaces. Their plan is to make the user interface available in nine Indian languages that cover more than 90 per cent of Indian population. NDL is available as both Web app and mobile app on Android. iOS and Windows apps are to be released soon.

FOR THE LOVE OF READING



PROJECT INITIATIVE

Read to Kids by Worldreader

ORGANISATION

Worldreader

COUNTRY

India

LANGUAGE

Hindi and English

EMAIL

bhanu@worldreader.org

URL

www.worldreader.org

APP

<http://bit.ly/2sk0kkp>

FACEBOOK

@worldreaders

TWITTER

@worldreaders



Many children in India are unprepared or not fully prepared to start school. Lack of school readiness negatively impacts children's learning outcomes and has contributed to a national learning crisis. Starting from birth, simple interventions such as parents reading aloud to their children can be powerful antidotes to poor learning environments. Reading aloud to young children narrows the gaps in learning and introduces a world of ideas, vocabulary and concepts to young children. Despite this, many poor households in India lack a culture of reading and have limited exposure to books.

Worldreader, in partnership with Pearson and Project Literacy, launched the Read to Kids programme in low-income communities in Delhi with the goal of

getting more parents reading to young children. Working with Indian and international publishers, Worldreader curated and digitised a collection of over 400 Hindi and English storybooks and gave free access to them via their Read to Kids app. The mobile application is designed to work responsively on a wide range of mobile phones, even with inconsistent 2G networks.

This app was distributed via networks of community-based partners committed to early childhood development. It is designed as a behaviour change campaign to raise awareness about the value of reading to children, leverage social media and digital advertising. In one year, this programme has reached out to over 2,20,000 households in the Delhi-NCR region.

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

02 WINNERS

1. Nepali Paisa
NEPAL
2. Sportsie
INDIA
3. Freedocast Pro
INDIA



STOCK-KEEPING NOW IN YOUR PALMS



PROJECT INITIATIVE

Nepali Paisha

ORGANISATION

Source Code Pvt. Ltd

COUNTRY

Nepal

LANGUAGE

English and Nepali

EMAIL

sujan@sourcecode.com.np

URL

www.nepalipaisha.com

APP

<http://bit.ly/2umtCLq>

FACEBOOK

@NepaliPaisha.News

TWITTER

@nepalipaisha



Nepali Paisha is a financial Web portal that is dedicated to providing useful and unbiased resources to Nepali investors. Realising the need of innovative financial media company in Nepal, Nepali Paisha was established a year back and has been doing exceptionally well since then. It has been able to gain recognition as a reliable and unbiased financial media company. It is ranked at the 52nd position among other similar websites; and at the first position in online financial portal category in Nepal with over 2,44,000 followers on Facebook.

Ever since its establishment, Nepali Paisha has been continuously working towards creating distinct products and services, and, in this regard, it has recently developed its mobile app for Android users. By the end of June, the number of downloads had reached 11,326.

This app is the only comprehensive app for Nepalese Share Market. The key features of the app include breaking share market news, NEPSE data, detailed information of all listed companies, stock market calculators, stock screener, updates on announcements and stock events, investment opportunities (IPO, FPO, Auction, Right), weekly NEPSE reports and weekly technical analysis.

In addition, premium services give access to in-depth technical analysis, in-depth fundamental analysis, portfolio tracker and advance chart. Currently, this app is available only for Android devices. It will soon be launched for IOS devices as well, providing ease to investors across a wider range of platforms



SPORTS FANS TURN SPORTSPERSONS



PROJECT INITIATIVE

Sportsie

ORGANISATION

Nazara Technologies Pvt Ltd

COUNTRY

India

LANGUAGE

English

EMAIL

abhishek.sharma@nazara.com

URL

www.nazara.com

APP

<http://bit.ly/2sUtEg1>

FACEBOOK

@NazaraGames

TWITTER

@NazaraGames

Sportsie is a one-stop destination for all cricket and football fans. This service is available for both smartphone and feature phone users. It is a social game wherein users make real-time predictions regarding live sports to earn coins. It's "gamified" with levels, achievements, leader boards and friends. It is indeed a cool hangout for sports fans. Sportsie has been made into a community building platform, connecting people with similar passions for sports by giving sports coverage, real-time predictions, game and trivia to fans.

Fans collect coins through various activities within the platform and use them for in-play predictions. It also enables real-time Twitter chats, specific to the ongoing matches, along with social media updates from players, managers, clubs and fans

across Twitter, Facebook, YouTube and Instagram. For cricket, ICC and IPL are covered while the English Premier and Spanish leagues are covered for football.

Gradually, more leagues from around the world will be added. Sportsie is available in both the WAP and APP forms.

Sportsie offers a variety of features such as live score updates, score predictions, results, social features, Twitter feeds of players and teams, latest news, anecdotes and Did You Know videos, in both English and Hindi.

CONTROL YOUR BROADCASTS



PROJECT INITIATIVE

Freedocast Pro

ORGANISATION

YuppTV

COUNTRY

India

LANGUAGE

English

EMAIL

ranjithr@yupptv.com

URL

www.freedocast.com

APP

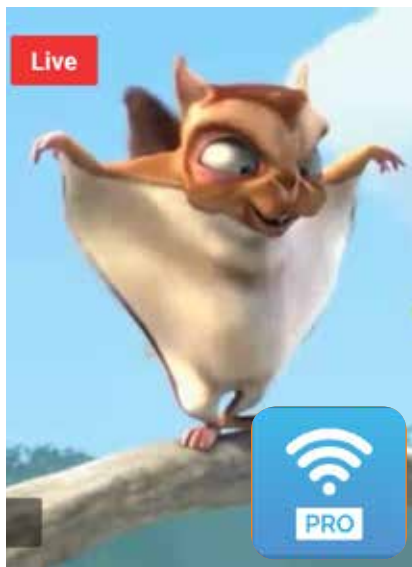
<http://bit.ly/2s59VHv>

FACEBOOK

@freedocast

TWITTER

@freedocast



Freedocast Pro device broadcasts live videos in HD quality to multiple platforms like Facebook Live, YouTube Live, Twitter, Periscope and other RTMP supported platforms.

The device can be connected to any video source, including camera and switcher, to go live and can be easily controlled via Android/iOS App.

The app allows users to preview, control and monitor live broadcasts. The device comes with a rechargeable battery, supporting over two hours of continuous live streaming and offers HDMI IN/OUT and MIC-in for AV source connectivity.

Some of the key features of this app are: H.264/AAC encoding, 1080p @5Mbps;

A/V Input: HDMI IN/OUT, Mic IN, HD Audio, AV OUT, headphone OUT; rechargeable battery: live broadcast for 2+ hours with internal rechargeable Li-ion battery, connectivity; live stream using Wi-Fi or Ethernet

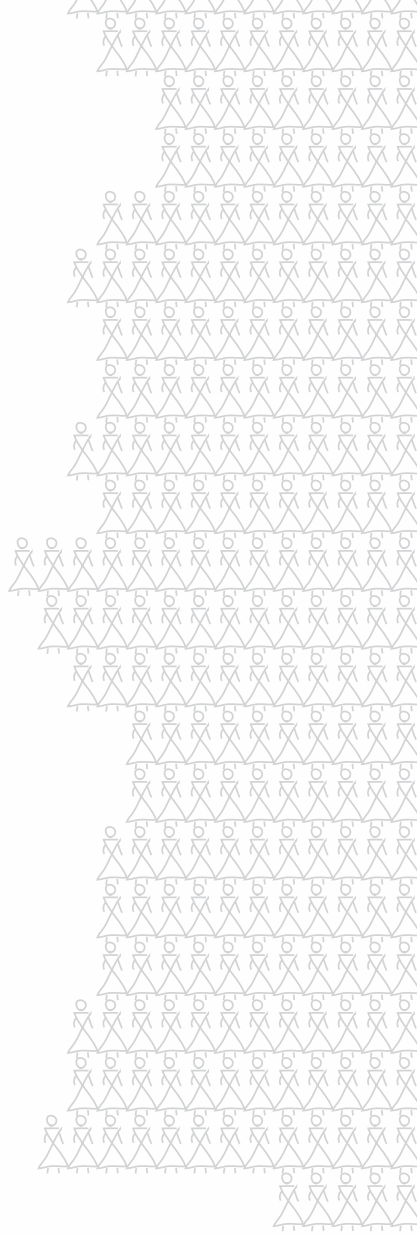
Freedocast is a product of YuppTV, a pioneer and one of the world's largest online over-the-top (OTT) entertainment solutions providers. It is a live broadcasting solution, which enables the user to live stream instantly, anytime anywhere. It allows people to broadcast simultaneously to multiple platforms like Facebook Live, YouTube Live and provides Adaptive Bitrate Streaming which enables streaming even in low bandwidth.

SMART SETTLEMENTS & URBANISATION

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

01 WINNER

1. iSEWA
INDIA





PROJECT INITIATIVE

iSEWA

ORGANISATION

Patiala Foundation

COUNTRY

India

LANGUAGE

English

EMAIL

thepatialafoundation@gmail.com

URL

www.patialafoundation.org

APP

<http://bit.ly/2spWBfX>

FACEBOOK

@Patialafoundation

TWITTER

@RaveeGreenCABS



• iSEWA is a project for providing better access to essential services for city residents. Direct dial-in-iSEWA facility supports livelihood of essential service providers to bridge the gap in society. All these essential services are easily accessible and the residents can get them at their doorsteps just by making a phone call or tapping on their mobile app.

The mobile app iSEWA has been designed in a manner that a trusted network of essential service providers are referred by the open community for the purpose of community members. Once all such essential service providers are identified and

referred by the community, iSewa intends to form their respective groups and impart basic skill training to them so that they can enhance their skills and provide better services to the residents. Since the database shall be shared in an open platform, more people can utilise their services, which in turn shall contribute towards enhancing the daily income of service providers. Further, every service provider goes through a personality development training in addition to creating an awareness among them regarding various government sponsored schemes pertaining to their skills so that they can benefit from the same.

THE DIRECT DIAL-IN-iSEWA FACILITY AIDS LIVELIHOOD OF ESSENTIAL SERVICE PROVIDERS TO BRIDGE THE GAP.

SPECIAL MENTIONS



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

SPECIAL MENTION

1. Krishi Yellow Page
BANGLADESH



YELLOW PAGES FOR FARMERS



PROJECT INITIATIVE

Krishi Yellow Page

ORGANISATION

Win Miaki Ltd.

COUNTRY

Bangladesh

LANGUAGE

English

EMAIL

anwarul.alam@miaki.co

URL

www.miakivas.com

APP

<http://bit.ly/2wd3cwL>

FACEBOOK

NA

TWITTER

NA

SPLASH SCREEN



Reliable inputs of an assured quality are necessary for every farmer. Private input suppliers also need a pure sub base of farmers to use their products and gain maximum benefit from. Win Miaki addresses the problem by introducing a smartphone-based tool called Krishi Yellow Page (KYP). It is a smartphone app that runs both online and offline to collect the input supplier's and farmer's information, and make it available centrally and individually to their partners digitally. This is a customised version of regular directory service, specifically for agriculture-related stakeholders.

It is better for both the donor-funded projects as well as for private sector companies to build up a comprehensive

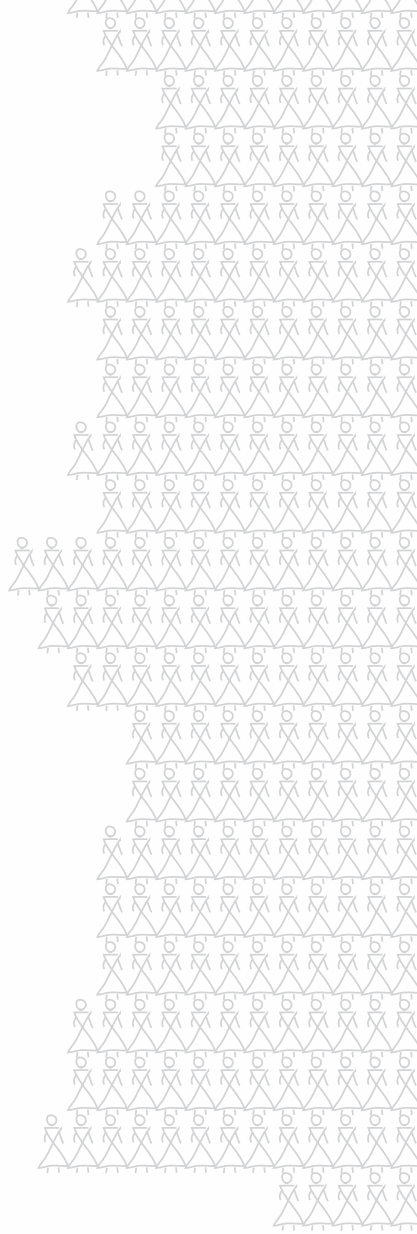
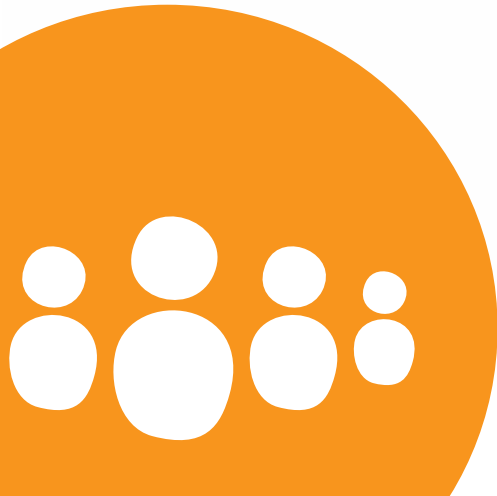
mechanism to interconnect input suppliers-producers-buyers, for a common benefit. Donor funded projects can easily identify the concentration of their beneficiaries (farmer/input supplier), their behaviour and can design a good solution for them. Private sector can use this mechanism to give more benefit to their user base and secure their business throughout the network.

A simple yet effective networking system, KYP is a necessary tool to cater to the above problems in the cheapest way.

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

SPECIAL MENTION

1. HYDCOP INDIA



YOUR FRIENDLY NEIGHBOURHOOD



PROJECT INITIATIVE
HYDCOP

ORGANISATION
Hyderabad City Police

COUNTRY
India

LANGUAGE
English

EMAIL
sreenath.kareddy@hyd.tspolice.gov.in

URL
www.hyderabadpolice.gov.in

APP
<http://bit.ly/2s5btB4>

FACEBOOK
@hyderabadpolice

TWITTER
@hydcitypolice



People-friendly and responsive policing can be achieved only when the frontline police officers are empowered with technology. With the aim of empowering frontline police officers, the entire strength of Hyderabad City Police, i.e. 15,000 members of various verticals — have been provided with role-based credentials to tie up with the application in order to render effective policing services to the public.

HYDCOP is a mobile-based application that gives access to various in-house databases on spot, facilitates input of data from crime scenes, verifies history of suspects and submits information for inspector or in-charge's approval. This reduces the response-time and time taken in delivering policing services to the citizens.

Each and every grievance reported by the citizen is, thus, guaranteed to be resolved within the shortest possible time. HYDCOP helps the police to measure their performance, analyse and come up with more effective ways by focusing more on the key driving factors in serving the citizens of Hyderabad.

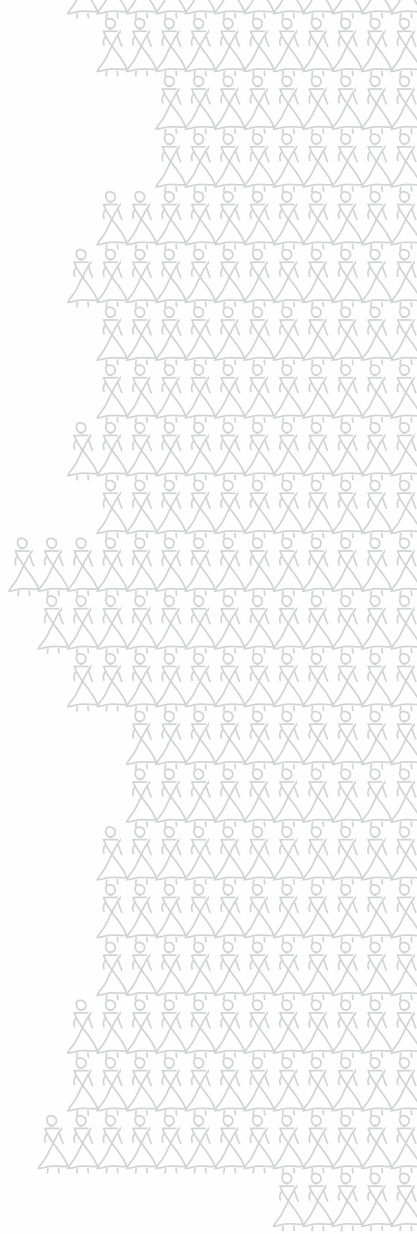
The average response time of Hyderabad City Police to any complaint or call, with this app, now has come down to five minutes. This is a game changer for Hyderabad City Police in transforming themselves into smart cops and a smart force, committed to enhancing the citizen's safety and security in Hyderabad city at par with any global city.

SMART SETTLEMENTS & URBANISATION

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

SPECIAL MENTIONS

1. Digital Manush
BANGLADESH
2. Wyke
INDIA



DIGITALLY EMPOWERING DHAKA'S WORKFORCE



PROJECT INITIATIVE

Digital Manush

ORGANISATION

Digital Manush

COUNTRY

Bangladesh

LANGUAGE

English, Bangla

EMAIL

digitalmanush.org@gmail.com

URL

www.digitalmanush.com

APP

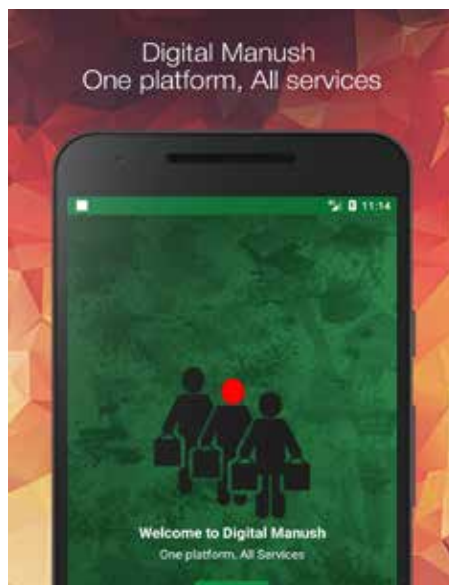
<http://bit.ly/2spuspC>

FACEBOOK

@DigitalManushApp

TWITTER

@Digital_Manush



Digital Manush is a platform to help service providers by giving them a chance to work on a digital platform. People believe that changing homes or switching to a new area is a hassle because they need human resources and do not know where they can find them.

The objective of this organisation is connecting workers to the general public easily and evaluating said workmen for quality control. Now, with just a few clicks in the app, one can connect with the desired worker in their area. Consumers rate workers so that others can get the best services by checking the reviews.

Digital Manush also provides 100 per cent-ensured doorstep services via its hotline, and guarantees safety. They encourage

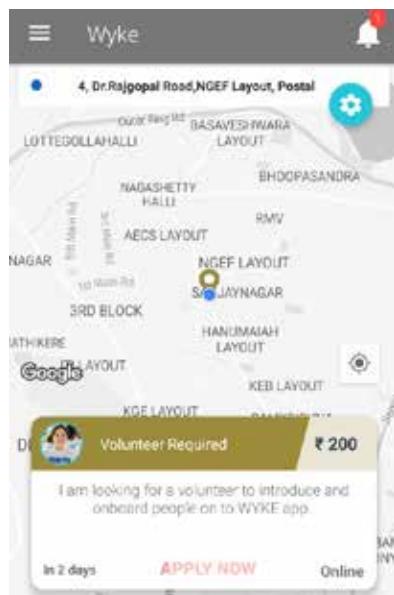
people to take up initiatives like rooftop gardening, street cleaning and other socially beneficial activities.

About 300-400 service providers are engaged in jobs through the Digital Manush platform in Dhaka city, Bangladesh. It also efficiently helps the people to get access to services in a timely and cost-effective manner. Over 9,000 families are currently using this app. The team is working hard to collect more vendors' information in other areas for expanding their services.

It seems empowering people digitally and creating independent workforce is the key aspiration of Digital Manush.



AN EASY WAY TO MONETISE SKILLS



PROJECT INITIATIVE

Wyke

ORGANISATION

iBridge Ventures Private Limited

COUNTRY

India

LANGUAGE

English

EMAIL

sachin@wyke.in

URL

www.wyke.in

APP

<http://bit.ly/2spQisR>

FACEBOOK

@Wykeism

TWITTER

@Wykeism

Wyke is a trusted community platform that connects people who need to outsource tasks or find services to people who are looking to earn money and are willing to work. Wyke is a hyper local freelancing marketplace.

In another words, Wyke provides an opportunity for individuals to earn extra money by connecting employers, who are looking for temporary human resources, with potential employees, who are looking for an additional income. It is the easiest and quickest way for any individual to monetise their skill sets by showcasing it on a platform that is easily accessible to millions of users.

The speciality of the mobile app is that it provides an opportunity for people to

showcase their skills and monetise it to earn extra income by helping others in their locality. Users describe the task and indicate a budget, community members then bid to complete the task. From simple to complicated tasks, Wyke can help users find people who are willing to clean homes, carry out handyman tasks, engage in administrative work, photograph events or design graphics and even a website.

Be it a supporting hand for a few minutes, volunteering for a few hours, a consultant for a day, a designer for a week, or a security guard for a month, Wyke connects all these Wykees with their prospective Wykers instantly.

Digital Cluster Development Programme expands to Kanchipuram (Tamil Nadu), Pochampally (Telangana) and Kollegal (Karnataka)

DEF adopts all district public libraries in Bihar and Telangana in partnership with IPLM

DEF ties up with Google's Internet Saathi project to digitally empower 18,00,000 beneficiaries across 10,000 villages of Bihar and Madhya Pradesh

Handloom clusters in Trichy (Tamil Nadu) and Narayanpet (Telangana) adopted under the Digital Cluster Development Programme

100 CIRC's added across 20 states with support from Vodafone, Indus Towers, Pradan & Tata Trusts

Special Cluster based CIRC's established in Nuapatna & Bargarh in Odisha, and Barabanki in Uttar Pradesh

CIRC Awards launched to recognise and felicitate centres and staff that are doing exceptionally well

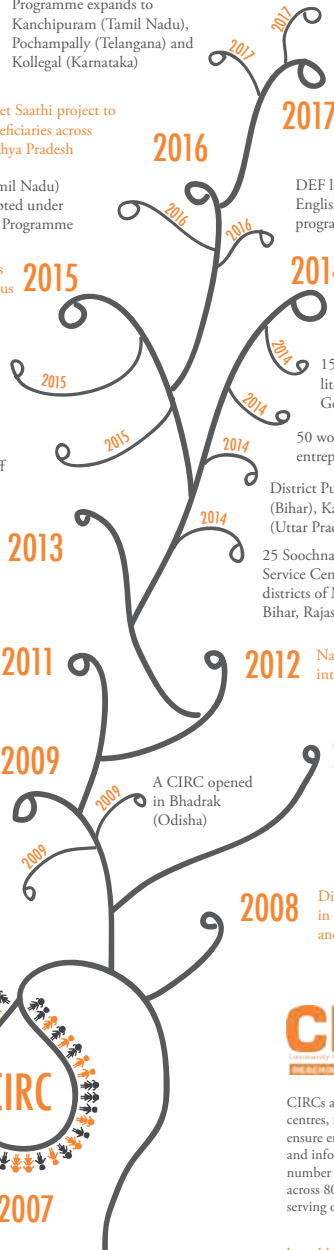
CIRC reaches to more than 50 locations

Digital Panchayat is launched and reaches out to 500 Panchayats

CIRC expands to North East region of India in Sonapur (Assam) and Tura (Meghalaya)

CIRC concept extended to Community Radio HenVal Vani in Chamba, Tehri Garhwal (Uttarakhand)

First CIRC set up towards in Ginjo Thakur Village in Ranchi (Jharkhand); 2 more CIRC's opened in Mamoni in Baran (Rajasthan)



2017

CIRC's across India participate and showcase their work at Prayag, a digital mela organised in New Delhi

DEF launches British Council's English and Digital for Girls' Education programme at 21 CIRC's across 12 states

2014

CIRC is set up in Chandauli (Rajasthan) under the first Minority Cyber Gram Yojana of the Ministry of Minority Affairs

150,000 women reached out for digital literacy under Google's Helping Women Get Online programme

50 women turned into digital entrepreneurs across 5 CIRC's

District Public Library in Bettiah (Bihar), Kanpur and Unnao in (Uttar Pradesh) adopted

25 Soochna Seva Kendras or Information Service Centres established in different districts of Madhya Pradesh, Uttarakhand, Bihar, Rajasthan and Jharkhand

2012

National Digital Literacy Mission integrated at all CIRC's

2010

CIRC-cum-Digital Panchayat initiated in Rohtak (Haryana)

2008

Digital Panchayat initiated in Kolhapur (Maharashtra) and Alwar (Rajasthan)

A CIRC opened in Bhadrak (Odisha)

CIRC
Community Radio Network
Digitally Enabled Community Centres

CIRC's are digitally enabled community centres, run by and for the community to ensure empowerment through digital literacy and information services. Since 2007, the number of CIRC's has grown from 3 to 170+ across 80 districts in 22 states of India, serving over a million villagers.

<http://circindia.org/>

CHAIRMAN'S DISTINCTIONS

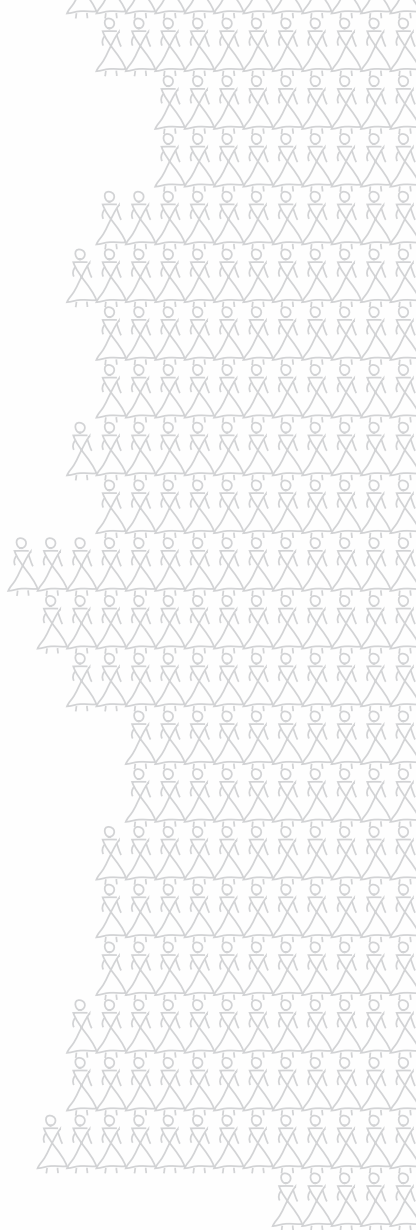


HEALTH & WELL-BEING

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

CHAIRMAN'S DISTINCTION

MITRA - Mobile Initiated
Tracking and Rescue app
INDIA





PROJECT INITIATIVE

MITRA - Mobile Initiated Tracking and Rescue APP

Organisation

Pondicherry University

COUNTRY

India

LANGUAGE

English

EMAIL

ssivasathya@gmail.com

URL

www.pondiuni.edu.in

APP

<http://bit.ly/2tpjVyE>

FACEBOOK

NA

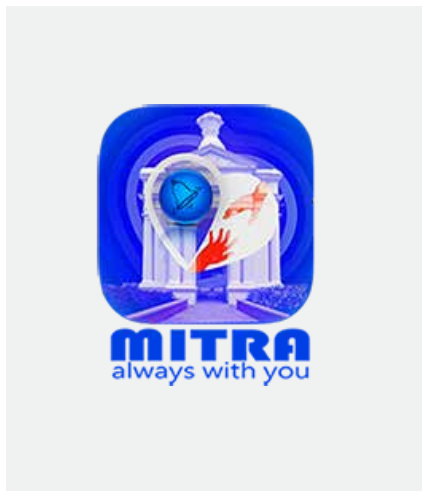
TWITTER

NA

MITRA is an Android-based mobile application to ensure women, children and senior citizen's safety in times of distress. It is like an SOS, customised for Puducherry region. If users find themselves in an emergency situation, all they need to do is long press the audio button on their phones. The application is launched immediately and sends the location to nearest police station, besides text messages to three of their emergency contacts — all this without opening the app.

Further, MITRA does not require an Internet connection.

During the installation process, the user can choose three emergency contacts to whom alert message should be sent during an emergency. A decline option is also



provided to cancel the emergency alert if the application is launched by mistake. To add an extra layer of security, a wrong pin entry can initiate the service in case the users are forced to press the decline option by their attacker. Another great feature of the app is that if the user is on the move, MITRA sends updated location at an interval of every five minutes.

MITRA comes built in with information about police stations in Puducherry, their contact numbers, contacts of NGOs and helplines, among other emergency services.

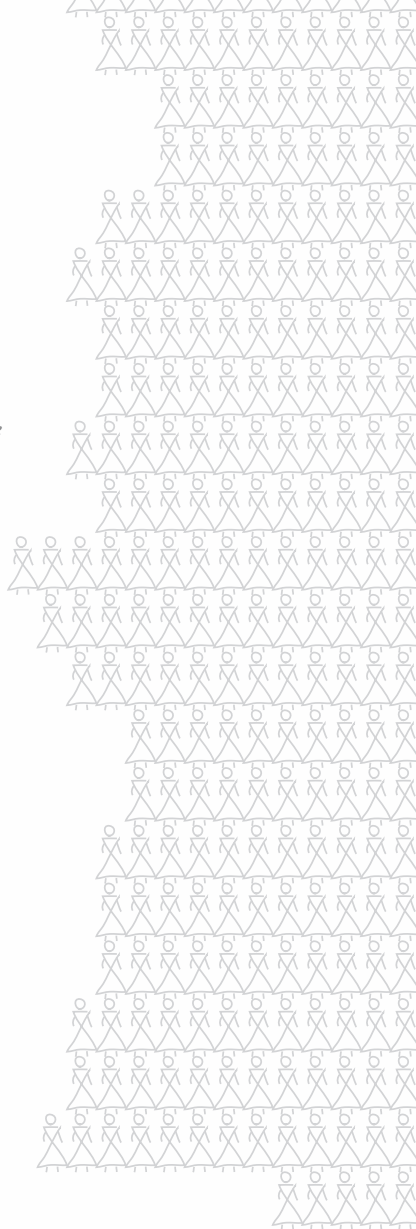
Another version of MITRA, PU-MITRA, is used within the 800-acre campus of the Pondicherry University for the prevention of ragging. Every year, an orientation and awareness programme is organised to inform first-year students at 92 colleges affiliated with the Pondicherry University about MITRA and facing emergency/ disastrous situations.

MEDIA & ENTERTAINMENT

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

CHAIRMAN'S DISTINCTION

Boom: Best Equalizer and
Magical Surround Sound
INDIA





A MAGIC SPELL FOR YOUR MUSIC

PROJECT INITIATIVE

Boom: Best Equalizer and Magical Surround Sound

ORGANISATION

Global Delight Technologies Pvt. Ltd.

COUNTRY

India

LANGUAGE

English, Japanese

EMAIL

vipin.mishra@globaldelight.com

URL

www.globaldelight.com

APP

<http://apple.co/2tTee9B>

FACEBOOK

@GlobalDelight

TWITTER

@GlobalDelight



With a sleek and easy-to-use interface, Boom: Music Player with Magical Surround Sound, breathes new life into every one of the users favourite tracks, just the way the artistes had intended while creating the music.

This app offers a range of features to deliver that edge, including a mind blowing 3D surround setting, equalisers and audio intensity effects designed to work with any headphones.

Boom is based on the (patent-pending) 3D Virtual Surround Audio Engine that lets you immerse deep into a magical 3D surround sound experience. It allows every subtle note of the favourite tracks to express itself vividly.

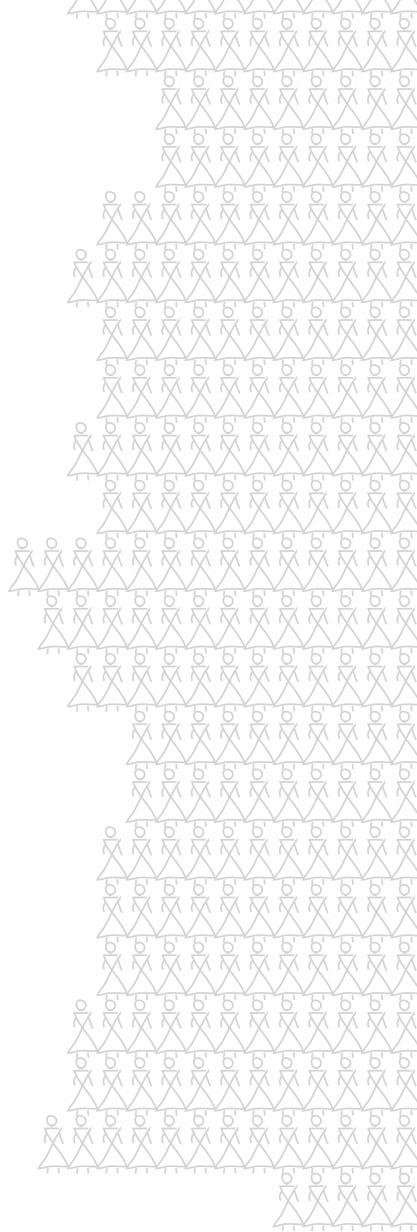
It enables users to access music not only from the phone's library but also from Dropbox and Google Drive. Audio intensity control, customised playlists, sleep and several other features give you complete control over the music. The app redefines the sound of any song with its excellent features that are designed to work on any headphones. Users may switch between any headphones, but the experience remains incredible. It gives the feeling of being at a concert with its 3D surround sound speaker set-up in which users can select specific speakers like left-rear, or all centres to reshape their experience.

SMART SETTLEMENTS & URBANISATION

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

CHAIRMAN'S DISTINCTION

Railway Station Wi-Fi Project
INDIA



Wi-Fi FOR YOUR WAIT TIME



PROJECT INITIATIVE

Railway Station Wi-Fi project

ORGANISATION

RailTel Corporation of India Ltd

COUNTRY

India

LANGUAGE

English

EMAIL

amarjeet@railtelindia.com

URL

www.railtelindia.com

APP

NA

FACEBOOK

@RailTel

TWITTER

@RailTel



RailTel is an integral part of Digital India Mission, which envisages the creation of a digital society for inclusive growth. Access to high speed affordable Internet is a basic necessity today yet the availability of the same is left unmet.

In this situation, creating a public Wi-Fi network for providing fast and reliable broadband service was the need of the hour. RailTel started implementing the world's largest public Wi-Fi project of providing fast Wi-Fi service across 700 railway stations of the country in January 2016, in partnership with Google. With its state-of-the-art high-capacity telecom

network across the length and breadth of the country, RailTel took up this project in partnership with Google to establish a public Wi-Fi network covering 700 railway stations across India.

The service is branded under RailWire, RailTel's brand for broadband service to masses. RailTel has continually endeavoured towards enhancing digital literacy and furthering digital inclusion. This project is also another leap forward by RailTel. It is a significant milestone in achieving the dream of connecting millions of unconnected Indians to the world of Internet.

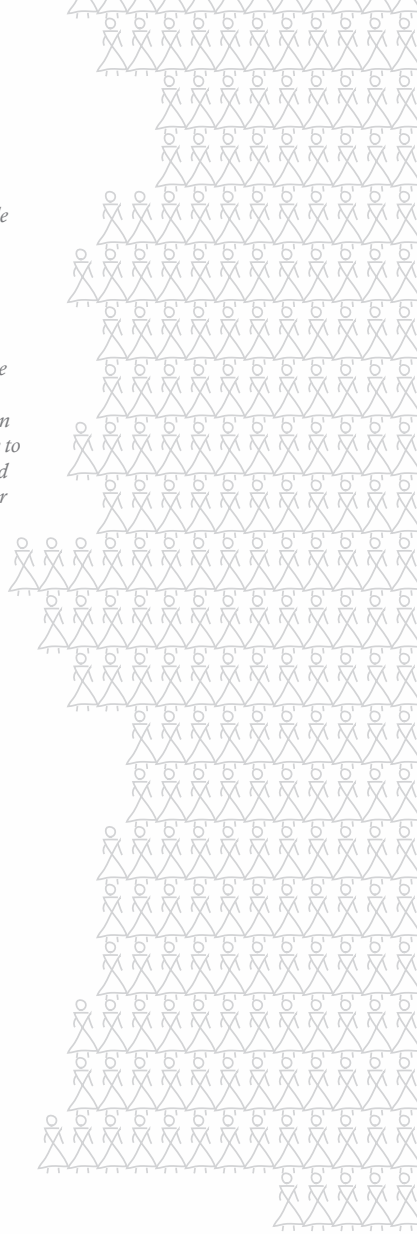
IT IS A SIGNIFICANT MILESTONE IN ACHIEVING THE DREAM OF CONNECTING MILLIONS OF UNCONNECTED INDIANS TO THE WORLD OF INTERNET.

FINALISTS



AGRICULTURE & ENVIRONMENT

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



FARMERS' PERSONAL MANAGERS

PROJECT INITIATIVE

FEM@Mobile

ORGANISATION

Krishi Vigyan Kendra Malappuram

COUNTRY

India

LANGUAGE

English

EMAIL

sunil.vg@kau.in

URL

www.farmextensionmanager.com

APP

<http://bit.ly/2rMBIAI>

FACEBOOK

@KeralaAgriUniversity

TWITTER

@KeralaAgVarsity



FEM@Mobile contains information about 100 crops. The application is so designed that it takes care of the needs of both small and big farmers. The contents of information include crop cultivation, plant protection, organic inputs, agro chemicals, expert support and contact directory.

Under crop cultivation, one can get most of the information related to planting, inter-cultivation, harvesting and storage for the crops. Besides, information on around 800 recommended varieties are included under the variety details. Around 300 fertiliser recommendations are also included with in unit area/per plant details. The plant protection section covers symptoms and prevention methods of over 500 insect pests,

700 plant diseases and 1,100 deficiency disorders.

The app lays equal emphasis on organic and inorganic methods of farming; and holds detailed information about different organic and inorganic fertilisers, herbicides, fungicides and insecticides. The expert-supported link helps farmers to send field photos directly to scientists and seek aid. Further, the app holds a contact directory for all agricultural departments of Kerala.

FEM@Mobile was developed under the project 'Development of a farming system based cyber extension model for the state of Kerala' at KVK Malappuram of Kerala Agricultural University and funded by the Kerala Department of Agriculture.



BRINGING EFFICIENCY IN MONITORING & EVALUATION



PROJECT INITIATIVE

NRD M&E

ORGANISATION

Seva Mandir

COUNTRY

India

LANGUAGE

English

EMAIL

priyanka.singh@sevamandir.org

URL

www.sevamandir.org

APP

NA

FACEBOOK

@sevamandir

TWITTER

@sevamandir

NRD M&E application is a tool developed on Google AppSheets for the monitoring and evaluation of integrated natural resource management interventions. It seeks to create farm family profiles and track the impact pathways of certain interventions.

Intervention in farm livelihoods, adoption of best agriculture practices, water usage, management and use of pasture land and forestland and agriculture productivity are measured by this application. This makes it easy to derive the outcome indicators such as farm produced food and nutrition security, fodder availability, availability of water for agriculture use, ground water levels, practices of agriculture diversity, pest and diseases and farm based income of a farm family. The most distinguished feature of the tool is the ease of use and flexibility in designing the monitoring format. Here,

a user can develop a format using Google forms/sheet and upload it directly onto the application. The management of data requires only basic skills of spreadsheet. The database in its basic form is Google Drive spreadsheet, other forms of advance database servers are also applicable.

This initiative was introduced with the aim of providing a low-cost and non-technical interface for grassroots organisations which work in the area of agriculture and environment and because proper collection and representation of data has become the need of the hour. While, there are numerous monitoring and evaluation tools already available; not all provide the niche area of flexibility and affordability to project team to customise their own tool in order to meet their requirements.

DIGITAL FARMING ECOSYSTEMS



PROJECT INITIATIVE

AgriApp

ORGANISATION

AgriApp Technologies Pvt.Ltd

COUNTRY

India

LANGUAGE

English, Hindi and Kannada

EMAIL

ac@agriapp.co.in

URL

www.agriapp.co.in

APP

<http://bit.ly/2sONozZ>

FACEBOOK

@AgriApp-criyagen

TWITTER

NA



AgriApp Technologies Pvt. Ltd. started its journey in the year 2016 with a mission to bring ICT, IOT, big data, e-commerce and m-commerce to the field of agriculture. AgriApp is a revolutionary Android-based mobile application. It forms a bridge between the farmer and the latest agricultural methodologies and technologies. It provides complete information on crop production as well as crop protection with agriculture allied services. In addition to being an information portal, AgriApp is also an online market place for bringing in farmers, agriculture inputs, retailers and fulfilling services on a common digital platform.

This app creates a platform to connect farmers directly with agriculture scientists with features like package of practices, chats, farmer gatherings and field visits. It provides scientific guidance to farmers like

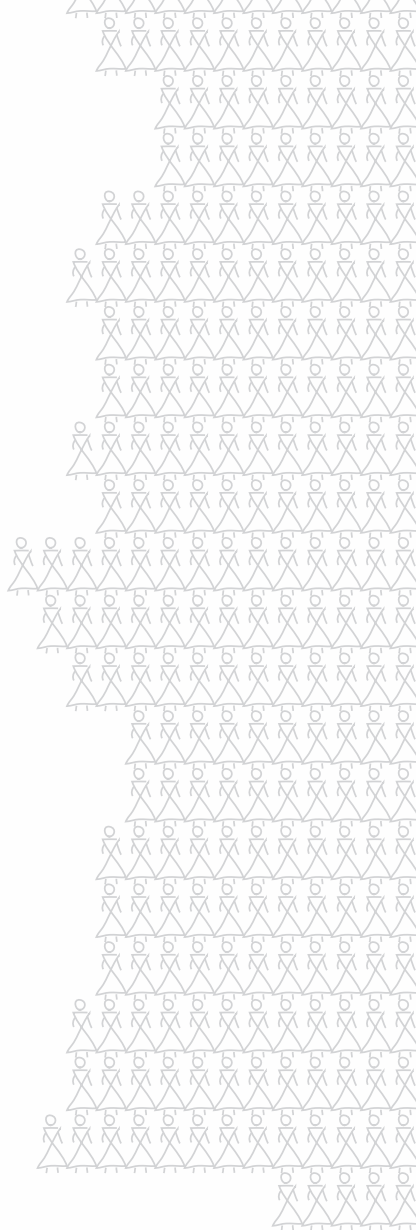
packaging practices of all crops with details on each phase and application needed for each phase, advice on crop production and crop protection with Integrated Nutrient Management (INM) and Integrated Pest Management (IPM), and extends soil testing services.

This app provides current market price for the crops and government benefits to farmers. News and videos relevant to current agriculture are also shared.

AgriApp has a vision to connect the entire agriculture ecosystem with digital platform and provide the predictive agriculture production needs based on geographical location. This will help the farmers to select the best profitable crop.

CULTURE & TOURISM

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





PROJECT INITIATIVE

Museums of India

ORGANISATION

Sahapedia

COUNTRY

India

LANGUAGE

English

EMAIL

shivani@sahapedia.org

URL

www.museumsofindia.org

APP

NA

FACEBOOK

@Sahapedia

TWITTER

@Sahapedia

MUSEUMS
of INDIA



An online resource for
mapping the museums of India
by sahapedia.org



The Museum Mapping Project is an exercise that aims at tracing and creating an all-inclusive resource of all the museums of India.

The Museum Mapping Project is a project initiated by Sahapedia.org which is an open online resource on the arts, cultures and heritage of India. “Saha”, Sanskrit for “together with”, is an invitation to explore together the richness of our cultural landscapes.

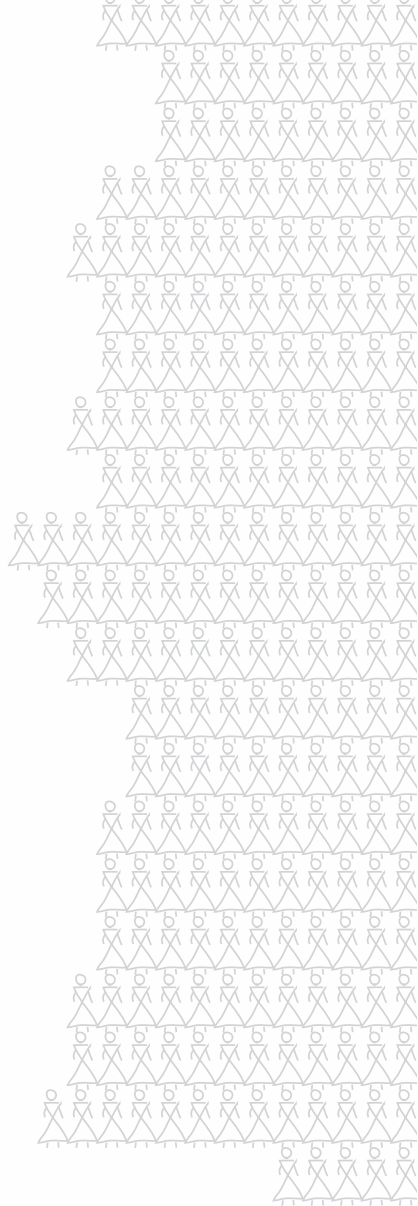
The museum map is a dynamic digital platform where audiences can view consolidated information about museums, as well as interact with museum professionals.

MuseumsofIndia.org features 145 museums across 10 cities. The museum mapping project started with the realisation that there is no single in-depth online resource that showcases the diversity of museums in India.

Given the fact that many museums in India struggle with visitor engagement and funding, the museum map is a space that provides visibility and facilitates interaction between museum professionals and the audience.

EARLY STAGE

Early Stage includes digital interventions that have been launched recently and are potentially very exciting. mBillionth Awards would like to recognise such initiatives in this fast growing segment. The platform taps initiatives early on and is inviting all those entrepreneurs who are dreaming big and want the wider world to take note of their ideas. It is a new category, which has been created keeping in mind the fast growing start-up space.



AT THE TOP OF THE RETAIL PYRAMID



PROJECT INITIATIVE

TopLife

ORGANISATION

U Generation Mobile
Solutions (pvt) Ltd

COUNTRY

Sri Lanka

LANGUAGE

English, Sinhala & Tamil

EMAIL

manjula@ugen.lk

URL

www.lankareload.com

APP

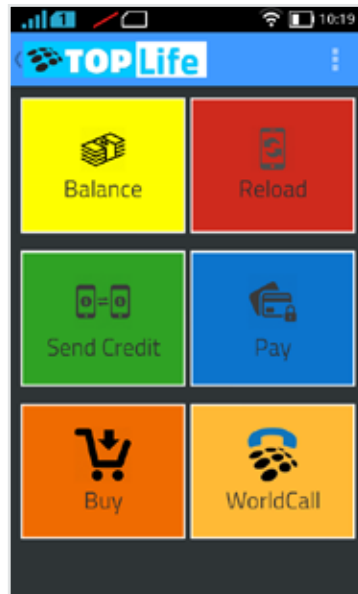
<http://bit.ly/2skmzXl>

FACEBOOK

@lankareload

TWITTER

@lankareload



TopLife is a global ecosystem in which vendors and customers can sell and buy safely and securely, thereby uplift the life style of both. It is a globally accessible digital mCommerce and communications platform or ecosystem that enables the users to pay to merchants, buy goods, top-up phones, bill customers, transfer credit, pay bills, make free calls among platform users, make paid calls (PSTN) globally and avail other services.

In their first phase, the team has managed to change the behaviour of people when topping up phones – the client base has stopped going to the retail shops for top-up and have spawned some self-employed people who provide top-up services to the communities.

In the second phase of the project, the team plans to launch the toplife.lk web site and invite vendors to sign up and offer their products to the vast customer base who trust the system.

In Phase III, TopLife will provide all merchants a TopLife signage with a merchant QR code and the ability to generate QR codes for each item in their inventories where they can start accepting TopLife credit at their outlets. The customer base will be informed about the merchant outlets and pushed to use TopLife credit at the shops without running the risk of taking out cards.



PARKING YOUR WOES



PROJECT INITIATIVE

ParkMeApp

ORGANISATION

Ceffectz (Pvt) Ltd

COUNTRY

Sri Lanka

LANGUAGE

English

EMAIL

malinda@ceffectz.com

URL

www.parkmeapp.com

APP

<http://bit.ly/2u1HkE8>

FACEBOOK

@getparkmeapp

TWITTER

@getparkmeapp

ParkMeApp is a comprehensive parking solution that allows people to discover available parking spots near them to facilitate hassle-free parking services.

It is one revolutionary app to avoid day-to-day parking inconveniences and helps drivers find the best and the most suitable parking spot remotely. Using this application, users can find the nearest and safest parking spot easily, customise their parking needs with filters, and find the most appropriate parking spot. The app gives detailed information about parking spots in Sri Lanka.

Parking was a hassle for a majority of vehicle owners in Sri Lanka. Due to an

increased use of vehicles, illegal parking only increased the number of accidents and traffic jams in cities.

The main idea behind creating this app has been to show people where legal parking places are available. Therefore, without wasting much time, users can remotely locate an available parking space and arrive at it. This leads to lesser traffic on roads, and lesser aggression among vehicle owners and drivers.

Also, via the app, people who have bare lands are encouraged to transform them into parking lots to increase the number of parking spots and earn extra money for themselves.

LET'S DO IT TOGETHER



PROJECT INITIATIVE

Together

ORGANISATION

India

COUNTRY

India

LANGUAGE

English, Sinhala & Tamil

EMAIL

hammad@letsdogether.com

URL

www.letsdogether.com

APP

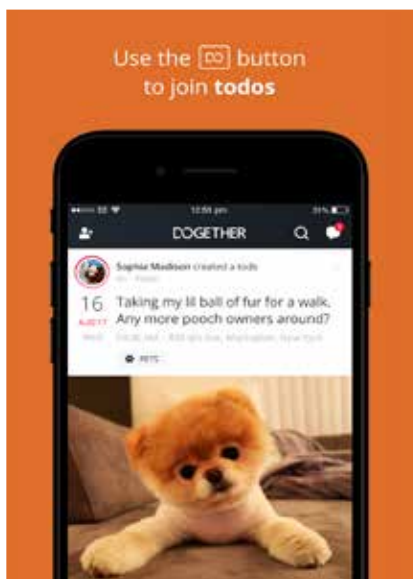
<http://bit.ly/2h1QFso>

FACEBOOK

@letsdogether

TWITTER

@dogethersocial



Conventional social networks that were created with the aim to make user social have become more anti-social in today's time. While technology has its benefits, it cannot replace the fulfillment real-world interactions bring. As people spend more time online, finding people around us who share the same interests or care about the same things has become a task.

Together is a platform wherein like-minded people can collaborate and plan activities together. With the simple aim of 'Plan. Meet. Do', Together is designed

to let users create a To-do (something they want to do) and also see potential meet-ups and activities happening around them based on their interests and location they are in.

On Together, one can create a to-do which is any activity you want to do; and Together broadcasts it to other users. People can then select the activity they are interested in and join in by simply clicking on the 'Do' button. They may also utilise the instant messaging service to facilitate activity planning.

DOGETHER IS A PLATFORM WHEREIN LIKE-MINDED PEOPLE CAN COLLABORATE AND PLAN ACTIVITIES TOGETHER



net4hemo

HELP IN TIMES OF STRESS

PROJECT INITIATIVE

Net4Hemo

Organisation

Periwinkle Technologies Pvt Ltd

COUNTRY

India

LANGUAGE

English, Hindi & Marathi

EMAIL

vrnuktali@periwinkletech.com

URL

www.net4hemo.com

APP

<http://bit.ly/2skTfhK>

FACEBOOK

@Net4Hemo

TWITTER

@net4hemo

Net4Hemo is a responsive care platform for patients with bleeding disorders. With Net4Hemocomputer and smartphone apps, hemophiliacs can self-register themselves, connect with their regular doctors to receive remote consultation when needed, support each other on community forum, talk to mentors, and access useful resources.

This will help them in finding treatment faster, avoiding the hassle of travel, wait time, cost and prevent a painful life or early death. Net4Hemo features add value to each participant in the ecosystem of haemophilia care.

With haemophilia as the first health condition addressed by this platform, Periwinkle Technologies will be adding other blood disorders and birth defects in the upcoming months to enable care and support for millions of patients in need.

Periwinkle Technologies Pvt. Ltd. was incubated at National Chemical Laboratory VC, Pune and has partnered with European Diagnostics Device Manufacturers, Tata Memorial Hospital, Haemophilia Society of Maharashtra to make Net4Hemo a reality.

WITH NET4HEMO, HEMOPHILIACS CAN CONNECT WITH THEIR REGULAR DOCTORS TO RECEIVE REMOTE CONSULTATION

MAP OUR RESOURCES FOR A SAFER SPACE



PROJECT INITIATIVE

The GBV Help Map

ORGANISATION

The Red Elephant Foundation

COUNTRY

India

LANGUAGE

English

EMAIL

info@redelephantfoundation.org

URL

www.gbvhelppmap.crowdmap.com

APP

NA

FACEBOOK

@TheRedElephantFoundation

TWITTER

@TheRedElephnt



There are more people in the world who suffer from gender-based violence (GBV) in silence than those who speak out. This silence is not just something that spills into reporting, but also into accessing resources. The stigma, coupled with the lack of information, keeps them away from seeking help. The GBV Help Map is the only app that lists out such dedicated services and resources to a survivor of violence.

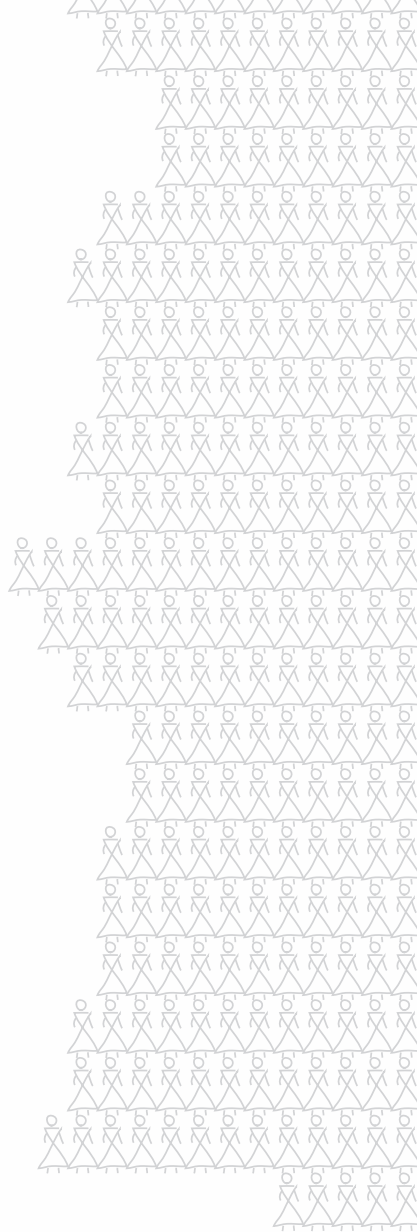
The Map is a crowd map comprising listings of verified organisations providing legal, medical, education, employment, emergency support services to survivors of gender-based violence. Besides this, police listing and ambulance hotlines, consulates and embassies and refugee specific services

for survivors of gender-based violence are also available. The map will also be released as a mobile app shortly. The initiative functions with the aim of providing survivors the freedom of choice to leave an abusive situation and to empower themselves after facing violence - and it does so by putting their right of control and freedom of choice back in their hands.

The map has been used by Safe city (Mumbai), and so far, 7000 private citizens around the world. With the map, the team has been able to help 1593 women who reported privately that they were helped via email / WhatsApp. Going by statistics, it is gathered that the map is used on an average of 75-100 times every 24 hours.

GOVERNMENT & CITIZEN ENGAGEMENT

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



IMPROVING CITIZEN-POLICE RELATIONSHIP



PROJECT INITIATIVE

Bihar Police Helpline

ORGANISATION

CSM Technologies Pvt. Ltd.

COUNTRY

India

LANGUAGE

English and Hindi

EMAIL

ashwini.kumar@csmpl.com

URL

www.csmpl.com

APP

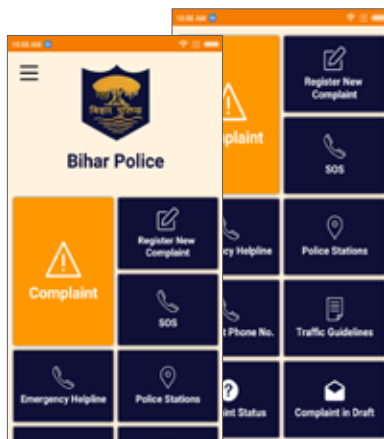
<http://bit.ly/2t4ADS1>

FACEBOOK

@CSMPL

TWITTER

@CSMPL



The Bihar Police Helpline is an effective forum for bridging the gap between citizens and police. This app makes sure that anyone can register a complaint without revealing their identity. To make the process citizen friendly, the Bihar Police took this initiative and set up a Centralised Grievance Redressal Cell at the state police headquarters. By using this app one can register their grievances, know the status of the grievance, send emergency alerts and access important helpline numbers.

It aims to reduce public inconvenience in accessing police services and help citizens to reach out for swift assistance in times of emergencies. This app brings transparency to the process of responding to complaints and it has become very easy for citizens

to check the status of their complaint and track the actions taken on it.

The unique mode of sending the complaint directly to the authority saves critical time as there are no unnecessary delays of processing the information through the entire hierarchy from top to bottom. The complaint details are shared with the authority and the complainant instantaneously through SMS and the mobile app. In case of non-compliance of the grievance, the case is escalated with the higher official for information as well as compliance of the registered grievances. The feedback option also provides the citizen to re-open the complaint and escalate it to the higher level if they are not satisfied with the redressal or the action taken in the matter.



ENSURING TRANSPERANCY IN SERVICE DELIVERY

PROJECT INITIATIVE

Smart Bijlee

ORGANISATION

MP Poorv Kshetra Vidyut Vitaran
Company Ltd.

COUNTRY

India

LANGUAGE

English and Hindi

EMAIL

cic.mpez@mp.gov.in

URL

www.smartbijlee.mpez.co.in

APP

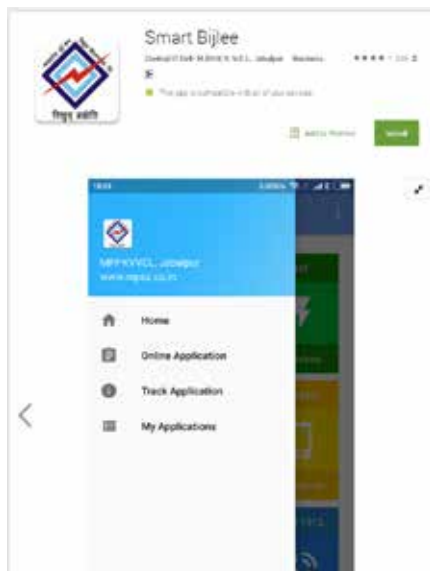
<http://bit.ly/2umIOIw>

FACEBOOK

@MP-East-Discom-Jabalpur

TWITTER

@mpeastdiscom



Smart Bijlee is an Android-based mobile app which provides a single window for all consumer services of the company. The objective of this app is to provide transparent and deadline-based services. It is also aimed at increasing the efficiency of the officials and providing better services so as to increase the consumer satisfaction.

This app has changed the entire consumer service concept within a government organisation. Now the prospective consumer neither has to visit offices nor has to stand in queues. Consumer is also not required to go to each desk, enquiring the status of his request/complaint. Instead, sitting at home, he/she can now apply for services, pay the exact charges online and easily know the status of their request

online. This avoids the possibility of any mediator between the consumer and the company. This system makes the relevant data available to all stake holders, thus monitoring of such requests at all levels has become very effective. Field officials, who are supposed to act on the request, are also able to update the data online after taking necessary action while on the site. Consumer is aware of the level at which his application is pending and the contact details of the concerned official. Now it is also possible for the company management to monitor the status of consumer requests. This has expedited delivery of service to consumer, in turn increases the confidence on the system.

SUITE LIFE OF FARMERS



PROJECT INITIATIVE

Mobile applications for farmers of Gujarat

ORGANISATION

Anand Agricultural University

COUNTRY

India

LANGUAGE

English

EMAIL

itc@aau.in

URL

www.aau.in, www.ikhedut.aau.in

APP

<http://bit.ly/2spGDCJ>

FACEBOOK

@anandagriuni

TWITTER

@anandagriuni



This mobile application suite contains information of different kinds of agricultural crops and their varieties; animal husbandry, frequently asked questions and agriculture-related information. Farmers are able to view the details of these crops online on i-khedut website and can download mobile application of particular crop.

Different categories for mobile applications are: cereal crops, oilseed crops, pulse crops, cash crops, vegetable crops, flower crops, medicinal crops, spices crops, quality agriculture, fodder crops, animal husbandry, agriculture, education, scientific farming methods.

Once the application is downloaded, farmer can use it offline as well. Farmers can ask questions related to crops or animal husbandry, state agricultural university scientists respond to them with answer.

The mobile app suite is available for free download from Google PlayStore. The main objective is to provide agricultural information to farmer in regional languages.

For wider publicity university has launched a website (www.ikhedut.aau.in) for mobile applications. Farmers are motivated through different extension activities by Krishi Vigyan Kendra for installing these applications.



POWER OF TRANSPARENCY



PROJECT INITIATIVE

Urjas Mobile Application

ORGANISATION

Madhya Pradesh Paschim Kshetra
Vidyut Vitran Company Ltd. Indore

COUNTRY

India

LANGUAGE

English and Hindi

EMAIL

cmdwz.indore@gmail.com

URL

www.mpwz.co.in

APP

<http://bit.ly/2uAecVh>

FACEBOOK

@URJAS-MPPKVVCLIndore

TWITTER

@UrjasM

URJAS has been developed to provide consumer an efficient, hassle free and transparent way for registering, tracking and processing of requests for various services provided by the MP Paschim Kshetra Vidyut Vitaran Co Ltd (MPPKVVCL) on a single platform.

Urjas is a handy application to provide various services and solutions for the consumers. It provides hassle free and easy way to avail services from MPPKVVCL.

Some of the service features provided by URJAS include permanent/temporary

new service connection for low tension, meter replacement, faulty meter, load enhancement/reduction application, cable replacement, cable faulty, permanent disconnection, name transfer application.

The users can anytime and anywhere submit applications through URJAS, track submitted applications receive prompt service delivery. The app also provides meter reading upload option for the consumers in case of over-billing or incorrect generation of bill, following which consumers can file a complaint.

URJAS IS A HANDY APPLICATION TO PROVIDE VARIOUS SERVICES AND SOLUTIONS FOR POWER CONSUMERS



INOMY
Information | Economy | Empowerment

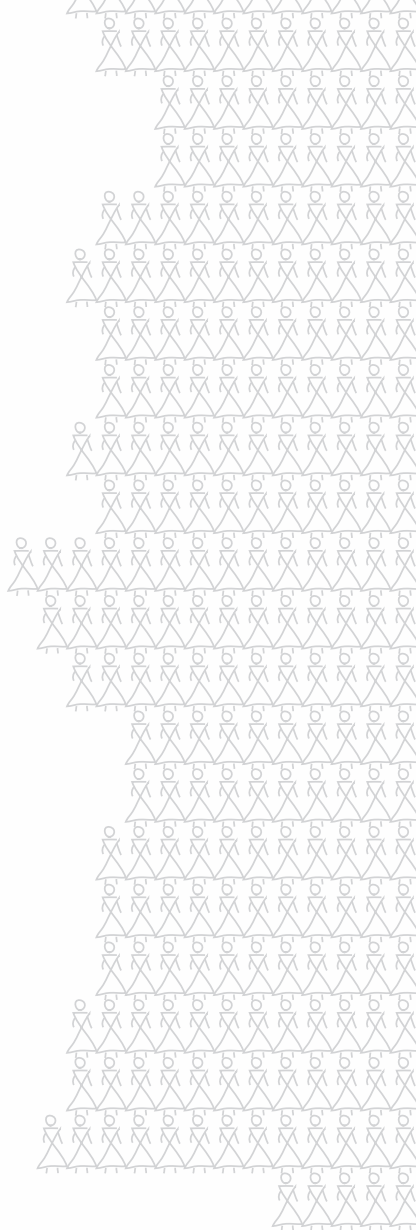
www.inomy.com

INOMY is a media and technology company that provides services like e-content, e-learning, documentary film-making, Web and software development, Web designing, printing and content development at various levels. Established in 1999 to focus on the emerging new economy, information economy, and knowledge society, INOMY started its with an e-newsletter and later expanded its horizon and began publishing e-books and other electronic communication material. Today the company is more than 15 years old, and offers a wide range of digital services.

HEALTH & WELL-BEING



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



AN APP FOR NEW PARENTS



PROJECT INITIATIVE

Babytika

ORGANISATION

Windmill Infotech Limited

COUNTRY

Bangladesh

LANGUAGE

Bengali, English

EMAIL

jubair@windmillbd.net

URL

www.babytika.org

APP

<http://bit.ly/2sO6Q1T>

FACEBOOK

@babytikaapp

TWITTER

NA



Babytika is a mobile app available for caring and responsible parents in urban and rural areas. Through this app, parents receive immunisation schedule for their children. Babytika even allows parents to set reminders for their child's immunisation date.

With the help of this app, children will never miss a vaccine in the immunisation scheme as notifications are sent through emails and mobile pop-ups. One of the key features of this solution is the supremacy to locate the nearest vaccination centres and hospitals. This solution populates necessary data from government and other relevant sources. Parents can also get information on Vitamin A dosage, Rota virus vaccine, Chickenpox vaccines and other immunisation schedule for their children under the age of five. The Babytika

web portal has rich parenting contents in Bengali language.

Another important aspect of Babytika is 'TikaAap'. The concept is of a lady who will provide door-to-door vaccination service in rural areas. This trained TikaAap will create awareness and provide specific vaccination-related information to parents. Through this app's inventory management system, TikAap will be able to set vaccine demands in association with pharmacy and hospitals so that there won't be any shortage in case of vaccine supply.

Babytika is a first initiative of its kind and also has a web parenting portal called Babytika.org. Most importantly, an SMS-based solution has also developed so that parents who don't have smartphone are not deprived of its services.



Frontline Health Workers (FWs) are often the first and only contact for maternal and newborn health care in low and middle-income countries. Time spent on paperwork undermines the quality and coverage of essential services, increasing FHW frustration with disconnected bureaucratic systems. Additionally, governments struggle to supervise this large workforce; ensure data quality and timeliness of reporting; or even guarantee appropriate and equitable care under low resource conditions.

To help streamline this traditional method of vaccine administration in Bangladesh, OpenSRP Vaccination app has been developed, which allows for a more proactive engagement of health workers to ensure a higher rate of timely vaccination. FWs use the app to register all households in their catchment area and vaccination schedules get automatically generated for both women and children. When a mother

ENSURING A HIGHER RATE OF TIMELY VACCINATION

PROJECT INITIATIVE

OpenSRP Vaccination App

ORGANISATION

mPower Social Enterprises Ltd.

COUNTRY

Bangladesh

LANGUAGE

English and Bengali

EMAIL

saif@mpower-social.com

URL

www.mpower-social.com

APP

<http://bit.ly/2uPQo1q>

FACEBOOK

@mPowerSocial

TWITTER

@mpowersoc

or child visits a vaccination camp, they are registered via the app.

Based on the vaccination schedules, an automated report gets generated for any missed appointments, on the basis of which health workers can take targeted interventions. The app also allows FWs to send messages to beneficiaries on camp day for vaccination. The app has a one-click bulk SMS sending option integrated at the client end, so that the health workers can send an announcement message to all beneficiaries who have their vaccination date coming up. Health workers can also track beneficiaries who have taken vaccines through colour coded flags, ensuring proactive engagement with beneficiaries and increased timely vaccination rate in rural Bangladesh.

HEALTH AT THE TOUCH OF A THUMB



PROJECT INITIATIVE

Teeko Mobile Application and Web Portal

ORGANISATION

The Aga Khan Development Network
eHealth Resource Centre

COUNTRY

Pakistan

LANGUAGE

Urdu

EMAIL

shahbaz.awan@akdn.org

URL

www.akdnhrc.org/teeko/
www.akdn.org/ehrc

APP

<http://bit.ly/2uSxHbT>

FACEBOOK

NA

TWITTER

@AKDNeHRC



data and accessing records more quickly as opposed to the paper-based method. Using the app, they are better informed as necessary information is easily accessible and quickly processed.

The app also helps build eHealth capacity of health workers, i.e., vaccinators, as they learn to use a smartphone and the Teeko mobile app, enhancing their technical skills. To ensure transparency of the system, vaccinators are required to take pictures of the child being immunised during each vaccination session and upload them through the app on the server as a record of proof.

Administrators, through the web portal, are able to track and monitor vaccinator activities and their location, view data (and images uploaded), and generate reports. This increases transparency, accountability and improves monitoring. Since October 2015, more than 1.47 lakh children have been vaccinated using the mobile app while 33,616 children have been registered.

Teeko is an Android-based application used to assist with vaccinator and immunisation tracking and monitoring. Vaccinators use Teeko in the field to assist with recording of data during immunisation sessions while administrators receive real-time data on a vaccinators' field movements through GPS tracking and information on immunisations through the web portal.

It aims to strengthen the immunisation programme through improved governance by increasing transparency, accountability and monitoring. The application is unique as it facilitates the work of both vaccinators and administrators. Vaccinators are able to immunise children easily by collecting



MEETING NEEDS OF THE ADOLESCENTS

PROJECT INITIATIVE

Aponjon Koishor

ORGANISATION

Dnet

COUNTRY

Bangladesh

LANGUAGE

Bengali

EMAIL

partha.pratim@dnet.org.bd

URL

www.dnet.org.bd

APP

<http://bit.ly/2hqiFqd>

FACEBOOK

@AponjonKoishor

TWITTER

NA

Adolescents aged 10-19 years are an important demographic group with special sexual and reproductive health (SRH) information needs. Online resources that are available in Bangla are often misleading and inappropriate for adolescents and minors. Because of the sensitive nature of the topic, parents and families often do not discuss these matters with their children either. The teachers in the school are also reluctant to cover the topic in classrooms.

Aponjon Koishor, a unique mobile app in Bangla, aims to meet the SRH information needs of adolescents through its information pages, Q&A banks and chat/call services. Apart from SRH, it also covers other health and social issues, commonly faced in the post-pubertal life. Since one-

third of adolescent girls aged 15-19 start childbearing, the content also covers issues of pregnancy, maternity, child care and family planning.

The app offers personalised content, according to age and sex, through anonymous registration. Parents can view all content with age-sex specific rating information. The content of the app was produced in collaboration with ICDDR and Band BCCP where national and international experts contributed in the process of content development to ensure scientific accuracy and social acceptability of the delivered information. Users can seek answers to their additional queries and curiosities by calling the hotline or through the live chat or leaving a question in the 'Jante Chai' section.

ENABLING ACCESS TO HEALTH SERVICES



PROJECT INITIATIVE

Ausodhyatmika

ORGANISATION

Ausodhyatmika

COUNTRY

India

LANGUAGE

English

EMAIL

krishnakant.tiwari@ausodhyatmika.com

URL

www.ausodhyatmika.com

APP

<http://bit.ly/2tt0zcN>

FACEBOOK

@ausodhyatmika

TWITTER

@ausodhyatmika



Ausodhyatmika serves those desperately looking for medical care or emergency attention. Ausodhyatmika is an Android-based application that came into existence to address the basic needs as a social responsibility towards the nation.

Addressing the issues of lack of awareness about blood donation, eye donation, affordable medicines, basic life support, emergency helplines and safety features in India, Ausodhyatmika benefits common people of India, doctors, pharmacists, nurses, medical students and hospitals.

Access to ambulances, blood banks, blood donors and recipients, eye banks, Assisted Reproductive Technology (ART) banks are some of the benefits of this app. Ausodhyatmika covers 36 states and its vision is to empower the common people of

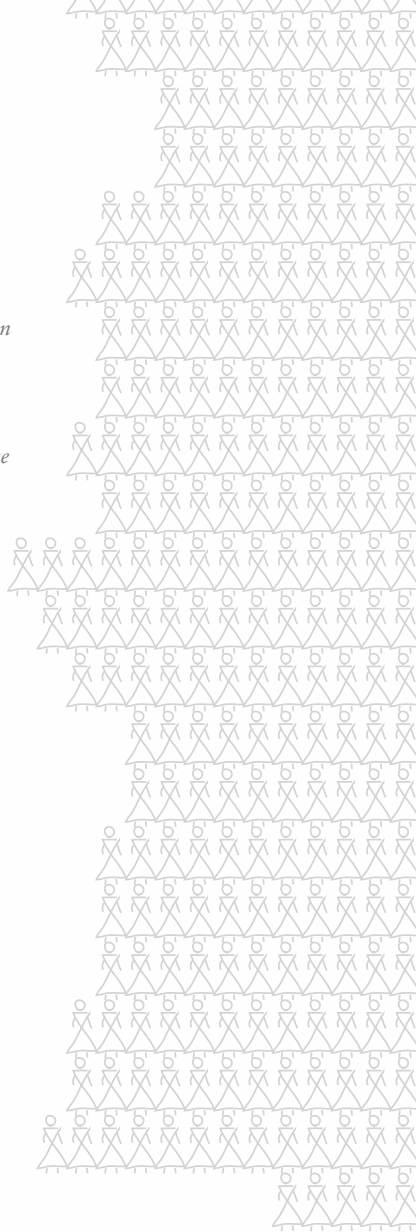
India with knowledge that is potent enough to make the health care system work efficiently.

The app uses Google Map to display search results and allows provisions to make calls, send SMS, write an email and open the website. Users can register as blood donors or blood recipients. When a user registers as a blood recipient, a notification along with contact details is sent to blood donors within a 5-km radius. Users can also register hospitals, clinics, nursing homes, pathology labs, diagnostics, pharmacies and veterinary hospitals for the system of alternate medicines such as allopathy, ayurveda, homeopathy, naturopathy and unani.

So far, the app has recorded more than 21,000 downloads across India, impacting 1,00,000-plus lives.

INCLUSION & EMPOWERMENT

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



TACKLING HEALTH CARE AMID STIGMATISATION



PROJECT INITIATIVE

Sabrang – Step in and Rise

ORGANISATION

MAMTA Health Institute
for Mother and Child

COUNTRY

India

LANGUAGE

English and Hindi

EMAIL

mamta@yrshr.org

URL

www.mamta-himc.org

A PP

<http://bit.ly/2un7zED>

FACEBOOK

NA

TWITTER

NA



Young men who have sex with men (MSM) and transgenders are often reluctant to seek out SRH services or discuss specific needs with health care providers for fear of judgement and stigmatisation. There are very limited evidence-based mHealth programmes that focus on these group, though there is limited presence of some targeted interventions.

MAMTA Health Institute for Mother and Child has, thus, developed a mobile-based and community-led system for self-identifying trans women, men who have sex with men, eunuchs and people living with HIV to improve knowledge on HIV and other STIs; increase uptake in HIV and STI screening and tests; address self-stigma concerns in Delhi and NCR.

The app addresses the communities' risk perception and their susceptibility to health problems, while enabling them to come forward for screening and testing of STIs/STDs and HIV. The app enhances skills on correct use of condom and how to negotiate safer sex.

The project, Sabrang - Step in and Rise, has been prepared and implemented with support from Transport Corporation of India. With community partners like Basera Samajik Sansthan, Love Life Society and MITR Trust, MAMTA has provided the app to 200 individuals in its pilot phase of the project. Evidence shows that users of the app are revealing their HIV status and sexual orientations to seek advice and services.



CREATED TO CATER EVERYONE

PROJECT INITIATIVE

Druv

ORGANISATION

Tata Trusts

COUNTRY

India

LANGUAGE

Hindi, English

EMAIL

arohatgi@tatatrusters.org

URL

www.tatatrusters.org

APP

NA

FACEBOOK

@TataTrusts

TWITTER

@tatatrusters



Most of the digital content today is in languages that a majority of untouched population in India would find difficult to understand. Even if content is in local language, the form of presentation is not conducive to people who face literacy challenges. The knowledge is scattered across the digital world; unless one is clear about the information being sought it is easy to get lost in the vast digital world.

Druv bridges the diverse needs of such unconnected, rural communities. It digitally, socially and financially includes people through a curated and assisted mode. It attempts to break through the barriers in order for people to benefit from digital information, knowledge and transactions.

Access to the curated digital content does not require a browser but a set top box fixed to a regular TV. Enabling access to digital content without a browser means there is no need to use keyboards that are confusing for people with low literacy levels. Using a simple TV like remote for interface significantly reduces the barriers of literacy for accessing digital knowledge. A set top box that communicates to the Internet, over a dongle or Wi-Fi connected to the TV, converts it to a convenient access point for digital knowledge by enabling information and transaction. Currently over 5,000 homes are benefitting from Druv and thousands more will be added.

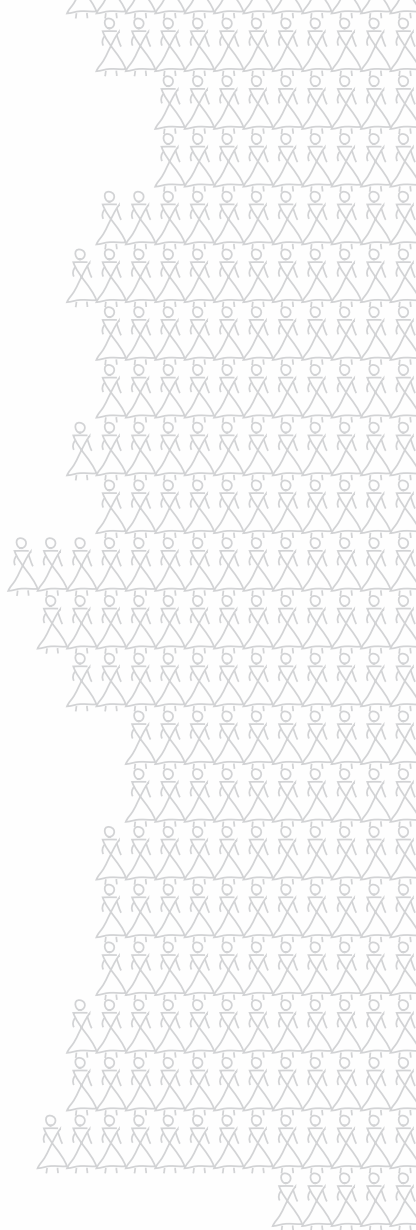


Digital Empowerment Foundation along with UNESCO and IHCN have initiated The eHeritage Project: Digitally Enhancing India's Heritage to digitally document the history, heritage and culture of Chanderi in Madhya Pradesh and Shahjahanabad in Old Delhi.

www.chanderiheritage.in
www.olddelhiheritage.in

LEARNING & EDUCATION

Early Stage includes digital interventions that have been launched recently and are potentially very exciting. mBillionth Awards would like to recognise such initiatives in this fast growing segment. The platform taps initiatives early on and is inviting all those entrepreneurs who are dreaming big and want the wider world to take note of their ideas. It is a new category, which has been created keeping in mind the fast growing start-up space.



ENSURING CONTINUUM OF CARE



PROJECT INITIATIVE

Mobile-based technology (IVRS) for improving reproductive health awareness among community

ORGANISATION

MAMTA Health Institute for Mother and Child

COUNTRY

India

LANGUAGE

Hindi

EMAIL

mamta@ndf.vsnl.net.in

URL

www.mamta-himc.org

APP

NA

FACEBOOK

@mamtaHIMC

TWITTER

NA



adolescence, pre-conception care, antenatal care, safe delivery, postnatal care, new born care and issues related to menopause.

Mobile-based technology, Interactive Voice Response System (IVRS) works under a project called Mainstreaming the Continuum of Care for improved maternal health outcomes of young married women, which runs in collaboration with the National Health Mission of Rajasthan and Uttar Pradesh.

IVRS is acting as a job aid for ASHA workers to enhance their reproductive health knowledge for better service delivery and capacity & counselling skills on Continuum of Care. The IVRS has thus become handy for rural women and for their family members for getting hands-on information on reproductive health. This app covers all reproductive stages, including

It is free of cost and provides 24x7 services; hence it is convenient for users. The service is highly acceptable among beneficiaries as there are multiple options like FAQs, infotainment episodes, expert advice to questions and tips for counselling skill development. IVRS can be used on any mobile for expert advice.

To know the acceptability and effectiveness of the IVRS, baseline and ending surveys have been designed as well as focus group discussions facilitated for various stakeholders. IVRS brings confidence and strength among rural women to a great extent and they are happily using this health tool. MAMTA developed IVRS with technical support from OnionDev (earlier known as Gramvaani).



LEARNING ENGLISH WITH FRIENDS

PROJECT INITIATIVE

Ben and Bella – Treasure Box

ORGANISATION

WITS Interactive

COUNTRY

India

LANGUAGE

English

EMAIL

craig.rebello@witsindia.com

URL

www.benandbella.com

APP

<http://bit.ly/2tobMet>

FACEBOOK

[@witsinteractive](https://www.facebook.com/witsinteractive)

TWITTER

[@WITSInteractive](https://twitter.com/WITSInteractive)

Ben and Bella are popular in the early education space, with a range of multimedia products developed for children up to the age of seven years to learn English and expand their learning skills.

Using stories, songs, dances, exercises and games through storybooks, DVDs, stickers, activity books, flashcards, its products immerse children in a complete English learning environment.

Children spend a lot of time spent on mobile devices with no real interactions and activity, causing irregular sleep schedules, behavioural problems and even obesity in some cases. Ben and Bella Treasure Box is designed so that children can interact with both aspects of the product line, the digital and the physical. Children use the app to launch treasure hunts across the various

sticker books, flashcards and activity books, among others, to reveal hidden goodies like songs, dance, videos and audio-based lessons. They also learn to phonetically pronounce words correctly. Using augmented reality, static content comes alive and makes learning fun.

The app engages users for an average duration of 15 minutes per session with an average of 18 objects scanned per session. In total, over 3,00,000 minutes have been spent by users across 49 countries and six continents.

Ben and Bella Treasure Box was nominated as a finalist for the Mobile ABBYs 2017 at the recently held GoaFest 2017 and is the proud recipient for the Excellence in Emerging Technologies by the IMC Digital Technology Awards 2016.

AN ONLINE TRAINING INSTITUTE FOR CIVIL SERVICE ASPIRANTS



PROJECT INITIATIVE

Brillion IAS Preparer

ORGANISATION

Brillion eLearning
Solutions (OPC) Pvt. Ltd.

COUNTRY

India

LANGUAGE

English

EMAIL

vigneshjnu@gmail.com

URL

www.brillionesolutions.com

APP

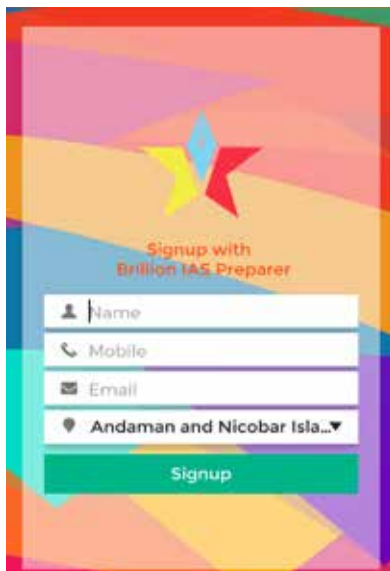
<http://bit.ly/2s53LqW>

FACEBOOK

@brillioniascracker

TWITTER

NA



Brillion IAS Preparer is the finest mobile application for civil services aspirants. This app uses innovative technology to enable the process of learning, engaging the IAS aspirants in a cost-effective manner.

Civil Services comprising IAS, IPS, IFS, IRS, etc., are highly desired jobs among young Indians but many are intimidated by the idea of competing due to the high competition and high cost of coaching fee. Given the increasing vacancies and high demand among youths for civil services, a large number of civil services training institutes have been mushrooming across the country. Many of these institutes are providing mediocre training but charging high fee. These institutes are providing physical training for long hours.

Interestingly, in this era of technology, there are very few online civil services training institutes available. There is a huge unmet demand from young civil service aspirants to study for civil services online and at their own pace. Also, there are more than 75 crore people who have mobile phones and most graduates own smartphones.

This app gives up-to-date content and curated information with unique features, including one-time unique registration of candidates, learning anytime and anywhere option, high quality and well researched content, personalised learning progress tracker, and self-assessment activities.



KEEPING KIDS CYBER SAFE



PROJECT INITIATIVE

WebWise

ORGANISATION

Telenor (India)
Communications Pvt. Ltd

COUNTRY

India

LANGUAGE

English & Hindi

EMAIL

randhir.singh1@telenor.in

URL

www.telenor.in

APP

NA

FACEBOOK

@TelenorIndia

TWITTER

@TelenorIndia

Launched in February 2014, the objective of WebWise programme is to build resilience among children against cyber harms. The programme aims to create awareness on Internet safety for children and familiarise them with habits that can give them a safe experience and protect them from cyber harm.

The uniqueness of this initiative is that it informs the children about various cyber harms that can impact their lives immensely. It believes children should be equipped not just with the means to access the Internet but with the right information and guidance to be able to safely navigate the digital world. While the positive impact of the easy access to the Internet is widely

acknowledged since it has helped children in many ways and widened the horizons of their knowledge, it cannot be denied that it requires attention to safeguard children from cyber bullying, cyber stalking, hacking and defamation.

WebWise feels keeping children safe on the Internet is a responsibility of a mobile Internet service provider.

In last couple of years, Telenor WebWise has covered more than 55,000 children across six circles and Delhi NCR through a school outreach programme. An hour-long workshop educates children in the age group of 8-17 years, covering multiple topics like cyber-bullying, safe passwords, cyber-predators and more.

HELPING UNIVERSITIES BECOME MORE INTELLIGENT

PROJECT INITIATIVE

IntelliEXAMS - End-to-End Integrated Examination Management System

ORGANISATION

Mindlogicx Infratec Ltd

COUNTRY

India

LANGUAGE

English

EMAIL

gaurav@mindlogicx.com

URL

www.mindlogicx.com

APP

NA

FACEBOOK

@Mindlogicxlimited

TWITTER

@mindlogicxLtd



IntelliEXAMS is an end-to-end examination management system that provides efficient and secure management of paper-pen-based exams conducted by large universities and exam boards.

The unique modules of the project, IntelliEXAMS, address key challenges of large universities to prevent malpractices in examination such as question paper leakage, impersonation, tampering of and fake mark-sheets to help the universities handle all exam-related processes securely and efficiently in a speedy and cost effective manner.

The system enables automation and management of all examination processes, starting with students' exam application,

hall ticket generation, pre-exam processes, generation of question papers from question bank, secure electronic delivery of question papers to exam halls, on-screen marking of hand-written answer copies, business intelligence-enabled result processing and publication and generation of secure tamper-proof mark-sheets and degree certificates.

Till date, IntelliEXAMS has serviced more than 3.56 million students across the country, delivered more than 26.41 million question papers, and digitally evaluated 30.49 million answer scripts with absolute accuracy. The solution is implemented across 23 nodal operating centres, 558 examination delivery centres, 34 digitisation centres and 208 digital valuation centres across India.

MEDIA & ENTERTAINMENT

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



NO NEWS GOES MISSED



PROJECT INITIATIVE

NDTV News App

ORGANISATION

NDTV Convergence

COUNTRY

India

LANGUAGE

English and Hindi

EMAIL

smrithib@ndtv.com

URL

www.ndtv.com

APP

<http://bit.ly/1LDMkFL>

FACEBOOK

@ndtv

TWITTER

@ndtv



NDTV has been for more than a quarter century, a pioneer in India's news television. NDTV is most proud of how its work impacts the real world and how it is using its powerful reach to campaign for and with the people of India. Twenty-seven years of dedicated and innovative programming has brought into focus a number of social issues. An inclusive and creative app, NDTV channels target the global

Indians with news that is credible, true and fast.

The NDTV iPhone app brings to you the latest stories and videos, live from the NDTV studios in India. Award-winning journalists and technology combine to report on politics, elections, business, cricket, gadgets, automobiles, food, football, cricket, Bollywood, stock markets and more.

NDTV IS MOST PROUD OF HOW ITS WORK IMPACTS THE REAL WORLD AND HOW IT IS USING ITS POWERFUL REACH TO CAMPAIGN FOR AND WITH THE PEOPLE OF INDIA



EVERY ADVERTISING DOLLAR COUNTS



PROJECT INITIATIVE

Dollartune

ORGANISATION

Brandad Emedia Solutions P Ltd

COUNTRY

India

LANGUAGE

English

EMAIL

ceo@dollartune.in

URL

www.dollartune.in

APP

<http://bit.ly/2un95GP>

FACEBOOK

@dollartune

TWITTER

@dollartune

Dollartune is an Android-based application engaged in delivering brand communications to target users. It addresses a key problem of advertisers — advertisement avoidance. Advertisers are constantly living in the fear of whether or not people are watching their advertisements or are they skipping channels and blocking pop-ups. Another issue that advertisers face is that of timing the media.

Dollartune provides a very attractive solution to these problems. This app has turned a smartphone into an advertising medium that a user can engage with anytime of the day. The key highlight is that the users opt-in to the services and therefore engage with brand communications. The users who have downloaded the app can view various ads on the wall.

A gratification module has been built for consuming various types of advertisements. When a consumer sees, hears or watches an advertisement, they are awarded certain number of points and these points can be redeemed on Paytm.

This generates an activity trail that is very clearly measurable and the advertisers are charged based on actual delivery of their ads. Further, it assures advertisers that their advertising money is earning rewards.

The response has been overwhelming. Post launch in November last year, more than 100,000 downloads has been recorded. Currently, the app is serving around a million page views every day. More than 85 brands are advertised on Dollartune at national, state and district levels.

BREAKING EVERY NEWS FROM AROUND THE WORLD



PROJECT INITIATIVE

NewsPoint

ORGANISATION

Times Internet Ltd

COUNTRY

India

LANGUAGE

Hindi, English, Marathi, Bengali

EMAIL

sahil.deswal@timesinternet.in

URL

www.newspointapp.com

APP

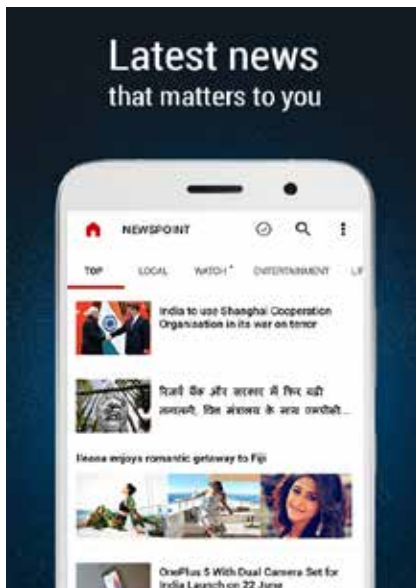
<http://bit.ly/2tszNRU>

FACEBOOK

@NewsPoint

TWITTER

@NP_App



NewsPoint is India's most trusted news app by the Times of India Group which provides breaking news alerts from 200+ trusted daily national and international newspapers .

The app is available to users in 14 languages, including Hindi, English, Tamil, Malayalam, Kannada, Telugu, Marathi, Bangla, Gujarati, Urdu, Odiya, Nepali and Asamiya and Live TV channels.

NewsPoint is the destination for one's daily dose of news from India, top headlines, videos and photos ranging from politics,

Bollywood, fashion, lifestyle, live cricket score, recipes to gadget reviews, astrology and even just for laughs.

NewsPoint offers fast, simple and clean reading experience to more than 20 million avid news readers in India and abroad. Its features include offline reading options, sharing news instantly with your friends and family via social media, receiving breaking news push notification, and live updates from India and abroad.

The app is optimised for slow internet connectivity along with great and timely news notifications.

NEWSPPOINT IS THE DESTINATION FOR ONE'S DAILY DOSE OF NEWS FROM INDIA



JOIN IN THE TREND



PROJECT INITIATIVE

Top Tube

Organisation

EnamelBD

COUNTRY

Bangladesh

LANGUAGE

English

EMAIL

jubayer0511@live.com

URL

www.toptubeapp.com

APP

<http://bit.ly/2sk8F7H>

FACEBOOK

@toptubeapp

TWITTER

@toptubeapp

Top Tube app is a daily go-to app for discovering what's new and trending in the world of videos. A simple click to open the app, and the top videos from around the world are on your screen.

Top Tube has built a handy app for instant update on viral music videos and news. With the use of Artificial Neural Network (ANN) and Linear Algorithm, a virtual brain analyses millions of YouTube data and finds top 10 results every 12 hours. It provides 10 videos per category every 12 hours, and also has the feature to use filters for languages like

Bangla, Hindi and Arabic. This app collects millions of YouTube data and summarises the day's top and most popular YouTube videos on one screen. Digests are delivered to users twice a day and all top videos are summarised and presented with key information on the screen.

The TopTube app runs 28 per cent faster than YouTube. TopTube also provides a feature for language-based filtering service like Top 10 English or Hindi content or region-based news content under different categories.

A VIRTUAL BRAIN ANALYSES MILLIONS OF YOUTUBE DATA TO FIND TOP 10 RESULTS EVERY 12 HOURS



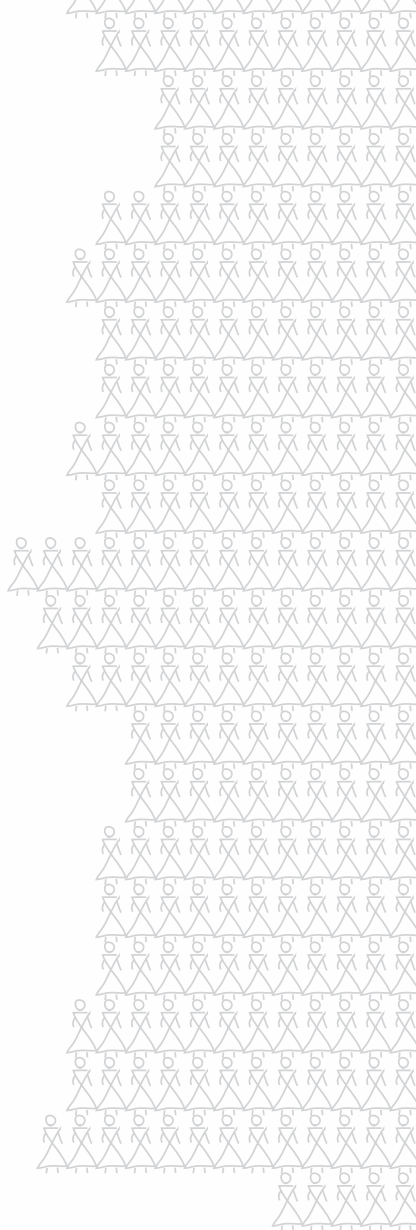
DigiKala is a project initiated by Digital Empowerment Foundation and Microsoft to digitally empower the lives of weavers in Barpali and Nuapatna clusters in all stages of weaving and livelihood.

An initiative of Digital Empowerment Foundation in association with Microsoft



SMART SETTLEMENTS & URBANISATION

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





PROJECT INITIATIVE

BMTC Mobile Application

ORGANISATION

Bangalore Metropolitan
Transport Corporation

COUNTRY

India

LANGUAGE

English

EMAIL

pro@mybmtc.com

URL

www.mybmtc.com

APP

<http://bit.ly/2ukFQFm>

FACEBOOK

@BMTCinfo

TWITTER

@BMTC_Bangalore

Bangalore Metropolitan Transport Corporation is the sole provider of urban public bus transport in Bengaluru, Karnataka. To provide better commuting services and increase reliability of buses and operational discipline, the Bangalore Metropolitan Transport Corporation (BMTC) has deployed a technology solution or an Intelligent Transport System (ITS).

ITS helps commuters access accurate information about routes, buses and seat availability. It is a comprehensive solution with a view of improving the efficiency, decreasing the operational cost, deriving various information on revenue, automatic ticketing, report generation, planning and analysis, managing incidents and accidents, optimum utilisation of manpower and bus.



It is an integrated solution that offers real-time data transfer of all transactions with the help of GPRS. This system helps in generation of automated reports, which help in monitoring and management of resources. The project also supports introduction of smartcard-based fare collection system.

ITS automates the number of trips completion, trip wise revenue, trip cancellation, deviation of the route, actual arrival and departure, bus stop skipping, driving behaviour of the driver etc. It includes 10,000 electronic ticketing machines, 6,500 vehicle tracking units, 35 passenger information system LED boards, besides a Control and Command Centre and Data Centre for 6,500 buses entailing design, development, testing, certification, installation, commissioning, communications, training, operations, maintenance and management.



UP TO THE LAST MILE



PROJECT INITIATIVE

LastMileCode

ORGANISATION

Lastmile Digital Solutions Private Limited

COUNTRY

India

LANGUAGE

English

EMAIL

shrillant@lastmilecode.com

URL

www.lastmilecode.com

APP

<http://bit.ly/2s5niHq>

FACEBOOK

@LastMileCode

TWITTER

@LastMileCode

LastMileCode is a novel, innovative, patent-filed and award-winning solution created by the Government of India. This world-class solution completely aligns with the country's vision for Smart Cities, Digital India and Start-Up India.

LastMileCode is the brain-child of LastMile Digital Solutions Private Limited, a start-up company accredited by the Department of Industrial Promotion and Policy (DIPP) under the Government of India; and recommended by the Science and Technology Park (STP).

LastMileCode is India's first solution on Unique Digital Addressing. It is a one-stop solution to all the problems associated with poor postal addressing. As we all know, poor addresses result in undeliveries of

the items and services. And undeliveries result in huge economic losses and wastage of time and efforts. The problem of undeliveries or delayed deliveries of driving licenses, property tax notices, Aadhaar card, dividend warrants, voter's card, appointment letters, legal notices and others can be resolved through this solution.

Similarly, in the private sector, it is experienced that many items and services face delayed deliveries. In India, all these result in wastage of an estimated INR 5000 crore, besides efforts and time spent on it every year.

LastMileCode is a first-of-its-kind digital addressing in world that helps reduce economic loss arising out undeliveries and help improve efficiency.



PROJECT INITIATIVE

Government Project
Monitoring System (GPMS)

ORGANISATION

LeadWinner Corp Pvt. Ltd.

COUNTRY

India

LANGUAGE

English

EMAIL

vijay.leadwinner@gmail.com

URL

www.leadwinner.com

APP

NA

FACEBOOK

@leadwinner

TWITTER

@leadwinnercorp



as stated above require tool which can address all these aspects comprehensively and thus ensure proper implementation of the projects.

Every municipal administration is plagued with perennially increasing public work projects and the struggle to effectively handle and monitor the volumes of work from start to end in an integrated manner.

Efficient municipal administration is the lifeline for development, spawning to a higher GDP growth rate for the country. With thousands of crores spent on projects, it is incumbent that these projects are monitored and managed effectively. While conceiving these projects in terms of their requirements — including financials — could be far easier, the implementation process is a challenge, keeping in view the timelines and the operations that are dynamic in nature. The intrinsic objectives

LeadWinner Corp deployed seminal technologies in developing an impeccable mobile and web cloud tool, viz., Government Project Monitoring System (GPMS), which automates the complete process of handling 'Public Works' in Municipal Administration, which eases the process of initial steps till placing the work orders. It simplifies the subsequent process of assessing the completion of the works by gleaning geo-information and finally effecting the payments, ensuring transparency at all stages. The quintessential aspect of this tool is its ability to perform the tasks with ease, reporting the progress immaculately and thus saving substantial time. Its dashboards and analytics features help monitoring the progress and provide prescient clues for better planning.



REAL SOLUTION FOR REAL ESTATE



PROJECT INITIATIVE

RERA SaaS

ORGANISATION

Quiksol

COUNTRY

India

LANGUAGE

English

EMAIL

mail@rera2016.in

URL

www.rera2016.in

APP

NA

FACEBOOK

NA

TWITTER

NA

RERA SaaS is a software application which enables promoters to comply with the Real Estate Regulation and Development Act of 2016 (RERA).

This helps owners to access property documents and information to which they are entitled, as per RERA 2016, and regulatory authorities to query data and view reports.

The entire service is delivered via the Internet on this website and mobile app. Known as RERA SaaS (Software as a

Service), it is hosted in the Cloud and can be used by promoters and buyers to manage a wide range of tasks, share updates, communicate effectively and operate in a fair, transparent, accountable and structured manner throughout the property development process.

It provides a much needed solution for property promoters, apartment buyers and regulatory authorities in today's time.

**RERA SaaS PROVIDES A MUCH NEEDED SOLUTION FOR
PROPERTY PROMOTERS, APARTMENT BUYERS AND
REGULATORY AUTHORITIES IN TODAY'S TIME**

Develop an idea of Rural ISP and Community ISP or ISP-in-a-Box; establish a new social enterprise called VOIN (Villages of India Network)

W4C network reaches to 8 locations; builds a unique 200-kilometre wireless network for the Sahariya tribe in Baran district (Rajasthan)

W4C is initiated in Chanderi weavers' cluster in Madhya Pradesh with ISOC partnership; barefoot wireless engineers are trained



2017

Project Zero Connect reaches the salt farmers of the Little Rann of Kutch under Phase VII of the W4C project; DEF joins international movement for community network under Internet Governance Forum

2016

W4C reaches more than 4,000 stakeholders through 200+ access points across 38 districts in 18 states

2014

Wireless network becomes a strategic tool for all CIRC's established by DEF

2013

Wireless network is established in Guna with support from Ford Foundation; it connects more than 100 node users

2012

2011

Community wireless reaches to 3 more locations in Tura (Meghalaya) and Baran and Tilonia (Rajasthan); training programmes are conducted in Bangladesh and Bhutan

2010



The objective is to use unlicensed spectrum and take Internet from its existing location to remote locations, where traditional ISPs are absent, through wireless technologies and enable underserved communities to enjoy access to the Internet.

<http://wforc.in>

GRAND JURY 2017





Osama Manzar

Founder & Director
Digital Empowerment Foundation

Osama Manzar is a global leader on the mission of eradicating information poverty from India and global south using digital tools. He is a social entrepreneur, author, columnist, impact speaker, angel investor, mentor, and sits on several government and policy committees in India and on international organisations working in the areas of Internet, access, and digital inclusion. With over 20 years of experience, Osama has worked in the areas of journalism, new media, software enterprise before he established Digital Empowerment Foundation, a non-profit that works in India to digitally empower the masses with a footprint of 300+ locations and interventions in more than 10 countries, mostly in South Asia. Osama is a British Chevening Scholar and an International Visitors Leadership Program Fellow of the US State Department. He has co-authored more than five books, including Internet Economy of India. Osama has also instituted 10 awards for recognising digital innovations for development in South Asia. He is also a Member of various Boards and national and international committees, including the Alliance for Affordable Internet, Licensing Committee for Community Radio in India at the Ministry of Information & Broadcasting, Association of Progressive Communication and the World Summit Awards. Osama writes regular column in Mint and tweets at @osamamanzar.



Samiran Gupta

India Head, ICANN

Samiran Gupta is the Head of India for ICANN and a veteran in business strategy and public affairs management. Prior to joining ICANN, Gupta was a Senior Director with APCO Worldwide where he was responsible for counseling clients in business and public affairs strategy. Gupta has been the Founder and Managing Director of a leading management consulting and business advisory practice, known for working on distinctive projects for a range of corporations from Fortune 500 clients to top Indian businesses and mid-sized entities. Gupta has worked extensively in sectors including telecom, entertainment, payment systems, e-commerce, social media, and energy and renewables. He holds a Master's degree in Business Administration from St Joseph's University in Philadelphia and a Bachelor's degree in Commerce from the University of Calcutta.



Rana Safvi

Writer, Scholar and Translator

Rana Safvi is a renowned writer, scholar and translator. She is the author of *Tales from the Quran and Hadith* and *Where Stones Speak: Historical Trails in Mehrauli, the First City of Delhi*. She has also translated both the editions of *Asar us Sanadeed*, the seminal work on Delhi's monuments written by Sir Syed Ahmed. Rana runs the popular blog *Hazrat e Dilli* on her website Ranasafvi.com and is passionate about documenting India's syncretic culture through her writings.



Yeshanth Gunewardena

Founder and CEO
Hire1 Technologies, Sri Lanka

Yeshanth Gunewardena is the Founder and CEO of Sri Lankan start-up Hire 1 Technologies. Hire1 is a pioneer in logistics, operating an Uber-like multi-faceted logistics service for businesses and now making strides into automated crowd-sourced trucking. In the past, Gunewardena has worked as the South East Asia Director for Shared Value Partnerships at Mercy Corps Indonesia. Prior to that, he was a strategy consultant for D.Light Design India and BRAC in Sri Lanka. He also worked as a Finance and Strategy Manager for American Express in New York. Gunewardena holds a Bachelor's degree in Computer Science and a Master's degree in Finance from Clark University, and an MBA from Harvard Business School.



Natasha Badhwar

Columnist and Filmmaker

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



Manoj Ramchandra Dawane

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

Manoj R. Dawane looks after ICT technology evolution and driving standardisation. He is the primary interface of the organisation with overall business ecosystem, including government, industry bodies and academia. He is also accountable for Ericsson's sustainability and societal endeavours, heading deployment of Technology for Good projects in the country. Prior to this role, Dawane was the Head of Engagement Practices within Region India at Ericsson where he was responsible for providing solutions to all customer requirements for India, Nepal and Bhutan. Before joining Ericsson, Dawane held the CEO and Board Member position at Mauj Mobile – wireless division of People Group. Dawane has worked at senior management positions with some of the country's leading telecom companies. He has been the COO of Airtel for Western UP and Uttarakhand, and CMO Officer for Airtel Mumbai. In his career, Dawane has been instrumental in pioneering the prepaid cellular revolution in India, having been involved in the first retail prepaid business called ACE for Hutchison Max Telecom (now Vodafone) in 1997. He also introduced 'Info Services' on the mobile with marketing and entertainment-based services during this time frame, paving the way for 'VAS'.



Gayatri Subramaniam

Chief Programme Executive Head- Implementation Agency (IA) Hub and Corporate Hub Convener, National Foundation for Corporate Social Responsibility (NFCSR)

With an academic and industrial experience of more than 30 years, Gayatri Subramaniam has been associated with the Indian Institute of Corporate Affairs (IICA) since its inception. Her main area of work is to contribute towards policy advisory services and undertake capacity building and knowledge dissemination initiatives in the area of Corporate Social Responsibility. She has been a part of evolution of the new legislation on CSR in India, representing IICA at various national stakeholders' consultations. She has also represented IICA at various international forums. She is the Convener for NFCSR – a unique platform created for Government, Corporates and NGOs for taking up development and sustainable initiatives at a national level. From 2009 to 2011, she was involved in the development of National Voluntary Guidelines for Social, Economic and Environmental Responsibilities of Business, and Business Responsibility Reporting Framework. At present, she is heading the Implementation Agencies Hub and Corporate Hub of IICA.



Suzanne Singh

Chairperson, Pratham Books

Suzanne Singh is the Chairperson of Pratham Books, a not-for-profit organisation that publishes high-quality, low-cost multilingual books for children in India. Its mission is to see a book in every child's hand, and help promote reading acquisition among children. Over the last decade, Pratham Books has created a new model in publishing that has made millions of books available for children in several Indian languages. They are expanding their work exponentially by using technology as a key driver to enable greater equity and access to books. She has been in the education field for over 13 years with Akshara Foundation and Pratham Books. She also serves on the Boards of Akshara Foundation and United Way Bengaluru.



Rajen Varada

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

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



Smita Aggarwal

Director- Investments – Omidyar Network

Smita Aggarwal leads strategy and investments for Omidyar Network's Financial Services initiative in India. She engages closely with innovative fintech companies and also has a board role in a few. Smita has over 25 years of experience in banking and finance. Before joining Omidyar Network, Smita served as Senior Programme Director at CAFRAL, a global think tank promoted by the Reserve Bank of India. Smita has also been the Business Head of Gramshakti at Fullerton India

Credit Company, a Temasek subsidiary, where she set up a business model to offer loans and other third party products to rural customers. Smita began her career with ICICI Bank, where she held various leadership positions including head of rural and agricultural insurance business, head of strategy, head of e-channels, head of CRM, and head of international resources. She volunteers with the Indian Cancer Society and spearheads one of the largest pan-India projects for providing financial grants for treatment of poor cancer patients. She was also instrumental in conceptualising and launching the first debt mutual fund for supporting cancer cures. A chartered accountant, Smita graduated from Sydenham College in Mumbai and attended executive programmes at Harvard Business School and MIT Sloan School of Management.



Parag Kar

Vice President, Government Affairs,
Qualcomm India and South Asia

Parag Kar is the Vice President - Government Affairs of Qualcomm India and South Asia, and has been the company's key regulatory and policy interface for the Indian subcontinent and the region since January 2005. Kar is a key member of Qualcomm India's leadership team, and works closely with all stakeholders to realise the company's vision to take the benefits of mobile broadband to a larger base of Indian consumers. Kar has over 20 years of experience in the telecommunications industry. Prior to his appointment at Qualcomm, he was responsible for business development of broadband convergence technologies (both wireless and wireline) at Lucent Technologies in India the successful completion of various telecom projects in the Indian Railways. He holds a Bachelor's degree in Electronics and Telecommunication Engineering from the Regional Engineering College in Bhopal and a Master's Degree from the Indian Institute of Technology, Delhi. As an expert and thought leader in the industry, Kar is quoted extensively by key media and has written extensively in several newspapers and magazines.



Anirban Mukerji

Senior Manager, Wireless Reach, Qualcomm

Anirban Mukerji is the Senior Manager within Qualcomm's Government Affairs department. Based in New Delhi, he manages Qualcomm's Wireless Reach™ initiatives in India and South Asia. Qualcomm believes that access to 3G and next-generation mobile technologies can improve people's

lives. Qualcomm's Wireless Reach initiative is a strategic programme that brings wireless technology to underserved communities globally. An ICT4D professional, Mukerji has worked on numerous e-Governance projects like Urban Property Records Project for Karnataka and the e-District Project for the Government of India.



Basanta Shrestha

Director Strategic Cooperation:- International Centre for Integrated Mountain Development (ICIMO)

Basanta Shrestha, Director of Strategic Cooperation at the International Centre for Integrated Mountain Development (ICIMOD), provides strategic leadership and partnership development to bring about a transformative change. Shrestha has a Master's degree in Computer Science from the Asian Institute of Technology, Bangkok, and a Bachelor's degree in Electrical and Electronic Engineering from the Madras University. Shrestha, an experienced manager and team builder, is well-known for his outstanding strategic leadership quality and his proven track-record of networking around the world. He is a founder member of the Mountain Environment and Natural Resources Information System (MENRIS) Programme at ICIMOD, widely known for its pioneering efforts in promoting the use of earth observation and geospatial technologies for sustainable mountain development. He has championed the successful partnerships with NASA and USAID to spearhead SERVIR-Himalaya Programme – a flagship initiative to bridge technology and innovation to mountain development challenges. Shrestha has been granted a Presidential award and Special Achievement Award by Environmental System Research Institute, USA.



Bikram Shrestha

President- Internet Society Nepal,
Head, e-Banking and ISO –
Sanima Bank Ltd.

Bikram Shrestha is the President of Internet Society Nepal, IT Chairperson of Nepal Jaycees, Treasury of ITSERT-NP, Chairperson- e-Banking Committee of CAN Federation. Professionally, he is working as the Head of e-Banking and ISO at the Sanima Bank Ltd. He is a well-known banking professional, with extensive experience in managing and leading major functions like ICT and Banking System as well as Card, m-Banking and i-Banking System in leading commercial Banks in Nepal.

Shrestha is actively working for growing the ICT capacity in the country and expanding the organisation's network across the world and has already successfully conducted numerous seminars and conferences in order to introduce the global hot cakes into the country where several esteemed speakers have attended. He has also attended the fellowship programme at INET Sri Lanka and Switzerland. An ICANN fellow, Shrestha was the first to establish an ISP in his locality Hetauda in 1997. Shrestha has more than 14 years of experience in the Nepalese Banking sector, and had started his career with the Bank of Kathmandu Ltd. He holds key interest in music and has produced two musical albums, sung and composed by him.



Anirban Sarma

National Programme Officer (Communication and Information)
UNESCO

Since 2011, Anirban Sarma has been a National Programme Officer (Communication and Information) at the UNESCO Cluster Office for Bangladesh, Bhutan, India, Maldives, Nepal and Sri Lanka. In his current role, he designs and manages UNESCO's initiatives on media development, ICTs and access to information across South Asia. He began his career as an editor in the book publishing industry and worked at Anthem Press and Random House before joining the Centre of Excellence at Weber Shandwick, a PR and public affairs consultancy. In 2007, he was awarded the prestigious Inlaks Scholarship from India to pursue an MSc in Media and Communications at the London School of Economics, from where he graduated with a Distinction the following year.



Shayantani Twisha

PR and Media Manager- Daraz

Shayantani Twisha started her career in 2011 as a crime reporter at Independent Television where she also anchored news and hosted infotainment programmes. She has also worked at an advertising agency as a copywriter. In 2014, she joined Dnet as the Head of Communications. She has worked at a Tech-farm named SSD-Tech as the Product Manager, Market Communications. Currently, she is working at the biggest e-commerce platform of Bangladesh, Daraz Bangladesh Ltd. as the PR and Communications Manager. Shayantani also owns a publishing house for children's books titled *Rang Pencil*. She completed her B.Sc. in Physics from Pune University followed by a Masters in Development Studies from BRAC University.



Dushyant

Lawyer, Writer, Columnist,
Mumbai Mirror

Dushyant is a lawyer practicing in Delhi, and a columnist with Mumbai Mirror. His writing has also been published in The Caravan, The Wire, The Sunday, The Guardian and others. Dushyant writes about the intersection of human rights, civil liberties, and the law. He is especially invested in the representation of women, minorities and the underprivileged in the contemporary mainstream narrative.



Sachindra Samararatne

Program Manager Information and Communication Technology Agency (ICTA), Sri Lanka

Sachindra Samararatne has been part of the industry development programme of ICTA for the past seven years. He is currently the Programme Manager of a very dynamic team which implements projects around overseas business development, tech startup acceleration, high end technology skill training etc. He has been engaged with analysts such as ATKEARNEY and GARTNER and is engaged in branding Sri Lanka as a technology hub. Samararatne has also been a judge at competitions such as eSwabhimani, Kotiyak Watina Adahasak, Startup Weekend and Global Student Entrepreneur Awards. He holds a Master's degree in Business Administration and Bachelor's degrees in Information Technology and Business Administration. He is also a Microsoft Certified Professional.



Tinni Sawhney

CEO, Aga Khan Foundation

Tinni Sawhney has over 28 years of experience in sustainable livelihood development in rural India and has worked extensively on issues of agriculture and livestock development for smallholder farmers, particularly in the rain-fed regions of India. She has also worked extensively on strengthening gender perspectives in development, and building robust community institutions to lead development processes. She is currently the Chief Executive of the Aga Khan Foundation in India and has previously worked with the UN Food and Agriculture Organisation's South Asia Pro Poor Livestock Policy Programme, the Danish International Development Assistance (DANIDA) and the World Wide Fund for Nature.



Madhura Dutta

Executive Director, All India Artisans and Craftworkers Welfare Association

Madhura Dutta, the Executive Director of All India Artisans and Craftworkers Welfare Association (AIACA), has over 15 years of experience in the social development sector with extensive experience in livelihood generation models across India. She has worked at UNESCO and has contributed towards development of Cultural Policy and Cultural Entrepreneurship, focusing on creative industry models. Her vast experience in community development matched with her passion in handicrafts has brought her to AIACA, a national organisation working in the crafts sector. She has a Master's degree in Sociology from University of Calcutta, a Master's degree in Sustainable Development from Staffordshire University, UK and a PhD from Tata Institute of Social Sciences, Mumbai. She is a Commonwealth Scholar.



Meenakshi Batra

CEO, Charities Aid Foundation India

Meenakshi Batra is an accomplished and widely recognised professional with over 25 years of experience in the international development, CSR and not-for-profit sector. Her skills include a wide range of development sector approaches, institutional donor programme management, organisational development and management along with budget and strategic planning. Meenakshi has served in various leadership roles with international development and humanitarian agencies in South and Southeast Asia. In addition, she has successfully led large country programmes in India, Afghanistan and Indonesia working with leading international development NGOs. At present, Meenakshi is the CEO of Charities Aid Foundation India that focuses on promoting 'giving' in India. Prior to her role at CAF India, Meenakshi worked in Afghanistan for nearly seven years, living and working out of Kabul and Herat as the Country Head of Save the Children, War Child UK and War Child Canada.



Dr. Amina Charania

Associate Professor, Education and ITE lead, Tata Trusts

Dr. Amina Charania is an Associate Professor at Centre for Education Innovation and Action Research at TISS Mumbai and ITE Lead at Tata Trusts. She has developed and scaled a programme called the Integrated Approach to Technology in Education, which is active in seven states. She also leads the Teacher Professional Development unit of Connected Learning Initiative at the centre and has developed the concept of Integrating Dinni and Dunyavi Talim (Religious and Secular) in madrasas in West Bengal. Prior to her association with the ICT-based innovations in India, she worked with Iowa State University Centre for Technology in Learning and Teaching on the evaluation team of the federal grant on Teacher Education Goes into Virtual Schooling. Amina teaches the MAEE course at TISS on ICT and Education and Cognitive and Social development. Her research interests are in the area of ICT enabled constructive approaches, project based learning and authentic learning. She has extensively trained rural and government schools teachers on pedagogy and ICT and Education.

mBILLIONTH PARTNERS 2017



ORGANISER



Digital Empowerment Foundation

New Delhi-based Digital Empowerment Foundation (DEF) is a non-profit that was established in 2002 with the vision to end information poverty through digital interventions among underserved and marginalised populations in rural and remote locations of India. Through various projects across six programmatic areas — Access & Infrastructure, Education & Empowerment, Governance & Citizen Services, Markets & Social Enterprises, Research & Advocacy, and Knowledge Hub & Network — it has impacted five million lives in South Asia. In the last 15 years, it has also created a knowledge network and database of more than 8,000 grassroots initiatives and organisations that are leveraging ICT4D to bring about a change, which are recognised through its platforms of mBillionth Awards, Manthan Awards, eNGO Challenge and Social Media for Empowerment Awards.

ASSOCIATE PARTNER



Qualcomm Wireless Reach

The Qualcomm Wireless Reach initiative brings advanced wireless technologies to under-served communities globally, improving lives with projects that strengthen economic and social development. While many of their inventions and breakthroughs reside ‘under the hood’ of consumer electronics, they have transformed the world in a big way. They have helped propel mobile to the forefront of the technology world and to the top of consumers’ wish lists. They have created new opportunities for mobile ecosystem players—the wireless device makers, the operators, the developers and the content creators of the world. And more recently, their inventions and breakthroughs have inspired fresh, new ideas from those companies—large and small—new to the wireless space.

STRATEGIC PARTNER



Mint

Mint is a business newspaper from Hindustan Times Media Ltd, launched in collaboration with The Wall Street Journal on February 1, 2007. Mint is a premium business news publication, aimed at decision makers and policy makers of the country. India's second largest business newspaper, Mint mostly targets readers who are business executives and policy makers. It is India's first newspaper to be published in the Berliner format.

INSTITUTIONAL PARTNERS



UNESCO

UNESCO is responsible for coordinating international cooperation in education, science, culture and communication. It strengthens the ties between nations and societies and mobilises the wider public so that each child and citizen has access to quality education, a basic human right and an indispensable prerequisite for sustainable development; they may grow and live in a cultural environment rich in diversity and dialogue, where heritage serves as a bridge between generations and people; they can fully benefit from scientific advances; and can enjoy full freedom of expression; the basis of democracy, development and human dignity. UNESCO's messages are of increasing importance today, in a globalised world where interconnections and diversity must serve as opportunities to build peace in the minds of men and women.



World Summit Awards

The World Summit Awards (WSA) are a global hub for everyone who values the crucial importance of local content to make today's information society more inclusive. The World Summit Awards are a highly diverse and democratic award system that selects and promotes

the world's best digital innovation with impact on society. WSA was initiated in 2003 in the framework of the UN World Summit on the Information Society (UN WSIS). World Summit Award contributes to the UN's Sustainable Development Goals agenda by recognising local digital content with an impact on society, de than 178 countries are actively involved, with a daily growing network of thought leaders, innovators, entrepreneurs, government and business representatives and young founders.

LIVESTREAMING PARTNER



GoNews

GoNews is India's first-of-its-kind app-based television news channel that delivers personalised news to viewers on their smartphones and smart TVs at a time of their choosing. The recently launched channel is collaborating with content generators in rural India to offer news and stories, not more than 90 seconds long, which often go unreported or which are not available at other commercial news outlets. The narratives are specific, crisp and compelling; and cover a wide variety of Indian and global subjects from politics to public policy; from agriculture to the arts; from technology to travel; from environment to entertainment; from economy to enrichment of life. It is also the first digital news platform in the country to adhere and abide by the self-regulatory mechanism of the News Broadcasters Association.

EVENT PARTNER



INOMY

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

OUTREACH PARTNER



MPPOST.COM

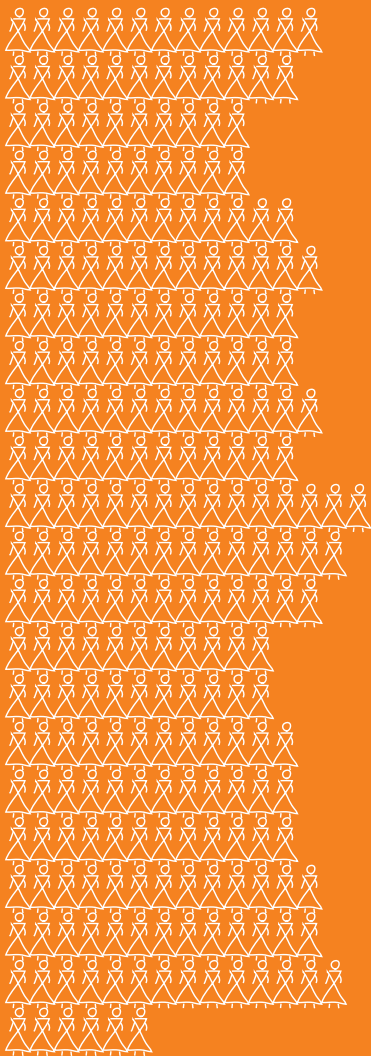
MPPOST.COM is the first Hindi e-Newspaper published from Madhya Pradesh. For over a decade, MPPOST is encouraging the use of Hindi in media by improving social media literacy. Regular update of national, regional and local news in Hindi is its USP. MPPOST has also contributed significantly to promoting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

10 YEARS OF TRANSFORMING LIVES THROUGH MOBILE TECHNOLOGY

As a world leader in advanced wireless technologies, Qualcomm believes access to advanced wireless technologies can improve people's lives. Over the last 10 years, Qualcomm has been bringing wireless technology to underserved communities around the world. Through its Wireless Reach initiative, Qualcomm invests in programs that foster entrepreneurship, aid in public safety, enhance the delivery of health care, enrich teaching and learning and improve environmental sustainability.

For more information about Qualcomm Wireless Reach, please visit wirelessreach.com





Mobile Society is a book published by Digital Empowerment Foundation under the banner of its mBillionth Awards 2017 to identify, understand and share some of the best mobile-based ICT practices in South Asia. mBillionth Awards, now in its eighth year, is a platform that seeks to recognise and felicitate those initiatives that use mobile technology to tackle information poverty and facilitate access to services.

