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PARTICIPATING COUNTRIES

Afghanistan

Bangladesh

Bhutan

India

Maldives

Nepal

Pakistan

Sri Lanka

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Total Entries

320

Total Nominations after Screening

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163

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COUNTRY WISE NOMINATIONS (320)

India 238
Nepal 15
Pakistan 10
Sri Lanka 19
Bangladesh 38

COUNTRY WISE WINNERS (24)

14 India
01 Nepal
02 Pakistan
02 Sri Lanka
05 Bangladesh

COUNTRY WISE FINALISTS (53)

India 36
Nepal 02
Pakistan 04
Sri Lanka 04
Bangladesh 07

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05 India
01 Nepal
01 Pakistan
01 Sri Lanka

COUNTRY WISE JURORS' MENTION (01)

01 Bangladesh

CATEGORY WISE NOMINATION (320)

m-Agriculture & Ecology 21
m-Business & Commerce/Banking 47
m-Culture & Heritage 10
m-Education & Learning 47
m-Entertainment 17
m-Governance 40
m-Health 57
m-Inclusion 19
m-News & Journalism 08
m-Travel & Tourism 24
m-Woman & Children 30

CATEGORY WISE WINNER (24)

01 m-Agriculture & Ecology
03 m-Business & Commerce/Banking
01 m-Culture & Heritage
03 m-Entertainment
03 m-Education & Learning
04 m-Governance
02 m-Health
02 m-Inclusion
03 m-Travel & Tourism
02 m-Woman & Children

Punjab
1

Uttarakhand
2

Haryana
19

Delhi
33

Sikkim
1

Rajasthan
8

Uttar Pradesh
28

Bihar
3

Assam
5

Meghalaya
1

Manipur
1

Gujarat
18

Madhya Pradesh
24

Chhattisgarh

West Bengal
3

Maharashtra
34

Odisha
3

Telangana
6

Goa

Andhra Pradesh
1

Karnataka
29

Tamil Nadu
10

Kerala
8
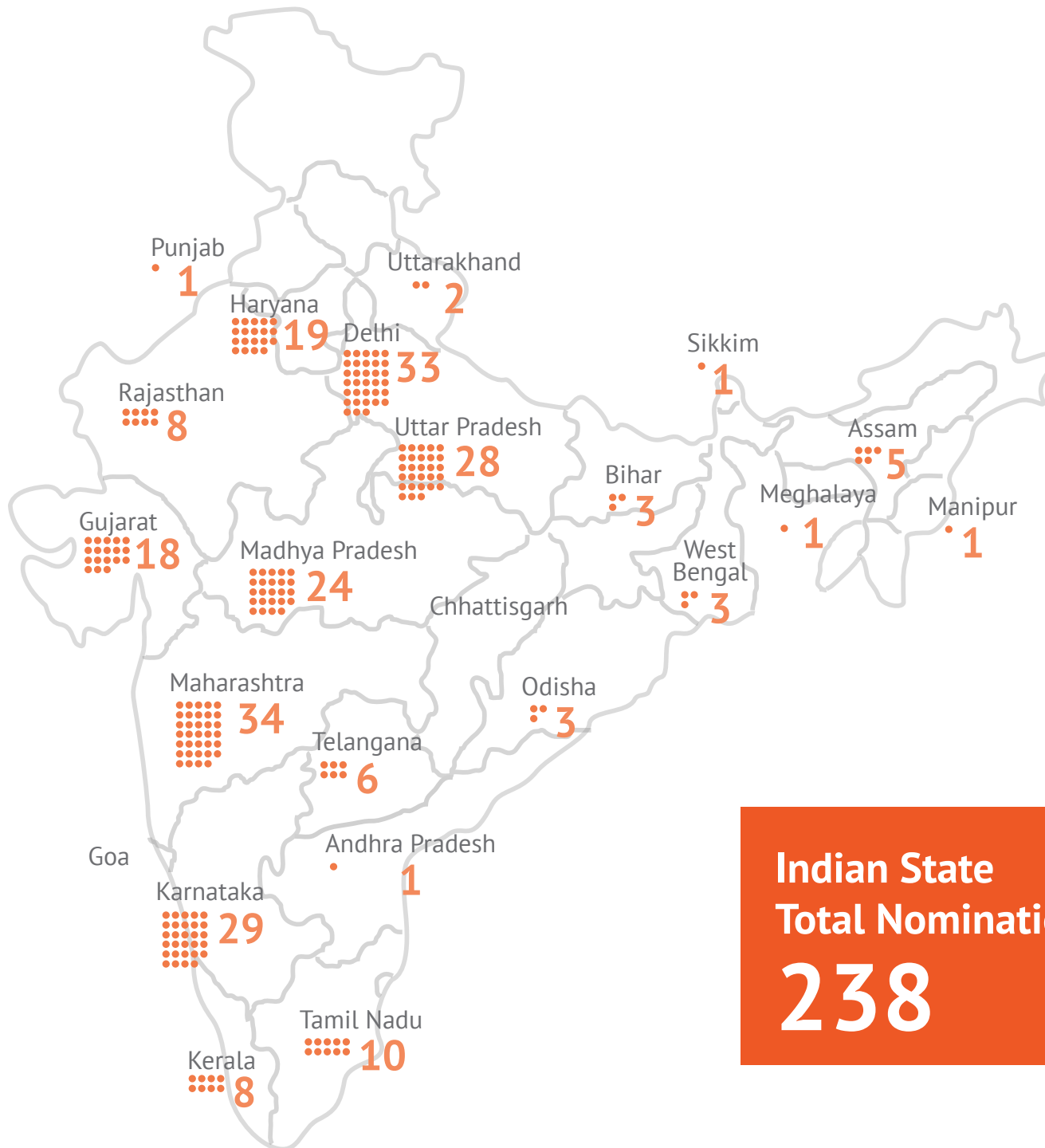
Indian State Total Nominations

238

THE MBILLIONTH AWARD SOUTH ASIA 2015: WINNERS (24)

m-Agriculture & Ecology – 01

ICT Based Livestock Management
System – Bangladesh

m-Business & Commerce/Banking – 03

Informal Sector Inclusion in India's
Recycling Value Chain – India
Unlockar Lock Screen Application – India
bKash Limited – Bangladesh

m-Culture & Heritage – 01

mGuide – Sri Lanka

m-Entertainment – 03

Kan Khajura Tesan – India
FlipBeats – Sri Lanka
Boipoka – Bangladesh

m-Education & Learning – 03

LokSewa Nepal – Nepal
Shikkhok.com – Bangladesh
Smartur 3D – India

m-Governance – 04

GIS@School, School Education
Department GoMP – India
Data Digitization - eDistrict -
Mission Mode Project – NEGP – India
Karnataka Mobile One – India
e/m-Attendance – India

m-Health – 02

Delivering Preventive Healthcare
at The Doorstep – India
mSakhi – India

m-Inclusion – 02

Web Accessibility Checker – India
Netradaan – India

m-Travel & Tourism – 03

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Chutti.pk - Islamic Travel App – Pakistan
CoYatri.com – India

m-Woman & Children – 02

Maya Apa – Bangladesh
iSafe – India

THE MBILLIONTH AWARD SOUTH ASIA 2015: SPECIAL MENTIONS (07)

m-Agriculture & Ecology – 01

RainbowAgri – India

m-Business & Commerce/Banking – 01

BillBachao – India

m-Education & Learning – 01

Mindspark – India

m-Governance – 02

m-ePay – Sri Lanka
m-PDS – India

m-Health – 01

e-novatRx – Pakistan

m-Travel & Tourism – 01

ixigo app – India

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m-Inclusion – 01

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Mandi Trades – India

Kisan Mitra: Android based
Gujarati App – India

m-Business & Commerce/Banking – 02

Sulekha.com Android App – India

Mobcast – India

m-Entertainment – 02

Series Addict – Bangladesh

YuppTV – India

m-Education & Learning – 02

DEAIB-Digital Education In
a Box – India

Lab-on-a-Tab – India

m-Governance – 02

MP Commercial Tax Department – India

Mobile Application Based Quality
Monitoring System (MABQMS) – India

m-Health – 05

FreedomTB - Mobile Active
Compliance System – India

ICT Solutions including real time
monitoring – India

Arogya Sakhi – India

Vatsalya Mandla – India

Acf Mass Screening – Nepal

m-News & Journalism – 03

NOVV – India

VOICE OF R – Pakistan

Mogo Reader – Sri Lanka

m-Travel & Tourism – 02

Uttara Alert – India

PParke - India 1st Smart Parking App – India

m-Woman & Children – 01

Eyewatch – India

Osama Manzar

Ubiquitous mobiles offer best way to bridge information divide

It is now the best media for reaching remote rural areas

Since its inception some 12 years ago, Digital Empowerment Foundation (DEF) has consciously used awards and recognition in the field of digital intervention for development as a way to institutionalise empowerment of communities at the edge of information.

We are proud that this one single major work area out of our several major work areas has so far enabled us to identify, reward and recognise more than 5000 digital interventions and innovations which are playing a transformatory role in improving the lives of people and communities across not only India but the whole of South Asia and the Asia-Pacific region.

Way back in 2010, we were one of the first civil society organisations in the world to recognise the importance of the mobile phone and how it could bridge the information divide that exists in the global South. We have consistently believed that one of the most important ways to tackle problems of economic poverty and socio-economic inequality is to end information poverty because when you do that you empower people to come out of economic poverty almost entirely on their own.

Our experience from work we have done over the years among information-dark communities has time and again provided empirical evidence that even the most well-conceived poverty eradication programmes or welfare programmes of the government meant to uplift underserved and marginalised communities fail to yield desired results simply because people do not know their own rights and entitlements and how to avail them. Empowerment through spread of digital literacy and providing access to digital tools can, among other important benefits, address this lacuna in a very significant way.

Most mobile-based innovators now design their projects and products in such a way that these would work even on low-end phones and in offline mode.

In India and other countries of South Asia and the Asia-pacific region, mobile phones, as compared to other media, can play the most important role in bridging the information divide. Mobile phones are now quite ubiquitous. The penetration of both newer models of inexpensive but powerful smart phones as well as low-end phones has been growing at a rapid pace.

This is the 6th year that we are organising the mBillionth Award South Asia

to identify, reward and recognise mobile interventions for development and in the process create a knowledge network and a working practical business ecosystem, if you will, that allows practitioners to gain from synergies, forge partnerships and collaborations and scale up their interventions for doing good to more people.

When we started in 2010 with the first edition of the mBillionth Award South Asia we got just about 200-odd nominations. This year we got 320 nominations clearly reflecting not only the increasing penetration of mobile phones, especially in rural areas, but also greater awareness among practitioners about how mobile-based interventions can overcome various problems such as high levels of illiteracy, low penetration of the Internet in rural areas, lack of digital and other physical infrastructure in rural areas and so on.

As the list of finalists and winners of this year's Sixth edition of the mBillionth Awards will show, most mobile-based innovators now design their projects and products in such a way that these would work even on low-end phones and in offline mode. Some have products where the benefits of the Internet can be availed when the user's mobile phone reaches a networked zone but it would still work in offline mode when operating in remote rural areas where there is no Internet connectivity.

The big point is that out of about 200 million households in India, mobile phones have now reached about 60 million households compared to only about 23 million households having a TV. And more importantly, 50% of the mobile-enabled households live in rural areas. Moreover, mobile phones can deliver information in audio and video format in the local language thus overcoming the massive problem of illiteracy. There is little doubt today that mobile phones provide the best way of bridging the information divide in the countries of the global South.

I have to take this opportunity to thank all our stakeholders and partners such as Vodafone to just name one out of many who have come forward to encourage us in this endeavour to unearth mobile-based innovations for development. Every year, we not only get continued support from our old partners but we get new friends who come forward to help us in organising these awards. A big thank you to all of them!

I have to also thank all those in the DEF family who always rise to the occasion and make these awards successful events.

Osama Manzar
Founder & Director of Digital Empowerment Foundation
He can be reached at osama@defindia.net

Arjun Sen

Integrate, scale up innovations under Digital India programme

Rich database can now be used for rapid transformation with little investment

For the sixth consecutive year, the mBillionth South Asia Awards have brought to the forefront many interesting and remarkable innovations that combine the superior reach of mobile phones with the benefits of web-based technologies and cloud computing. For development policy makers and practitioners, this book offers a compilation of profiles of a rich array of 53 such innovations cutting across 11 different categories.

The interesting question is what do these innovations mean in the context of the current Indian government's much-talked about Digital India programme? Let me try to briefly put this question in the context of this book and the work that Digital Empowerment Foundation (DEF) has been doing for the last more than 12 years.

On July 3, 2015, the Indian Prime Minister launched "Digital India Week", with a glittering two-hour event, held in Delhi's Indira Gandhi Indoor Stadium attended by almost all the big names of India Inc. The meet saw the Prime Minister launching a number of projects as part of the "Digital India" programme. Investments worth Rs 4500 billion or about $71 billion, which could potentially add 1.8 million jobs, were also announced.

In the words of the government, the Digital India programme aims "to transform India into a digitally empowered society and knowledge economy". For us at DEF, these words sound far too familiar. For the past 13 years almost we have been at the forefront of both governmental and non-governmental efforts in India to achieve this exactly same vision of transforming India into a digitally empowered and knowledge economy.

Shouldn't a small part of the massive investments envisaged under the Digital India programme be earmarked to integrate and scale-up highly feasible innovations that are already on the table?

We feel proud that the Indian government has announced a programme whose vision and mission have been expressed in exactly the same words that we have been using in our vision and mission statements while doing our work for the past more than 12 years. This, in a way, completely justifies our very raison-de-etre.

We now wish to bring to the government's attention that as part of our multi-dimensional approach to achieving this transformational vision, we have over the years steadily discovered, recog-

nized and rewarded over 5000 innovations in the field of digital interventions for transforming India into a digitally empowered society and knowledge economy.

The Digital India programme seems to be focusing on big ticket investments to overcome some of the major hurdles that India is facing with regard to digital infrastructure and access for all to the Internet such as providing broadband connectivity at the Gram Panchayat and even village level, data digitization, software that enables quicker, more efficient and less costly modes of delivery of government services, and so on. The Digital India programme is quite well-publicised and there is no need to go into details here.

To our mind, one big issue, however, is what about these 5000-odd innovations that we have brought to the forefront over the last more than dozen years? Does it not make sense for policy makers to take a deep and detailed look at these innovations, find ways to integrate them and scale them almost at a fraction of the cost of the big ticket investments of the Digital India programme?

These innovations have already provided proof of concept at the ground level – they work and they require very little investment for scaling up to pan-India levels. Shouldn't a small part of the massive investments envisaged under the Digital India programme be earmarked to integrate and scale-up highly feasible innovations that are already on the table?

Let me take up just a few examples, to further substantiate this point. Agriculture remains a key driver of the Indian economy and will remain so in the foreseeable future even if our manufacturing sector, which now contributes only 26% of our GDP, gets a big boost under the Make in India programme of the current government. Despite its declining share in GDP, the agricultural sector remains India's largest employer with almost 60% Indians engaged in the farm sector and India continues to rank second worldwide in farm output. Moreover, when it comes to the question of poverty eradication and achieving greater socio-economic equality, it is a no-brainer to say that it is the agricultural sector that needs the maximum attention of policy makers. There is hardly any poverty to be eradicated among people who are already employed in the industrial and services sectors.

In this year's mBillionth Awards we have just four finalists who have come

up with really good mobile-based innovations in the agriculture and ecology category. If we consider this together with at least about 300 such digital innovations in the same category that the various awards of DEF have thrown up over the years we have a very rich database to work with.

There are all kinds of innovations that overcome all kinds of problems. This year, for example, there is an innovation that overcomes the problem of illiteracy and uses audio and video messages in the local language to inform farmers about package of practices. Without going too far back into history,

It is high time for policy makers to start taking advantage of these innovations and integrating them into their own policy frameworks.

I can say that last year itself, there was also an innovation that used ground level sensors in actual farmer plots to provide highly accurate local weather predictions that help farmers to protect their crops from the vagaries of the weather apart from providing solutions to farm problems related to sudden unfavourable weather conditions. As this year's experience shows, this is emerging as a very big issue with thousands of farmers affected by unseasonal rains and thunderstorms in various parts of the country. Sudden crop damage even forced quite a few to commit suicides.

While this year there is a mobile app that provides farmers package of practices in Gujarati, over the years there have been other innovations which provide such information in other local Indian languages. There are also innovations that help farmers to directly reach markets eliminating middlemen, avoid distress sale of their products and often complete wastage of farm produce because of a whole lot of supply chain bottlenecks including lack of cold chains. Some 40% of Indi's farm produce goes waste every year due to these bottlenecks. There is also an application that allows small-holder cattle farmers to get good information and proper veterinary care despite living in remote regions.

While some of the applications are free and funded by sponsors and do not address the issue of sustainability, some do and those that do provide

business models that seem not only workable but actually can generate livelihoods and increase household incomes.

If we look into all these innovations, pick out the best practices and best ideas, chose and further fine-tune and customize the sustainable business models for different regions and different communities, integrate them and create digital solutions that can be scaled up and implemented not only pan-India but across all countries of the global South, all of whom face similar structural deficiencies of various kinds, it appears that this vision of transforming not only India but countries of the global South into digitally empowered societies and knowledge economies is not really such a distant dream nor a dream that cannot be realized quickly at very low investment.

I have talked only about the agriculture and ecology category here, but something exactly similar can be written about some of the other key developmental categories such as education and learning, health, governance, women's empowerment, inclusion or for that matter all the other categories.

While big ticket investments are certainly needed, and they do sound very good on paper, it makes little sense to ignore innovations that are already there on the table, that are sustainable and work on business models that create livelihoods and directly impact poverty, that can be quickly integrated and scaled up to bring about major transformation here and now and that can help governments of all countries of the global South to quickly transform themselves into digitally empowered societies and knowledge economies quickly, efficiently and at very low cost. And, most importantly, when these big ticket investments do fructify on the ground, there will be already be many fantastic working solutions that can take immediate advantage of all the infrastructural and structural advancements that should come from implementation of these massive investments.

This book is just a routine documentation of various noteworthy innovations that practitioners are coming up with in the field of digital intervention for development for digital empowerment of societies and creating knowledge economies. But it is high time for policy makers to start taking advantage of these innovations and integrating them into their own policy frameworks.

Arjun Sen
Consultant, Digital Empowerment Foundation

Madhu Singh Sirohi

Mobiles completely changing the way we live

We have only scratched the surface of possible benefits

I n an ever transforming world nothing has transformed life more than the advent of mobility. Working in a telecommunications company and heading its Foundation, one can fully appreciate both the social and economic impacts of connecting people. In the last two years itself one has seen an unprecedented growth in e-commerce and mobile wallets thus changing the way we pay and we buy forever. It is now more relevant than ever to encourage innovation around communication technologies and reward the initiatives that further the benefits by also having a social footprint. The Vodafone Foundation is committed to technology for good and hosts the Mobile for Good Awards every year to reward and support those who have innovatively used mobile solutions to enhance social change. Thus there is a synergy and alignment with the objectives of DEF and the tremendous effort they have put in for creating platforms for showcasing solutions and enabling conversations around social innovation.

Vodafone Foundation has mWomen as one of its focus areas and projects that are centred around creating access for women. Enabling women with communication technologies, especially in the interiors, has opened the gateway for them to get health services, financial inclusion, entertainment and education. To people who never dreamt of keeping their money anywhere other than in cupboards or tucked under their clothes, it is magical to move and store money with the tips of their fingers. We are also often encountering instances where women who had never heard of cervical or breast cancer are being tutored via mobile on how to self-examine or correlate symptomatic developments to be able to understand their risks. They relate stories of relatives or friends who lost their lives as they were unable to understand the gravity of the symptoms they were experiencing and feel short changed at not having access to common knowledge that could have saved people and families. Today tele-diagnostics and tele-consultation have brought medical care to those excluded by geography or economics. To the affected population these possibilities made possible through mobiles are no less than a miracle and a lifesaver.

To people who never dreamt of keeping their money anywhere other than in cupboards or tucked under their clothes, it is magical to move and store money with the tips of their fingers.

We have still only scratched the surface of the services and opportunities these technologies can bring. Vodafone Foundation is an active partner for government's Digital India mission and with deeper mobile broadband penetration and cheaper smart phones we hope to reach the last mile seamlessly with a bouquet of essential services.

Madhu Singh Sirohi
Head - Vodafone Foundation
www.vodafone.in/foundation

There is a synergy and alignment with the objectives of DEF and the tremendous effort they have put in for creating platforms for showcasing solutions and enabling conversations around social innovation.

Manoj Ramchandra Dawane

Technology for good

In the Networked Society, Ericsson is the leading advocate of Technology for Good

The eventual transformation from information to networked society will bring mounting advantages to humankind. When one person connects, their life changes for better. With everything and everyone connected our world changes for good.

In a world full of connections — business and personal, local and global — we find ourselves on the brink of a new era; a society where everything that can benefit from a connection will be connected. Broadband and mobility have become basic needs for people—a core part of societal infrastructure as essential as roads and bridges. They are revolutionizing the way we provide education and healthcare, how we build our cities and how we run our businesses. We call this new emerging society 'The Networked Society'.

The eventual transformation from information to networked society will bring mounting advantages to humankind. When one person connects, their life changes for better. With everything and everyone connected our world changes for good. Three fundamental forces are driving what happens with this level of global connectivity: **Mobility**—the freedom to be anywhere; **Broadband**—the power to access limitless information, and **Cloud**—enabling instant, on-demand content to any device. Broadband, cloud and mobility can be effectively combined using a mobile app and contribute to the national development agenda.

But the power of the Networked Society is not in the infrastructure but in our ability as individuals, enterprises and Governments to use it for transforming the way we work, think and even acquire knowledge. This can help address some of the world's biggest challenges, including reduction of carbon footprint, sustainability, and availability of education and health care; and India can lead in many of these areas. With India growing younger and its people increasingly digital, there exists an immense opportunity for them to significantly transform the country's future and influence the world.

Our ConsumerLab report[1] reveals that Indians have an emotional relationship with their smartphones and relate to it like a family member or a close friend. There-

[1]http://www.ericsson.com/res/docs/2012/ericsson_emerging_app_culture.pdf

Source: freepik.com

fore, in today's context we see that a mobile app is like a gateway to heaven. It is a gateway to make people more enriched, sustainable and productive and the m-Billionth Award is a great way to foster this ecosystem. It is heartening to see that this platform is able to accommodate a wide range of organizations, from startups to large ones and that is a proof of the strength and success of this platform.

About 90% of the world's population will be covered by mobile broadband networks by the year 2020[2]. This scale brings unprecedented opportunity to address global sustainable development challenges. In the Networked Society, Ericsson is the leading advocate of Technology for Good. It is a concept we work with every day to address areas such as climate change, poverty, education, health, human rights, and humanitarian issues such as

refugees, peace and disaster response. For us, technology is about making it useful to the consumers.

As the leading advocate of the 'Networked Society', we want to ensure that connectivity paves the way for environmentally sustainable and equitable social and economic development. Ericsson portfolio enables Technology for Good™ initiatives which have benefitted 4 million people around the world in areas like financial inclusion, education, and humanitarian response[3].

Manoj Ramchandra Dawane
Vice President - Technology, Corporate Affairs & Sustainability, Ericsson
www.ericsson.com/in

[1]http://www.ericsson.com/res/docs/2012/ericsson_emerging_app_culture.pdf
[3]http://www.ericsson.com/res/thecompany/docs/corporate-responsibility/2014-corporate-responsibility-and-sustainability-report.pdf

Amir Ullah Khan

The net neutrality issue: Some aspects that need to be thought through

Bundled content hits at the basic idea of the Internet

The debate this year has been on net neutrality. Those of us working on bridging the digital divide have vociferously spoken out against doing to the Internet what cable television companies did to Television. Twenty years ago, in an attempt to regulate content on television, the Cable Television Networks Regulation Act of 1995 was passed. Its objectives sound amusing today, but were taken rather seriously then. The law was passed to prevent the 'haphazard mushrooming of cable television networks'. The lack of licensing mechanisms for cable operators had resulted in a large number of cable operators broadcasting programmes without any regulation. The Act aimed at regulating content and operation of cable networks.

The big worry then in an insular world was on cultural invasion. This fear was based on the availability of signals from foreign television networks via satellite communication. The access to foreign television networks was considered to be a "cultural invasion" as these channels portrayed western culture. It also wanted to lay down the "responsibilities and obligations in respect of the quality of service both technically as well content wise, use of materials protected under the copyright law, exhibition of uncertified films, and protection of subscribers from anti-national broadcasts from sources inimical to national interests". Armed with such a formidable doomsday argument, the Parliament passed a rather strict law that made Television non-neutral forever.

The Direct to Home or DTH version that followed continued the practice.

All websites, offering whatever services they choose to in whatever format, must be treated similarly. And all ISPs must allow browsers to travel anywhere on the unbounded worldwide web.

Today we get a few free to air channels, plus some premium channels that are paid, then a few select ones that can be bought for extra fees and Showcase type of channels where content can be bought for the day. The new suggestion is: Why not the same for the Internet? Can we not allow our ISPs to decide what content to give us for free, what to charge extra for and what to block? Remember the early days when you could log on to free Internet at airport lounges and browse through specific sites and use particular email services? The government has been contemplating free wi fi in some cities, where those who log in will be able to access gov.in websites alone.

Source: freepik.com

So if your mobile operator offers various bundles at varying costs, why should we fret? If all you use is email and some search engine, why would you want to have access to video and audio files that consume large bandwidth? Those who want to watch films and listen to songs should pay extra for the services they consume. The debate on net neutrality starts here. On one side is a loud argument that the net and its content cannot be compartmentalised. All websites, offering whatever services they choose to in whatever format, must be treated similarly. And all ISPs must allow browsers to travel anywhere on the unbounded worldwide web.

On the other side are those arguing for freedom to the Internet Service Providers (ISPs) to choose their bundles saying that this would allow for specialised content to emerge. Web based services would generate higher revenues for tailor made services to select and differentiated audiences.

Why would everyone be interested in everything? Higher priced channels on Television offer high quality cartoons for children, brilliantly shot wildlife for animal enthusiasts and action filled sport for those wanting to watch football all day. They are able to do so because DTH providers charge consumers extra for these channels. Those who demand such content are prepared to pay extra and those who do not fancy such content are not burdened with the extra costs.

The counter argument however is that unlike Television that has primarily been an entertainment provider, the Internet is not an idiot box. The world wide web developed primarily to allow scientists and academics to freely share their ideas and their work. When it moved from Universities to wider audiences it was seen as a free to use library that would not prevent anyone from uploading anything nor from accessing any material put up on the

Source: freepik.com

net. The Internet broke all boundaries, and content went freely across the most difficult transnational borders. The arcane fear of a cultural invasion from a predatory foreign media became a laughable and irrelevant concern. Censorship became an amusing historical idea. And except in countries like China and North Korea, all content made its way freely into anyone's computer connected to any ISP.

To now allow internet service providers to block some of this content, or to make it available at differentiated prices hits at the basic idea of the worldwide web. It is an emotional issue at its core and those of us who strongly believe in the emancipating power of the digital medium cannot accept anything less than the net neutrality we have been accustomed to for nearly three decades now. With increasing numbers of people getting on the net, costs should keep going down allowing for cheaper bandwidth. If the scale is so large and the potential so enormous, why should ISPs look for higher margins? They will earn more and more through charging for data downloads and bandwidth consumption. There is no need for further differentiating the Internet. The other side will however continue to argue

that product differentiation and bundling is ethical too.

Those who want plain vanilla products should not be burdened with cost sharing with those who want upper end heavy applications. Smart cities should allow all citizens to access information on public facilities for free. Telecom operators should be allowed to team up with e-retailers and e-commerce solutions that they fancy. Consumers will in any case have the choice to decide between large numbers of ISPs. There will still be those who will provide neutral access, just as there will be some who will take their users to particular websites. Should the Internet run as the modest radio that allows every broadcaster equal access and every consumer equal ease in listening to any content? Or, should the digital medium take the cable television route, allowing the broadcaster to choose what channels to relay and at what cost? This debate is not over yet.

Amir Ullah Khan
Senior Policy Advisor
Bill and Melinda Gates Foundation

Ranjan R Reddy

The journey begins now
Innovations not only need financial support, but also help to become viable businesses

How do you write about mobile and its effects on our society and many aspects of it without sounding clichéd? I can tell you it's tough. It forces you to come up with an original thought. Human race has been around for 200000 years so is any thing original anymore? It turns out there's plenty. And that's exactly what we are celebrating at the mBillionth awards. We are celebrating people who have an original or a unique thought, and tenacity to improve their lives and empower the world around them with the help of technology. At the heart of this empowerment lies, ubiquitous access to the Internet, that encourages and unleashes change in societies bottom up. One day I hope India introduces a "Right to Internet" law much like "Right to Information" act.

In this edition of mBillionth awards we witnessed many entries, which were unique and new but also there were others who had a new perspective on old problems. But both kinds demonstrated a meaningful impact through their execution or the simplicity of their offering. Having been introduced to so many bright ideas through this Jury process, I have enough examples to not worry about sounding clichéd, but now have unique insights and perspectives that will help me in my vocation. Simple but powerful idea like "Talking Eyes" from Bangaldesh that enables people without sight to play games on mobile, or "NayaJeevan" from Pakistan that approaches the healthcare problem in a holistic way with the help of technology, or "Boipoka" from Bangladesh again, which aims to create the first and the largest Bengali digital bookstore are some of the many initiatives that need our support.

They not only need our financial support, but also our help in turning their ideas or initiative into either a viable business, or a more polished product, or just exposure beyond their origins. Recognition at mBillionth is a mere first step in a long journey that awaits many of these ideas, but besides lauding their effort, we must also equip them with skills, experience, network, and funds to ensure they have the best chance of success and not just survival. The journey begins now.

At the heart of this empowerment lies, ubiquitous access to the Internet, that encourages and unleashes change in societies bottom up. One day I hope India introduces a "Right to Internet" law much like "Right to Information" act.

Ranjan R Reddy
Vice President (Asia-Pacific), Boku Inc.

Vijay Sai Pratap

Democratizing ICT & Mobile innovations for Social Change

This technology is probably the most life changing innovation of the last century

The key gap that mobiles in general aim to address is the anytime, anywhere and reliable access to credible information and services in some form. Access to relevant information at the right time improves awareness, aiding discussions and potentially a positive behavioral change.

A simple story, based on the best seller 'Parable of the pipeline' by Burke Hedges, very interestingly refers to the importance of building sustainable & efficient solutions to address social needs apart from emphasizing the traditional values of hard work and smart thinking. Very briefly put, Bruno & Pablo, two young men from a village were hired by the village elders to fetch water from a distant river using buckets; both were paid by the villagers a dollar per bucket they carried. They did a great job and earned well as they went about this chore. Bruno continued to slog harder but enjoyed his earnings well. Pablo, while continuing with his efforts, kept looking out for alternatives so he could find a more efficient and sustainable solution to the problem. He wouldn't be young and strong perennially, nor could he exponentially increase the output using the same method. Pablo thus built a pipeline from the river to the village, investing time, resources, and significant effort. It was an efficient and a sustainable solution that addressed the needs of the village while also paying Pablo for the efforts in the long term, where he continued to get paid for the number of buckets of water that reached the village through the pipe.

Globally, the mobile & ICT eco-system is a comprehensive and colossal investment and effort that has been made by the Government and the industry in great measure. The benefits and returns that this investment has yielded to all stakeholders involved are clearly visible today. Touching the lives of over 5 billion people globally, it has been the fastest growing media and technology and is probably counted amongst the most life changing innovations of the last century.

Besides serving the simple needs of communication and freeing people from the bondage of distance and ignorance, telephony has come a long way, now having the ability to change lives and significantly at that. Health, education, commerce, livelihood, inclusion and a vast range of Governance services are now being extended on mobile devices. The point of the parable is 'let the real capabilities and competencies of the mobile networks/technology be democratized to help scale social change initiatives.' They would inevitably pay for

themselves in the long run, returns could be in many forms, including rising spending power and economic sustenance evolving through better awareness and access to information. It has to be acknowledged and accepted that technology is not a panacea for all social issues and it alone cannot independently solve or bridge all social and economic gaps; it is in all humility but an enabling medium or tool, albeit an extremely important one. It is bound to be extremely potent when it is operated in collaboration with the conventional, human or systemic support structures that have been serving the needs of the society over many years. Technology cannot supplement human intervention, but can emphatically complement and support it.

The key gap that mobiles in general aim to address is the anytime, anywhere and reliable access to credible information and services in some form. Access to relevant information at the right time improves awareness, aiding discussions and potentially a positive behavioral change. Awareness improves the genuine and sustained positive spike in the demand for services, thus constantly pushing up the quality of services and service delivery channels indirectly. However, this utopian vision of leveraging Mobility for social change is possible only when it involves the committed participation of all key stakeholders in the change process. Connecting the service and information providers to their target audience using technology or mobiles as a medium is the key to scaling good initiatives. The relevance, user, usability, discoverability and affordability are extremely critical parameters that should form the crux of the service design and delivery process. The very immediate need is to create an eco-system that will help democratize innovation in this space, which is only possible through collaboration and competition between stakeholders. The objective is to avoid the duplication of efforts, resources and time that are required in taking innovative services/products to market using mobile as a medium. Innovation in business and commercial models is to ensure build and drive sustainability for the projects or initiatives. It is a long journey, but a sure path to take.

"Never doubt that a small group of thoughtful committed citizens can change the world; indeed, it's the only thing that ever has."- Margaret Mead (Cultural Anthropologist & writer)

OnionDev Technologies, a social enterprise born out of a wedlock between the Life Impacting Services business unit spin off from OnMobile Global Ltd., & Gram Vaani, is finely positioned to serve the mobile technology needs of the development, Government & enterprise (specific Life impacting verticals) sectors in India & in the developing world, where there is a real need to integrate the ICT capabilities and reach to the focused initiatives targeting the areas of health, learning, livelihood, inclusion & governance. The primary focus is to offer a twin pronged support system catering to the scalability & sustainability needs of this sector using mobile/ICT as a medium.

Vijay Sai Pratap
Director – Business Development, Onmobile Global Ltd.

Sameera Jayawardena

The Mobile Boom Is Yet To Come

It is for governments to understand the transformation potential of this technology

As per the latest reports on eGovernment readiness and by looking at eGovernment strategies in most countries it is evident that policy makers of most of the countries in Asia pacific have already identified the potential of mobile in public service delivery.

Those days..........

I still remember when we were in our early 20s! At that time our village roads were in very bad shape. People tried hard and begged to convince the local authorities to repair the road. They refused. One pregnant mother while she was traveling to the hospital died due to the bad road condition. We had loads of things to share, many views, loads of things to tell but there were only lazy forums and platforms; of course news papers. No other place to express our views. There were social groups but mostly politically infected. So there was no choice - either keep your mouth shut or join a political group.

We had to wait until the Web 2.0 to appear in the latter part of the first decade of the millennium. Web 2.0 blasted us with online forums, chats and blogs but reached only the ICT Literate community. It did not reached all levels of the society and more importantly did not attracted all age groups. In the case of mobile phones we have witnessed a slow but steady journey. Mobile technology advanced rapidly over the years. But it took almost three decades to show what it could really be. We never realized that it was a sleeping giant.

Few decades back in the golden era of mechanical revolution no one thought a transmission of a piece of information would bring about a drastic change in the day to day lifestyle of citizens across the globe. Even in the '90s with the emerging mobile communication and the rapid growth of the communication aspect of the Internet, no predictions were made about the significant involvement of mobile in future livelihoods. Governments and policy makers were always fire fighting and did not see the impact of electronic data communication. This mostly applies to most of the developing countries. They also never realized how the technology integration could be used to treat their wounds in all sectors and to the society. So, policy makers were late to get on board the mobile transformation.

Mobile and corporates

Today, mobile has become the most popular media across all age groups and all communities in the region during the last three to five years. Mobile penetration is reaching new peaks every year. Underlying infrastructure and broadband rates are going down at a rapid rate. Mobile phones evolved with different faces and various sizes at a very convenient cost with tomorrow's technology. Surprisingly telecom infrastructure has been forced to play a supporting role while the powerful equipment with well developed software made the life blood of mobile phones.

In that light, most of the countries in the region are at a juncture where mobile has become the first communication strategy in corporate plans of all sectors overtaking all other means including the traditional web. This can be easily seen with the movements of developing separate mobile strategies by large corporates during last few years.

Even-though traditionally we see corporates are always sensitive to the changing technological landscape, it is important to highlight how the government sector has identified this and their plans to exploit it. As per the latest reports on eGovernment readiness and by looking at eGovernment strategies in most countries it is evident that policy makers of most of the countries in Asia pacific have already identified the potential of mobile in public service delivery.

Word for policy makers – bigger BOOM on the way

However, most of the national ICT initiatives missed one crucial aspect of mobile. That is the role mobile would play in the development of nations during upcoming years (empowerment of citizens). Considering South East Asia where you see a huge gap between urban and rural communities, a **much bigger boom is just waiting to happen.**

All generations including Baby boomers and Generation X are accessing mobile, loads of content are being shared which enables different social movements through social media. The pace and face of citizen interaction

with the government and the engagement of national initiatives will be changed which has never happened before. This will be largely **contributed by Generation Y** and **forced by the Generation Z**.

Eventually; obtaining government services through mobile would not be the ultimate expectation of the mobile empowered citizen. Governments should make all possible efforts to understand the needs of the citizens without limiting to traditional SMS services, voice services, mobile apps and even personalized connected mobile services. mGovernment is not just providing mobile services. Government may need to change the way they see and treat citizens, open up more means of citizen engagement, participatory decision making etc. Government should give the priority to cater/respond to citizen needs while using all above mentioned mobile service delivery channels for government service delivery. This should not just be about accessing eParticipation portal through mobile, it is about empowering and facilitating citizens to become active contributors in mobile empowered communities. There will be new policies and changes to existing policies. Hence, policy makers, top level executives of the government, communities and the politicians have a major role to play.

Remember one man can raise a voice and it can be expanded to millions of citizens within weeks. So it is the best time for governments to understand the potential of transformation of mobile and use it appropriately towards the development of the nation without sitting on it.

If they fail then government will have to just watch and experience how powerful this movement is and make postmortems after the horse is gone!

Sameera Jayawardena
Project Manager, Information and Communication Technology Agency of Sri Lanka (ICTA)

Madanmohan Rao

Mobile and more: India as fourth largest startup hub in the world

The combination of mobiles and analytics offers huge potential for India

India is now the fourth largest startup hub in the world, with a wide range of startups in mobile media, Internet of Things, analytics, ed-tech, food-tech and more. Social entrepreneurs and NGOs are also active on the mobile front, backed by a range of venture capitalists, government grants and impact investors.

"India is fast becoming a nation of creators as well as consumers," says Hindol Sengupta in his new book, 'Recasting India.'

The combination of mobiles and analytics offers huge potential for India. We are now entering the era of data-powered farming, via large scale open data sets on weather and yields, IoT, drones and smart tractors. Wireless digital tools will be as important as traditional farming tools in the agricultural sector.

On the healthcare front, wearables and apps offer new ways for patients and health-conscious citizens to track their own healthcare indicators and move towards healthier lifestyles. These include Indian startups like HealthifyMe and Practo. Mobile is transforming Indian e-commerce by storm, with some e-tailers moving away from mobile-enabled or mobile-first to mobile-only front-ends.

As India moves into the renewable energy sector, IoT will be important in areas like monitoring massive wind turbine installations which are often in remote areas. Drones will also be important in the oil and electricity grid areas for inspection of installations and supply lines over long distances.

With proper functional value and business models, the Internet of Things will deliver the Economy of Things, according to Rob van den Dam, Global Telecommunications Industry Leader, IBM.

IdeaForge's Netra drones have already been credited with saving 190 lives during the Uttarakhand floods. Their drones have also been used for crowd management in Ahmedabad and Mumbai.

A wide range of mobile startups have been showcasing and pitching at events of The Indus Entrepreneurs (TiE). These include SnapShopr (visual search of products via smartphone app), Hungry Bells (local food delivery), Safe Yatra (safety alerts during travel), Yellow Messenger (mobile

CRM), Beat Station (music events and venues), TBOX (smart SMS solutions), Briibe.me (flash sale alerts), SwimIndia (for those who want to excel in swimming) and FreeHit (cricket trivia).

A number of incubators in India have emerged to launch mobile startups. For example, IIIT Hyderabad has incubated MartMobi (e-commerce platform for stores) and AasaanPay (digital payments). Tata Elxsi has incubated Big V Telecom (telephony solutions), Sismatik Solutions (mobile solutions for hospitality sector) and Street Smart (app for local shopping deals). Many startups are emerging in the IoT, Big Data and analytics sectors, which tap wireless sensors and smartphones for data inputs.

With proper functional value and business models, the Internet of Things will deliver the Economy of Things, according to Rob van den Dam, Global Telecommunications Industry Leader, IBM. The trends of digitalisation and mobility are happening faster than we can imagine them, according to Andrew Milroy, SVP ICT of Frost and Sullivan.

"India is the world's largest experiment in digitalisation," says B. Santhanam, former director of Saint-Gobain India.

At the same time, the rise of mobile apps like Uber and products like driverless vehicles and drones will throw up new challenges for regulators in India and other countries. Welcome to the Brave New Wireless World!

Madanmohan Rao
Research Director, YourStory Media

Moe Chiba

In search of *Doraemon* for culture & heritage of India

We have failed to articulate this sector's management needs to our IT friends

This is one sector that nests romantic intellectuals who believe that their love and knowledge for culture alone will suffice to save the world.

Once again, the entries under Culture and Heritage category of the 2015 mBillonth Award was poor in number and quality with little convincing ideas responding to the need of the sector. As I said elsewhere, this seems to be the reflection of the general trend in South Asia where the culture and heritage is only to be studied and admired for the leisure of the elites but is rarely perceived as a sector that needs to be managed professionally. Yet, just as any other sector like health, education, agriculture or industry, the culture and heritage sector also requires data & information management, human resource training, institutional development, sustainable funding mechanism, public outreach, business development, public-private partnership, security and hazard control, monitoring and evaluation etc. And mobile phones could perhaps be fantastic tools for some of those needs.

Such management requirement of the heritage sector however seems to have been rarely understood in South Asia. The fact that there is hardly any training course on art & culture management and that the key government cultural institutions are typically headed by artists or academics with no management background corroborates my view. This is one sector that nests romantic intellectuals who believe that their love and knowledge for culture alone will suffice to save the world.

If mBillionth has poor participation in the Culture and Heritage category, let me therefore not blame the IT techies for it is primarily the fault of the culture sector professionals, including my organization – UNESCO - for having failed to articulate the management need of the culture & heritage sector to our IT friends. Using this opportunity provided by DEF, as I did on the occasion of the 2014 Manthan Award, I would like to share some of my thoughts for which a collaboration with our IT friends might bring a solution:

Counting the number of artists and artisans in the country: India abounds in rural artists and artisans but nobody knows exactly how many, where and who they are, as the national census does not have the system to count this type of population. Absence of data on population size has been used as an excuse for inefficient national policy for folk artisans and artists. Can we not use a

mobile phone to have a special census on rural artists and artisans?

Making our postmen heritage surveyors: I was told that the postmen in India are the most knowledgeable persons about who's who in every corner of the village. Can we use them as our artists / artisans surveyors in the village wherein they will report back using mobile phone?

Saving archives from oblivion: India has many archives – public and private - with important historical documents and recordings of old masters or little known musical traditions. However, most of us would not consider visiting archives because of its intimidating, unfriendly or dusty set-up. Can we nonetheless share some of the great collection of archives to a larger public through a mobile phone?

Giving chance to future stars: In Japan, a group of young people started a channel on the internet TV featuring upcoming /aspiring stand-up come-

dians. Some of them became national stars later on. Can this not be done in India as well to support upcoming musicians and comedians?

Women's safety at heritage sites: I have heard regularly about, and have also faced myself, the instances of harassment of women travellers at the World Heritage Sites by the group of fellow local travellers excited to see foreigners and wanting to click pictures with them. Sometimes, it happens as a friendly moment, but many a times, it ends up as unpleasant experience, leaving a bad memory of India. Since there are more and more apps for women's safety, can we not have a version that is specially designed for the World Heritage Sites?

I look forward to hearing from Doraemon on these ideas!

Moe Chiba
Programme Specialist for Culture-UNESCO

District Public Library Programme

The District Public Library Programme is a collaboration of DEF and the Bill and Melinda Gates Foundation (linked to Global Libraries initiative) to improve access to critical information and knowledge resources for the library community including the disadvantaged groups towards social and economic empowerment. Over 2000 citizen users have been provided with access and service resources through the programme.

www.defindia.org/district-public-library-programme

Vodafone India

About Vodafone

Vodafone India is a fully owned subsidiary of Vodafone Group Plc., which is one of the world's largest telecommunications companies. Making its entry into India in 2007, Vodafone today has built an ever growing, robust business in highly price sensitive and competitive market. Serving around 184 million customers, Vodafone provides innovative, customer friendly and differentiated products and services through a wide scale distribution and exclusive retail footprint - backed up with a modern, technologically advanced network for both voice and data.

Vodafone Business Services, the enterprise arm of Vodafone, provides total telecommunications solutions across both mobility and wireline platforms and enables Global Enterprises, National Corporates, SME's and Government segments to communicate, collaborate and connect.

Vodafone India provides customers with a new currency in the form of M-Pesa, the world renowned mobile wallet and money transfer service. Vodafone M-Pesa is an innovative, safe and secure mobile wallet that enables complete suite of services like money transfer, bill payments, and recharge on the move from the mobile. It caters to all segments of the society, from the unbanked to the under banked and to the net-savvy and evolved customers. Today, with a pan-India distribution of around 90,000 agents and more than 3 million customers, Vodafone M-Pesa is the largest banking correspondent in the country and is playing a vital role in enabling financial inclusion and m-commerce.

Vodafone Business Services, the enterprise arm of Vodafone, provides total telecommunications solutions across both mobility and wireline platforms and enables Global Enterprises, National Corporates, SME's and Government segments to communicate, collaborate and connect.

With the advantage of its global expertise and knowledge of local markets, Vodafone India is well poised to significantly expand the Government's capacity to deliver benefits and outcomes for citizens, governments and businesses. It endeavours to be a steadfast partner in the Government's efforts towards Digital India

A value based organization; Vodafone is committed to achieving the highest standards of Health, Safety and Well-being for its employees and business partners. As a responsible corporate, Vodafone India has

been working with several partners from the social sector to address some of India's most pressing challenges over the years. Sustainability for us is an ongoing journey as we firmly believe that what is good for the society is good for business. The Vodafone Foundation too is actively engaged in CSR by harnessing the potential of mobile services and technology to maximise impact within communities, especially in the domains of **m-Women, m-Agriculture, m-Education and Disaster Relief.**

Vodafone Group Plc. is one of the world's largest telecommunications companies and provides a range of services including voice, messaging, data and fixed communications. Vodafone has mobile operations in 26 countries, partners with mobile networks in 55 more, and fixed broadband operations in 17 markets. As of 31st March 2015, Vodafone has around 446 million mobile customers and over 12 million fixed broadband customers. For more information, please visit: **www.vodafone.com.**

ADVERTISEMENT

WINNERS (24)

m-Agriculture & Ecology

ICT Based Livestock Management System – Bangladesh

m-Business & Commerce/Banking

Informal Sector Inclusion in India's Recycling Value Chain – India

Unlockar Lock Screen Application – India

bKash Limited – Bangladesh

m-Culture & Heritage

mGuide – Sri Lanka

m-Entertainment

Kan Khajura Tesan – India

FlipBeats – Sri Lanka

Boipoka – Bangladesh

m-Education & Learning

LokSewa Nepal – Nepal

Shikkhok.com – Bangladesh

Smartur 3D – India

m-Governance

GIS@School, School Education Department GoMP – India

Data Digitization - eDistrict - Mission Mode Project – NEGP – India

Karnataka Mobile One – India

e/m-Attendance – India

m-Health

Delivering Preventive Healthcare at The Doorstep – India

mSakhi – India

m-Inclusion

Web Accessibility Checker – India

Netradaan – India

m-Travel & Tourism

Place SMS – Pakistan

Chutti.pk - Islamic Travel App – Pakistan

CoYatri.com – India

m-Woman & Children

Maya Apa – Bangladesh

iSafe – India

m-Agriculture and Ecology

Under this rubric, nominations are invited for mobile applications that help farmers to improve agricultural productivity or secure better crop prices or better returns on investment through access to information on new technologies and package of practices, basic financial services, new markets and market prices. Moreover, mobile phones can play a huge role in responsible dissemination of information about environmental matters.

ICT Based Livestock Management System
Winner, Bangladesh

Providing Cattle Health Services to Farmers in Remote Areas

ORIGINAL TITLE
ICT Based Livestock
Management System

ORGANIZATION
mPower Social
Enterprises Ltd

COUNTRY
Bangladesh

LANGUAGE
Bengali and English

CONTACT
mridul@mpower-social.com

URL
www.mpower-social.com

Launched in June 2014. ICT Based Livestock Management System is a combination of a smart phone based mobile application linked to a web interface. The mobile application is in the local vernacular language Bengali while the web interface is in English.

Grassroots level livestock workers, who are usually entrepreneurs and commonly known as "Para-vets" use the smart phone application to deliver cattle health services to small holder cattle farmers living in remote rural areas. The livestock workers use the app to register farmers and their cattle upon which the system provides a unique ID for each farmer and the cattle. Successively livestock workers make scheduled visits every month to each of the registered farmer's households to provide regular follow up visits. During these follow up visits the livestock worker captures the changes in health, production, rearing management of each cattle and takes relevant photographs.

> For providing cattle health services to small holder farmers in remote rural areas through a mobile app

On the other hand, through the web interface expert veterinarians sitting in urban areas can view individual cattle profile including a photo gallery. Based on the data, the expert vets deliver their expert feedback for betterment of animal health and production that livestock workers then implement in their areas of operations in remote rural areas.

The primary benefit of the system is that cattle farmers even in remote rural locations can quickly get veterinarian services from experts at very affordable costs and without having to travel to distant urban areas to get such services. The livestock workers on the other hand earn anything from $24 to $75 additional monthly income by using the mobile app.

Till now the system has served 2700 farmers in 6 districts of Bangladesh with more than 24 livestock workers providing the service.

m-Business & Commerce/Banking

This category seeks to identify and compliment mobile applications that support optimisation of business processes; creates new m-commerce business models in business to business and business to consumers areas; promotes internet security and other related topics; supports 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.

Banyan Sustainable Waste Management Pvt Ltd
Winner, India

bKash Limited
Winner, Bangladesh

Unlockar Lock Screen Application
Winner, Bangladesh

Empowering Waste Collectors Via Efficient Waste Management

ORIGINAL TITLE
Banyan Sustainable Waste Management Pvt Ltd

ORGANIZATION
Banyan Sustainable Waste Management Pvt Ltd

COUNTRY
India

LANGUAGE
English

CONTACT
rajmadangopal@banyannation.com

URL
www.banyannation.com

Starting April, 2014, Banyan has developed two Android apps - Sales Lead Manager and Waste Collection Manager - that help its sales team establish and nurture a robust network of kabariwalas (urban waste collectors) from whom the company collects plastic waste and e-waste to convert into plastic pellets that it sells to various manufacturers..

The Sales Lead Manager (SLM) Android app allows a sales executive to map out the exact location of a kabariwala, and via ongoing interactions, collect pertinent data on the type of waste collected, their quantities and frequency of supply, whether the kabariwala goes door-to-door, or has a network of rag pickers, his current earning potential, etc. Banyan then analyzes the data to determine which kabariwala it can do business with, estimates what his true earning potential is, and begin engaging the selected kabariwalas to form a network of suppliers.

For a mobile app that empowers informal sector waste collectors and enables efficient waste management

Once the relationship has been established, the team uses the Waste Collection Manager (WCM) Android app to find a kabariwala, schedule pickups, determine optimal truck routing, negotiate pricing, etc.

The company has a factory which converts the collected waste into plastic pellets that are then sold to more than 25 manufacturers who make chairs, electrical meter boxes, mats, crates, fan components, etc. These manufacturers were earlier at the mercy of traders or were sourcing from multiple suppliers who could not guarantee the quality and volumes desired. Now they get a steady supply of high quality granules at fair market rates that are Rs 2-3 lower than the rate charged by a trader.

Today, Banyan actively procures supplies from over 100 kabariwalas out of over 1000 in its network in the Greater Hyderabad metro. On average, a kabariwala in Banyan's network makes Rs. 1 more per kilo sold to Banyan, and supplies 10% more material than before.
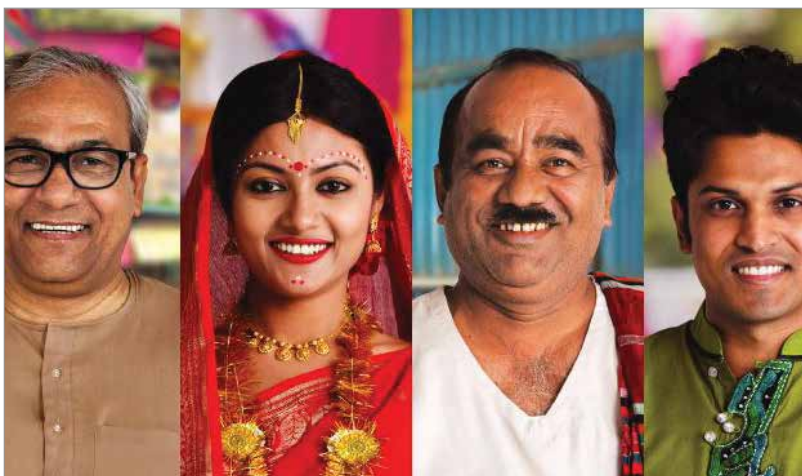
Enabling Greater Financial Inclusion in Bangladesh Using Mobile Phones

ORIGINAL TITLE
bKash Limited

ORGANIZATION
bKash Limited

COUNTRY
Bangladesh

LANGUAGE
Bengali and English

CONTACT
mridul@mpower-social.com

URL
www.mpower-social.com

bKash is a Mobile Financial Service (MFS) which seeks to empower the people of Bangladesh, especially low income sections and those living in remote rural areas, with access to a broad range of financial services. bKash is a money management tool which enables an adult to transact money nationwide, instantly and easily using a mobile phone.

bKash Limited is a subsidiary of BRAC Bank and started as a joint venture between BRAC Bank Limited, Bangladesh and Money in Motion LLC, USA in July, 2011. Now, International Finance Corporation (IFC), a member of the World Bank Group, and Bill & Melinda Gates Foundation are equity investors of the company.

For a mobile phone based financial service that is ensuring greater financial inclusion in Bangladesh

Less than 16% of Bangladeshis are connected to the formal banking system whereas over 70% have mobile phones. bKash leverages this for greater financial inclusion.

In line with the MFS guidelines of the central bank of Bangladesh, bKash provides safe, convenient and easy ways of making financial transactions. Through partnerships with all major mobile operators of Bangladesh, bKash's technology allows 96% of the country's mobile users to access its service through very basic handsets.

A bKash Wallet is a customer's financial account which can be used for various purposes such as sending or receiving money, topping up mobile balance, making payments for shopping, and also for earning interest on savings. Opening a bKash Wallet is very simple and free of cost. Any individual along with a mobile phone, 2 copies of passport size photographs and a valid photo ID (National ID/Passport/Driving License) can go to a nearby bKash agent and open a wallet.

Already the second largest MFS in the world (in terms of wallet numbers) bKash's customer base has rapidly grown to more than 10 million in the last four years. bKash is now the fastest growing MFS in the world and breaking new ground every day.

Smart lock screen provides platform for entertainment and advertising

ORIGINAL TITLE
Unlockar Lock Screen Application

ORGANIZATION
Unlockar Apps Private Limited

COUNTRY
India

LANGUAGE
English and Hindi

CONTACT
piyush.paul@unlockar.com

URL
www.unlockar.com

Launched in November, 2013, Unlockar has conceptualized and pioneered a mobile app that delivers exciting user preferred content through an intelligent lock screen on user's android smart phones while brands find a targeted and willing audience for their advertising needs. In the process of interacting with the preferred content, the user gets rewarded with real-world freebies.

Unlockar's on-boarding process is very simple as it allows users to use the app even without sign-up.

Unlockar is providing an entertaining and advertising platform wherein need for social-local updates of its users and advertising needs of brands gets satisfied. As users want to read/know more about happenings in their interest areas, Unlockar has divided its content offerings into different channels which can be subscribed by users free of cost based on their interest and preferences.

> **For a mobile app that connects users with brands via smart lock screen that offers user preferred content**

Unlockar rewards users. With its rewarding mechanism tagged to the mobile lock screen, Unlockar allows its users to earn talk time, free data or discount on movie tickets, pay utility bills, do online shopping, etc. The rewarding system of Unlockar is similar to the loyalty point redemption mechanism of credit card companies wherein all the parties gain out of each transaction.

Unlockar also has a feature that allows users to share content with their near and dear ones. Unlockar is envisaged as a lock screen replacement of content and messaging applications/websites.

Unlockar is gamifying the whole lock screen and redemption features of its application by introducing Lock Screen Quizzes, Games, Puzzles and its successfully running Auction Module for reward point redemptions.

It has a daily retention rate of 29% with 99% of users subscribing to the Ads channel. It has 100,000 plus application users with 17.2% Daily Active User Percentage (Google Play Store data). Its Google Play Store Rating is 4.1. So far the App has served over 10 million lock screen views.

m-Culture & Heritage

Mobile applications that seek to promote and conserve culture and heritage in such fields as literature, music, visual or performing arts, design, architecture, crafts etc. will be considered for recognition under this heading. Applications preserving and presenting cultural heritage in line with the challenges of the future or demonstrating valuable cultural assets clearly and informatively using state-of-the-art technology and new media platforms are also included in this category.

mGuide
Winner, Sri Lanka

Helping tourists with audio information on Sri Lanka archeological sites

ORIGINAL TITLE
mGuide

ORGANIZATION
Mobitel (Pvt) Ltd

COUNTRY
Sri Lanka

LANGUAGE
English

CONTACT
madurah@mobitel.lk

URL
www.mobitel.lk/traveling-0

Launched in January, 2011, mGuide is a mobile-based audio service of Mobitel, Sri Lanka's national telecommunication partner, that provides comprehensive information on sites in the country that are of archeological and tourist interest. The service obviates the need to hire a guide at these sites as such guides often do not have comprehensive and authentic information although they are quite expensive. Moreover, often the information board erected at the site gives very little information.

Mobitel in collaboration with the Sri Lanka's Ministry of National Heritage, the Department of Archaeology and Sri Lanka Tourism has assigned a short code to each site in the country which are of archeological or tourist interest. Sign boards have been put up at each of these sites indicating the code of the site.

> For a mobile app that offers audio information on sites of archeological and tourist interest in Sri Lanka

The service is meant for pilgrims, travelers, holiday makers, tourists, students etc. The service can be used in two ways. By dialing 888 followed by the site code from a Mobitel connection, a user can listen to a description of the location. The service is extended to foreign tourists as well whereby they could simply dial 888 from their own mobile connection followed by the short code assigned to the location. The other method is where by dialing 888 the user will be directed to a menu from which the user could select a location.

The content used for the service has been approved by the Department of Archaeology. The service will soon be introduced in Hindi, French, German, Japanese, Chinese, Korean and Arabic.

Tourists are given a FREE mGuide MAP at the Bandaranayake International Airport with the site codes that enables the user to plan his/her tour agenda.

At present approximately 20,000 subscribers per month access the service.

m-Entertainment

This category recognises 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 and interactive entertainment, from single to multiple players and synergy between analog and digital platforms.

Kan Khajura Tesan
Winner, India

FlipBeats
Winner, Sri Lanka

Bangla Boipoka
Winner, India

Using mobiles to advertise in media dark areas

ORIGINAL TITLE
Kan Khajura Tesan

ORGANIZATION
Hindustan Unilever Ltd.
PHD India

COUNTRY
India

LANGUAGE
Hindi

CONTACT
Kshitij.Karnad@phdmedia.
com

URL
www.hul.co.in

Launched in October, 2013, Kan Khajura Tesan (KKT) is a unique marketing campaign for Hindustan Unilever Ltd. using mobile phones. The campaign is aimed at reaching consumers in media dark regions, that is, where the ratio of available entertainment options (TV, print, radio) are low compared to rest of the country. KKT was conceived to take advantage of the fact that while TV reaches only 23 million households, mostly urban, mobile phones reach double that – 54 million households of which nearly 50% are rural households.

KKT has brought about a communication revolution in these markets by creating a single number that provided always on demand free entertainment. HUL adverts were integrated with the content.

For a mobile-based marketing campaign in media dark regions leveraging free entertainment

To access the entertainment content the consumer is required to give a "Missed call" (the call here gets disconnected automatically after the two initial rings) on 1800-30-000-123. He is then called back where some content, which includes among others an RJ speak, jokes, and Bollywood songs. Hence, giving the entertainment hungry audience exactly what they want.

So far, KanKhajuraTesan, has reached out to more than 33 million subscribers across India. In total, till date it has clocked 700 million minutes of engagement with consumers. HUL ads have been heard 380 million times in the last 15 months.

In 2014 KKT focused on intelligent analysis of platform data collated from users' past interactions to create enhanced user experience, dynamic content delivery and customized programming capsules.

KKT piloted the channel in Bihar and Jharkhand, but its wild popularity encouraged them to open the dial-in number to the entire country. Now anyone within India can call in and enjoy the content in Hindi language. The callers got access to free entertainment and HUL is able to break out of the vicious share of voice (SOV) battle.

Music player lets users listen to free music online

ORIGINAL TITLE
FlipBeats

ORGANIZATION
Hindustan Unilever Ltd.
PHD India

COUNTRY
Sri Lanka

LANGUAGE
English, Spanish, French, German, Portuguese and Russian

CONTACT
pradeepa@hsenid.in

URL
www.hsenid.com

Launched in December, 2013, FlipBeats is a highly competitive, good looking and user friendly music player app which invites its users to a customised, professional level music listening experience. The app has already received many positive reviews, mainly for its well designed user interface which cannot be beaten by any other music app. FlipBeats has a unique feature to search and listen to music free online via cloud based streaming services on the go. FlipBeats is a universal mobile application that runs on all Apple iOS (iPad, iPhone, iPod touch) and Android (Tablets & Phones) devices and is available on Google Play Store and Apple Store. So far there have been more than 150,000 downloads. The download is free and the company is generating revenue from in-app purchases (IAP).

> For creating a user friendly music player app that allows users to search and listen to music free online

The key features of the FlipBeats music player are:

- Search & Listen to Music FREE online via cloud based streaming services
- Powerful Social Media integration to share user's music experience online
- Gesture powered Customizable Flip UI
- Multi Band Graphic Equalizer with 14 Equalizer presets & Custom presets
- Bass Boost, Surround Sound & Room Size Configurations
- PRO EQ Engine to come up with user's own Advanced EQ settings
- PRO Reverbs Engine to fine tune sound to user's exact needs
- Audio Visualiser (VFX) and Colour Themes to customize the visual impact of the music
- Download Lyrics Free
- Download Album Arts
- Shake Controls for a fun filled experience
- ID3 Tag Editor to edit the metadata of songs
- Easy Sort feature to let user quickly find the songs he or she wants
- Sleep Timer
- Sound Health Profile to protect user's ears from harmful volume levels
- FlipBeats comes is English, Spanish, French, German, Portuguese and Russian
- Material Design User Interface
- No Ads

Mobile app lets users buy, read Bengali e-books

ORIGINAL TITLE
Bangla Boipoka

ORGANIZATION
MobioApp Ltd

COUNTRY
India

LANGUAGE
Bangla and English

CONTACT
Meer.faisal@mobioApp.com

URL
www.banglabookhouse.com

Launched in July, 2013 Boipoka (in English this means Bookworm) is a mobile application for android and iOS platforms. It is the largest Bangla e-book market place in the world. Boipoka strictly maintains copyright of publishers and authors by its own developed DRM (Digital Rights Management) system. Books can be bought through In-app purchase, bkash (a mobile app for financial transactions) and activation code.

The key features of the mobile app are:

- Large collection of e-books

- Purchase of popular books available in the book store using Credit cards and bKash

- Facilty to share favourite lines of any book in social media

- Facility to rate the book you read

- Feedback facility

- Facility for text highlight, bookmark, annotation, page jump, night reading

- Facility to search for Books

- Facility to read other PDF files on your device

- Lots of free books are also available

- No Advertisements

For creating a mobile app for selling and reading e-books in Bengali language

Boipoka is promoting protection of intellectual property of authors and publishers for electronic version for the first time in the history of Bangla book publication by mobile application.

The app can be downloaded for free from Google Play Store or i-tunes App-store.

m-Education & Learning

This category recognises the use of mobile applications that empower the education sector and serving 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 and making science accessible to citizens.

LokSewa Nepal
Winner, Nepal

Shikkhok.com
Winner, Bangladesh

Smartur 3D
Winner, India

Kapan Online
Mobile Application

LokSewa Nepal
Mobile Application

Online help for students preparing for PSC exams in Nepal

ORIGINAL TITLE
LokSewa Nepal

ORGANIZATION
Mantra Ideas Pvt. Ltd

COUNTRY
Nepal

LANGUAGE
English, Nepali

CONTACT
mail@ashokbasnet.com.np

URL
www.mantraideas.com

Launched in November, 2014, LokSewa Nepal is a web and mobile based solution to help students prepare for LokSewa exams conducted by the Public Service Commission, Nepal.

The solution offers up to date notices from LokSewa, question bank on various subjects, general knowledge related articles and news, syllabus of various government related subjects, yearly calendar and forms for entering into Lok-Sewa, practice questions for different government posts such as Section Officer, Computer Engineer, Civil Engineer, NASU, etc., subjective questions for NASU, more than 10,000 questions on various topics, facility to play Hangman (Learn by playing), updates on current affairs and questions from Gorkhapatra published on Wednesday every week.

> For a mobile app that has enabled MP to ensure RTE Act compliance for all government schools in the state

The android mobile app is available free from Google Play Store and AppsJhola and users can easily download and start using it immediately.

Before the development of this solution, students had no alternative other than reading books and magazines to prepare for PSC exams. Moreover, people were earlier forced to come to Kathmandu for taking classes and they needed to pay a lot for staying in the capital. The app makes the preparation, tuition and practice facilities available online and accessible from any location that has Internet connectivity. Students are also able to take tests using the app to measure their performance as to where they stand. The company's vision is to be an online information hub for all government jobs and provide people with all resources and materials needed to prepare for the various exams.

The revenue source for now is from Google Admob banner placed on the app. The company plans to generate revenue in the future by selling Test Sets and books through the app, from local Ads from related fields like institutes, publishers etc. and Google Ads.

The application has so far been downloaded more than 45,000 times.

Providing free high quality education to rural students

ORIGINAL TITLE
Shikkhok.com

ORGANIZATION
Shikkhok.com

COUNTRY
Bangladesh

LANGUAGE
Bengali

CONTACT
ragibhasan@gmail.com

URL
www.shikkhok.com

The Shikkhok.com project founded in August 2012 by Dr. Ragib Hasan, a computer science professor at the University of Alabama, US, is an open and free online education platform or Massive Online Open Content (MOOC) education site in Bengali language. It aims at providing free high quality education to underprivileged students in rural areas of Bangladesh and India. It was established at a cost of only $15, but has reached more than 700,000 students and delivered 6 million lectures in less than 2.5 years.

Shikkhok.com provides education via its website, http://www.shikkhok.com which is optimized for mobile devices. It also distributes content via mobile phone shops in rural bazars where students can go and load the videos of lectures on their phones.

For creating a platform for providing free online high quality education to underprivileged students in Bangladesh and India

Shikkhok.com contacts and organises volunteer teachers from across the world who are experts in their own areas. It shows them how to create videos with tools as simple as their laptops and webcams. The videos are uploaded to Youtube and it creates courses which are posted on its Wordpress hosted website. The project uses all the free tools that it can get.

Students can get the videos from the website. Rural students who do not have Internet access can get them through village mobile shops and load the streamlined and short videos on their low-end phones. In addition, Shikkhok.com has developed a Raspberry Pi-based (credit card size computer) kit which is then loaded with course lecture videos and given to rural schools without internet access.

It has so far developed a set of 75 courses all created by subject matter experts (PhDs, researchers, teachers, professional chefs etc.). These are all in Bengali, and range from class 5 level to advanced PhD level, and subject matter varies from science, math, education, biology, genetics, biotechnology, nanotechnology, computer science, French culinary arts and cooking, German language, time management, etc.

Making learning fun with 3D stereoscopic experiences

ORIGINAL TITLE
Smartur 3D

ORGANIZATION
Trendyworks Technologies
Private Limited

COUNTRY
India

LANGUAGE
English

CONTACT
neeraj@smartur3d.com

URL
www.smartur.com

Smartur 3D is a mobile app that offers learning content compliant with CBSE and NCERT curriculum. The app helps students to study science, solve complex mathematical problems, answer questions and prepares them to score well in board exams.

The main idea of Smartur 3D is to bring learning out of the books and make it an experience that students enjoy.

The app makes use of augmented reality and thereby merges the real and the virtual world. Students can experience stunning models in stereoscopic 3D and interactive 3D. Each topic is further subdivided into components for learning, exploring and also certain challenges to test the child's grasp of various topics.

For a mobile app that enables students to learn through enjoyable 3D stereoscopic experiences

Features like study module, flash cards for quick revision of the concepts and game based practices are also included. For maths, there are plenty of practices and challenges to prepare the child for the mighty board exams. Also, each of the problems, come with an entire solution, which helps out the students whenever they aren't able to solve a problem appropriately. Students can also capture a screenshot whenever they want to, helping in quick revisions later.

The developer company Trendyworks Technologies believes learning through Smartur 3D will contribute to the episodic memory of the child, rather than the semantic memory since learning here is through personally experienced unique episodes. Episodic memory is known to be a faithful record of the experiences, and thus lasts for a lifetime. The learning through augmented reality is also known to reduce the cognitive load and thereby makes learning easier.

Developed at a cost of Rs 1.5 crore, the app was launched in March 2015 and has garnered over 40 thousand downloads in India. Trendyworks plans to monetize the app by charging a reasonable fee from the academic year 2015 onwards.

m-Governance

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; strengthen participation of citizens in decision making by promoting an information-rich society. Nominations may include applications that help to strengthen formulation of public policies and increase transparency and public participation in the processes of governance and administration.

GIS@School, School Education Department GoMP
Winner, India

Data Digitization - eDistrict - Mission Mode Project – NEGP
Winner, India

Karnataka Mobile One
Winner, India

e/m-Attendance
Winner, India

Class Room · Toilet - Girls · Toilet - Girls

App helping MP enforce RTE compliance of all schools

ORIGINAL TITLE
GIS@School, School
Education Department GoMP

ORGANIZATION
National Informatics Center,
Madhya Pradesh

COUNTRY
India

LANGUAGE
Hindi

CONTACT
sjain@nic.in

URL
www.educationportal.
mp.gov.in/GIS

I n June, 2013, NIC launched a mobile app to capture geo-tagged and time-stamped data and images of all 1.25 lakh government schools in Madhya Pradesh. The objective was to create a GIS-cum-MIS decision-making and planning tool to enable the Madhya Pradesh government to ensure that all schools in the state were RTE compliant.

RTE compliance requires state governments to ensure availability of a primary school within 1 Km radius, middle school within 3 Km Radius and a high school within 5 km radius of each of the over 1 Lakh habitations in the state. Moreover, it requires that all schools have a school building, one classroom for every 40 children, separate toilets for boys and girls, head master room, ramp for barrier free access, kitchen-shed for mid-day-meal, boundary wall, playground etc.

> **For a mobile app that has enabled MP to ensure RTE Act compliance for all government schools in the state**

The mobile application allows capturing of geo-tagged and time-stamped photographs and information on all the various mandatory facilities/infrastructure in each school. The app functions in offline mode and synchronises with the online system when connectivity is available. The system has collected information on all the 1.25 lakh schools and has captured 13 lakh images by using crowd sourcing for data collection.

This database has now enabled the state government to:

- Ensure RTE compliance regarding school location
- Augmentation of infrastructural facilities in different schools based on actual demand and enrolment
- Facilitate interdepartmental collaboration, coordination, and updating of key information in real-time.
- Create a system for effective, timely, and reliable monitoring and implementation of various programmes (particularly SSA)
- Monitor progress of work in all operations
- Launch proactive remedial action with regard to defaulters.

Now citizens too can get full information on each and every school and this has reduced the need for them to make RTI applications to get such information.

Sikkim citizens benefit from app to digitise government records

ORIGINAL TITLE
Data Digitization - eDistrict - Mission Mode Project – NEGP

ORGANIZATION
Demi Solutions

COUNTRY
India

LANGUAGE
English and Nepali

CONTACT
karma@demi.co.in

URL
www.demi.co.in

Launched in April, 2014, e-District is a mission mode project under the NeGP that is aimed at digitising all Sikkim government data to enable citizens to have easy, anywhere and anytime access to all kinds of government records and documents.

Instead of using traditional flatbed scanners, this innovative system scans documents utilising a custom built application on an Android Tablet with a very high resolution camera. After the scans are completed the tablets' data is sent and synchronised with the backend server over the 3G network. The data entry process is extremely optimised on the company's propriety platform. The data entry operators view the high resolution image hosted on the developer's highly available, robust, reliable and extremely scalable cloud infrastructure. This makes it fast, reliable and efficient.

For creating a mobile app that enables quick, easy, efficient and accurate digitisation of government documents and records

That data goes through a QA process before being verified and pushed to the production server. The company has filed a patent for the innovation "System and method for data digitization" Patent No: 4167/CHE/2014.

The technology involved converts data, cleanses it and accurately takes off-line data usually hand written on paper and converts it into a digital format that is searchable.

All the 6 lakh citizens of Sikkim benefit from this solution. Not only does it enable citizens to access government records and documents easily, anytime, anywhere using their mobile phones, it also enables delivery of all public services at district/ sub district level in electronic format and thereby reduces the number of visits of citizens to a government office/department for availing the services and thereby eliminating harassment.

It also reduces administrative burden and service fulfilment time and costs for the government, citizens and businesses. The data digitisation is also facilitating backend computerisation of district and lower level offices to ensure electronic delivery of high volume citizen centric services at the district level.

Government to Citizen

Government to Government

Karnataka mobile app delivers 4000 government, private sector services to citizens

ORIGINAL TITLE
Karnataka Mobile One

ORGANIZATION
Centre for e-Governance

COUNTRY
India

LANGUAGE
Kannada and English

CONTACT
ceoceg@karnataka.gov.in

URL
www.mobile.karnataka.gov.in

Launched in December, 2014 Karnataka Mobile One is an pp that has been certified as India's first and the world's largest multi-mode mobile governance platform with over 4,000 services. It is a unified mobile platform for delivery of citizens' services, both from the government and the private sector through an open platform, which can accept any service and is thus future-proof. These anytime, anywhere, anyhow services will be available 24x7x365 days at any location in Karnataka on any mobile device. The services include G2C, B2C and G2B and can be availed by Karnataka-based citizens.

The app seeks to utilise the reach of mobile connectivity and the power of the mobile device to develop/on-board applications and deliver services to foster inclusive development in Karnataka.

For creating a mobile app for delivery of over 4,000 government and private sector services to citizens

The following salient design features make MobileOne unique:

- Unified User Interface
- Service Delivery based User Profiling
- Intra operability between channels
- Device and operating system agnostic

The Mobile One platform is integrated across all the telecom operators across India and works on the concept of delivering all its services through the concept of One URL, One Short Code and One App. As such, citizens can avail all the services under one access point, thus eliminating the need to visit multiple websites and short/long codes. The platform also fosters innovation by enabling Individuals or groups of individuals to provide citizen centric services, without having to invest on developing and deploying a mobile service delivery platform themselves. This ensures a quick turnaround time for the services providers and makes more services available to the citizens.

Mobile One can be downloaded free from Google or Apple app stores.

Till May, 2015 there have been more than 1.5 lakh downloads, 89,14,157 total Mobile One hits and payments of over Rs 3 crore.
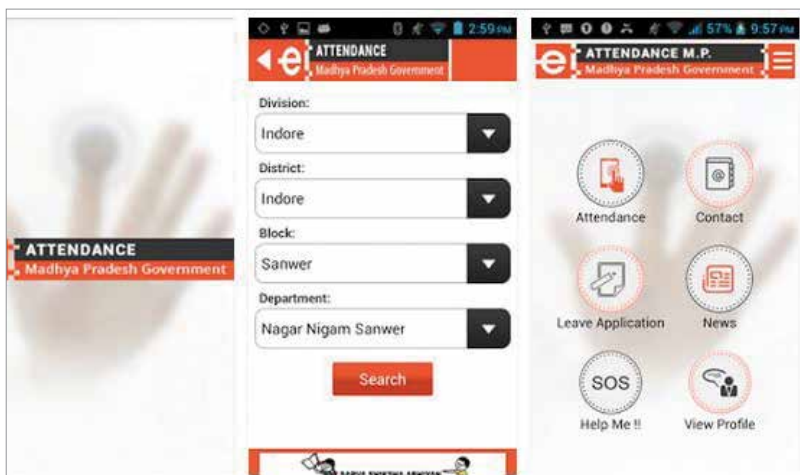
Monitoring timely attendance of MP government school teachers

ORIGINAL TITLE
e/m-Attendance

ORGANIZATION
Centre for e-Governance

COUNTRY
India

LANGUAGE
English

CONTACT
sanrachna@hotmail.com

URL
www.eattendancemp.in

Launched in September, 2014, e/m-Attendance is an android app to mark the attendance with time and GEO stamping for all government school teachers of the Indore division of Madhya Pradesh. The government has provided an interest free loan of Rs 5000 to each of its school teachers to buy an android smart phone. The app is available free of cost on Google Play store for the employees to download and register themselves. There is no limitation to the number of employees using this application.

The project has been implemented in all 8 districts of Indore Division - Indore, Alirajpur, Khandwa, Khargone, Dhar, Barwani, Bhuranpur, and Jhabua. The state government has now adopted it for state wide replication from this academic session.

For a mobile app for monitoring timely attendance of government school teachers in Madhya Pradesh

The app enables all teachers of government schools to mark his/her presence twice; once on arrival and second on his departure. Since each school is geo fenced, the app helps in monitoring timely arrival and departure of more than 55,000 teachers in 18000 schools spread over the 8 districts of Indore division.

This app ensures timely presence of teachers in all government schools without any additional resources, which otherwise is humanly impossible. The attendance data generated helps prepare salary bills and brings in transparency to the whole system as information of each and every teacher is available in the dashboard of all officials. This information is also shared with citizens to generate pressure on school teachers.

It also allows teachers to apply for sanction of all kinds of leave and get confirmation. It also ensures that senior bureaucracy is bound to take care of the issues of gratuity, provident fund etc that otherwise require several visits to education officers for clearing of their claims. The pay slip that is most often not given to teachers is now readily available in their hands.

To tap the power of user driven publishing through the Internet and social media, DEF launched the Citizen Media Network (CMN) which aims at nurturing Citizen Journalism in India and South Asia.

CITIZEN MEDIA NETWORK

www.citizenmedianetwork.org

m-Health

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

Delivering Preventive Healthcare at The Doorstep
Winner, India

mSakhi
Winner, India

Mobile app making life easier for ASHAs in UP

ORIGINAL TITLE
Delivering Preventive
Healthcare at The Doorstep

ORGANIZATION
National Health Mission,
Uttar Pradesh

COUNTRY
India

LANGUAGE
Hindi

CONTACT
gbora@intrahealth.org

URL
www.upnrhm.gov.in,
www.intrahealth.org

Launched in June, 2011, hi is an interactive, GPRS/3G-enabled, smart phone-based application using an open-source android platform designed specifically for Accredited Social Health Activists (ASHAs) - a cadre of frontline health workers (FLW) insti1tuted by the National Rural Health Mission (NRHM)- and Auxiliary Nurse Midwives (ANMs).

The application supports ASHAs who are largely low-literate village women to perform their day-to-day tasks and overcome the multiple barriers they face in using current paper-based ASHA job aids such as text-heavy reference materials, bulky counselling flipbooks and complex newborn care checklists that are not suitable for them.

For creating a mobile app that enables ante-natal and infancy preventive care delivery to rural women

The key features and functionalities of the mobile app are:

- Self-learning modules/quiz on RMNCH
- Beneficiary registration and tracking of services across RMNCH
- Automated home visit schedulers & reminders
- Beneficiary counselling across RMNCH
- Step-by-step decision support newborns
- Automated real-time data/alerts to supervisors (ANM, Medical Officer)
- Voice-guided vernacular messages, illustrations, videos

mSakhi harnesses the power of mobile technology and the near ubiquity of mobile phones to support frontline health workers in their work. It has been developed in consultation with the Government of Uttar Pradhesh.

mSakhi uses SMS to communicate with the central repository and can be used even in the most basic telephony infrastructure. It can also be integrated with existing government health information systems. The application suite has separate applications for ASHAs, and ANMs (ASHA supervisors) and a web-portal to keep supervisors and program managers informed of key indicators to track health worker performance on real time basis.

Two studies have been conducted to test the feasibility and effectiveness of mSakhi as a self-learning and counselling tool. Based on the feedback, a GoUP evaluation team has recommended it for state wide scale-up.

Teaching women to take care of themselves first

Mobile app helps delivery of preventive health care, diagnostics

ORIGINAL TITLE
mSakhi

LANGUAGE
English and Marathi

ORGANIZATION
Swayam Shikshan Prayog

CONTACT
sspindia1@gmail.com

COUNTRY
India

URL
www.sspindia.org

Arogya Sakhis are women selected from villages who are provided with tablets and mobile diagnostic equipment (HB meter, Glucometer, BP machine, etc.) to go to the doorsteps of village women and conduct series of tests (preventive) through mobile health-devices, capture data with the help of tablets and upload results on a cloud server developed by SSP's technology partner.

A physician, hundreds-of-kms away (currently Pune), accesses data on the server and provides her expert comments and generates a medical-report. Sakhis deliver reports, provide verbal clarifications and reach details of care and precautions to patients. Counselling is provided to those whose results are normal. Beneficiaries detected with anomalies are alerted and referred by Sakhis to existing network-hospitals and doctors, partnered with SSP.

For a mobile app that enables doorstep delivery of affordable diagnostics and preventive health care to rural women and children

The project is enabling early-detection of lifestyle-diseases and their mitigation through adoption of preventive health practices. Reference materials, step-wise instructions for conducting tests are also provided in the tablets for Arogya Sakhis' easy reference. The Sakhis create health awareness and reach affordable services to the Bottom of the Pyramid population. The project reduces costs of future emergencies as illnesses are identified at an early-stage. The project also provides reliable, discounted services through partnership with existing network of doctors and hospitals.

The project aims to deliver in 2 years affordable preventive health-care solutions at the doorstep of rural households across 400 villages, covering 600,000 population through 100 empowered rural women as health entrepreneurs or Arogya Sakhis.

The project was initiated in January 2013 has so far covered 56 villages in Osmanabad district, 20 villages in Ahmednagar district and 2 villages in Chakan, Pune in Maharashtra.

CIRC
Community Information Resource Centre

| 118 Centres | 19 States | 54 Districts |

Many more to come

CIRC propels the vision of Digital India

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

- Taking internet connectivity and access to the under reached
- Enabling Digital literacy to one and all
- Providing digital services such as photocopy, scanning and printing

- Skilling and capacity building of the rural youth
- Strengthening entrepreneurship and livelihoods
- Creating awareness regarding rights & entitlements
- Encouraging active participation in governance

m-Inclusion

This section tries to discover and acclaim mobile applications that help to 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 and thereby strengthen the social, economic and political participation of such information-dark individuals and groups in the information society.

Web Accessibility Checker
Winner, India

Netradaan
Winner, India

India's first website accessibility checker and design tool

ORIGINAL TITLE
Web Accessibility Checker

ORGANIZATION
GreenClouds Education
Solutions

COUNTRY

LANGUAGE
English

CONTACT
nicholas.george@
greenclouds.in

URL
www.page-test.wizdes.com

I n February, 2015, GreenClouds Education Solutions launched India's first automated web accessibility testing tool in India covering more than 100 automated tests.

Websites are an essential way of receiving as well as providing information and interacting with other people. The Web is an increasingly important resource in many aspects of life: education, employment, government, commerce, health care, recreation, and more. It is essential that the Web be accessible in order to provide equal access and equal opportunity to people with disabilities.

Web accessibility is about enabling people with disabilities to understand, navigate and use the Web. Web accessibility also benefits people without disabili-

For creating India's first website checker and design tool for ensuring accessibility compliance for people with disabilities and across devices

ties such as people using a slow Internet connection, people with "temporary disabilities" such as a broken arm, and people with changing abilities due to aging. It is also about enabling websites to be accessible on any device including mobile phones and tablets.

The company offers a password protected product for accessibility testing of websites. This is available at http://site-test.wizdes.com/. It has another product called Wizdes which is a full-scale What You See Is What You Get (WYSIWYG) web authoring solution which comes with accessibility tools in-built. That means by using this solution web designers and authors can build W3C and Government of India standards compliant accessible websites right from the beginning.

The company presents Web accessibility violations in a visual way so that the issues can be understood easily. The authoring tool also has in-built device specific viewers to produce mobile ready content.

For the accessibility checker, the company charges for a full site test although the one page checker and colour contrast checker are freely available. For the authoring/publishing tool the company charges a license/hosting.

Mobile app enables easy donation of eyes

ORIGINAL TITLE
Netradaan
(Eye Donation App)

ORGANIZATION
Sightica Solutions

COUNTRY
India

LANGUAGE
English & Hindi

CONTACT
sunil@visuallychallenged.com

URL
www.sightica.com

I n April, 2015 Sightica Solutions launched Netradaan - India's first Eye/Cornea Donation android app.

Netradaan allows donors to fill in an easily accessible Eye Donation Form where any sighted user can pledge their eyes (after death). The Eye Bank Association of India (EBAI) receives the forms and sends the donor a donor card and also alerts the next of kin about the pledge made by the donor. The app also offers Interesting facts about eye donation, taking care of eyes, a comprehensive list of eye hospitals (state-wise) and a recipient registration form. The app and database is maintained by Sightica Solutions.

For a mobile app that enables people to donate and receive eyes easily

The app is currently available in English and Hindi and is expected to be widely used across different sections of sighted and visually challenged users. The entire app is accessible to any screen access reader and, therefore, allows even visually challenged users to download/register as 'Recipients'. The 'next of kin' declaration is also a first time unique concept alerting other close contacts/family members who can be contacted as soon as an user pledges a donation. The app has been developed by a visually challenged android programmer who helped with the coding/testing with the rest of the team at Sightica Solutions and who believes is inclusion at the work place.

The app has received several high ratings and widespread media coverage since its launch in April, 2015. Eye Bank Association of India will be linking and promoting the Netradaan app through their networks too. While the community at large will benefit immensely the app will also allow the public an opportunity to 'give back' to those who need help within the community.

DEF's mission is to use ICT and digital tools to bridge the digital divide and empower underserved and information-dark communities in such a way as to create a digital age, post-industrial global society where all people on Planet Earth have access to information, knowledge and services at all times and at all places.

About DEF

Created out of a deep understanding of the global digital divide, New Delhi based Digital Empowerment Foundation (DEF) is a not-for-profit that has been tirelessly working for digital inclusion across the world and in particular India, South Asia and the Asia Pacific region since its inception in 2002.

Vision

To make the digital revolution reach the masses so as to create even opportunities for and linkages between the haves and have-nots of society in a way that empowers the poorest of the poor and all marginalised, information-dark communities and there is a two-way flow of knowledge, goods and services between the mainstream economy and the grassroots level urban/rural economy through use of Information and Communication Technologies (ICT) and digital media.

EMPOWERING PEOPLE
@ the edge of information

DEF
DIGITAL EMPOWERMENT *foundation*

www.defindia.org

m-Travel & Tourism

This category recognises the use of mobile applications that aggregate information on travel and tourism and thus help creating an information-rich society. Nominations may include applications that enable easy access to related information and services such as real time travel booking, location and transport information as 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.

CoYatri.com
Winner, India

Chutti.pk - Islamic Travel App
Winner, Pakistan

Place SMS
Winner, Pakistan
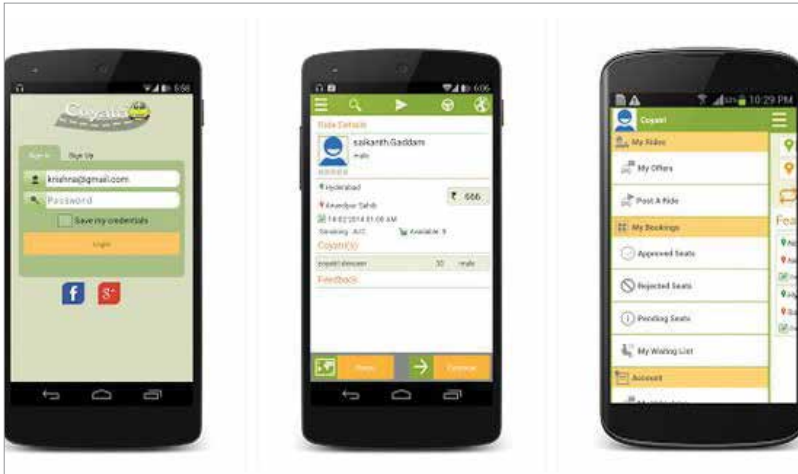
Car owners, travellers share expenses via mobile-based inter-city carpooling

ORIGINAL TITLE
CoYatri.com

ORGANIZATION
CoYatri.com Private Limited

COUNTRY
India

LANGUAGE
English

CONTACT
pradeep@coyatri.com

URL
www.coyatri.com/index.html

Launched in September 2014, CoYatri is a first of its kind inter-city organized ride sharing portal and app which addresses the problem of home town travel during weekends and festival season for working professionals and students. It connects lone travellers who need seats to car owners with empty seats looking to reduce their fuel and toll expenses. Users check if a car owner/traveller will be driving from one city to another and book/share a seat in advance.

Inter-city carpooling is the uniqueness of idea as there are many intra-city carpooling portals in India. The mobile-based service also handles security concerns by verifying each and every individual who are registering with CoYatri and enabling inter-person communication between users. Now CoYatri is introducing GPS tracking and implementing panic button in the mobile app to handle security concerns.

> **For enabling inter-city carpooling by allowing car owners to share vacant seats with willing travellers using mobile phones**

Some of the benefits are:

- Sharing saves expenses of car journey while driving on highways
- Saves time for the people who are travelling on highways
- Saves fuel for the nation and reduces carbon footage on environment
- Saves local travel expenses and travel fatigue

No more waiting lists and paying high fares for reaching hometown during weekends and festival seasons.

Currently CoYatri is not charging a single rupee from both car owners as well as travellers. In the coming days CoYatri is going to charge a service charge on per seat booking. It also plans to implement a travel shopping cart for travellers.

Since the time of launching the website CoYatri has enlisted over 4500 registered users with more than 570 rides booked till date.

Customised travel information for Muslim travellers from Pakistan

ORIGINAL TITLE
Chutti.pk

ORGANIZATION
Chutti.pk

COUNTRY
Pakistan

LANGUAGE
English

CONTACT
ahmad@irhal.com

URL
www.chutti.pk

Chutti.pk was started as a website in 2009. In 2010 the company launched its Arabic language version irhal.com. In November 2014, it launched the mobile apps for both chutti.pk and irhal.com.

Irhal is an Arabic/English travel app for Muslim travellers worldwide. It has over 90 city guides with information on places to visit, shopping, hotels, etc. It also has GPS enabled locations of Halal restaurants and mosques. It includes prayer timings and a compass showing the direction of Makkah (Mecca). There is at present no Arabic travel app in the market. The Islamic travel sector is worth over $137 billion (2013 Thomson Reuters) and is growing rapidly. Irhal wants to become the must-have resource for all Muslim travellers. The app is being distributed free.

> For a mobile app that provides customised travel information for Muslim travellers from Pakistan

Monetisation is through advertising, affiliate sales of travel packages and hotel bookings. The initial markets are the Gulf countries (Saudi Arabia, UAE, Kuwait, Qatar, Bahrain and Oman) where:

- Mobile penetration is over 70%
- There is no Arabic mobile content
- Outbound travel is worth over $40 billion annually.

Advertisers are willing to pay a premium to reach this audience. Irhal.com received 1 million unique users in 2014.

Chutti.pk is the Pakistan version of the same app. Since the Pakistani market for online advertising is still very low, the company is concentrating on the Middle East market now.

The app can be downloaded for free from the Google Play Store or the Apple iTunes store.
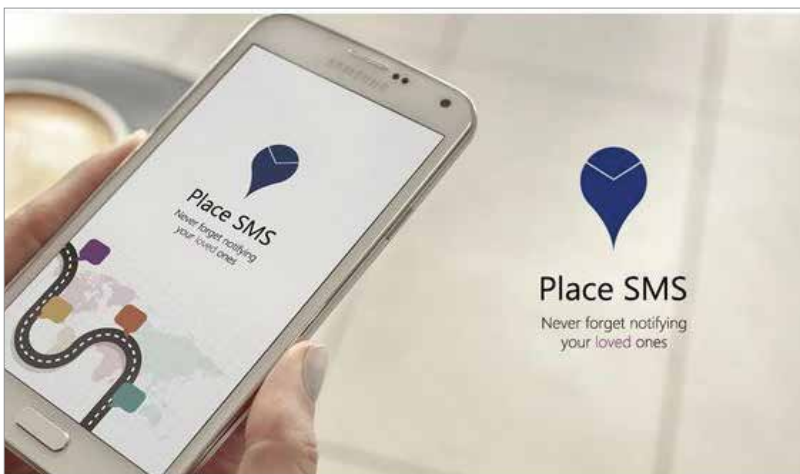
Automated location triggered SMS to inform user's current location

ORIGINAL TITLE
Place SMS

LANGUAGE
English

ORGANIZATION
Hiwaas

CONTACT
asad@hiwaas.com

COUNTRY
Pakistan

URL
www.placesms.pk

Launched in January, 2015 Place SMS is a location triggered SMS app. The app auto sends an SMS to selected recipients when the user enters or leaves a location. No sign up is required.

How does Place SMS work?

- Just Place a message on a selected location on the map.
- Add recipients' numbers and write messages. Choose "When I Enter" or "When I Leave".
- Now turn the tracking On

The message will now be sent to the recipients when the user enters or leaves that location.

For a app that allows users to send location triggered messages to selected recipients and thus inform them the user's current location

Key Features:

- No sign up is required
- Extremely easy interface
- No extra cost. Works with user's existing SMS package.
- Send SMS message to any number of recipients.
- Send your location along with the SMS message
- Send message to any phone that supports SMS.
- Works wherever there is GPS. No internet required for message sending.
- Quick search for location in the loaded map.
- All the data is stored on the user's phone, so no privacy issues.

Some of the uses of the are:

- Stuck in traffic? Friends are notified crossing various locations.
- Let your family know when you are heading home.
- Parents will get alerts when the school Bus is near their home or has reached school.

Place SMS is currently free for personal use. However, the company is charging businesses on a monthly basis. For schools, the company charges Rs 5 per month per student.

m-Women & Children

This category recognises projects and innovations that exclusively target women and their needs and causes and provide them with solutions that solve issues pertinent to them. The category particularly identifies how digital tools could empower women. Digital media and devices like telecom and mobile have become tools of empowerment for women and thus in many ways also overcome insecurities around children. This category will look into various initiatives which directly target the lives, works, needs and socio-economic well-being of women and children. This category is also meant to encourage promotion of handheld devices such as mobile phones that have empowering applications and content directly benefiting women and children.

iSafe
Winner, India

Maya Apa
Winner, Bangladesh

Enabling Thiruvananthapuram citizens in panic situation to alert police

ORIGINAL TITLE
iSafe

ORGANIZATION
UST Global

COUNTRY
India

LANGUAGE
English

CONTACT
Thomas.Kurukootjohn@ust-global.com

URL
www.ust-global.com

Launched in March, 2015 iSafe is a mobile phone application for citizens of Thiruvananthapuram that enables an individual to alert the local police when one is in danger. The panic button of iSafe is incorporated into the Thiruvananthapuram City Police website and the TCP mobile app. With a long press (7 seconds) of the volume key or pressing the panic button of the app, an alert is sent to the Police Control Room along with the location, subscriber ID and IMEI number of the mobile. This immediately alerts and calls for an action by the police department to send this information to the nearest police vehicle for rescue. The mobile application is now available only on android platform.

For a mobile app that enables individuals to alert the Thiruvananthapuram police when in a panic situation

In 2014, UST Global had developed an application called TCP for the Thiruvananthapuram City Police to provide awareness to the public on basic traffic rules and violations. In addition to that, this year UST Global developed iSafe which was incorporated into the TCP Application for the protection of lone travellers, especially women travellers.

The iSafe Application is available in the Google Play Store and in the Thiruvananthapuram City Police website.

Follo wing are the benefits of iSafe:

- Quick access to the Police in a panic situation
- Though the alert message reaches the Thiruvananthapuram Police Control Room, the police can route the information to the nearest police vehicle from where the message was received
- In case of transit the app sends messages with the updated location to the Control Room
- The volume key is enabled for easy access of the app instead of wasting time in unlocking and accessing the panic button from the application in a panic situation

The app also provides a 7 seconds gap for the sender to cancel the alert in case it was triggered accidently.

Mobile app helps Bangladesh women get advice on health issues

ORIGINAL TITLE
Maya Apa

ORGANIZATION
Mayalogy

COUNTRY
Bangladesh

LANGUAGE
English

CONTACT
Thomas.Kurukootjohn@ ust-global.com

URL
www.ust-global.com

Launched in February, 2015 The Maya Apa mobile app has been developed by the team behind Maya.com.bd, the first comprehensive website in Bangladesh dedicated to women's health and well-being.

Whether its exchanging knowledge between peers or receiving expert advice from specialists, Maya Apa aims to "connect women with the information they are looking for, when they are looking for it". Maya's high quality medical and social content along with online health and legal advice service, Maya Apa, has fast become a viable and reliable source of information and a highly trusted platform for many.

For a mobile app that enables women in Bangladesh to get advice on health and well-being issues from experts

Through a partnership with BRAC, Maya can drive greater outreach to women at the grassroots, giving them an opportunity to access a wide range of information and peer-to- peer support, to make informed decisions for their own lives and families.

Maya's core product is the Maya Apa service where a user can ask a question and the website or mobile app connects the user to a specialist who can respond quickly. The user can also ask questions anonymously, without fear of judgement.

Users can choose their language of preference from Bangla or English, and a team of doctors, lawyers and psychosocial counsellors will respond to a query within 48 hours. Maya has built an incredibly simple experience for the user that is available as a standalone android app, on the web and even on WAP. When users ask a question and they get a notification that they have got a response. They can then keep the conversation going. The community can also provide their inputs. Users also have access to a stream where they can browse all questions asked and gather necessary information.

SPECIAL MENTIONS (07)

m-Agriculture & Ecology

RainbowAgri – India

m-Education & Learning

Mindspark – India

m-Health

e-novatRx – Pakistan

m-Business & Commerce/Banking

BillBachao – India

m-Governance

m-ePay – Sri Lanka

m-PDS – India

m-Travel & Tourism

ixigo app – India

JUROR'S MENTION (01)

m-Inclusion

Talking Eyes – Bangladesh

Enabling farmers to access buyers, banks and share information

ORIGINAL TITLE
RainbowAgri

ORGANIZATION
Greeno Tech Solutions Pvt
Ltd

COUNTRY
India

LANGUAGE
English and Tamil

CONTACT
thiru@greeno.in

URL
www.greeno.in
www.rainbowagri.com

Rainbow is a mobile solution to create a self-engaging network of farmers living in even the most remote rural areas in the country. The initial version was developed on 2013 but was later fine tuned and the new product was rolled out in March 2014.

The application has five components – Rainbow Message and Rainbow Vet, Rainbow Buy, Rainbow Sell and Rainbow Groups.

Rainbow Message allows users to broadcast text and voice SMS to any mobile. Kalinga-rayan Canal Farmers Association in Tamil Nadu with 1034 farmers has been using the system since April 2014 to communicate prices of crops, dam water level and in scheduling various trainings and meetings.

> **For a mobile app that enables farmers to create a self-engaging information network even in remote rural areas**

Rainbow Vet is a variant of Rainbow Message and it has helped veterinary doctors in Gobi and Tiruppur districts in Tamil Nadu to complete FMD vaccination for cows ahead of their deadline and also to successfully organized state level events at a short notice. As many 2234 farmers have benefited from 15000 vaccinations.

Rainbow Sell connects the farmer with street vendors, small stores and shops to reach the end

consumer. This eliminates middlemen. Rainbow Buy helps users to buy agriculture products and groceries available nearby using mobile phones.

Rainbow Group has been successfully deployed at the Salem Farmers' Federation covering 400 farmer clubs, 1000 joint liability groups and 8000 farmers.

The system is built to be accessed on mobile with the mobile number being the identifier for each farmer. The farmer profile management tool has helped the federation to digitize and organize data, avail credit from banks without any collateral and has provided easy access to information and aggregate crop information.
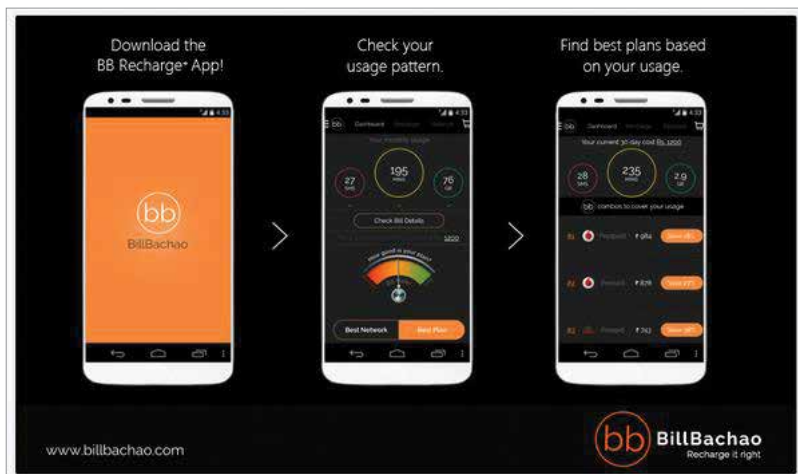
Helping mobile users find right network, right plan

ORIGINAL TITLE
BillBachao

ORGANIZATION
Digissential Enterprises
Private Limited

COUNTRY
India

LANGUAGE
English

CONTACT
anirudha@billbachao.com

URL
www.billbachao.com

Launched in December, 2014, BillBachao uses an indigenously developed algorithm, big data technique along with crowd sourced information to enable mobile users to find out what would be the best plan and best network for them depending on their usage pattern to save on costs and get the best connectivity.

BillBachao helps users to "Monitor" their usage, "Find" the best network and plan and "Recharge" on the go all using BillBachao app.

The app monitors a user's usage for the last 30 days - Voice, SMS & Data, checks what's the best plan for the user from more than 50,000 plans available in the market, compares how much would the user

For developing an app that enables mobile phone users to find the right network and the right plan for them

save if he or she switched operators, purchase recharges for the user & family (on web) in one transaction, enables multiple recharges in one transaction for one user, enables multiple recharges for multiple numbers in one transaction - on web, estimates how long the purchased recharge will last depending on the historical usage pattern, finds out the best network around for the user, for the user's home, work & any other location, enables the user to know what other users in and around the same locality are saying about different service providers, rates the user's operator and compares download speeds for service providers around you.

All this enables the mobile phone user to keep track of usage and always be on the right network and the right plan depending on his usage pattern. It is an android app that can be downloaded free of cost from Google Play Store or from the Billbachao website.

Self-adaptive software allows students to learn at own pace

ORIGINAL TITLE
Mindspark

ORGANIZATION
Educational Initiatives Pvt. Ltd

COUNTRY
India

LANGUAGE
English, Hindi and Gujarati

CONTACT
venkatesh.reddy@ei-india.com

URL
www.mindspark.in,
www.ei-india.com

Launched in June, 2009, Mindspark is an Internet-based, self adaptive-learning program that helps a child to improve his/her skills in Maths. It allows each student to follow a learning path that is based on the student's current level and at a pace the he or she is comfortable with. The program is platform independent. Enrolled users can access it over the Internet using a login ID and password using mobile phones, tablets, laptops or desktop computers.

Mindspark primarily uses questions to help children learn. The questions are 'finely-graded' meaning that there are a very large number of questions of gradually increasing levels of difficulty. Questions are specially designed to test understanding and to help students clear misconceptions. Increasingly, Mindspark student usage data is itself throwing up prevalent misconceptions. There is very little emphasis on instruction due to the belief that students learn when they have to think – either to answer a question, or to do an activity on the computer. The developers think of Mindspark as complementary to the teacher and in fact an unobtrusive professional development tool for the teacher himself.

> For developing a mobile accessible software that allows students to learn at their own pace

Mindspark (developed in English and having higher order content for Elite private schools) has been under implementation since 2009 and currently has an annual coverage of 66,000 students across India. So far, around 172,000 students have been covered since 2009. The solution developed in Gujarati for government schools has been in implementation across Gujarat since 2010 and covers around 6000 students annually.

Mindspark has also set up centres for out of school children from economically underprivileged sections in 5 urban slum areas across New Delhi since 2011 and covers 2000 out of school children from the slums annually. These centres are technology-based remedial centres which help underprivileged students of classes 1-8 learn Hindi language and Mathematics. English is also taught for 30 minutes a week.

Sri Lanka Post enables citizens to make payments using mobiles

ORIGINAL TITLE
M-ePay (Web service based Mobile application)

ORGANIZATION
Department of Posts

COUNTRY
Sri Lanka

LANGUAGE
English

CONTACT
anil@slpost.lk

URL
www.slpost.eservices.gov.lk

In June, 2014, Sri Lanka Post introduced a mobile app called M-ePay (Mobile electronic Payments System) to carry out all kinds of financial transactions that occur in sub post offices using mobile phones. All Main Post Offices of Sri Lanka Post are linked to the centralized server system through the Internet. Many of the Sub Post Offices of Sri Lanka Post which are the branches of the Main Post Offices and are usually located in remote rural areas do not have Internet connectivity. The M-ePay system links these sub post offices to the centralised e-pay system using mobile phones as mobile connectivity is available everywhere.

The following transactions can be done using the M-ePay service:

- Electricity Bill Payments
- Postal Money Transfer Issues / Payments
- EPF Payments
- ETF Payments
- Sri Lanka Telecom Bill Payments

For a mobile app that allows Sri Lanka citizens even in rural areas to make all kinds of payments using mobile phones

All users need is a mobile phone and a valid user account. The user has to fill up an application form and submit to the nearest sub post office. The sub post office sends the application form to the ICT division of Sri Lanka Post which creates a new user account with a unique user ID which serves as a password to enter the system. This information on the registered mobile number and user ID is sent to the user as well as the sub postmaster. The sub postmaster can then carry out transactions on the national e-pay system on behalf of the user.

The M-ePay mobile transaction service uses the government SMS gateway 1919 which is also known as GovSMS. This service enables Sri Lankan citizens to send SMS request to government departments across GSM and CDMA operator's networks and getting information back via SMS.

The M-ePay service has enabled Sri Lanka Post to improve customer relations, earn more profits and reduce manual work. It has enabled citizens across the island to use their mobile phones to make all kinds of payments – utility bills, money transfer etc.

Odisha using mobiles to streamline paddy, rice procurement

ORIGINAL TITLE
m-PDS

ORGANIZATION
CSM Technologies Pvt. Ltd.

COUNTRY
Sri Lanka

LANGUAGE
English

CONTACT
mahua.ray@csmpl.com

URL
www.foododisha.in
www.csmpl.com

The m-PDS project comprises two mobile apps that have helped to streamline the paddy and rice procurement operations of the Odisha State Civil Supplies Corporation Limited (OSCSC Ltd) for the state's Public Distribution System (PDS).

Various state agencies procure paddy from farmers and transfer the paddy procured to registered rice millers through a document called Paddy Acceptance Note (also known as Paddy AC Note).

The rice millers after converting the paddy into rice deliver it to various Rice Receiving Centres (RRCs) of OSCSC or depots of Food Corporation of India through a document called Rice Acceptance Note (also known as Rice AC Note).

> **For creating mobile apps that have streamlined paddy and rice procurement by Odisha government for PDS**

Manual processing and digitising the information contained in these two notes used to take a long time leading to all kinds of problems in payment and reconciliation of transactions.

The mobile apps introduced in 2011-12 have reduced the information gap and improved the reconciliation process by enabling paddy procurement officials and rice millers to send Paddy AC Notes and Rice AC Notes to the government through fixed format SMSs that capture the requisite information.

As a result:

- Date-wise paddy procurement rice delivery data down to District, Block/ULB, Market Yard and Society level is now available almost on real time basis.
- MIS reports and analysis of mill wise paddy receipt and rice delivery made and balance due is helping state agencies and the central cooperative banks to plan and manage the fund flow to each society and market yard (PO) efficiently
- Paddy procurement data based on the Paddy AC notes is helping reconciliation between the society/yard deliveries with that of the mill receipts every month as against 3 months earlier

The task of post data entry of Paddy AC notes or Rice AC notes manually has been eliminated. This has saved both time and effort.

Helping companies better manage staff health schemes

ORIGINAL TITLE
e-novatRx

LANGUAGE
English

ORGANIZATION
Naya Jeevan

CONTACT
www.njfk.org

COUNTRY
Pakistan

URL
www.enovatrx.branded.me

e-novatRx is a mobile app aimed at providing low-income workers affiliated with corporate value chains in Pakistan with access to quality medicines, electronic medical records and e-prescriptions. On the demand side, e-novatRx aggregates low-income, informal and formal workers in corporate value chains and enlists their corporate employers to provide them with e-pharmacy benefits. On the supply side, e-novatRx negotiates bulk volume discounts from ethical pharmaceutical manufacturers and extends significant, real-time discounts to consumers via an integrated digital health and digital finance platform accessible across a nationwide network of retail pharmacies.

e-novatRx provides its corporate clients and end-consumers with access to a technology-enabled e-Pharmacy Benefit Management (PBM) platform. e-novatRx integrates digital health and digital payment technology via a combined QR-code/SIM/magnetic-stripe smart card which stores recent e-prescription and EMR data.

For a mobile app that helps companies to better manage health schemes and enables workers to avail medical benefits and reimbursements easily

Currently, the mobile app is in the developing phase and the first prototype of the mobile app has been built.

The benefits of the system are:

- Employees/purchasers will not be able to fill a prescription for a medication that is not consistent with their diagnosis (i.e. they will not be able to purchase medicines using their allowance for other conditions on behalf of someone else and/or resell them back to the pharmacist, etc.).
- A tiered formulary will be created in which preferred brands/generics will be prioritized according to efficacy & price.
- A major benefit for employees/customers who are participating in the e-novatRX™ system is that the e-novatRX™ cards will be pre-programmed with specific credit authorization limits (e.g. PKR 5000/employee/month).
- Consequently, customers/employees will not need to advance any monies to purchase medicines, saving them from the major administrative hassle of pre-paying and seeking manual reimbursements.
- Through e-novatRx, access to and centralization of Medical Records on Open MRS can be done and can be accessed in real time.
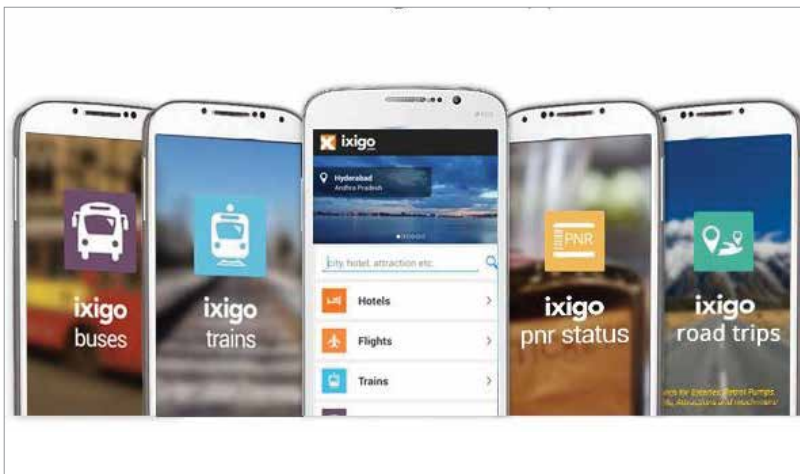
Comprehensive mobile app that makes travelling a breeze

ORIGINAL TITLE
ixigo app

ORGANIZATION
ixigo.com

COUNTRY
India

LANGUAGE
English

CONTACT
abajpai@travenues.com

URL
www.ixigo.com

Launched in July, 2007 ixigo's mobile-based travel app allows travellers to find the best hotel rates across more than 200,000 hotels by comparing hotel booking sites, cheapest flight tickets across all over 100 travel websites, access destination travel guides, know about places to visit, things to do, restaurants, trains and buses all within a matter of a few clicks. The application is now available for android and iOS users.

A mix of native Android/iOS components and web components has been used to provide users with a fast, optimised and seamless experience. The design puts users first and is easy to use even for first time app users, while using capabilities like swipe and pinch to zoom to make it fun to use. It has been optimised to work in conditions of bad network conditions and also on lower end devices.

> **For a mobile-based comprehensive travel app that provides all the information that a traveller needs to plan a trip**

Some of the key features are:

- Compare air fares across leading airline websites and travel portals and find cheapest airline tickets
- Find best hotel prices and deals. Book 24,000+ hotels in India and 350,000+ hotels globally
- Call hotels for free and talk and book directly on the phone with hotels
- Millions of travel & hotel reviews with photos, maps and phone numbers
- Find lowest rates for flights and hotels across 100+ travel websites
- Plan your trip and see over 100,000 sightseeing destination travel guides, places to visit and things to do
- Share travel photos, write reviews and rate hotels and monuments
- See hotel photos, amenity information, room rates & availability
- Browse thousands of restaurants, dhabas and street food joints in India
- See aggregate ratings from hundreds of hotel review websites in the world
- Offers travel packages.

The app has so far clocked 4 lakh downloads and gets more than 4.56 million page views per month.

Empowering visually impaired to play games on mobile phones

ORIGINAL TITLE
Talking Eyes

ORGANIZATION
Champ Tech

COUNTRY
Bangladesh

LANGUAGE
English

CONTACT
toughdip@gmail.com

URL
NA

Talking Eyes is a mobile app that helps blind and visually impaired people to play various mobile games. At present there is no such app in the market. The target users are: people all over the world who are blind or visually impaired or have poor vision. All users need is a mobile phone that has touch screen, good sound system and android operating system. At present it is available only in English language but a Bengali version is under development.

The app divides the mobile screen into 3 buttons. The upper one is for Yes or Play Type option. The middle one is for Introduction or Game selecting or Download option and the lower button is for other options like Quit or Main Manu option. Each button has own audio engine with instructions. The app has three major components – the WR or warning detector, the LR or logic robot and the AE or audio engine.

For developing an app that allows people with impaired vision to play games on their mobile phones

When a blind man plays any game, the warning detector detects situations and sends information to the logic robot which gives proper tips to the audio engine. Finally, the audio engine provides the right action instructions in audio format to the blind man like press right, press up, press in the middle etc.

The key features and advantages of the app are:

• Blind people can play games
• The app has in-built proper instructions
• Does not require help of other people
• Fresh Audio Engine Instructions
• Smart In-game suggestions
• Scoring and level system
• So far tested on popular games such as DX-ball, Ping Pong etc. New games will be updated once in a month.

The Beta version was ready in February, 2015 and the app will be published commercially once it is ready for use across all platforms.

eheritage
DIGITALLY ENHANCING
INDIA'S HERITAGE

Digital Empowerment Foundation, along with UNESCO and IHCN initiated a project called eHeritage –Digitally Enhancing India's Heritage. It is a capacity building programme, which empowers municipalities to create a digital presence of their heritage. At present four heritage entities are being worked upon-Shahjahanabad (Old Delhi), Chanderi, Shekhawati and Jahanpana.
Over 400 monuments across three cities - Shekhawati, Delhi and Chanderi - now have a digital presence.

www.olddelhiheritage.in

RUNNERS UP (21)

m-Agriculture & Ecology

Mandi Trades – India

Kisan Mitra: Android based Gujarati App – India

m-Business & Commerce/Banking

Sulekha.com Android App – India

Mobcast – India

m-Entertainment

Series Addict – Bangladesh

YuppTV – India

m-Education & Learning

DEAIB-Digital Education In a Box – India

Lab-on-a-Tab – India

m-Governance

MP Commercial Tax Department – India

Mobile Application Based Quality Monitoring System (MABQMS) – India

m-Health

FreedomTB - Mobile Active Compliance System – India

ICT Solutions including real time monitoring – India

Arogya Sakhi – India

Vatsalya Mandla – India

ACF Mass Screening – Nepal

m-News & Journalism

NOVV – India

VOICE OF R – Pakistan

Mogo Reader – Sri Lanka

m-Travel & Tourism

Uttara Alert – India

PParke - India 1st Smart Parking App – India

m-Woman & Children

Eyewatch – India

Empowering farmers with information on latest farm practices

ORIGINAL TITLE
Kisan Mitra

LANGUAGE
Gujarati

ORGANIZATION
Navsari Agricultural University

CONTACT
dit@nau.in

COUNTRY
India

URL
www.nau.in

"KisanMitra" is a mobile application that provides farmers information on package of practices for various crops with detailed explanations and appropriate photographs. It also offers a Frequently Asked Questions section to help farmers. all information is provided in Gujarati.

It has four information divisions: Agriculture, Horticulture, Veterinary and Important Information. The Agriculture division provides information on rice, sugarcane, groundnut, castor, cotton, sorghum, wheat, minor millets and other agricultural crops like pulses. The horticulture division provides information on mango, sapota, banana, coconut, watermelon, papaya, vegetable crops, flower crops and other horticulture crops.

The Veterinary division provides information on the breeding of cows, buffalo, goat, sheep, horse, chicken, camel, dog and fish and other animals. The topics covered are breeds, selection, food arrangements, residence, mating and animal breeding, common diseases and vaccinations.

The Important Information division provides information on bio-fertilisers, rejuvenation in mango, fruit fly trap and Shree method in rice. All the information is based on the research outcomes of the Navsari Agriculture University and is in the form of guidelines for the farming community.

The application can be downloaded free of cost from the Google Play Store. All the information is saved on the mobile device and can be used offline.

Launched in May, 2014, already more than 10,000 farmers are using this app and are connected with the Navsari Agricultural University. The app is rated 4.5 out 5 (based on a total of 403 responses) as per Google review.

Directly connecting farmers to buyers eliminating middle-men

ORIGINAL TITLE
Mandi Trades

LANGUAGE
Hindi, English, Tamil, Telugu, Anndak, Malayalam

ORGANIZATION
Farmobi Technologies Pvt Ltd

CONTACT
edvin.varghese@farmobi.in

COUNTRY
India

URL
www.manditrades.com

Launched in March 2015, Mandi Trades is a mobile application that directly connects farmers to buyers eliminating middle-men. It is a free app that can be installed from Google Play Store, Apple App Store and Windows App Store using any smart phone. It is a location based farm to shop trade assisting social network that connects all stakeholders of the farm produce supply chain. The main features of the application are:

- Commodity Prices: Farm produce price information is provided directly from the Government of India data servers hosted on http://www.data.gov.in
- Farmer Produce Information: Farmers can post this information directly from the field and the data is immediately available in the smart phone App on a map
- Auto Geo-Tagging of Farmer Location: This helps in traceability of the produce to the place in the earth where it was grown
- Anyone (home consumer, organised retailer, transporter, wholesale buyer) can view the details and connect directly with farmers using the App on a smart phone
- Price notification to buyers and interested parties using push notifications

The App enables location-based transactions that reduce transportation costs, cold chain usage, product wastage and increases product shelf lie. With farmers being able to directly find customers eliminating middle-men, the younger generation is getting interested in farming. So far, more than 2000 farmers are already using the application and more than 1000 interactions take place every day.

Enabling consumers to quickly find what they need

ORIGINAL TITLE
Sulekha.com

ORGANIZATION
Sulekha.com New Media Pvt Ltd

COUNTRY
India
LANGUAGE

English

CONTACT
vijay@sulekha.net

URL
www.sulekha.com

Launched in December, 2014, Sulekha has developed an android mobile app that allows it to connect prospective buyers via mobile (SMS or phone call) to businesses and service providers across India. Sulekha.com connected 16 million user needs in 2014-15 via its website, mobile website and mobile app.

More than 30% of the user needs for local service need fulfillment happen via the mobile - and Sulekha.com enables over 2.6 million free businesses and over 70,000 paid businesses on Sulekha to grow their business.

Sulekha uses more than 800 sales people spread across 8 cities to sign-up new businesses that have a greater than 70% renewal ratio in continuing in Sulekha as a paid business.

Sulekha is unique in capturing the local service user need and getting businesses to quote a price for their service need. This solution works well in about 200 categories - and Sulekha plans to extend this to another 400 categories.

For example, if a user is looking for Packers and Movers, Security Guards etc in any of the top metros in India all he or she has to do is go to the Sulekha website or use the Sulekha mobile app and register what he or she wants and service providers will call back with a quote within minutes - saving time and money.

The mobile app is helping small-businesses to grow through specific advertising that delivers granular leads with location details - instead of a general classified ad in The Hindustan Times, The Hindu etc... or investing in Google Adwords that may deliver only clicks.

Sulekha revenues are almost near $30 million and it is one of the 3 digital companies in India that is profitable. (The other 2 are Info-edge and Just Dial).

Enabling companies to connect with employees at low cost

ORIGINAL TITLE
MobCast

ORGANIZATION
Mobcast Innovations Pvt. Ltd

COUNTRY
India

LANGUAGE
English

CONTACT
ashwin@mobcast.in

URL
www.mobcast.in

Launched in January, 2014, MobCast is an Enterprise Mobile Application that can be used by companies, political parties and other organizations to connect, engage, train & motivate their employees or party members. The app is platform agnostic and works on all mobile phones (Android, iPhone, Windows, WAP, SMS) and devices - phones, tablets and phablets. It allows broadcasting of videos, images, presentations, events, audio and Office docs in different languages (English/ Hindi/ Marathi/ German/ Gujarati/ Bengali). It has 8 modules (Product Brochure/ Announcements/ Events/ Training/ Quiz and Evaluation/ News/ Competition Reporting/ Awards & Recognition) for information dissemination. It is highly secured (2 factor authentication, encrypted content, remote wipe, screenshot disabled), fast (reaches up to 7 lakh people in 20 minutes) and can go live in just 15 days. It is private labeled and branded with the company logo.

Using MobCast's web platform, data is disseminated through the 8 modules to groups of users pre-registered and authenticated using their mobile numbers. The users get a notification of any new broadcast (Mobcast) sent in a particular module, where they access all communication sent by their organization. The platform smartly identifies phone capabilities of the users and accordingly delivers content in the best possible format (via Mobile Application, WAP Site or SMS).

Consequently employees have access to company information anytime, anywhere on real time basis and thus stay connected, updated and motivated.
The app saves time, effort and the need to access emails and documents on their computers (most of emails go unread). Access to all company information on their handset makes life easy and comfortable.

Mobile app allows users watch 200 live TV channels

ORIGINAL TITLE
YuppTV

LANGUAGE
English

ORGANIZATION
YuppTV India Pvt Ltd

CONTACT
roop@yupptv.com

COUNTRY
India

URL
www.yupptv.in

Launched in May, 2015 YuppTV is the world's largest internet TV platform for South Asian content that offers more than 200 Live TV channels, Catch-up TV, TV Shows, latest Hindi and Regional movies and TV Shows on any internet enabled device such as mobiles, tablets and PCs. One of the main objectives of the product is to give access to TV anytime anywhere.

With YuppTV, users can not only watch 250 Live TV channels in 12 languages but also has access to 10 days of catch-up TV of all the channels. So, users can go back to any particular day and time of channels to watch the missed programme. Hence, users will never miss their favourite programmes and can watch TV at their own convenience.

The YuppTV app is available to download for free on Android Play Store. The key features are:
• More than 200 Live TV channels in 12 South Asian languages
• 10 Days of catch-up TV, no one will ever miss his/her favourite programme
• Real time TV discovery, one does not have to waste time browsing channels to find out his or her favourite programme
• Time-shifting, with 2 hours of time shifting one can pause and rewind even live channels
• 5000 movie catalogue includes movies from India's top production houses.

The company has only launched the beta version of the app. It has not yet monetised the app. YuppTV India Pvt Ltd is a subsidiary of YuppTV USA Inc and the entire funding is from the parent company.

Mobile app helps TV addicts never miss a favorite show

ORIGINAL TITLE
Series Addict

LANGUAGE
English

ORGANIZATION
Alam Kanak

CONTACT
alam.kanak@gmail.com

COUNTRY
Bangladesh

URL
www.alamkanak.me/seriesaddict/

Launched in October, 2014 Series Addict is a beautifully designed android app for TV shows. It helps users keep track of the shows they love in an elegant way. They can manage and track their favourite TV shows with the Series Addict app. The app also helps users stay up to date about new and upcoming episodes. Users can mark the episodes as Watched after they have watched them, get notified when episodes air, view TV schedules of their favourite shows, add home screen widgets to remain up to date about new episodes all the time and do a lot more with Series Addict. By using the app users would never miss a show they want to see.

The key features are:
• Mark episodes as watched
• View TV schedules of your favourite shows in the calendar
• Share what you're watching with your friends
• Add widgets to your home screen
• Get notified when new episodes air
• Works even in offline mode
• Integrated with trakt.tv, which is the most popular TV show viewers community site
• Allows you to sync your data across all of your devices

Series Addict has two versions on the market: free and pro. The pro version offers some extra features.
At present the Series Addict app has two revenue streams:
Pay annually to unlock professional features: $2/year
One-time payment for permanent purchase (Pro version): $4.99/year.

Using touch-screen technology for teaching science to children

ORIGINAL TITLE
DEAIB-Digital Education In a Box

LANGUAGE
Kannada

ORGANIZATION
Agastya International Foundation

CONTACT
saraswathy.agastya@gmail.com

COUNTRY
India

URL
www.agastya.org

Launched in December, 2014, Agastya International Foundation's Lab-on-a-Tab or Project LoT is inspired by the natural potential of children to remain 'curious', and their ability to 'construct' knowledge on their own. It combines the excitement of using touch-screen technology, with easy-to-learn science content to provide a 'Self Learning' platform for children. The child decides the pace of the lesson, thus suiting learners with varying abilities. There are assessments at each stage to evaluate whether the learner has understood and assimilated the content.

Agastya's 125 mobile science vans carry tablet computers along with hands-on science kits to government schools. Children get to choose from a variety of topics in Physics, Chemistry and Biology, and perform engaging experiments - both virtual and hands-on. The learners are also be able to access resources like interesting books and videos, as well as earn rewards and progress to higher levels.   LoT assesses learning outcomes instantaneously through challenging projects which require the application of knowledge.

The app currently runs on Lenovo Ideapads which have sophisticated features and are robust, with a long battery backup. These tablets are suitable even for schools with power shortages and limited internet connectivity.

The project aims at addressing the key challenges of low student:teacher ratio in government schools and the lack of learning opportunities for disadvantaged and at-risk children who face the prospect of sliding into vicious cycle of ignorance and poverty.

As of date, the Agastya Model has positively impacted over 5 million children and 2,00,000 teachers in 12 states in India, and is poised to expand to more states. The model is scalable and replicable anywhere in the world.

Portable classrooms to provide education where no classrooms exist

ORIGINAL TITLE
Lab-on-a-Tab

LANGUAGE
English, Hindi

ORGANIZATION
4SLearning

CONTACT
buddha@4slearning.org

COUNTRY
India

URL
www.4slearning.org

Digital Education In A Box (DEIAB) is a project of Sparkplug Technologies, a Delhi-based company engaged in providing integrated IT and digital media solutions. The project is being implemented by 4SLearning, a sister company of Sparkplug. 4S stands for students, study, skills and success.

The company has developed the DEIAB project to provide education to BOP students in areas which lack access to basic textbooks, electricity, computers and even classrooms. At present it is a prototype which is a combination of affordable technology (Portable Hardware + Software), Tabs, Teachers, Volunteers and Innovative educational content.

The prototype is literally a box – a suitcase – which contains the hardware with in-built software, that is powered by a battery pack which can be charged by both solar and grid, connects to cloud, can connect to any USB devices, has a minimum of 1TB HDD, is rugged, portable and is plug and play using 3G, Wifi or LAN connectivity. Teachers and volunteers can carry the box to any remote rural location and set up a classroom either in the open or in a built-up space.

The box or suitcase can be connected to a projector which can project learning materials on a screen to create a classroom blackboard or whiteboard and teachers can use the screen to teach several students at a time. In short, it creates a classroom where no classroom exists almost instantly as it were and in an extremely affordable way. The software provides innovative educational content and connects intermittently to cloud server to sync data between the remote hub and the central cloud server. This helps to track learning progress and effectiveness of the system. A mobile app is being developed for easy and autonomous learning by students using tablets or mobile devices. The company expects to start implementing the project from November, 2015.

Enabling accurate quality monitoring of PMGSY roads

ORIGINAL TITLE
Mobile Application Based Quality
Monitoring System (MABQMS)

ORGANIZATION
Center for Development of Advanced
Computing (C-DAC)

COUNTRY
India

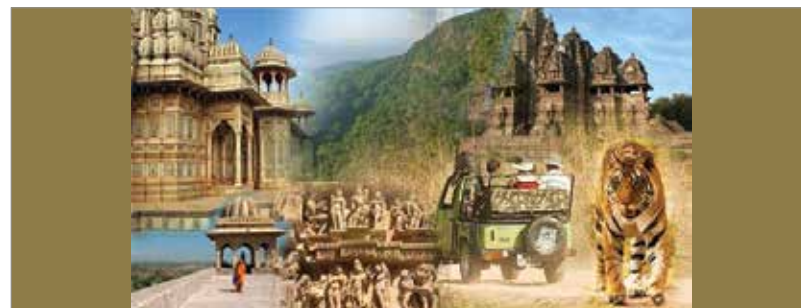**LANGUAGE**
English

CONTACT
ik.pateriya@nic.in

URL
www.cdac.in

The Pradhan Mantri Gram Sadak Yojana (PMGSY) is a centrally sponsored scheme under the Ministry of Rural Development with the target of connecting, through good all-weather roads every habitation that has a population of more than 1000. PMGSY guidelines emphasize quality-centred implementation strategy and recognise quality as the essence of the programme. There already exists an Online Management, Monitoring and Accounting System (OMMAS) for monitoring the overall PMGSY Scheme.

In December, 2012, April, CDAC launched a Mobile Application Based Quality Monitoring System (MABQMS) for use by the National Quality Monitor at the national level and State Quality Monitors of all the states at the state level for inspection of rural roads under the PMGSY scheme across the country. The inspection of the works is done using mobile phones and the geo-tagged and time stamped inspection reports are uploaded to the OMMAS portal for report generation and quality monitoring. The solution is based on GPS-enabled android smart phones with camera and allows uploading of data including photographs to the OMMAS portal through a web interface.This enables state level and national level quality monitors to keep track of progress and assess the quality of the work.

Apart from error free monitoring of road construction work and enforcement of guidelines and procedures related to quality inspections of PMGSY roads, the app also enables effective utilisation of resources, makes inspection information available in the public domain for social audit as also for citizens and has brought about an improvement in the quality of road construction under the PMGSY.

MP using mobiles to enhance commercial tax collection

ORIGINAL TITLE
MP Commercial Tax Department

ORGANIZATION
Commercial Tax Department

COUNTRY
India

LANGUAGE
English, Hindi

CONTACT
dp.sharma@mptax.mp.gov.in

URL

The Commercial Tax Department is the largest revenue earning department of the MP government. It has 5 zonal offices, 16 divisional offices, 80 circle offices, 6 anti-evasion bureaus, 5 tax audit wings and 28 check posts spread over the state for administration and collection of various commercial taxes of the MP government. The department initially computerised its backend activities, and beginning January, 2014, it is making extensive use of mobile phones to carry out its activities.

This project has helped the department to improve its tax collection from just Rs 3,463 crore in 2002-03 to Rs 21,500 crore in 2014-15 (6.2 times). The department is now providing various e-services such as generation of waybills; verification of waybills, TIN and statutory forms through SMS, mobile app and its web portal; and online facilities for e-Registration, e-Returns, e-Payments, etc. The department is working continuously towards enhancing stakeholder satisfaction by frequent interactions with dealers and taxpayers through emails, push-SMS, pull-SMS, mobile apps, trainings and call centre. It has set up a Closed User Group and provided Internet facility on the mobiles of departmental officials for internal departmental communication using mobile phones. Recently it launched a facility (e-Gatimaan) for dealers to generate waybills through a single SMS.

The computerisation project of the department (including m-Governance) has resulted in saving around Rs 14 crore of taxpayers' money, around Rs 3 crore worth of paper stationery and around 3.5 crore man-days of time of dealers. It is also helping in reducing corruption, overheads, time and cost and enhancing efficiency and staff productivity. Above all it is helping the government in increasing revenue, reducing tax evasion and cost of internal communication between various offices of the department. By eliminating the need for dealers and taxpayers to physically travel to government offices, the system is also reducing carbon emission and use of paper and thereby protecting the environment.

Mobile app helps strengthen health care outreach in Assam

ORIGINAL TITLE
ICT Solutions including real time monitoring

ORGANIZATION
UNICEF Assam

COUNTRY
India

LANGUAGE
English

CONTACT
ajitsudke@gmail.com

URL
www.unicef.in

UNICEF is supporting Assam in rolling out the Reproductive, Maternal, Newborn, Child, and Adolescent Health (RMNCH+A) Strategy and Routine Immunisation programmes in strengthening the cold chain system across the state.

Regular monitoring and supervision of health institutions - 805 delivery points (DPs) and 792 cold chain points (CCPs) - is a key intervention under both programs. Three member teams (faculty members and post graduate students) from medical colleges were allocated to each district for supportive supervision (SS).

To capture SS data in real time, an android application is being used since November, 2013. The supervisors collect field data together with GPS location and photographs using smart phones to fill up the requisite forms and send them to a central server when Internet connectivity is available for data analysis and presentation on a dashboard in the form of figures, graphs and maps. This is helping policy makers and program managers to take evidence based corrective actions. Rapid scale up of the real time supportive supervision across all 27 districts of Assam within a record time of 4 months covering 469 health facilities out of 805 (58.2%) and 448 cold chain points out of 792 (56.5%) could be achieved using this technology. Involvement of medical colleges ensured sustainability.

This application allows data collection across multiple platforms - mobile, desktop and tablets in real time without any additional programming requirements. It is available free of cost as it is developed in open source.

Outreach has increased and more people are getting quality health services as front line workers have become more accountable in providing essential medical and health services.

Mobile app manages TB patients, ensures treatment compliance

ORIGINAL TITLE
FreedomTB - Mobile Active Compliance System

ORGANIZATION
ZMQ Development

COUNTRY
India

LANGUAGE
English, Hindi

CONTACT
subhi@zmq.in

URL
www.zmq.in

Launched in July 2014, the Mobile Active Compliance System is a comprehensive solution for TB management using mobile based tools integrated with WHO recommended Directly Observed Treatment, Short Course (DOTS) Centres and community led supervision.

The four key components of the solution are:
* Mobile based Patient Toolkit
* Community Supervisor Toolkit
* DOTS Provider's Toolkit
* Web based Miniature ACS MIS

The patient based mobile toolkit is a standalone mobile app that enables patients to use SMS/Text, Audio Message/IVRS and Video/Pictures for compliance reporting. The Community Supervisor Toolkit helps the community to provide supportive supervision of patients. It also has a built-in TB Knowledge Channel for communities to create awareness, referrals and increase the detection rate at the community level. The DOTS Provider Toolkit enables central patient management and the Web based ACS MIS is the backbone of the solution.

The project has been piloted with 40 patients in Tauru block of Mewat District in Haryana. The trials ran for 10 months to establish proof of concept. In phase II the project is being scaled up to cover all the 5 blocks of Mewat district of Mewat that has over 1700 patients. The project is being implemented in partnership with Haryana State TB office and is also recognized by WHO as a new approach to TB management in low resource settings.

The key outcomes of the project are:
* High level understanding about the disease within communities, busting myths and misconceptions around the disease. The approach helps in reducing stigma and discrimination;
* Helps in increasing rates of testing and detection; the pilot increased the detection rate from 42% to 67%.

Reaching ante-natal and infancy care to rural women

ORIGINAL TITLE
Arogya Sakhi

ORGANIZATION
ARMMAN

COUNTRY
India

LANGUAGE
Marathi and Hindi

CONTACT
sandhya@armman.org

URL
www.armman.org

The Arogya Sakhi [AS] mMitra Ante-natal and Infancy Care project deploys twin strategies of (a) a voice messaging and animation film service to improve MCH information access for rural Indian pregnant women via use of mobile phone technology and (b) conduct home-based after work-hours diagnostic investigations and appropriate referral service for enrolled pregnant women and their infants until the latter reach age one.

Two folders containing packs of 59 and 69 gynaecological and paediatric voice messages and eight animations are used as mobile phone tools. Each pack has a memory of more than 25 MB and a blue tooth device is used to transfer the same to project trained ASs mobile phones. ASs are trained to identify gestational and infant's age based voice messages from the pack and make beneficiaries hear the message applicable to her or her baby in case of those beneficiaries who do not have a family phone. The 70% of beneficiaries who have a family mobile phone are sent timed and targeted voice messages directly on their own phone.

The project has also created a mobile phone app which records the diagnostic tests conducted by AS during her home visit, the referral service provided and additional information given. Project officers, project doctor and project head can view the specifics of home based care delivered by ASs in real time and ensure that the beneficiaries receive quality care.

The project was launched in January 2013 in 250 villages of Solapur, Usmanabad, and Washim districts of Maharashtra. Although Maharashtra is a high performance state in the health sector, there are regional disparities and the project selected three low performing districts.

App improves identification, treatment of malnourished children in MP

ORIGINAL TITLE
Vatsalya Mandla

ORGANIZATION
Integrated Child Development
Services Mandla

COUNTRY
India

LANGUAGE
Bilingual - Hindi and English

CONTACT
dr.sushmataywade@gmail.com

URL
www.vatsalyamandla.org

In 2013 Mandla district in Madhya Pradesh introduced 'Vatsalya Mandla', a GPS enabled tablet/mobile android-based application operating in both online/offline modes for data capturing and reporting on malnutrition of children.

The traditional manual system for identifying children suffering from malnutrition involved plotting the weight and age of a child on a WHO-recommended graph sheet. The system was not working well enough as many field staff (Anganwadi workers) did not know how to plot WHO graph of a child. Nor were they taking regular measurements of every child at required time intervals. The Vatsalya software automatically identifies malnourished children as per WHO standard and sends alerts to various key officials about severely malnourished children to be sent to NRCs. It has also enabled much better monitoring of field workers to ensure regular measurements of every child at required time intervals.

The project uses a desktop application and a tablet based android application. Tablets installed with android applications are provided to all WCD Sector Supervisors for monthly data capturing from source. It also tracks field inspections of Sector Supervisors through GPS. Data collected in offline mode automatically synchronizes with the server when a tablet gets network. Desktop software is primarily used to view various required reports, details about registered children, and details about field inspections done by sector supervisors.

All users of the software have been trained and they are operating and using the application smoothly and confidently. As of now almost 1 lakh children have been registered and their malnutrition status recorded. The system has greatly improved identification, treatment and care of malnourished children. The government machinery in the district has now become more proactive and responsive towards severely malnourished children and quality service delivery. School enrolment too has increased because the system now generates a list of 5 year children who have to be enrolled in school every year.

Mobile app helps data collection on malnourishment in Nepal

ORIGINAL TITLE
ACF Mass Screening

LANGUAGE
English

ORGANIZATION
Peace Nepal DOT Com P. Ltd

CONTACT
contact@peacenepal.com.np

COUNTRY
Nepal

URL
www.acfnepal.org

Launched in January, 2014 To help global NGO Action Contre la Faim (ACF) to conduct mass screening of children between the ages of 6 months and 5 years for malnourishment, Peace Nepal DOT Com developed a mobile application for data collection and a web application for creating a database and analysis and geo-mapping of the data for ACF and government health officials to take evidence-based corrective measures.

The application enables health workers visiting various villages to collect and enter data on their mobile phones. The entered data is stored in the apps as there are many villages where no Internet connectivity is available. At the end of the day the health workers sync the data with the live server when they are connected to the Internet. This way the data collection is directly fed to the system and the reporting to the central office is much faster.

Under the system health workers do not have to enter the dta twice – once while collecting and once again while entering into the main server. The possibility of duplicate records is also eliminated. The data can be synced and checked in real time in the central office. Health workers can go to different rural areas and collect the digital data even without Internet connectivity.

The system has enhanced the capacity of government health officials to diagnose and treat acute malnutrition as well as sensitise the population on the issue of malnutrition and treatment of acute malnutrition; helped to identify the pockets in the district and the population that are more vulnerable; facilitated the expansion of out-patient services to increase coverage; and ensured faster monitoring and supervision.

The system was piloted in Hanumannagar Ilaka of the Saptari district. Based on the feedback the District Public Health Office and ACF team have decided to go ahead with this campaign to cover all the health centres across the district.

Mobile platform for wider dissemination of citizen journalism stories

ORIGINAL TITLE
NOVV

LANGUAGE
English

ORGANIZATION
Squarely

CONTACT
squarelyinc@gmail.com

COUNTRY
India

URL
www.novv.co

Launched in May, 2015 Novv is an android mobile application that serves as a platform for everyday people to connect, encourage, inspire one another and experience inclusive, participatory journalism. While citizen journalism tends to be restricted to a citizen's social media contacts – usually friends and relatives, Novv seeks to create a news platform where citizen journalists can contribute their stories, images and experiences for dissemination to a wider audience.

It aims at achieving truly objective journalism by empowering people and encouraging them to share stories that they come across in their day to day lives. It lets people know what's trending worldwide and in the neighbourhood, what's most talked about at the moment and allows people to hear the voice of the unheard whether it be an individual, a community, a crisis, an event, any kind of news, trends, a place or anything else for that matter.

There are a multitude of different things happening around the world. The newsmakers are filtering the news in their best or personal intentions as to what they think we should know or love to know and they normally don't report both sides of the story. Most of the news in mainstream channels is always paid in some sense as a little drift towards the source, the sponsor, the advertiser or well wisher is almost unavoidable.

Novv seeks to overcome that by allowing everybody to be part of the flow of information. It allows citizens to find new and interesting information to express themselves, in their own language. Novv keeps people of abreast of general happenings in the world and in real time.

The developers believe it can become an alternative to the mainstream media when they do not do their job.

Online youth magazine inspiring positive change in Pakistan

ORIGINAL TITLE
VOICE OF R

LANGUAGE
Rohayl Varind

ORGANIZATION
VOICE OF R

CONTACT
Info@Rohayl.com

COUNTRY
Pakistan

URL
www.voiceofr.com

Launched in December, 2010, VOICE OF R is an International Award winning magazine which won the World Summit Youth Award 2014. It is an online magazine that is read by the youth of more than 156 countries. It was launched by its founder when he was just 17 years of age.

The magazine was created primarily for Pakistani youth in times where ethnic prejudice, misogyny, poverty and corruption threaten the democratic foundations of society, according to the founder. According to him some 25.5% of males and 57.5% of females in Pakistan suffer from depression due to the prevailing fundamentalist thinking of all kinds.

VOR is designed to challenge acceptance of the status quo. The VOR platform engages Pakistanis to bring awareness to young people and to motivate them to take charge of their lives and develop activism for positive social change. A primary focus is the development of online discussions promoting freedom of expression and focusing on human rights.

Citizens across the country can connect across the barriers of socio-economic class, religion and ethnicity. Participants write thought-provoking articles on current issues, such as genocide, rape or honour-killings. VOR also takes pride in showcasing Pakistani talent, interviewing international artists as an important strategy in confidence-building. Other activities include the organization of social events and a venture into print publishing and news making.

It was first launched with the domain www.thevoiceofr.com, but later shifted to another domain www.voiceofr.com in February, 2014. Since then, it has grown globally with 0.5 million views in around 14 months, despite having no paid advertisements. VOICE OF R Team has done interviews of several celebrities from Pakistan, India, Australia, etc. It has featured several artworks of artists and photographers from several countries.

Mogo Solutions Private Limited

ORIGINAL TITLE
Mogo Reader

LANGUAGE
English, Sinhala

ORGANIZATION
Mogo Solutions Private Limited

CONTACT
vimukthiliyanage@gmail.com

COUNTRY
Sri Lanka

URL
www.mogoreader.com

Launched in January, 2015, Mogo Reader is a mobile-based mews reader for Asians. It delivers Asian news content to users according to user interest. Mogo Reader is the Global Winner for Google GBG Success Stories.

Mogo Reader is currently popular in Sri Lanka and has just been launched in India. But the company is planning to launch the news reader in some more Asian countries such as Pakistan, Indonesia, Nepal, China, etc.

Most of the popular news readers are not focused on Asian news content and Asian languages. To meet this gap Mogo Reader is focused on Asian news and Asian languages. Users can easily pick their interest and the system automatically curates news according to the user's interest.

The key features are:

- Localized news content
- Customized news content according to user interests
- Reader friendly International Standard UI
- Local Language support
- Advance content aggregation and categorising feature

In just three months the news reader has acquired 15000 users in Sri Lanka and has more than 5000 active users per day.

Mobile-based real time disaster alerts for travellers in Uttarakhand

ORIGINAL TITLE
Uttara Alert

LANGUAGE
English

ORGANIZATION
Rubico IT Pvt. Ltd

CONTACT
mike.mukul@ithands.com

COUNTRY
India

URL
www.rubicoit.com

Launched in November, 2014, Uttara Alert is a crowd sourced mobile app to provide alerts for hazards, natural disasters, traffic conditions and heavy rain in Uttarakhand in India. The app helps visitors and pilgrims travelling to places like Haridwar, Rishikesh, Dehradun, Mussoorie, and into the Himalayan mountains (like Kedarnath, Gangotri, Badrinath) as well as local residents.

Uttarakhand has millions of visitors annually. It is prone to flooding, earthquakes, landslides which can affect millions at the same time. This app is aimed at saving lives through providing real time data to travellers and pilgrims visiting the state.

It is available free at Google Play Store. Anybody can search and download the app.

The key features are:
- Information is crowd sourced
- Real time alerts
- Beneficial for visitors coming to mountainous areas of Uttarakhand
- Helpful for daily travellers in hill areas

Easy to use.
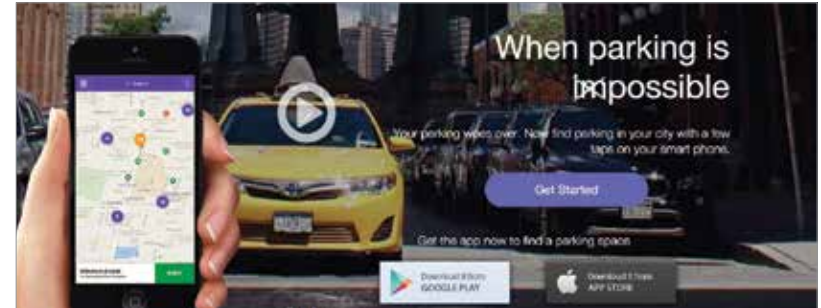
Mobile app makes finding and booking parking space easier

ORIGINAL TITLE
PParkE

LANGUAGE
English

ORGANIZATION
Pristech Analytics

CONTACT
shampa.ganguly@pristech.in

COUNTRY
India

URL
www.pparke.in

Launched in June, 2014, PParke, is a parking analytics app that predicts where people will likely find a parking spot. It also has mobile-phone-enabled automated payment systems that allow people to reserve parking in advance. Parking analytics help make cities smarter by managing the demand and supply of the car parking industry. It is an useful app for the B2C space.

The app is now available free on Google and Apple app stores.

The key features of the app are:
- Provides parking guidance
- Enables last mile connectivity
- Allows spot reservation in advance
- Enables payment from mobile wallets like Paytm
- Provides parking analytics for efficient management of parking.

When deployed as a system, PParke reduces car emissions in urban cities by reducing the need for people to needlessly circle city blocks searching for parking. It also permits cities to carefully manage their parking supply. In addition to lending convenience and environmental benefits, PParke parking improves the utilization of existing parking, leading to greater revenue for parking owners. These solutions can make differences not just on a neighbourhood level but also on a city level and so can significantly contribute to transportation-sector greenhouse gas, pollution and traffic reductions.

AGILE TACTICAL ENGAGEMENT SIMULATION (ATES)

Send audio/video alerts to defined recipients in 5 emergency situations

ORIGINAL TITLE
Eyewatch

ORGANIZATION
Indianeye Security Pvt Ltd

COUNTRY
India

LANGUAGE
English

CONTACT
george@eye-watch.in

URL
www.indianeyesecurity.com

Launched in March, 2011 Eyewatch Blackbox is a personal safety mobile phone application.

The key features and advantages of the mobile app are:
- The application has 5 alert buttons (full version) catering for 5 emergency situations; Example: A medical alert button for medical emergencies,
- The application has the ability to record 20 seconds pre-alert audio and 30 seconds post alert video
- The alert when raised automatically sends out SOS to all the pre-defined contacts depending on type of alert raised
- The application can automatically call all the pre-defined contacts in a loop, meaning if the first contact does not pick up, the app calls the second on the list, and so on
- The application can be integrated with a control centre which keeps track of all alerts along audio/video and location data of a group of users
- The application is available on all major mobile phone operating systems- android, iOS, Blackberry, Nokia Asha and Windows.

The application has been designed by a security company in consultation with experts from Europe and the USA who understands the needs of the end user.

The system can be integrated with an emergency response control centre (ERCC) which allows continuous tracking of the user as long as the alert is on. It can also be easily integrated with exiting police control rooms.

The application has been launched free of cost in various places such as Nashik, Nagpur, Kolkata, Amravati and Belgaum.

INOMY
www.inomy.com

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

Grand Jury 2015

OSAMA MANZAR
Founder & Director, Digital Empowerment Foundation
(Jury Moderator)

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

RAJEN VARADA
CEO, Open Knowledge Community

Rajen Varada is an ICT practitioner

Since 1995 and continues to be ac-

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

MOE CHIBA
Programme Specialist for Culture-UNESCO

Moe Chiba, Chief and Programme Specialist for Culture at UNESCO (United Nations Educational, Scientific and Cultural Organization) has been appointed since August 2006 to coordinate the Culture Sector of UNESCO New Delhi

Office for Bhutan, India, Maldives and Sri Lanka. She looks after programmes on World Heritage Sites, Intangible Cultural Heritage, Cultural Industries and Heritage Tourism among others. In 2011, while on sabbatical leave from UNESCO, Chiba worked and travelled to several parts of India and South Asia to gain understanding on the grassroot reality of, and to explore the possibility of introducing culture-based development.

SOUMYA SARKAR
National Editor, Mint

Soumya Sarkar is National Editor in Mint, a sister publication of the Hindustan Times published in partnership with the Wall Street Journal. He has been working in Media and Communications for over two decades and was previously with The Times of India, The Indian Express Group, The Telegraph and the Down to Earth magazine. He has also worked as development and communications consultant with organizations that include the World Bank and the Aga Khan Development Network.

ARCHANA SAHAY
Community Relations Manager (India & APJC), Cisco Technology

Archana has 12+ years of work experience in working with local NGOs, international voluntary organizations and funding agencies. Prior to Cisco she worked with Wipro, Vodafone and SAP as their CSR Head for India. Her core expertise includes CSR strategy and planning, project execution, corporate giving and fundraising, sustainability reports, NGO partnership and employee engagements.

MADHU SINGH SIROHI
Country Head – Vodafone Foundation, India

Madhu Singh Sirohi is the Country Head of Vodafone Foundation in India which is committed to empowering women through access and capacity building. She has been associated with the world of educa-

tion and corporate social responsibility for over 17 years. A strong advocate of women empowerment, she has spoken from many prestigious platforms on barriers that prevent women from maximizing their potential. In Vodafone, she has been working to address some of the nation's most pressing challenges through the transformative effects of mobile technology with partners like SEWA, Pratham, Cherie Blair Foundation etc.

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

RAJNESH SINGH
Regional Bureau Director for Asia-Pacific

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

Prior to joining the Internet Society, Rajnesh played founding and leading roles in several technology and private equity investment firms, and still maintains varied business interests. In his professional capacity, Rajnesh has consulted on communications & power infrastructure, project management and business strategy for medium to large companies and organisations in the Asia-Pacific region. He has also held advisory roles across multiple sectors ranging from governmental organisations to sporting organisations and the private sector.

Rajnesh has worked extensively with the Asia-Pacific Internet community, and has held several leadership roles, including Founding Chair of ICANN's Asia Pacific Regional At-Large Organisation (APRALO) and Chair of the Pacific Islands Chapter of the Internet Society. He has worked extensively on ICT policy, training and capacity building in the region, including delivering programmes for UN agencies. He speaks multiple languages and is based in Austalia.

MANOJ RAMCHANDRA DAWANE
Vice President & Head of Technology, Government & Industry Relations
Sustainability & Corporate Responsibility, Ericsson

Manoj Dawane took charge as Head of the Unit Technology, GIR (Government & Industry Relations) and Sustainability & Corporate Responsibility for Region India with effect from November 11, 2013. In his current role, Manoj will be expected to establish a stronger industry position for Ericsson and to sharpen technology leadership area. He is a part of the region's core leadership team.

Prior to this role, Manoj was Head of Engagement Practices within Region India whereby he was responsible for solution of all customer requirements for Region India. Solution areas involved were: Mobile Broadband, Fixed Broadband and IP, Operating Support Systems (OSS) & Business Support Systems (BSS), Mobile Commerce, Managed Services (Network and IT), TV & Media Applications.

Manoj joined Ericsson in May 2010 as Head of Strategy, Marketing and Innovation. Before joining Ericsson, Manoj was Chief Executive Officer and Board Member of Mauj Mobile – wireless division of People Group. As CEO, Manoj led the Mauj Mobile team on their strategic growth path, both in domestic and international markets, addressing telecom operators, media companies, agencies and brands as primary customers. Manoj is recognized expert on the subjects of Technology, MVAS and Marketing in Telecom and has been a member of various industry bodies in India.

INGRID SRINATH
CEO, Hivos India Advisory Services & Board member – Public Interest Registry

Ingrid Srinath has been a passionate advocate for human rights, social justice and civil society in India and around the world for the past 16 years. A graduate of the Indian Institute of Management, Kolkata, she spent the first 12 years of her professional life in advertising and market research with Lowe and Grey Worldwide.

She transitioned to the non-profit sector in 1998 to join CRY (Child Rights and You), where she was CEO from 2004-08. At CRY, Ingrid helped build brand

and fund-raising systems, led the national coalition that successfully campaigned to make education a fundamental right for India's children and guided the organisation's transition from relief to rights.

From 2008-12 she served as Secretary General of CIVICUS: World Alliance for Citizen Participation, an influential global network dedicated to defending and strengthening civil society throughout the world. She served as Executive Director of CHILDLINE India Foundation, India's free, 24/7, emergency helpline for children in distress from 2013-14 and is presently CEO of Hivos India Advisory Services, a new for-profit venture from the Dutch INGO Hivos. She has served on the advisory boards of the United Nations Development Programme (UNDP), the United Nations Development Co-operation Forum (UN DCF), the World Economic Forum (WEF), Streetfootballworld, Magic Bus and the Prajnya Trust and on the boards of the INGO Accountability Charter, Public Interest Registry and The Rules.

AMITABH SINGHAL
Board Member, PIR .ORG

He currently sits on the Board of .ORG, the Public Interest Registry, based in Reston, Virginia. He is the Director of Telxess Consulting Services Pvt. Ltd. and Vcon Services Ltd. He was a Founder and former President of Internet Service Providers Association of India. He also was a founder, Board Director and CEO of National Internet Exchange of India (NIXI). He helped conceptualize and set up NIXI as a public private partnership between ISPAI and Department of Information Technology, Government of India and was involved in restructuring NIXI as an autonomous Registry and Regulator of the .IN Domain (Indian ccTLD), including its commercial launch, drafting and implementing the INDRP, and appointment of Registrars, etc. Amitabh is the Director of Telxess Consulting Services Pvt. Ltd. and Vcon Services Ltd. He was a Founder and former President of Internet Service Providers Association of India. He also was a founder, Board Director and CEO of National Internet Exchange of India (NIXI). He helped conceptualize and set up NIXI as a public private partnership between ISPAI and Department of Information Technology, Government of India and was involved in restructuring NIXI as an autonomous Registry and Regulator of the .IN Domain (Indian ccTLD), including its commercial launch, drafting and implementing the INDRP, and

appointment of Registrars, etc. He was the spokesperson of India's ISP industry for over a decade, contributing many articles over the years in various publications and journals, and was a speaker & presenter at various forums, including the IGF. He helped shape public policies in the telecommunication sphere as a member of various governmental and industry committees, expert groups and panels.

JONATHAN BILL
Founder, PluggedIndia &
Angel/Advisor at EatAds.com

Jonathan is founder of PluggedIndia.com and a 'stealth mode consumer tech startup'. He is an advisor to Reverie Language Technologies, Saavn, On Device Research and several other mobile centric businesses. And is also an active angel investor in India's tech start-up market. He is a mobile internet expert, having spent a decade leading Vodafone's mobile internet operations and strategy in developing markets including India, the Middle East, Africa and Eastern Europe. Prior to Vodafone he was Commercial Director at internet ad serving company Real Media and was Business Develop-

ment Director for Reuters Media.

ANDREW GARTON
Filmmaker & Creative Producer

Andrew Richard Matthew Garton is a creative producer, musician and media artist working within community and cultural development fields in Australia and the Asia Pacific region. He is the founder and co-manager of The Secession Records, which produce, publish and archive audio recorded works and short-format documentaries and events. Since the mid-1970s Garton participated in numerous independent and community media initiatives in Australia and South East Asia: from radio and public access video in his teens to computer networking in the late 1980s and 1990s with Pegasus Networks. Garton was motivated at an early age towards collaborative media art works, combining interests in music, performance and public media. In the past twenty-five years he has written and performed plays, joined and formed bands, written scores for television documentaries, penned countless songs, piano and electronic compositions, experimented with recording and performance techniques.

VIJAY SAI PRATAP
Director – Business Development, Onmobile Global Ltd.

Vijay Sai Pratap founded the LIS unit as the Director-Business Development and head of the m-Governance & Life impacting services unit with OnMobile Global Ltd., and has been associated with the Mobile Telecom value added services industry for about a decade now. With a rich and valuable experience of over 12 years with the telecom Industry, he has played key roles across functions, from account management, business development, regulatory support, project & delivery management to product ideation and conceptualization. He was responsible for conceptualizing, defining and building the vertical/business unit leading into award winning projects for customers, prior to which he led and built business for the India Public account from its inception to becoming amongst the most significant contributors to the company's topline. An Engineering graduate in Electronics & Communications from the University of Madras and a Masters in Business Administration from the Sri Sathya Sai Institute of Higher learning, Puttaparthy, he subsequently complemented his business skills with a Master's in Business Law from the National Law School of India University (NLSIU-DED), Bangalore.

MADANMOHAN RAO
Research Director, YourStory Media

He graduated from the Indian Institute of Technology at Bombay and completed his advanced studies from University of Massachusetts at Amherst. He is M.S. in computer science and a Ph.D. in communications. He works as a consultant and author from Bangalore, in knowledge management and new media. He was formerly the Communications Director at the United Nations Inter Press Service Bureau in New York, and vice president at India World Communications in Bombay. He is the Research Projects Director of Mobile Monday and co-founder of the Bangalore K-Community. Madanmohan Rao is research director at YourStory Media and editor of five book series (http://amzn.to/NpHAoE). His interests include creativity, innovation, knowledge management, and digital media. Madan is also a DJ and writer on world music and jazz.

RANJAN R REDDY
Vice President (Asia-Pacific), Boku Inc.

He is an entrepreneur and founded Qubecell, a mobile payments startup focused in India & other emerging markets, which was acquired by Boku. Prior to Qubecell, he started Arena Mobile Asia which was acquired by Neomobile. He has deep experience of the mobile internet industry and has worked in India, Europe and the US in various leadership roles. He is an advisor to various start-ups, some of them are Tonic Media, Scroll.in, and WSO2 Telco. He is an alumnus of Harvard Business School.

MADAN PADAKI
Co-founder/ CEO & Managing Director, Head Held High Services Pvt. Ltd.

Madan's passion and drive have created an 'Industry' for Assessments in India that did not exist before. Apart from all the other things that he is well known for, as a Co-founder and Chairman of Head Held High, Madan has been driving much of the organization's initiatives through his ability to create, drive and scale-up new ventures. He was recently heading Strategy & Innovation for Manipal Global Education. Madan also serves on the Governing Council of TiE Bangalore.

SAMEERA JAYAWARDENA
Project Manager, Information and Communication Technology Agency of Sri Lanka (ICTA)

Sameera has been working in the ICT field for past nine years and engaged in different areas of e-Development such as ICT capacity building, e-Government, Rural ICT development etc. at national level in Sri Lanka. Obtained his Bachelors Degree with Honours in Computing and Information Systems from London Metropolitan University, UK in 2005 and Masters in Management (SJP) in 2012 with modules on IT Project Management and Human Resources

Management.

He privileged with holding key positions within his younger days of his career. Being the Branch Manager (Vin IT Technologies), Project Manager – HR Capacity building program (ICTA), Project Manager – Re-Engineering Government Program (ICTA) respectively 23, 27,30;

He managed various HR Capacity building projects and initiatives for GoSL at different levels since 2007. He also facilitated/moderated many workshops/seminars in various areas. Managing the first ever full fledged Computer Literacy Initiative of Sri Lanka, "eDiriya" was one of his flagship projects. Over 45,000 rural youths have benifited through this project.

Sameera was given the responsibility of coordination and managing e-Government policy of Sri Lanka since 2011. He also managed the review process of the formulation of new e-Government policy and served in the e-Government policy review committee (2012) too. He has been elected as an executive council member of the Computer Society of Sri Lanka (www.cssl.lk) which is the premiere ICT professionals association in Sri Lanka at age 30 (2012), which is one of the recognitions and a milestone of his professional career. He was assigned to manage the National e-Government strategy formulation project for the next e-Govrnment e-Development phase for Sri Lanka at age 31.

ANIRBAN MUKERJI
Senior Manager – Wireless Reach, Qualcomm

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

NIKHIL PAHWA
Founder, Editor & Publisher, Medianama.com

Nikhil Pahwa has covered the business of digital media in India for over 4 years. Prior to founding MediaNama, he was the Editor of ContentSutra (now owned by the Guardian Media Group).

Over the years, he has helped bring a pan-media perspective to digital media reportage, highlighting industry issues, identifying opportunities and problems, and questioning the efficacy of decisions being made by some large media companies.

Meet the Virtual Jurors

Amir Ullah Khan
Senior Policy Advisor Bill and Melinda Gates Foundation
Amir Ullah Khan is a development economist and a senior policy advisor to the Bill and Melinda Gates Foundation. He is an Electronics and Communication Engineer from Osmania University. He studied at the Institute of Rural Management Anand and has a PhD in Economics and Business Studies from the Jamia Millia University. He has worked as Researcher for the Ministry of Finance, Government of India and the UNDP at Project LARGE (Legal Adjustments and Reforms for Globalising the Economy). He then was Academic Head at the Indian School of Finance and Management, after which he worked with Encyclopædia Britannica as executive director and editor.

Sunny Sharma
Founder, Foetron
Sunny is an engineering graduate from Delhi College of Engineering and stud-

ied Intellectual property rights at Indian Institute of Technology, Delhi. During his academic years he worked on statistical machine translation with the leading researchers in the field of Natural Language Processing. He also spent some time studying operating system security models at National Institute of Informatics, India.

He has been instrumental in the areas of mobile gaming and Cloud Computing. He was also part of the founding team at PlayUp where he was instrumental in integrating the next generation of mobile gaming against live sports with leading telecom operators in India. He is a die-hard cricket fan and will promptly share tips he received from legendary cricketer Steve Waugh.

Amarendra Srivastava
Business Coach, Omnizient Labs
Amarendra evangelizes "Live Your Highest Vision Now" for individuals, teams and organizations and has worked across a wide spectrum of Management Functions, Business Domains and Technologies.He mentors executives, professionals and entrepreneurs across various verticals and has a rich experience in consistently building high performance teams for 17+ years.

He is an MBA (Finance) and his areas of expertise include – Business Planning, Strategy & Execution, Human Resources (Hiring, Talent Management, Performance Management), Learning & Development, Software Technology Implementations, Operational Excellence, Project Management and Risk Advisory.

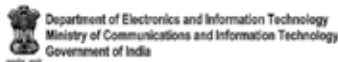# Partners and Associates 2015

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एमपी पोस्ट

The 6th mBillionth Award - South Asia Awards 2015 salutes mobile-based innovations for development attracted 320 nominations across 11 categories of which 53 were selected by the Grand Jury as finalists. This book is a compilation of the profiles of these finalists and provides a snapshot of these projects and products.

YOU ME & MOBILE

STORIES FROM SOUTH ASIAN COUNTRIES

COUNTRIES **8**

CATEGORIES **11**

NOMINATIONS **320**

WINNERS **24**

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