

### eNGO Challenge South Asia 2013

The eNGO Challenge aspires to create an ecosystem of NGOs who are using Information Communication Technology (ICT) and digital media tools for good governance practices benefiting societies and communities at large. The Challenge seeks to recognise, salute and honour best NGOs using ICT and digital media tools. The eNGO Challenge is a joint initiative of Public Interest Registry (PIR) and Digital Empowerment Foundation (DEF).

If you are running or associated with any non profits/NGOs, nominate that for the eNGO Challenge South Asia 2013.

NGOs from India, Sri Lanka, Bangladesh, Nepal, Bhutan, Afghanistan, Pakistan & Maldives can apply for the 2nd eNGO Challenge South Asia.

The nominations are invited under 5 categories:

**Communication & Outreach:** This category defines that NGOs who have used ICT and digital media tools for their internal & external communication purpose and extending the outreach of NGO and its activities with respect to organizational mission and vision. For example, using mobile phones for extending the outreach of their organization and using website to showcase their activities and local content to get networking and support for their NGO.

**Social Commerce:** This category means that NGOs who have used ICT and digital media tools such as e-Commerce tools, mobile phones, online shopping and social media tools such as Facebook & Twitter for extending their business services for the purpose of community benefit. For example, using website or social media networks for the promotion and trading of products for community benefits.

**Advocacy:** This category defines those NGOs who have used ICT & digital media tools for advocacy, creating awareness and campaigning programs. For example: using ICT tools such as videos or community radios for human right activities or creating media awareness, or for propagating say adult education, or some disease eradication program, etc. However, political or industry/business lobbying is not included in this category.

**Organizational Efficiency:** This category defines that NGOs who have used ICT & digital media tools for improving and enhancing their organizational efficiency and bring transparency within the organisation.

**Sustainable Development:** This category defines that NGO who have used ICT & digital media tools for sustaining themselves.

For more details plz visit [www.engochallenge.org](http://www.engochallenge.org) or or write to us on [engochallenge@gmail.com](mailto:engochallenge@gmail.com) or apply online on [www.engochallenge.org](http://www.engochallenge.org)