

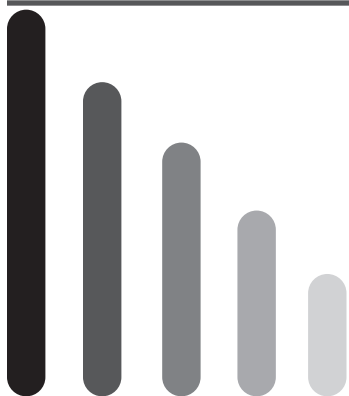


presents

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m Billionth
award south asia 2011 

Hotel Inter Continental Eros, Nehru Place

July 23, 2011



**m^o bile &
TELECOM
congress 2011**

focus: linking citizens with 3G

Mr. Sachin Pilot

Honourable Union Minister of State, Ministry of Communication & IT, Govt of India

Mr. N. Ravi Shanker

Additional Secretary, Department of IT, Govt. of India

Mr. Arvind Rao

Chairman, CEO & Co-Founder, OnMobile

Mr. Chetan Sanghi

Secretary, Industry, NCR Delhi Govt

Mr. Ravinder Takkar

Regional Director – Asia Pacific and Middle East, Vodafone Group

Mr. Marten Pieters

Managing Director and Chief Executive Officer, Vodafone Essar Ltd.

Dr. Ajay Kumar

Joint Secretary, Department of IT, Govt. of India

Dr. Rajendra Kumar

Director (Projects), National E-Governance Division (NeGD)

Mr. Savitour Prasad

Secretary, Dept of IT, Delhi NCR

Ms. Laura Turkington

Head, Vodafone India Foundation

Dr. Amir Ullah Khan

Deputy Director - Strategy, Planning & Management, Bill & Melinda Gates Foundation

Mr. Hitesh Oberoi

Chairman, Internet & Mobile Association of India

Mr. S. Ramakrishna

Director Corporate Affairs, Nokia, India

Mr. R. Sukumar

Editor, Mint



The mBillionth 2011 South Asia International Summit 2011

Linking the Masses with 3G

(((m-entertainment)))

(((m-culture & heritage)))

(((m-business & commerce)))

(((m-education & learning)))

(((m-news & journalism)))

(((m-environment)))

(((m-governance)))

(((m-health)))

(((m-inclusion)))

(((m-infrastructure)))

(((m-travel & tourism)))

A day conference and exhibition, the mBillionth South Asia International Summit 2011 is a unique platform for knowledge sharing in different domains of mobile technology, applications, content and services facilitating multi-stakeholder networking and partnerships among governments, industry, academia, and civil society organisations from countries in South Asia and beyond, including the host country – India.

The objective is to bring together mobile technology experts, practitioners, business leaders and stakeholders of the region onto one platform, through keynote addresses, paper presentations, thematic workshops and exhibitions. In short, the event provides an excellent opportunity for participants' stakeholders to interact with a wide and diverse mobile for development community.

In its inaugural year in 2010, Last year, the mBillionth Award recognized some of the key innovative applications, services, innovations, etc., in arena of mobile technology and applications that have helped connect the rural masses and the wider communities with the external world.

This year, the mBillionth platform shall be exploring the concept of 3G technologies, its innovations, its applications, its services, and how it is and can play a constructive role in improving governance services, resolve connectivity and affordability issues.

The mBillionth Award 2011 will honour excellence in mobile communications across South Asia spread over 11 core categories.

M-Billionth South Asia Mobile & Telecom Congress 2011 0930 hrs – 1100 hrs

M-Billionth South Asia Mobile & Telecom Congress 2011 opens with India's best minds to share new perspective and thoughts on 'Linking with the Masses with 3G'. The focus will be on high-level strategies, policies and scaling up opportunities with 3G technology. The Congress session will elicit various options and solutions from speakers to link citizens in cost-effective ways with both 2G and 3G. This will offer an excellent platform to interact with wide and diverse development community in the field of mobile, telecom and wireless technology. The Congress session would be attended by various stakeholders including representatives from government, mobile technology experts, practitioners, industry, academia and civil society organizations.

Chief Guest for the Entire mBillionth Award 2011 Proceedings for the Day

Mr. Sachin Pilot, Honourable Union Minister of State, Ministry of Communication & IT, Govt. of India

Power Panel:

Welcome by Mr. Osama Manzar, Founder Director, Digital Empowerment Foundation

- **Mr. N. Ravi Shanker**, Additional Secretary, Department of IT, Govt. of India
- **Mr. Ravinder Takkar**, Regional Director – Asia Pacific and Middle East, Vodafone Group
- **Mr. S Ramkrishna**, Director Corporate Affairs, Nokia India
- **Mr. Hitesh Oberoi**, Chairman, Internet & Mobile Association of India
- **Mr. Arvind Rao**, Chairman, CEO & Co-Founder, On-Mobile
- **Mr. R. Sukumar**, Editor, Mint

Dr. Amir Ullah Khan, Deputy Director - Strategy, Planning & Management, Bill & Melinda Gates Foundation
[Moderator of the Inaugural Session]

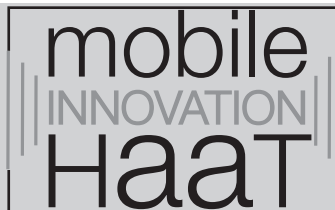


Mobile Innovation Haat (MIH) Inauguration 1100 hrs

At the MIH, you will meet and experience innovations, mobile applications, services, and development platforms. This is a dedicated platform to display innovative projects from South Asian countries (Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan and Sri Lanka). This exhibition will have a display of product and services from the exhibitors cutting across the entire mobile gamut of producers, service providers, and application developers and so on. Visiting the exhibition hall will provide sneak peeks at new devices, technologies, applications, back-end solutions, accessories and more. The mBillionth Exhibition will witness:

- Cutting edge developments in the mobile technology sector across the South Asian countries
- Inventive Marketing Solutions from within the Indian mobile technology industry and beyond
- Participation by the best in the Indian and South Asia mobile technology industry
- Workshops, demonstrations and display of the latest from the mobile technology industry
- Workshops, demonstrations and display of the latest from the mobile technology industry

NOKIA
Connecting People



Mobile Application Developers' (Mad) Community 1130 hrs – 0330 hrs

MAD COMMUNITY is specifically designed to showcase the most innovative ideas by the entrepreneurs who have developed it and also seeking investors to develop it large scale. These PARALLEL SESSIONS will give an opportunity to nominees from mBillionth Award to demonstrate, showcase their projects, innovations, ideas, and concepts in various categories --- Government & Infrastructure, Travel Tourism & Heritage, Health & Environment, Business Commerce & Entertainment, News, Media & Journalism, and Education, Learning & Inclusion.

These sessions will include demos of applications and services by various mobile and telecom players. You will have an opportunity to brainstorm with practitioners, opinion makers and experts to make critical recommendations to the government and industry in devising appropriate policies, applications and platform. The larger goal is to enable the mobile phone ecosystem as an integral component of larger governance development and citizen service delivery framework in India and South Asia.

The recommendations from the sessions would be used to analyze the growth of mobile application in the respective category. At the end of each session, there will be a consolidation of outcomes and pointers which will become the basis for policy and recommendation advisory to be shared with relevant government department, industries and associations.

NOKIA
Connecting People



**Mobile Application
Developers' (Mad)
Community
Parallel Session - 1.1
1130 hrs – 1300 hrs**

Inclusive Mobile Development in Governance

Chairperson: Mr. Ashis Sanyal[†], Former Senior Director (e-Governance), Department of IT, Government of India

Co-Chair & Moderator: Mr. Amitabh Singhal[†], Member Board, Public Internet Registry († Member Grand Jury – mBillionth 2011)

This session will have 7 presentations by the innovators/implementers shortlisted by mBillionth Grand Jury. Each presentation will be only for 5 minutes. The presentations include about the App/Mobile Content project, its objective and impact and its success story.

1. "EM-POWER KERALA" - MOBILE GOVERNANCE PROJECT OF GOVERNMENT OF KERALA, KERALA STATE INFORMATION TECHNOLOGY MISSION, INDIA
2. OFF SITE REAL TIME MONITORING SYSTEM (OSRT), GREATER HYDERABAD MUNICIPAL CORPORATION, ANDHRA PRADESH, INDIA
3. M-GOVERNANCE: AN EFFICIENT WAY TO MEET CITIZEN'S EXPECTATION, RAJKOT MUNICIPAL CORPORATION, GUJRAT, INDIA.
4. JHANSI JAN SUVIDHA KENDRA (JJSK) - AN MGOV INITIATIVE FOR REDRESSING PUBLIC GRIEVANCES, INDIA
5. RAJIV AAROGYASRI HEALTH INSURANCE SCHEME, INDIA
6. SIM INFORMATION & VERIFICATION SYSTEM (SHORT CODE 668), PAKISTAN
7. ELECTRONIC MUSTER AND MEASUREMENT SYSTEM (EMMS), BANGLADESH

**Mobile Application
Developers' (Mad)
Community
Parallel Session - 1.2
1130 hrs – 1300 hrs**

Inclusive Mobile Development in Infrastructure

Chair: Mr. Jonathan Bill[†], Head of Internet and Data Services, Vodafone

Co-Chair & Moderator: Mr. Jasmeet Gandhi, Head Services Marketing, Nokia India

(† Member Grand Jury – mBillionth 2011)

This session will have 6 presentations by the innovators/implementers shortlisted by mBillionth Grand Jury. Each presentation will be only for 5 minutes. The presentations include about the App/Mobile Content project, its objective and impact and its success story

1. ETISALAT APPZONE MOBILE APPLICATION ECO-SYSTEM FOR THE MASSES, HSEINID MOBILE ETISALAT LANKA, SRILANKA
2. INTEX V.SHOW- IN 8810 AND IN 8809, INTEX TECHNOLOGIES (INDIA) LTD., DELHI, INDIA
3. BOLT MOBILE BROWSER, BITSTREAM INC., MASSACHUSETTS, US (INDIA)
4. AVAN (AGGREGATED VOICE AND VIDEO APPLICATION NETWORK), COMVIVA TECHNOLOGIES LIMITED, KARNATAKA, INDIA.
5. SMS SPAM INTERCEPTOR, PAKISTAN
6. KOOKOO, OZONETEL SYSTEMS, INDIA

**Mobile Application
Developers' (Mad)
Community
Parallel Session - 1.3
1130 hrs – 1300 hrs**

Inclusive Mobile Development in Health, Environment & Inclusion

Chair: Mr. Sunil Kapoor, Zonal Director, Fortis Hospitals

Co-Chair & Moderator: Mr. Deepak Maheshwari, Director - Corporate Affairs, Microsoft India

This session will have 9 presentations by the innovators/implementers shortlisted by mBillionth Grand Jury. Each presentation will be only for 5 minutes. The presentations include about the App/Mobile Content project, its objective and impact and its success story

1. HEALTHPHONE, THE MOTHER AND CHILD HEALTH AND EDUCATION TRUST, HONG KONG (INDIA)
2. BATTLING COUNTERFEIT MEDICINE WITH AN SMS, PHARMASECURE PAS INDIA PVT. LTD., HARYANA, INDIA
3. IMPELCARE, PK4 SOFTWARE TECHNOLOGIES AND CARE FOUNDATION, ANDHRA PRADESH, INDIA
4. BUSDAY GETS BUSIER WITH MOBILE, TELIBRAHMA CONVERGENT COMMUNICATIONS PVT. LTD., KARNATAKA, INDIA
5. BABAJOB.COM, BABAJOB.COM, KARNATAKA, INDIA
6. BENEFIT DISBURSEMENT SYSTEM, APONLINE LTD., ANDHRA PRADESH, INDIA
7. SETT BROWSER FOR ANDROID, SRI LANKA.
8. JIGYASHA 7676, WIN INCORPORATE, BANGLADESH
9. BETTER LIFE, HANDYGO TECHNOLOGIES PVT. LTD., DELHI, INDIA

Lunch 1300 hrs - 1400 hrs

**Mobile Application
Developers' (Mad)
Community
Parallel Sessions – 2.1
1400 hrs – 1530 hrs**

**Inclusive Mobile
Development in Business
and Commerce**

Chair: Mr. Sayeeful Islam, Managing Director of SSL Wireless, Dhaka
Co-Chair & Moderator: Mr. Milind Pathak†, Vice President- SAARC and Mobile Content Solutions, Comviva
(† Member Grand Jury – mBillionth 2011)

This session will have 7 presentations by the innovators/implementers shortlisted by mBillionth Grand Jury. Each presentation will be only for 5 minutes. The presentations include about the App/Mobile Content project, its objective and impact and its success story.

1. ELECTRONICS MONEY TRANSFER SERVICE(EMTS), BANGLADESH POST OFFICE, DHAKA, BANGLADESH
2. KUMARI BANK – MOBILE CASH, KUMARI BANK LIMITED, KATHMANDU, NEPAL
3. EMUDHRA SECMSG, 3I INFOTECH CONSUMER SERVICES LTD., KARNATAKA, INDIA
4. BANGLALINK MWALLET, BANGLALINK ORASCOM TELECOM HOLDING AND COMVIVA TECHNOLOGIES LIMITED, DHAKA, BANGLADESH.
5. M-CASH WALLET, DHAKA, SOFTWARE SHOP LIMITED, BANGLADESH
6. ATOM M-COMMERCE PLATFORM, ATOM TECHNOLOGIES LTD, MAHARASHTRA, INDIA
7. ACTIVE DEALS, U.P., TIMES INTERNET LTD., INDIA

**Mobile Application
Developers' (Mad)
Community
Parallel Sessions – 2.2
1400 hrs – 1530 hrs**

**Inclusive Mobile
Development in Entertainment,
Travel Tourism & Heritage**

Moderator: Mr. Sunil Kulkarni, Group President, Oxigen Group
Co-Chair & Moderator: Mr. Chirag Jain†, Vice President, Carrier Relations (India), SMS GupShup
(† Member Grand Jury – mBillionth 2011)

This session will have 10 presentations by the innovators/implementers shortlisted by mBillionth Grand Jury. Each presentation will be only for 5 minutes. The presentations include about the App/Mobile Content project, its objective and impact and its success story

1. MTICKETING – TRAIN TICKET RESERVATION SYSTEM, MOBTEL (PVT) LTD, COLUMBO, SRILANKA
2. GAMESCLUB, NAZARA TECHNOLOGIES PVT LTD, MAHARASHTRA, INDIA
3. IPL T20 FEVER, INDIAGAMES LTD, MAHARASHTRA, INDIA
4. HIBUDDY, TIMES INTERNET LTD. (INDIATIMES 58888), U.P., INDIA
5. THE SEALINK, SPIEL STUDIOS PVT. LTD., MAHARASHTRA, INDIA
6. TUK TUK METER, MINDHELIX TECHNOLOGIES LLP, KERALA, INDIA.
7. SYGIC AURA, MAPMYINDIA, CE INFO SYSTEMS PVT LTD, DELHI, INDIA
8. MOBSTERR, DIGITEC TECHNOLOGIES, KERELA, INDIA
9. "ATN BANGLA" WAP PORTAL, SOFTWARE SHOP LIMITED (SSL WIRELESS), DHAKA, BANGLADESH
10. STAR TALK, U.P., ONE97 COMMUNICATIONS LIMITED, U.P., INDIA

**Mobile Application
Developers' (Mad)
Community
Parallel Sessions – 2.3
1400 hrs – 1530 hrs**

**Inclusive Mobile Development in Education,
Learning, News, Media
& Journalism**

Chair: Mr. Rajen Varada, CEO Labournet & Founder, TFTP
Co-Chair & Moderator: Mr. Srinivas Mothey, VP Enterprise, One97 Communications

This session will have 7 presentations by the innovators/implementers shortlisted by mBillionth Grand Jury. Each presentation will be only for 5 minutes. The presentations include about the App/Mobile Content project, its objective and impact and its success story

1. SPARSH, IL&FS EDUCATION & TECHNOLOGY SERVICES LIMITED, MAHARASHTRA, INDIA
2. MPUSTAK, HAZEL MEDIA PRIVATE LIMITED, DELHI, INDIA
3. BBC JANALA, BBC WORLD SERVICE TRUST, BANGLADESH.
4. CHEERURTEAM.COM, CHEERURTEAM.COM (PVT) LTD, SRILANKA
5. TECH NEWS, HANEZ HAROON, CENTRAL PROVINCE, SRILANKA
6. WORD PUZZLE, DHT DASSANAYAKE, NORTH WESTERN PROVINCE, SRILANKA
7. VOICETAP INTERACTIVE KNOWLEDGE ENGINE, EXPERT VOICETAP TECHNOLOGIES PVT LTD, U. P, INDIA

Tea & Networking 1530 hrs - 1600 hrs

Mobiles For Good

1600 hrs – 1800 hrs

The 'Mobiles for Good' Prize is an initiative of Vodafone India Foundation and Digital Empowerment Foundation to recognise best Non-Governmental Organisation / Not-for-Profit (NGO/NFP) practices in innovative deployment of mobile applications and usage of content and services to benefit communities



Vodafone Mobiles for Good

Chair: Dr. Ajay Kumar, Joint Secretary, Department of IT

Co-Chair: Mr. Ravinder Takkar, Regional Director – Asia Pacific and Middle East, Vodafone Group

Experts Panel:

- **Mr. Arvind Rao**, Chairman, CEO & Co-Founder, OnMobile
- **Dr. Subho Ray**, President, IAMAI
- **Ms. Geeta Malhotra**, Country Director, READ India

Moderators:

- **Mr. Osama Manzar**, Founder Director, Digital Empowerment Foundation,
- **Ms. Laura Turkington**, Head, Vodafone India Foundation

Mobile for Good Finalists Presentations

There will a presentation of 5 minutes each for 10 Finalists for the "Vodafone Mobiles for Good Grant Fund Prize". The Expert Panel along with the Chairpersons will do on the spot evaluation to select 2 Winners

1. **Ensuring 100% compliance and turning the tap off on Multi Drug Resistant TB with biometric tracking of each dose taken by every TB patient', Operation ASHA, Delhi**
2. **'CommCare', Network for Enterprise Enhancement and Development Support (NEEDS), Jharkhand**
3. **'eduVARTA: SMS based educational/job alerts & update service for rural & deprived college students', SMSOne (eduVARTA), Maharashtra**
4. **'Maternal and Newborn Health (MNH) Registry and Emergency Obstetric and Newborn Care (EmONC Trial) for reducing maternal and neonatal mortality through Community Mobilization and Home Based Life Saving Skills', Lata Medical Research Foundation (LMRF), Maharashtra**
5. **'Tracking Livelihood Entitlements of Rural Communities using Mobile Phone Based MIS in Orissa', Women's Organization for Socio-Cultural Awareness (WOSCA), Orissa**
6. **'Flood Early Warning System', Sahbhagi Shikshan Kendra, Uttar Pradesh**
7. **IVRS Aadharit Madyanh Bhojan Yojana ki Dainik Anushravan Pranali (IVRS based Mid Day Meal Scheme on daily basis system), Mid Day Meal Authority, Uttar Pradesh**
8. **'Let us go to school', Young India, Orissa**
9. **'Soochna Se Samadhaan Sewa (Information to Solution Service)', Society for Development Alternatives, Delhi**
10. **'Kisan Sanchar', Sristi Gyan Kendra, Haryana**

mBillionth Award Gala & Dinner

1830 hrs – 2200 hrs

- The Award ceremony will begin with showing the mBillionth Jury Process film, followed by category wise calling of winners, special mentions and also shortlisted ones.
- There will be 11 categories of Award, and in each category, there will be announcement of the name of the winning project and showing brief clipping of the winning project followed by winners proceeding onstage to receive winning trophies.
- Each winner will get one minute to share thoughts, feelings, anecdotes and experience to the august audience.

Chief Guest of Honor for the Evening Award Gala

- **Mr. Marten Pieters**, Managing Director and Chief Executive Officer, Vodafone Essar Ltd.

Guests of Honor

- **Mr. N. Ravi Shanker**, Additional Secretary, Department of IT, Govt. of India
- **Dr. Ajay Kumar**, Joint Secretary, Department of IT, Govt. of India
- **Mr. Chetan Sanghi**, Secretary, Industry, Government of NCR Delhi
- **Mr. Savitur Prasad**, Secretary, Dept of IT, Delhi NCR
- **Mr. Ravinder Takkar**, Regional Director – Asia Pacific and Middle East, Vodafone Group
- **Mr. Viral Oza**, Director, Marketing, Nokia
- **Dr. Rajendra Kumar**, Director (Projects), National E-Governance Division (NeGD)
- **Mr. Jonathan Bill**, Head of Internet and Data Services, Vodafone
- **Ms. Laura Turkington**, Head, Vodafone India Foundation
- **Mr. Arvind Rao**, Chairman, CEO & Co-Founder, OnMobile
- **Mr. R. Sukumar**, Editor, Mint
- **Dr. Govind**, CEO, National Internet Exchange of India (NIXI)
- **Mr. Ashis Sanyal**, Former Senior Director (e-Governance), Department of IT, Government of India
- **Mr. Sunil Kulkarni**, Group President, Oxigen Group
- **Mr. Pradeep Gupta**, Chairman, Cybermedia India Limited

Award Gala Moderation & Management

Dr. Madanmohan Rao, Editor at Large, Mobile Monday, Member of the Board,
Digital Empowerment Foundation

mBillionth Award Gala & Dinner
1830 hrs – 2200 hrs

Mobiles For Good
Award Distribution

Two Winners from 10 finalists to be announced and felicitated



Special Experience Sharing - Grand Jury

- **Dr. Amir Ullah Khan**, Deputy Director, Bill & Melinda Gates Foundation
- **Mr. Amitabh Singhal**, Director, Telxess Consulting Services (P) Ltd
- **Mr. Arvind Rao**, Chairman, CEO & Co-Founder, OnMobile
- **Mr. Ashis Sanyal**, Former Sr. Director, Ministry of Comm. & IT, Gov of India
- **Mr. Chirag Jain**, Vice President, Carrier Relations (India), SMS GupShup
- **Mr. Jonathan Bill**, Head of Internet and Data Services, Vodafone
- **Ms. Laura Turkington**, Director, Vodafone India Foundation
- **Mr. Milind Pathak**, Vice President- SAARC and Mobile Content Solutions, Comviva
- **Mr. Soumya Sarkar**, News Editor, Mint

mBillionth Gala Dinner 2030 hrs Onwards

GALA DINNER

CONTACTS

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Ravi Kanta 9810673957	(Finance & Logistics)
Chitra 7827594606	(Mobiles For Good)
Syed S Kazi 9818292524	(VIPs & Mobiles For Good)
Tanvi 9871726819	(Mobile Innovation Haat)
Shahid Ahmad 9310823774	(Mobile Innovation Haat)
Amit 9716762502	(Registration)
Bablu 9818831175	(Registration)
Pritam 9555687355	(Registration)
Satya 92780-89024	(Registration)
Sapna 9650310412	(Registration)
Amarendra 9871313761	(Speakers & Presenters)
Niyaz 9040181885	(Volunteers)
Neeraj Kumar 9910063766	(Wi-Fi)
Saumyakant 9717855411	(Wi-Fi)

Presenter



vodafone

Co-Presenter



Core Partner



Principal Partners



Let's get talking!

Organisers



Department of Information Technology
Ministry of Communications & Information Technology
Government of India

Strategic Partners



Vodafone
India
Foundation

One97 Mobility Fund



niXi
National Internet Exchange of India

Associate Partners



Country Partners



Outreach Partners

