

# mobile<sup>for</sup>

# MASSSES

SOUTH ASIA'S BEST MOBILE INNOVATIONS 2010

 **Billion<sup>th</sup>**  
award south asia 2010 

editor: OSAMA MANZAR  
foreword: R CHANDRASHEKHAR

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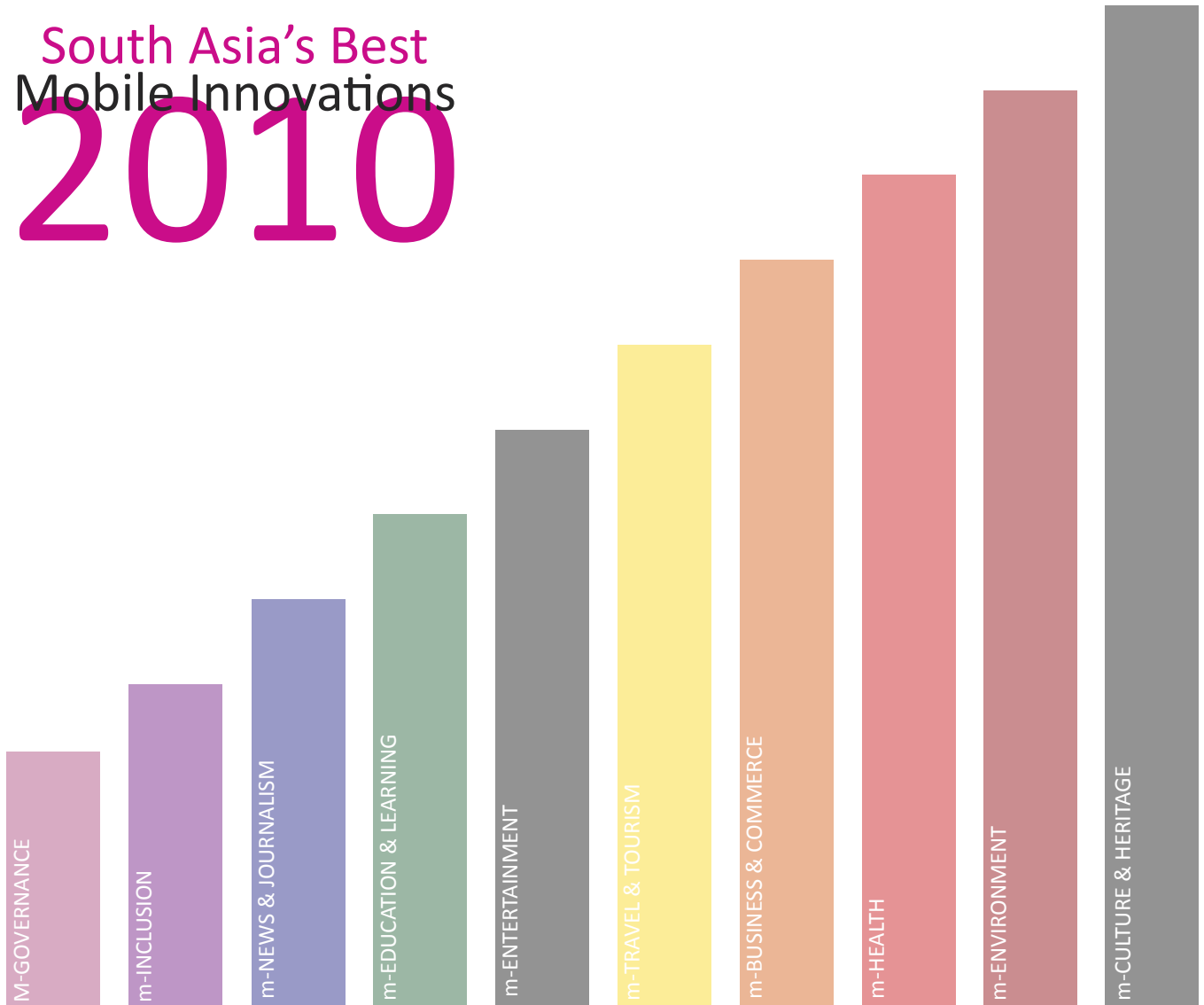
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# Mobile for Masses

South Asia's Best  
Mobile Innovations

# 2010



# Mobile for Masses

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Osama Manzar

## The Power of M in billions of hands across South Asia:

**A**n idea leads to vision, vision leads to action, and action leads to transformation. This is how I would like to see the mBillionth mobile platform taking shape today as we all played our part in its ideation, implementation and its carry forward. It took little more than a year to transform the idea of mBillionth Awards and Congress into execution. In between the story is of idea sharing, trust building, partnership forging, image building, getting innovations entry, seeking and receiving best minds as Chief Guest, jurors, speakers, advisors, and many sub stories took shape. And as a culmination we are celebrating bright ideas, innovations, practices, robust partnerships and many more bright and beautiful through our collective effort – the mBillionth Awards South Asia 2010, recognizing South Asia's best mobile innovations and applications towards digital empowerment.

From initial dilemma and uncertainty to a level of real things happening, it's a conviction come true, the conviction to facilitate the launch of a supporting, enabling and nurturing platform for the creators, innovators in the mobile domain. The support of well wishers and support pillars has gone tremendous into this, for which no thanks giving is enough.

The great empowering factor that worked as a fundamental pillar is the urge to take the mBillionth idea-concept to the Office of the Secretary, Department of Information Technology, India and seeking the Department's endorsement to a cause which mattered most, how to rationally use the growing mobile infrastructure, networks, services, and energy of the emerging players towards meeting information and service enabled development and governance needs of millions. The endorsement came, the support was unwavering

As one would argue, putting together in shape a mobile expo which is as diversified and wider from this very first edition of the mBillionth Awards is a credibility issue. But with the valuable exhibitors and partners coming together to share innovations, applications and practices in mBillionth 2010 has made the real difference

and passion rode high to work relentlessly to retain the faith to a cause that has manifold ramifications in days to come. My sincere gratitude to DIT remains intact as always.

Nothing works in unison in this age of networking, partnership and relationship building with shared energy, passion and commitments. And this is what mBillionth Platform got to see as reinforcement to this fact. The consent of OnMobile to discuss the mBillionth idea, understand its essence and finally willing to come on board as a principal partner went on to prove the point that public-private association can lead to wonderful outcomes like the mBillionth South Asia Mobile Awards & Congress 2010.

Post deliberation of the mBillionth idea and the wonderful support and consent from IMImobile worked as a 'm'powered booster for platform cause. In case of VeriSign, it took no time to share mutual ideas, concerns, prospects and outcomes for mutual gain through the mBillionth Platform. What struck the chord with One97MobilityFund was the prospect of working together with mobile powered brilliant ideas, excellent innovations for nurturing and handholding for greater operability and reaching to the next level of value addition. As an acknowledgement, my humble gratitude goes to all these brilliant and understanding partners for their unwavering support today and tomorrow.

Partnership with Information Communication Technology Agency, Sri Lanka (ICTA) is a real time experience and has turned to time tested association with the Manthan Awards earlier and this time in the very first launch of mBillionth Awards. The magnanimity of ICTA to become a co-partner for this South Asia programme, and readily agreeing to

host the first mBillionth Awards Jury in Colombo went a great deal in providing a great deal of institutional support to a common cause.

With the World Summit Award, Austria, the journey is getting close to a decade of mutual respect, understanding, sharing common concerns and solutions in every possible moments of this digital journey. Its endorsement of the Manthan Awards South Asia on best digital content and applications as a global mentor and advisor is years now and no wonder this stupendous faith continued for the mBillionth Awards as well. My sincere gratitude to WSA and its pioneer, Prof. Peter Bruck for this wonderful support.

Let me make an honest admission here. It is only two years of professional relationship with the National Internet Exchange of India (NIXI), but its support for DEF community programmes, the Manthan Award and now for the cause of the mBillionth platform has been tremendous and much encouraging. NIXI is one of the many national entities that have chalked out national priorities through programme s like Dot.IN domain to make India really a 'Digital Bharat'.

DEF's first tryst with Internet and Mobile Association of India (IAMAI) was through the Manthan Awards. It took no time that this tryst -into- partnership found enough space to explore one another's working territory, scope of work, scope for mutual accommodation and support base. And this has been carried forward to the mBillionth Mobile Congress and Awards event with of course, a great value addition. And this great value contribution is the IMAI-DEF launch of the Mobile Application Developers Community (MAD) Community during the 2010 mBillionth Congress. With IMAI the relationship is always of continuous trust and bonding.

As one would argue, putting together in shape a mobile expo which is as diversified and wider from this very first edition of the mBillionth Awards is a credibility issue. But with the valuable exhibitors and partners coming together to share innovations, applications and practices in mBillionth 2010 has made the real difference. On behalf of the mBillionth Board and as Chairman of the mBillionth Awards, I sincerely acknowledge the valuable role and par-

ticipation of the invaluable exhibitors and practitioners.

My acknowledge is incomplete without reference to the advisory board members of Digital Empowerment Foundation, whose continuous guidance, inputs and stand by support have made things really different and meaningful. mBillionth is no exception.

Here, one cannot ignore the minds and hands working behind the DEF and the mBillionth Award pillars and making it sustain and grow. You must be wondering how the team that works behind the Congress & Awards would be? Well, no big surprises. We have very basic team to put together this award, but the only thing that made things workable and happening is the team effort and dedication to a cause that DEF stands for.

My warm acknowledgement to my dedicated team of young and bright minds in Maria Rizvi, Amarendra Srivastava, Pritam Sinha, Ravi Kanta, Satya Prakash, Sunil Kumar, Jasbir Singh, Neeraj Kumar Singh and Shahid Ahmad and many who worked with us, left us, but we have their best wishes. My special affection and gratitude is for Shaifali Chikermene, my better half and constant companion and support pillar in all my endeavours and especially her credible effort in contributing her all design skills in bringing out this special edition.

With this the mBillionth South Asia Mobile Congress & Awards platform hopes to receive continuous support, guidance, inputs and warmth not only from India but from well wishers in South Asia and beyond to enlarge the nascent digital movement for desirable outcomes. Let us connect for the larger vision of knowledge and digitally enabled societies worldwide.

Dear readers may ignore any errors and omissions in this book as humanly mistakes and enjoy the flavour and flow of digital diversities of the mobile world thereby.

Warmest regards,  
**Osama**  
[osamam@gmail.com](mailto:osamam@gmail.com)

**“LET US CONNECT FOR THE LARGER VISION OF KNOWLEDGE AND DIGITALLY ENABLED SOCIETIES WORLDWIDE”**



R Chandrashekhara

# The Power of M in billions of hands across South Asia:

## Enabling Mobile Innovations for Sustainable Socio-Economic Development

Mobile phones are surpassing all other media in terms of penetration in the region: television, radio, Internet, newspapers, magazines and landlines. Mobile platforms are becoming the natural choice for extending essential and innovative digital services to the broadest section of the population.

**H**uman endeavour is closely associated with the ability to communicate and create new knowledge. There is strong evidence that human beings have a basic need for information and to communicate with each other. Information and Communication Technologies (ICTs) create new possibilities for communicating information and have the potential to add significantly to the human capacity for creating new knowledge.

In the past, a nation's wealth was largely a function of its endowment of natural resources, its labour force and its accumulated capital base. The 'new' wealth of nations places increasing emphasis on knowledge in its various embodied forms.

One of these service delivery channels in the information and communication technology field is mobile phone. Use of mobile phone in delivering e-government services gave birth to mobile government, or m-government. This channel is made even more relevant considering much faster growing mobile penetration rate over Internet penetration, a factor, which can play a considerable role in bridging the

digital divide. m-Government (mobile government) provides its users, both citizens and civil servants, unique opportunities through freedom of mobile access to provided services and information literally from any place, at any time (24x7 operation model).

Use of mobile technology for delivering services has several benefits like cost reduction, efficiency, transformation/modernization of public sector organizations, added convenience and flexibility, better services to the citizens and last but not the least, the ability to reach a larger number of people through mobile devices than would be possible using wired internet or wireless networks. But each device and technology has its own power to deliver.

Governments worldwide are endeavoring to design, implement and provide service, which represent for their citizens limited burden in terms of costs and effort...

The role of non-government organizations, especially in the communication industry, is also very important if we are to reap the benefits of mobile technology leading to sustainable and inclusive development on the whole.

One of these service delivery channels in the information and communication technology field is mobile phone. Use of mobile phone in delivering e-government services gave birth to mobile government, or m-government

South Asia is one of the world's largest and fastest growing mobile markets, but still suffers from a significant digital divide. Mobile phones are surpassing all other media in terms of penetration in the region: television, radio, Internet, newspapers, magazines and landlines. Mobile platforms are becoming the natural choice for extending essential and innovative digital services to the broadest section of the population.

Yet, it is heartening to note the innovative use of the mobile phone as an information and communication tool across India as well.

The interventions could be observed across key departments such as rural development, Panchayati Raj, social welfare, women and child development, policing, health, emergency services, government alerts, the Mahatma Gandhi National Rural Employment Guarantee Scheme, and food and civil supplies, among others. For example, e-Seva centres, which fall under the Greater Hyderabad Municipal Corporation, are sending text messages to applicants for 16 services, including the issue of birth and death certificates.

The efforts of organizations like Digital Empowerment Foundation are especially commendable since they not only contribute to the development through their various initiatives, but also provide this new medium a platform for showcasing the best examples of development in the field.

One such unique platform is the 'm-billionth awards' which recognizes the best practices in mobile innovations across South Asia, endeavours that have lead to socio-economic transformations.

nommic transformations.

I am sure the first edition of mBillionth Mobile Congress & Awards with so many worthy contributors vying for the prestige will be set a new benchmark for sustainable development in the field. I hope that key inputs from this platform will lead to further development which will include one and all, more so the marginalized section of the society, so that we can together steadily move towards the vision of the world that the award envisages and seeks to achieve.

I heartily congratulate all the award winners and urge them not to rest yet, because we have miles to go before we sleep. I am pleased to see contributions coming from all across South Asia and laud the organizers' efforts in bringing us all together to this fabulous platform.

With best regards



**R Chandrashekhar**  
Secretary, Department of Communication Technology  
Ministry of Communications and Information Technology  
Government of India

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**While innovators and service providers trying to bring in new services and products for the people, whether our policy makers and regulators are able to understand and ready to facilitate them - is a big question**



Osama Manzar

The mobile revolution has triumphed in South Asia, and now needs regular industry-driven peer-acknowledged awards to highlight the best successes and point the way towards even more benefits, thus the mBillionth Award.

## Promoting excellence in mobile for masses

**T**he mBillionth Award acknowledges South Asia as a key hub of the world's mobile market in terms of penetration and innovation, and promotes the best of mobile applications in the region.

South Asia is one of the world's largest and fastest growing mobile markets – but still suffers from a significant digital divide. Mobile phones are surpassing all other media in terms of penetration in the region: TV, radio, Internet, newspapers, magazines and landlines. Mobile platforms are becoming the natural choice for extending essential and innovative digital services to the broadest section of the population. From humble SMS and basic voice to smart-phones and enterprise workflow, mobile is the choice for new content and services.

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The annual awards and the accompanying South Asia Mobile Congress promote cross-border exchange of ideas, policy strengths and mobile advocacy. Awards are given in 10 categories, covering the entire breadth of the mobile ecosystem: platform, business, culture, education, entertainment, government, health, inclusion, environment, news, heritage and travel & tourism.

### **Sri Lanka & Pakistan lead the south Asia mobile penetration**

Have a look at this: Sri Lanka leads the region with 16.27 million mobiles having reached 81.35% of their population;

Pakistan follows with 97.58 million, 59.6% of the country covered; India is almost half way through with 584.32 million; Bhutan – 47.8% (327,000), Maldives – 46% (0.14 million); Afghanistan and Bangladesh are almost there with 12.9 million (35%) and 52.43 million covering 34% of the masses; the laggard is Nepal who has covered just 23.22%, making it to only 5.77 million people.

The high penetration of the mobiles in south Asia has one common reason: we are an oral society, and our knowledge and capacity lies in communicating orally. We can be treated illiterate and un-educated if you ask us to read and write, but we can, not only consume huge amount of content and services if you reach us orally, but we can also produce abundance of content, information, knowledge and services if you ask us to contribute orally.

If we go further in analyzing, it is very clear that the mobiles have reached almost 100 percent of the population if we discount the age group below 15. Yet, my observation is that so far, mobile has been used by the industry merely as talking tool and VAS based entertainment content rider. Government on the other hand is far behind in figuring out as how they could reach masses with meaningful content and services through mobile.

The challenges of scalable model and services designed to reach the masses through mobile are not easy, but we have no choice, and the sooner we do it, the better. At Digital Empowerment Foundation, we took this challenge to bring on one platform all kind of Mobile Content and Application providers, so that they get scale through bigger players in the industry, and through government they get chance to get integrated into bigger projects of state and

national level. Our gut feeling was not wrong: we immediately realized through the nominations process that there are tremendous efforts taking place by small startups, individuals, and innovators to design and develop content, services and applications which could benefit the general mass in remote areas.

In the first leg, we got 100 nominations, and believe you me, more than 80 percent of them are un-heard of; they are small, unsung, and struggling. The surprise came from Pakistan – thanks to P@SHA (Pakistan Software Houses Associatio) and BytesforAll Pakistan, who campaigned heavily for mBillionth Award. I would like to share at least 2 of these nominations.

The See`n`Report project has literally enabled Citizen Journalism service which enables people to report photos and videos directly from their cell-phones as and when they witness a breaking news story. “Our news engine aggregates similar stories and presents a unified view on the Internet, says Sharjeel Ahmad Qureshi. See`n`Report makes news real-time, sensational and engaging. Meet Asim Fayaz, who sends us nomination of ChOpaal which is a free group SMS service, something like bringing in the mass dissemination advantages of Twitting to SMS. ChOpaal lets users create groups which others can voluntarily join. Group members can exchange messages with each other just by sending one message to chOpaal which forwards it to the other group members for free.

### **Power of ‘M’ = Instant Governance**

Let me share few more experiences. Recently, I was in Kolhapur (Maharashtra, India) to conduct a training session with 40 Sarpanches along with their Panchayat Secretaries. It was about making Panchayat website and how the Panchayat team themselves could manage and upload their websites. One of the remarkable outcomes was that each and every Sarpanch and his/her secretary wanted to use their Mobiles as the primary tool to do all basic jobs – like fixing meeting, sending official reminders, conducting meetings, sending complains, and doing rigorous follow ups. They even wanted “not to take the onus of updating the website, but sending the updates to us through mobile and we would upload the final content.”

Extremely high penetration of Mobile has created a great sense of informal methods for using mobile phones for meaningful services. Yet, looking at the opportunity, my

observation is that governments have still not taken is to highest level of strategic consideration to plan Mobile as the prime platform for m-Governance services. But I was proved wrong, and none other than Kerala could do that to me.

It is heartening to note that the news of Mobile application and innovative usage of mobile as a media ICT tool could be seen across length and breadth of the country and region. So far, in the mBillionth Award valid nominations list of 165, at least 30 are in the m-Governance category. And the interventions could be observed across as key departments as Rural Development, Panchayati Raj, Social Welfare, Women and Child Development, Policing, Health, Emergency services, Government Alerts, National Rural Employment Guarantee Schemes, Food & Civil Supplies, and various kinds of Citizen Services. For example, in e-Seva centres falling under Greater Hyderabad Municipal Corporation, the centres are sending SMS to applicants and officer(s) concerned on receipt of application for 16 services including issuing Births & Deaths Certificates.

Walking across Himachal Pradesh, the state has integrated services of 14 Government departments through SMS Gateway. Some of these services are: Registration for Voter ID Card, Driving License, Gun License, Vehicle registration, response regarding public grievances, etc.

Down south in Kerala: Using MobShare technology, the deployment of The Mobile Crime And Accident Reporting Platform (MCARP) helps in transferring visual data from crime/accident scene instantly to control room, from mobile phones; images would be captured using mobile-phone cameras and uploaded to the server via MMS/GPRS; Officials can login to the web-based platform

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of MCARP and view the uploads anywhere/anytime.

Another example from Police: A quick grievance redressal scheme called 'Turant Chovis' (Quick Twenty Four) to cater to the needs of the common man is being implemented in Nasik (Rural) District Police of Maharashtra State. "A mobile SMS based complaints Tracking System has now been developed that caters to the already existing scheme. Here the data regarding all complaints registered in a police station every day, initial action taken within 24 hours and final action taken within 30 days is registered in the main computer with the SP's office through SMS sent from the police stations. Alert SMS is generated automatically to the concerned senior police officials if action on any complaint is not initiated within 24 hours (preliminary) or 30 days (final), as the scheme envisages. The innovation helps the senior police officers like the SP to keep a track of all the complaints registered in a given police station(s), in a group of police stations or the entire jurisdiction."

#### **Rural development through broadband, wireless & mobiles**

The talk of wireless solutions is certainly the need of the hour. Using various mobile devices networks wireless clusters could be developed in rural areas, which then connected to mobile / cellular phones can deliver information and facilitate civic services delivery. Globally, cellular phones are already part of huge wireless network systems. The benefit of wireless networks is not to be missed. It is an inexpensive and rapid way to be connected to the Internet in countries and regions where the telecom infrastructure is poor or there is a lack of resources, as in most developing countries.

Another option, though as challenging as dial up internet, is establishing a wireless internet connection using cell phones. Though, this may not be the best long-term option, but in certain situations, it can do the basic job in rural areas like obtaining email and searching price rates of agro and commodity products.

The talk of wireless power has already been shown in at least two locations – Nepal and Dharamsala. While the Megasaysay Awardee Mahabir Pun has brought the fruits of Wireless mesh Network in the hills of Nepal through his Nepal Wireless, Air Jaldi has done the same thing in Dharamsala. AirJaldi did it immediately after the Ministry

**With 3 nominations from Nepal, they excelled significantly in grabbing the winners list. India contributed whopping 121 nominations followed by Sri Lanka 28, Bangladesh 7, and Pakistan 5.**

of Communication & Information Technology deregulated WiFi for outdoor use in India. The Mesh backbone in Dharamsala already boasts for installing over 30 nodes connecting more than 2000 computers providing upstream bandwidth up to 6 MBPS.

Towards wireless solutions many options could be weighed. Last mile infrastructure can be encouraged for Internet penetration through Wireless Local Loop and Wireless Mesh Networks. In fact, a policy can be considered as – National Wireless Connectivity Project to reach out to distant areas through wireless technology – involving identified stakeholders to roll out the programme. This can be then integrated to a national m-Governance Platform – initiating steps for basic information services in select departments and ministries towards achieving digital equality goals for rural empowerment.

#### **Let's go 'MAD'!**

It was in the mid of last year that we decided to launch the mobile award as an advocacy and innovation reference platform, and named it mBillionth to work towards enabling mobile as a tool to make every critical content and service to reach the bottom of the pyramid – the billionth person. With rigorous exercise across south Asia through various partnership and help, we can see the light at the end of the tunnel.

Count this: we got more than 250 entries from all south Asian countries. And the thorough screening left us with still 168 quality 'nominations'. Our 16 member Grand Jury selected the best we could have imagined, but I am not going to give you a count down on the winners as the enthusiasm of July 23rd when get on the Mobile Congress and Award in Delhi is contagious and we are loving it. What is interesting however is the pattern of nominations in various categories and from different countries, which clearly emits light on how we are doing in developing mobile content and application to reach the un-reached and

masses in general.

While the nominations received from 6 countries except for Bhutan and Afghanistan the solitary nomination from Maldives was an oceanic surprise. With 3 nominations from Nepal, they excelled significantly in grabbing the winners list. India contributed whopping 121 nominations followed by Sri Lanka 28, Bangladesh 7, and Pakistan 5. Coming to categories, m-Business & Commerce led with 36 nominations followed by m-Inclusion 26, m-Governance 24, m-Entertainment 20, m-News & Journalism 18, m-Education 13, m-Travel 12 and m-Health 10. We were disappointed that Culture & Heritage and Environment could not get any good nominations. Clearly, there is a lot of work happening in exploiting the entertainment, business and governance as far as mobile content and application development are concerned. What is worth noting is that most of the mobile content developmental works in the governance sector are happening in piece meal and they are mostly not at scale – they are at best at district level and happening because of the proactive district collectors and some individual visionary officer.

For example, “Many to One SMS” m-Governance application collates large volume of real time data related to the National Rural Employment Guarantee Act (NREGA) and integrate into an organized framework – Ministry of Rural Development should look at this to scale up. The “GPS/GSM based Train Tracking System” is a train location tracking system for Sri Lanka Railways Department aimed at delivering governance through mobile platform – worth an initiative for other regional countries to adopt.

**IMImobile’s DaVinci Content Management System (CMS) is an integral part of the DaVinci Content Delivery Platform and supports an array of content types to deliver value added services supporting all consumer touch points including SMS, STK, MMS, WAP, Web, USSD, Voice, Video and CRBT; and, OnMobile’s M-Search is an m-Entertainment music content search and delivery solution which works across Voice, SMS and WAP channels.**

Towards m-Inclusion, One97’s Dakia is a rural empowerment mobile service through which people of a region can share relevant information with the members of their group by simply dialing a short code and recording a voice message – I love this as it is a bottom-up empowering tool which enables content creation by the people. Likewise, Drona is an m-Education solution that empowers organizations and trainers to create their own mobile learning courses and applications. In m-Travel, the “AWATAR Mobile Booking” application provides for advance ticket booking for Karnataka State Road Transport Corporation (KSRTC) passengers through mobile phone – and it has created revolution in Karnataka showing further possibilities for other state transports.

It is interesting how young companies are showing the roadmap for large scale content integration on mobile platforms – I have two examples: IMImobile’s DaVinci Content Management System (CMS) is an integral part of the DaVinci Content Delivery Platform and supports an array of content types to deliver value added services supporting all consumer touch points including SMS, STK, MMS, WAP, Web, USSD, Voice, Video and CRBT; and, OnMobile’s M-Search is an m-Entertainment music content search and delivery solution which works across Voice, SMS and WAP channels. M-Search could well be the future search engine on mobile across board – watch out.

The other big takeaway from mBillionth platform is that many young companies are not only developing great enabling application for content delivery but contributing aggressively to create further entrepreneurship in the sector by mentoring, funding and creating pool of funds to invest passionately. For example, OnMobile, IMImobile and One97 – all three have created either entities or division to fund new innovations, ideas and projects that could be disruptive and futuristic at the same time.

So finally what we have done is partnered with Internet & Mobile Association of India to create Mobile Application Developers – MAD – Community. The MAD community is going to hold its first one-to-one meeting on 23rd July during the award ceremony between investors and the mBillionth’s those nominees whose innovations are on ground and looking for fast growth and lots of mentorship. The big plan under MAD community is to create a pool of fund which could help through close association with seed ideas, innovations and start-up entrepreneurs – and that could be more in nature of mentorship, guidance and

funding that would not really be investment but to support without any expectation of financial return. We hope to make the industry work in tandem with potential ideas to integrate into large scale deployment, especially which could reach volume – mobile for masses!

**Last mile ‘m’powerment comes free**

India thrives on “innovation by necessity”, an example for you: I was in Nalgonda in Andhra Pradesh couple of years ago participating in a Self Help Group training program. While I was talking to them I observed that most of the present 30 odd women were having mobile, getting erratic calls but none of them attending their calls but allowing it to ring full term on low volume. I asked why they were not

attending the calls. Their reply stunned me: “we don’t have to attend the calls; we get message through the number of rings and missed calls as we have code for the same. For example, if I receive three missed calls, meaning my husband is home; 2 missed call means kids have arrived home, and so on”. Can you beat that?

The Introduction written by Osama Manzar is based on his columns he has been writing for Mint newspaper under DEF & Mint strategic partnership for mBillionth Award. You may read his columns at [livemint.com](http://livemint.com) via <http://mbillionth.in>. He can be reached at [osama@defindia.net](mailto:osama@defindia.net)

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## Message from Sri Lanka



**Reshan Dewapura**

South Asia is today one of the world’s largest and fastest growing mobile markets. Not only is the mobile phone much more affordable than a PC, usage charges are also far less and moreover, requires no special training. It is therefore little wonder that mobile platforms are becoming the natural choice for extending essential and innovative services to the broadest section of the population. As the organization driving the e-Sri Lanka Initiative, a multi faceted development programme which leverages on ICT, our goal is to ensure that the benefits of technology reach all sections of our society. With mobile phone users in Sri Lanka numbering 13.5 mn. – 67% of its population - we see the mobile phone as an excellent platform for delivering a range of services for the masses. There are already several innovative examples from the grassroots of the mobile phone making its impact felt. A good example is the project initiated by ICTA in partnership with a rural tele centre where longitude and latitude of potential fishing sites collected through a US Navy satellite information base is disseminated to fishermen at sea via simple text messages. There other similar examples of the use of mobile platform in disseminating real time crop prices, accessing vital information on health, agriculture and livelihood.

We therefore consider the mBillionth award very timely and are proud to be associated with the Digital Empowerment Foundation as co- organizers. It was an honour for us to host the Grand Jury for selection of award winners in Sri Lanka. We have been most encouraged by the response to the mBillionth award which signifies a vibrant industry as well as growing consumer awareness on the potential of the mobile phone.

**Reshan Dewapura is COO of ICTA. He can be reachat [reshan@icta.lk](mailto:reshan@icta.lk)**



Prof. Dr. iur. Peter A. Bruck

In order to use its digital potential, mobile technology needs to bring broadband to everybody

## India: A content hungry country turns lead in mobile access creation into advantage in m-content creativity

**M**obile technology is leading a connectivity revolution which gives nearly 90 per cent of the world's population and even people in rural and remote areas access to digital communication and information. The latest data from the International Telecommunications Union, which acts as the world body for IT within the UN, show that mobile is today more wide spread than TV which reaches only 75 per cent of all households.

In order to use its digital potential, mobile technology needs to bring broadband to everybody. This would increase the availability of ICTs in – for instance - health institutions in developing countries and not limit the ambition of “connecting all health institutions to the Internet”. M-health, involving mobile devices in medical and public health practices

Much progress has been made in the area of m-government. The target set to “connect all local and central government departments” has been at least partially achieved and countries move towards more sophisticated and interactive online e-government applications and services, for example, to apply for a driver's license, fill out a tax form, or to make online payments using a credit or debit card.

To bring the area of bringing schools online and to ensure that school curricula teach students how to use ICTs, one finds mixed results. While many schools in developing countries remain deprived of any form of Internet access, a number of countries have successfully brought ICTs to schools.

Now given that access and services are less and less an issue, the lack of local digital content, in local languages,

becomes more and more apparent. The mobile web is still largely dominated by the English language.

The ITU Telecom Report on Development makes three main recommendations on the policies and measures needed to help achieve the targets:

1. Ensure that half the world population has access to broadband by 2015
2. Build an ICT-literate society globally
3. Develop online content and applications

M-Billionth Award as dedicated platform showcases the potential of mobile sector across South Asia to create and deliver outstanding mobile content. The m-Billionth Award South Asia 2010 is first of its kind in the region recognizing and felicitating mobile innovations, applications and content services delivery.

As the daughter event of the World Summit Award Mobile (WSA-mobile) mBillionth fittingly honours excellence in mobile communications across South Asia spread over 9 core categories. The m-Billionth Award winners will go through to the Grand Jury of the WSA-mobile and thus be a superb channel to assist South Asia's leading mobile content creators to reach for the world stage.

I salute all the organizers and supporters of the m-Billionth Award and the many people involved in organizing the first Mobile Congress in media and policy advocacy in the region. India is leading the way with these initiatives to the benefit of its content designers and application developers.

Prof. Dr. iur. Peter A. Bruck PhD., MA  
Chairman,  
World Summit Award & WSA Mobile Content



Dr. Amir Ullah Khan

With mobile telephony  
the big hurdle in  
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also gets solved and  
the subsidy debate  
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## Mobiles and development policy

One of the most fascinating applicators of the mobile phone to Governance is the lowly camera that comes attached to almost every instrument now. See someone taking a bribe; click. Some hapless citizen being denied entry where he has a right to go; click. It's really amazing how the camera works.

You can massage someone's ego by asking him for a picture to be taken and can scare someone by threatening to click. I have seen toughened policemen desist from kicking the daylight out of people they have always done, just because some person has a camera there. Now everyone has a mobile. The photograph may not constitute evidence, a smart lawyer can always claim it was doctored, but it is enough to scare official and politicians who dread the bad publicity, because they know this pictorial evidence can reach newsmagazines, Television channels, their bosses and even their wives.

Bangaru Lakshman will never do a prison term but a really bright political career got stamped out by people using really poor quality cameras and putting out acutely hazy images. The various Godmen claiming divine powers will get bailed out, but their reputation, on which their livelihood rests, can get devastated.

Where there is no video evidence of malpractice, misgovernance or corruption, the mobile phone has another feature that helps; a recorder that can store audio bytes. This can now be used to explain to a superior why his junior needs to be reprimanded for false promises, delaying tactics and rude behavior. The mobile is indeed a really powerful instrument, and like all technology can be misused. This misuse lends itself to skepticism among those who histori-

cally have made spurious correlations between technology and illegal or immoral behavior. Evidence of this being the sporadic banning of cell phones and SMSs in Kashmir, while encouraging BSNL to increase number of its towers in Chattisgarh.

Despite this anomaly, it is the mobile phone that is empowering those who are often poor, illiterate, have no access to roads or to doctors and have little power to even use a most friendly Right to Information Act. With innovation, convergence and the freeing of spectrum, mobile usage will only deepen and get more accessible. Its application to high end services will enable the PURA that Kalam has talked about, the provision of urban facilities at least virtually in rural areas. Economists argue that what really exploits a section of the population and keeps them deprived is the lack of free and perfect information.

With mobile telephony the big hurdle in reaching to the targeted population also gets solved and the subsidy debate which often ends with the clinching argument that all subsidy goes to the undeserving can be put to rest. With mobile density now at one phone for two individuals in the country, there is no excuse any more to reach out exactly to the person who is the rightful recipient of government assistance. With government offices at all levels mobile enabled, the SMS, armed with voice messaging capability, becomes a most convenient, non intrusive, quick, inexpensive and pervasive tool of development policy.

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Ibrahim Ahmad

## Beyond Song & Dance

Participating in the 'mBillionth Grand Jury' held in Sri Lanka, left me both humbled as well as surprised. There is altogether another world of mobile phone applications that many of us too worried about the corporate business, are not even aware of. There are real and meaningful innovations happening in the south Asian region that could transform the lives of common people.

Students and faculty members of a regional university in Bangladesh, for instance, have worked out an SMS based college admission system, once students have been selected after an admission test. Thousands of students and their parents are saved from the torture of getting their children admitted to a college, because it involved travel by trains and buses, carrying loads of documents and money. Similarly in Pakistan, there is a mobile service which is offered free of cost to citizens to alert them about various medical tests and vaccinations they are due for, including vaccinations for the new born babies and infants.

Then there is a mobile users group of dairy and poultry farmers in Sri Lanka, who keep in touch with each other to network and be updated on new schemes, fodder availability, FAQs, business opportunities and so on. Members of this group, to everybody's amazement, exchange notes more than five times a day, which is often more than you call up your home or office every day. Back home in Andhra Pradesh, there is a scheme for 1,50,000 school students, where the class teacher sends SMSs on every students' health data points to a central database for building a medical record of every student, and the state health department will take the required action on that.

However, most of these mobile applications were pretty basic and rudimentary, perhaps not emanating from a revenue motive. In many cases, the conceptualizers and developers of these ideas have not been able to sit down with the telecom operators or professional companies to see how it can be developed and taken to the masses. One reason that these application and content developers say is that, the application companies steal their ideas if they go to them, or they get a very raw deal if they go to the operators.

There were many such eye opening stories. Unfortunately we do not hear about these initiatives. One reason is that for many operators these services do not make much sense as they do not make any money. The operators are more keen on games, songs, and movie clips, as that's where the moolah is. I, however, believe that if these services can be packaged well, they can be a win win for everybody—the developer, the operator as well as for the consumer. Who would not want to pay for services that make life better. Perhaps, the government needs to play a role here. Such mobile applications will truly empower the common people.

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Arvind Rao

## Converting challenges into opportunities

**T**he Indian mobile value-added services space is in an exciting growth phase. While the sector is estimated to be over Rs 10,000 crore, the rapid innovation in this field has attracted many entrepreneurs. A great idea, if executed well, can not only bring in revenues, but also leverage the transformational force of VAS to touch the lives of the over-500 million mobile subscribers in India.

VAS is also at a significant point where operators are hungry for innovation, driven by the need to bolster revenues as they face dipping ARPUs. At the same time, there are vast swathes of the Indian population whose needs may be underserved in the current scenario. The potential user base is large: mobile consumers – from rural and urban India – are eager to explore new territories that will address their need for entertainment, information and utility. From banking to healthcare, music and television to gaming, a variety of services can be offered over the mobile, enabled by the advent of affordable high-speed connectivity.

In short, there could not be a better time for innovators to come forth and, with the right guidance, nurture their ideas into a viable product. If entrepreneurs can deliver a compelling end-user experience, the market is theirs for the taking. However, commercial success does not come without hurdles. There are challenges at various stages of the product lifecycle: identification of consumer needs, ideation, product development, launch and promotion, consumer acceptance and usage. An idea needs to address at least the following challenges to be successfully taken to market.

**Develop product:** The first challenge lies in identification of the concept and developing it on the right platform and tools that can be integrated with the operator's network and standards – for example, the service delivery platform, content management system, billing systems etc.

There could not be a better time for innovators to come forth and, with the right guidance, nurture their ideas into a viable product. If entrepreneurs can deliver a compelling end-user experience, the market is theirs for the taking

**Domain expertise:** Telecom VAS is a young industry with few references and case studies for innovators. Innovators need to understand a consumer's needs, devise flexible pricing plans and select appropriate content.

**Time to market:** The shrinking product lifecycle in today's fiercely competitive marketplace demands a robust strategy to quickly overcome challenges.

**Technology diversity:** The technology landscape is changing rapidly, which means there is tremendous pressure on innovators to improve and upgrade in the fast-evolving scenario.

**Product Marketability:** Ensure consumer awareness, acceptance and usage for a new service involves high cost of promotion.

**Access to Market:** Marketing products and ideas and setting up a robust operation that can scale up rapidly can be challenging.

**High cost of ownership:** Many do not have the risk appetite to go beyond the ideation stage. The cost involved in the product prototype itself is a roadblock for many innovators.

However, these challenges can be overcome if the mobile ecosystem – including operators and existing VAS providers – supports entrepreneurs with the intention of growing the space, creating a win-win situation for all.

It is in the interest of the industry for the leaders to nurture entrepreneurs and hand-hold them as they navigate the challenging waters of mobile VAS. For example, we have launched the OnMobile Developer Network, through which innovators can leverage OnMobile's infrastructure, domain expertise and reach to convert challenges into opportunities. Ultimately, even a great idea needs to be executed well to achieve success and OnMobile can play a transformational role in achieving this.

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Ananya Raihan

## Mobile miracle for underprivileged

I frequently visit rural Bangladesh to work with grass-roots organisations to introduce or experiment various kinds of services, which also includes mobile phone-based services. Recently, I showed a fellow in a remote village how he can listen to Internet radio using his mobile phone. When he could listen to the music, he jumped and hugged me and ran to his other fellows to show this 'miracle'. Back in 2004, when the mobile phone based help line 'Pallitathya Help Line' was first introduced in Bangladesh, Salma, a mobile lady in remote northern district visited an ultra poor household and connected poor women with an MBBS doctor. That lady did not believe that the person at the other end was a doctor. Salma tried relentlessly to make people believe that the people on the other side of the helpline are experts. Subsequently, the expert team visited the village and Salma introduced them to the villagers and told, "Now on you can call and they will respond to your queries". After that introduction, the service became very popular. Now, Bangladeshi expatriate workers can send money to their relatives at home, wherever they live, thanks to pro-people policy and innovations of private sector and NGOs.

The e-Content award had a category 'mobile content'. Given the potential of mobile telecommunications, it was felt that promoting young talents and enterprises for mo-

bile content development and solutions is very important. And 'mBillionth Award' came at the very right time. As a member of the Jury, I saw how diverse is the development endeavours and how big is the potential of deploying mobile phone-based solutions for citizens. I am happy to see that majority of the solutions will benefit the poor and marginalized people of South Asia. I feel proud to be associated with the endeavours.

While innovators and service providers trying to bring in new services and products for the people, whether our policy makers and regulators are able to understand and ready to facilitate them - is a big question. We need to exchange views with all stakeholders on a regular basis and get ourselves above any narrow interest. Collaboration among players in South Asia is a key.

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Vishwanath Alluri

## Mobile services next growth frontier is rural India

**R**iding on India's growth story, the Indian telecom penetration continues to grow at a phenomenal rate of +15 million subscriber additions per month totaling to + 600 million mobile phone connections. In addition to near saturation in urban centres, mobiles have penetrated steadily the remotest corners of India giving the population a critical connect with the rest of India. This has brought their near and dear ones working in the urban centres closer to them and critically made accessible in times of any emergency. However, in spite of this phenomenal growth, there still exists a huge gap in terms of rural India's information needs. We are now trying to bridge this gap by empowering them with information that improves their living conditions.

The opportunity that rural India presents is huge and all the companies in the VAS (Value Added Services) ecosystem clearly know that their future is here in the heart of India. 70 percent of India's population lives in the rural areas and importantly, 64 percent of the nation's expenditure and 56 percent of its income comes from the villages. Mobile Services next growth frontier is definitely rural India, which is triple the size of Urban Market. India's rural tele-density currently stands at 13 percent and is expected to grow multi-fold. Working in tandem with telecom operators, MVAS (Mobile VAS) providers are also ready to explore rural India. The increasing rural penetra-

tion of telecom players is going to drive a jump in ARPU (Average Revenue per User) once past the tipping point. However, for this windfall to happen the VAS industry needs to be given a bigger play by the telecom operators. This will help them drive innovations in applications and content catering to the specific needs of the rural masses.

Rural India brings with it many peculiarities and uniqueness. Undoubtedly the rural sector of India's population is unlike its counterparts in the urban areas. In the urban areas cricket and Bollywood forms the major part of VAS consumption coming mainly from the youth segment. In the rural areas, with limited discretionary spending at their disposal, they are looking at critical information about weather, markets, government policies, schemes, healthcare and education. This category of information can be termed utility services for rural India as it helps them improve their living conditions. The VAS industry should understand this unique need and deliver in a medium which is easily reachable and usable.

We can look forward to a healthy and empowered rural population which in turn helps build a stronger economy.

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Kunal Bajaj

Mobile marketing allows for rich personalisation. It can be impulse-driven, and with high-reach and high retention. Mobile campaigns can help companies get valuable customer and campaign insights for launching bigger mass media campaigns later

## Made to order – Rural VAS offerings

The telecom industry has been witnessing increasing focus on rural subscribers by the service providers. As rural subscribers comprise approximately 45% of total net additions, carriers are being forced to consider how to appropriately address this rural growth opportunity. Apart from increasing their rural network footprint, carriers are now focusing on expanding their VAS offerings targeted at these subscribers.

This increased focus on rural VAS is primarily driven by the opportunity to capture additional revenues from this incremental subscriber base. As the current ARPU of rural subscribers is low, carriers are thinking about innovative and relevant rural VAS offerings to encourage these subscribers to spend more. For instance, the ARPU of incremental rural subscribers is in the range of INR 60 to INR 80, causing very low or even negative margins for operators. Carriers are trying to sell a variety of customized rural VAS offerings such as agri-information services, health alerts and educational information updates to gain whatever additional revenues they can from this low ARPU subscriber base and thus contribute to increasing overall margin.

However, the challenges in rural markets are unique and require solutions that are different from those in urban areas. The three key challenges in increasing adoption of rural VAS are literacy, utility and affordability.

Carriers are tackling the literacy issue by introducing voice based rural VAS offerings. These offerings are likely to see a higher adoption than the other channels, as voice overcomes the low literacy rates in rural India and regional language issues related to text based services.

The utility issue is being addressed by developing customized VAS for the rural subscribers. Earlier, only agri-advisory services were the key focus area, but now carriers are launching rural VAS for healthcare, banking, education and governance related information updates. Even in the established agri-advisory segment, there is increasing innovation. Instead of providing only text based market updates, initiatives are being rolled out to create products and services that extend beyond the basic updates and provide greater utility to the farmers. New services and applications are looking to generate better “returns” for users on the “investment” they make in purchasing or subscribing to VAS services through the utility that is delivered.

Finally, to resolve the affordability challenge, carriers are experimenting with billing innovation. They are offering targeted rural VAS offerings using daily and weekly pay per use models, with some offerings priced as low as INR 1 per day.

All of these examples of innovation are represented in the submissions for the mBillionth Awards. The applications and services are trying various unique ways to accelerate growth for their target base of rural communities, G2C services consumers or inclusive growth efforts. The mBillionth platform should be able to highlight and raise the awareness around such innovations, and facilitate their acceptance into the mainstream so that their ability to scale is accelerated.

While challenges will remain for the foreseeable future in this segment, this is an important step in the journey.

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Manish Dalal

## The Internet Is Changing... Can You Feel It?

**W**e live in an exciting world. One that is changing dramatically every day. YouTube, Second Life, MySpace, iPhone. You probably hadn't even heard of these a few years ago, but today they dominate the discussion about societal trends and the future of communications and the Internet. Once upon a time, e-commerce drove the Internet debate, but now it's clear we have entered a new era and you can feel the Internet changing daily.

Today, consumers have ushered in the "Any Era" demanding access to any information, from any device, any time and anywhere they want it. And they not only want access; they want the ability to contribute, personalize and socialize. Consumer generated websites such as Facebook, Wikipedia and Flickr have elbowed out many traditional companies to rank in the top 20 websites in the country. These increasingly popular social-networking sites are accounting for such huge volumes of domain name system (DNS) queries and bandwidth consumption that carriers and corporations are scrambling to keep pace.

At VeriSign, we have been living this transformation for more than 12 years – from the early days of basic Internet access and web sites to the adolescent years of e-commerce and e-business to the high school years of Web 2.0, ubiquitous instant messaging, voice over IP, smart phones, RFID and broadband video delivery. It's thrilling to consider the

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myriad possibilities for the Internet that have not even been thought of yet, but that same exciting unknown also holds equally dangerous pitfalls. Until recently, the Internet has grown largely based on services designed for the IP network, and that organic growth was visible and measurable. Now, with the migration of existing infrastructures such as telephony and TV to Internet Protocol – services that were not originally designed to migrate to the Net – we are seeing explosive, bursty growth.

This volume increase is reflected in the number of queries made of the .com and .net DNS infrastructure every day.

The following data further demonstrates this emerging use and growth of the Internet:

- YouTube consumes as much bandwidth as the entire Internet in year 2000
- Internet-based TV subscribers are expected to reach 100 million by late 2010, up from 3 million in 2006.
- There are 15,534,550 SMS transactions every 5 minutes
- Total VoIP subscribers worldwide are projected to grow to over 55 million in 2009 from 16 million in 2005
- The wireless industry is adding 40 million new connections a month
- Wireless gaming revenues will double from 2006 to 2008, to \$1.6 billion.

**It's thrilling to consider the myriad possibilities for the Internet that have not even been thought of yet, but that same exciting unknown also holds equally dangerous pitfalls**

These developments reflect what is likely to be the continued meteoric growth of the Internet user population.

### **Increasing Threats to the Internet**

At the same time, the growth of Internet users, broadband capacity and number of Internet-enabled devices has created an opportunity for hackers, organized criminals and even more serious terrorists to attack our networks through SPAM, spyware, identity theft, viral attacks, and denial of service exploits. Some do so for technical trophies, some for political objectives, but today, most of the attacks on the Internet are done for financial gain.

Specifically, the very devices and increased bandwidth that make the Internet more robust and consumer-friendly are now deployed to compromise the Internet. Computers are always-on, so they are easily accessible for hijacking by hackers and other criminals. The increased bandwidth and computing power available literally gives hackers more ammunition to use against the infrastructure. While a Jupiter Research report in 2004 found that the typical home needed less than 3 Mbps of bandwidth, that level has steadily grown and given the demands of gaming and video that capacity is expected to grow to 57 Mbps by 2009. That means that hackers will have 19 times the computing capacity available to them in the PCs they hijack in that period.

Indeed, security exploits have grown by 700 percent since 2000 and in fact, we expect to see cyber attacks rise 50 percent in each of the next two years. A series of attacks on the Internet infrastructure in early 2007 reflect how these incidents have grown in frequency and sophistication – some 100 times more threatening than attacks conducted just a few years before.

**Given the increased usage and mounting threats, the Internet infrastructure must be continually fortified. At VeriSign, we have the responsibility of ensuring that at any given moment in time, any and all Internet users can reach the .com and .net domain names worldwide**

Given the increased usage and mounting threats, the Internet infrastructure must be continually fortified. At VeriSign, we have the responsibility of ensuring that at any given moment in time, any and all Internet users can reach the .com and .net domain names worldwide. Just six years ago, we managed one million DNS queries a day. Today, we do that same volume in minutes. That number of DNS queries will only continue to grow, and likely skyrocket.

### **Keeping the Internet Always-On**

The Internet is often taken for granted because it works so well. But we are now entering an unprecedented new era of the Internet and we can't take for granted that it will remain always-on, let alone secure, with no effort on our part. Internet users must stay vigilant about cyber attacks. Infrastructure operators must prepare for their worst-case scenarios – and then prepare for even worse. And governments must work more closely with industry to ensure that the systems that protect our national security and economic prosperity are truly up to the task.

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Sidin Vadukut

## The path of least resistance

Being a jury member of the inaugural mBillionth awards was an experience that left me with a lot of hope. Even more so than perhaps the Manthan Awards, the mBillionth nominees showcased how bridging the digital divide was not only possible, but also life changing for so many people in so many countries in the region. And how the lifecycle of some of these projects from idea to pilot to scale could now be measured in weeks and not years.

There is a tendency to look at initiatives like the Digital Empowerment Foundation, the Manthan Awards and the mBillionth awards and think that the problems these movements are trying to solve are not primary ones. DEF does not give free food away, Manthan does not build homes for the homeless, and the mBillionth winners aren't children needing schools.

This is a justifiable perspective. Like governments tend to do cyclically, you could advocate a helicopter approach to social change: throw food, cash and clothes from the sky and hope it reaches people. There is no institution building here, merely tactical responses to systematic problems. To use a cricketing analogy, this is like coping with lack of local pace bowling talent by laying only dead pitches.

The mBillionth Awards are about building sustainable, in-

stitutionalized solutions to long-standing social and business issues. How can a farmer get his produce to market? How does he know what are the right prices? Is there a storm coming? Should he be thinking of selling as soon as possible? Or hold? Has the local school opened? Can he send his children there? But what if he can't write? Who will fill the form?

You can't throw education, sustainable income or livelihoods out of a helicopter.

Which is where the mobile phone comes in. The mBillionth awards recognize people who have looked at the mobile phone as more than a communication device. Many of the nominees and winners have used the mobile phone in fantastic ways to deliver change. One nominee has a voice enabled ERP system that can help farmers interact with contractors more efficiently. Another nominee has created a system to obtain, fill and submit college admission application forms purely

Many of the nominees and winners have used the mobile phone in fantastic ways to deliver change. One nominee has a voice enabled ERP system that can help farmers interact with contractors more efficiently. Another nominee has created a system to obtain, fill and submit college admission application forms purely using the mobile. Still others have created banking platforms that liberate remote rural inhabitants from financial stasis

The ideas are innovative, implementable and realistic. People can and will use them. Around half the population in India have mobile phones, five times as many as the people who have access to toilets

using the mobile. Still others have created banking platforms that liberate remote rural inhabitants from financial stasis.

The phone, the awards reveal, are an institution unto themselves.

The ideas are innovative, implementable and realistic. People can and will use them. Around half the population in India have mobile phones, five times as many as the people who have access to toilets. For this reason alone the mBillionth Awards is an award that recognizes not the 'ideal' but the 'realistic'. Many of these winners will change lives, some will make money and all of them will inspire future innovators.

Also helping the mBillionth movement will be some of the inherent benefits of the mobile platform. First of all mobile solutions are scalable. One tower extends connectivity to hundreds. Second, mobile applications and solutions have become cheaper to design and develop, especially in comparison to computer-based apps. This opens up the field for many small and one-person operations. (In fact one of the winners this year is a one-man team.)

Thirdly, regional collaboration will help spread good mobile ideas. With various nations in the region at various points on the mobile technology curve, there is tremendous scope for collaboration.

Fourthly, the learning curve for final adopters is not steep. They don't need to sit in a computer institute, own a wired Internet connection, or learn a foreign language. Most of the mBillionth projects need no greater sophistication than the ability to make a call or send an SMS.

Finally, unlike conventional computer-based empowerment, the mobile platform does not need governments to extend themselves extensively. There is no need to pull wires, provide computers and maintain hardware. Mobile phones are easy to obtain, easy to hook to the network, cheap to repair, or even replace.

For all these reasons mobile digital empowerment is a revolution waiting to happen. The mBillionth Awards are the first salvo in this uprising. The future is bright. Perhaps what we need to drop from helicopters is not rice, or clothes or cash. But mobile phones!

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Madanmohan Rao

## Mobile Media: Centre Stage in ICT4D?

**T**hose ICT4D activists who may have been disheartened with the slow pace of Internet diffusion in emerging economies should take note of the rapid diffusion of mobile media and reinvent themselves!

Mobile phones across the world are surpassing penetration of other media. Worldwide penetration of mobile phones is 4.3 billion, as compared to cars (800 million), TV (1.5 billion), credit cards (1.4 billion), PCs (850 million), Internet (1.1 billion). There are 400 million m-commerce users worldwide. In 2009 there were 850 million m-payment transactions. Navteq mobile maps are used by 100 million users every day.

In India, mobile phones (564 million) have overtaken TV (470 million), newspapers (172 million), radio (168 million) and Internet (60 million). 90% of GSM handsets in Indonesia support GPRS/MMS. Yahoo reports more traffic in Indonesia via mobiles than PCs. The Philippines has 85% mobile penetration, and the average user sends 25 SMS messages per day.

The entry of IT and Internet giants Google, Microsoft and Apple into mobile media has made the mobile industry sit up and realise it must grab the opportunity fast.

Mobile marketing allows for rich personalisation. It can be impulse-driven, and with high-reach and high retention. Mobile campaigns can help companies get valuable customer and campaign insights for launching bigger mass media campaigns later.

Mobile is 'the' medium to reach out to the unreachable. Well-designed mobile campaigns can deliver a lower cost per conversion than desktop targeted ads. SMS as a CRM tool

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can be twice better than email. Location can make local search more actionable on mobiles.

But mobile is not yet seen as a must have or integral channel for many big ICT4D agencies. For many Asian languages, mobile communication is also restricted by handset limitations and low user awareness.

Mobile payment is seen by operators as a major avenue of investment and growth. In terms of commercial and social marketing, mobile can be deployed at multiple marketing phases: trigger, inform, consider, choose/buy, experience/advocacy. It can be used in typical marketing activities: acquisition, retention, brand building.

Mobile is a good connector; it extends and enhances other media, with the advantages of portability, location, immediacy and personalisation. Mobile is a good medium to fill the "third space vacuum" when the user is out of the home and out of the office.

Mobile gives activists an increase in response methods and formats. Mobiles can be used to create ongoing dialogues. The increasing diffusion of smartphones and mobile Internet will make mobile media even more complicated and intricate, and the time to learn is now.

A huge array of intermediaries is emerging in mobile marketing space, eg. mobile content aggregators and ad networks. Consolidation is imminent in this space. Better collaboration is called for between tech players for inventory and dashboard services.

Mobile operators should share data more aggressively with advertisers to grow the medium. Frequent comparisons are

made with television; TV really took off in countries like the US after industry-sponsored ratings were adopted.

Mobile has worked for some of the big brands, but for true industry growth it must extend to small and medium enterprises as well, who form the bulk of the economy in most countries, and to NGOs and individual independent freelancers.

On the creative side, mobile forces communicators to be brief, concise, to the point. Mobile screens are held inches away from the face, and appear larger than TV screens: thus they are as much of a pull medium as a push medium. With permission marketing, mobiles can be the ideal CRM channel and tool. A new kind of creative class for mobile ad messages is called for.

SMS still has a long shelflife thanks to its ubiquity and brevity. SMS is still a good fit for cost-conscious communicators. SMS is a great channel for permission marketing while traveling overseas - mobile Internet roaming charges are way too expensive!

Social media currency will impact mobile media as well as the Internet. Social media will drive digital content creation and linking, and thereby social discovery and social marketing. The Internet itself is moving from a Web of pages to a Web of streams, and this will be reflected in mobile social media as well.

Emerging economies are “Mobile First” markets, ie. mobile is the first and most important screen for communication. Mobile can be better than radio in terms of penetration in rural Asia. Many new mobile subscribers in countries such as India are not literate, hence audio ads on mobile have a huge potential. The power situation is bad in smaller towns of India; TV is often off, but at least mobile phones are on, and thus more accessible for marketing messages.

The mobile device is becoming an extension of persona. Mobility is not just a technology, it is a behaviour. An interesting range of mobile user categories is emerging, eg. alpha exec, mobile native, mobile hobbyist, mobile a “necessary evil!” Other categories of users include: tech mover, pragmatic striver, basic introverts, digital extroverts, hyper-socials. Consumers are using three screens simultaneously (TV, Internet, mobile). People who use Internet on mobile use social media more on mobiles than on PC. Once people

start using mobile Internet, they use it a lot.

A number of catchy acronym lists for mobile media success are emerging: 3Cs (choice, control, consideration); 3Ps (privacy, permission, preference; or profiles, push, permission). Mobiles are a key part of the “N3 Web” (now, new, near) and marketers should understand the mobile-PC continuum for digital users.

Mobile media must avoid the distaste of spam as in the case of Internet email. Deep profiling can help produce a win-win for the operator, subscriber and advertiser.

To make mobile ICT4D successful, more scale and sustainability are called for. Good local case studies are needed in many markets, especially in instances where development agencies have a wait and see mentality. Local capacity building can be spurred by ICT4D agencies via internal specialist teams or external specialist firms. Mobile media is not just about profits and customers, but concerned citizens and social causes. For instance, MobileGiving raised \$41 million for Haiti earthquake relief via SMS in North America.

Interesting trends to watch in the long term which will impact mobile media include: augmented reality; cloud computing; communication speed; realtime analytics; and digital discovery. LTE is just around the corner, and WiMax phones could be a game changer.

Mobile banking and payment has the potential to explode. Interesting trends to watch include flash coupons integrated with NFC-based payment. Mobiles open new ways of multi-monetisation.

In sum, this is the most interesting time in the history of ICT4D, ever! But to go from hype in the sky to success in the hand will require concerted cooperation by mobile and ICT players.

Madanmohan Rao is Mobile Media Consultant and Editor, “Asia Unplugged” <http://twitter.com/MadanRao>

**People who use Internet on mobile use social media more on mobiles than on PC. Once people start using mobile Internet, they use it a lot**



Rajnesh D. Singh

## Ensuring what tomorrow brings

**T**he evolution of the mobile phone over the last several years from a device for making wireless voice calls to today's multi-functional and "smart" phones has been truly amazing. Equally amazing has been the various applications which have been developed to exploit the mobile phone as a tool in diverse sectors such as healthcare, agriculture and banking amongst many others.

The rapid uptake of mobile phones has been one reason that it has become a popular and somewhat ubiquitous platform to deliver various non-voice related services, apart from voice calls itself. Mobile penetration rates have increased rapidly globally, and particularly in the developing world. In India, we crossed 600 million mobile subscribers recently, and the impressive growth continues not only in India, but the rest of South Asia and beyond.

Much of this growth is due to the fact that the cost to own, obtain a service plan, and use a mobile phone is far cheaper, faster and easier than it has traditionally been to obtain a fixed line phone. Prepaid service plans have done away with the need for deposits and credit checks – allowing people from all levels of society the opportunity to connect and to communicate. It no longer takes weeks and months to obtain a telephone line, but literally a matter of minutes. Added to all this is the fact that the learning cycle required to use a mobile phone is very short, and most phones are quite intuitive to use – by all sectors of society.

Across Asia in particular, one of the most used functions in a phone is SMS – a relatively cheap way to communicate. SMS is used for everything from personal messages to news and weather updates to banking. And in India we make great use of the "Missed Call Feature". Depending on the context, one missed call may mean "I will be home soon" or "I have reached my destination", two missed calls

may mean "I will be late" or "Dad is home", and so on. The caller and called party seem to have a nearly telepathic connection on the message portrayed by the missed call feature. This is "user innovation", its "free", and it works!

Innovation itself on the mobile platform has been highly dynamic, to say the least. Innovation is not limited by the applications and services which can be accessed by the mobile phone. There is innovation at the device level itself with today's highly converged smart devices which are more a multi-functional computer than anything else. Manufacturers have also innovated to meet market needs – from including a flashlight in a mobile phone to embedding a FM radio receiver or GPS receiver. And then of course, there are the innovative business models that service providers have come up with to sustain and grow business.

The mobile platform has come a long way since the early "brick-like" devices. Much of this progress has been market driven, and let us work to keep it that way. Let us encourage innovation and evolution and let us recognise those that have helped create the mobile phenomenon. But most of all, let us ensure that we have an environment in place, both at the policy and technical level, that will allow innovators to keep innovating, and for us to experience applications and services we cannot even think of today. Let us open the doors out wide so that we can experience what tomorrow brings.

Rajnesh D. Singh is Regional Bureau Manager for Asia, The Internet Society (ISOC). He can be reached at [singh@isoc.org](mailto:singh@isoc.org)

Innovation is not limited by the applications and services which can be accessed by the mobile phone. There is innovation at the device level itself with today's highly converged smart devices which are more a multi-functional computer than anything else



N. Ravi Shanker

## Empower Through 'M'power

**T**he IT boom has made India digitally present. The mobile boom has made India globally resonant.

Since 2000 India has taken strident steps to march ahead in the IT arena. The National e-Governance Plan, Broadband Policy, National Knowledge Network are the instruments for strengthening the infrastructure and delivering the services.

The National e-Governance Plan (NeGP), through its Common Service Centre platform aims to bridge the digital divide and facilitate access to Internet for all. Around it several digital solutions can be built so that governance can come close to the masses. Technology should touch lives and also transform lives and IT is heralding this change. Broadband is today seen as an infrastructural necessity in the genre of water supply, roads and power. Access to broadband and its utilization are seen as determinants of the national economy.

With the onset of 3G; mobile value added services are poised to play a role in our lives. The handheld instrument/electronic device would no longer be a device for voice but could transform itself into a ubiquitous device. This is the power of technology. Major telecoms that have been successful in the 3G and BWA auctions are likely to come forth with a bouquet of value added service to the 600 million strong mobile population. Mobile Internet thus opens up a plethora of opportunities. Now there needs to be a programme to broad base the digital content available on the net. This can be effectively achieved in a consortium mode with content being generated in all the 22 constitutionally recognized lan-

guages. Thus the teeming millions will have access to content in their local flavour. Technology and social movements like content development will facilitate bridging the digital divide. This augurs well for inclusive growth.

The National Internet Exchange of India (NIXI) is a public-private partnership vested with the responsibility to facilitate the growth of Internet. Digital presence through domain names in .IN is marketed by NIXI. Digitally empowered citizens would now be able to have their domain names of choice and the digital world virtually is their domain.

Man is a social animal and likes to express himself. Technology is an enabler and the power of technology can be fully utilised to transform the lives of a billion Indians. Panchayats no longer need to be local area networks. The digital world gives us connectivity so that Panchayats can network with one another and learn from best practices from across the country.

India is a digital powerhouse and its strength lies in its diversity — multi-lingual in its flavour and multi-cultural in its rhythm. By unleashing the latent power of its talented youth, India can reach greater heights.

**N Ravi Shanker is Joint Secretary, Department of Information Technology, Ministry of Communications & IT, India & CEO, National Internet Exchange of India.**

Post 2000, India heralded into ICT vibrancy, with both policy and programmes finding ground presence in robust national IT infrastructure, National e-Governance Plan, Broadband policy, citizen service delivery platforms and many more



Rajat Kathuria

## It requires more than mobile to economically empower

**M**obiles currently provide more than 600 million points of connectivity in India, through which information and opportunity flows. Citizens with access to telecommunications can tap into the benefits of broad economic and social growth much more easily than those who are unconnected. This result is all the more important for two reasons, one internal and one external. The first is that India is at a stage in its development when there is a large-scale movement of the population from the countryside to the towns, posing new challenges for both rural and urban economies. The second is that the global economic environment has become harsher, and it will be essential to take advantages of all possible opportunities to sustain growth.

Of course, access to mobile telecommunications is certainly not the only thing that matters to economic growth. On the contrary, academic research has shown the *vital importance of complementary skills and other infrastructure*. Unless they are in place, the full potential of better access to telecommunications will not be realized. There is no benefit in farmers knowing the prices that their produce could be sold for in different markets if the roads are too poor for them to be able to transport the goods to those other markets. Improving productivity and rural incomes requires an array of enablers in the economic cycle, which runs from planting to the final sale of produce; access to information is just one such enabler.

Equally, there is no value in mobiles offering SMEs the potential to introduce different business models which would deliver greater efficiency unless the entrepreneurs and their workforce have the basic literacy skills to use the technology appropriately. Evidence shows that entrepreneurs using mobiles can exploit the potential for improved

productivity, incomes and employment. Telecommunications cannot be seen in isolation from other parts of the development process.

While some parts of India are clearly enjoying the benefits of new found access to telecommunications, other parts are still lagging behind. Clearly there is need to invest in other, complementary, infrastructure, so that the impact of the interaction between telecommunications and other infrastructure can be significantly enhanced. Mobile telephony has an important role to play because it provides a means of the exchange of information and learning, but it is only one element in the process of productivity growth. For example, 52% of the working population in India is engaged in agriculture and the barriers to raising agricultural productivity gains go far beyond communications access.

Therefore, access to telecommunications needs to be seen as a foundation on which other initiatives can be built. The current Indian regulatory environment has stimulated investment in communications on an unprecedented level. However, the focus on voice connectivity led to high speed data connectivity to be neglected. High-speed data services and the internet are seen as a critical capability that will drive future global competitiveness in technology and services. This debate has begun in India and it is a positive sign. Weaknesses in physical infrastructure will constrain the potential productivity and growth benefits of access to communications unless systematic and integrated set of development policies are put in place to ensure that the benefits of growth are more widely shared as the economy grows.

Rajat Kathuria is Professor with ICRIER (Indian Council for Research on International Economic Relations). He can be reached at [rajatkathuria@gmail.com](mailto:rajatkathuria@gmail.com)

On the contrary, academic research has shown the *vital importance of complementary skills and other infrastructure*. Unless they are in place, the full potential of better access to telecommunications will not be realized.



## STATISTICS

Total Entries

**250**

Total Nominations  
after Screening

**165**

Winning  
Nominations

**23**

Special Mentions

**12**

### Country Wise Nominations

INDIA: **121**  
SRI LANKA: **28**  
BANGLADESH: **07**  
PAKISTAN: **05**  
NEPAL: **03**  
MALDIVES: **01**  
BHUTAN: **00**  
AFGHANISTAN: **00**

### Country Wise Winners

**24**: INDIA  
**04**: SRI LANKA  
**02**: BANGLADESH  
**02**: PAKISTAN  
**02**: NEPAL  
**01**: MALDIVES  
**00**: BHUTAN  
**00**: AFGHANISTAN

### Country Wise Finalists

**16**: INDIA  
**00**: SRI LANKA  
**02**: BANGLADESH  
**00**: PAKISTAN  
**00**: NEPAL  
**00**: MALDIVES  
**00**: BHUTAN  
**00**: AFGHANISTAN



## Category wise Nominations with Country-wise break-up

### **mGOVERNANCE: 24**

India: 18  
Bangladesh: 01  
Nepal: 01  
Sri Lanka: 03

### **mINCLUSION: 26**

India: 17  
Bangladesh: 01  
Nepal: 02  
Pakistan: 02  
Sri Lanka: 04

### **mEDUCATION & LEARNING: 13**

India: 12  
Sri Lanka: 01

### **mENTERTAINMENT: 20**

India: 16  
Sri Lanka: 03  
Bangladesh: 01

### **mTRAVEL & TOURISM: 12**

India: 09  
Sri Lanka: 03

### **mBUSINESS & COMMERCE: 36**

India: 22  
Bangladesh: 03  
Maldives: 01  
Pakistan: 01  
Sri Lanka: 10

### **mHEALTH: 10**

India: 08  
Pakistan: 01  
Sri Lanka: 01

### **mNEWS & JOURNALISM: 18**

India: 13  
Sri Lanka: 03  
Pakistan: 01  
Bangladesh: 01

### **m-ENVIRONMENT: 02**

India: 02

### **mCULTURE & HERITAGE: 04**

India: 03  
Sri Lanka: 01

## Category wise Winners with country wise break-up

### **mGOVERNANCE: 04**

Bangladesh: 01  
India: 02  
Sri Lanka: 01

### **mINCLUSION: 05**

India: 02  
Nepal: 02  
Sri Lanka: 01

### **mNEWS & JOURNALISM: 04**

India: 03  
Pakistan: 01

### **mEDUCATION & LEARNING: 03**

India: 03

### **mENTERTAINMENT: 04**

India: 02  
Sri Lanka: 02

### **mTRAVEL & TOURISM: 04**

India: 04  
m-BUSINESS & COMMERCE: 05  
Bangladesh: 01  
India: 04

### **mHEALTH: 04**

India: 03  
Pakistan: 01

### **mENVIRONMENT: 01**

India: 01

### **mCULTURE & HERITAGE**

No Winners



## **Indian State-wise Nominations : Winners / Short Listed**

Uttar Pradesh	28 : 08
Karnataka	17 : 07
Maharashtra	15 : 04
Delhi	14 : 03
Andhra Pradesh	13 : 04
Madhya Pradesh	11 : 05
Kerala	11 : 04
Tamil Nadu	08 : 03
Haryana	03 : 01
Odisha	02 : 00
Himachal Pradesh	02 : 00
West Bengal	01 : 00
Goa	01 : 00
Gujarat	01 : 01

## THE MBILLIONTH AWARD SOUTH ASIA WINNERS' LIST

### **mGOVERNANCE: 04**

- >> Many to One SMS, INDIA
- >> GPS/GSM Based Train Tracking System, SRI LANKA
- >> Paperless Admission System of Shahjalal University of Science & Technology (SUST), BANGLADESH
- >> M-Distribution, INDIA

### **mINCLUSION: 05**

- >> Dialog Tradenet, SRI LANKA
- >> Dakia, INDIA
- >> Voice of Youth, NEPAL
- >> Panini Keypad, INDIA
- >> Nepal Wireless, NEPAL

### **mNEWS & JOURNALISM: 04**

- >> Reuters Market Light, INDIA
- >> Gaon Ki Awaaz, INDIA
- >> See 'n' Report, PAKISTAN
- >> CGNet Swara, INDIA

### **mEDUCATION & LEARNING: 03**

- >> English Seekho, INDIA
- >> Drona, INDIA
- >> Ability, INDIA

### **mENTERTAINMENT: 04**

- >> 3G Play, SRI LANKA
- >> M-Search, INDIA
- >> Colombo Ride 2.0, SRI LANKA
- >> Mobile Antakshari, INDIA

### **Chairman's Award for Emerging Initiative**

- >> Dhiraagu, MALDIVES

### **mTRAVEL & TOURISM: 04**

- >> SMS 139 Railway Enquiry, INDIA
- >> AWATAR Mobile Booking, INDIA
- >> Suruk, INDIA
- >> MobileWishPocket Travel Assistant, INDIA

### **mBUSINESS & COMMERCE: 05**

- >> EKO, INDIA
- >> WorldGSM™ INDIA
- >> Mobiquity mMoney, INDIA
- >> Business Express, BANGLADESH
- >> Voice ERP, INDIA

### **mHEALTH: 04**

- >> Eliminating queues in OPDs in hospitals - An m-Health initiative by JPN A, INDIA
- >> Jaroka Tele-healthcare, PAKISTAN
- >> Students Health Information Tracking System (SWHITS) for Andhra Pradesh Social Welfare Residential, INDIA
- >> Aarogyam, INDIA

### **mENVIRONMENT: 01**

- >> m-Governance for Forest & Wildlife Management, INDIA

### **mCULTURE & HERITAGE**

- >> No Winners

### **Most Innovative Nomination: 01**

- >> Ability, INDIA



# WSA

## WORLD SUMMIT AWARD

### MOBILE CONTENT

WORLD SUMMIT AWARD YOUTH AWARD EUROPRIX STAATSPRIS

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#### WSA-MOBILE: NATIONAL PRE-SELECTIONS STARTED!

**DEADLINE SEPTEMBER 15TH, 2010** The national pre-selections for the first edition of the WSA-mobile have now officially started. Based on the experience and processes of the World Summit Award since 2002, the pre-selections run through national experts in respective countries, the WSA Expert...



#### Tradelnet (Esoko)

Esoko is an innovative technology that links mobile phones to web-based management systems. It enables agri-business, agri...

[Read more...](#)



#### Who is the WSA Expert in your country?

The national expert has responsibility and decision-making power over who gets to be nominated as the national best site or site...

[Read more...](#)



#### Kuwait e-Award winners 2010 rewarded by K.R. Amir

His Highness the Amir of the state of Kuwait Sheikh Sabah Al-Ahmad Al-Jaber Al-Sabah has rewarded the winners of Kuwait e-Award winners in a...

[Read more...](#)

## WINNERS VIDEOS

### ICT for Literacy Eradication (ICT4E)



ICT4E (Meracy Eradication) aims to utilize advanced information technology to convert the looming content of literacy classes into simple, interactive computer-based materials. Basic reading and writing skills are presented in 3 multi-media CD-ROMs, which are designed for both...

### ngpay



ngpay is India's first mass market mobile-commerce service. Functioning on every telecom network, consumers all over India are able to bank, pay bills, book tickets, make donations, shop, order food, and more - from a single place on their mobile handsets. Transactions with 80+...

### Voices of Africa



The Voices of Africa programme gives young citizens with little or no journalistic experience the opportunity to make a living by pursuing careers as mobile reporters. The foundation provides individuals with the basic technological equipment and financial means to be active in the media...



m-GOVERNANCE involves the use of mobile technologies and services for empowering citizens, fostering quality and efficiency in information exchange in governmental and public administrative processes and strengthening participation of citizens in decision making

**Many to One SMS**  
**INDIA**

**GPS/GSM Based Train Tracking System**  
**SRI LANKA**

**Paperless Admission System of Shahjalal**  
**University of Science & Technology (SUST)**  
**BANGLADESH**

**SPECIAL MENTION**  
**M-Distribution**  
**INDIA**



**The Official Domain Name of India**

**An Internet Top Level Domain**


.in India's standard bearer in the Internet Domain.  
Be a part of India's global IT presence, subscribe to  
the unique Indian identity, own a .in Domain

log on to [www.registry.in](http://www.registry.in)

**Over 675,000 registrations, and growing!**

**Be Indian  
Book**



**POWERED BY** 

## MANY TO ONE SMS



ORIGINAL TITLE  
Many to One SMS

PRODUCER  
M Selvendran IAS

ORGANISATION  
Distt Collectorate, Katni, MP  
Phoenix Software Solution (Vendor)

LOCATION  
Madhya Pradesh, INDIA

PHONE  
91 761 4082232

CONTACT  
info@phoenixsoftwaresolution.com  
mselvendran@gmail.com  
jayendra@phoenixsoftwaresolution.com

PLATFORM  
SMS Based

LANGUAGE  
English/Hindi

WWW  
www.katnidistrict.org

### DESCRIPTION

The Many to One SMS application endeavours to collate a large volume of real time data pertaining to the NREGA and integrate it into a comprehensive and organized framework.

By enabling the transfer of numerical and textual data from cell-phones to a computer-based database, the time spent on collection is minimized and the output is maximized.

The procedure involves the participation of the Secretaries of Gram Panchayats, who are required to send an SMS in a prescribed format to a designated telephone number. The SMS is transferred into a computer-based database automatically. The information is displayed on a dynamic webpage in the form of a grid with individual cells representing Gram Panchayats. The number of labourers at work and the ongoing work in a particular Panchayat is also displayed. A colour coding system is used to differentiate between Panchayats.

### EVALUATION

The Many to One SMS application indeed represents a breakthrough in the field of mobile based value added services. The creation of a comprehensive Management Information System through this application will definitely help in increasing the efficacy of labour and foster overall community development.

The sustainability of this application is imminent since it caters effectively to the needs of the government and aids in the preservation of the environment since it is totally digitized.



## GPS/GSM BASED TRAIN TRACKING SYSTEM



### DESCRIPTION

GPS/GSM based Train Tracking System designed and developed by gTrack solutions, is a train location tracking system for Sri Lanka Railways Department.

The main purpose of this system is to provide information pertaining to train operations to the Railway Department for improving the efficiency of railway operations. It also includes an innovative alerting mechanism that is bound to improve the safety of the railway operation.

This system can be evolved into a Public Information System, providing accurate information on train schedules for the commuters.

### EVALUATION

The efficacy of the Sri Lanka Railways can be significantly enhanced by the application of the GPS/GSM based TRAIN Tracking system.

Train positioning and related information can be accessed easily both by the administration and the commuters through the Public Information System. If utilized effectively, this application will surely help in the creation of a more efficient, punctual and safe transportation service.



### ORIGINAL TITLE

GPS/GSM Based Train Tracking System

### PRODUCER

Dayan Jayasekera  
Nipuna Surendra

### ORGANISATION

Gtrack Solutions (Pvt) Limited

### LOCATION

Panadura, SRI LANKA

### PHONE

94 38 2231039  
94 772841456

### CONTACT

djgayasri@gmail.com

### PLATFORM

Mobile Network Based

### LANGUAGE

English

### WWW

<http://gtracksolutions.com>



# PAPERLESS ADMISSION SYSTEM OF SUST



ORIGINAL TITLE  
Paperless Admission System of  
Shahjalal University of Science &  
Technology (SUST)

PRODUCER  
Abu Awal Md. Shoeb  
Prof M Zafar Iqbal

ORGANISATION  
Shahjalal University of Science  
& Technology (SUST)

LOCATION  
Sylhet, BANGLADESH

PHONE  
88 821 713850  
8801552437771

CONTACT  
shoeb-cse@sust.edu  
mzi@sust.edu

PLATFORM  
SMS Based

LANGUAGE  
English

WWW  
<http://sust.edu/admission>  
(few features are available)

## DESCRIPTION

Shahjalal University of Science & Technology has introduced an SMS based automated registration system for Admission Tests. Candidates are required to send in their HSC information from any Teletalk prepaid mobile phone.

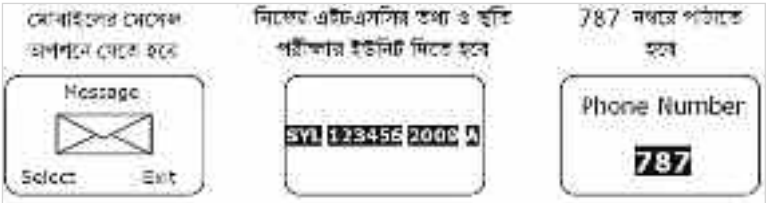
Their information is then processed and verified by the Education Board. After which the eligible candidates would receive a confirmation message on their mobile phones instantly.

Finally the application fees for the admission test will be deducted from the candidate's mobile phone and he/she will be notified via SMS. All candidates will also receive their admission test seat no and result via SMS.

## EVALUATION

This SMS based automated registration system for admission tests is indeed a novel concept. It is initiated and designed to reduce travel costs and the wastage of paper.

It is also useful since a candidate can apply to as many universities without having to fill in different forms. Furthermore, it doesn't require any attested documents. It is also an environment friendly method since it aids in the conservation of paper.



**M – DISTRIBUTION****[SPECIAL MENTION]****DESCRIPTION**

The M -Distribution application, designed for the Food and Civil Supply Department of Kolhapur, by the District Collector Shri Laxmikant Deshmukh, endeavours to ensure the proper distribution of food grains to all ration card holders, especially those below the poverty line. This application can create area wise user groups, comprising of ration card holders, affiliated government agencies, NGOs, individual activists and other volunteers.

Since the software is online, it can be accessed from anywhere using a simple internet connection and a valid user name and password. The relevant information pertaining to the supply of food grains is automatically sent in the form of an SMS flash to the enquirer on his mobile phone. It is a cost effective application and can be used in GPRS enabled mobile phones.

**EVALUATION**

M-Distribution is an innovative concept which uses mobile governance to ensure the proper supply and distribution of food grains. It is clear that the chief beneficiaries of this scheme are the ration card holders, especially those below poverty line who are entitled to receive food grains at subsidized rates. The application ensures transparency in the supply and distribution of food grains and enables effective inventory management. It can gradually lead to the elimination of unethical practices including hoarding and arbitrary price escalation.

**ORIGINAL TITLE****M-Distribution****PRODUCER****Mr. Laxmikant Deshmukh****ORGANISATION****Collector Office, Kolhapur Food and Civil Supply Department****LOCATION****Kolhapur, INDIA****PHONE****91 231 2654811  
9325297509****CONTACT****Laxmikant05@yahoo.co.in****PLATFORM****SMS Based****LANGUAGE****English****WWW****www.megovernance.com**

**M-SUPPLY**  
**Mobile Supply Management Solution**

Username

Password

LOGIN form will be displayed, User has his user name and password for opening level interface form. Fill these user name and password and click OK.



m-INCLUSION entails the using of mobile technologies and services to introduce individuals, groups, differently abled citizens, women and children, remote locations, regions to the Information Society; reducing the chasm between technologically-empowered and technologically excluded communities through basic, simple as well as multimedia-enabled content.



**Dialog Tradenet**  
SRI LANKA

**Dakia**  
INDIA

**Voice of Youth**  
NEPAL

**SPECIAL MENTION**

**Panini Keypad**  
INDIA

**Nepal Wireless**  
NEPAL

## DIALOG TRADENET



### DESCRIPTION

Dialog Tradenet is a dynamic and multi - pronged trade information platform that integrates multiple technologies including Web, Wireless Access Protocol (WAP), Unstructured Supplementary Service Data (USSD), Short Message Service (SMS) and Voice as channels to reach varying target segments seeking to trade goods and services through their mobile phones.

Conceived in the form of a virtual marketplace, Tradenet brings together buyers and sellers, along with providing reference prices on demand. It collects, organizes and disseminates information pertaining to products and services across a range of parameters including price, quantity, category, geographical location, etc to buyers and sellers across all segments of the social strata.

Conceptualized as a solution to eliminate information irregularity in the market, especially for communities at the bottom of the socio- economic pyramid, the Tradenet platform has developed a sound system of grading which ensures the reliability of the information available.

### EVALUATION

Tradenet is a unique platform that integrates multiple activities pertaining to trade including the collection, organization, comparison, qualification and subsequent dissemination of data.

Its reliability and credibility is ensured by a sound system of checks and balances, thereby minimizing information arbitrage. If used effectively, it can succeed in bridging the digital divide since the technology developed by it enables the creation of a virtual market place for both the urban and rural segments of society.



**ORIGINAL TITLE**  
Dialog Tradenet

**PRODUCER**  
Dr Hans Wijaya Suriya  
Michael de Soyza  
Harsha Purasinghe

**ORGANISATION**  
Dialog Telekom PLC

**LOCATION**  
Colombo, SRI LANKA

**PHONE**  
94 777 333173

**CONTACT**  
Michael.desoyza@dialog.lk  
harsha@microimage.com

**PLATFORM**  
SIM Based

**LANGUAGE**  
Tamil/Sinhalese/English

**WWW**  
<http://www.tradenet.dialog.lk>



## DAKIA



### DESCRIPTION

One97's Dakia is a rural empowerment mobile service through which people of a region can share relevant information with the members of their group by simply dialing a short code and recording a voice message. This voice message, when authenticated and approved is transmitted to the community for their immediate benefit.

Information relating to major issues including impending power cuts, weather reports, crop diseases and treatments, new market prices and general welfare can be disseminated through this application.

This affordable multi-lingual application offers voice based messaging for the rural community, irrespective of the literacy levels of the user.

### EVALUATION

Dakia, translated as post-man in English, provides a platform for the aggregation and dissemination of relevant community driven information in rural areas.

Its appeal lies in the fact that it is a voice based multi-lingual application which can be used by illiterate persons as well.

If used effectively, it can succeed in making a strong impact on the productivity and livelihood of the rural folk. It can be transformed into an efficacious community development tool since it integrates the rural community with innovative technology.

#### ORIGINAL TITLE

Dakia

#### PRODUCER

Core Team - One97

#### ORGANISATION

One97 Communications Ltd

#### LOCATION

Noida, UP, INDIA

#### PHONE

91 120 4770770

#### CONTACT

sanjay.singh@one97.net

#### PLATFORM

Social Networking Based

#### LANGUAGE

Multilingual

#### WWW

<http://one97world.com/>



## VOICE OF YOUTH



### DESCRIPTION

This free SMS service endeavours to provide a platform for the youth of Nepal to voice their opinions on contemporary issues. Its scope extends to both the urban and rural areas of Nepal. It combines mobile technology with the web and national radio networks to develop a mechanism, fostering the aggregation and dissemination of public opinion.

This service will also enable the young mobile users to connect to UNICEF Nepal's website where issues raised by them will be addressed and discussed.

Gradually, it will also provide an interesting wealth of material that can help identify the sources of interest and angst amongst the youth.

### EVALUATION

The Voice of Youth application is indeed an excellent platform for the younger generation to address social issues and contribute to significant community change.

This service integrates the power of technology with the dynamism of the youth, thereby revolutionizing the concept of social activism.

This appears to be an extremely engaging application since it represents the confluence of ideas of young people from both rural and urban milieus on topics of social, national, international and general interest.



ORIGINAL TITLE  
Voice of Youth

PRODUCER  
Aadish Shrestha

ORGANISATION  
FOCUSONE Nepal Pvt. Ltd.

LOCATION  
Kathmandu, NEPAL

PHONE  
97 71 5542644

CONTACT  
info@focusone.com.np

PLATFORM  
SMS Based

LANGUAGE  
Nepali & English

WWW  
<http://www.ccfocusone.com>



**PANINI KEYPAD**

[SPECIAL MENTION]



**DESCRIPTION**

Panini Keypad is a patented multi – lingual keypad which enables a user to type in all the regional languages of India on the keypad of his mobile phone. It is based on the premise of statistical predictive texting and doesn't require a separate dictionary application. This technology runs on java mobile phones as a J2ME software application. Its features include single key-press typing, a fast input system and touch screen compatibility. It is easy to learn and operate even for the aged and provides a seamless typing experience. This application supports most Indian languages which including Hindi, Telegu, Marathi, Bengali, Gujarati, Kannada, Malayalam, Oriya, Punjabi and Assamese.

**EVALUATION**

This multi – lingual keypad which functions on the premise of statistical predictive texting is indeed a landmark in the field of M-VAS. It has the potential to enhance the volume and scope of communication throughout the Indian sub-continent since it is available in most of the vernacular languages. Along with a user interface of dynamic key assignment, it offers the advantage of single keystroke typing on limited keypad devices like the mobile phone.

ORIGINAL TITLE  
Panini Keypad

PRODUCER  
Major Abhijit Bhattacharjee

ORGANISATION  
Luna Ergonomics Pvt. Ltd.

LOCATION  
Noida, UP, India

PHONE  
91 9810229631

CONTACT  
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PLATFORM  
Texting Technology Based

LANGUAGE  
Multilingual

WWW  
www.paninikeypad.com



**NEPAL WIRELESS**

[SPECIAL MENTION]

**DESCRIPTION**

The main focus of the Nepal Wireless project is to bring the benefits of ICT and related services to all the rural and urban areas of Nepal. Its core areas are telemedicine and education.

The Nepal Wireless network comprises of a number of applications including E-commerce through the internet, VoIP using SIP protocols, virtual-ATM service, video conferencing and hotel booking system.

The rationale behind the creation of Nepal Wireless network is to bridge the digital divide and to provide the benefits of ICT to people living in remote areas.

**EVALUATION**

The Nepal Wireless initiative which endeavours to bring the benefits of ICT to both rural and urban areas of Nepal can aid immensely in the process of digital inclusion along with fostering community welfare through quick and easy access to useful information.



**ORIGINAL TITLE**  
Nepal Wireless

**PRODUCER**  
Mr. Mahabir Pun

**ORGANISATION**  
Nepal Wireless

**LOCATION**  
Myagdi, Nepal

**PHONE**  
97 71 4428090

**CONTACT**  
mahabir@nepalwireless.net

**PLATFORM**  
Network Based

**LANGUAGE**  
English and Nepali

**WWW**  
<http://www.nepalwireless.net>



mBillionth 2010 Winners: **mNEWS & JOURNALISM**



m-NEWS & JOURNALISM considers news broadcasting in all possible media formats (text, audio, video, SMS, MMS, etc.) that is reaching the masses and enabling people with mobile devices to become citizen journalists covering local and regional news through interactive tools like twitter, facebook, and other web 2.0 mobile enabled applications including Mobile 2.0 dynamic media technology applications.

**Reuters Market Light**  
INDIA

**Gaon Ki Awaaz**  
INDIA

**See 'n' Report**  
PAKISTAN

**SPECIAL MENTION**  
**CGNet Swara**  
INDIA

## REUTERS MARKET LIGHT



### DESCRIPTION

Reuters Market Light is a pioneering service that provides crucial, local and customized information to Indian farmers via mobile phones. It aims to facilitate greater transparency in the Indian agricultural markets allowing individual farmers to increase their productivity and maximise their revenue. Each farmer can choose his choice of content, which is delivered to him in his local language over his mobile phone. RML provides to its subscribing farmers information that includes: Spot Crop Prices on daily basis, local weather forecast, crop advisory for selected crops, commodity news and any other information relevant to the farming community.

### EVALUATION

In India, nearly 60 percent of the working population depends on agriculture for a living; however, millions of farmers do not have timely and affordable access to relevant decision-critical information. Considering the need for information in the farming community and the rapid rise of mobile penetration in India, RML has proved to be a vital tool of providing timely advice and information to farmers. Before RML farmers had very limited information on current and local market prices for their crops or timely information that would help them be guided on when to harvest their crop. This hindered market efficiency, reduced yields, increased wastage and could severely impact a farmer's earnings and livelihood.

Since its launch in 2007, over 200,000 farmers in 15,000 villages across 10 states in India have subscribed to RML. Importantly, besides helping farmers to get the best price, RML's accurate and timely information has the potential to reduce crop wastage, which across India runs into billions of dollars each year.



#### ORIGINAL TITLE

Reuters Market Light

#### PRODUCER

Subodh Marwah  
Amit Mehra

#### ORGANISATION

Thomson Reuters

#### LOCATION

Mumbai, India

#### PHONE

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#### CONTACT

subodh.marwah@thomsonreuters.com  
amit.mehra@thomsonreuters.com

#### PLATFORM

SMS Based

#### LANGUAGE

Vernacular

#### WWW

<http://thomsonreuters.com/>



## GAON KI AWAAZ



### ORIGINAL TITLE

Gaon Ki Awaaz

### PRODUCER

Sunil Saxena

### ORGANISATION

International Media Institute of India

### LOCATION

Noida, UP, INDIA

### PHONE

91 9717418256

### CONTACT

[sunil.s@imii.co.in](mailto:sunil.s@imii.co.in)

### PLATFORM

Audio Based

### LANGUAGE

Avadhi

### WWW

<http://gaonkiawaaz.wordpress.com/>

## DESCRIPTION

Gaon Ki Awaaz is an application which gives articulation to the activities and interests of the people of the Rampur – Mathura village of Uttar Pradesh. It uses a mobile phone to record content as audio. The audio is transmitted as an MMS to a local editor for checking. The approved MMS is converted into a .WAV file and e-mailed to Netxcell, an IT company which uses a mobile internet platform to broadcast the MMS as a voice call to village subscribers. The voice calls are in Avadhi, the local dialect; the content is generated by two village reporters and pertains primarily to the happenings in and around the village.

The rationale behind the creation of this application is to make information easily available to people living in villages and also to create a channel for them to communicate their woes to the government.

The news bulletins are free for villagers. The cost is borne by the Knight Fund and local advertising. The ultimate goal is to create a self – sustainable interactive news service where every villager is a stakeholder.

## EVALUATION

Gaon Ki Awaaz, a voice enabled news service will indeed aid in bridging the digital divide between the rural and urban areas.

It will not only prove to be an excellent tool in providing relevant information pertaining to health, education, agriculture and public policy, but will also aid in engendering sustainability and community development through the creation of a news service agency which will be manned by the villagers themselves.



## SEE 'N' REPORT



### DESCRIPTION

See 'n' Report is a citizen journalism service which enables people to report photos and videos directly from their cell phones as and when they witness a breaking news story. The news engine aggregates similar stories and presents a unified view on the internet. Readers can discuss, share and rate the news, vote stories and also follow news items by SMS alerts.

In addition to providing a citizen journalism interface, See 'n' Report is designed both as a platform for augmenting main stories in online newspapers with multimedia content, as well as a service that publishes just-in stories before they become headlines in mainstream media.

### EVALUATION

The advancements in technology have made it possible for anyone to contribute to news. Mobile phones now have better cameras, integrated email, GPRS, MMS etc. In place of traditional system where news came from professional journalists, the news can now come from anyone. See 'n' Report enables citizen journalism and caters to the growing awareness among citizens to contribute their views and opinions. The service was developed with this goal in mind of using the technology to give people voice and empower them. It provides software-as-a-service to other media organizations to quickly launch their citizen journalism initiative on a sound IT infrastructure.



#### ORIGINAL TITLE

See 'n' Report

#### PRODUCER

Sharjeel Ahmed Qureshi

#### ORGANISATION

Seenreport (Pvt) Limited

#### LOCATION

Lahore, PAKISTAN

#### PHONE

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#### CONTACT

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sharjeel@seenreport.com

#### PLATFORM

Mobile Based

#### LANGUAGE

English and Urdu

#### WWW

<http://seenreport.com/>



## CGNET SWARA

[SPECIAL MENTION]



### ORIGINAL TITLE

CGnet Swara

### PRODUCER

Shubhranshu Choudhary

### ORGANISATION

CGnet Swara

### LOCATION

Chhattisgarh, INDIA

### PHONE

91 9811066749

### CONTACT

shu@cgnet.in

### PLATFORM

Mobile Based

### LANGUAGE

Hindi, Gondi, Kudukh and Chhattisgarhi

## DESCRIPTION

CGnet Swara is a community radio station based in Chhattisgarh which is accessible via a mobile phone. It endeavours to provide a platform for the rural folk to upload and share important community related information using a low cost mobile phone.

This system enables trained amateur journalists in the Chhattisgarh state to call and narrate local news bulletins to a central number where all these reports are recorded and checked by moderators. They can report on varied issues of general interest including the weather, crop related information, festivals, fairs etc.

## EVALUATION

This novel initiative integrates mobile based value added services with the dynamics of amateur citizen journalism in one of the remotest parts of the Indian subcontinent.

This Chhattisgarh based community radio aptly christened Swara succeeds in giving a voice to the poor and marginalized tribes, who are plagued both by Maoist insurgents and the security forces stationed by the government.





years of  
leadership in mobile  
value added services &  
enriching every mobile consumer

mBillionth 2010 Winners: **mEDUCATION & LEARNING**



m-EDUCATION & LEARNING involves the use of mobile technologies and services for empowering education apparatus; transforming schools, universities and other educational institutions through interactive, personalized and distributed learning resources; providing educational services and education management systems for the rural based educational institutions. It is concerned with fulfilling the needs of the learners to acquire skills for an increasingly complex and globalized world; creating active m-learning communities and target models and solutions for mass training, supporting first steps in multimedia for better learning societies..

**English Seekho**  
INDIA

**Drona**  
INDIA

**Ability**  
INDIA

## ENGLISH SEEKHO



### DESCRIPTION

English Seekho is an innovative mobile learning solution that is aimed at teaching situational, spoken English through a simple interactive voice call. It enables the user to learn basic English through lessons recorded in an easy-to-listen radio style.

The instructional design of the lessons has been adapted for mobile use, which are delivered in short 8 minute sessions. Each lesson is supplemented with a practice session of 6 Multiple Choice Questions using IVR. In addition, the user can also speak sentences in English that are analyzed by an advanced speech recognition system for pronunciation mistakes. Finally, an SMS is sent to the user's phone containing a summary of the lesson. The service is further supported by the website [www.englishseekho.in](http://www.englishseekho.in), where users can go and download free practice tests.

The product is currently available in 7 Indian languages, across Tata Indicom and Aircel, and is soon expected to introduce other regional languages as well.

### EVALUATION

English conversational skills not only enable people to progress more quickly in their careers but are also essential to social acceptance in urban India. Moreover, even in rural areas, the youth wish to learn to speak English and consider it the first step towards bigger dreams. As mobile phones become ubiquitous in both urban and rural areas, they can also become the primary means of delivering quality learning solutions.

The English Seekho program, provides access to a world class learning program, at a fraction of the cost, to people across remotest corners of the country. It allows customers to learn English, at their own pace, in privacy, anytime and anywhere.



#### ORIGINAL TITLE

English Seekho

#### PRODUCER

Amit Bhadbhade  
Ninad Vengurlekar

#### ORGANISATION

IL&FS Education

#### LOCATION

Mumbai, India

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#### CONTACT

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[ninad.vengurlekar@ilfsets.com](mailto:ninad.vengurlekar@ilfsets.com)

#### PLATFORM

IVR Based

#### LANGUAGE

Hindi, Gujarati, Bengali, Tamil, Telugu, Malayalam, Kannada

#### WWW

<http://englishseekho.in>



## DRONA - MOBILE LEARNING MANAGEMENT SYSTEM



### ORIGINAL TITLE

Drona – Mobile Learning Management System

### PRODUCER

Jinen Dedhia  
Divyesh Kharade  
Akash Shah

### ORGANISATION

Deltecs InfoTech

### LOCATION

Mumbai, India

### PHONE

91 22 28488746

### CONTACT

kinjal.vora@deltecs.com

### PLATFORM

Appication Based

### LANGUAGE

English

### WWW

www.deltecs.com

### DESCRIPTION

Drona is a mobile learning solution that empowers organizations and trainers to create their own mobile learning courses and applications. It can enable institutes, universities, colleges, training centres, market research companies to author, publish and distribute their own courses on the mobile phones, distribute it to their set of audience, track & analyze the performance & usage.

The platform consists of 3 main components: DRONA Authoring comes as a desktop based tool with a highly intuitive user interface specially designed for trainers; DRONA Distributor lets you upload DRONA mobile Apps and send out bulk SMSes/emails with the download links of the same; DRONA Analytics involves tracking and reporting of different parameters like download reports, usage reports, average usage times, average learning bursts, learning completion reports, phone capabilities etc to generate required ROI reports.

The users can add multi-media type of content, making the lessons more interactive. Moreover, they are offered options to customize each application, mode of data transfer and themes etc.

### EVALUATION

As penetration of broadband is poor in India, mobile phones surface as a better mechanism for learning and collection of information. Assessing the learners progress forms a critical component of a learning system. However, evaluating on a continual basis has been a hindrance for trainers and teachers due to various reasons. Drona doesn't stop at delivering the learning and tests but also extends to collating scores and results, and generate reports to help analyze the performances.

The platform provides a complete solution for imparting learning & assessments to a distributed audience and tracks their performance & usage. It also helps to apply analysis and make more informed decisions and thus help improve overall delivery standards.



## ABILITY



### DESCRIPTION

The product is a unique communication tool which aims to eradicate the lack of local, custom-build software which can bridge the digital divide of converting text to sign language to voice and vice versa. Besides people with sensory disability the application can also be used as a teaching tool for their relatives and others interested in learning the sign language.

The Ability application is a tool that can promote independent communication for persons who are hearing impaired or experience communication challenges by allowing effective two-way communication to occur in as natural an environment as possible. It can provide users with unparalleled opportunities in classroom, business and everyday environments.

### EVALUATION

At present, communication with sensory impaired people relies heavily upon human sign language interpreters. Better integration of persons with disabilities into society will be possible if sign language communication was widely available: access to public services, commercial transactions and entertainment, learning and leisure opportunities. The Ability application aims to provide a sign-language synthesis output for the sensory impaired.



ORIGINAL TITLE  
Ability

PRODUCER  
Bipin B Agravat

ORGANISATION  
Willager

LOCATION  
Rajkot, Gujarat, INDIA

PHONE  
91 9586375500

CONTACT  
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agravatb@yahoo.com

PLATFORM  
Animation Based

LANGUAGE  
Multilanguage

WWW  
[www.willager.com/ability](http://www.willager.com/ability)



mBillionth 2010 Winners: **mENTERTAINMENT**



m-ENTERTAINMENT deals with the use of mobile and complementary applications and embedded services for delivery of entertainment, games, sports, music, movies, songs, fashion, and contemporary lifestyle. It also involves supplying digitized entertainment products and services; entertaining the user in different languages through peer to peer engagements, interactive games, and sharing of music, movies, songs etc.

**3G Play**  
SRI LANKA

**M-Search**  
INDIA

**Colombo Ride 2.0**  
SRI LANKA

**SPECIAL MENTION**  
**Mobile Antakshari**  
INDIA

## 3G PLAY



### DESCRIPTION

3G Play is an entertainment service that enables the subscribers to engage in Multi-Player Games via video calls using their 3G enabled handsets. The subscribers can either challenge the others by making an inbound video call to the system or they can play single player games with the system while ensuring the privacy of the subscribers with user profiles rather than disclosing the numbers and other personal information of the subscribers.

Some of its features include Buddy Management that allows users to keep track of all friends, see their online and availability status and communicate with them; Invitation and Skill-Based Match-making which involves inviting a Buddy to play or else finding an opponent with a similar skill level.

The 3G PLAY gaming platform consists of a number of games to give the mobile users the variety of experience that they require.

### EVALUATION

Online multiplayer gaming is becoming a substantial income generator for mobile operators as global revenue from mobile games reaches USD 11.2 billion this year. The higher data rates of 3G networks present an immense opportunity in mobile gaming as they allow users to be a part of a network game and it make possible real-time play as against turn-based.

Gaming through 3G mobile devices is market segment which is waiting to be exploited and Wavenet's 3G PLAY application aims to enable mobile operators to enter profitably into this segment. It targets those mobile users from Southeast Asia and other segments of the world who do not use highly sophisticated applications on their mobile phones but would like simple, interactive game applications.



#### ORIGINAL TITLE

3G Play

#### PRODUCER

Sanjini Munaweera  
Suren Pinto

#### ORGANISATION

Wavenet International (Pvt) Ltd

#### LOCATION

Colombo, SRI LANKA

#### PHONE

94 114 526000

#### CONTACT

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suren@wavenet.lk

#### PLATFORM

Network Based

#### LANGUAGE

English, Sinhala & Tamil

#### WWW

<http://wavenet.lk/>



# M-SEARCH



## DESCRIPTION

M-Search is a music content search and delivery solution which works across Voice, SMS and WAP channels. With diverse user preferences and burgeoning music collections, music discovery has become an increasingly complicated and tedious task. OnMobile's M-search aims to simplify the process and make the required content available to users in less time. It is driven by both acoustic and phonetic recognition. Further, it has the capabilities to tap vernacular differences and provide users with personalised results. On receiving a request for the content, M-Search sorts through and searches enormous collections and then delivers the desired content to the user making 'the Long Tail' a reality on mobile.

It allows users to discover and consume music of their choice through several channels. It offers personalized search, phonetic and acoustic recognition and has a scope of rich grammar and scripted interaction. Multidimensional indexing makes it very easy for the users to choose the right content in the format of their choice.

## EVALUATION

Music and entertainment are one of the most popular themes in value-added services. But the challenge lies in how fast and accurately one can deliver the right music to the users. Current content catalogues list less than 10% of the available content for user access. The content required by the user may be actually available in the provider's catalogue, but is not visible to the user, resulting in an opportunity loss for both the user and the service provider. M-Search attempts to break down these barriers between users and content and offers users a more personalized and meaningful mobile experience.

ORIGINAL TITLE  
M-Search

PRODUCER  
Products Team - OnMobile

ORGANISATION  
OnMobile Global Limited

LOCATION  
Bangalore, INDIA

PHONE  
91 80 41802500

CONTACT  
sowmya.krishnamurthy@onmobile.com

PLATFORM  
Application Based

LANGUAGE  
10 languages

WWW  
<http://onmobile.com/>



## COLOMBO RIDE 2.0



### DESCRIPTION

Colombo Ride 2.0 is a Sinhala multiplayer mobile game. It is the successor to the first Sinhala mobile game Colombo Ride which was launched in 2008.

The game revolves around a taxi driver who must find passengers to make a living. The twist is that the environment depicted in the game is an almost identical map of Colombo, the business capital of Sri Lanka. This enables enterprises and businesses in and around Colombo to place their advertisements inside the game. These sponsors, thus, are able to add value to their brand while allowing the game developers to make the game available to users for free. When going from one location to another, there is a voice clip in Sinhala which tells the driver where the passenger wants to be dropped off. The provision of 'highscores' is another feature and these scores are displayed on the supporting site.

### EVALUATION

The first Sinhala mobile phone game, Colombo Ride came out in 2008 and became extremely popular among Sri Lankans both in the country as well as abroad. The second version of the game, titled Colombo Ride 2.0 was launched a year later and this version gave the option for two players to play against each other using Bluetooth.

With this game, the users can play a unique localized game and its introduction can encourage other developers to create similar local games. It can also be an innovative way of educating expatriates and others who are unaware of the roads and locations in Colombo.



**ORIGINAL TITLE**  
Colombo Ride 2.0

**PRODUCER**  
W.G.T.Fernando

**ORGANISATION**  
Gamos Technology Solutions (GTS)

**LOCATION**  
Colombo, SRI LANKA

**PHONE**  
94 112 718003

**CONTACT**  
Gihan.fernando@gtslk.com

**PLATFORM**  
Game Based

**LANGUAGE**  
Sinhala

**WWW**  
<http://games.lk>



MOBILE ANTAKSHARI

[SPECIAL MENTION]



ORIGINAL TITLE  
Mobile Antakshari

PRODUCER  
Raja Manohar

ORGANISATION  
Hexolabs Media and  
Technology Pvt. Ltd.

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Chennai, INDIA

PHONE  
91 9677088546

CONTACT  
mano@hexolabs.com

PLATFORM  
Game Based

LANGUAGE  
Hindi, Telugu, Malayalam, Tamil

WWW  
<http://www.slideshare.net/rajam/mobile-antakshari>

DESCRIPTION

Mobile Antakshari is the first ever multi-lingual mobile game that is based on the classic Indian music game of antakshari. This innovative speech recognition based game enables users to play antakshari against their mobiles. It offers them a unique experience of competing with an artificial system. It captures the user’s attention by actively engaging them in the challenge. The latest version of this application offers an exciting feature, a multi-player podium.

EVALUATION

Speech based Mobile VAS services continue to prove popular among subscribers from regional and rural India who form a dominant share of the growing Indian mobile market. While on one hand there is an increase in demand by consumers for timely and local language based speech products, on the other, these products are difficult to develop with significant effort and long lead times for development involved. Entrepreneurs like Hexolabs have demonstrated a willingness to invest in such innovative technologies, and the popularity that Antakshari has proven the commercial validity of the decision.



**mint**

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m-TRAVEL & TOURISM entails the use of mobile technologies and services for enriching the information society by aggregating digital content pertaining to travel and tourism; offering of travel and tourism related information and services like real time travel bookings, location and transport information, including through GPS and GIS.

**SMS 139 Railway Enquiry**  
INDIA

**AWATAR Mobile Booking**  
INDIA

**Suruk**  
INDIA

**SPECIAL MENTION**

**MobileWish Pocket Travel Assistant**  
INDIA

## SMS 139 RAILWAY ENQUIRY



### DESCRIPTION

The Indian Railway Catering and Tourism Corporation Limited recently announced the completion of one year of their SMS 139 service. The success and efficacy of this service was confirmed by the more than 36 million SMS enquiries which were received within the first year. The SMS 139 service is powered by the technological platform developed by Spice Digital Limited.

Aimed at increasing customer satisfaction, the service gives the commuter easy access to information regarding PNR status, train arrival/departure, its running location, accommodation availability and fare enquiry. The service is based on simple mobile-originated and mobile-terminated basis. The service is available across the country and currently on all mobile operators except BSNL.

The information which could be obtained only by queuing up on information counters earlier is now merely an SMS away.

### EVALUATION

After making information available to its customers by telephone, the Indian Railways progressed to launch enquiry services through SMS. This SMS service was meant not only to supplement the existing service but also to reduce its burden as it was flooded with calls round the clock.

With mobile phones becoming the most widely used means of communication, the service is an attempt by the Indian Railways to keep pace with the changing times.

This service not only reduces the travelers' dependence on agents, internet and manual enquiries but also presents the travellers with a one-stop solution for all travel related information.



**ORIGINAL TITLE**  
SMS 139 Railway Enquiry

**PRODUCER**  
Pankaj Gupta

**ORGANISATION**  
Spice Digital Limited

**LOCATION**  
NOIDA, UP, INDIA

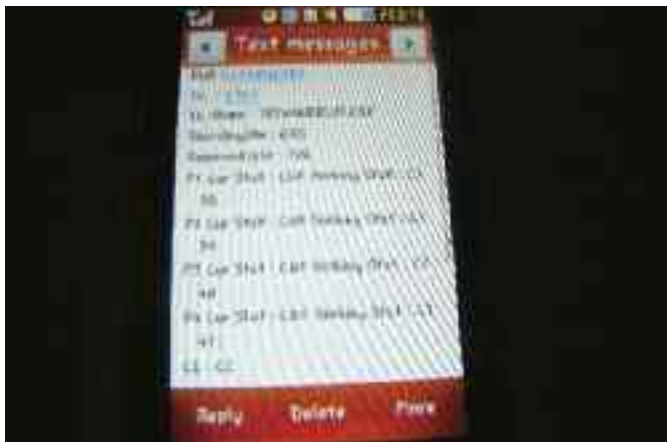
**PHONE**  
91 9958894400

**CONTACT**  
pankaj.gupta@spicedigital.in

**PLATFORM**  
SMS Based

**LANGUAGE**  
English

**WWW**  
[www.spicedigital.in](http://www.spicedigital.in)



## AWATAR MOBILE BOOKING



### ORIGINAL TITLE

Any Where Any Time Advance Reservation (AWATAR) - Mobile booking

### PRODUCER

Channabasappa Herur  
K. Ramamurthy  
Gaurav Gupta

### ORGANISATION

Karnataka State Road Transport Corporation

### LOCATION

Bangalore, INDIA

### PHONE

91 80 22221321

### CONTACT

md@ksrtc.org  
cbasappa@gmail.com

### PLATFORM

Appication Based

### LANGUAGE

English

### WWW

<http://www.ksrtc.in>

### DESCRIPTION

The AWATAR Mobile Booking application provides for advance ticket booking for Karnataka State Road Transport Corporation (KSRTC) passengers through mobile phone. The mobile booking service is integrated with AWATAR, which is a web based passenger reservation system.

The passenger has to first download the application with a GPRS enabled mobile phone and then give his or her personal details and create an account. Following the registration, customers can choose the service of their choice, even choose seat numbers and specify a pick-up point. Finally the payment is made through a secure gateway using either credit or debit cards, bank accounts or cash cards. This mobile service also enables customers to cancel tickets, if and when necessary.

### EVALUATION

The Karnataka State Road Transport Corporation is the first State Transport Undertaking in India to facilitate booking of bus tickets through a mobile device. Mobile reservation system is one of the several technologically driven initiatives which have been initiated by the KSRTC in recent years, number of which have also been recognized and awarded in various fora. Its introduction presents a win-win situation for both the Corporation, allowing it to earn higher revenue, as well as the commuters who can avail its various services with greater ease and at their convenience.



## SURUK



### DESCRIPTION

Suruk is an application for GPS-enabled mobile phones that allow auto rickshaw passengers to keep track of distance covered, rate charged and detect if an auto driver is overcharging or taking a wrong route. It arms the commuter with tool that not only meters the ride but also tracks the routes on maps to ensure he or she is not being driven elsewhere – making the rides safer and cheaper. Further, it allows the user to rate auto rickshaw and taxi drivers and choose them based on previous ratings by fellow commuters.

Suruk client application provides features like GPS Metering, Trip Details, Driver Feedback, Share Pooling, Driver Conduct Information, Emergency Contact, Rate Slab Information, and Offline Content Storage. Suruk web portal provides features like Trip Log, Distance Travelled and Emergency Contact



### EVALUATION

The Suruk application exemplifies how mobile technologies can facilitate services that would be unfeasible and unreasonable to provide through the web.

Auto rickshaw is a popular means of public transport in all cities in India and other developing countries but the commuters using them have to face several problems. The biggest menace is tampering of meters by auto owners and drivers. Apart from this there is the hassle of bargaining and even incidents of crime have been reported. Suruk is an attempt to provide a practical solution to these difficulties faced by common people. At the same time, it offers a system that can benefit drivers who are honest and helpful by rewarding them with more hires and tips.



ORIGINAL TITLE

Suruk

PRODUCER

BalaSundaraman L

ORGANISATION

Ideophone Technologies

LOCATION

Bangalore, INDIA

PHONE

91 9972225132

CONTACT

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cbasappa@gmail.com

sundar@suruk.com

PLATFORM

Application Based

LANGUAGE

English

WWW

<http://www.suruk.com>

## MOBILEWISH POCKET TRAVEL ASSISTANT

[SPECIAL MENTION]



### ORIGINAL TITLE

MobileWish Pocket Travel Assistant

### PRODUCER

Samir Kumar Dash

### ORGANISATION

Samir Kumar Dash

### LOCATION

Bangalore, INDIA

### PHONE

91 8971962520

### CONTACT

mobilewish@gmail.com

### PLATFORM

Flash Based

### LANGUAGE

English

### WWW

<http://mobilewish.com/pta/>

### DESCRIPTION

MobileWish Pocket Travel Assistant is a freely available application for Flash Lite 3x enabled mobiles that compiles a whole range of information that can prove to be indispensable for the traveller. The application combines data from Google Maps, Yahoo, Flickr, Wikipedia, BBC, Reuters, Twitter, YouTube and others to provide users with all the information needed for their journey.

The application uses the location of the phone to provide users with local emergency numbers, such as police helpline or the nearest clinic or hospital, if needed. It attempts to lessen the language barrier by enabling the tourist to communicate in local language using Google language translator. Using PTA, travellers can also directly access images or video clips of a particular destination available on websites such as Wikipedia, Flickr and YouTube.

### EVALUATION

The application provides a mobile travel solution that integrates existing data sources, open APIs and feeds to search and find location specific information about any place across the globe.

Being freely downloadable with no hidden charges involved makes the product even more attractive to the user. Pocket Travel Assistant is a particularly interactive application. It asks the travellers for inputs and on that basis provides many options to choose from including scrollable street maps, dynamic item list etc. All the interactions are specially designed for the mobile device's mouse-less environment and are mapped to device keys for easy usability and high interaction.



# DIGITAL EMPOWERMENT FOUNDATION

## Digital Constituency

Towards informed and digitally empowered constituency development and governance in India

## NeerJaal

Drinking water and sanitation Information System  
[www.neerjaal.org](http://www.neerjaal.org)

## ContentXchange.in

A digital platform of content & service providers

## Gyanpedia.in

Web based content learning and exchange programme

## Community Information Resource Centres (CIRCs)

Working towards ICT solutions to serve community information & resource needs  
[www.gyanvatika.in](http://www.gyanvatika.in)

## eNGO

Empowering Grassroots development agencies @ ICT  
[www.engo.in](http://www.engo.in)

## mBillionth Award

Recognising innovations in mobile technology and applications serving citizen needs in South Asia  
[www.mbillionth.in](http://www.mbillionth.in)

## Manthan Award South Asia

Recognising and scaling up digital content innovations and applications in South Asia  
[www.manthanaward.org](http://www.manthanaward.org)

## ICTD Fellowship Awards

Felicitating and recognising best ICTD Research in India & South Asia

## Research & Analysis

Implementing and carrying out ICTD research towards policy and academic problem solving.

## ICTD Publications

Bringing out timely ICTD publications having relevance in development and governance towards desired results.

## eNorthEast

Towards integrated, inclusive and intelligent ICTD solutions and advocacy in North East India  
[www.enortheast.in](http://www.enortheast.in)

**Mission:** To constantly make efforts in creating an order of knowledge and economic empowerment of the people living at the edge of information and economy through the use of Information Communication Technologies and Digital Media

**Vision:** The concept and efforts of Digital Inclusion reaches the masses till the last mile, to see that event linkages between haves and have-nots are created towards informed, intelligent and inclusive development and empowerment of the latter.

## Chanderiyaan

Facilitating integrated ICT development program to 3000 weaver families & linking to economic opportunities.  
[www.chanderiyaan.chanderi.org](http://www.chanderiyaan.chanderi.org)

## Digital Panchayat

ICT enablement of Village Panchayats with local language digital platforms  
[www.epanchayat.in](http://www.epanchayat.in)

## Campaign, Advocacy & Outreach

Carrying out thematic and policy oriented ICTD campaigns, dialogues, congregations, conclaves, workshops, seminars, conferences and round tables.

## Audio-Visual Documentation

Carrying out development oriented audio-visual case studies, documentations and films.

## Rural Empowerment through Wireless Connectivity

Taking wireless connectivity to rural communities towards informed development

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

mBillionth 2010 Winners: **mBUSINESS & COMMERCE**



**EKO**  
INDIA

**WorldGSM™**  
INDIA

**Mobiquity mMoney**  
INDIA

**SPECIAL MENTION**

**Business Express**  
BANGLADESH

**Voice ERP**  
INDIA

m-BUSINESS & COMMERCE relates to the use of mobile and complementary applications for support and optimization of business processes; creation of new business models in commerce like m-commerce, business to business, business to consumers, internet security and other areas; sustaining Small and Medium Enterprises in the marketplace, m-Banking services, microfinance and micro-banking through mobile devices.

**EKO****DESCRIPTION**

EKO has pioneered the delivery of basic banking services through the mobile phone by developing an open source platform called EKO SimpliBank that connects banking and telecom infrastructure seamlessly.

It leverages the fact that a user's 10-digit mobile number can be used as a unique identifier and thus as a personal bank account number. Therefore, every account number is mapped to the corresponding mobile number of the user.

To either deposit or withdraw the money, user visits the next-door retailer. The experience is similar to the experience in recharging the prepaid mobile account balance.

No other solution works as seamlessly and as instantly as EKO SimpliBank without requiring any additional installations, downloads or point-of-sale devices for smart-cards or biometrics. The project has partnered with two of India's largest organizations i.e. Airtel and State Bank of India (SBI) and has crossed the mark of 50,000 customers.

**EVALUATION**

More than half of India's 500+ million population is un-banked as the cost of small value transactions is high enough to be part of current infrastructure and business models.

The project began as an idea of making financial transactions anytime and anywhere which seemed possible only through mobile as the medium.

It was further observed that a huge population was devoid of banking services as the current infrastructure didn't support small value transactions, which mobile based solution could potentially solve. Delivering banking services through mobile brings down the cost substantially for the population to afford it and makes it a viable business opportunity. EKO eventually emerged in its current form from the initial thought on making small value transactions a profitable business.

These also make the solution rapidly and immensely scalable, making this a choice platform for universal financial access and micro-transactions in developing countries like India.



**ORIGINAL TITLE**  
EKO

**PRODUCER**  
Abhishek Sinha  
Matteo Chiampo  
Anupam Varghese

**ORGANISATION**  
Eko India Financial Services (P) Ltd.

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**PLATFORM**  
Number Based

**LANGUAGE**  
English

**WWW**  
www.eko.co.in



## WORLDGSM



### DESCRIPTION

Traditional GSM, as deployed in urban areas, is an expensive investment. With high capital expenditure and considerable operating expenses per tower, the revenue found in rural areas cannot justify these costs. Keeping this in view, VNL decided to develop a new approach for building out infrastructure in remote areas by re-engineering traditional GSM for a whole new purpose.

WorldGSM is the first commercially viable GSM system that is independent of the power grid. It runs exclusively on solar power and requires no diesel generator backup. It is also designed for simple delivery and deployment by local, untrained workers – all resulting in near zero maintenance.

It easily links to existing networks, dramatically extending their reach. Standard pricing for a turnkey Village Site being a mere US\$15,000 makes the project highly effective.

### EVALUATION

With the next billion mobile subscribers coming from rural populations, WorldGSM is changing the DNA of rural telecom by providing commercially viable new building blocks that will transform the way rural networks are built in the future.

The customer, who in this case is the rural mobile user, gets to experience a whole new world which was either not available or accessible before. With just a mobile phone, the rural user has now connected his village to the Global Village.

WorldGSM also opens up a new micro-telecom business model – involving microfinance – where operators can partner with local entrepreneurs to accelerate deployment and reduce costs.

This solution will make wireless telecom, as an industry, viable for the next billion customers who are not in the urban areas but in the most remote rural areas of our planet.

ORIGINAL TITLE  
WorldGSM™

PRODUCER  
Jeanne-Elise M. Heydecker  
Rajiv Mehrotra

ORGANISATION  
VNL

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rajiv.mehrotra@vnl.in

PLATFORM  
Network Based

LANGUAGE  
English

WWW  
www.vnl.in



## MOBIQUITY MMONEY



### DESCRIPTION

The mobiquity platform embraces the mobile phone as a convenient, cash-free, and card-free payment and transaction medium, delivering a range of financial and payment applications. Designed to make everyday tasks easier to perform for banked subscribers, mobiquity extends formal financial services to the unbanked community. mobiquity mMoney transforms the mobile into a convenient cash-free and card-free payment and transaction medium, enabling storage and transfer of money to and from a secure, stored value mMoney account, resident on the phone or the server.

mobiquity applications include: Mobile Money which transforms the mobile handset into a mobile wallet, enabling transfers of money and airtime; Mobile Banking which provides the convenience of banking services over the mobile to the banked community, with a view to extend banking to the unbanked; Mobile Payments that empowers users to complete payments for third party service providers and; Borderless Recharge Hub that enables cross border prepaid recharge and transfer of airtime. Comviva manages services end-to-end, ensuring security, flexibility, and ease of use.



### EVALUATION

Econometric analysis and available household survey data suggest unrecorded flows through informal channels may add 50% or more to recorded flows. In the space of a decade, mobile networks have become a significant part of the infrastructure in many developing countries. The remarkable growth and widespread access of mobile telephony in developing markets has created the possibility of delivering international remittance services via mobiles. mobiquity mMoney enables service providers to leverage the mobile channel to create a flexible and far-reaching remittances services network cost effectively.

It boosts development impact of remittances through an innovative method to improve inflows via mainstream channels where it can be tracked and converted into credit that will fuel the economy.



ORIGINAL TITLE  
mobiquity mMoney

PRODUCER  
Product Team

ORGANISATION  
Comviva

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Bangalore, INDIA

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CONTACT  
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PLATFORM  
Application Based

LANGUAGE  
English

WWW  
<http://comviva.com/>

## BUSINESS EXPRESS

[SPECIAL MENTION]



### DESCRIPTION

Business Express in Bangladesh is a new process which includes the automatic reporting of sales force, including customer orders and credit collection.

The system has been made into a platform for all stakeholders related to Sales Information to provide and update relevant information from their respective points of authority. All incoming information comes to the central database and enables the Company and other stakeholders operate efficiently, disseminate up-to-date information via website, and ensure the speedy service delivery. This project was developed for collecting sales related information within shortest time make the current stock of the sales force automatically. As a result it provides real-time error-free information and saves time. The system is most interactive for the users and also provides a paperless solution.

### EVALUATION

Corporate/ group company has range of field forces circulated all around the country. These field forces need to send daily sales and other information to the corporate office. Management likes to view distributors' current stock and indent information, routes' order delivery and target. This information is then processed and used in day to day business by implementing 'Business Express' software.

By using this system any company management can collect all the sales related information within few seconds. This system thus, aims to decrease the sales force maintenance cost.

The ICT tools help the company to take decisions, saving time and saving money in physical communication as a result of which companies could deploy/utilize more time and money to promote development tasks enriching peoples. So, it is precisely using towards making positive impact on development.

#### ORIGINAL TITLE

Business Express

#### PRODUCER

Jahidul Hasan Mitul

#### ORGANISATION

Business Automation Ltd.

#### LOCATION

Dhaka, BANGLADESH

#### PHONE

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#### CONTACT

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#### PLATFORM

Database Based

#### LANGUAGE

English

#### WWW

<http://batworld.com/>



**VOICE-ERP**

[SPECIAL MENTION]

**DESCRIPTION**

Voice-ERP is an interactive Voice based application targeted for manufacturing, retail and contract farming organizations.

Contract farming organizations face a challenge of maintaining communication with their farmers. Currently this is done by division offices or human agents. Distributed manufacturing organizations in rural areas face a challenge of coordinating production amongst various centers. Rural retail and distribution chains face a challenge of keeping track of sales, orders, inventory and accounting. Voice-ERP is a product aimed address all these challenges by using mobile phones as the medium and local language voice based communication.

The field force (farmers, sales agents, manufacturers) can now call-in to the ERP system and report their data by speaking into the system. The speech is converted to text using sophisticated speech recognition and the ERP system processes it.

While all this is done in an automated fashion the result is increased efficiency for the parent organization.

**EVALUATION**

Numerous NGOs and commercial organizations in India have been trying to a robust supply chain and delivery mechanism in rural areas. Due to the demographics and expensive technology, the cost of doing so has been very high.

Voice-ERP is a service offered to retail and manufacturing companies. It aims to bring down the cost of such activities by leveraging mobile phones.

ERP has been traditionally linked to computers and complicated user training process. It was impossible to think of a contract farming organization using and ERP which involves farmers, or rural distribution chains using and ERP which involves Field Sales agents. By using mobile phones as the channel and local language voice based communication to-and-fro the ERP systems, Voice-ERP has created a unique proposition. It is offered to organizations on a hosted model with a fixed monthly billing or a per-usage fee model, hence making it sustainable in the long run.



**ORIGINAL TITLE**  
Voice-ERP

**PRODUCER**  
Umesh Sachdev

**ORGANISATION**  
Uniphore Software Systems Pvt. Ltd.

**LOCATION**  
Chennai, INDIA

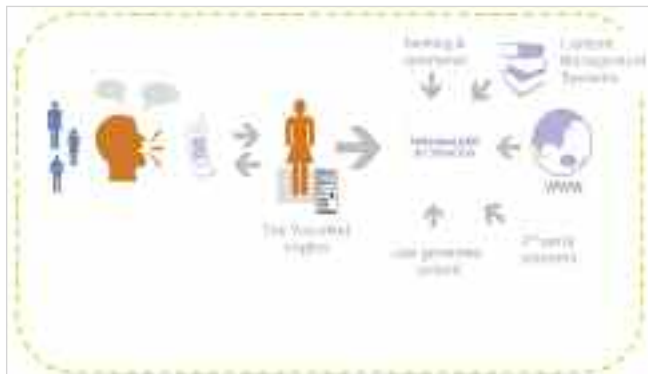
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**PLATFORM**  
IVR Based

**LANGUAGE**  
Multilingual

**WWW**  
<http://uniphore.com/>





m-HEALTH involves using mobile technologies and services for developing a consumer-centered model for health-care where stakeholders collaborate to offer and manage health issues including the creation of a responsive health care system. It also includes initiatives to offer tele-health and environmental information that reaches the masses through mobile and its integrated applications.

**Eliminating queues in OPDs in hospitals -  
An m-health initiative by JPNATC  
INDIA**

**Jaroka Tele-healthcare  
PAKISTAN**

**Students Health Information Tracking  
System (SWHITS)  
INDIA**

**SPECIAL MENTION**

**Aarogyam  
INDIA**

## ELIMINATING QUEUES IN OPDS IN HOSPITALS



### DESCRIPTION

JPN Apex Trauma Centre, AIIMS initiated this project to streamline the process of hospital visits and minimize wait times for patients by using m-governance. A secondary objective was to improve transparency and accountability in the OPDs.

This project has led to JPNATC having a mature EMR in which all patient data is captured every step of the way from emergency room visit to discharge to follow up visits in OPD. JPN ATC now also has an outsourced tele-centre which is fully integrated and synchronized with the existing EMR system and has all the features including a SMS gateway. The wait time to be seen by the doctor has drastically been cut down to less than 2 hour for the majority of the patients.

Following this initiative, patients no longer have to queue for appointments with doctors/ stand in line for registration and can take appointments from the comfort of their homes.

### EVALUATION

There are massive queues in the OPDs of any government hospital and the situation is especially alarming in premier governmental hospitals like AIIMS, New Delhi, where patients start queuing up from as early as 4 am in the morning. As only limited number of patients can be seen on any given day, a vast majority is left disappointed. This also breeds corruption by lower level staff and results in many patients being forced to go to high cost private hospitals. With the increase in the penetration rate for mobile phones to nearly 50%, effectively every family has a mobile phone in India. Also, for the first time, statistics on the number of patients waiting to be seen by a clinician/ specialty will be available to the government so that necessary policy changes can be made. JPN Apex Trauma Centre has uniquely leveraged the existing technologies to provide innovative services in the area.



#### ORIGINAL TITLE

Eliminating queues in OPDs in hospitals - An m-health initiative by JPN ATC

#### PRODUCER

Dr Deepak Agrawal  
Prof M C Misra  
Rohit Kumar

#### ORGANISATION

JPN Apex Trauma Centre, All India  
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#### PLATFORM

SMS Based

#### LANGUAGE

English/Hindi

#### WWW

No Website



## JAROKA TELE-HEALTHCARE



ORIGINAL TITLE  
Jaroka Tele-healthcare

PRODUCER  
Team Members - Jaroka Tele-  
Healthcare

ORGANISATION  
Jaroka Tele-Healthcare

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PLATFORM  
SMS Based

LANGUAGE  
English

WWW  
www.jaroka.seecs.edu.pk

### DESCRIPTION

Jaroka tele-healthcare is an effort to provide healthcare to the underprivileged in the far flung areas of Pakistan. Using the service a community health worker can register a patient, report his/her symptoms, acquire diagnosis and even get trained. It is an SMS-based service and can be used in any place where mobile network is available.

The project is innovative as it is built over existing infrastructure rather than building new infrastructure for it. The project is to be deployed at Basic Health Units (BHUs) rather than building new clinics.

Its dictionary module retrieves the updated definition through a standard medical dictionary website (NHS, UK is providing us the disease information and symptoms database) without us having to manage the disease database. It is saving us space and cost plus we are getting accurate information.

Jaroka tele-healthcare system uses mobile technologies to provide a communication channel between rural health-workers and medical specialists and requires no internet access or any specialized device.

### EVALUATION

70% of Pakistanis get their health care needs through Lady Health Workers (LHWs) rather than a doctor. LHWs are local women, who are provided basic health care training by the government or United Nations, residing in villages. Each woman, on average, serves a community of 1000 citizens.

There are 5,000 BHUs in Pakistan that serve as the clinics for rural Pakistan. These centers may or may not have a full-time doctor and are usually staffed only by a pharmacist or a nurse. Nevertheless, these centers are the first level of contact with medical facilities beyond LHW.

Jaroka tele-healthcare project aims to provide quality healthcare to rural patients and disaster hit communities by connecting them with Medical Specialists through Lady Health Workers equipped with mobile phones.

The main objective of the Jaroka project is to provide immediate, sustainable, and affordable medical care to those who need it the most.



# STUDENTS HEALTH INFORMATION TRACKING SYSTEM



## DESCRIPTION

SWHITS was developed to fill in the gap witnessed in dissemination of information concerning students' health.

It has been aimed at providing better monitoring mechanism of the health of the school children, in increasing transparency and reviewing of the hygiene environment maintained at these residential institutes. The Principals/Medical Officers of the residential schools which are often located in remote areas send daily status of the general health of children (including cases requiring minimum treatment) as an SMS to the centralized office. A simple software application, using templates to furnish these basic details, is installed and used on the mobile phones of the school authorities to simplify the process of sending the SMS.

This is done depending on the health status of the pupils from an institution over a period of time. This project is an innovative scheme in monitoring the health status of poor children from disadvantaged sections of the society enrolled in these residential schools.

## EVALUATION

Andhra Pradesh Social Welfare Residential Educational Institutions Society (APSWREIS) has 353 residential educational institutions with a total student strength of 1.54 lakhs, funded by the State Government.

Since health comes under critical and vital component of students' life in the Residential Educational institutions, decisions are to be taken fast and they are supposed to be accurate and really need seeking. In order to bridge the gap between data collection and decision making, the application was developed and was highly successful.

The application is developed keeping in view of the scalability to any extent depending on the needs of the client department. The same application can be extended to all such institutions, where the health monitoring in a residential system is very much needed.



### ORIGINAL TITLE

Students Health Information Tracking System (SWHITS) for Andhra Pradesh Social Welfare Residential Educational Institutions Society

### PRODUCER

Mr. Dakshina Murthy K.  
Dr. Rajiv Sharma, IAS

### ORGANISATION

Centre for Good Governance

### LOCATION

Hyderabad, INDIA

### PHONE

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### CONTACT

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dg@cgg.gov.in

### PLATFORM

SMS Based

### LANGUAGE

English

### WWW

<http://swhits.cgg.gov.in>



## AAROGYAM

[SPECIAL MENTION]



### DESCRIPTION

Aarogyam, a project begun in the state of Uttar Pradesh, is India's first end to end community based digital health mapping. Through Aarogyam citizens anywhere in India on any existing telecom network can access information with respect to their health profile.

Aarogyam seeks to deal with issues of health at all levels. At the Proactive Level, Aarogyam provides dial option in IVRS System, generates automatic family specific calls/SMSs related to child immunization, ante and post-natal care, concerns of pregnant and lactating mothers, Pulse Polio campaign, etc. The Interactive Level deals with in-dial option on helpline numbers. The Reactive Level acts on information fed-in through complaint recording mechanism. At the Educative level, it provides educative support to various health campaigns like DOTS, Anti-Epidemic campaign, etc. Aarogyam is definitely a unique technological innovation aimed at improving the health of the common man.

### EVALUATION

Every year in India 2.4 million children and about 136,000 women die unnecessarily. These numbers represent about one fifth of the global total and only if a dramatic reduction in these losses is achieved, can India hope to reach the Millennium Development Goals on maternal and child mortality.

Against this background, Aarogyam was launched as a project to enhance the well-being of everyone in the family-especially the mother and child. It seeks to neutralize the above disparities by emphasizing preventive health as the central theme.

Aarogyam has led to increased accountability of service providers, transparency and participation of the stakeholder. It has also provided a specific health database for future health care strategy.

#### ORIGINAL TITLE

Aarogyam

#### PRODUCER

Mayur Maheshwari, IAS  
Ritu Maheshwari, IAS

#### ORGANISATION

Uttar Pradesh Government

#### LOCATION

Baghpat; Meerut, INDIA

#### PHONE

91 121 2221900

#### CONTACT

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#### PLATFORM

Call Based

#### LANGUAGE

English/Hindi

#### WWW

<http://jpnagar.nic.in/aarogyam/default.htm>





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mBillionth 2010 Winners: **mENVIRONMENT**



m-ENVIRONMENT involves the use of mobile content and services to encourage sustainable models of living; smart use of mobile media to promote green energy; new mobile approaches to monitoring and reducing pollution; mobile portals and social media applications to encourage environment-friendly habits.

**SPECIAL MENTION**

**m-Governance for Forest & Wildlife Management**  
**INDIA**

# M-GOVERNANCE FOR FOREST & WILDLIFE MANAGEMENT

[SPECIAL MENTION]



## DESCRIPTION

The main objective of this ICT application conceptualized by the Madhya Pradesh Forest Department (MPFD) is to develop a system which aids in the organized monitoring of forests and wildlife, along with providing a repository for the collection, aggregation and storage of MIS and geo – spatial data through a computer based communication network.

The MPFD is executing its technology initiatives in an integrated manner where all its key functions are being carried out through web based workflows which enables each employee to log on to the departmental portal and enter his work data and information.

This application works on a GPS enabled, touch screen and Windows based mobile.

## EVALUATION

Since forests are primarily located in geographically impenetrable regions, far beyond the reach of modern telecommunication facilities, it becomes absolutely essential to develop a system to enable the organization, planning, implementation of related policies and effective monitoring of the forests and wildlife.

The intervention of ICT in the articulation of this system through the creation temporal and geo – spatial databases could lead to an increased transparency both in the formulation and implementation of forest and wildlife policies and vigilance in monitoring.



### ORIGINAL TITLE

m-Governance for Forest & Wildlife Management

### PRODUCER

Anil Oberoi  
Dr Atul Kumar Srivastava

### ORGANISATION

Madhya Pradesh Forest Department

### LOCATION

Bhopal, INDIA

### PHONE

91 755 2674302

### CONTACT

oberoianil@mpforest.org

### PLATFORM

Application Based

### LANGUAGE

English/Hindi

### WWW

<http://mpforest.org>



## DHIRAAGU - MOBILE ZAKAT



### DESCRIPTION

Zakat or alms-giving is the practice of charitable giving by Muslims based on accumulated wealth, and is obligatory for all who are able to do so. As Maldives is an island nation with around 200 inhabited islands, the only possible way to make this payment is to go to a ward office and do it manually. That inconvenience, however, is now a thing of the past.

Mobile Zakat, a joint venture of Dhiraagu, a telecommunications provider in the Maldives and the Ministry of Islamic Affairs (Government of the Maldives), facilitates the payment of zakat through a mobile phone.

Since the application is based on USSD, anyone with a mobile can use the application. It is very simple and convenient even for someone who does not understand English as they can use the service based on numbers they see from the USSD menu.

### EVALUATION

Considering the geographic distribution of the islands in the Muslim nation of Maldives and the unevenly distributed population therein, payment of zakat for the citizens was a difficult task.

There was an obvious need to provide the citizens with an easier alternative compared. The mobile platform by Dhiraagu is a very unique, innovative and convenient solution for customers to make the payment.

The innovation also resulted in a record number of people paying zakat in 2009, the year the solution was launched, thereby helping the government's tax machinery.

This application is an excellent model for developing countries as well as small island nations with limited banking services to reach the masses using mobile technology.

### DESCRIPTION

Developing a solution for Dhiraagu customers to pay their zakat via USSD/SMS

### PRODUCER

Mr. Rifath Mohamed

### ORGANISATION

Dhiraagu (Dhivehi Raajjeyge Gulhun)  
Private Limited

### LOCATION

Male, MALDIVES

### PHONE

96 077 71687

### CONTACT

rifath@dhiraagu.com.mv

### PLATFORM

Network Based

### LANGUAGE

English

### WWW

<http://dhiraagu.com.mv/>



## ABILITY



### DESCRIPTION

The product is a unique communication tool which aims to eradicate the lack of local, custom-build software which can bridge the digital divide of converting text to sign language to voice and vice versa. Besides people with sensory disability the application can also be used as a teaching tool for their relatives and others interested in learning the sign language.

The Ability application is a tool that can promote independent communication for persons who are hearing impaired or experience communication challenges by allowing effective two-way communication to occur in as natural an environment as possible. It can provide users with unparalleled opportunities in classroom, business and everyday environments.

### EVALUATION

At present, communication with sensory impaired people relies heavily upon human sign language interpreters. Better integration of persons with disabilities into society will be possible if sign language communication was widely available: access to public services, commercial transactions and entertainment, learning and leisure opportunities. The Ability application aims to provide a sign-language synthesis output for the sensory impaired.



ORIGINAL TITLE  
Ability

PRODUCER  
Bipin B Agravat

ORGANISATION  
Willager

LOCATION  
Rajkot, Gujarat, INDIA

PHONE  
91 9586375500

CONTACT  
admin@willager.com  
agravatb@yahoo.com

PLATFORM  
Animation Based

LANGUAGE  
Multilanguage

WWW  
www.willager.com/ability





**m-ENTERTAINMENT: 05**

YuppTV  
INDIA

Movie Zone  
INDIA

VTV Songs / VTV Songs Download  
INDIA

Mobsterr  
INDIA

m.lemon24.com  
BANGLADESH

**m-NEWS & JOURNALISM: 03**

Automatic Complaints Phone Line  
INDIA

Geographic Information Shearing Network (GISN)  
BANGLADESH

MobileWish NewsBox  
INDIA

**m-HEALTH: 03**

Dr SMS  
INDIA

Fusion (Voice-SMS Combo)  
INDIA

Integrated Disease Surveillance Project  
INDIA

**m-GOVERNANCE: 04**

Madhya Pradesh Government Citizen Facilitation Center or TeleSamadhan  
INDIA

Vehicle Tracking Management System (VTMS)  
INDIA

G.H.M.C. Mobile Governance Project  
INDIA

Project M-Governance, Government of Kerala  
INDIA

mBillionth 2010 Award's rigorous jury process has four layers of elimination and selection. In the last leg of the process, the jury discusses 5-7 projects to get the best three in each category. The final discussed and deliberated projects are called the 'Finalists'. These 'Finalists' are very important as the jury spends hours in deliberation and intense discussion to select them

**m-EDUCATION & LEARNING: 01**

SMSGyan  
INDIA

**m-INCLUSION: 01**

The Spoken Web Project  
INDIA

**m-BUSINESS & COMMERCE: 01**

eMudhra SecMsg  
INDIA

**m-TRAVEL & TOURISM: 00**

**m-ENVIRONMENT: 00**



## Madhya Pradesh Government Citizen Facilitation Center or TeleSamadhan

**ORIGINAL TITLE**  
TeleSamadhan

**ORGANISATION**  
Madhya Pradesh Government

**LOCATION**  
Bhopal, Madhya Pradesh, INDIA

**CONTACT**  
anuragjain@mp.gov.in

The intervention of ICT in governance has revolutionized the dynamics of communication between citizens and the government. The Citizen Facilitation Centre is an innovative M-Governance project implemented by the department of IT, Government of Madhya Pradesh. It enables citizens to communicate easily with the departments of the state Government for their queries and concerns, with the help of telecommunication tools. On the other hand it also enables the departments to disseminate information about various schemes and programs initiated for the benefit of the citizens.



## Vehicle Tracking Management System (VTMS)

VTMS is a web and GPS based state of the art information system for locating, monitoring and managing public utility vehicles of the Bhopal Municipal Corporation which endeavours to improve the quality of overall citizen services and the operational efficacy of public utility vehicles. Its primary objectives are to increase vehicle productivity, reduce vehicle idle time, improve emergency response time, reduce fuel pilferage, increase vehicle security and enable instant accident reporting..

**ORIGINAL TITLE**  
Vehicle Tracking Management System (VTMS)

**ORGANISATION**  
Urban Administration and Development Department, Madhya Pradesh Government

**LOCATION**  
Bhopal, Madhya Pradesh, INDIA

**CONTACT**  
roy@mpurban.gov.in



## G.H.M.C. Mobile Governance Project

**ORIGINAL TITLE**  
Vehicle Tracking Management System (VTMS)

**ORGANISATION**  
Greater Hyderabad Municipal Corporation

**LOCATION**  
Hyderabad, Andhra Pradesh, INDIA

**CONTACT**  
commissioner@ghmc.gov.in

The primary objective of the GHMC Mobile Governance project is to create Citizen Service Centers which would function as a virtual grievance and redressal cell for the citizens along with providing information on welfare schemes, waiver plans, concession schemes and payment mechanisms via SMS.



## Project M-Governance

M-Governance, initiated by the Government of Kerala, is a comprehensive mobile governance project covering ninety odd government departments. The objective of the project is to integrate progressive mobile technology with various Government departments in order to create a cost effective, efficient and round the clock Government information system. The three channels of mobile communication, that is, voice, signalling and data, and a wide range of corresponding technologies are being used for this purpose.

**ORIGINAL TITLE**  
Project M-Governance

**ORGANISATION**  
Kerala IT Mission MobME Wireless Solutions

**LOCATION**  
Cochin, Kerala, INDIA

**CONTACT**  
sanjay@mobme.in



## The Spoken Web Project

ORIGINAL TITLE	Spoken Web, also known as Telecom
The Spoken Web Project	Web, envisages the creation of a voice-driven ecosystem parallel to that of WWTW, a network of interconnected VoiceSites which are voice driven applications created by users and hosted by the network. A Voice-Site consists of one or more voice pages in the form of VoiceXML files that are hosted by the telecom infrastructure. Along with VoiceSites, VoiNumbers and VoiLinks form the basic building blocks of the Spoken Web.
ORGANISATION	IBM India Research Lab
LOCATION	New Delhi, INDIA
CONTACT	rnitendra@in.ibm.com



## Automatic Complaints Phone Line

ORIGINAL TITLE	Automatic Complaints Phone Line
ORGANISATION	Simmortel Voice Technologies Private Limited
LOCATION	Kanpur, UP, INDIA
CONTACT	info@simmortel.com



Geographic Information Sharing Network (GISN)

ORIGINAL TITLE  
Vehicle Tracking Manage-  
Geographic Information  
Shearing Network (GISN)

ORGANISATION  
Shahjalal University of Sci-  
ence & Technology (SUST)

LOCATION  
Sylhet, BANGLADESH

CONTACT  
shajib-cse@sust.com

GISN is an application that records the geographical position of a mobile, processes it and provides information and services based on that location. These services include useful information for tourists, zonal news, identification in case of emergency, social networking through find a friend tool and road maps.

MobileWish NewsBox

MobileWish NewsBox is a unique m-News application with a 3D Navigation for touch enabled handsets like Nokia N97 that reads out the various news feeds, Twitter updates, NASDAQ stock reports along with updates and blog posts. The rationale behind MobileWish NewsBox is to develop a talking news

ORIGINAL TITLE  
MobileWish  
NewsBox

ORGANISATION  
Samir Kumar Dash

LOCATION  
Bangalore, INDIA

CONTACT  
mobilewish@gmail.com



## SMSGyan

ORIGINAL TITLE  
SMSGyan

ORGANISATION  
Innoz Technologies Pvt.Ltd

LOCATION  
Trivandrum, Kerala, INDIA

CONTACT  
deepak@innoz.in

SMSGyan is an innovative and cost effective text-messaging interface that literally delivers knowledge bytes to the user's fingertips. The required information is sent via SMS and WAP, absolutely free of cost. The aim is to foster the creation of a dynamic application which is all inclusive with regard to information and includes general trivia, current affairs, movie/book reviews, weather reports, stock market reports, cricket scores, acronyms, alerts etc.



## YuppTV

This application enables all iPhone, iPod touch and iPad users to watch their favorite Indian TV channels live on the internet. They can access it from anywhere anytime, doing anything – while traveling, waiting, at the station etc. The YuppTV application has been developed for the purpose of delivering Indian television channels to iPhone users for instant information, news awareness and non-stop entertainment where ever they go.

ORIGINAL TITLE  
YuppTV

ORGANISATION  
Global Takeoff Inc.

LOCATION  
Hyderabad, INDIA

CONTACT  
jyotishreep@global-takeoff.com



## Movie Zone

ORIGINAL TITLE  
Movie Zone

ORGANISATION  
Webdunia.com (India) Pvt.  
Ltd

LOCATION  
Indore, Madhya Pradesh,  
INDIA

CONTACT  
babita@webdunia.net

Movie Zone is a smart, unique and multi-lingual client-server based application which provides complete information on Bollywood and Hollywood movies from film reviews to gossips, songs to forthcoming releases and many more.

## VTV Songs / VTV Songs Download

DCI Mobile Studios in association with Sony Music India launched a music app for the movie Vin-naithaandi Varuvaayaa on iPhone/iPod for the first time in the history of Indian films. The music has been composed by the Oscar Winning music director, A.R Rahman. The songs are encrypted and stored on the iPhone, eliminating the chances of audio piracy.

ORIGINAL TITLE  
VTV Songs / VTV  
Songs Download

ORGANISATION  
DCI Mobile Studios

LOCATION  
Chennai, Tamil  
Nadu, INDIA

CONTACT  
vijay@dcil.in



## Mobsterr

ORIGINAL TITLE  
Mobsterr

ORGANISATION  
Digitec Software  
Solutions

LOCATION  
Cochin, Kerala,  
INDIA

CONTACT  
eldhose@dig-  
itecss.com

Mobsterr is a free social networking application for mobile phones which uses SMS as a platform. With Mobsterr enables the user to create his/her own network of friends. Mobsterr is modeled social networking websites like Twitter and Facebook. It works completely free, where you can create account and send updates free. There is no need for web/WAP registration to join Mobsterr.

## m.lemon24.com

m.lemon24.com, is an internet based mobile application which works as an infotainment tool. It aims to build a network that promotes sustainable development and creates awareness with the help of entertainment. Its target audience includes resident citizens of Bangladesh as well as non-resident Bangladeshis all over the world.

ORIGINAL TITLE  
m.lemon24.com

ORGANISATION  
MCC Limited

LOCATION  
Dhaka, BANGLADESH

CONTACT  
abir@mcc.com.bd



## eMudhra SecMsg

**ORIGINAL TITLE**  
eMudhra SecMsg

**ORGANISATION**  
3i Infotech Limited

**LOCATION**  
Bangalore, Karnataka,  
INDIA

**CONTACT**  
venkataraman.vs@3i-infotech.com

eMudhra SecMsg is a mobile software application designed to secure SMS communication. The solution is built on Public Key Infrastructure (PKI) technology. eMudhra Sec Msg performs the twin functions of sending messages in encrypted forms which can be decrypted only by the intended user and digital signature facility to ensure data integrity.



## Dr.SMS

The Trivandrum-based Kerala State Information Technology Mission launched a mobile-based health information delivery project called Dr.SMS in May 2008, taking into account the high mobile penetration levels (72%) of Kerala. The Dr.SMS project is aimed at comprehensive delivery of health-related information via SMS. After a successful pilot in the city of Kozhikode in Kerala, with an average of 200 transactions a day, the project was expanded to other districts.

**ORIGINAL TITLE**  
Dr.SMS

**ORGANISATION**  
Kerala State IT Mission

**LOCATION**  
Trivandrum, Kerala, INDIA

**CONTACT**  
director@keralait-mission.org



## Fusion

**ORIGINAL TITLE**  
Fusion

**ORGANISATION**  
One97 Communications Ltd

**LOCATION**  
NOIDA, Uttar Pradesh, INDIA

**CONTACT**  
gaurab.das@one97.net

Fusion addresses the needs of patients suffering from Sexual Disorders (primarily Erectile Dysfunction) by allowing them to access information on their Mobile phones without any hesitation. The application uses voice and SMS bearer channels as delivery mediums for the patient to feel comfortable in accessing the services. The voice calls are automated to make the patient feel more comfortable and manual calls to operators can be demanded on request. Some of the features in the application are: product information, request for home delivery, refer to a friend, payment related information and contact details.

## Integrated Disease Surveillance Project

To ensure early detection an SMS based disease surveillance system has been designed and developed by NIC Andhra Pradesh, which was successfully administered in the entire state by the Director of Health, Health Medical and Family Welfare Department, Government of Andhra Pradesh. The efficacy of this system has been evaluated by the Public Health Foundation of India, which deems it to be replicable across the country.

**ORIGINAL TITLE**  
Integrated Disease Surveillance Project

**ORGANISATION**  
National Informatics Centre

**LOCATION**  
Hyderabad, INDIA

**CONTACT**  
sekhar@nic.in



## **OSAMA MANZAR** **DIGITAL EMPOWERMENT FOUNDATION**

Osama Manzar is the chairman of Manthan Award and mBillionth Award. He founded DEF in 2003 to overcome the information and content gap among the masses of India. He is also on the board of World Summit Award, and was member task force for IT & ITes with Ministry of Communication & IT for business enhancement



## **DR. ANANYA RAIHAN** **D.NET**



Dr. Ananya Raihan is currently the Executive Director of D.Net and the Member Secretary of the Executive Committee of D.Net. He also holds the responsibility as the secretary General of Bangladesh Telecentre Network (BTN), which endeavours to create an information and knowledge system for the poor and marginalized by 2011.

## **DR. MADANMOHAN RAO** **ASIA UNPLUGGED**



Dr. Madanmohan Rao is a mobile media consultant and author from Bangalore, India. He is the editor of three book series: The Asia Pacific Internet Handbook, The Knowledge Management Chronicles, and AfricaDotEdu. He is the Project Director (Research) of Mobile Monday Community, a network of mobile and wireless communication professionals, and a co-founder of the Bangalore K-Community, a network of knowledge management professionals.

## **GAURAV CHOPRA** **INTERNET & MOBILE ASSOCIATION OF INDIA (IAMAI)**



Gaurav Chopra is the Associate Vice President of the Internet and Mobile Association of India (IAMAI)

where he has been working since 2006. Gaurav is primarily responsible for strategic planning of finance and marketing functions. His specialized areas of interest include digital marketing and digital payments.

## **SINNATHAMBY SHANMUGARAJAH** **MICROIMAGE / MICROIMAGE MOBILE MEDIA**



Shan is currently the CTO of Microimage Mobile Media, Sri Lanka, and is involved primarily with mobile & media solutions. He joined Microimage in 1998 as a senior software engineer. He became the chief technical officer of Microimage in 2000 and was responsible for leading numerous technological innovations of the company.

## **ZAHEER A. KIDVAI** **BEYOND INFORMATION TECHNOLOGY SOLUTIONS**



In 1984 Zaheer Kidvai set up an educational consultancy called Solutions Unlimited. He then set up Enabling Technologies, which became the first producer of multimedia works in Pakistan. In 1999 he formed BITS - an entity that did all of En-

abling Technologies' work. BITS also produced Faiz - Aaj Kay Naam, a leading CD-ROM for Pakistan's famous poet Faiz Ahmad Faiz.

## **IBRAHIM AHMAD** **CYBERMEDIA (INDIA) LTD**



Ibrahim Ahmad is the Group Editor of the Business Magazines Group, CyberMedia (India) Ltd, South Asia's largest technology media com-

pany. In this capacity he heads 4 publications including DATAQUEST and Voice&Data, India's largest selling trade magazines for IT and telecom sectors. Working as a professional journalist for the last 20 years, Ibrahim is also a successful project manager, and was the driving force behind the launch of PC-Quest in Nepal, Sri Lanka, and Bangladesh.

## **VIJAY SHEKHAR SHARMA** **ONE97 COMMUNICATIONS**



Vijay Shekhar Sharma, is founder & chairman of One97 Communications. He leads the company in all areas related to business expansion as well as

product road map. He has pioneered disruptive business models and innovations that have redefined interactive customer



communication in the burgeoning Indian telecom market. Vijay has more than 10 years of experience in the telecom and new media industries, having founded his first venture XS Corps while he was at college, which he sold to Lotus Interworks LLC, New Jersey in 1999. Prior to founding One97 in 2000, he played key roles in a number of organizations such as Riverrun Software Services Group Limited, Inter Solutions Private Limited, Startec Global Communications Limited, focusing on the design and development of various products and applications for the technology, media and telecom industries. Vijay holds a Bachelor degree in Engineering from Delhi College of Engineering.



#### **KUNAL BAJAJ ANALYSYS MASON**

Kunal Bajaj heads Analysys Mason's India operations from the New Delhi office. He started his career in New York with McKinsey & Company including assignments

in New Delhi involving McKinsey's knowledge services. Kunal currently holds the position of founding Co-Chair for the Mobile Marketing Association's (MMA) India Local Council, and was a Member of the Board of Directors of the National Internet Exchange of India (NIXI) in 2007.

#### **SAYANTHAN BALATHASAN HSENIID MOBILE**



##### **SOLUTIONS**

Sayanthan Balathasan is the Solutions Architect at hSenid Mobile Solutions. He is an expert in Mobile Backend Platforms, Core Signaling and Database Management Systems. He leads the Business Solutions Team, which serves

as the main interface between the development team and the customers. He has conducted more than 10 MySQL DBA public

trainings in Kuala Lumpur, Malaysia.

#### **SANJAYA KARUNASENA INFORMATION COMMUNICATION TECHNOLOGY AGENCY**

##### **SRI LANKA**

Sanjaya Karunasena is an Enterprise Architect with over 10 years of industry experience. He is the Chief Software Architect at ICTA and is involved in the design and the implementation of the nationwide SOA infrastructure.



#### **LEKHA KUMAR INDIAN ADMINISTRATIVE SERVICE**

Ms Lekha Kumar belongs to the Indian Revenue Service, and has till very recently been the Director (e-Governance) in the Department of Administrative Reforms & Public Grievances, India. She has handled key e-Governance projects like PAN, besides being responsible for the capacity building & change management activities of the I.T. Department. She has also been a Grand Jury Member for the Manthan Awards for the last 3 years.



#### **SIDIN VADUKUT HT MEDIA LTD**

Author of the best-selling novel Dork: The Incredible Adventures of Robin Einstein Varghese published by Penguin India in January 2010, Sidin Vadukut is an accomplished writer. He has written ar-



ticles for Man's World, Men's Health, The Economic Times, The Times of India, Businessline, mint, Desipundit.com, prepanicker.com and rediff.com.

He has been working as a Managing Editor at Livemint.com with HT Media Ltd since August 2009 and before that he was a Staff Writer at mint. He has written content as well as edited for Lounge, the weekend magazine. Sidin is also a tech blogger and podcaster. Sidin did his masters in management from Indian Institute of Management, Ahmedabad and bachelors in Metallurgical Engineering from National Institute of Technology, Tiruchirappalli.

#### **DILEEKA DIAS UNIVERSITY OF MORATUWA**

Dileeka Dias is a Professor of Electronic & Telecommunication Engineering at the University of Moratuwa, Sri Lanka. Her research interests are in the area of wireless technology and applications. Dileeka Dias has also been a member of the Board of Directors of the National Engineering Research and Development Centre (NERD), Sri Lanka from 2002 to 2009.



#### **NAYANA D. SERASINGHE DINOTA INFORMATION TECHNOLOGIES**

Nayana is a co-founder and CEO of Dinota Information Technologies, a leading Enterprise Mobility and Mobile Content Management Platform provider with a strong track record in the Asia Pacific Market. He is a member of the SLASSCOM general council and heads the Mobile & Telco Centre of Excellence of SLASSCOM.





## Jurors' Graffiti

*Being part of the jury is a very interesting experience and because of which we are getting exposure to a lot of innovative applications and services, see what all is going on around South Asia. The awards ceremony is required to be focused on what is being done for digital divide inclusion, and what has been done for the base of the pyramid type users.*

**Kunal Bajaj, Partner, Director India, Analyses Mason India**

*I have come across a number of innovative applications and i have also been a part of the very tedious jury process which has also been enjoyable at the same time.*

**Prof. Dileeka Dias,  
Dept of Electronic and Telecommunication Engineering,  
University of Moratuwa**

*I feel the entire technology of telecom, whether it is 2G or 3G or next one will actually be meaningful if we have a lot of mobile content. So I think mBillionth Award is happening at the right time. Mobile content has been an area which has been neglected for so long primarily by operators who have been focused on getting numbers. An Award like this will really raise the levels of awareness about mobile content, its significance and importance. I also believe the govt. will wake up and realize that they have not really supported and encouraged the mobile content guys.*

**Ibrahim Ahmad, Group Editor, Cyber Media**



*It's a brilliant feeling to be a part of the mBillionth Awards, because it is an opportunity to evaluate such innovations who are invisible. mBillionth award acts like a catalyst for the innovation of the brilliant people in this part of the world. Mobile is mass's media. We are looking forward to identifying people through the awards who are taking this to the next level of massification of the innovation on the mobile platform.*

**Vijay Shekhar Sharma, Managing Director, One97**

*mBillionth concept will help a lot of innovators to showcase their products and will help the business to get close to the customers.*

**Sinnathamby Shanmugarajah, CTO, Microimage (Pvt.) Ltd**

*It's a very good idea to have mobile awards like mBillionth Award. It is very important for the people of the region to know how users and technical experts feel about the development and content around mobile. The mBillionth Award should certainly help in promoting the area a lot more. I think we need to get a lot more into the local languages. The west has a lot of things. Every country has one language or a maximum two, but in India or Pakistan for example there are 100's of languages. I think we need a lot more incentives like the mBillionth Awards possibly even for the local languages.*

**Zaheer Alam Kidvai, CEO, Beyond Information Technology Solutions (BiTS), Karachi, Pakistan**

*Awards are the best way to incentivize any sector, especially the high energy, and entrepreneurially driven youth in the mobile sector. I feel great to be a part of the mBillionth Award process and jury member. The kind of discussions that take place during the jury, the thoroughness with which the jury go into each nomination and the passion with which they seek the most meritorious is a site to be seen. At the end of it, it is very satisfying to feel that we selected the best.*

**Lekha Kumar, Commissioner of Income Tax (Systems I), Directorate of Income Tax, New Delhi**



*mBillionth Award a very good concept. I believe South Asia is home to millions of subscribers and is an evergreen market. The statistics show that in India alone there would be over 60% mobile penetration and going by voice, mobile content would play a major role and equalizer in the digital divide. In that sense the mBillionth Award would fill a lot of mobile content solution development, mobile application and also a lot of citizen services and the recognition given by the mBillionth Award would lay the foundation for a lot more activity in this field in the future.*

**Nayana P Serasinghe, Head – Mobile Chapter, SLASSCOM Centre of Excellence for Mobile**

*mBillionth Award has been introduced at a very pertinent time when the mobile penetration is growing and we see a trend where a lot of people are developing applications. mBillionth recognizes the applications and acts as a mode to reach the masses. mBillionth Award is a motivating factor, because now they have a reason and a platform to come and present their initiatives.*

**Balathasan Sayanthan, Solutions Architect, hSenid**

*I've been writing about ICT for more than 15 years now and I've been delighted and honored to be a part of judging some of the best applications in the mobile awards. This is the first ever South Asian Mobile Awards. We are creating history through these awards. Awards always serve a very important purpose, to recognise and promote excellence in every field. I think it's a very timely focus on mobiles. The jury process has been terrific. We've got a chance to meet even before the actual jury process. We had a very good 1 day seminar also on the sideline of jury process in Colombo, where we saw very smart young and dynamic Sri Lankan developers. The process has been very good. The selection, documentation of the awards has been thorough. Getting us all together in one room and working for 48 hrs is a terrific idea. It's tough but the fruits of the effort are well worth it.*

**Dr. Madanmohan Rao, Editor, Mobile Monday, Author, Asia Unplugged**



*It's a great pleasure to be a part of the jury process of mBillionth Awards. It helped in understanding the trends in developing mobile applications. Mobile and telecommunication is the most penetrated information technology in people's hand. The mobile phone based solutions deserve separate attention, and so the mBillionth Awards is a very good idea to promote innovations in mobile technology. Most of the people have very basic handset that cannot access various applications and VAS, so it is important to reach the unreached in this field. I believe the award will bring new players on the ground and promote innovation particularly among the young generation whose imagination is unlimited.*

**Dr. Ananya Raihan, Exe. Dir, D.NET & Advisor i2i project, PMO, Bangladesh**

*It's a great opportunity to reach out to smart developers who also have a purpose in their development which goes beyond the commercial benefit. I will not be surprised if in the next few years a lot of digital empowerment and technological development we are talking about accelerates on the mobile much faster than it does on the computer. The entire mBillionth jury process is vigorous, pretty exhausting for the jurors but is also error free. We try to make sure that the people who have won have really proven something and have able to sustain through several runs of scrutiny. It's a good water tight process.*

**Sidin Vadukut, Managing Editor, MINT (Online & Convergence)**

*mBillionth Award will help a lot of innovations to be recognized and bring a lot of mobile phone developers forward and help the people, help us to reduce the digital divide in the region. I think there is lots of innovative mobile work happening relevant to mobile media. However when I look at the projects people are engaging, there are lot of initiative on rich content, content on advanced devices but is not reachable for the masses. When it comes to things useful for the mass, there is a lot more we can do. I think we need to educate the mobile developers on those needs and what sort of applications they need to bring in.*

**Sanjaya Karunasena, Head of Technology & Chief Software architect, ICTA, Sri Lanka**



**DIGITAL  
EMPOWERMENT  
FOUNDATION**

*OnMobile*



**IMImobile™**

**VeriSign®**

**ICTA**  
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**IAMAI**  
Indian Association of Mobile Application Developers

**WSA**  
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MOBILE CONTENT

**One97 Mobility Fund**

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## ORGANISERS

### **Digital Empowerment Foundation:** [www.defindia.net](http://www.defindia.net)

Digital Empowerment Foundation (DEF) is a Delhi based not-for-profit organization which attempts to find solutions for bridging the digital divide. It endeavours to offer and facilitate ICT and digital solutions to diverse groups in India's rural areas. It aims to sensitize and provide knowledge inroads to government and corporates which would enable the delivery of inclusive ICT solutions. Timely interventions of ICT in inaccessible, alienated areas and communities can give crucial impetus to their upliftment and empowerment.

### **OnMobile:** <http://www.onmobile.com/>

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

### **Department of Information Technology:** <http://www.mit.gov.in/>

Department of Information Technology (DIT) is a department under the Ministry of Communication and Information Technology of the Indian government. It strives to facilitate and promote e-governance through a multi-pronged strategy of e-infrastructure creation, promotion of electronics & Information Technology and Information Technology Enabled Services (ITeS). It intends to provide support for the development of the Knowledge network and securing India's cyber space.

## CO ORGANISERS

### **IMImobile:** <http://www.imimobile.com/>

IMImobile is a leading provider of converged mobile and online technology platforms and content services to mobile operators and media companies around the world. The IMImobile product portfolio includes a core service delivery platform (DaVinci SDP), mobile advertising platform (Ad-Ring™), carrier grade messaging platforms and gateways, applications for data services, full track music download services and voice platforms. IMImobile is a fast growing company with operations in 66 countries and offices in Asia, Europe, Latin America and the Middle East.

### **VeriSign:** <http://www.verisign.com/>

VeriSign operates a diverse array of network infrastructure, including two of the Internet's thirteen root nameservers, the generic top-level domains for .com and .net. VeriSign also provides a variety of security services ranging from digital certificates, and managed PKI to two-factor authentication. The company offers a comprehensive selection of solutions for carriers, financial services organizations, healthcare and life sciences organizations, media and entertainment companies, retailers, and the public sector to help them achieve operational efficiency, increased security and intelligence.

### **ICTA:** <http://www.icta.lk/>

The Information and Communication Technology Agency (ICTA) of Sri Lanka is the single apex body involved in ICT policy and direction for the nation. Wholly owned by the Government of Sri Lanka, ICTA is the implementing organization of the e-Sri Lanka Initiative. It intends to harness ICT as a lever for economic and social advancement by taking the dividends of ICT to every village, to every citizen, to every business & to re-engineer the way government thinks & works.

### **IAMAI:** <http://www.iamai.in/>

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

## PRINCIPAL PARTNERS

**WSA Mobile:** <http://www.wsa-mobile.org/>

The World Summit Award Mobile (WSA Mobile) is a global initiative to select and promote the world's best in mobile content and innovative applications within the framework of, and in cooperation with, the United Nations' World Summit on the Information Society (WSIS). With mobile usage having outgrown Internet usage by threefold, WSA Mobile has been started by the World Summit Award – world's leading endeavor in selecting and promoting the best in e-Content – as a response to this rapid development and focus change on the content scene world wide.

**One97 Mobility Fund:** <http://www.one97mobilityfund.com/>

One97 Mobility Fund (OMF) is a \$100 million fund set up to support entrepreneurs who are making, or are ready to make game changing companies in the mobile ecosystem. Initiated by One97 Communications and SAIF Partners, the fund will support companies that are focused on serving the Indian markets and will leverage mobile as a key delivery medium for customers and enterprises. The vision of One97 Mobility Fund is to provide meaningful access for mobile-eco-system entrepreneurs capital, mentorship, industry relationships besides significant industry experience and wisdom.

**niXi:** <http://www.nixi.in/>

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

## STRATEGIC PARTNERS

**Mint:** <http://www.livemint.com/>

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

**Intel:** <http://www.intel.com/>

Intel, the world leader in silicon innovation, develops technologies, products, and initiatives to continually advance how people work and live. Founded in 1968 to build semiconductor memory products, Intel introduced the world's first microprocessor in 1971. It is a leader in not only technical innovation, but also in efforts to advance education, environmental sustainability and healthcare. With over 200 active programs worldwide, it aspires to place the right technology in the hands of people and businesses to improve education and health, stimulate economies, and enrich lives.

### INTERNATIONAL PARTNERS

D Net: <http://www.dnet-bangladesh.org/>  
P@SHA Pakistan: <http://www.pasha.org.pk/>  
ITPF Nepal: <http://www.itpf.org.np/>  
Bytes4all Pakistan: <http://bytesforall.net/>  
eSri Lanka: <http://www.icta.lk/>  
APC: <http://www.apc.org>

### REACHOUT PARTNERS

CMAI: <http://www.cmai.asia/>  
bizVidya: <http://www.bizvidya.net/>  
CCAOI: <http://ccaoi.in/>

### INDUSTRY MEDIA PARTNER

Voice&Data: <http://voicendata.ciol.com/>

### MEDIA PARTNERS

CIO: <http://www.cio.in/>  
IDG: <http://idg.com>  
Good Governance: <http://www.goodgov.in/>  
MEDIANAMA: <http://www.medianama.com/>  
VASJobs: <http://www.vasjobs.com/>  
MP Post: [www.mppost.org](http://www.mppost.org)  
The Daily Star: <http://www.thedailystar.net/>

### COMMUNITY PARTNERS

Mobile Monday: <http://www.mobilemonday.in/>  
SMSOne: <http://smsone.in/>

### MOBILITY PARTNERS

Innoz Technologies Pvt. Ltd: <http://www.innoz.in/>  
TeliBrahma: <http://telibrahma.com/>

### SOCIAL MEDIA PARTNER

media redefined: <http://www.mediaredefined.com/>



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# Mobile for Masses

## 50 Best Practices in Mobile & Wireless

The book titled 'Mobilefor Masses' is a collection of best thoughts in the mobile sector and it has a collection of best mobile innovations and projects on ground culled out from the mBillionth Award South Asia 2010. Many of these projects would also be nominated for World Summit Award Mobile Content 2010 later this year

— Osama Manzar

### CATEGORIES

m-GOVERNANCE

m-INCLUSION

m-NEWS & JOURNALISM

m-EDUCATION & LEARNING

m-ENTERTAINMENT

m-TRAVEL & TOURISM

m-BUSINESS & COMMERCE

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