

Saluting Mobile Innovations for Development

m Billionth
awards south asia 2019



CONCEPT NOTE





ACKNOWLEDGING SMART INNOVATIONS LEADING TO SMART COMMUNITIES

Smartphones have infiltrated our lives to such an extent that with each passing day our dependence on it is only increasing. With upgraded smartphones being introduced almost everyday in the market, it is not surprising how humans are relying on this technology to accomplish everyday activities with a mere touch. It is pertinent to recognise the increasing usage of Smartphones for eradicating information darkness and how it has emerged as a powerful tool of change in the South Asia. Keeping these developments in mind, Digital Empowerment Foundation (DEF) launched the mBillionth Awards South Asia in 2010 to highlight, recognise, and reward best practices, excellence and innovations in the development and usage of mobile phone applications.

With the theme of “Smart Phones to Smart Communities”, the award looks at mobile applications which can create transformative content and services and help engender remarkable and long term changes in the lives and livelihoods of people, especially the underserved and socio-economically disadvantaged section.

The industry-driven mBillionth Awards recognises South Asia as a key hub of the world’s mobile and telecom market in terms of penetration and innovation. Though the region suffers from a significant digital divide, there is no dearth of technical pioneers who are using the platform as a tool for catalysing change. The platform honours the media that is surpassing all other mediums of communication in the region: Television, radio, Internet, newspapers, magazines and landlines.

Smartphones are increasingly becoming the natural choice for exchange of information and extending essential and innovative digital services to the broadest section of the population. The awards, therefore, seek not only to felicitate the initiatives bridging digital divide, empowering people and bringing about greater socio-economic equality but also those who are creating an ecosystem and network of such innovators and developers to learn from each other, collaborate and scale up.





OUR MISSION

This first-of-its kind initiative in the region, mBillionth Awards recognise and felicitate innovations and excellence in development and use of mobile applications as well as best practices in the delivery of mobile content and services, across nine South Asian countries in 10 core categories – **Afghanistan | Bangladesh | Bhutan | India | Maldives | Myanmar | Nepal | Pakistan | Sri Lanka**


- » Government & Citizen Engagement
- » Health & Well Being
- » Learning & Education
- » Agriculture & Environment
- » Culture & Tourism
- » Media & Entertainment
- » Business & Commerce
- » Inclusion & Empowerment
- » Smart Settlements & Urbanisation
- » Early stage

OUR OBJECTIVES

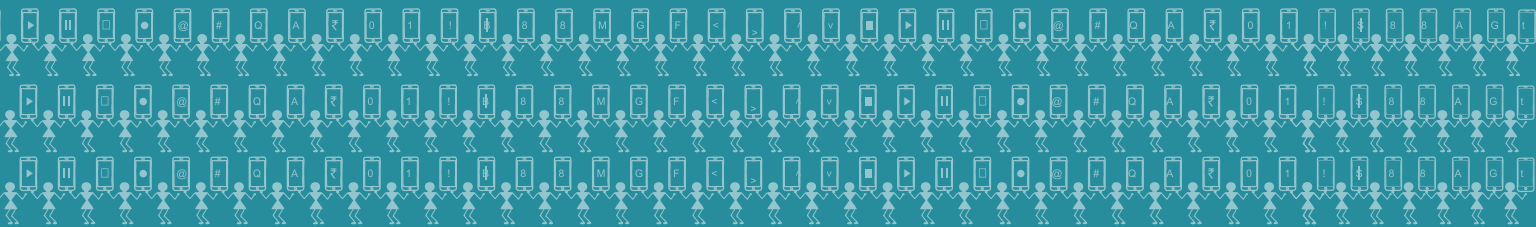
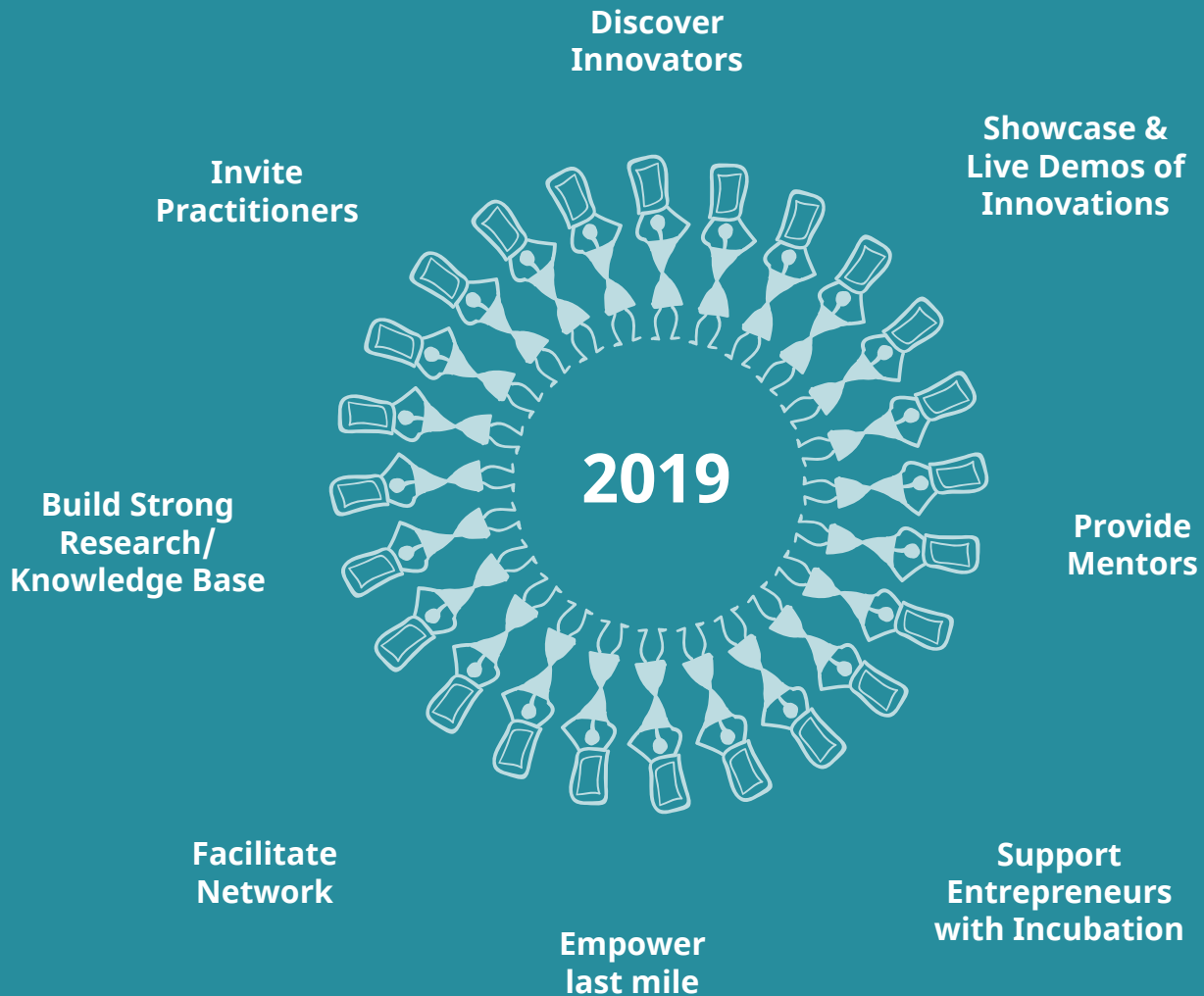
- » To recognise and honour excellence in mobile communications across South Asia
- » To acknowledge innovations and creativity in mobile and telecom solutions
- » To provide a platform for people-oriented innovations in the telecom industry
- » To provide a wider forum for strategic networking, alliances and partnership building
- » To provide a South Asia Congress for exchanging ideas, strengthening policies and mobile advocacy
- » To facilitate building a South Asia network for campaign and advocacy in mobile for mass empowerment and inclusive growth

IMPACT

Over the last nine years, the mBillionth Awards platform has created a repository of nearly 2,400 innovations and given people an opportunity to interact with innovators, entrepreneurs and government officials at a personal level. The 9th edition of mBillionth Awards in 2018 was witnessed by nearly 200 delegates from nine South Asian countries. Over the years, many partnerships have been formed. Government as well as private entities have come together to support the award, thereby enhancing its credibility.



mBillionth Ecosystem





PAST PARTNERSHIPS

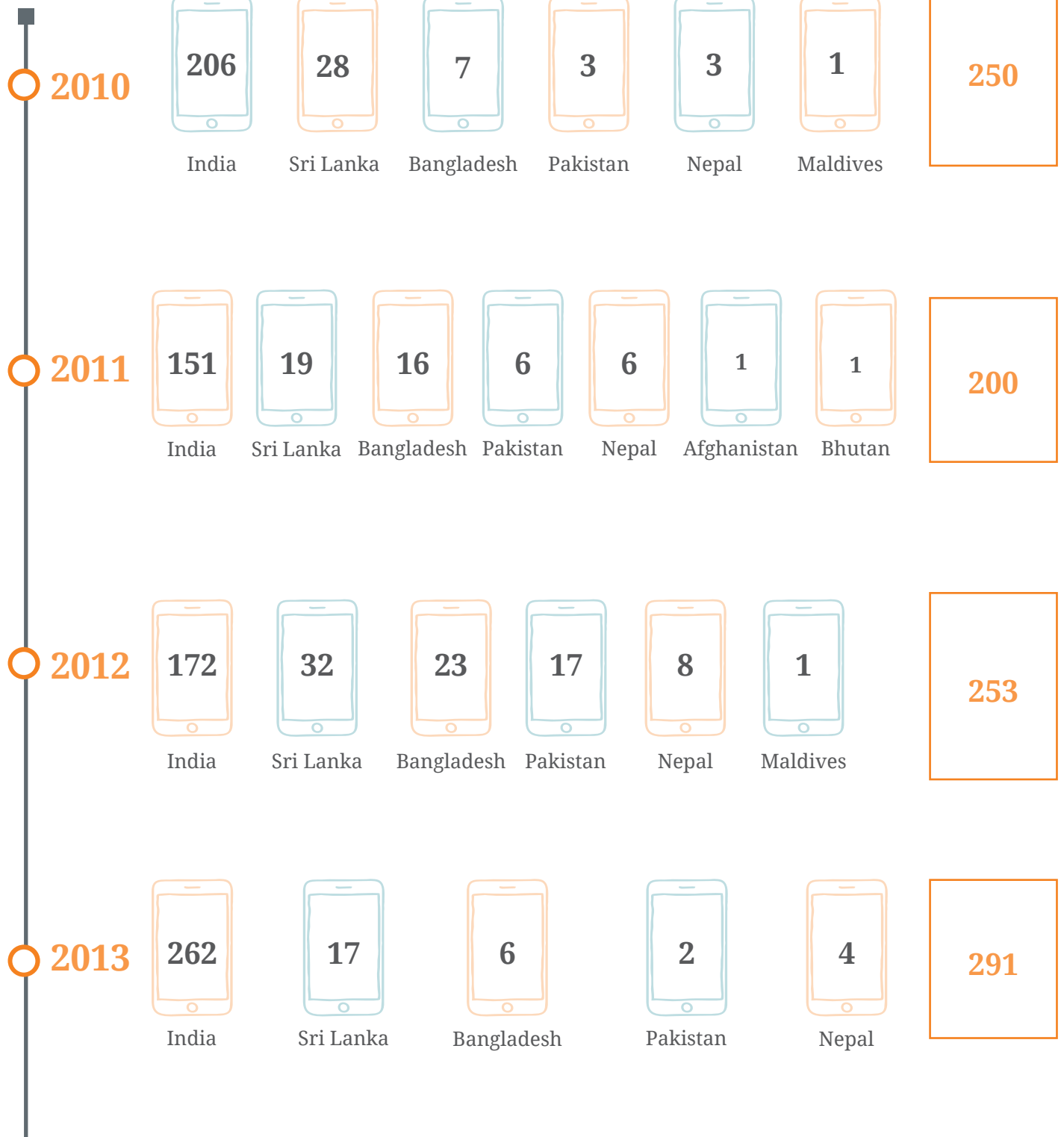
- » mBillionth has led to the development of Mobile Literacy Program in partnership with GSMA
- » It has led to a research program, MSBC in partnership with UNICEF
- » It led to the advent of Mobile for Good Award in partnership with Vodafone to fund NGOs with impactful mobile application
- » Countries like Bangladesh and Sri Lanka have also replicated this initiative as mBillionth Bangladesh and Words Summit Award respectively
- » It has created a need and thus development of smartphone applications to cater to the needs of rural India like health solutions and entitlements

The new partnerships brought in access to a wide range of audience such as decision makers in the business sector, government entities and, of course, a lot of relevant participants for the award, which resulted in exclusive networking opportunities and consolidated future business associations.

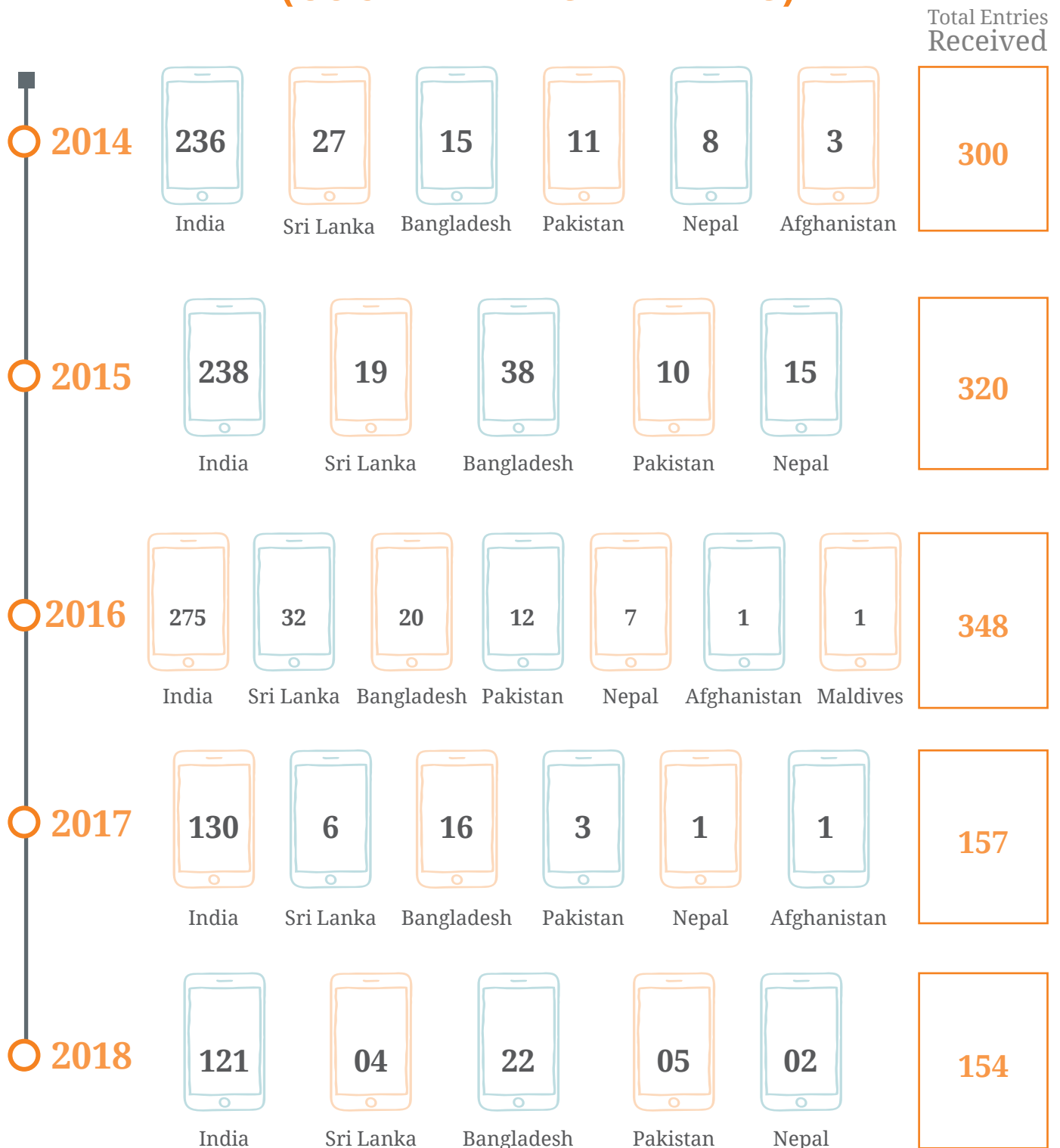


NOMINATION STATISTICS (COUNTRY-WISE ENTRIES)

Total Entries
Received



NOMINATION STATISTICS (COUNTRY-WISE ENTRIES)



AWARD ELIGIBILITY CRITERIA

- » Award nominations should be for projects that have been on the ground for at least 6 months. Only the Early Stage Category accepts nominations for applications existing for less than six months.
- » The same project will not be considered under multiple categories. One product can only be submitted for one category. In case of multiple project submissions by the same organisation/company/team, each product requires a separate registration under a separate category.
- » Past year's winners cannot nominate their winning project once again.
- » Irrespective of the product/project language, all producer and project information must be submitted in English.
- » Any incomplete or unfinished registration form will be rejected.
- » The mBillionth Awards are open to the following from any SAARC country:



Governments



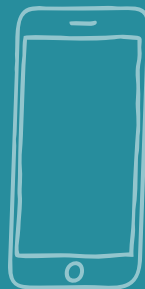
**Telecom
Innovators**



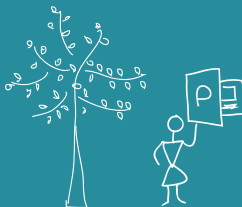
**Academician and
Academic institutions**



NGOs



App Developers



**Individuals/
Students**



Entrepreneurs



**Industry
(Private Sector
Companies)**



AWARD CATEGORIES

mBillionth Awards felicitate excellence in mobile communications in South Asia across 10 core categories



HEALTH & WELL BEING

Medical Care | Sport | Lifestyle

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 providers.



SMART SETTLEMENTS & URBANISATION

Mobility | Productive Work | Sustainable Living

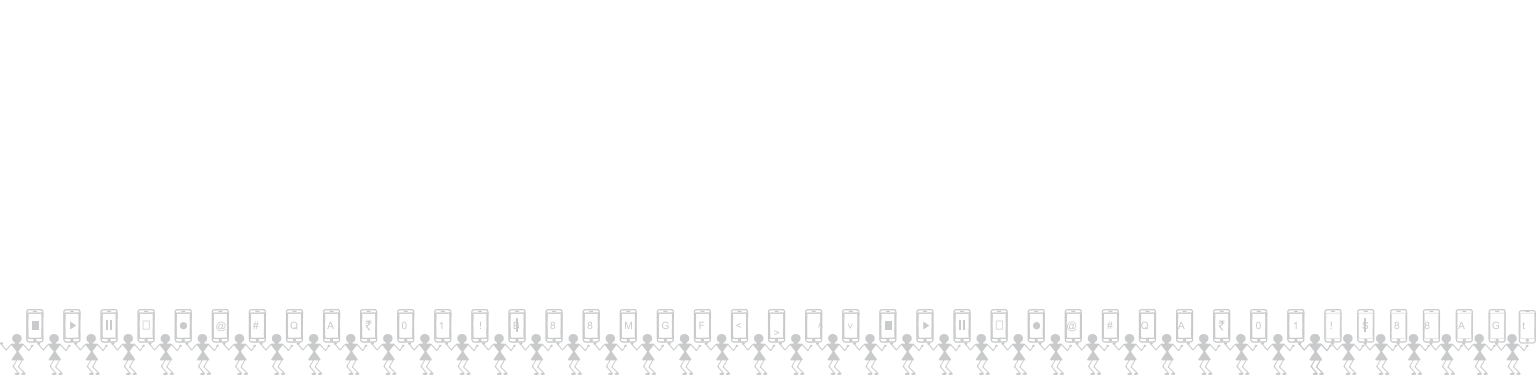
This category recognises the use of mobile applications that support mobility, crowdsourcing urban data & sharing information, sustainable living applications, smart cities and work environment applications.



CULTURE & TOURISM

Heritage | Travel | Subcultures

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 intermodal use of public transport, support orientation in cities and the countryside, allow the hospitality industry to better serve customers, and provide navigation content.





GOVERNMENT & CITIZEN ENGAGEMENT

Services | Open Data | Democratic Participation

This category honours applications/services which empower citizens and 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.



MEDIA & ENTERTAINMENT

News & Journalism | Entertainment | Games

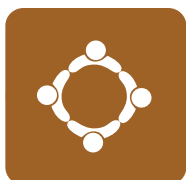
This category recognises the use of mobile applications that use creative ways to spread the right message to the right people, ensure accessibility and encourage expression of alternative voices and use of alternative media. The category also encourages the use of mobile applications that enable delivery 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.



BUSINESS & COMMERCE

Innovative Services | Security | Finance | Marketing

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



INCLUSION & EMPOWERMENT

Diversity | Gender | Justice | Human Rights | Accessibility

This category tries to discover and acclaim mobile applications that help bridge the digital divide and content gap between technologically-empowered and technologically-excluded communities — such as those



living in rural and remote areas or underserved urban areas through multimedia and rich content, thereby strengthening the social, economic and political participation of such information-dark individuals and groups in the information society. This category also looks into various initiatives that directly target the lives, works, needs and socio-economic well-being of women and persons with disabilities.



EARLY STAGE

Projects with less than 6 months of existence

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



AGRICULTURE & ENVIRONMENT

| *climate* | *sustainable resources* | *green energy*

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 supporting the “greening” of societies and economies for sustainable ways of living will also be invited.



LEARNING & EDUCATION

| *knowledge* | *science* | *skills*

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



NOMINATION & JURY PROCESS

The online process of accepting nominations for the mBillionth Awards 2019 will start from August 01, 2019. It is open for entries from all SAARC countries, provided the person, group or organisation has implemented a digital intervention for development and empowerment of marginalised communities using mobile technology. The mBillionth Awards bring together the best mobile and telecom experts from South Asia as jurors to deliberate and decide upon the award-winning mobile applications and entrepreneurs in the region. The nomination and jury process is transparent and fair, and has drawn support from leading corporate and government players in the region over the years.

- » Each award category is judged by a panel of Jurors. The panel comprises eminent personalities from the private and public sectors, industry and academia.
- » The Jurors are selected based on their knowledge and expertise in various fields.
- » The process of evaluation commences from the date of closing of nominations.
- » The initial evaluation involves an online review of nominations by the Virtual Jury. A Shortlist of maximum of 10-15 nominations per category is consolidated for the Grand Jury.
- » During the Grand Jury Process, the Jurors' Panel is expected to go through all the shortlisted nominations and score them according to the laid-down criteria.
- » The Jury members of the respective award categories have the right to modify the judging criteria to suit the respective category in consultation with the Award Chairman.
- » The Jury, in consultation with the Award Chairman, may transfer any nomination received under a particular category to another category to ensure "best fit".
- » The decision of the Jury is final and binding.
- » The Jury holds the right to contact any eligible nominee to clarify doubts/queries regarding the project. The Jury reserves the right to declare "Not eligible" if a nomination does not meet the required standards.
- » The final results are announced only during the Award Gala.





CRITERIA FOR SELECTION

- » **CONTENT & SERVICES:** Quality of content and services delivery, relevance of content and its utility value
- » **IMPACT & SUSTAINABILITY:** Social impact and commercial viability of the product/application
- » **FUNCTIONALITY & NAVIGATION:** User friendliness and interactive nature of the product/application and its features
- » **INTERFACE & VISUAL DESIGN:** Usability as well as design of product/application in respect to wider user preferences, aesthetic value with multimedia
- » **USP & STRATEGIC VALUE:** Uniqueness of the idea and ease of strategy replication
- » **EXECUTION & IMPLEMENTATION:** Procedures of carrying out and executing the innovation or idea according to the market demand
- » **ACCESSIBILITY:** Cost effectiveness matching social and economic capital of different user groups with diverse needs in different income brackets
- » **OVERALL EXPERIENCE:** User base and overall experience regarding the product/application



OPPORTUNITIES



Nomination



The best platform to get recognition in the space of mobile & telecom services across South Asia



Participation



To share ideas/opinions and build a network with the most ground breaking services/models



Partner



Talk about association with mBillionth Awards to identify and explore the best mobile practices or innovations across South Asia



Exhibition



To get a chance to demonstrate and promote products among influencers and leaders of the mobile world



Sponsor



To position a brand among entrepreneurs and leaders in the mobile world



Speaker



Get an opportunity to express views and experiences about the role of mobile practices in the global development effort



CALENDAR

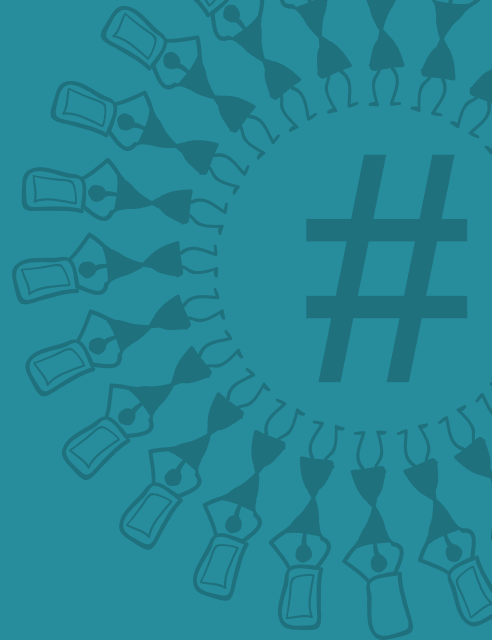
NOMINATIONS OPEN
AUGUST 1, 2019

NOMINATIONS CLOSE
AUGUST 31, 2019

GRAND JURY
SEPTEMBER 15, 2019



AWARD GALA
DECEMBER, 2019

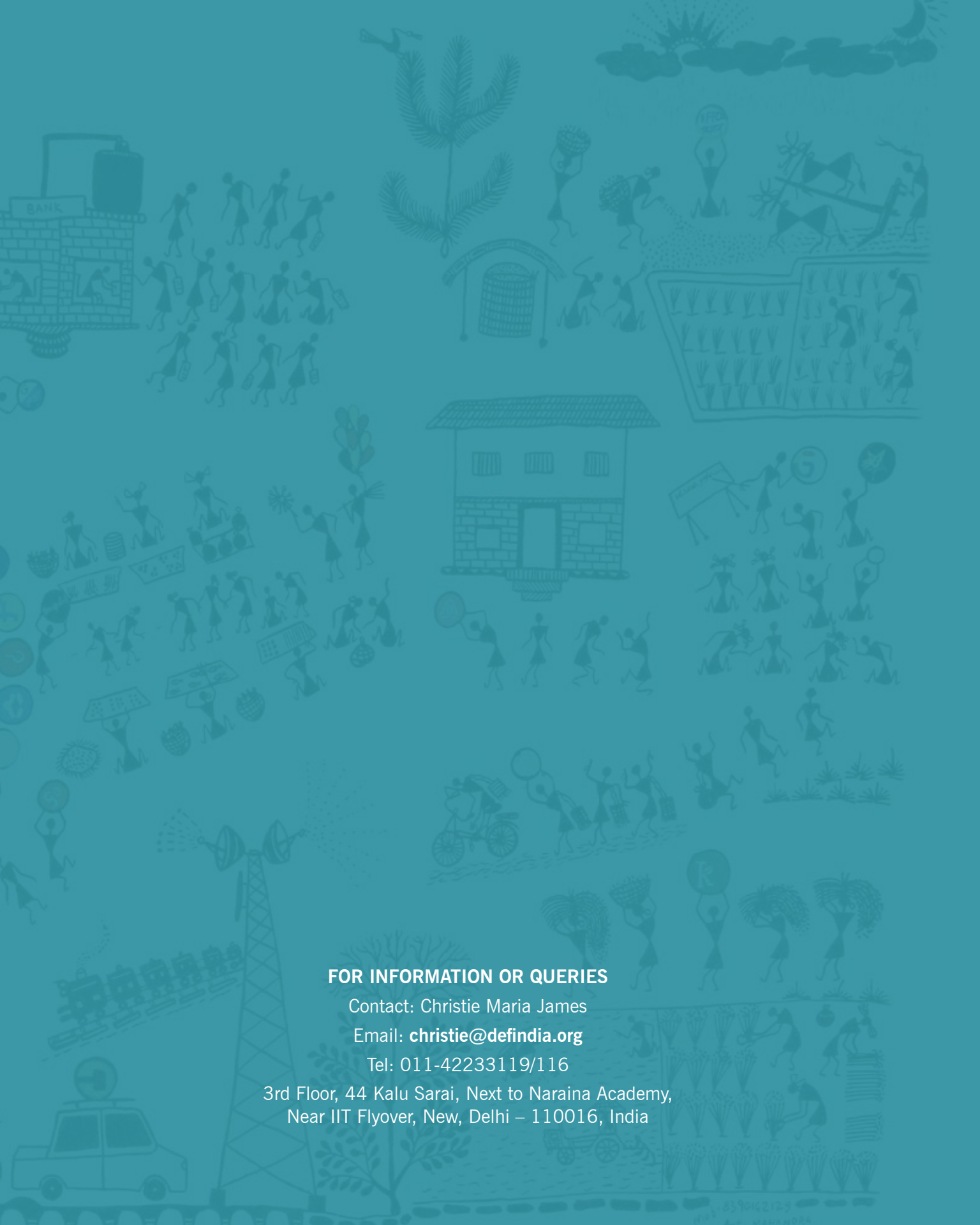


A GLANCE AT MBILLIONTH 2018

mBillionth Awards Secretariat has witnessed nine successful years of celebrating innovations in the mobile and telecom industry. This year, mBillionth is entering into its tenth year of recognising best practices across nine South Asian countries.







FOR INFORMATION OR QUERIES

Contact: Christie Maria James

Email: christie@defindia.org

Tel: 011-42233119/116

3rd Floor, 44 Kalu Sarai, Next to Naraina Academy,
Near IIT Flyover, New, Delhi – 110016, India