

Mobile for Good Awards 2014:An Insight

Digital Empowerment Foundation along with Vodafone Foundation Mobile for Good Awards 2014 announced the winners of the Awards in New Delhi on 17th November, 2014. Committed to mobilising social change by leveraging the power and potential of the mobile technology, the Mobile for Good awards programme acknowledges and supports ideas and concepts from NGO/NFPs that effectively and efficiently empower communities and change lives in their own unique way. The five winner NGOs, were awarded INR 1.2 million each and will be mentored during the course of one year to expand and upscale their capacity, improve project monitoring and enhance impact evaluation of the projects they manage.

Announcing the winners, Marten Pieters, MD & CEO, Vodafone India, said, "With over 900 million users and 90% penetration, mobile phones have become a part of almost every household in the country. This gives a unique opportunity to leverage their reach to connect, engage, develop content and deliver solutions via meaningful applications that can drive positive social and economic change, even in regions and among communities otherwise difficult to reach. We are excited by this opportunity and remain committed to support new ideas, innovations and applications that have the ability to transform society across domains health, education, empowerment, inclusion and governance."

Presenting the awards to the winners, the Chief Guest, Mr. R. Chandrashekhar, President, NASSCOM & former Union Telecom Secretary, said, "There is a rising trend in the social development sector to use mobiles and their diverse features and functionalities. Rapidly accelerating trends in enabling transformation through the use of ICT will increase access, enhance efficiency and enable innovation in the sector like never before. The success stories from the Mobile for Good Awards programme clearly indicate how rapidly the trend is accelerating and impacting several domains at once."

Founder & Director of Digital Empowerment Foundation, the implementation partner of the programme, Osama Manzar, said, "There is tremendous creativity amongst the non-profit organisations about the usage of mobile and mobility applications. With the help of the Mobile

for Good programme we are trying to help the existing innovations achieve scale and replication."

For more information about the awards, to apply and read about the past winners and their successful applications, please visit www.vodafone.in/mobileforgood about Mobile for Good Awards. Introduced in 2011, under the framework of the mBillionth Award, founded by the Digital Empowerment Foundation (DEF), the M4G Awards have successfully operated for three years in India. Over the last three year, these awards have supported 13 social organizations using mobile technology in the four areas of m-health, m- education, m-governance & m-business inclusion through crucial funding and mentorship to build capacity and further outreach over a period of two years.

The M4G Awards 2014 is led by the Vodafone Foundation; supported by Digital Empowerment Foundation (DEF) as Implementation Partners; Grant Thornton India LLP as Knowledge Partners and NextGen as Mentorship Partners.