

## **PRESS RELEASE**

### **3<sup>rd</sup> 'Mobile for Good' Awards by Vodafone Foundation in association with Digital Empowerment Foundation**

**Dear Sir/Ma'am,**

#### **Rs. 4 million funding for Indian NGOs and social enterprises with most innovative mobile initiatives**

For all of its ancient cultural wealth, despite the persistence of old elites and the emergence of new elites, India remains one of the world's poorest societies. There can be no doubt of a massive digital divide in India based on income, related to education and urban residence, and correlated with economic, political and cultural power. The key focus of "Mobile for Good" has been the reduction of digital and technological exclusion and bringing the benefits of mobile technology to communities or beneficiary classes throughout India through the funding and/or execution of charitable projects. The Mobile for Good awards programme is way of encouraging mobile innovation in the social sector by providing crucial funding to NGOs that use mobile solutions to improve efficiencies and enhance the delivery of their existing services.

Now In its third year running, Vodafone Mobile for Good Awards has announced a sum of Rs. 40, 00,000 to support deployment for 4 best practice mobile solutions which enable new opportunities for communities and address basic social issues in the area of health, education, governance and business inclusion. In addition to financial support, award winners will be provided requisite guidance for project scale-up and expansion in core and related areas of their work for two years.

Says Rohit Adya, External Affairs Director, Vodafone India, "Vodafone India's commitment towards society extends beyond products and services. We believe that technology as a social enabler and helps improve the daily lives of people everywhere. The Mobile for Good awards programme is our way of encouraging mobile innovation in the social sector by providing crucial funding to NGOs that use mobile solutions to improve efficiencies and enhance the delivery of their existing services."

Mohammad Chowdhury, Partner & Telecoms Industry Leader at Price waterhouse Coopers India says, "All these innovative ideas are impacting India as well as other countries." In the last three years, 9 nominations have been awarded and mentored and 4 new ones to be added.

Under the framework of mBillionth Award South Asia, one-of-its-kind platform for all mobile innovators/entrepreneurs in South Asia, Vodafone Mobile for Good Award 2013 will announce

four best mobile projects as winners on July 18th, 2013 in New Delhi. The third edition of the awards will be given in categories: Business and Livelihood, Governance, Education, Health.

We have received 77 total entries this year for 'Mobile for Good' award and now we are over with first screening, Pre Jury short listing and Final Jury selection. This year, we have shortlisted 16 best mobile solutions out of 58 qualifying nominees. Now we are moving towards the final step – expositions of the best solutions and announcement of winners on the occasion of mBillionth Award 2013 on July 18th, 2013 at Eros Hotel, Nehru Place, New Delhi.

On the occasion of mBillionth Award Mobile and Telecom Summit, we welcome you to meet and interact with our 16 M4G finalist along with past two year 9 winners, for this is the first time they will be gathering on one platform. This will be also an opportunity to network and exchange ideas with social organizations, industry and corporate.

During the award ceremony, the innovators and participants would also discuss the ways in which policy and institutional pace in India can be expanded to accommodate their urge to break the status quo.

**Please visit [www.mobileforgood.in](http://www.mobileforgood.in) for more information on award programme.**