

After 3 years of conducting the Mobile for Good Award under the framework of the mBillionth Award founded by Digital Empowerment Foundation, this year Vodafone Foundation is pleased to present Mobile for Good Award 2014 as a standalone award with DEF as their implementation partner.

Since its inception, M4G in India has identified and supported 13 projects undertaken by the NGOs and not-for-profit organisations to address the developmental needs of the community in various categories like health, education, governance and business inclusion spanning across the length and breadth of the country.

With a success and growth story of 3 years, Vodafone Foundation announces the commencement of its “Mobile for Good Awards 2014 - Excellence and Innovation in Mobile Technology – Story of Developmental Impact”. This year the award is divided into two broad categories:-

Applications for the award are welcome in 5 different categories:-

- 1) **Education**
- 2) **Health**
- 3) **Governance**
- 4) **Agriculture and Environment:**
- 5) **Women Empowerment & Inclusion**

Adding another milestone to the M4G awards, this year Vodafone Foundation has decided to add another category. This category is open for profit making companies, individuals, mobile application developers, entrepreneurs who are working towards social development using mobile technology and services for masses in India. Vodafone Foundation proposes to have them identified to help to grow them either through expertise, incubation or other more development programmes. There shall be no Grant Fund allotted for this category. The concept should be such which comes across as having an excellent potential for social impact if taken up by serious players.

However, to ensure greater outreach and encourage more and more eligible applicants to apply for, road shows are planned in 4 cities - Kolkata, Guwahati, Lucknow and Bangalore prior to as well as during the application process is to enlist and encourage every eligible mobile project/ solution/ app to apply for the grant of total INR 4800000 for 4 best mobile solutions under M4G 2014 award. This is also to encourage ‘For Profit Social Initiatives’ to be a part of the programme, apply and get benefited through Vodafone Foundation’s network and expertise to help scale up.

Road shows are being looked at as a critical component that shall add to the success of these awards and the intention of social good. The main objectives of the road show are:-

1. Holding regional road show events in various cities of potent mobile innovations to reach to the remotest of technology innovations in India.
2. Reaching out more and more organizations who are serving community at grass root level through their mobile solutions.
3. By attracting more applications from different areas of development through mobile phone
4. By providing regional expertise of related government departments, industry and network of other stake holder

Calendar for M4G 2014 Road Shows

The calendar of these road shows has been tabulated below:

S. No.	Date	Road Show Location
1	25 June, 2014	Kolkata, West Bengal (East)
2	27 June, 2014	Guwahati, Assam (North East)
3	4 Aug, 2014	Lucknow, Uttar Pradesh (North)
4	6 Aug, 2014	Bengaluru, Karnataka (South)