

SOUTH ASIA'S BEST PRACTICES 2011

e-environment

e-governance

community  
broadcasting

e-localisation

e-inclusion

e-news  
& media

e-agriculture  
& livelihood

e-health

e-infrastructure

e-science

e-education  
& learning

e-business

e-travel &  
tourism

empowering  
masses  
*through* digital  
innovations

e-entertainment

e-culture &  
heritage



The Manthan Award  
Digital Inclusion for Development South Asia 2011

# Your World Your Domain



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a Public Interest Registry initiative

.NGO will be the exclusive domain for local and global non-governmental organizations looking to advance their missions or to inspire their communities. .NGO will provide immediate recognition for organizations to pursue a cause and make a positive impact. The Public Interest Registry is the non-profit organization managing .ORG – the domain that has served the non-profit community for more than 25 years – making it the natural choice for managing the .NGO domain.



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# empowering masses *through* digital innovations



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Published by: Digital Empowerment Foundation  
<http://defindia.net>

ISBN: 978-81-910139-4-8



Price: ₹200 | \$5

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Nepal

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Sri Lanka

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TOTAL ENTRIES  
**481**

TOTAL VALID  
NOMINATIONS  
**450**

WINNING  
NOMINATIONS  
**38**

FINALISTS  
**38**

SPECIAL MENTIONS  
**02**

CHAIRMAN'S  
DISTINCTIONS  
**06**

NOMINATIONS  
(COUNTRY WISE)  
04 : Afghanistan  
73 : Bangladesh  
296 : India  
74 : Sri Lanka  
02 : Pakistan  
02 : Nepal  
00 : Maldives  
00 : Bhutan

WINNERS  
(COUNTRY WISE)  
11 : Bangladesh  
21 : India  
04 : Sri Lanka  
00 : Pakistan  
01 : Nepal  
01 : Afghanistan  
00 : Maldives  
00 : Bhutan

SPECIAL MENTIONS  
(COUNTRY WISE)  
01 : India  
01 : Sri Lanka

CHAIRMAN'S DISTINCTIONS  
(COUNTRY WISE)  
06 : India



## CATEGORY WISE NOMINATIONS WITH COUNTRY WISE BREAK-UP

## E-BUSINESS &amp; ENTERPRISE : 49

India: 28  
Bangladesh: 10  
Nepal: 01  
Sri Lanka: 09  
Pakistan: 01

## COMMUNITY BROADCASTING: 16

India: 14  
Sri Lanka: 02

## E-CULTURE &amp; HERITAGE: 08

India: 04  
Bangladesh: 02  
Sri Lanka: 02

## E-ENVIRONMENT: 07

Bangladesh: 02  
India: 03  
Sri Lanka: 02

## E-INCLUSION: 50

Afghanistan: 01  
Bangladesh: 05  
India: 29  
Sri Lanka: 15

## E-NEWS &amp; MEDIA: 26

Afghanistan: 01  
Bangladesh: 05  
India: 16  
Nepal: 01  
Sri Lanka: 03

## E-TRAVEL &amp; TOURISM: 10

Bangladesh: 01  
India: 09

## E-ENTERTAINMENT: 27

Bangladesh: 02  
India: 14  
Sri Lanka: 11

## E-SCIENCE: 15

Bangladesh: 08  
India: 03  
Sri Lanka: 04

## E-GOVERNANCE: 58

Bangladesh: 03  
India: 47  
Sri Lanka: 08

## E-EDUCATION &amp; LEARNING: 95

Afghanistan: 2  
India: 73  
Bangladesh: 11  
Sri Lanka: 08  
Pakistan: 01

## E-AGRICULTURE &amp; LIVELIHOOD: 26

Bangladesh: 11  
India: 15

## E-HEALTH: 44

Bangladesh: 07  
India: 30  
Sri Lanka: 07

## E-INFRASTRUCTURE: 14

Bangladesh: 03  
India: 09  
Sri Lanka: 02

## E-LOCALISATION: 05

Bangladesh: 02  
India: 02  
Sri Lanka: 01

## CATEGORY WISE WINNERS WITH COUNTRY WISE BREAK-UP

E-BUSINESS & ENTERPRISE : 03 India: 01 Bangladesh: 01 Nepal: 01	E-GOVERNANCE: 03 India: 03	E-TRAVEL & TOURISM: 03 India: 03
COMMUNITY BROADCASTING: 02 India: 02	E-HEALTH: 03 India: 03	E-EDUCATION & LEARNING: 03 Afghanistan: 01 Bangladesh: 02
E-CULTURE & HERITAGE: 02 India: 01 Sri Lanka: 01	E-SCIENCE: 02 Bangladesh: 01 Sri Lanka: 01	E-ENTERTAINMENT: 02 India: 01 Sri Lanka: 01
E-NEWS & MEDIA: 03 India: 03	E-INFRASTRUCTURE: 03 Bangladesh: 02 Sri Lanka: 01	E-ENVIRONMENT: 02 Bangladesh: 01 India: 01
E-AGRICULTURE & LIVELIHOOD: 02 Bangladesh: 02	E-LOCALISATION: 02 Bangladesh: 01 India: 01	E-INCLUSION: 03 India: 03

### SPECIAL MENTIONS

E-BUSINESS & ENTERPRISE : 01  
Sri Lanka: 01

COMMUNITY BROADCASTING: 01  
India: 01

## CATEGORY WISE CHAIRMAN'S DISTINCTION

E-BUSINESS & ENTERPRISE : 01  
India: 01

E-AGRICULTURE & LIVELIHOOD: 01  
India: 01

E-ENTERTAINMENT: 01  
India: 01

E-NEWS & MEDIA: 01  
India: 01

E-HEALTH: 01  
India: 01

E-EDUCATION & LEARNING: 01  
India: 01

## INDIA STATE-WISE NOMINATIONS

Andhra Pradesh: 29  
 Arunachal Pradesh: 01  
 Bihar: 03  
 Chhattisgarh: 01  
 Delhi: 37  
 Goa: 04  
 Gujarat: 16  
 Haryana: 17  
 Himachal Pradesh: 01  
 Jammu & Kashmir: 04  
 Jharkhand: 01  
 Karnataka: 36  
 Kerala: 17  
 Madhya Pradesh: 05  
 Maharashtra: 41  
 Meghalaya: 01  
 Orissa: 05  
 Pondicherry: 02  
 Punjab: 03  
 Rajasthan: 08  
 Tamil Nadu: 17  
 Tripura: 01  
 Uttar Pradesh: 30  
 Uttarakhand: 02  
 West Bengal: 11  
 Others: 03

## COUNTRY WISE FINALISTS

India: 28  
 Bangladesh: 05  
 Nepal: 01  
 Sri Lanka: 04

## INDIA WINNER (STATE-WISE)

Andhra Pradesh: 02  
 Delhi: 06  
 Gujarat: 01  
 Haryana: 03  
 Karnataka: 06  
 Kerala: 02  
 Maharashtra: 01  
 Orissa: 01  
 Pondicherry: 01  
 Tamil Nadu: 02  
 Uttar Pradesh: 02  
 West Bengal: 01

## INDIA FINALIST (STATE-WISE)

Andhra Pradesh: 03  
 Delhi: 01  
 Gujarat: 02  
 Haryana: 01  
 Karnataka: 02  
 Kerala: 02  
 Madhya Pradesh: 02  
 Maharashtra: 04  
 Orissa: 01  
 Rajasthan: 01  
 Tamil Nadu: 02  
 Uttar Pradesh: 02  
 West Bengal: 04  
 Jammu & Kashmir: 01

## CATEGORY WISE FINALIST WITH COUNTRY WISE BREAK-UP

E-BUSINESS & ENTERPRISE : 03 India: 03	E-ENVIRONMENT: 01 India: 01	E-NEWS & MEDIA: 04 India: 03 Nepal: 01
COMMUNITY BROADCASTING: 02 India: 02	E-GOVERNANCE: 06 Bangladesh: 01 India: 05	E-ENTERTAINMENT: 03 India: 01 Sri Lanka: 02
E-CULTURE & HERITAGE: 02 Bangladesh: 01 Sri Lanka: 01	E-HEALTH: 04 Bangladesh: 01 India: 02 Sri Lanka: 01	E-TRAVEL & TOURISM: 01 Bangladesh: 01
E-EDUCATION & LEARNING: 05 India: 05	E-INFRASTRUCTURE: 01 India: 01	E-SCIENCE: 01 India: 01
E-AGRICULTURE & LIVELIHOOD: 04 Bangladesh: 01 India: 03		E-INCLUSION: 01 India: 01

# A DEF PUBLICATION

## WOMEN & INNOVATION for mobile awards 2011



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DIGITAL  
EMPOWERMENT  
FOUNDATION



## Manthan Award 2011: 8th year of great learning

Osama Manzar

**I**t is humbling to present the 8th consecutive Manthan Award in as many years to all our friends, supporters, partners, patrons and all associated organizations across the eight South Asian countries: India, Pakistan, Nepal, Sri Lanka, Bhutan, Bangladesh, Maldives and Afghanistan.

Our gratitude to long-standing partnerships of all our major associations and we welcome the new set of enthusiastic individuals, innovators and partners in the Manthan fraternity with great warmth. .ORG has taken the lead to make Manthan Award 2010 a big success with IAMAI and Mint solidly behind us as the pillars of the award.

We feel honored to have consistent support of Government of India's Department of Information Technology and National Internet Exchange of India (NIXI). We are encouraged by enthusiastic support of Net4 India, Veolia Water India, Pearson Education Services and Edu-rite. It is an honour to have institutional partnership with IGNOU, APC and National Commission on Minorities. We are delighted to be working with Mobile

Monday Bangalore, Yourstory.in, SMSONE, Deltecs, MPpost, Innoz, CauseBecause, WizIQ and Dreamcast.

Our partnership with international partners continues to grow stronger with Information Communication Technology Agency (ICTA) from Sri Lanka, P@SHA and Bytes for All from Pakistan, Computer Association of Nepal (CAN) and D.Net from Bangladesh. We are thrilled to have National ICT Alliance of Afghanistan

“The Manthan Award 2011 nominations process generated 450 plus nominations, and thus, we are now a repository of more than 2500 best practices across various digital domains including governance, infrastructure, health, culture, business, environment, localisation, science, education, and inclusion.”

(NICTAA) joining us as our partner from this year and because of which nominations from Afghanistan has increased this year.

With the World Summit Award (WSA), Austria, it is truly a privilege to continue working for almost a decade now with deep mutual respect, understanding, sharing common concerns and solutions in every possible moments of this digital journey. WSA's endorsement of the Manthan Awards South Asia on best digital content and applications as a global mentor and advisor is for many years now and my sincere gratitude to WSA and its pioneer, Prof. Peter Bruck for this wonderful support.

We continue to work closely and encourage other South Asian countries to propagate their national digital content movements and expand the reach of their own national digital award programmes, with anchoring support by Digital Empowerment Foundation, the foundational organisation of the Manthan Award. Thus, we are happy to see the growth of e-Swamibhani from Sri Lanka's national digital award programme, the national digital award from Bangladesh. We have a closer partnership with P@SHA (Pakistan Software House Association) and they continue to send the best nominations from their local digital award for nominations and participants at Manthan Award.

Bhutan and Maldives have yet to make a serious effort to join and be a part of the entire South Asian digital movement in a significant manner. However, both the countries have shown a lot of interest and I do hope we will get a good number of nominations in coming years.

As always we combed the entire South Asian region looking for champions who are using ICT tools innovatively to significantly impact the masses. In 2011, we were delighted to discover yet another dazzling array of inspiring projects and the year-long enriching interac-

tion with hundreds of such individuals and groups saw us enveloping newer regions and communities under the Manthan Award umbrella.

The Manthan Award 2011 nominations process generated 450 plus nominations, and thus, we are now a repository of more than 2500 best practices across various digital domains including governance, infrastructure, health, culture, business, environment, localisation, science, education, and inclusion. Each of these nominations is a unique success in its own right and collectively they form a huge knowledge repository for research and reference and, also serve as pathways to replicate successes in other regions.

On behalf of the Manthan Board and as Chairman of the Manthan Award, I sincerely acknowledge the valuable role and participation of the invaluable exhibitors and practitioners. My acknowledgement is incomplete without reference to the advisory board members of Digital Empowerment Foundation, whose continuous guidance, inputs and stand by support have made things really different and meaningful. And yes, our exclusive jurors whose contribution to Manthan Award is the hallmark of impeccable process and tireless contribution in terms of time and intellect to make sure that what we select as winners are regarded so across the board.

Here, one cannot ignore the minds and hands working behind the DEF and the Manthan Award pillars and making it sustain and grow. Perhaps, you might be wondering how the team that works behind the Summit & Awards would be? We have a very basic team put together for this award, but the only thing that made things workable and happening is the team effort and dedication to a cause that DEF stands for. My warm acknowledgement to all team members full of young and bright minds in Anamika Garg, Chitra Chauhan, Priyam Sinha, Sapna Subba, Ritu Srivastava, Syed S Kazi,

Azeem Khan, Soumyakant Sahoo, Amit Kumar, Neeraj Kumar Singh, Shahid Ahmad, Devendra Singh Bhadauria, Ravi Kanta, S Ansari, Satya Prakash, Jasbir Singh, Amarendra Srivastava, Shaifali Chikermane, volunteers and a few who worked with us briefly and left us, but we have their best wishes.

With this the Manthan South Asia Summit & Award platform hopes to receive continuous support, guidance, inputs and warmth not only from India but from well wishers in South Asia and beyond to enlarge the nascent digital movement for desirable outcomes.

Let us continue to celebrate and consolidate on our successes so that we may have the strength to move fast in our resolve to connect each and every individual in our communities with a digitally enabled society so that they may reap all the benefits of an abundant world.

Dear readers may ignore any errors and omissions in this book as humanly mistakes and enjoy the flavour and flow of digital diversities thereby.

Warmest regards,  
Osama Manzar  
osama@defindia.net

# DIGITAL EMPOWERMENT FOUNDATION

**Empowering through Information and Content**

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>> auditing <<  
>> outreach <<

>> knowledge <<  
>> research <<

>> advocacy <<  
>> consultancy <<



# Let's go for complete digital literacy

N. Ravi Shanker

I am excited to see the fresh list of nominees, finalists and winners in the eighth edition of the Manthan Award South Asia 2011.

ICT innovations are reaching out to the most disadvantaged and vulnerable sections of our society including women, differently-abled people and minorities and creating new opportunities for them. For example, in Bangladesh, Activity for Reformation of Basic Needs (ARBAN) is empowering poorest Bangladeshi women with timely and useful access to information and knowledge and livelihood opportunities as well.

Increasingly, projects are expanding their reach and ensuring long-term benefits for the participating communities. Mfoods, an initiative taken by the Government of Andhra Pradesh, is using ICT tools to ensure timely supply of nutritious food to 30.62 lakhs of children and women beneficiaries. ICT is making making in the difference in the lives of people even in war zones with initiatives like Liwal Distance School (LDS), in Afghanistan, which is a e-Learning

Programme broadcast via Pashto TV for 6 hours daily to children who cannot step out their house.

“In tune with these times, the upcoming Electronic Service Delivery Bill mandates all government organisations to deliver public services through electronic mode to enhance transparency, efficiency, accountability, accessibility and reliability in delivery of such services.”

With India crossing the 100 million Internet users landmark and recent trends in 'awakening' of the common citizens, a few bold initiatives like ipaidabribe.com are filling a big gap in providing meaningful channels for citizen activism. All these initiatives are demonstrating that ICT tools are essential in creating sustained large-scale beneficial impact on masses.



In tune with these times, the upcoming Electronic Service Delivery Bill mandates all government organisations to deliver public services through electronic mode to enhance transparency, efficiency, accountability, accessibility and reliability in delivery of such services. This would include receipt of forms and applications, issue of grants and licenses, permits, certificates, approvals and receipt and payment of money. The enactment of this bill is likely to result in a larger number of public-private partnerships to ensure all sections of society reap the benefits of ICT innovations.

Thus, the role of Manthan Award platform would continue to be critical in identifying best innovations and inspiring success stories all over South Asia.

I would like to use this opportunity to reach out to you to come on board and put an effort to make digital literacy pervasive. We already have very large number of mobile penetration and that is being used success-

fully by even the most illiterate and uneducated community which gives us an opportunity to see how we can use mobile as a mass platform to reach our large population to overcome illiteracy. We have started a focussed effort in this direction with DEF as one of the stakeholder and would invite one and all to join the movement.

My heartiest congratulations to all the award winners. They are demonstrating to the world how adversity can be a source of creativity and extraordinary accomplishments.

My best wishes to all innovators, nominees, experts and delegates.

With Best Wishes

N. Ravi Shanker

Additional Secretary

DIT, Ministry of Communications & Information Technology, Govt. of India



DEF and the Internet Society (ISOC) have launched a joint project called "Wireless For Communities" (W4C). The project aims to provide a holistic, community-empowered approach to connecting rural communities to the Internet. So far, W4C project has trained more than 50 rural youth in wireless technology and established 4 wireless networks in India.

[www.wforc.in](http://www.wforc.in)

## | Pursuit of .NGO

Brian Cute

Recently, the Public Interest Registry (PIR) announced a partnership with the Digital Empowerment Foundation (DEF) to bring more India-based non-governmental organizations (NGOs) online by providing a series of eNGO Workshops – training programs to help NGOs develop and manage an online presence – across India. As a part of that partnership, PIR is excited to co-present the 8th Annual Manthan Award, which is a first of its kind initiative in India to recognize the best practices in e-Content and Creativity. The Manthan Award winners will be honored for their successful initiatives at the International Conference & Summit on Digital Content & Services.

Our presentation of this award is representative of our ongoing work with NGOs in India to increase the digital presence of Indian organizations looking to mobilize and empower their communities online. Between PIR and DEF, our two organizations are committed to educating NGOs on the importance of using Information, Communication and Technology (ICT) to help India-based grassroots organizations attain viability.



Yet, this is just the beginning. As we expand these efforts to the global stage, PIR continues to make a concerted effort to speak with members of the NGO community around the world to get a better understanding of their specific needs. Through PIR's pursuit of .NGO, we hope to extend this effort beyond India, enabling global NGOs to further carve out their niche online with an exclusive platform they can call their own. It's imperative to educate the NGO community worldwide of the importance of being ICT-enabled so that they can increase the visibility and awareness of their causes both at the national and global level.

PIR would like to congratulate the individuals and organizations nominated for the Manthan Award. By applying for this award, these entities have already succeeded in reducing the digital divide and information poverty that continues to plague so many organizations around the world. PIR commends you on your efforts and wishes you the best of luck!

Brian Cute is CEO, Public Interest Registry, the official managers of .ORG



## ICT for NGO as a tool for their empowerment

Amitabh Singhal

For some time now I've been extremely fortunate to have been associated with a couple of great organizations. One of them represents a huge well known, well recognized, a marquee brand when it comes to internet domain names and yes I refer to .ORG, the Public Interest Registry, based out of Reston, Virginia. The other is our homegrown still a relatively sectoral player in the ICT domain, but nevertheless unique in terms of the services it renders to grassroots communities, around the country, and that is the Digital Empowerment Foundation (DEF).

Established and operating as two distinct entities, separately half way across the globe, and till recently unknown to each other, and despite their own distinct activities, both have been somehow driven by a common purpose, objective and an internal working culture ethos, which is to "Serve the Community".

Yes both .ORG, the Public Interest Registry and DEF are mission oriented 'Do Good' community minded Not For Profit organizations, and being fortunate enough to have known both (being on Board of one and

informally associated with another), I was able to bring the two organizations together in a unique experimental partnership. In a short spell of time, this has turned into a long term project commitment for uplifting the presence and visibility and therefore hopefully the fortunes of hundreds of grassroots social sector NGOs, who have been out there literally providing yeoman services in remote areas and corners of India. Their myriad social, economic and expert intervention ranges from girl child education and development, HIV & AIDS awareness, improving agricultural output, to im-

“Yes both .ORG, the Public Interest Registry and DEF are mission oriented 'Do Good' community minded Not For Profit organizations, and being fortunate enough to have known both.”

provement of primary education ratios, employment generation, environment protection, etc. These services reach the bottom of the pyramid sections of our society,

who are unable to access government support, care and services that are otherwise due to them; but, where the government fails, the grassroots NGOs deliver, despite the most difficult circumstances.

Which is where, I was happy to catalyze into action a program, and looking back, I am glad I could manage to bring PIR and DEF together and initiate and implement an ongoing series of NGO workshops, which we christened as the eNGO program.

The idea was fairly simple but the acceptance and success of it has been beyond our imagination. India being the largest hub of NGOs compared to any other region in the world (estimates range from 1.4 to 3.3 million NGOs), we realized that most of the NGOs are almost invisible to the outside world, beyond the village the local district community they serve. Now since they are invisible and their work and contribution to society unnoticed, they would naturally be facing an uphill battle to gather resources, such as money and material and not be in a position to communicate quickly enough to convey their situation, or seek and gather expert opinion and/or support in times of need.

At PIR, this year we initiated a plan to cater to the .ORG community in a more specific way, which was to consider launching .NGO domain. We then laid out a bucket of services, which would complement the .NGO domain and added potential services such as web-site development, email ids, content development, unlimited hosting, training to maintain and update websites regularly and such other ancillary services.

DEF, on the other hand, was already providing these services, albeit to a significant limited number of communities and had a great track record in helping to improve the skills of the NGOs through ICT intervention. Starting with our first joint workshop at Bangalore on August 13th, 2011, where approx 50 NGOs from far and wide turned up, we have within a short span of time,

till end October 2011, conducted such workshops in about 8 more locations, including Kathmandu and Dhaka. The format, message and take aways for the NGOs from the workshops are simple enough, never mind the hard work that is being put in providing the delivery of services; which is

1. All NGOs' will get an available .ORG domain name of choice.
2. They get to learn how to set up a website – in fact the site development process is demystified – and NGOs begin to understand that it's not rocket science and they can actually do it by themselves. Still, if they still do not want to, DEF offers to develop it.
3. Collection of all documents, information, pictures, videos, that NGOs have and can be used to develop the content for the web-site. No limit is imposed.
4. Unlimited e-mail ids provided for
5. Free development of above and maintenance for one year and thereafter a nominal amount each year to recover basic costs.
6. Going forward, they will be given an alternate .NGO domain – once PIR gets to run it some time later in year 2012.

The measure of success and enthusiasm is that DEF is currently processing close to 200 website requirements of so many NGOs. Once completed, the benefits to the NGOs would be:

- a) They would be ICT enabled and tooled to communicate their work to the outside world.
- b) Their work and information repository will be come visible globally
- c) The functioning of the NGO to that extent be comes transparent.
- d) Facilitates funding organizations to pinpoint and make targeted efforts to interact openly and support particular NGOs, thereby potentially enhancing their capacity, skills and scale of services to the deprived



- sections they serve.
- e) In future, we wish to enable them to process and receive funds online via the web-services itself, hence bringing in complete transparency and accountability.
  - f) Last but not least, the immense credibility that an online presence will create for the hitherto unknown NGO would be a rich experience by itself.

Having been able to conceptualize, plan and implement the concept with PIR and DEF, and being person-

ally privileged to attend and speak at some of these eNGO workshops and hopefully do the more of the same, I can say that, this is one passion that I have acquired and proud to have become part of. Taking this concept and format globally is the next logical step and we are working on it already.

Amitabh Singhal  
Telecom Expert & Former CEO, NIXI, Director  
Telxess Consulting Services (Pvt) Ltd. He is also a  
member of the Grand Jury Manthan Award South  
Asia 2011



## Connecting Panchayats Digitally



2,50,000 Panchayats in India where real governance are supposed to happen but that is where the disconnect is. 99% of these Panchayats are devoid of ICT connected world of knowledge. In order to make Panchayats in India visible bottom-up, benefit the information revolution, and help Panchayats have virtual home to connect with citizens and the hierarchy of governance, DEF & NIXI has launched a Pilot program to create 500 DPs across 10-15 States and inspire others to evaluate the same.

[www.epanchayat.in](http://www.epanchayat.in)

# Maximizing access to information through linking traditional and new media

Mosharrof Hossain



Most of the content produced by local cable TV channels mostly caters to an urban audience. There is hardly anything that addresses the needs of the rural communities in Bangladesh in a dedicated manner. By producing a rural community based interactive TV show by connecting two locations using Cellular modems/Internet/BGAN (as applicable) can easily produce video contents on livelihood issues for rural people in addition to providing advisory services at once. CONNECTING BANGLADESH is such a TV show that has been ideated through brainstorming of D.Net and ATN News, a 24 hours news channel in Bangladesh collaboratively, utilizing D.Net's rural partners and team of 'Infoladies'. The show is being aired on every Friday and Saturday 5:15 PM in ATN NEWS channel. One location ATN News studio in Dhaka with host and a specialist guest and the other location at remote village in Bangladesh were connected. The Infoladies are the rural tethering or point of contact for the show. These remote communities are being connected to talk about their concerns and problems and having an expert available either in the studio or an-

other remote location to provide solutions/suggestions to help them resolve or cope with the issues they might raise.

“One location ATN News studio in Dhaka with host and a specialist guest and the other location at remote village in Bangladesh were connected.”

Initial research indicated 5 different groups with at least five different thematic areas of concern relevant to their lives. These are: rural women/mothers, Farmers, Laborers/Unemployed, Rural Teens (Boys & Girls) and rural elderly. Infoladies form those groups and provide information and advisory services through using various sources such as offline, online, video, printed materials etc. If they fail, then they need to connect the group members with concerned specialists by any means. Connecting Bangladesh ushered a new era to fulfill the need. Be-

sides, viewers of the TV show can match the same queries posed by the group members and solutions with their own lives.

There is a new dimension in CONNECTING-BANGLADESH initiative for ensuring use of multiple delivery channels for access to information and knowledge. In this age of digital-convergence it is high time to explore alternative pathways for both acquisition and dissemination of content especially by using Mobile/Internet technology. Those who fail to watch TV show on air can get opportunity to watch it in alternative ways. Telecentres and Infoladies can get the show in DVD and demonstrate rural viewers during the line broadcasting and later on as well. All the broadcasted episodes are available on internet ([www.youtube.com/atnnewsdnet](http://www.youtube.com/atnnewsdnet)). Due to inadequate bandwidth many people fail to watch video from internet and they can listen and download audio of the TV show. There is a provision to get questions and answers in text from the web sites with search facility. In this way CONNECTINGBANGLADESH is an innovative model that uses traditional and new media for ensuring use of multiple delivery channels for reaching the unreached as well as maximizing utilization of contents developed by the TV show.

Although initially the show started with the areas covered by Infoladies, now it has been spread countrywide through different model of telecentres like Union Information and Service Centres (UISCs), Computer Literacy Centers (CLCs), Community Information Centers (CICs) etc. Periodically, many new interesting areas on livelihood issues have also been incorporated as a subject of advisory services.

The pilot episodes of the show were produced by shooting them 'as live' using cellular modems in remote locations to connect between studio and rural group via SKYPE. This ensured spontaneity of conversation with host/guest team in Dhaka studio. Both ends were recorded in HDV and subsequently edited to give the 'live' look. Based on the lessons learnt from the pilot episodes shot in remote locations of Netrokona and Gaibhandha district, CONNECTING BANGLADESH has been developed as a complete model of Producing TV Show with low-cost technology and its maximum utilization and impact.

Mosharr of Hossain

Deputy Director, D.Net, Bangladesh

He is also a member of the Grand Jury Manthan Award South Asia 2011

There is a new dimension in CONNECTING BANGLADESH initiative for ensuring use of multiple delivery channels for access to information and knowledge.



## ICT and development of financial services

Amir Ullah Khan



The nineties was a decade that saw economic crises loom large. Several countries in Asia went through a big crisis period in the early nineties and East Asia in the mid-nineties, and the US saw the internet sector crash towards the end of the decade. However both on the domestic front and at the Global front, individuals and countries began to get globalized and included in the world economic system. By contrast the decade that went by has been the decade where we have now gone further and started including people into the financial system. In the modern context, it is imperative that a large number of people who do not have access to capital are brought into the organized sector. Especially in rural areas, with rising incomes and shifting agricultural practices, there is an increased demand for credit, the supply of which is abysmally low.

On the demand side, there are problems with financial illiteracy, lack of awareness, fear and cost of approaching banks, inflexible products and liquidity problems. It's not just the banking exclusion; the poor also do not have access to financial products such as insurance,

time deposit facilities and housing loans. Low productivity also leads to financial exclusion. Solving these appears to be a daunting task if the old solutions of providing bank branches and rural banks continue to be the focus. Mobile money and m-Commerce indeed offer a reliable and inexpensive option. The reach of scheduled banks is abysmal. The role that mobile technology can play in bringing inclusion is arguably the best way forward.

“In the modern context, it is imperative that a large number of people who do not have access to capital are brought into the organized sector.”

However, in most of South Asia, the way the regulatory environment relevant to financial inclusion has developed discourages small transactions. Technology up gradation and reform could also pave the way for Home banking services, especially for rural areas with rich pockets. With bottlenecks coming in by way of ex-

cessive licensing and discouragement, experimentation with new technology suffers. For a knowledge based economy, aiming at leveraging new technology to reach the poor, it is important that the innovation eco system be kept free and simple. Self-help groups and Micro Finance, particularly in Bangladesh and South India have empowered women in rural areas and given them financial awareness. Rural women are now seen by financial institutions as bankable and worthy of being counted as potential clients. Almost everyone agrees that a bulk of the positive transformation South Asia has seen has been with respect to women. Reservation in the political decision making apparatus has resulted in increased outlays to drinking water, sanitation and education. The immediate impact has been the dramatic increase in female enrolment rates in schools. The big partner in this success with empowering women has been the manner in which modern technology, especially in the Information and Communication Technology sector has reached the hands of rural women.

There is some distance to go as the next step is in empowering these women who are now aware. Sustained rural growth will come by leveraging the networks that have come about, by making trade gains symmetric and favoring the producer more, by guaranteeing financial inclusion, amending outdated laws, making delivery smoother, aggregating small farmers, cutting out wasteful subsidies, targeting them better, using Unique IDs to effect cash transfers and improving governance at all levels. Of course the challenges are huge. It will mean providing ATM facilities to far flung villages and setting up a large network that will trace the distribution and movement of kerosene and gas cylinders to ensure that villages get adequate supply.

Amir Ullah Khan is a member of Grand Jury Manthan Awrad South Asia 2011 and Depty Director, Melinda & Bill Gates Foundation, India

Gyanpedia  
(www.gyanpedia.in)

Digital Panchayat  
(www.epanchayat.in)

NorthEast Development  
Foundation  
(www.nedf.org)

Green Prakriya  
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Wireless For  
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Neerjaal  
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## Churning for the Best, Yearning for the Rest

Deepak Maheshwari



Information & Communication Technology (ICTs) has become one of the key drivers of enhancing equity, inclusion & sustainable development around the world but more so in the developing countries. According to ITU, there were 117 million Internet users in 2006 representing 18% of the then global population of 6.5 billion. Within the last 5 years, this number has grown to 245 million Internet users representing 35% of the current global population of 7.0 billion. However, what is more noticeable is that the Internet users in developing countries now represent 62% of the global user base compared to just 44% in 2006!

Beyond just providing means of communication & computing, what ICT is enabling is a renewed sense of community, confidence and capability thereby empowering the people, as has been seen in many of the recent upheavals – both social & political. The impact of ICT is reverberating across all faculties and walks of life – education, health, governance, environment, markets and even, entertainment!

Creation of wealth, enhanced opportunities for learning & livelihood and the capacity building for shaping destiny of oneself, one's community & country – all these are being realized with the increasing penetration, adoption & usage of ICT. While this is definitely a cause celebre, it is also a sobering fact that many of the people within the developing countries are still untouched by the benefits of ICT and a lot more still needs to be done.

“However, what is more noticeable is that the Internet users in developing countries now represent 62% of the global user base compared to just 44% in 2006!”

Ubiquitous & pervasive use of ICT can enhance productivity and bring in efficiencies in every endeavor of life but we also need to ensure that such usage is protected. Both the ICT infrastructure and the information are to be protected. However, the users also need

protection – from the criminals as well as from intrusion into their privacy.

To enable all and one participate and partake in the knowledge society, we need a compelling vision, conducive policy framework and execution excellence that goes beyond the first three stages of providing computers, connectivity and the capability (a.k.a. digital literacy) to the people. Rather than passively consuming the content developed by others, the real empowerment would come from the users' too actively co-creating the content as 'prosumers', something imagined by the eminent futurologist Alvin Toffler four decades back.

Manthan is a platform for people to connect, share and

discuss ideas and inspire one another for the larger public welfare. While the Manthan (it means 'churn') brought up the best, my salute goes to all the nominees who yearned for these coveted awards. These awards are not for achievement per se but for motivating even more people to come forward, participate and share their successes & stories, their pains & glories.

There are miles ahead and beyond the miles, the smiles on billions of faces!

Deepak Maheshwari

Author is member of Grand Jury Manthan Award South Asia 2011 and Head of Corporate Affairs Microsoft, India



eNGO is a national programme of DEF, and supported by diverse stakeholders including .ORG, an initiative of Public Interest Registry (PIR), on ICT enablement of grassroots level organisations by offering a web enabled platform through FREE websites. The eNGO programme strives to empower more than 3.3 million NGOs and Self Help Groups to create a virtual identity and increase their visibility for national and global outreach. eNGO programme offers websites in any local Indian language.

[www.engo.in](http://www.engo.in)

# Equipping India with Digiclass

Srikanth Iyer



The world economy is undergoing an unprecedented change. With new developments in science and technology, media revaluation and internationalisation of education, and the ever expanding competitive environment, the education scene is undergoing a massive revolution. As Pearson Education Services, we believe that technology plays a huge role in bridging the gap in the quality of education among various sectors of society. As a part of Pearson, the world's largest education company, we aspire to seamlessly combine its international standards, content and expertise with our local knowledge and reach, offering solutions that will propel education into a higher plane in India.

With this objective in mind, we offer DigiClass – an ICT-based classroom solution that aims at converting traditional classrooms into interactive sessions by combining state-of-the-art hardware with syllabus-compliant, multimedia content. This solution employs the DigitALLY™ application (Multimedia Enabled Syllabus Specific Course Content). This is in tandem with our many other educational services like school man-

agement services, on-line tutoring, technology aided coaching classes and test preparation services for various entrance exams etc.

## Learning through cognition

DigiClass is based on the Cognitive Learning Approach – a widely accepted theory on the learning process. According to it, there is a close relationship between “what we know” and “what we need to learn.” Thus, by associating new material with something familiar, the students can understand new concepts better and retain the information longer. Its multimedia content – including audiovisual aids, demonstrations, simulations, rhymes, games, activity sheets, e-books and 3D interactivity – helps teachers better establish this link.

“As Pearson Education Services, we believe that technology plays a huge role in bridging the gap in the quality of education among various sectors of society. ”

### DigitALLY™ - the heart of DigiClass

DigitALLY™ is our patented and award-winning multimedia-enabled teaching tool that empowers teachers to customise their teaching sessions, keeping the learners' pace in mind. It has a preloaded repository with large numbers of animations, self explanatory diagrams, 3D interactivity, worksheets, quizzes, e-books and several hours of experiments – all designed to make the classroom session more engaging and interesting. The expert content team at Pearson Education Services ensures that DigitALLY™ is constantly upgraded with new features and content.

One of the unique features of DigitALLY™ is that it has syllabus-specific content for CBSE, ICSE, HSEB, IGCSE-I, IGCSE-M, and AP, Karnataka, Gujarat and Maharashtra State Boards. It covers Kindergarten to Grade 12 and contains content for English, Hindi, Mathematics, Social Sciences, Environmental Science, Basic Mathematics, Business Studies, Statistics, Accountancy, Physics, Chemistry and Biology.

### How various institutions are being benefited by DigiClass

The DigiClass solution leverages Pearson's global resources, expertise, content and reach to provide international standards at affordable prices.

- Its pre-loaded learning elements such as animations, diagrams, simulations, videos, 3D interactivity, worksheets etc., which are all designed to ensure superior teaching/learning practices, are mapped to various Indian syllabi. The school can choose the specific syllabus relevant to them and use it accordingly.

- It has a user-friendly PFC (Prepare For Class) mode which allows teachers to customise lesson plans by adding/editing/deleting learning objects. They can use the comprehensive “Search” option to find desired objects in the vast repository.
- It also has a TIC (Teacher In Class) mode that allows teachers to access the pre-loaded content in the classroom. The teachers can also leverage a feature called “Group Quiz”, which creates a powerful collaborative assessment environment.
- Schools can track the effectiveness of the solution with a reporting dashboard.
- Based on feedback from the teachers, the DigitALLY™ application is constantly updated with new content.
- The DigiClass solution offers Teacher Training, Certification and Assessment programmes to ensure that the teachers have no problems while using the solution.

To know more about us and our businesses, you can visit our website at [www.pearsoneducationservices.com](http://www.pearsoneducationservices.com). For more information on DigiClass, please log on to [www.digiclass.in](http://www.digiclass.in).

Srikanth Iyer

The author is COO of Pearson Education Services Pvt. Ltd.



## The toy of well heeled

Nandita Rao



Development like love means different things to different people. For some the ability of a nation to make a nuclear weapon or send a space craft on the moon signifies an advanced stage of development, even if, these scientific miracles co-exist with a majority of the population living in the dark ages, lacking basic sanitations and clean water.

In this context the Manthan Awards are unique celebration not merely of technical progress but also of the creative use of this revolutionary technology to bring change in the lives of people.

As a lawyer and activist I have had the privileged of representing sections of society that have been marginalized, often by development both in and out of court. Some of the organizations and causes I have represented include (a) CHILDLINE: A helpline for the rescue and repatriation of children (b) SWANCHETAN: A Trauma Centre, which works with the Delhi Police to provide counseling to women and children who would be victims of violence (c) SOCIETY FOR LABOUR & DEVELOPMENT: A think tank which is working

among the garment export workers in Gurgaon, the glittering example of development, whose unseen underbelly lives in conditions of slavery. (d) victims of the Gujarat genocide in their fight for justice and compensation, HIV positive people in their fight for equality and women in their fight for maintenance, custody and often just dignity (e) through the Delhi High Court Legal Services Authority for the civil liberties of people wrongly convicted and languishing in jail. I have often marveled at the courage of my clients to struggle for their rightful share in the pie of development, for the dignity owed to them by the promise of progress, for the security that social, political and economic advance entitles them to.

“As a lawyer and activist I have had the privileged of representing sections of society that have been marginalized, often by development both in and out of court.”

However on account of the limited use of technology in the legal system, I viewed ICT as an elitist thing, whose impact on disseminating the social, political and economic fruits of development were limited. I felt these toys of the well heeled had very limited use in the battles of the poor.

This October, I had an opportunity to sit on the Manthan Award jury and was humbled by my exposure to more than 400 entries from across SAARC countries. ICT had been used far and wide, imparting computer education in rural areas, adult literacy, women's empowerment, sexual awareness help lines, technical aids to rural health workers, websites for integrative and alternate travel, campaigns to end domestic violence, regional newspapers that were not controlled by corporate lobbies.

The speed, autonomy, low-cost and vast outreach of technology as and instrument of development and empowerment struck me with its full power. The jury process itself was very strenuous, exciting, thorough and democratic. The entries were divided by field of application and two juror's independently marked them. The top 6 from each jurors marking, were then discussed by the entire jury. The discussion was honest, often heated, sometime harsh but never personal. It was an earnest and whole hearted effort to ensure that products and campaigns which not only showed innovation in technology but also had a wide spread impact on development were rewarded. And in itself it was a rewarding journey.

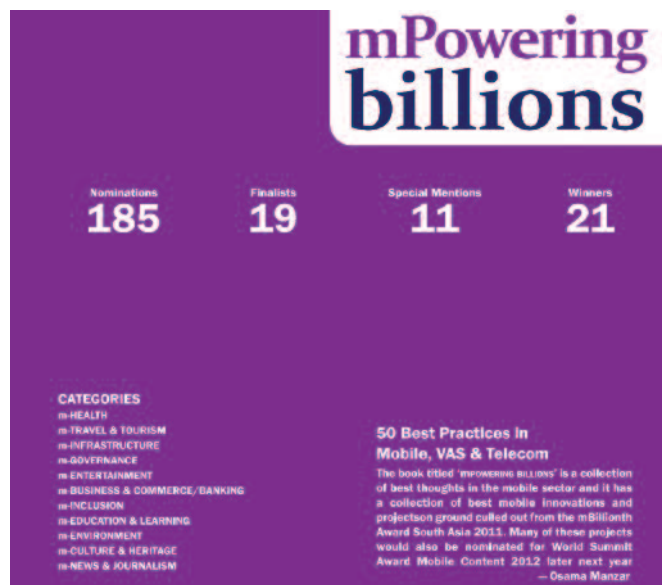
Nandita Rao

Nandita Rao is a member of Grand Jury, Manthan Award South Asia 2011 and Advocate at Delhi High Court.

## A DEF PUBLICATION



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## Information and Communications Technologies for enabling women engaged in Indian Informal sector

Geeta Malhotra



### Role of the Indian women in the informal sector of the economy:

The informal sector of the economy is a larger source of employment for women compared to men in the developing world. 60 per cent or more of women workers in the developing world are in the informal employment. Globalization has further contributed to an increasing number of women being pushed in the informal sector of the economy. In some cases, it has also helped in some in decreasing the absolute poverty and increasing employment opportunities for those at the lower income scales. However, most employments are usually low-skilled, intermittent and do not lead to any future opportunities in rural areas where women do not go out from their villages.

There are challenges too. Women in the informal economy are lagging behind in productivity; apart from facing inequity in wages and social security. The women in the informal sector face increased vulnerabilities and insecurities in the new market regime. The unskilled women workers have experienced a decrease in their bargaining power as a result of the greater mobility of capital

and skilled labor.

There have been many examples of empowering grass-roots women in self-employment and having small-scale businesses. The Self-Help Group movement have provided opportunities to women to come out of their houses, learn innovations and do small-scale business to earn their better livelihood and contribute to the home economy. This has not resulted in not only raising the standard of living of the family, but letting their children go school; having access to better health facilities and providing an opportunity to women in decision-making in the family. Of late, men have also started realizing the importance of women in economic advantage through non-formal sector in their family income. Digital Empowerment Foundation has set up examples in various parts of the country in this endeavour.

“The women in the informal sector face increased vulnerabilities and insecurities in the new market regime.”

READ (Rural Education and Development) India while setting up Community Library and Resource Centre encouraged women to take part in the income generating programmes and enhanced their skills not only to earn for themselves but sustain the Centres which have been set up for them and their families for holistic education and development. The Centres in Rajasthan and Manipur are examples of these initiatives. In Manipur, the Maitie women community are born entrepreneurs : Given the opportunities they spend most of their time focusing better earnings for the family. The following are some highlights during the programme interventions in 2008-2010 :

- Maitie women are working with commitment and concern. They weave for the family needs and also for getting some financial support from the products. They are receptive of all the initiatives of alternative development. The women, therefore, earn the sensible income from the part-time activities for their petty requirements: pocket money for their children, mainly for the girl child. Such part-time incomes give them respect and decision making capacity in the family and society. Most of Meitie women take their products to the Imma Market or Mother Markets designed mainly for the women in various localities in the State, and sell them. Recently, Government of Manipur has built two special huge markets for women to provide them the better space for better earnings.
- Another case study is from Saharia Community in Bhanwargarh village of Kishanganj block, Baran district, Rajasthan. Jan Jagriti Mahila Samiti has partnered with READ India to set up Community Library and Resource Centre. The women are having Gooseberry processing as one of the sustainable programme for the Centre along with the Computer Centre for Learning dedicated by Digital Empowerment Foundation. Women

are producing gooseberry products and selling them not only in Baran but the products go to other markets too. The tribal women have approached the schools for providing gooseberry candies during the mid-day meals to address the anemia in the school children. The studies have shown the improvement in the anemia level in the malnourished children in the selected anganwadis and primary schools of the block.

- Another case study from the Geejgarh village, district Dousa in Rajasthan revealed that the local adolescent girls and women are keen to learn computers, stitching and library skills to manage the Community Library and Resource Centre and would like to promote the Apparel Centre in their village for better marketing skills and linking them with the export houses, the hub in Rajasthan.

Preparing women to join the informal sector and using ICT tools for upscaling their programmes is an effort which has been made with conscious effort of reducing the digital and economic divide in rural and urban areas. The project interventions enabled the women to understand the importance of Information Technology tools and how these tools can help them not only for their own empowerment but the empowerment of the community as a whole.

With these initiatives, when technology is in their hands, whether it is computer, mobile or radio, they become the active users in their own way.

Specific issues which need to be focused are developing strong linkages between Markets, ICTs and Informal sector women work force:

- ICTs provide opportunities for supporting poor women producers' access to markets. This process however needs support of multiple stakeholders, to address challenges in demand assessment, quality

control and supply chain. The role of the multiple stakeholders in this process needs to be discussed threadbare.

- ICTs should be used to provide economic, legal and social opportunities to the informal sector women; and specifically to the physically challenged women who are doubly disadvantaged by gender and physical disability.
- There is scope for partnerships between government, civil society and the private sector in promoting economic opportunities for women in the informal sector.
- There is a gap in enhancing the skills of the women as a whole. There are organizations who are dedicated to this work. There is a need to

put a pool of human and financial resources to this endeavour.

- The rural women can play a pivotal role in the Indian economy if they are given the platform, training and enabling them to develop linkages among themselves through ICTs.

Geeta Malhotra is Country Director Rural Education and Development) READ-India and also Member of Grand Jury, Manthan Award South Asia 2011

Another case study is from Saharia Community in Bhanwargarh village of Kishanganj block, Baran district, Rajasthan. Jan Jagriti Mahila Samiti has partnered with READ India to set up Community Library and Resource Centre. The women are having Gooseberry processing as one of the sustainable programme for the Centre along with the Computer Centre for Learning dedicated by Digital Empowerment Foundation.

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## Digital Activism: From Swarms to Political Change

Madanmohan Rao



From the days of the telegram down to the social media and mobile phones of the 21st century, information and communications technologies (ICTs) have had significant political impacts on society.

The telegram sent by British General Charles Napier in the 19th century to his superiors after the colonial conquest of Sindh province in the Indian subcontinent had just one word: “Peccavi,” which in Latin means “I have sinned” – a clever pun on the word Sindh. This was probably one of the first clever uses of language in new ICTs for political purposes.

In 1979, Ayatollah Khomeini used another ICT, cassette tapes, to spread his revolutionary messages in Iran even while he was in exile. The US-led Gulf War of 1990-1991 against Iraq marked the rise of another new media technology, cable TV, most notably CNN, to cover realtime breaking news. The use of SMS to mobilise protestors in the Philippines and ultimately depose then-president Joseph Estrada in 2001 made observers sit up and take notice of humble text messaging as not just something teenagers do but something which activists can harness.

The second US-led Gulf War against Iraq in 2003 led to the rise of the Internet as a “second superpower” to mobilise popular opinion worldwide against the war effort. And now in 2011, we have witnessed the use of mobiles and social media to help movements topple unpopular heads of state in Tunisia and Egypt.

“The use of SMS to mobilise protestors in the Philippines and ultimately depose then-president Joseph Estrada in 2001 made observers sit up and take notice of humble text messaging as not just something teenagers do but something which activists can harness”

The recent developments in the Middle East have even led many observers to speculate on which government may be toppled next thanks to the mix of urban youth-centric movements, popular anti-government dissatisfaction and high penetration of social media and mobile phones.

This has even led corporate ICT CEOs such as search engine giant Google's Eric Schmidt to observe: "What's most important about the future (of new media) is that it is for the masses, not the elite." Dick Costolo, CEO of Twitter, said: "Twitter is more than micro-blogging; it reduces the gap between awareness and engagement," thus amplifying the course of events in realtime, both physically and virtually.

New media have already been used as tools of socio-political change in a number of advocacy movements: consumer empowerment, counseling for victims of substance abuse and violence, neighbourhood safety watches and citizen journalism. Our research shows that in Asia, the consumer and citizen movements in social and mobile media are very active. But Asian companies and governments are much more cautious and even conservative in this arena, as can be seen by the Indian government's sluggishness on the social media front as compared to the Anna Hazare movement.

It is interesting to observe differences in the way social media and mobiles are used by activists. At a basic level, information can be circulated, forwarded and relayed amongst users. More sophisticated uses including "mashing up" existing content, creating new content, and collaboratively co-creating content. The combination of online communication and offline "meetups" whose time and place can be coordinated in realtime by mobile phones has been powerfully demonstrated by the "smart swarms" in the streets of cities like Cairo.

A useful framework to analyse digital activism is via "8 Cs" framework: connectivity (how many Internet users are connected), content (what kind of content is circulated, eg. SMS, videos), community (networks of activists), culture (openness to change), capacity (tools and skillsets for digital activism), cooperation (between different societal sectors), commerce (how people are rewarded and compensated for this work) and capital (who invests in technology firms).

Accordingly, information societies fall into eight categories: restrictive (eg. Myanmar, North Korea), embryonic (eg. Afghanistan), emerging (eg. Nepal), negotiating (eg. China, Singapore), intermediate (eg. India, Philippines), mature (eg. Australia, New Zealand) and advanced (eg. Japan, South Korea).

The theoretical challenge in fully understanding and predicting digital activism lies in the fact that there are five converging "families" of theories in mobile media. Mass media theories explain facts like cultivation effects and mainstream gatekeepers; telecom theories address the exponential power of networks; political communication theories address notions of propaganda and power; social media theories explain the new era of "mass self-communication" and accelerator/amplifier effects; and information science theories address multimedia aspects of information management and communication.

The challenge – and opportunity – for activists is to go beyond use of mobiles and social media for swarming behaviour and create sustainable social movements, and then to build long-term stable civil society organisations on top of them. The challenge for governments is to promote ICTs for overall national development while also staying accountable and transparent to a new generation of digital natives inspired and empowered and inspired by social media and ubiquitous smartphones.

Madanmohan Rao is the editor of The Asia-Pacific Internet Handbook and tweets at <http://twitter.com/MadanRao>. He is a member of Grand Jury, Manthan Award South Asia 2011



# WINNERS



## SPECIAL MENTION

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## Category

# E-BUSINESS & ENTERPRISE

“ Support and optimization of business processes; creation of new business models in e-commerce and m-commerce, business to business, business to consumers, internet security and other areas; supporting small and medium enterprise's on the marketplace. ”

Amar Desh Amar Gram

BANGLADESH

Kumari Bank – Mobile Cash

NEPAL

CoCubes.com

INDIA

SPECIAL MENTION

Online Ordering System for Keells Super

SRI LANKA



## Amar Desh Amar Gram ("My Country My Village")

### DESCRIPTION

The project Amar Desh Amar Gram creates a virtual marketplace named as Amar Desh eSHOP for better economic opportunities for the farm producer rural communities of Bangladesh. Everyday villagers come with their products (anything they produce even if it is just a gourd) and catalogue it on the internet at the e-Centre. A city buyer, may be hundreds of miles away, glances through the catalogue and places an order with an electronic card. In less than two days the person receives the product which otherwise may be available at a higher price from the city markets. Back in the village, the producer receives a fair price as the money gets electronically transferred through a highly secured e-commerce payment gateway to the producer's bank account upon delivery. The project Amar Desh Amar Gram is broadly categorized and run under three main programs, namely Amar Desh eSHOP (online platform for rural trade), eDesh (country wide web portal) & Ami Hobo Shonirbhor ( ICT training for rural Development).

### EVALUATION

The Jury recognised that the Amar Desh Amar Gram project has taken computers and web access to the lowest income groups in the remote villages and it has met with the success of empowering them with better economic opportunities through better market access. It was also noted that the project could create and facilitate a new set of entrepreneurs in the rural area and specifically opened up employment opportunities for women in rural areas. It was also observed that the project is getting more acceptance over the period as the Project website has seen 29% increase in traffic (per month) from December 2010 to the month July 2011 and till date, the Amar Desh website has made the sales worth 9, 50, 000 taka. The Jury felt that the initiative, when sustained effectively, in the long run, would be able to bridge the digital divide and would be able to take the technology to its end users.



✿ Amar Desh Amar Gram  
("My Country My Village")

✿ Computer & Internet  
<http://www.fsb.ltd.uk/>

✿ FSB (Future Solution for Business) Ltd

✿ English & Bangla

✿ Dhaka, BANGLADESH

✿ [info@fsb.ltd.uk](mailto:info@fsb.ltd.uk)

“Amar Desh website has made sales worth 9, 50, 000 taka. The Jury felt that the initiative, when sustained effectively, in the long run, would be able to bridge the digital divide and would be able to take the technology to its end users.”

# Kumari Bank – Mobile Cash

## DESCRIPTION

The project Kumari Bank has been launched in 2010 with a service called “Kumari Mobile Cash”, which uses mobile phones to provide access to financial services. This service epitomizes the “mobile wallet” concept, which allows users to store cash balances in their mobile phones. Users are able to deposit and withdraw cash from their mobile phones and use the stored cash value to remit to anyone anytime anywhere, with the push of a few buttons. Kumari Bank has also added various utility bill payment services through this service, enabling people to make payments from the comfort of their homes rather than stand in line for hours. All transactions are secured through a Personal Identification Number (PIN) code. In addition, Kumari Bank has also set-up limit on transaction amounts and has also installed mechanism to monitor transactions to prevent money laundering activities.

## EVALUATION

The Jury noted that the concept of using mobile phones for financial transactions is very apt and effective for the country like Nepal and the project uses the Short Messaging System (SMS) based payment mechanism through mobile phones very effectively. It was noted that delivery of financial services is executed in a fast, secure and low cost manner to the unbanked population, both rural and urban. The Jury also noted that significant roll out of the project has taken place since its launching in 2010 and at present, the service is available through all of Kumari Bank’s 29 branches and 189 authorized agent locations nationwide. It was further observed that the service is being used by 11,000 users with more than 5,000 users with no conventional bank account with the bank. The Jury felt that with increasing proliferation of mobile connectivity, the project has the potential of reaching every unbanked mobile user of the country, thus greatly helping the cause of financial inclusion in the country of Nepal.

“Users are able to deposit and withdraw cash from their mobile phones and use the stored cash value to remit to anyone anytime anywhere, with the push of a few buttons.”



### Kumari Bank – Mobile Cash

Mobile based  
www.kumaribank.com

Kumari Bank Limited

English & Nepali

Kathmandu, NEPAL

Sanjay.poudyal@kbl.com.np



# CoCubes.com

## DESCRIPTION

The web-based initiative CoCubes.com, developed by venture funded firm based in Gurgaon (India), connects colleges and companies online for campus recruitment. The word CoCubes derives its origin from the first two alphabets of the three words i.e. connecting, colleges & companies. With the help of CoCubes.com., companies can create a job post and make it available to all or select colleges, based on a region, or set eligibility criteria like marks, branch, certifications etc. The job post, when viewed by the Training and Placement Officer (TPO) of any particular college, can either be passed on to the students (by accepting it) or denied (by rejecting it). If accepted, eligible students get to see and respond to the job post. Companies can then interact with applied students through SMS and notifications sending tips, reminders and other details.

## EVALUATION

The Jury noted that the initiative CoCubes creates higher level of engagement between the job-seeking eligible students and the employing companies, increases reach and convenience for the students and also helps companies to reduce cost of recruitment, thus creating win-win situation for all stakeholders. It was also observed that this initiative would specifically help colleges in Tier II Cities by getting online and being more visible to companies, thus increasing opportunities for the concerned students. For the premier colleges, the portal would save thousands of hours of TPO and student time, by streamlining internal communication and by providing them with mailing, calendar and SMS utilities. The Jury also noted that spread of the initiative has been significant with 2000+ colleges, 600,000+ students and 300+ companies including 4 of the Top 10 IT Companies have already started utilising the same. It was noted that the user companies have seen over 4 million page views for their engagement profiles on CoCubes.com and over 10,000 students have so far been made offers through this platform.

“ It was noted that the user companies have seen over 4 million page views for their engagement profiles on CoCubes.com and over 10,000 students have so far been made offers through this platform.”



CoCubes.com

Internet  
www.CoCubes.com

VIA Human Resource Solution Pvt. Ltd.

English

Haryana, INDIA

anand.s@cocubes.com





📌 Online Ordering System for Keells Super

🌐 Internet  
<http://www.keellssuper.com>

🏢 Four Corners Lanka (Pvt) Ltd.

🗺 English

📍 Colombo, SRI LANKA

✉ [evan@fclanka.com](mailto:evan@fclanka.com)



# Online Ordering System for Keells Super

## DESCRIPTION

Keells Super initiative is launched by Four Corners Lanka Pvt. Ltd. It is the first Sri Lankan online shopping website which allows consumers to directly buy supermarket goods and services. This website mainly targets the Sri Lankans who are living abroad and the ones living in city areas. Keellssuper.com is an e-commerce application, which allows putting orders by paying through credit cards. On the portal, products are displayed in 3 main categories. Users can select the products by using product categorization or by using its advance search option. This initiative allows users to send groceries to their loved ones in the country. This allows people to order goods and get them delivered to their door step, to the office or pick them from any specified outlet.

## EVALUATION

The Jury noted that the product is unique and allows the citizens, both local and foreigners, on line shopping from one of the largest super markets in Sri Lanka. It was noted that the project facilitates the public with purchase of quality goods at the same price as at supermarkets and get it delivered by making an order through an e commerce site. The Jury appreciated that selling products online is economical and it is fast and secure as it helps in reducing the delivery time and also the labour cost.

“It is the first Sri Lankan online shopping website which allows consumers to directly buy supermarket goods and services.”

# DIGITAL EMPOWERMENT FOUNDATION

## Digital Constituency

Towards informed and digitally empowered constituency development and governance in India

## NeerJaal

Drinking water and sanitation Information System  
[www.neerjaal.org](http://www.neerjaal.org)

## ContentXchange.in

A digital platform of content & service providers

## Gyanpedia.in

Web based content learning and exchange programme

## Community Information Resource Centres (CIRCs)

Working towards ICT solutions to serve community information & resource needs  
[www.gyanvatika.in](http://www.gyanvatika.in)

## eNGO

Empowering Grassroots development agencies @ ICT  
[www.engo.in](http://www.engo.in)

## mBillionth Award

Recognising innovations in mobile technology and applications serving citizen needs in South Asia  
[www.mbillionth.in](http://www.mbillionth.in)

## Manthan Award South Asia

Recognising and scaling up digital content innovations and applications in South Asia  
[www.manthanaward.org](http://www.manthanaward.org)

## ICTD Fellowship Awards

Felicitating and recognising best ICTD Research in India & South Asia

## Research & Analysis

Implementing and carrying out ICTD research towards policy and academic problem solving.

## ICTD Publications

Bringing out timely ICTD publications having relevance in development and governance towards desired results.

**Mission:** To constantly make efforts in creating an order of knowledge and economic empowerment of the people living at the edge of information and economy through the use of Information Communication Technologies and Digital Media

**Vision:** The concept and efforts of Digital Inclusion reaches the masses till the last mile, to see that event linkages between haves and have-nots are created towards informed, intelligent and inclusive development and empowerment of the latter.

[www.defindia.net](http://www.defindia.net)

## eNorthEast

Towards integrated, inclusive and intelligent ICTD solutions and advocacy in North East India  
[www.enortheast.in](http://www.enortheast.in)

## Digital Panchayat

ICT enablement of Village Panchayats with local language digital platforms

## Campaign, Advocacy & Outreach

Carrying out thematic and policy oriented ICTD campaigns, dialogues, congregations, conclaves, workshops, seminars, conferences and round tables.

## Audio-Visual Documentation

Carrying out development oriented audio-visual case studies, documentations and films.

## Rural Empowerment through Wireless Connectivity

Taking wireless connectivity to rural communities towards informed development

## Category

# E-NEWS & MEDIA

“ The expansion of traditional media into new media and leveraging the technology as medium to reach larger masses, offering content in local language and in all forms of electronic and digital medium. ”

lpaidabrike.com  
INDIA

News That Matters Not  
INDIA

Breakthrough – Bell Bajao!  
INDIA



# Ipaidabribe.com

## DESCRIPTION

IPaidABribe.com is a website initiative taken by Janaagraha Centre for Citizenship and Democracy, to tackle corruption by tapping into the collective energy of citizens, almost every one of whom is a victim, perpetrator or beneficiary or a combination of these. The website primarily operates with a citizen driven mechanism, for tracking bribe payment activity and also instances of when people resisted bribe payments or did not have to pay bribes because of good government systems or good people within the government systems. Citizens reports on the nature, number, pattern, types, locations and frequency of actual corrupt acts and values of bribes will add up to a valuable knowledge bank that will contribute to a reduction in bribe payments. The website also looks at educating people about government processes. From corruption news, advice column and a forum to discuss various corruption-related topics; this initiative is a platform for anyone and everyone who has faced corruption wants to know about it and who wants to fight it.

## EVALUATION

The Jury noted that the initiative which uses the website as a platform with citizen feedback mechanism, to fight corruption makes the <www.ipaidabribe.com> very unique. It was felt that by providing a place for citizens to report, ipaidabribe.com aims to heighten citizen awareness about the nature and spread of bribe-related exchanges and consequently promotes a purposeful public debate that pressurises public officials to reduce and eventually eliminate corruption. Jury noted that the Website has created a significant size of knowledgebase of close to 16000 bribe reports and has been visited by more than 7.5 Lakh users. It was further noted that that the website presents topical information of the day on corruption, also uploads informative and entertaining videos explaining complex issues and analysis of current issues. The Jury felt that by successfully creating the website and enhancing it over a period of time, the producer has served the community in a big way and also filled a gap in the citizen charter for a very complex and contemporary social issue.

“Website has created a significant size of knowledgebase of close to 16000 bribe reports and has been visited by more than 7.5 Lakh users”



[Ipaidabribe.com](http://ipaidabribe.com)

★ Web based (On Drupal)  
<http://ipaidabribe.com>

🏠 Janaagraha Centre for Citizenship and Democracy

🌐 English

📍 Karnataka, INDIA

✉ [awanti@janaagraha.org](mailto:awanti@janaagraha.org)





#### News That Matters Not

Web based (On WordPress)  
<http://newsthatmattersnot.com>

News That Matters Not

English

Delhi, INDIA

[tanay@newsthatmattersnot.com](mailto:tanay@newsthatmattersnot.com)



## News That Matters Not

### DESCRIPTION

News That Matters Not (NTMN) is a news satire and social commentary website based in India. A popular voice for the Indian youth, it is known to publish sarcasm, criticism, satire and the like, usually in the form of humorous news parody. It targets the media, politics, life and society among other entities of the world. This service is mainly for the youth and other various components of the society who have a penchant for reading purposeful and critical satire. It is one of the oldest of all such popular websites in India, which still exist very actively. It is a well-known method to voice out criticism and social concerns through writing.

### EVALUATION

The Jury appreciated that the website NTMN is unique and it has taken news satire beyond fake news. It was also noted that the website has also created value by providing a popular writing platform for the youth in India and also providing an internship program that features dedicated training in writing and editing, on an individual basis. The Jury observed that the NTMN is a unique work by students and therefore the student readers are able to identify and connect very easily.

“A popular voice for the Indian youth, it is known to publish sarcasm, criticism, satire and the like, usually in the form of humorous news parody. It targets the media, politics, life and society among others.”



# Breakthrough – Bell Bajao!

## DESCRIPTION

Breakthrough is a global human rights organization that uses the power of media, pop culture, and community mobilization to inspire people to take bold action for dignity, equality, and justice. Based in India and the United States, Breakthrough addresses critical global issues including violence against women, sexuality and HIV/AIDS and immigrant rights and racial justice. Breakthrough Bell Bajao campaign's main objective is to raise awareness on domestic violence by bringing it in the purview of mainstream discussions on platforms that have mass viewership and readership. These platforms include social networking sites like Facebook and Twitter, the blogosphere, video sharing websites like Youtube and Vimeo and news dailies and wires (print & online).

## EVALUATION

The Jury noted that the Bell Bajao Blog is a unique idea for opening up visible and accessible discussions over the "private matter" of domestic violence. It was noted that the Bell Bajao Blog, launched in 2009, may be the first discussion forum using cyber media in the country, where people could anonymously talk about a grave and sensitive issue such as domestic violence without any privacy problem. It was also noted that due to the very nature and the dealing subject matter, the blog became an outlet for many survivors, researchers and bloggers, to talk about the increasing epidemic of violence against women and the repression of domestic violence in the Indian society. The Jury further noted that this initiative of multimedia campaign for a right cause could create significant on-ground youth mobilization, reaching over 130 million people in India and it has won all the major advertising accolades, most notably the Silver Lion at the Cannes Advertising Festival. The Jury felt that the initiative is serving a great cause for the society using cyber media very effectively.

“Breakthrough’s Bell Bajao campaign’s main objective is to raise awareness on domestic violence by bringing it in the purview of mainstream discussions on platforms that have mass viewership and readership.”



Breakthrough – Bell Bajao!

Internet (Web & YouTube)  
www.bellbajao.org

Breakthrough

English

Delhi, INDIA

meghana@breakthrough.tv



## Category

# E-AGRICULTURE & LIVELIHOOD

“Agriculture is the basis of livelihood. Introduction and integration of Information Communication Technology has created new opportunities and added efficiency in livelihood creation. Small innovations and proactiveness can make the ICT used as media rather than just technology and enrich the globalization with local knowledge and wisdom.”

Infolady  
BANGLADESH

Agriculture Khasland Management Information System (AKMIS)  
BANGLADESH

# Infolady

## DESCRIPTION

The “Infolady” is an initiative, started by Activity for Reformation of Basic Needs – ARBAN, to connect rural people to the livelihood information and knowledge system at their door steps. The programme facilitates the creation of knowledge networks in Purobodhao Upazilla and offers new technology-based self-employment opportunity for the educated rural women. In the process empowerment takes place for both the Infolady and the women she attends. Under this initiative a lady is equipped with a netbook laptop loaded with offline Bangla livelihood content (Jeeon IKB) and audio-visual content, internet modem, headphone, webcam, digital camera, mobile phone and some other equipments, like weight measurement machine, blood pressure machine, pregnancy test kit etc. A typical Infolady is a trained rural young woman, who cycles about five to ten kilometres a day and offers variety of ICT-based and other services at the door-step of rural community she lives in.

## EVALUATION

The Jury appreciated that the concept of “Infolady” spearheads a revolutionary idea, by providing thousands of Bangladeshi women, trapped in a cycle of poverty, health problems and natural disaster better access to information and knowledge on their doorstep. It was noted that in rural and remote area, since women with basic education find it difficult to get a decent employment opportunity, this initiative significantly created new information based profession for the educated rural women by using ICT. It was further noted this profession created significant self-employment with earning opportunities, depending on the capacity of the Infolady and the local demand, up to USD 300 per month. The Jury felt that the initiative brought a paradigm shift in the employment opportunities for the educated rural women in Bangladesh.

“The programme facilitates the creation of knowledge networks in Purobodhao Upazilla and offers new technology-based self-employment opportunity for the educated rural women.”



✚ Promoting Info- Lady for Building Inclusive Information and Knowledge based Upazilla

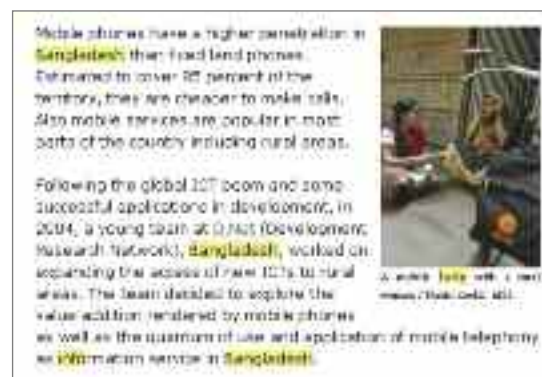
✚ Multiple Platform (Potable Computer)  
[www.arband.org](http://www.arband.org)

✚ Activity for Reformation of Basic Needs-ARBAN

✚ Bangla & English

✚ Netrokona, BANGLADESH

✚ [arbanbangla@yahoo.com](mailto:arbanbangla@yahoo.com)





## Agriculture Khasland Management Information System (AKMIS)

 MIS & Web based  
[www.dcnagoan.gov.bd](http://www.dcnagoan.gov.bd)

 Office of the Deputy commissioner, Naogaon

 Bangla & English

 Naogaon, BANGLADESH

 [adcnaogaon@gmail.com](mailto:adcnaogaon@gmail.com)

# Agriculture Khasland Management Information System

## DESCRIPTION

The AKMIS project aims to empower the landless people by providing agricultural Khasland so that they can live smoothly and generate income by cultivating this land. The initiative's mission is to provide effective and efficient service to the landless people of Naogaon district in Bangladesh, through proper distribution of agricultural Khasland by using improved customized database software. The software application has two modules : Agricultural Khasland Management Information System (AKMIS) and Agricultural Khasland Settlement Information System (AKSIS). Former is responsible for the management and the distribution of the entire dispute free agricultural Khasland to landless people as per government instructions. The latter is responsible to avoid all duplication of Khasland Settlement, to avoid long time procedure of Khasland settlement (Distribution) and to implement the Government's decision promptly i.e. to make Khasland settlement procedure harassment & corruption free.

## EVALUATION

The Jury observed that this project provides effective and efficient service to the disadvantaged (landless) people of Naogaon district, through proper distribution of land. It has also noted that so far the Project has enabled successful distribution 185.21 acres of agricultural Khasland among 1290 landless people in the district. If the same Project can be replicated in all the Upazila land offices in the country, it would greatly benefit the poor landless people and enable them to generate income. The Jury also noted that the Any grievance redressal would be easier in this initiative as the project provides interactions directly from the Deputy Commissioner's office in Naogaon which is an added advantage for the end users .

“The initiative's mission is to provide effective and efficient service to the landless people of Naogaon district in Bangladesh, through proper distribution of agricultural Khasland by using improved customized database software.”



# A DEF PUBLICATION



# MOBILES *for* SOCIAL IMPACT

[mbillionth.in/mobilesforgood](http://mbillionth.in/mobilesforgood)



Vodafone  
Mobiles for Good

DIGITAL  
EMPOWERMENT  
FOUNDATION

## Category

# E-SCIENCE

“ Scientific projects articulated through new media. Use of Information Communication Technology applications in the field of science or by Science departments, institutes etc. Offering real time experimentation using ICT, specially online. ”

Transformer Protection from Unauthorized Person  
BANGLADESH

Mihimandala NSF Science Magazine on TV  
SRI LANKA

# Transformer Protection from Unauthorized Person

## DESCRIPTION

This project, designed by Engr. Tanvir Ahmed Chowdhury of Bangladesh, aims to protect the single-phase transformers from unauthorized people. The felt need for the project is due to growth in recent times, in the thefts reported of electrical transformers. In the design, a circuit is connected to the Transformer, which when tampered with, sends a signal to the Control room. The device continues to work even in times of load shedding, since the circuit is connected with a device to provide power backup. If any unauthorized person tries to disconnect the transformer to steal it, then a signal is sent to the Central Control Room or the Local Control Room to the person In-charge of that area. The project utilizes Global System for Mobile Communications (GSM) system for transmitting signals to the Control Rooms. Currently Rural Electrification Board (REB) of Bangladesh is using the project and they have been satisfied with the results.

## EVALUATION

The Jury noted the uniqueness of the project and appreciated its benefit for the people residing in rural areas like farmers, fisher-men etc. It was also noted that the project helps the Government of Bangladesh to save their National Resources from being stolen. It was appreciated that the project has applied for a Patent in the DPDT, Ministry of Industries (Government of Bangladesh). The Jury also observed that the Agency Rural Electrification Board is already using this project and has given a positive feedback. It was also appreciated that the project has been recognised in other technology circles and has been awarded for its uniqueness.

“If any unauthorized person tries to disconnect the transformer to steal it, then a signal is sent to the Central Control Room or the Local Control Room to the person In-charge of that area.”



📌 Transformer Protection from Unauthorized Person

📌 Multiple

📌 Engr. Tanvir Ahmed Chowdhury

📌 English

📌 Dhaka, BANGLADESH

📌 tan.aiub@gmail.com





# Mihimandala

## DESCRIPTION

Mihimadala is a NSF (National Science Foundation) Science Magazine on TV which consists of a series of video programmes telecasted over the National channels with an objective to create a knowledge based society who would understand the basics of current science and technology and its effective utilization in their daily activities. The target audience of this TV programme would be the general public including children, housewives, farmers and other working communities. The production was initiated in the year 2005. The scientific content for the programmes was provided by the experts in the relevant areas, identified by the NSF. Throughout the production these resource persons have been actively involved in the preparation of the technical script in collaboration with the production house, evaluation of the programme and approving the final product. The product comes in conventional VCD and DVD formats. This product can be simply viewed by a VCD/DVD player or a computer with a relevant media player.

## EVALUATION

The Jury observed that the information contained in the DVDs is simple to understand by anyone without much effort and the same has been presented in an attractive manner with most of the times information have been supported with relevant visuals for better understanding. The Jury appreciated that the informal and audience friendly presentation techniques would generate higher level of interest. It was also noted that the 13 programmes on Tsunami, Landslides, Floods & Droughts, Lightning and Thunder, Cyclones & Tornadoes, First Aids, Organic Farming, Pesticides, Rainwater Harvesting, Post harvest Technology, Careers in Science, NSF and Nanotechnology in major languages of Sinhalese, Tamil and English produced so far, were selected from a wide variety of scientific subjects relevant to common people in Sri Lanka. The Jury felt that this initiative would greatly promote general curiosity on scientific matters among common public.



✚ Mihimandala NSF Science Magazine on TV

✚ TV based  
<http://www.nsf.ac.lk>

✚ National Science Foundation

✚ Sinhala, Tamil, English

✚ Colombo, SRI LANKA

✚ [sunethra@nsf.ac.lk](mailto:sunethra@nsf.ac.lk)





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## Category

# E-TRAVEL & TOURISM

“ Use of ICT applications and services for enriching the information society by aggregating digital content pertaining to travel and tourism thus help creating knowledge rich information society; offer of travel and tourism related information and services like real time travel bookings, location and transport information.”

Travel Another India  
INDIA

Must See India  
INDIA

My Guest House Accomodations & Property Management System  
INDIA

# Travel Another India

## DESCRIPTION

Travel Another India is a website which aspires to bring this unique experience to the urban traveller, including those with disabilities. While doing so, they ensure that their hosts, who provide this experience, have a sustainable, alternative income option. With their initiative called Journeys without Barriers, they are also identifying groups of people with disabilities to act as hosts. Travel another India emphasize on 'Responsible Tourism', 'creating the experience', 'provide an experience and not just a room' and 'journeys without Barriers' for the Host who could be an individual, community or an eco-resort or for the guest or for the hosts and guests with disabilities. Travel Another India is also a marketing channel for established responsible tourism ventures and they are getting marketing commissions. In addition, they do consulting on issues related to Responsible Tourism.

## EVALUATION

The Jury observed that the initiative offers an alternative, sustainable income stream to villagers in the country, especially for the agricultural communities, mostly having single point income source. It was also noted that the initiative offers potential to employ local people in the village or in its vicinity and build on skills that they already have, mainly the hospitality which comes by natural to them. The Jury noted that the main value proposition is a choice in responsible destinations offering a unique experience in terms of culture, cuisines and comforts. It was also noted that there were many more successful implementations made by Travel Another India - which work alongside rural communities and ensure that they own, manage & control the travel ventures.

“With their initiative called Journeys without Barriers, they are also identifying groups of people with disabilities to act as hosts.”



### Travel Another India

Social media based  
[www.travelanotherindia.com](http://www.travelanotherindia.com)

### Travel Another India

English + language of each destination

Tamil Nadu, INDIA

[gou@travelanotherindia.com](mailto:gou@travelanotherindia.com)



# Must See India

## DESCRIPTION

The Must See India (MSI), launched by Roam Space Travel Solutions Pvt. Ltd., is a free travel planning site providing information, tools and booking for leisure travel planning in India. MSI aims to create a disruptive online platform that will increase the efficiency and quality of the booking process. The site provides a self-help planning tool leading to automatic filtration easing the burden on sales representative leading to reduction in cost. Quality of consultation is high as it learns from experiences of other travellers. Consultation is more effective as more accurate and specific suggestions are made. The entire booking process speeds up reducing the wait time for revert from sales representative leading to higher customer satisfaction. It also helps in increasing repeat customers.

## EVALUATION

The Jury noted that the initiative, since it was launched 3 years ago, garnered significant acceptance as it has registered more than 2.3 million unique visitors per month. It was also noted that the site is visited by outside India visitors also where 4% are from US and 3% are from UK of the total approximately 2.5 million visits per month. The Jury felt that the objective of the site to provide a free trip planning and travel sharing application would make it easy to travel in India.

“The site provides a self-help planning tool leading to automatic filtration easing the burden on sales representative leading to reduction in cost.”



### Must See India

Internet & Web based  
www.mustseeindia.com

Roam Space Travel Solutions Pvt. Ltd.

English

Karnataka, INDIA

vikas@mustseeindia.com





# My Guest House Accomodations & Property Management System

## DESCRIPTION

The Property Management System from MyGuestHouse Accomodations is a cutting edge technological development for budget hotels and guest houses across the country. With this system, property owners are able to manage their room inventory to provide a "real time" inventory of rooms thus preventing last minute cancellation, mismatch in communication etc, which are major problems in the budget travel space. Thus, MGH is empowering small business in travel to flourish and expand the budget travel industry as a whole, which will be beneficial to both property owners and the end consumer. The initiative ensures that the hoteliers across the country be able to eradicate inefficiencies in the budget travel value chain, thus enhancing customer experience and development of small scale players and business in the travel space, which is very essential for the overall development of the budget travel industry as a whole. The PMS system and the web-site is available to the hotelier free of cost. Property Owners can access their Cloud based MGH PMS on the site- [www.mghworld.net/gms](http://www.mghworld.net/gms).

## EVALUATION

The Jury observed that the novel initiative Property Management System (PMS) fills an existing gap in terms of solving a major problem in budget travel using the power of cloud computing. It was also noted that the PMS has a very well crafted and easy to use user interface that can be easily managed at the level of even the hotel receptionists. The screen display in the application in the form of a tape chart wherein the hotelier easily inputs when a room gets booked or is occupied. This gets updated in real time on the PMS server, thus allowing all Travel Agents, distributors and customers to see the room availability in real time. The Jury also noted that the PMS has significant acceptance and currently it is used by hoteliers and guest house owners in the budget segment across 153 locations in India with around 300+ properties spanning over 100 major travel destinations in the country.



❖ **Property Management System (PMS ) from MGH Accomodations Pvt. Ltd.**

❖ **Internet & Web based**  
[http://www.mghworld.net/property\\_owner.php](http://www.mghworld.net/property_owner.php)

❖ **MGH Accomodations Pvt. Ltd.**

❖ **English**

❖ **Uttar Pradesh, INDIA**

❖ **[vinay.mohan@myguesthouse.net](mailto:vinay.mohan@myguesthouse.net)**



## Category

# E-EDUCATION & LEARNING

“ Empowering the education paraphernalia with new technology tools; transforming schools, universities and other educational institutions through interactive, personalized and distributed learning resources; providing infrastructure for the rural based educational institutions, especially schools. ”

Liwal Distance School (LLS)  
AFGHANISTAN

BBC Janala  
BANGLADESH

Establishment of Computer Labs in Educational Institutions  
BANGLADESH



# Liwal Distance School

## DESCRIPTION

Liwal Distance School (LDS) is an e-Learning Programme which is broadcast via Pashto TV for 6 hours daily, from Level 1 (Class 1) to 3, is based on Afghanistan curriculum. Special books and videos are prepared to enable students to learn from TV, Computers and other media players. On TV a single lesson is broadcasted 3 times daily at 09:10, 13:00 and 2300 hours (late for outside Afghanistan, via streaming on-line soon), with repeat of 3 days. LDS is also available in CDs/DVDs and it will be available online offering classes worldwide. The skills acquired with this initiative help children further to continue in other formal schools and they would be able to manage their daily lives in a better way being literate. The curriculum taught in LDS has basic components that educate them basic math and accounting to be able to use them in daily life.

## EVALUATION

The Jury appreciated the initiative as perhaps the first distance education project of its kind in Afghanistan which is meant for the students living in war zones. The cost-effectiveness of the initiative was also appreciated for a country like Afghanistan where formal schooling in private schools would cost anywhere between USD 500-1500 per student, while LDS would cost only about 15\$/level. The Jury noted that given the circumstances in Afghanistan, this initiative is going to fill a gap of learning opportunities for the children in that country significantly.

“The skills acquired with this initiative help children further to continue in other formal schools and they would be able to manage their daily lives in a better way being literate.”



Liwal De Iere Showanzai or Liwal Distance School via Pashto TV

TV & Computer based  
<http://www.pashtotv.tv>

Liwal De Iere Showanzi (Liwal Distance School) & Pashto TV.

English

Kabul, AFGHANISTAN

[liwal@liwal.com](mailto:liwal@liwal.com)





 **BBC Janala**

 **Web & TV based**  
<http://www.bbcjanala.com/>

 **BBC World Service Trust**

 **English**

 **Dhaka, BANGLADESH**

 **ashraf.uzzaman@bbcwbtd.org**

## BBC Janala

### DESCRIPTION

BBC Janala is part of English in Action, a major initiative launched to raise the language skills of 25 million people in Bangladesh by 2017. The major objective of this initiative is to overcome barriers to learning English by providing mobile phone users with a cheap and convenient way of expanding/practising their English in the privacy of their own homes or when they have spare time on the move. It's been funded by the UK's Department for International Development. Mobile phone users of Bangladesh can dial the short code 3000 to access the mobile IVR service. WAP users can access the service by visiting [bbcjanala.com/mobile](http://bbcjanala.com/mobile). Web users can access the service by visiting [www.bbcjanala.com](http://www.bbcjanala.com). The lessons are also available through audio CD-ROM and printed lessons in the National daily 'Prothom Alo' 3 days a week (Sat, Mon, Wed). BBC Janala provides daily three minute audio lessons to the people who want to improve their English language skills in order to get a better job and access to the global economy.

### EVALUATION

The Jury noted that the project aims to provide high quality English learning tools using mobile, television & internet to millions of people, many of whom live on less than £2 a day. It was observed that the service is also scalable because very basic technologies have been used, which is very easy to scale up to cater for the need of a bigger audience. The Jury also noted that the BBC Janala has received very wide acceptance in Bangladesh and statistics in this regard is impressive. The project has already delivered over 300 three minute English lessons on mobile and over 70 English quizzes available via SMS. It was also noted that the initiative's website has seen more than 1,000,000 visits to the website. Printed lessons in the National Daily 'Prothom Alo' reached more than 1.9 million people. More than 100,000 copies of CD-ROM have been sold. Figures from monthly audience surveys and a nationally-representative cohort panel, also revealed that over 50% of BBC Janala users are from socio economic groups C and D, across urban and rural populations, with many from the lowest Sector (E) also accessing products. Up to 44% of the TV audience are women. Calls to BBC Janala increased significantly from 8,700 per day to 58,300 after Bishaash and BBC Janala Mojay Mojay Shekha began transmitting on national network TV. Over 26 million people have accessed EiA products so far. Publication of Essential English lessons in Prothom Alo newspaper (the daily Bangla-language newspaper with the largest nationwide circulation) has further extended the reach of learning content. The Jury appreciated that BBC Janala is doing a commendable indirect service to the vocational education sector as learning quality English would open up learning opportunities for other high end professional courses for the people of Bangladesh.



# Establishment of Computer Labs in Educational Institutions

## DESCRIPTION

The Government of Bangladesh emphasized on the expansion of Information Technology in Bangladesh. To ensure the spread of ICT in the country Bangladesh Computer Council implemented projects and programs for establishing computer labs in the educational institutes up to Upazilla level educational institutes in the country. The project provided the schools with Computer, Content and the connectivity. The labs contained maximum of 8 desktop pcs, 1 laptop, 1 printer, 1 multimedia projector and mobile modem to provide connectivity. To support these computer labs, content repository has also been created under the site: [www.bdpatsala.com](http://www.bdpatsala.com). Intel dual core based computer, DLP multimedia projectors and GSM modem based labs are used as class room for the schools during school hours and as the Community Centres after school hours.

## EVALUATION

The Jury observed that the project has brought ICT closer to the people, as all over Bangladesh till date 3162 labs have been established. It was noted that it has successfully narrowed the digital divide and as a derived benefit the project is also helping many people to earn a decent living by providing content. This has also led to the spread of participation by local students in the freelancing arena to earn money which support to manage their own education and family, the Jury observed. It was further noted that due to existence of these labs in the schools, some schools have started ICT training programs for the women after school hours to promote freelancing activities and also to enter as work force in industry and public sector. It was appreciated by the Jury that this project has already showing signs of becoming a “change agent” for the communities by making the local community responsible for the development in their community by providing access to information and creating job opportunities.

“The project provided the schools with Computer, Content and the connectivity.”



### Establishment of Computer Labs in Educational Institutions

- Computer lab based [www.bcc.net.bd](http://www.bcc.net.bd)
- Bangladesh Computer Council
- English & Bengali
- Dhaka, BANGLADESH
- [rahman.mahfuz@bcc.net.bd](mailto:rahman.mahfuz@bcc.net.bd)



## Category

# E-INCLUSION

“All measures supporting Information Communication Technology integration of least developed areas into the Information Society. Reducing the “digital divide” and “content gap” between technology empowered and technology excluded communities and groups - such as rural areas and women. Bridging society through multimedia and rich content.”

mFoods

INDIA

Andhra Pradesh Smart Card Project

INDIA

RangDe.Org

INDIA

# mFoods

## DESCRIPTION

Mfoods is an initiative taken by the Govt. of Andhra Pradesh to ensure timely supply of fortified nutritious food to 223 Integrated Child Development Services (ICDS) projects benefiting 30.62 lakhs of children and women beneficiaries throughout the state of Andhra Pradesh in an efficient and effective manner. With an aim to serving poor undernourished among underprivileged group of women and children the vision of this project was to facilitate and implement ICDS projects and other Government Schemes to expand and diversify for the sustainability as a viable corporate Industry. Anganwadi workers/ Child Development Project Officers(CDPO) indent food items through mobile phones. Centralized System keeps track of indents along with date and time, in response the supply schedules being updated by Apfoods online. Corresponding alerts goes to the field and transporters. The CDPOs/ Anganwadi workers can acknowledge the food items received through mobiles. Delays, wrong indents, non-indents, non-supplies, wrong supplies, delayed supplies can be tracked by the stakeholders. Thus entire supply chain is getting efficient and streamlined. This is resulting in availability of foods to serve the malnourished children, pregnant women lactating mothers so as to achieve MDGs.

## EVALUATION

The Jury appreciated that the project mfoods ensures effective implementation of all essential attributes of a food-related developmental programme like timely food supplies, timely production, zero inventory, zero wastages, proper accounting, budgeting and payment, supplies based on actual consumptions, least path transferring by transporters and timely servicing of nutritional supplementary food at Anganwadi Centres to the malnourished children, malnourished pregnant mothers, lactating mothers, etc. It was also observed that the project provides a cost effective solution to the entire supply chain viz. from the production centre to the end consumption location / Anganwadi Centre of ICDS in the country, involving combination of mobile technology, internet technology besides GPRS, GIS multi-media and GPS technologies. The Jury felt that involving Anganwadi Centres as the cornerstone of the programme is very apt as AWCs are having a very wide child reach, estimating around 58 million children in the country.



### mFoods

✳ Web based Supply Chain (Open source)  
<http://apfoods.ap.nic.in>

✳ Women Child Disabled and Senior Citizen  
 Welfare Dept, Govt of Andhra Pradesh

📄 English

✳ Andhra Pradesh, INDIA

✉ [sekhar@nic.in](mailto:sekhar@nic.in)







## Andhra Pradesh Smart Card Project

Smart Card & Biometric  
<http://rd.ap.gov.in>

Commissioner of Rural  
 Development, Government of Andhra  
 Pradesh

English

Andhra Pradesh, INDIA

[avvprasad@yahoo.com](mailto:avvprasad@yahoo.com)

# Andhra Pradesh Smart Card Project

## DESCRIPTION

This project delivers banking services to the unbanked millions of poor people in the urban, semi-urban, rural and remote areas at their doorstep. Initially Social Security Pensions and MGNREGA Wages it envisages payment of Social Security Pensions to the pensioners and MGNREGA wages to the wage seekers in the entire State of Andhra Pradesh. The beneficiaries are opened a bank account and issued a smart card by the Banks through a Business Correspondent. There is a Customer Service Provider, to make payments at village point through biometric authentication of finger print. There are 13 million wage-seekers and 7 million pensioners in the Andhra Pradesh. While pensions are paid once in a month, MGNREGA wages are paid once a week.

## EVALUATION

The Jury appreciated that since launching of this project in the year 2007, through this initiative 7 million Pensioners under Social Security Programme, and 13 million Wage-seekers under the MGNREGA all over the State of Andhra Pradesh including remote villages, have been financially included. It was also observed that the project has now covered 18000 of the 21896 Gram Panchayats in the State. The Jury further noted that this project has been a valuable training ground and self-assessment of capabilities of Banks, Technology Service Providers and Business Correspondents in India and has thus paved the way for an extension of Financial Inclusion services all over the country. It was appreciated that the existing challenge of making timely payment of wages across the length and breadth of the State to NREGA wage seekers, could be largely met through this initiative.

“The beneficiaries are opened a bank account and issued a smart card by the Banks through a Business Correspondent.”



# RangDe.Org

## DESCRIPTION

RangDe.Org is a Internet platform that raises social capital from individuals and deploys it as loan capital to low income households. The motivation for starting Rang De was the belief that the peer to peer lending model could be leveraged to lower the cost of microcredit and consequently to reach out to under-served communities. RangDe.Org went live on January 26th 2008. Rang de would do this through a network of committed field partners and social investors and offer microcredit that will have a positive impact on business, education, health and environment of the communities they work with. 'Rang de' initiative enables individuals to lend small sums of money to borrowers and help create a new form of capital, that is the social capital. Rang de has a front end that enables individuals, to become social investors to lend capital to low income households and a back-end that enables field partner NGOs, to upload data about the borrowers including loan applications and manage their Rang De loan portfolio and lastly an interface for Rang De administration, which is similar to a core banking system that helps in reconciling the inflow and out flow of capital.

## EVALUATION

The Jury appreciated that within a short span of time the initiative could operate in 11 States, namely, Karnataka, Kerala, Tamil Nadu, Madhya Pradesh, Maharashtra, Orissa, West Bengal, Manipur, Bihar, Jharkhand and Gujarat with a total of 25 Field Partners and this confirmed the acceptance of the model adopted. It was also observed that till date Rang de organization could reach out to 10,247 borrowers, 2,921 social investors, with the social investments being raised under this project are of the order of Rupees 5.39 crore out of which credit repaid of the order of Rupees 3.5 crore. The Jury further observed that, having worked in the area of affordable microcredit for business, micro-ventures and education, the project has created an eco-system of social investors, field partners and borrowers, which would ultimately promote financial literacy and business mentoring programs, leading to empowering the communities the project works with.



✿ RangDe.Org

✿ Internet & Web  
www.rangde.org

✿ RangDe

✿ English

✿ Karnataka, INDIA

✿ ram@rangde.org





## Category

# E-HEALTH

“Developing the consumer-centered model of health care where stakeholders collaborate, utilizing Information Communication Technology, including internet technologies to manage health issues as well as the health care system.”

eDOTS: Revolutionizing Tuberculosis Treatment  
INDIA

Amrita Clinical Decision Support System by Newdigm Healthcare  
INDIA

BRAC mPower mHealth  
BANGLADESH

# eDOTS: Revolutionizing Tuberculosis Treatment

## DESCRIPTION

Operation ASHA eDOTS initiative is enhancing tuberculosis (TB) control by implementing biometric attendance terminals at its treatment centres. Because patients who default on their medicines are likely to develop multi-drug resistant TB (MDR), patient adherence to standard tuberculosis medicines is essential. In response to the rising epidemic, the WHO implemented the DOTS program, which requires patients to travel to TB clinics and take their medicines under the observation of a health worker. eDOTS program requires patients to register their attendance on a fingerprint reader when they take their medicines. At the end of each day, the attendance record from every terminal is sent to the database via text message. On the occasion that a patient misses his or her dose, a notifying text message is sent from the terminal to the responsible health worker and supervisor. Once the SMS is sent, the health worker has 48 hours to deliver TB medicines and acquire the fingerprint of the defaulting patient as proof of the visit. eDOTS focuses health consultation on the patients who need it most, while providing indisputable verification that a patient was physically present for the treatment.

## EVALUATION

The Jury appreciated the fact that eDOTS initiative is the first to apply biometric attendance monitoring to tuberculosis treatment in the country. It was observed that as on date no other TB control system could provide verifiable evidence to back up its TB statistics. The Jury noted that in that context, innovation, transparency and accountability are the strong pillars of this initiative. The Jury also noted that eDOTS is currently the most reliable method of tracking tuberculosis treatment for slum areas. Usually TB symptoms subside after the first two months of treatment consequently patients often fail to complete the full 6-7 month regimen. It was observed that in response to this common behaviour among ill-informed under-privileged patients, eDOTS digitally tracks patient adherence and ensures that patients are physically present to take their medicines. The Jury appreciated that this initiative, now implemented in all OpASHA South Delhi Centres over an year, would be the most effective in areas with minimal resources and that way the project is doing an yeoman service to the health sector.



### eDOTS: Revolutionizing Tuberculosis Treatment

MIS/Web & Mobile  
<http://opasha.org>

Operation ASHA

English, Hindi, easy translated into other languages

Delhi, INDIA

[sandeep.ahuja@opasha.org](mailto:sandeep.ahuja@opasha.org)





### Amrita Clinical Decision Support System by Newdigm Healthcare

#### Mobile based

<http://www.newdigm.com>

#### Newdigm Healthcare Technologies

<http://www.newdigm.com>

#### English, Tamil, Telugu

#### Tamil Nadu, INDIA

#### sauravdas@newdigm.com



## Amrita Clinical Decision Support System by Newdigm Healthcare

### DESCRIPTION

This initiative, started by Newdigm Healthcare Technologies, is a mobile phone based clinical decision-support technology for Village Health Providers (VHP). Due to acute shortage of doctors in rural areas, empowering semi-skilled VHP through this initiative is the most practical solution for delivering healthcare in remote village areas. With this premise a team of doctors from Stanley Medical College (SMC) and a group of engineers from IIT-Madras started working on a decision-support technology for village health workers (VHW). The clinical decision-support technology enables VHW to take better decisions with respect to diagnosis, treatment, referral, monitoring and follow-up of patients' illness. The Decision-support for VHP is mobile-phone based solution which can be supported by any Java, Android and Blackberry mobile phone. The health-provider needs to be trained only once and unless there is a major overhaul in protocols, they only need to update the version of the decision-support from the remote server.

### EVALUATION

The Jury appreciated the way the technology has been used in this project, which significantly reduced the pre-requisites for a villager to become a qualified health-provider. This also improved compliance and adherence to medical protocols. It was noted that the mobile phone based decision-support technology in vernacular language helps the village health-worker, in arriving at presumptive diagnosis, treatment plan, filtering cases for referral and follow-up of patients essentially deskill the job of a VHW. The cost-effective way of investments needed for both technology and human resource, which makes the solution highly scalable, was also appreciated by the Jury.

“Due to acute shortage of doctors in rural areas, empowering semi-skilled VHP through this initiative is the most practical solution for delivering healthcare in remote village areas.”

# BRAC mPower mHealth

## DESCRIPTION

This mobile-based mHealth model for Maternal, Neo-natal and Child Health (MNCH) aims to improve maternal, newborn and child health issues with enhanced efficiency and effectiveness. The components of this model are: a. Patient Management and Care system which is a mobile-based platform used by Community Health Workers (CHWs), to collect household and patient data through a step-by-step decision tree (in Bangla language), eliminating the need for them to decide for themselves which data to collect, when and also what to do with the data. b. Emergency Management system which is driven centrally by a hotline centre with an easy-to-remember short-code, ensuring singular responsibility for all emergency cases. c. Monitoring and Reporting system due to the instant digitisation of all the data entered using this system. Most managerial functions are done automatically or in a much easier and more resource efficient manner. Key components of this system are: i. View real time reports ii. View performance indicators iii. Validation and cross-checking.

## EVALUATION

The Jury appreciated that the project started in 2007 in the urban slums of Bangladesh through community based health services and at present about 8,000 trained community health workers (CHWs) are providing maternal, neonatal and child health (MNCH) services at doorstep, by enhancing supportive skilled birth attendance and arranging timely referral of complications to hospitals, for about 90,000 households in Dhaka. The Jury opined that this has been an effective programme for better access to health services for pregnant mothers ensuring survival of mothers, neonates and children in the urban slums of the city of Dhaka.



BRAC-mPower mHealth model  
for Maternal, Neonatal and Child Health

Mobile based  
[www.mpower-social.com](http://www.mpower-social.com)

mPower Social Enterprises Ltd.

Bangla, English

Dhaka, BANGLADESH

[mridul@mpower-health.com](mailto:mridul@mpower-health.com)



“Started in 2007 in the urban slums of Bangladesh through community based health services and at present about 8,000 trained community health workers (CHWs) are providing maternal, neonatal and child health (MNCH) services at doorstep”

# Category

## E-CULTURE & HERITAGE

“ Preserving and presenting cultural heritage in line with the challenges of the future; demonstrating valuable cultural assets clearly and informatively using state-of-the-art technology and new media platforms. ”

Hela Pirulu  
SRI LANKA

Click to Root / Grave Online  
INDIA

# Hela Pirulu

## DESCRIPTION

This initiative aims to give an opportunity to the present generation of children of Sri Lanka, to familiarize themselves with beautiful tales that are moving away from them. Main aim of this website is to educate the present and future generations who have lost the wonders of the old tales and to preserve them through the internet. Mr. Sri Nimal Padmakumara, producer of this website, recorded all the stories in his voice on his website for his listener/viewer via internet. The website is accessed by logging in to [www.pirulu.com](http://www.pirulu.com) and one can directly listen to a story about birth of a Sinhala proverb by clicking onto one of the banners. Every banner also has a YouTube link for a beautiful story

## EVALUATION

The Jury appreciated the uniqueness and novelty of this initiative as it appears that no web site has come out so far with a compilation of Sinhala proverbs and a corresponding audio track of this nature. Further it was observed that it is an individual's effort to preserve the national cultural heritage and that way it is a commendable effort. It also appreciated that, to avoid deployment of a separate server for the voice-based data which would have been costly, instead all the voice tracks have been uploaded in YouTube. The Jury noted that the novelty of this project is the collection of all Sinhala proverbs on the YouTube platform.

“Main aim of this website is to educate the present and future generations who have lost the wonders of the old tales and to preserve them through the internet.”



📍 Hela Pirulu

🌐 Internet  
<http://www.pirulu.com>

👤 Nimal Padmakumara

🇱🇰 Sinhala

📍 Colombo, SRI LANKA

✉ [srinim@sltnet.lk](mailto:srinim@sltnet.lk)







Click to Root / Grave Online - Digitisation of Burial Records and Online Search of Burial Records

Internet/Web  
www.burialsinindia.net

Computax Consultants

English

West Bengal, INDIA

adm\_rpt@yahoo.co.in

# Click to Root/ Grave Online

## DESCRIPTION

This is a project of digitisation and computerization of burial records of different cemeteries in West Bengal, India, dating back to the 1700s and encompasses data of historical and genealogical importance. A very useful purpose of this exercise is to enable users around the globe to search and find access of graves of their ancestors at the click of the mouse and enable them to locate the graves and offer tributes to their ancestors. One can search for graves through different options like first / last name, plot no, grave locations etc and also through grave numbers. This project is probably the first of its kind not only in India but in the entire world. The project also serves as a very useful medium of preservation of data from physical records into electronic form. This project is started by COMPUTAX CONSULTANTS to help Genealogists, researchers and common people searching for their ancestors buried in the city of Kolkata, former Colonial Capital of England. Also inheritors of ancestral people of historical importance and relevance are using the site. The commercial model of the project is the e commerce gateway being provided in the site and through which users will have to pay for getting the services and their utilities.

## EVALUATION

The Jury opined that apparently Kolkata may be the first city to have online access to burial records since the conceptualization of the project in Feb 2002. It was noted that the project has received wide coverage in almost all leading dailies, including Reuters, Tibetan news and Iran Daily News and also reported in leading magazines, Economic Times and the electronic media. It was further noted that the project has also found mention in the British publications of British Association of Cemeteries in South Asia (BACSA) and the family history journal. The Jury also noted in appreciation the opinion of Dr Jones of BACSA "the project is an extremely useful resource for family historians and genealogists all over the world." The Jury inferred that this unique web-based project has a great cultural heritage value and stands distinguished.



# A DEF PUBLICATION

DIGITAL  
EMPOWERMENT  
FOUNDATION

Compiled by Madanmohan Rao

## Pearls of Wisdom: indian proverbs & quotations

### Pearls of Wisdom: indian proverbs & quotations

- Over 1,000 proverbs and quotations.
- Proverbs translated into English from 24 Indian languages.
- Words of wisdom from all religions originating in India.
- Quotations from leaders, poets, scientists, statesmen and gurus.

This book presents a glimpse into the timeless wisdom of ageless India.

The  
First Major  
Compilation  
of Indian Proverbs  
and Quotations  
Across Lan-  
guages

book your copy at  
[www.IndianProverbs.in](http://www.IndianProverbs.in)  
[www.WorldOfProverbs.org](http://www.WorldOfProverbs.org)

## Category

# E-ENVIRONMENT

“ The spread of all the concerns is of high importance as far as environment is concerned. Especially with emerging globalisation, environment is being affected badly and it requires all kind of technology and medium to spread the right message. ICT plays a huge role in responsible dissemination of information about environment; content matters.”

Halda River: A Natural Fish Spawning Heritage of Bangladesh

BANGLADESH

SPARA

INDIA

# Halda River: A Natural Fish Spawning Heritage of Bangladesh

## DESCRIPTION

The Halda River Initiative was developed by individual effort of Md. Manzoorul Kibria who made a website to create mass awareness, to draw due attention of researchers, academicians, journalists and government in order to ensure the preservation of the Halda river and its unique resources through the declaration of the river as the “National Natural Fish Spawning Heritage”. The Halda River is considered to be one of the most important rivers in Bangladesh as a natural fisheries breeding ground. However, collection of a variety of fish spawns has decreased greatly in recent times due to man-made crises and the lack of management. In order to create mass awareness about this issue the initiative named Halda River as the “National Natural Fish Spawning Heritage” was launched. The website focuses mainly on the activities towards ensuring the conservation of the heritage of Halda river and creating mass awareness to push the policy makers in declaring the river as the ‘National Natural Fish Spawning Heritage’ of Bangladesh.

## EVALUATION

The Jury appreciated that this website may be the first website in Bangladesh on a river and also it is a novel way to conserve such a natural heritage in the country using ICT tools. It was also noted that the project received wide attention from many countries and subsequently inspired many joint programmes in the area of river conservation. The Jury noted that the producer of the programme has already been awarded National Digital Innovation Award 2011 in e-culture and heritage category alongside the National Environment Award 2011 in Environmental Conservation category. The Jury appreciated the novelty of the project and opined that it has a distinct natural heritage value.

“The Halda River is considered to be one of the most important rivers in Bangladesh as a natural fisheries breeding ground.”



Halda River: A Natural Fish Spawning Heritage of Bangladesh

Internet/Web  
<http://www.haldariver.org/>

Md. Manzoorul Kibria

Bengali & English

Chittagong, BANGLADESH

[mnzoorul@yahoo.com](mailto:mnzoorul@yahoo.com)





## SPARA

Computer based / Software Application  
<http://www.savingisgenerating.com>

Artin Dynamics Pvt. Ltd

English

Kerala, INDIA

ceo@artinodynamics.com

# SPARA

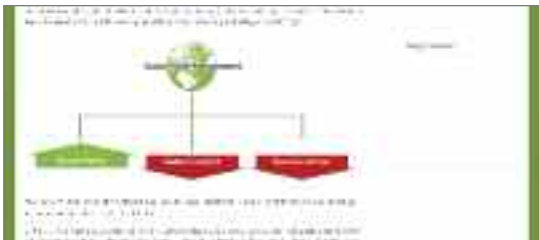
## DESCRIPTION

SPARA is a Power Management System based on Artificial Intelligence for computers. SPARA helps effectively eliminating up to 90% of the power wastage in computers. It operates by implementing power management profiles for every user. SPARA is a green initiative started by Artin Dynamics Pvt. Ltd. Variations in the user's behavioural pattern is recorded and interpreted intelligently by Spara. Once deployed, it is self configuring software that saves power as often and as economically as possible. Spara builds unique power management policies for each user and facilitates maximum productivity with minimal power usage and CO<sub>2</sub> emissions. Its adaptive nature provides flexibility on eliminating administrator level monitoring and interference. Spara software is client-admin software which works within an intranet and saves power through various features of the software such as Scheduling / Pattern recognition / Power Schemes etc. With the help of Artificial Intelligence, Spara has elevated optimisation of power management with continuous improvement in process and prediction analytics. Once Spara is installed, it continuously learns to systematically reduce energy wastage and excessive carbon emissions.

## EVALUATION

The Jury appreciated that SPARA uses Artificial Intelligence (AI) software as the core of its solution in an innovative manner, with a capability to learn and evolve itself, creating a near-perfect power management profile. Its AI core algorithm grants interactivity with a simple to use interface and the detailed level of reporting. The Jury noted that the solution addresses an existing gap in energy saving solutions dealing with day-to-day use of computers in which significant energy wastage may be going unnoticed every day.

“Spara builds unique power management policies for each user and facilitates maximum productivity with minimal power usage and CO<sub>2</sub> emissions.”





# A DEF PUBLICATION

15 YEARS OF INTERNET IN INDIA

<Retrospectives and Roadmaps>

netch@kra

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[www.netchakra.net](http://www.netchakra.net)

Madanmohan Rao  
Osama Manzar

DIGITAL  
EMPOWERMENT  
FOUNDATION



## Category

# E-ENTERTAINMENT

“ Supplying digitized entertainment products and services; entertaining the user in this world's variety of languages and its cultural diversity; supporting movement from one-way to two-way, from single to multiple players, interactive entertainment and the synergy between analog and digital platforms. ”

Aksharit  
INDIA

Hiru FM  
SRI LANKA

# Aksharit

## DESCRIPTION

The Aksharit project is an Indian language word game having different modules for different age groups. Three games have been launched so far by covering all the age groups. A crossword building game for adults called Aksharit on mobiles, a quick word search game (for all ages above 12 yrs) called Aksharit Word Matki for social media and online platforms, and Mystery Land of Aksharit for children (below 12 yrs) as an Fantasy-cum-Edutainment online game. Aksharit is a Java based application for Symbian OS. It is hosted on Nokia's OVI app store and bundled with Nokia touch phones. It's available for Free in India and priced at 2 Euros outside India. The other two apps are developed using HTML5 and other Web 2.0 technologies. They are hosted on [www.aksharit.com](http://www.aksharit.com) server. Aksharit Word Matki is a free app with social media integration.

## EVALUATION

The Jury noted that the product Aksharit (Mobile) got preloaded on 5 Lakh Nokia phones covering a broad range of consumers across India. It was also noted that the issue of script complexity is addressed in the product through innovation by providing vowel diacritics, half letters etc. The Jury also appreciated that the product received a Patent and got recognition by winning the IIM Calcutta Business Plan competition. It was also noted that the game has a high level of interactivity and ease of use which stand as distinctive points for any digital game.

“Aksharit is a Java based application for Symbian OS. It is hosted on Nokia's OVI app store and bundled with Nokia touch phones.”



📱 Aksharit™

✳️ Mobile phone based  
[www.aksharit.com](http://www.aksharit.com)

🏢 MadRat Games Pvt Ltd

🇮🇳 Hindi, Tamil, Bengali, Kannada

✳️ Karnataka, INDIA

✉️ [rajat@madratgames.com](mailto:rajat@madratgames.com)





📍 Hiru FM official website

🌐 Internet  
<http://www.hirufm.lk>

🏢 Asia Broadcasting Corporation Private Limited

🗣️ Sinhala, English

📍 Colombo, SRI LANKA

✉️ [prasad@abcradio.lk](mailto:prasad@abcradio.lk)

# Hiru FM

## DESCRIPTION

Hiru FM's official website offers visitors a variety of entertainment options, from live chatting with DJ (24 hours), games including a top class entertaining Sri Lankan radio station. The entertainment channels includes online chatting where anybody can converse (24\*7) with the DJ. Hiru FM presence is there on social channels like Facebook, Twitter and Youtube ; A separate Entertainer's area where they allow anyone to display their talent whether its singing, speech or anything they think is creative on this platform, the latest news is available to users in Sinhala at any given time with a link to their main news site and one can download most popular programmes and newly released songs There are online games ; a gossip page where one can take a look on the latest stories about the celebrities and prominent personalities and a wallpaper with calendar which anybody can download.

## EVALUATION

The Jury noted that the site [hirufm.lk](http://hirufm.lk) is ranked by Alexa(the global website ranking company) as 67th most visited site in the island. It was observed that there are several radio entertainment options in Hiru.FM and the response from the audience has been overwhelming. The Jury appreciated that launching of the website has enabled the Sri Lankan living overseas an opportunity to experience Hiru.FM. It was also noted that social presence of Hiru.FM has achieved over 20,000 fans in less than a year on the social networks.

“A gossip page where one can take a look on the latest stories about the celebrities and prominent personalities and a wallpaper with calendar which anybody can download.”



# eSri Lanka

*smart people smart island*

ICTA

"... the dividends of ICT to every village , to every citizen, to every business and also transform the way Government works ..."

The Information and Communication Technology Agency of Sri Lanka

[www.icta.lk](http://www.icta.lk)

## Category

# E-GOVERNANCE

“ Empowering citizens and serving public services clients; fostering quality and efficiency of information exchange and communication services in governmental and public administrative processes; strengthening participation of citizens in information society decision making. ”

BangaloreOne  
INDIA

Rajkot Municipal Corporation M-Governance  
INDIA

ICEGATE  
INDIA

# BangaloreOne

## DESCRIPTION

The Bangalore One (B1) project renders One-Stop-Shop services to the public eventually through multiple delivery channels like Integrated Citizen Service Centres and access through the Web. It was launched on April 2nd 2005, through a PPP and BOOT model (Build, Own, Operate, and Transfer). It provides multiple G2C and B2C services of various Government Departments and Private Companies of the State and Central Governments in an efficient, reliable, transparent and integrated manner on a sustainable basis through an easy access to a chain of computerized Integrated Citizen Service Centres (ICSC's). Besides providing informational services on various government services, Bangalore One (B1) provides transactional services for utilities like Bangalore Electricity Company, Bangalore Water Supply & Sewerage Board, Bharat Sanchar Nigam Limited, CellOne, Karnataka Road Transport Corporation, Railways, Pre-University, Bangalore University, and Bangalore Traffic police, Mobile service providers, Insurance Companies, Travel Companies etc through the B1 centres.

## EVALUATION

The Jury appreciated that the Bangalore One initiative has created a paradigm shift in the citizen services, by providing non-stop services (24x7 and in holidays), one-stop-shop for all the services, no service charges, choice of pay modes, no more standing in queues, quality service, and services through internet. The Jury also took note of the a study conducted and published by Indian Institute of Management, on the performance of the B1 Centres, in which it was indicated that 99% citizens are happy with 'One Stop Shop' facility offered at B1 centres, 97% are happy with quality of service, 95% on speed of service and 93% on the availability of information at B1 centres. The Jury opined that B1 Centres have entirely changed the mode of interactions between the urban/semi-urban citizens of Bangalore and the government departments, through the 75 operational centres across the city.



BangaloreOne

Kiosk based / Web / Internet  
www.bangaloreone.gov.in

e-Governance Department,  
DPAR (AR), Govt. of Karnataka

English

Karnataka, INDIA

adirbone@gmail.com



“The Bangalore One (B1) project renders One-Stop-Shop services to the public through multiple delivery channels like Integrated Citizen Service Centres and access through the Web using connected centers including Kiosks.”





# Rajkot Municipal Corporation M-Governance

## DESCRIPTION

Rajkot Municipal Corporation (RMC) has started different m-Governance services, to provide efficient, timely information to Citizens of Rajkot. The M-Governance services are exclusive for the citizen of Rajkot and the solution is developed in house by Rajkot Municipal Corporation. Services provided under M-governance are; Alert services, Interactive services, Management services and Payment reminder services. To avail these services on mobile citizens of Rajkot are required to send an SMS in a prescribed format to a designated number. The online real-time information about government application creates utmost level of satisfaction towards services which is rendered to the citizens by the RMC.

## EVALUATION

The Jury noted that m-Governance programme of RMC has emerged as a logical follow up of the successful implementation of e-Governance project they implemented earlier. It was also observed that the solution uses online real time database for transparent and effective response to the queries. The Jury also noted the project is financially sustainable and with significant number of mobile users in the RMC area, the project presented a win-win situation for both the RMC and the citizens who can avail its various services with greater ease and at their convenience.

“The M-Governance services are exclusive for the citizen of Rajkot and the solution is developed in house by Rajkot Municipal Corporation.”

mGovernance: An Efficient Way To Meet Citizen's Expectations

Mobile & Internet  
[www.rmc.gov.in](http://www.rmc.gov.in)

Rajkot Municipal Corporation

English

Gujarat, INDIA

[msgohel@rmc.gov.in](mailto:msgohel@rmc.gov.in)



# ICEGATE

## DESCRIPTION

ICEGATE (Indian Customs EDI Gateway) is the e-commerce portal of the Indian Customs. ICEGATE portal provides services for Customs clearance of import/ export goods in transparent as well as efficient manner leading to the reduction of transaction costs. ICEGATE portal ([url -http://icegate.gov.in/](http://icegate.gov.in/)) services are widely used by Trade Partners which includes Importers, Exporters, Shipping lines, Shipping Agents, Airlines, Air Cargo Agents, Air Cargo Custodians, Train Operators, Inland Cargo Depot Custodians, Container Freight Station Custodians, Commercial Banks and several other agencies who transact on ICEGATE for EXIM Purposes. These services include electronic filing of Bills of Entry (Import Goods Declaration); Shipping Bills (Export Goods Declaration); Cargo Manifest declarations such as Import General Manifest (IGM), Export General Manifest (EGM) etc.; and Customs Duty Payment in the form of electronic messages for Customs clearance over the internet. It also provides e-payment facility for Customs Duty payment as well as electronic disbursement of export incentives such as Duty Drawback in any bank account of the exporter across India. Besides transactional services, ICEGATE also provides real time document tracking facilities for the Trade Partners and data is also exchanged with various other regulatory and licensing agencies in other ministries of Govt of India such as DGFT, RBI, Ministry of Steel and DGCI&S.

## EVALUATION

The Jury noted that ICEGATE is a critical e-governance application with significant financial transactions in as much as 12.55 Million documents were filed in 2010-11 i.e. almost 83% of all imports/ exports documents are filed in Customs through ICEGATE. The Jury also noted the fact that In 2010-11, Customs duty amounting to Rs. 2700 cr. was collected through e-Payment facility on ICEGATE. The Jury observed that ICEGATE services are now operational for 97 major customs locations handling nearly 98% of India's International trade in terms of import and export consignments. It was further noted that ICEGATE provides Ease and Flexibility to trade in document filing – 24x7 Basis, for any location, from anywhere using multiple communication modes and multiple EDI language formats. The Jury opined that ICEGATE has been a major step towards electronic governance in the business sector in the country which also promotes globalisation of Indian trade and commerce.



### ICEGATE Upgrade Project

#### \*Internet / Web

<http://icegate.gov.in/>

Directorate General of Systems & Data Management, Central Board of Excise & Customs

#### English

#### \*Delhi, INDIA

[atul.dikshit@icegate.gov.in](mailto:atul.dikshit@icegate.gov.in)

“ICEGATE services are now operational for 97 major customs locations handling nearly 98% of India's International trade in terms of import and export consignments”

# Category

## E-INFRASTRUCTURE

“Infrastructure that makes it easy for content and application developers to effectively reach out to masses. Solutions that address the accessibility needs of communities in remote areas including those in tough geographical conditions.”

Cloud TAP  
SRI LANKA

National Data Center  
BANGLADESH

appRain Content Management Framework  
BANGLADESH

# Cloud TAP

## DESCRIPTION

hSenid Mobile's Cloud TAP Mobile Application Eco-System, enables the successful running of Etisalat AppZone. It helps all of Etisalat's subscribers, irrespective of phone type (smart, feature or entry level) - to enjoy mobile apps pertaining to various facets of life - News, Sports, Business, Games, Health and much more. These apps can be easily discovered by subscribers via an App Store, again using any mobile phone through Web/Wap, USSD, multi-lingual IVR etc hence enabling the masses to enjoy their own App Store experience. Mobile App Developers are provided with a dedicated Developer Zone on the AppZone.lk site where they could access all relevant resources & tools for content and application developers to effectively reach out to masses without worrying about the underlying Mobile Network protocols, connectivity etc.

## EVALUATION

The Jury noted that that due to this application the Etisalat subscribers could enjoy dynamic content and information from hundreds of apps provided by AppZone. It was also noted that there is a monthly increase of 18% of new users on AppZone. The Jury further observed that this initiative also created a vibrant developer community aspiring to become entrepreneurs with App Zone. The Jury opined that this infrastructure initiative opened up the opportunity for the content and application developers to develop Mobile Apps, based on the Mobile Operators network capabilities, so as to effectively reach out to masses.

“It helps all of Etisalat's subscribers, irrespective of phone type - to enjoy mobile apps pertaining to various facets of life - News, Sports, Business, Games, Health and much more.”



☁ Cloud TAP  
(Telco Application Platform)

✱ Mobile app based  
[www.appzone.lk](http://www.appzone.lk)

📱 hSenid Mobile

🗺 English, Sinhalese & Tamil

📍 Colombo, SRI LANKA

✉ [muzackir@hsenid.com](mailto:muzackir@hsenid.com)





📍 National Data Center for Hosted Services

🌐 Internet  
www.bcc.net.bd

🏢 Bangladesh Computer Council

🌐 English & Bangla

📍 Dhaka, BANGLADESH

✉️ tarique.barkatullah@yahoo.com



# National Data Center

## DESCRIPTION

The National Data Centre project, executed by the Bangladesh Computer Council, is planned to host the government services to be provided to the citizens so that all those services can be provided at the door-step of the citizens of Bangladesh. The design of the Data Centre allows ease of operation, flexibility, security and robustness of the network. The system is flexible to cater any plug-in as and when required in terms of adding additional network architecture. Network Operations Center (NOC) being build along the data center will provide facility for network and application monitoring to prevent intrusion and hacking. The site will serve information to the people mitigating any / all threats that may arise as a result of Internet based hacking attacks such as Denial of Service (DoS) and Spamming. The National Data Centre meets international Data Center design standards TIA 942 and Uptime Institute Tier 3. The Data Centre is certified as Tier 3 from accredited certifying organization EPI India.

## EVALUATION

The Jury observed that this very important infrastructure is the first and only TIER 3 certified Data Centre for hosted services in Bangladesh. It was also noted that by providing citizen services hosted in this Data Centre the digital divide can effectively be reduced in Bangladesh. It was also noted that the Data centre is built as per international standard. All necessary mission architecture have fully redundant package providing maximum robustness to the architecture. The system is flexible to cater any plug-in as and when required in terms of adding additional network architecture.

“The design of the Data Centre allows ease of operation, flexibility, security and robustness of the network. The system is flexible to cater any plug-in as and when required in terms of adding additional network architecture.”



# appRain Content Management Framework

## DESCRIPTION

engineering concept where "CMS (Content Management System)" and "Framework" perform together to produce endless varieties of output in a very limited time. This framework has a special tool called "Component", which once implemented takes little time to deliver at low cost. In this way appRain serves both small-budget customers and large software company with good quality output and benefits. The solution AppRain can be installed from <http://www.apprain.com/manual/c/46/installation-and-configuration>. appRain is the first popular Free and Open Source Web Based software development tool from Bangladesh.

## EVALUATION

The Jury note that the application AppRain has been designed with 3 different categories of users in mind; firstly the non-technical users with little or no knowledge of web programming, secondly the mid-level programmers like small outsourcing companies or individuals and finally the advanced software developers or for large scale project implementation. In that way the Jury opined that the application AppRain would have potential to tap a wide market with its diversified reach.

“appRain serves both small-budget customers and large software company with good quality output and benefits. appRain is the first popular Free and Open Source Web Based software development tool from Bangladesh.”



appRain Content Management Framework

Open Source / Web based  
[www.apprain.com](http://www.apprain.com)

Mohammad Reazaul Karim

Any Language can produce

Dhaka, BANGLADESH

[reazulk@gmail.com](mailto:reazulk@gmail.com)





## Category

# E-LOCALIZATION

“Interventions of ICT has been instrumental in empowering lives at the grassroots level in many ways such as application in local languages, vernacular content and digital tools to work in diverse multi medium including web, mobile and oral.”

Panini Keypad  
INDIA

Nikosh Font and Converter  
BANGLADESH

# Panini Keypad

## DESCRIPTION

Panini Keypad is a new technology that allows people to type in all languages of Indian subcontinent on the phone very fast and in an easy manner with vastly reduced number of key presses and without the need of printed characters on keypad. The technology has been developed and offered to users in Hindi, Bengali, Telugu, Marathi, Gujarati, Tamil, Malayalam, Punjabi and a similar technology has also been developed for 17 other global languages from diverse linguistic families as Korean, Arabic and Russian. This is a smart input technology for all these languages. For example, in India alone there are 800+ million phone users and only around 90 million know English. The others cannot type on the phone because their vernacular languages are not supported. So they cannot send a text message or store an address book entry and will otherwise be left out from all digitally enabling possibilities that the phone in every hand today promises. According to many, the Panini Keypad is a timely breakthrough which will play a pivotal role in that digital emancipation of our masses and in the ongoing telecom revolution focused on data usage. The Panini Keypad is a new usability and today is already offered in all the significant platforms - Java, Android, iPhone and Windows. One can download the software from [PaniniKeypad.com](http://PaniniKeypad.com) for free operation for a time limited period of evaluation. The software is also transferrable to phone over USB cable/Bluetooth/Memory Card/ or Direct download to phone.

## EVALUATION

The Jury has noted that over 6000 downloads per day is happening from its website, from all major global app stores and from hundreds of other websites. It estimates to millions of users worldwide. The Jury opined that the software appears to have found a right product fit, knowledge and preference for this new usability and it may grow quickly. Jury also observed that a dynamic keypad with no printed characters on keypad is a new concept. Also, statistical prediction instead of dictionary based techs is a new feature. All languages are there in one phone which is also a new concept. The Jury also appreciated that there is no multi-tapping required which makes it simple and easy to use. It vastly reduced number of key presses and time taken for the same. The Jury also noted that this solution has won many awards and recognitions.



## Panini Keypad

Mobile based  
<http://www.PaniniKeypad.com>

 Luna Ergonomics Pvt Ltd

## 9 Major Languages of India and 17 global languages

Uttar Pradesh, INDIA

abhi@PaniniKeypad.com





# Nikosh Font and Converter

## DESCRIPTION

In the early stages of computer, ASCII character codes were used to represent characters. This has no place for languages like Bangla as ASCII could only accommodate 128 characters. The keyboard was designed keeping roman characters in mind. The Bangla characters are inherently complex due to presence of conjunct characters. Unicode addresses the issue of fonts from a universal perspective and accommodates all the languages. Nikosh font was developed to fill this vacuum. The team from Election Commission Secretariat developed the Nikosh Font which is a Unicode 5.1 compliant font for use in Voterlist database. Nikosh Converter helps convert legacy documents prepared in Bangla using ASCII into Unicode 5.1 so as to ensure portability and interoperability of such documents. Nikosh font and converters are available in the website ([www.ecs.gov.bd/nikosh](http://www.ecs.gov.bd/nikosh)).

### 📄 Nikosh Font and Converter

✚ Web based  
NO URL

🏛 Election Commission Secretariat

📄 Bangla & English

📍 Dhaka, BANGLADESH

✉ [farzana2905@gmail.com](mailto:farzana2905@gmail.com)

## EVALUATION

The Jury noted that till date from this site [www.ecs.gov.bd/nikosh](http://www.ecs.gov.bd/nikosh) 10000 nikosh converter and 7300 times nikosh font has been downloaded. Also, it was noted that, through this project people are willingly using bangla in internet and also the database in Bangla can be sorted and searched easily. Files in bangla are becoming interoperable due to this solution. It was also observed that installation of this product is very simple and the product itself is very user-friendly. The Jury opined that this product is may be very useful for all the government offices in Bangladesh as they have to work in the Bangla language and therefore would serve great purpose for the government activities.

“Nikosh font was developed to fill this vacuum. The team from Election Commission Secretariat developed the Nikosh Font which is a Unicode 5.1 compliant font for use in Voterlist database.”





The world leader in water services  
and  
water treatment

Veolia Water India is a subsidiary of Veolia Water, the world leader in water and wastewater services. Veolia Water India provides delegated management of water and wastewater services for Indian municipalities. It also designs the technological solutions and builds the facilities required for these services. Veolia Water India works in the state of Karnataka and Maharashtra, where it is providing continuous safe water supply to all, thereby directly contributing to the improvement of living conditions and to the expansion of access to basic services in India's cities.

# Category

## COMMUNITY BROADCASTING

“ The category considers all efforts in the areas of broadcasting services for the benefit of the communities, especially in the rural India. It serves local communities, reflecting the diversity of their views and needs, and provides access to volunteer participants. ”

Puduvai Vaani - Community Radio Station  
INDIA

Radio Namaskar  
INDIA

SPECIAL MENTION  
Radio Bundelkhand  
INDIA

# Puduvai Vaani - Community Radio Station

## DESCRIPTION

Community FM Puduvai Vaani 107.8MHz has been launched by Pondicherry University. It started with an aim to make awareness among the people to improve their nature of lifestyle. Puduvai Vaani is the public broadcaster to awaken, inform, enlighten educate and entertain all sections of people including the programme on women empowerment, communal harmony, health and education. It also brings out the hidden talents of the students in and around University campus. CRS also includes its service on the practical session for the students of School of Media and Communication. The FM reaches a distance of about 12 kilometres radius. Regular transmission is going on air from Jan 1, 2009. Besides the faculty and students of the University, programmes are also presented by the local community people. The language of broadcasting primarily includes Tamil and English.

## EVALUATION

The Jury noted that Puduvai Vaani, which is purely service oriented and run in a non profit manner, is the first Community Radio Station (CRS) in India started with 9 hours transmission, without repeat programmes. It was further observed that Puduvai Vaani CRS is educating & entertaining people by providing the chances to others. Also, it was appreciated that the programme are broadcast in local regional language with its cultural elements. It was further noted that the CRS introduced various feature like, conducting competitions for School, College students and Community people every year. These competitions are enhancing their knowledge, ideas other than their subject knowledge. Imparting training programmes for Women and Children from community for empowering their skills and economic status. Through the training programmes some of them are getting chances to start entrepreneurship. In this way The CRS is serving a great community development purpose the Jury noted. It was also appreciated that that CRS already received recognition in the form of an award from CEMCA for a programme in the category of "Local Culture Promotion" which was received at First National Community Radio Sammelan, organized by Ministry of Information and Broadcasting at Vigyan Bhavan, New Delhi in April 2011.



### 📍Puduvai Vaani - Community Radio Station

✳️FM Radio based  
[www.pondiuni.edu.in](http://www.pondiuni.edu.in)

🏛️Pondicherry University - Puduvai Vaani  
Community Radio Station

🗣️Tamil, English, Hindi & French

📍Pondicherry, INDIA

✉️







Radio Namaskar

Radio based  
www.radiomamaskar.org

Young India

Odia

Orissa, INDIA

radiomamaskar@gmail.com



# Radio Namaskar

## DESCRIPTION

Radio Namaskar, the Community Radio of Orissa (India) is established at Konark by Young India, a civil society organisation formed by some National Youth Awardees, Indira Gandhi NSS Awardees & Ex-NSS volunteers those who are committed to the cause of social transformation and development, to make the common people informative and active participant of the community development process. The objective of this Community Radio is to ensure overcoming social problems through a community owned process and through deployment of oriented personnel and sensitizing the beneficiary mass. It is also felt that the Radio would enable the general public to have access to each other's views and ideas directly through a network of communication and can be able to have direct and immediate access to ensure redressing of grievance as well as finalization of local based issues of state and national importance. This would be possible in coordination with mass media of the state and even in coordination with the elite of the State that includes people from different streams of society who do have command and interest in different matters of common interest. It is expected that this would ultimately augment the communication and knowledge transformation process in a well regulated but well related manner. Radio Namaskar has a total coverage in Gop, Nimapara, Astarang and Kakatpur Blocks of Puri district and also reaches in other surrounding locations.

## EVALUATION

The Jury noted that the Radio Namaskar, apparently the only community radio of Orissa as of now, has impacted the target community very effectively. It was noted that the Radio Namaskar is regularly broadcasting 8 hours programme per day. Radio Namaskar is also broadcasting several jingles on different government schemes and programmes. It was further noted that after repeated broadcasting of a particular jingle on the Radio, government has taken note of the broadcast and made necessary modifications in the relevant policy and that way the Jury appreciated that the Radio has been serving the purpose of Policy Advocacy also. The Jury also appreciated that since its inception, the Radio Namaskar could establish 72 listener groups, to involve the communities in the process of their socio-economic change and also designed specific programmes to hit at the problems and emphasize free convergence among members and communities. The Jury noted that in order to empower the disadvantaged groups like women, children, and farmers and fishing community members Radio Namaskar has community designed programmes catering to each and every vulnerable groups and its members.

# Radio Bundelkhand

## DESCRIPTION

Radio Bundelkhand, initiated by Development Alternatives (DA), a leading civil society organisation in India, is a community radio, based on the ideology of democracy for the community, of the community, by the community. Development Alternatives (DA), believes that community radio is a sustainable and interactive platform for dialogue for the poor and the illiterate. The radio station has a unique participatory model of programming and broadcasting and is jointly managed by the community and DA. The reporters are selected from within the community, including young girls and boys from deprived classes, who have become household names in this region. These reporters are trained in broadcast operations and audio editing techniques. They are the anchors and they report, edit and produce their own programmes.

## EVALUATION

The Jury noted that the initiative of Radio Bundelkhand, with the tag-line of Apna Radio Apni Batein (Our Radio, Our Talks), covers the area of approximately 20-25 km around the station, reaching about 1.2 Lakh rural people in approximately 131 villages. It was further observed that the medium has become a vehicle for the underprivileged to be heard, be informed, to shape their knowledgeable opinion, to learn the give-and-take of informed dialogue and to become decisive agents for their own development. The Jury appreciated that Radio Bundelkhand has given the opportunity to the rural poor to develop their own local programmes and to organise discussions on matters affecting their community, thus serving the cause of community development.

“The reporters are selected from within the community, including young girls and boys from deprived classes, who have become household names in this region. These reporters are trained in broadcast operations and audio editing techniques.”



### Radio Bundelkhand

FM Radio based  
[www.devalt.org](http://www.devalt.org)

Society for Development  
Alternatives

Hindi, Bundeli

Delhi, INDIA

[ashuklaz@devalt.org](mailto:ashuklaz@devalt.org)



# CHAIRMAN'S DISTINCTIONS



## Enabling Innovative Deployment of Mobile Phone for Empowerment of Indian Farmers

### DESCRIPTION

'IFFCO Kisan Sanchar Limited' (IKSL) leverages mobile phone to provide timely and pertinent advice to farmers to improve their income, reduce cost, improve yield, enhance quality, reduce wastage and educate them on livelihood, health, environment and other aspects. The uniqueness of the messages is that they are in local languages and provided in voice format to overcome illiteracy and language barrier. A Helpline is also set up to address specific problems faced by farmers or to obtain additional information. IKSL conducts other innovative special programs like 'Phone In' to talk to Specialists on a specific subject and Quizzes on mobile phone to encourage active interaction. The services are provided in 10 Indian languages covering 18 states. IKSL also promotes focused communities with a common interest for intensive information services. Necessary ICT Infrastructure is developed for managing all aspects of services. Integrated Information management System (IIMS) is a Internet Content Management System (CMS), developed to assist the Content Team to plan, document, and monitor the voice messages and also helpline conversations.

### EVALUATION

It was appreciated the innovativeness of overall concept in leveraging a normal communication need of farmers, for the purpose of improving the quality of decision making and empowerment. It was also noted with appreciation that inclusion, accessibility, scalability, sustainability are the inherent strengths of the model. It was further noted that at present, about 10 lakh farmers are actively using IKSL's services. It was observed that IIMS incorporated by IKSL in the programme as the content management system addresses wide variety of challenges in a single system that are, content collation as a digital library, planning, content creation for voice messages, content delivery to farmers (millions of out bound messages per day), call back facility for re-access, managing new types of services, documentation, helpline monitoring, QA Processes - MIS and analytics.



✦ Enabling Innovative Deployment of Mobile Phone for Empowerment of Indian Farmers

✦ Mobile based / Internet  
<http://www.iksl.in>

✦ IFFCO Kisan Sanchar Limited (IKSL)

✦ English, Hindi, Punjabi, Oriya, Bengali, Marathi, Tamil, Telugu, Malayalam, Kannada

✦ Delhi, INDIA

✦ [ssrinivasan@iffco.in](mailto:ssrinivasan@iffco.in)

ID	Title	Content	Status
1	...	...	...
2	...	...	...
3	...	...	...
4	...	...	...
5	...	...	...
6	...	...	...
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15	...	...	...
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#### 📺 Indiavibes Web TV

📺 Web TV based  
<http://www.indiavibes.tv>

🏢 Vibes Media Pvt Ltd

🌐 Multi-Lingual

📍 Kerala, INDIA

✉️ [mail@andrinemendez.com](mailto:mail@andrinemendez.com)



## Indiavibes Web TV

### DESCRIPTION

Indiavibes is the first web TV, launched by Vibes Media Pvt Ltd, with User Generated Content in Hyper Local Content/Language. Through the portal, IndiaVibes Web TV provides streaming for visually rich content to the world and since the whole world is their target audience, English will be the primary language of communication. Using Internet for such concept, helps it to spread in the market attracting people of all age groups. Indiavibes's strives to provide enriching user experience by delivering free legitimate content which is good quality with excellent usability. Users do not need any special downloads to view Indiavibes.tv which is optimized for best performance according to Broadband speeds using adaptive streaming which will practically remove 'buffering' to deliver uninterrupted video in good quality. Users can use Adobe Flash Player 10 to view Indiavibes for uninterrupted entertainment completely free. Indiavibes.tv will also be optimized for mobiles and also provide application platforms for many mobiles making Indiavibes.tv available on 3G, CDMA, WiFi or WiMAX network. Users can log in to <http://www.indiavibes.tv> and enjoy the content.

### EVALUATION

It was noted that the IndiaVibes Web TV is India's first web TV which has UGC driven content. It was appreciated that this initiative intends to create a 'People's Media Platform' where every mobile phone is turned into a content source i.e. content from people, thereby users themselves become a part of content generation.

“Users do not need any special downloads to view Indiavibes.tv which is optimized for best performance according to Broadband speeds using adaptive streaming which will practically remove 'buffering' to deliver uninterrupted video in good quality.”



# The Better India

## DESCRIPTION

The Better India is a media website that focuses on spreading positive news in India. The Better India is an attempt to bring to the spotlight on little known organizations and individuals, who are attempting to have a positive impact on their communities or environment or any other entity that can benefit from their actions. The initiative seeks to reduce the impact of sensational news carried by mainstream media and try to instil hope in people. One of the main goals of this initiative is to help volunteers connect with NGOs, fundraisers with funds and small organizations with resources. The initiative helps organizations to spread awareness on their initiatives to help them gain recognition and reach. The Better India also posts information about jobs and events related to organizations in order to help garner resources. It acts as an online voice for all small to medium organizations who cannot afford to set up their own channel of public relations and contact thousands of people to inform them of their necessities and achievements.

## EVALUATION

It was appreciated that The Better India has enabled small organizations to gain recognition and be able to attract volunteers to aid in their projects. The initiative has also helped NGOs find resources through their "jobs" portal. The organizations have benefited by reaching out to a larger audience and receiving healthy response and participation in their events and activities. Additionally, the organizations featured by The Better India have been able to raise funds and attract investors to further their cause by having a voice to proclaim their good work to the audience at large. The specific feature of the initiative is that in three years of existence and through hundreds of articles, BI has reached out to thousands of people and helped them realize that there is a better India.

“The specific feature of the initiative is that in three years of existence and through hundreds of articles, BI has reached out to thousands of people and helped them realize that there is a better India ”



📍 The Better India

🌐 Wordpress / Web  
<http://www.thebetterindia.com>

🌐 The Better India

🌐 English

📍 Karnataka, INDIA

📧 [contact@thebetterindia.com](mailto:contact@thebetterindia.com)







## NIIT nguru

### DESCRIPTION

National Institute of information Technology (NIIT) launched its new initiative named NIIT NGuru. It is a comprehensive learning solution for all the schools. It provides Accreditation Standards for Quality School governance, which enables schools to deliver quality education for overall development of students. Accreditation establishes the School's competence in delivering requisite elements of education covering curriculum, faculty, administration, student services, training, consultancy and evaluation. NGuru also announced the launch of a new-age International Pedagogical ICT Teacher Training Programs, to upgrade the existing skills of the teachers by leveraging ICT. These certification programs would help in empowering teachers with the latest technology and pedagogic skills and encourage collaborative peer learning. This would also encourage teacher-student participation in the classroom and make learning more fun for students. The courses offered are - International Pedagogical ICT Certification and training program on Continuous and Comprehensive Evaluation. NGuru suite consists of 'Interactive Classrooms' for teachers, Math lab, Mobile Science Lab, IT Wizard, Learning lab for students and Quick School, an 'Education Resource Planning' solution for the school management.

### EVALUATION

It was appreciated that Nguru is an ICT-based learning programme, started to spread computer literacy amongst school students from all segments of the society. It was noted that NIIT nguru presently covers 15000 government and private schools across the country thereby making learning a pleasure for over 10 million students. It was also observed that through such initiatives, NIIT is trying to take computers and computer based learning to the remotest parts of the country, further aiming to transform the whole education experience. It was also noted that this holistic suite innovatively designed for ICT enabled teaching-learning solutions has been deployed in other countries such as Bhutan and South Africa.



- ✚ NIIT nguru
- ✚ ICT / Web / eLearning based  
[www.niitnguru.com](http://www.niitnguru.com)
- ✚ NIIT
- ✚ English
- ✚ Haryana, INDIA
- ✚ [nguru@niit.com](mailto:nguru@niit.com)

# HarVa

## DESCRIPTION

The initiative HarVa aims to assist rural India to access and harness the opportunities that urban India / local environment offers for a better quality of life. It specializes in finding the right approach to achieve maximum social, economic and environmental sustainability through appropriate development in rural India. At the same time, they focus on enhancing the capacity of the villagers who then become HarVa brand ambassadors and implement these sustainable development changes. It includes supporting various development projects that create employment for villagers. HarVa is a unique and first of its kind enterprise that focuses building rural ecosystems, through skill development, BPO, community based farming, micro-finance, and renewable sources of energy such as gobar gas. HarVa aspires for sustainable inclusive growth by creating value in the heart of rural or real India. Spread across five states, the HarVa has gained momentum and it employed over 200 rural women and youth. The innovation introduced by HarVa is the quintessential village hut (HarVa Hut) that creates an entire rural ecosystem through productive communities that enhance the intrinsic value of the village.

## EVALUATION

It was appreciated that the innovative concept of HarVa “parivaar”, a byproduct of the HarVa Hut, gives this project a cutting edge. It was observed that People from HarVa endeavour to train entire families and employ them according to their skill. This helps them to build strong relationships and ensure that attrition is minimal. It was further observed that each member of the family experiences great competitive pressure from each other to perform to the best of their ability. It was opined that HarVa has the potential of building income generating rural ecosystems, building a profitable business model, creating socio-economic value and not merely rural sales models.

“It was observed that People from HarVa endeavour to train entire families and employ them according to their skill”



HarVa

ICT / Internet  
www.harva.co.in

HarVa

Multilingual (English, Hindi, Marwari, Haryanvi, Telugu, Kannada, Marathi)

Haryana, INDIA

ajay.chaturvedi@harva.co.in





## Evaluation of the Effectiveness of Cell Phone Technology as Community based Intervention to Improve Exclusive Breast Feeding & Reduce Infant Morbidity Rates

 Mobile phone based  
[www.latamedicalresearchfoundation.org](http://www.latamedicalresearchfoundation.org)

 Lata Medical Research Foundation

 English

 Maharashtra, INDIA

 [dr\\_apatel@yahoo.com](mailto:dr_apatel@yahoo.com)



# Evaluation of the Effectiveness of Cell Phone Technology as Community based Intervention to Improve Exclusive Breast Feeding & Reduce Infant Morbidity Rates

## DESCRIPTION

This project, launched Lata Medical Research Foundation, has the main objective to assess the feasibility, acceptance and cost effectiveness of using mobiles for personalized lactation consultation/health messaging, in addition to Baby Friendly Hospital Initiative (BFHI), to promote appropriate breastfeeding practices and timely initiation of complementary feeding, child growth and to reduce morbidity in infants. For the purpose of this study project, mobile phones have been provided to 157 pregnant women and other 168 women are using their own mobile phones. Training for promotion of breast feeding using UNICEF module for Baby Friendly Hospital Initiatives was conducted in 4 urban hospitals catering to women of low socio-economic strata (SES) and minority. Maternal and infant health advice is provided using mobile phones starting from antenatal period to 6 months after delivery with an emphasis on preparation of pregnant women for exclusive breast feeding (EBF) of newborns for at least 6 months and then introduction of semi-solid, home prepared foods in addition to breast feeding.

## EVALUATION

It was appreciated that the initiative has increased the accessibility, affordability and availability of healthcare at the doorsteps of the people through the use of mobile phones. It was observed that the beneficiaries of the project are from poor families with limited access to healthcare at times when they need it the most. It was further noted with appreciation that the subject of breastfeeding has been taken for the project, when it has been proved that breastfeeding has profound beneficial health effects in infants. It substantially protects against malnutrition and also prevents infection and adult diseases like diabetes and ischemic heart diseases. It was appreciated that the initiative works in line with the efforts of WHO/UNICEF in this regard and fills the existing gap of finding innovative ways to promote exclusive breastfeeding. The project is more commendable in the sense that it has taken mobile phone as the media as India has at least 600 million active mobile users in around 150 million households.





E-Commerce website of Chanderi  
sarees by the community at  
<http://chanderiyaan.net>

[www.chanderiyaan.chanderi.org/](http://www.chanderiyaan.chanderi.org/)

## FINALISTS



FINALIST



# Community Rudi No Radio

## DESCRIPTION

The Rudi no Radio programme is broadcast from All India Radio-Ahmedabad (AIR-Ahm.) airwaves on every Saturday for the duration of 15 minutes. The radio is broadcast from 8 to 8.15 pm on AIR. The programme is produced and broadcast by women of SEWA for the rural audience. The episodes range on variety of topics The Community Rudi no Radio Station (CRS), which started functioning from November 26, 2009, is broadcast from SEWA Academy's Manipur, Sanand Taluka, on 90.4 Frequency and reaches 40 villages within 10 kilometres radius. The programme is broadcast from 9 am to 1 pm and 4 pm to 8 pm daily.

## EVALUATION

The Jury noted that the CRS has a wide coverage and the overall population of the 40 villages in 10 km radius reached through Community Rudi No Radio Station (CRS) are approximately 1, 68,000 people. The listeners figure is approximately 1, 16,000 people. It was further noted that the Community Radio Station is run and managed by a team of community women and the radio productions are done for the community people, by the community people. The Jury also noted the fact the CRS Community Rudi no Radio Station received two awards in the First CEMCA Community Radio Awards for Good Practices 2010-11 and the Laadli Media Awards for Gender Sensitivity 2010-11 (Western Region) in the Special Award category 'Efforts to empower women through media'.

“The Jury noted that the CRS has a wide coverage and the overall population of the 40 villages in 10 km radius reached through Community Rudi No Radio Station (CRS) are approximately 1, 68,000 people”



### Community Rudi No Radio

#### Radio

[www.radiosewa.org](http://www.radiosewa.org)

#### Indian Academy for Self Employed Women

#### Gujarati

#### Gujarat, INDIA

[sewaacd@youtele.com](mailto:sewaacd@youtele.com)





# Radio Sirsa



Radio Sirsa

Radio  
www.hellosirsa.mypodcast.com

Chaudhary Devi Lal University

Hindi/Punjabi

Haryana, INDIA

chauhan@jansanchaar.in

## DESCRIPTION

Radio Sirsa is a community radio station run by the teachers and students of mass communication in Chaudhary Devi Lal University in collaboration with the people of local community. Radio Sirsa have integrated Community Radio with internet. Video-conferencing and Web-conferencing are used for production of some of our programs where experts and dignitaries located at faraway places are interviewed online and these interviews are broadcast on Radio Sirsa. Some of the programs are also made available to internet users/ ipod users through the Podcast Service. Hellosirsa, the flagship call-in show of Radio Sirsa serves as an effective bridge between the listeners and the local government. Variety of audio programs including call-in shows, discussions, interviews, cultural programs, these programs are on health, education, environment awareness and issues related to the day to day life of the listeners. Radio Sirsa promotes local culture and talent through various programs of these stations.

## EVALUATION

The Jury noted with appreciation that Radio Sirsa serves the people of Sirsa city and over 60 villages around the town. Also it was noted that apart from this, its selected programs are available to internet users worldwide through its podcast service. It was observed that the CRS is managed and run completely by volunteers drawn from among the teachers of Journalism Department, students and members of local community. The unique feature of the CRS noted by the Jury is that the radio-jockeys include ordinary shopkeepers, farmers, government employees and housewives who are not paid even a single penny for the services they render to the local community through Radio Sirsa.

“Some of the programs are also made available to internet users/ ipod users through the Podcast Service. Hellosirsa, the flagship call-in show of Radio Sirsa serves as an effective bridge between the listeners and the local government.”



# Media Empowerment for Democratic Information Access

## DESCRIPTION

MEDIA Initiative (Media Empowerment for Democratic Information Access) is a project started by Equal Access Nepal to strengthen the capacity of the independent media to play an effective role in Nepal's emerging democracy through innovative applications of online and mobile phone based social networking software and tools; media monitoring mechanisms; the production and distribution of content to educate the public about independent media issues; a media defenders legal support fund; and training thousands of media workers on media law and rights and working in conflict-affected environments. By combining these innovative interventions this initiative aims to strengthen the capacity of independent media to resist threats, to earn public and government respect by acting in the public interest and to reinforce the media's role as a strong foundation for Nepal's fragile democracy. The MEDIA initiative intends to train more than 2,000 media workers, set up Nepal's first ever legal resource facility for journalists under threat or who have been victims of violence or corruption, and educate millions of Nepalese on media rights through dozens of print articles, national radio program episodes and a national television documentary.

## EVALUATION

The Jury observed that the MEDIA initiative has established two social networking based websites, with a member base of 500 Bloggers and Journalists. It was further observed that nearly 1000 Journalists have got trained through this initiative and 3 million plus people in Nepal are listening to weekly radio program via national and local radio station that deals with issues in relation to media, safety, security, new media and why media has to promote right to information.

“The MEDIA initiative intends to train more than 2,000 media workers, set up Nepal's first ever legal resource facility for journalists under threat or who have been victims of violence or corruption, and educate millions of Nepalese.”



### Media Empowerment for Democratic Information Access

Multiple  
<http://meroreport.net/>

Equal Access Nepal

Nepali and English

Kathmandu, NEPAL

[bguragain@equalaccess.org](mailto:bguragain@equalaccess.org)





# Orissa Diary.

## DESCRIPTION

Founded in November 2004, Orissadiary.com (OD) is a complete portal on the state of Orissa. It is designed to reflect on the contributions and concerns of the Odiya people, their language, society, polity, education, health, economy, business and industry, tourism, public grievances, citizen services, inspiring success stories and anything and everything that affects them and has impacts on provincial and national public policy. It is a gate-way for anyone interested in the state of Orissa; more specifically it is useful to the policy makers, investors, researchers, media persons, students, politicians and to the common public. Through news, views, analyses and interactivity, it provides readers with a composite picture of Orissa. It is also the first portal of Orissa that launched its site for mobile users i.e. [www.orissadiary.com](http://www.orissadiary.com).

## EVALUATION

The Jury appreciated that Orissa Diary (OD) runs a 24 hrs round the clock news service on the state of Orissa, providing some unique interest to the users in the website. It was also noted that the content of OD are published in Social Media Platforms – Facebook & Twitter. It was observed that the central focus of the content remains on the lived experiences of Odiyas and their overall social, political, economic and spiritual development.

“Through news, views, analyses and interactivity, it provides readers with a composite picture of Orissa. It is also the first portal of Orissa that launched its site for mobile users i.e. [www.orissadiary.com](http://www.orissadiary.com). ”



Orissa Diary

Internet

[www.hellosirsa.mypodcast.com](http://www.hellosirsa.mypodcast.com)

Orissa Diary

English

Odisha, INDIA

[editor@orissadiary.com](mailto:editor@orissadiary.com)

# Whitedrums.com

## DESCRIPTION

Whitedrums.com was started as a citizen reporting site to help non-journalists to report and submit news, views on happenings in their neighbourhood. Over time, it has evolved into a general news and media website where the news and stories are either specifically written for the site or shared from other sources on the site. This platform is for all those who may have gone through some bitter experiences of voicing their grievances, want an outlet to share news they know will be helpful to others and for those who believe in sharing, showcasing and learning. It is a truly democratic way of sharing news and views. The readers can have the liberty of reading anything without restriction and they can also mark the articles they liked/enjoyed.

## EVALUATION

The Jury observed that the News site Whitedrums.com is like an open source and everything published on it is for creative commons as well. It was further observed that the site provides a platform for anyone to provide information and remain elusive if they wish to or give them full credits if they want to. It is therefore a platform where one can express the feelings without any hindrance.

“This platform is for all those who may have gone through some bitter experiences of voicing their grievances, want an outlet to share news they know will be helpful to others and for those who believe in sharing, showcasing and learning”



📍 Whitedrums.com

✳️ Joomla based  
<http://whitedrums.com>

🌐 Whitedrums.com

🇬🇧 English

📍 Maharashtra, INDIA

✉️ [whitedrums@gmail.com](mailto:whitedrums@gmail.com)





Gamer.LK

Internet  
http://gamer.lk

InGame Entertainment

English

Rajagiriya, SRI LANKA

raveen@ingame.lk



# Gamer.LK

## DESCRIPTION

Gamer.LK, launched by InGame Entertainment in Sri Lanka, is an on-line community for video game enthusiasts and cyber-athletes interested in doing e-Sports. This is presently supporting a community of over 10,000 registered users, and over 1,000 participants attending real life events. The online community features a discussion forum also where a majority of the websites activities take place. The website introduced the reporting of e-Sports news coverage in 2008. Interviews, Web-Comics and IT hardware enthusiast community, where Sri Lanka's most knowledgeable and passionate computer hardware buyers and sellers gather to discuss their favourite products. This stats, results and commentary can be seen in Gamer.LK e-Sports News, with features for users to subscribe to alerts as soon as a new article is posted. Gamer.LK expanded its creative reach to a number of local hardware vendors to approach the website as a marketing tool to sell their wares to a community that appreciate good hardware.

## EVALUATION

The Jury appreciated the achievements of Gamer.LK while it organised in 2008, its first real life event in the form of Sri Lanka Cyber Games (SLCG), by far the Sri Lanka's largest e-Sports tournament and gaming festival. It was also noted that Gamer.LK has also brought together all the gaming-café's in Sri Lanka under one roof, with a special section being dedicated to each café for café owners to interact with the gaming community. Further, Gamer.LK also produces one of Sri Lanka's largest classified sections with over 20 new classifieds being added every day.

“Gamer.LK also produces one of Sri Lanka's largest classified sections with over 20 new classifieds being added every day.”



# mGreet

## DESCRIPTION

mGreet, launched by Times Internet Limited, is a unique mobile greetings services accessible on IVR, Web & WAP platforms. It allows users to greet their friends on different occasions in a fun way by sending attractive voice greetings and celebrity greetings, along with an option to personalise the same. It is a novel, unique, fun and a very engaging solution for the users, who can send and receive voice greetings to and from friends in three form of voice OBDs or SMS. The mGreet platform is a self sustainable model, with a centralized system for content and user management, content delivery module, vendor account management module, MIS generation and third party application integration.

## EVALUATION

The Jury noted that in the initial month of launch, on the occasion of diwali, mGreet got 30000 subscribers and within its first year of launch mGreet has 240,000 subscribers. It was also observed that the initiative brings novelty in the greetings activity by replacing sms and e-greeting cards with funny and attractive voice greetings for every occasion with an option to personalise the same. It was also noted that mGreet have this service available in 5 different languages with a promise to add many more in near future. The Jury appreciated that mGreet provides an on the go solution over anymobile phone for sending greetings in a new way and form.

“The mGreet platform is a self sustainable model, with a centralized system for content and user management, content delivery module, vendor account management module, MIS generation and third party application integration”



mGreet

Multiple  
<https://mgreet.in>

Times Internet Limited (Indiatimes 58888)

English, Hindi, Marathi, Telegu, Kannada

Uttar Pradesh, INDIA

shalini.kapur@indiatimes.co.in







### Yalu Chat

Mobile phone based  
<http://yalu.com>

Yalu Chat

Sinhala, English

Galle, SRI LANKA

[arunoda.susiripala@gmail.com](mailto:arunoda.susiripala@gmail.com)



# Yalu Chat

## DESCRIPTION

It allows a person to find another person and allow him to chat with the partner as long as they needed. This only cost Rs. 30/- per month and available on Etisalat. Yalu is an anonymous chat service currently available for Etisalat Customer base. It's based on SMS. Inside Yalu users can create profiles, play games, and use some mini apps like friendship meter. Yalu is always a place to meet each other and share experiences and feelings. It's 'your friend (Yalu)' anytime anywhere. Currently Yalu is working only with Etisalat but it has the potential to reach other network providers as well. Even Skype and Google Talk based solutions will be released in the future.

## EVALUATION

The Jury appreciated the novel approach of allowing one to express his or her thoughts through this application. It was noted that currently Yalu has been deployed on Etisalat Appzone and it is serving more than 10000 users currently. It was also appreciated that because of anonymity between the two chatting persons the exchange of feeling takes place easily on this platform. The current rate of Rs. 30/= per month is very attractive for the users and they can chat as many as they can anytime anywhere. However the Jury also noted that the service is presently restricted to the Etisalat customer base only.

“Currently Yalu is working only with Etisalat but it has the potential to reach other network providers as well. Even Skype and Google Talk based solutions will be released in the future”

# Hortnet

## DESCRIPTION

Hortnet is an initiative taken by Department of Horticulture, Govt of India. It is an online workflow automation system for the benefit of the farmers to ensure an end-to-end holistic approach covering production, post harvest management, processing and marketing to assure appropriate returns to growers /producers. National Horticulture Mission has been launched as a Centrally Sponsored Scheme to promote holistic growth of the horticulture sector through an area based regionally differentiated strategies. The scheme is fully funded by the Government. The main objective of this initiative is to bring in efficiency and transparency in managing the farmer beneficiary welfare schemes of the Government and to provide one stop non-stop digital services to the farmers.

## EVALUATION

The Jury noted with appreciation that Hortnet is the first cost effective solution for the entire workflow automation to render services to the farmers by Government Departments. Also the solution is user friendly and interactive. The Jury also noted that for this solution- internet, Mobile, GIS, GPRS and GPS technologies have been harnessed in a cost-effective manner, to reach the un-reached and to ensure transparency.

“The main objective of this initiative is to bring in efficiency and transparency in managing the farmer beneficiary welfare schemes of the Government and to provide one stop non-stop digital services to the farmers,”



📍 Hortnet

🌐 Internet

<http://hortnet.ap.nic.in>

🏢 Dept of Horticulture , Govt of India

🗺 English

📍 Andhra Pradesh, INDIA

✉ [sekhar@nic.in](mailto:sekhar@nic.in)





📍 Jade Magnet

🌐 Multiple  
www.jademagnet.com

🏢 Jade Magnet Online Pvt Ltd

🗣️ English

📍 Karnataka, INDIA

✉️ sitash@jademagnet.com



# Jade Magnet

## DESCRIPTION

Jade Magnet is India's largest crowd sourcing platform for advertising and marketing creative solutions. It is an ecosystem where services range from branding, advertising, animation, communication, graphic design and product design across various media. These can be delivered through a network of thousands of creative providers. The ecosystem includes partners who take care of execution of campaigns, printing and plugging technology behind designs and many other services. Jade Magnet has over 3000 providers and over 200 brands have used the platform in last one year.

## EVALUATION

The Jury observed that Jade Magnet offers a unique crowd sourcing market space with possibilities and scope to marketing and sales experts, creative entrepreneurs, printers and small agencies to create, explore and experience their individually built business possibilities. It was further observed that its account management program helps entrepreneurially inclined people in creating a marketing and communication business. The acceptance of the platform is also growing with more than 600 projects having flown through the Jade Magnet system satisfying over 300 clients in the last one year.

“The acceptance of the platform is growing with more than 600 projects having flown through the Jade Magnet system satisfying over 300 clients in the last one year”

# Quadlabs XChange V11

## DESCRIPTION

QuadLabs is a premier travel technology specialist with a focus on delivering world class products to the travel industry. Their product named XChange V11 is a comprehensive travel distribution platform for offline travel agencies to take their business online. This enterprise application allows a travel agency to organize their workforce and automate their business. One can connect to the electronic supply chain and leverage their distribution capabilities, empower B2B channels as well as reach the direct customer within no-time and at marginal costs. The advanced B2B functionality on XChange V11 allows managing sub-agents through a single window with advanced mark-up and pricing control.

## EVALUATION

The Jury noted that the product XChange v11 helps individual travel company to effect significant operation optimization through its information management features, without any additional infrastructure investment and it also allows the individual agent to own technology platform. The Jury also appreciated its 'pay as you go' business model that reduces risk and allows scaling the technology expenditure for an individual travel company with its growth. It is also noted that the end user is benefitted largely by paying lesser for the same travel while the travel intermediary is happy to provide better services at higher quality and lesser cost, thus win-win for all.

“One can connect to the electronic supply chain and leverage their distribution capabilities, empower B2B channels as well as reach the direct customer within no-time and at marginal costs”



📍 Quadlabs XChange V11

🌐 Internet  
[www.quadlabs.com](http://www.quadlabs.com)

🏢 Quadlabs Technologies Pvt. Ltd.

🇮🇳 English

📍 Uttar Pradesh, INDIA

📧 [Gaurav.chiripal@quadlabs.com](mailto:Gaurav.chiripal@quadlabs.com)





🌐 Biplobiderkotha.com

🌐 Internet  
www.biplobiderkotha.com

🌐 Biplobiderkotha.com

🌐 Bangla

🌐 Dhaka, BANGLADESH

🌐 mail@biplobiderkotha.com

# Biplobiderkotha.com

## DESCRIPTION

'Biplobiderkotha' means 'story of revolutionaries' in Bangla language is an encyclopaedia about revolutionary ideals and movement in the Sub-content and all around the world, containing biography, historical accounts and pictures with more emphasis on Bangladeshi revolutionaries. This is the first website of its kind in Bangla Language. It has a section called 'Banglar biplobi' where they publish biographies of Bengali revolutionaries from British period till now, this is the richest section in the website. It also has a section named 'shara bishwer biplobi' where they publish about revolutionaries all around the world. In the 'shongramider kohta' page they publish the life and work of those people who are not considered to be revolutionaries but great leaders or idealists who dedicated their life for people and participated in famous historical movement. The 'lorai shongram' page covers several historical movements of people.

## EVALUATION

The Jury observed that the website is user friendly and provides for significant interactivity with the visitors. The website contains more than 50 pieces of biography and some important historical documents also. This appears to be the first website of its kind in Bangla language. The Jury appreciated that the website is rich in historical content and it was basically created to commemorate the lives the revolutionaries and leaders of past who sacrificed their lives for the nation and therefore the it bears good heritage value.

“In the 'shongramider kohta' page, they publish the life and work of those people who are not considered to be revolutionaries but great leaders or idealists who dedicated their life for people and participated in famous historical movement”





# Mobitel mGuide

## DESCRIPTION

Mobitel's mGuide service is an Interactive Voice portal, which allows Mobitel customers to listen to detailed descriptions of many sites of historical, cultural and religious significance scattered around the island. The service can be accessed by simply dialling 888 on any Mobitel phone. This service was launched in collaboration with the Ministry of National Heritage, the Department of Archaeology and Sri Lanka Tourism. The service could be used in two methods - A short code is assigned to each location and sign boards are erected at these locations indicating the site code. By dialling 888 followed by the site code from a Mobitel connection, the visitor could listen to a description of the location. The service is extended to foreign tourists as well, whereby they could simply dial 888 from their own mobile connection followed by the short code assigned to the location. The other method of accessing the service is by dialling 888, the user will be directed to a menu from which the user could select a location.

## EVALUATION

The Jury observed that this project covers 176 religious and cultural sites and the service is being used by approximately 20,000 subscribers per month. It was further observed that the project Mobitel Mguide could be used as a substitute for a tourist guide, which may be cheaper and convenient to use. The Jury also opined that Mguide could also be used as a learning portal for students in Sri Lanka who can have easy access to rich content regarding historical sites in the country. The Jury felt that apart from tourism related services, the value of the project is enormous for students in rural areas as they do not have access either to internet or books. It was also appreciated that Mobitel Mguide service is available in three major languages, Sinhala, Tamil and English used in Sri Lanka. However the Jury noticed that this service is restricted to the Mobitel subscribers only.

“By dialling 888 followed by the site code from a Mobitel connection, the visitor could listen to a description of the location. The service is extended to foreign tourists as well.”



### 📍 Mobitel mGuide

📱 Mobile based  
[www.mobitel.lk](http://www.mobitel.lk)

🏢 Mobitel (Pvt) Ltd

🗣️ Sinhala, Tamil, English

📍 Colombo, SRI LANKA

✉️ [madurah@mobitel.lk](mailto:madurah@mobitel.lk)







📌 Climate EduXchange – e-Learning course and module on Environmental Education

🌐 Internet  
[www.climateeduxchange.org](http://www.climateeduxchange.org)

🏠 TERI (The Energy and Resources Institute)

🌐 English

📍 Delhi, INDIA

✉️ [ranjana@teri.res.in](mailto:ranjana@teri.res.in)

## Climate EduXchange: e-Learning Course and Module on Environmental Education

### DESCRIPTION

The site [www.climateeduxchange.org](http://www.climateeduxchange.org) provides the course appropriate for both classroom teachers and for non-formal educators who work with students and/or teachers. It provides educators with the knowledge and skills necessary to incorporate quality environmental education into their instruction. The course modules are rich in audio, video and interactive web-based content, and use the latest ICT tools and techniques. Participants discuss the history, definition, and goals of environmental education; develop an understanding of the professional roles and instructional methods of environmental educators; and interact with other educators from across the country. The online certificate course in "Environmental Education" is developed by The Energy Research Institute (TERI) in collaboration with DELL.

### EVALUATION

The Jury appreciated the uniqueness of this project in terms of the course content, delivery, presentation to create virtual environment-tools, technology and in Implementation process. It was noted that this e-learn programme is endorsed by UNESCO as part of UN Decade for Education for Sustainable Development. It was also noted by the Jury that this e-course has been designed to help the learner develop a better sense and understanding of the environment, as also to help expand knowledge and skills as an educator. It will not only help to develop a better sense of what Environmental Education is, but will also expand their skills as an educator.

“Participants discuss the history, definition, and goals of environmental education; develop an understanding of the professional roles and instructional methods of environmental educators; and interact with other educators from across the country,”



# Sahaj e-Siksha

## DESCRIPTION

Sahaj e-Siksha container is a desktop based software application developed by Srei Sahaj e-Village Ltd. (Sahaj) exclusively by the Sahaj e-learning team. In authentication the container authenticates the user with the help of the login credentials provided at the time of registration. Once logged in, the container gives a list of courses that the user as registered for. In the second major category of container i.e. content display, the container acts as a sequential and interactive player for the learning content. The content gets displayed chapter by chapter depending upon the teaching methodology and the intelligent logic embedded into it. The container auto-decrypts the encrypted content only to authentic users, ensuring data security. The container once completing the authentication of the user no more requires the internet connectivity to run the course. During this offline mode if the user proceeds to another chapter or takes up an examination, the container intelligently remembers the relevant data and updates the same to the Sahaj central server whenever it goes online again. When the user logs in the next time, he starts from where he finished last. In case there is constant connectivity, the data is stored directly into the Sahaj server.

## EVALUATION

The Jury appreciated that this initiative already provided education to more than 2,500 people living below poverty line (BPL) and assured placements for them thus ensuring regular wage employment and bringing a specific number of BPL families above the poverty line. It was noted that service of this e-education product is being used by 8,000 Village Level rural Entrepreneurs (VLEs), who own and run the CSCs affiliated to Sahaj. The Jury also noted the intent of Srei Sahaj is to roll out this product gradually to over 20,000 VLEs.

“It was noted that service of this e-education product is being used by 8,000 Village Level Rural Entrepreneurs (VLEs), who own and run the CSCs affiliated to Sahaj,”



### Sahaj e-Siksha

Computer & Kiosk based  
[www.sahajcorporate.com](http://www.sahajcorporate.com)

SREI Sahaj e-Village Ltd.

English, Hindi, Bengali, Oriya, Tamil and Assamese

West Bengal, INDIA

[ravi.mandapaka@sahaj.co.in](mailto:ravi.mandapaka@sahaj.co.in)





### ICT in Women Conciliation Center: Strengthening e-Governance to Life Long Learning Project

Internet  
[www.vidiyalngdo.org](http://www.vidiyalngdo.org)

VIDIYAL

English & Tamil

Tamil Nadu, INDIA

[Kamaraj\\_vidiyal@rediffmail.com](mailto:Kamaraj_vidiyal@rediffmail.com)



## ICT in Women Conciliation Center

### DESCRIPTION

The project, started by VIDIYAL, an NGO in the Theni District, Tamil Nadu, India, aims at strengthening the role of ICT in providing the legal, constitutional and human right awareness among women and enables them to interact with appropriate institutional mechanism. The objectives of this project are, promoting Self-Directed Learning in legal, constitutional and human rights among poor women using mobile phones, orienting the present Women Conciliation Centre with ICTs and enabling large scale interactions with less transaction cost. This would be done with the establishment of Village Knowledge Centres; helping the women members identifying their eligibility in various development programmes of state and central government using Indian Citizen Eligibility Identification System (ICLIS) and strengthening the horizontal transfer of knowledge in legal, constitutional and human rights through structured mobile phone conversations among women. The project partnered with Arul Anandar College, Karumathur, Madurai who helped to develop ICLIS software package. The other partners in the project are Legal Aid Cell, Government of Tamil Nadu, Commonwealth of Learning (COL), M. S. Swaminathan research Foundation (MSSRF) and AIRTEL-IFFCO.

### EVALUATION

The Jury observed that the project would help legal aid cells in various states as well as NALSA, to reorient their programme and contribute in developing an innovative approach in National Legal Literacy Mission. It was also noted that so far more than 4000 farmers and members of the women self help groups have accessed the ICLIS software through the village knowledge centre. The Jury also appreciated that the project reduces the time in searching the scheme and also obtaining the application form for the users. Besides, this project also helps them to know other schemes related to the physically handicapped, agriculture, education and other general schemes. The Jury opined that the blending of access to development programme through ICLIS, microfinance, micro enterprises and legal empowerment with institutional support such as Women Conciliation Centre would help to shift a paradigm in e-governance.

# Society for Creation of Opportunity through Proficiency in English

## DESCRIPTION

Society for Creation of Opportunity through Proficiency of English (SCOPE) has been setup by the Government of Gujarat to build English language proficiency in the youth of Gujarat and thereby provide employment opportunities for the youth. The project runs into PPP model and has more than 450 training centres across state. SCOPE is conducting online exam of international standard (Cambridge University) at such a mass scale which is unique in the world. SCOPE team goes to every nook and corner of the state with laptops and internet dongles to conduct the exam in villages, schools, colleges and tribal belt. There is no eligibility criterion for age, gender, and qualification to appear in the examination conducted by SCOPE. Any member of public can appear in the test at a very nominal cost.

## EVALUATION

The Jury noted that till now more than 200,000 candidates have been benefited from SCOPE programme. Also it was appreciated that the stated objective of the programme is to train 500,000 youth in business English in a period of four years. In the first year 100,000 learners would be trained, for which 1000 centres are to be set up across Gujarat. The Jury also noted that the SCOPE commendably conducted BULATS online Speaking test, online examination of Cambridge University, for more than 30,000 candidates.

“In the first year 100,000 learners would be trained, for which 1000 centres are to be set up across Gujarat.”



☛ Society for Creation of Opportunity Through Proficiency in English (SCOPE)

✳ Computer & Kiosk based  
[www.scopegujarat.org](http://www.scopegujarat.org)

☎ Mobitel (Pvt) Ltd

📺 English

✳ Gujarat, INDIA

✉ [Jointceo.scope@gmail.com](mailto:Jointceo.scope@gmail.com)







# Sparsh

## DESCRIPTION

Sparsh, designed and developed by IL&FS Education and Technology services Ltd., provides a complete on the go learning solution that focuses on sexual and reproductive health for teens and adults that is divided into 12 modules. Each module of Sparsh has a FAQ section and a list of myths with facts related to that area. SMSs containing any module's information can be sent to the users upon subscription. The services provided are transferable from one user to another i.e. the service can be purchased and "gifted" to someone else. The users will soon have the access to become the qualified counsellors to discuss complex problems. The service is available in 12 different languages. The service can be activated by dialling the dedicated short codes assigned on the particular network and following the IVR. The service can be activated on any mobile device.

### Sparsh

Mobile based  
<http://ilfsets.com/>

IL&FS Education and Technology Services Ltd

English, Hindi, Marathi, Bengali, Malayalam, Kannada, Telugu, Oriya, Tamil

Maharashtra, INDIA

[ankur.rohatgi@ilfsets.com](mailto:ankur.rohatgi@ilfsets.com)

## EVALUATION

The Jury felt that providing Sex education on the mobile phone is very apt and convenient also, as all the lessons are pre-recorded and there is no live interaction with the teacher which might have made the students uncomfortable. It was noted that apparently Sparsh is the world's first mobile based sex education course which is available in 12 different Indian languages. It was further noted that authenticity of the content was established by ensuring that the entire content be researched and vetted by the family planning committee of India. It was further noted that the content can be accessed in multi-modal way, SMS, IVR and OBD and also incorporated is a FAQ section.

“The service is available in 12 different languages. The service can be activated by dialling the dedicated short codes assigned on the particular network and following the IVR”





# Unnati

## DESCRIPTION

Unnati, an initiative of SGBS Trust, was started in Oct 2003 in Karnataka, with the purpose of enabling underprivileged and unemployed youth to get employed. The program is aimed not only to enable people to become employable and get engaged in a gainful job, but also to transform them in to responsible citizens for the country. This is done through a vocational training and social transformation program for 70 days to help them to go above the poverty line forever. The Project focuses on enablement of rural youth to learn computers, to communicate using latest technologies, to get employed and help their families move above the poverty line. Unnati admits youth, school drop outs even one not having any formal education aged above 18 years from BPL families.

## EVALUATION

The Jury appreciated that Unnati provides free vocational training and assured on-campus placements. Also it was noted that every enrolled young person is taught to speak in English and to use computers. It was observed that some individuals having gone through this programme have been able to earn up to Rs 25,000 per month in 3-4 years time from a start of Rs 4,000 per month. The Jury also noted with appreciation that Unnati has impacted the lives of more than 1700 young individuals till date and the program trained them in their vocation, worked on their English communication skills, life skills, computer literacy and also helped them in inculcating personal and community values.

“The Project focuses on enablement of rural youth to learn computers, to communicate using latest technologies, to get employed and help their families move above the poverty line.”



Unnati

Computer based Multiple  
[www.unnatibl.org](http://www.unnatibl.org)

Sree Guruvayurappan Bhajan Samaj Trust

English

Karnataka, INDIA

[rameshswamy@unnatibl.org](mailto:rameshswamy@unnatibl.org)





# Textbuk.in

## DESCRIPTION

Textbuk.in is India's First Online Textbook Rental service. Its goal is to build awareness amongst the students that they can do their bit by recycling textbooks and in turn make India a greener place. In the process they also save money. Textbuk.in facilitates recycling of textbooks by planting a tree every time a student uses its service. The model works similar to a library where students/ customers rent textbooks for a limited period of time and return the books. Students rent the books online and people from Textbuk.in deliver and collect it from their homes. Traditionally textbooks are either purchased or sold to the second hand market or to the roadside Raddiwalas. Textbuk.in is trying to streamline this fragmented market and aligning it with a social responsibility model using technology.

## EVALUATION

The Jury appreciated this novel green initiative and noted that till now Textbuk.in have 369 customers and growing by each day. The delivery statistics is also impressive and till date this initiative has delivered over 1800 books and the Textbuk.in hopes to close current semester with about 15000 books which would amount to saving close to 45000 trees being felled to make these books. It was also noted that they have already planted close to 369 saplings along with their out partners and by 2015 they wish to plant 3 Million trees through this initiative alone. The Jury also appreciated their futuristic efforts to work towards crowd sourced model to build scale.

“Traditionally textbooks are either purchased or sold to the second hand market or to the roadside Raddiwalas. Textbuk.in is trying to streamline this fragmented market and aligning it with a social responsibility model using technology,”

📍 Textbuk.in

🌐 Internet  
www.textbuk.in

🏢 Quick Learning Solutions Pvt Ltd

🗣️ English

📍 Maharashtra, INDIA

✉️ vishal@textbuk.in



# Central Management System of RHD

## DESCRIPTION

RHD in Bangladesh government looks after about 21,000 kilometres in road length and some 18,258 bridges, had officially launched RHD Website in July 2003. The Website contains a wide variety of information on technical and managerial issues. This includes roads and bridges data, personal data, financial project information, different manuals, and standard test procedures, design standards for roads and bridges as well as management plans for each area. All division offices of RHD use the Central Management System (CMS) for financial purpose and without CMS nobody can expense their budget. CMS focuses on field division work which makes it easy to get all the information of the field divisions regarding work and payments at a glance. CMS Contract Module prepares estimates, printing tender documents, furnishing contracts, preparing IPCs, preparing different reports, preparing work programs and test programs for quality control etc. CMS has been recognized more user friendly.

## EVALUATION

The Jury appreciated that this project is unique in sense of its performance and scopes in work fields. Also the combination of web and desktop applications made this project accessible to all stake holders. It was also noted that with the rich database of land survey and road conditions and integrated GIS technology representing graphical conditions of roads using GIS data, it would be comfortable to work with CMS and RHD website.

“CMS Contract Module prepares estimates, printing tender documents, furnishing contracts, preparing IPCs, preparing different reports, preparing work programs and test programs for quality control etc. CMS has been recognized more user friendly.”



### Central Management System of RHD

Web & Desktop based  
[www.rhd.gov.bd](http://www.rhd.gov.bd)

RHD-Ministry of Communication

English & Bangla

Dhaka, BANGLADESH

[momtazk@hrd.gov.bd](mailto:momtazk@hrd.gov.bd)





# e-Services for Ration Cards

## DESCRIPTION

The service of the Civil Supply department of government of Kerala, enables citizens to submit online applications related to ration cards. Citizens can also avail the assistance of nearest service community centres like 'Akshaya', for submitting their application forms. Citizens through e-services submit approximately 3000 applications per day. e-Services for Ration Cards is an important service delivery project of the Government of Kerala. The web-based application has been hosted at NIC Data Center, Poonkulam. The status of the applications submitted online is available on the site. The new ration card is delivered on the very next day. SMS alerts are delivered to the citizens when the processing of their applications is completed. E-Services also provide service for online verification of ration cards and sharing of data between the departments. Service for verification of ration cards are required by Government departments like Passport Office, Water Authority, Electricity Board, Panchayat office etc. and private companies like Mobile operators for verifying the genuineness of the ration cards that have been submitted by the citizens.

## e-Services for Ration Cards

### Internet platform

<http://civilsupplieskerala.gov.in>

### National Informatics Centre

### English

### Kerala, INDIA

[ajithb@nic.in](mailto:ajithb@nic.in)

## EVALUATION

The Jury appreciated that since launching of this service, approx. 481,700 applications have been submitted online till date. Also it was noted that the Ration Card Database which is the part of this solution, hosts information of around 70 lakh Ration Card Holders and 3.2 Crore family members in total, which is 90 % of the population in the state of Kerala. The Jury noted that this e-service is available on the website round the clock (24 X 7) and the delivery time reduced to one day from three months. It was noted that earlier the verification of authenticity of the ration card was a major challenge and using the e-verification service module the ration cards could be verified within seconds by authorized users. The citizens multiple travel and the related costs etc were reduced it was noted.

“ The new ration card is delivered on the very next day. SMS alerts are delivered to the citizens when the processing of their applications is completed.”





# Integrated Financial & Forestry Works Management System (i-FFWMS)

## DESCRIPTION

The main object of the i-FFWMS project was to design and develop an integrated e-Governance system for forestry sector using the optimal and judicious use of the available technologies (like Web, MIS, GIS, Remote Sensing, PDA, Solar Power etc) with the aim to streamlining the core processes; automate routine and repetitive tasks to increase the efficiency and effectiveness of the system, by minimizing the manual effort in the preparation and compilation of the accounts, creating and updating of related cash books, reports, and registers, managing the budget process and ensuring timely release of budget and sanction to various field offices for works, ensuring effective and optimal utilization of the available budget, systematically organize planning, implementation and monitoring of forestry and other related operations by systemic collection, storage and retrieval of MIS and Geo-spatial data in an integrated manner. It facilitates the transparency in operations and concurrent monitoring of forestry work by making the forestry related information readily accessible to all stakeholders, also to make administration responsive, accountable and service oriented, monitoring and controlling of revenue and expenditure, enforcing strict adherence to forest financial rules and discipline and timely release of payment to all stakeholders.

## EVALUATION

The Jury appreciated that in this project, the government systems are following information/documents which are created online and published in real time on public domain/portal, without involving any human intervention. It was also noted that significant transparency has been achieved as any citizen can visit the public portal of the application and can view any of the information/document. The Jury further noted that the project seamlessly integrates the process of budget receipt, budget allocation, expenditure, revenue, physical and financial monitoring of forestry work and exploit the capabilities of diverse technologies like various ICT, MIS, Satellite imagery, remote sensing and GIS to view the actual physical and financial progress of forestry and other works in near real time.



## Integrated Financial & Forestry Works Management System (i-FFWMS)

Internet platform  
[www.mpforest.org/ffms](http://www.mpforest.org/ffms)

MP Forest Department & National Informatics Center

English

Madhya Pradesh, INDIA

[oberoianil@mpforest.org](mailto:oberoianil@mpforest.org)







## MPOnline: A Revolutionary Approach to Delivering Citizen Centric Services

Internet platform  
www.mponline.gov.in

MPOnline Limited

Hindi and English

Madhya Pradesh, INDIA

p.bhargava@tcs.com



# MPOnline: A Revolutionary Approach to Delivering Citizen Centric Services

## DESCRIPTION

The MPOnline project has realized the vision of the government to provide government services at the doorsteps of citizens and businesses. MPOnline Limited is a Joint venture company between Government of Madhya Pradesh and Tata Consultancy Services which is mandated with delivering G2C and B2C services to the common man via its portal <https://www.mponline.gov.in>. It is a one-stop shop services to all the citizens of MP, any service, anywhere, and any time. During the relatively short term since its establishment, the benefits of the project have penetrated deep into the urban as well as rural areas, and deliver a very wide spectrum of services. These services can be availed by citizens through authorised kiosks of MPOnline, the Common Service Centres (CSCs) integrated with MPOnline, the cyber cafes at large and via the internet from the citizens' homes with comfort.

## EVALUATION

The Jury appreciated that the State of MP, through MPOnline, has been able to improve the service delivery mechanism and also the quality of life of citizen of Madhya Pradesh. It was noted that all services which are being offered on the portal are fully interactive in nature. It was also noted with appreciation that the turnover of has been increasing steadily since its inception in 2008-09, which signifies higher level of acceptance of the efficacy of the system by the citizens. It was also noted by the Jury that the initiative has been recognised many times at the National and the State level by way of receiving awards from different government and private entities.

“These services can be availed by citizens through authorised kiosks of MPOnline, the Common Service Centres (CSCs) integrated with MPOnline, the cyber cafes at large and via the internet from the citizens' homes with comfort.”

## Off Site Real Time Monitoring System (OSRT)

### DESCRIPTION

OSRT (Offsite Real Time Monitoring System), designed and developed by the Greater Hyderabad Municipal Corporation (GHMC), is an anywhere, anytime accountability mechanism, which provides real-time information in solid waste management, urban planning, public work and street lighting to municipal managers and the citizens. OSRT is a unique accountability mechanism because the ubiquitous, easy-to-use mobile phone has made it feasible the combination of accountability tools with processes, by way of innovatively using of the largely ignored mobile phone eye (camera), leading to the generation of real-time off-site images of municipal activities valued by the citizens. Now, with this initiative, complete and reliable information on the municipal field activities and outputs are available in the public domain at a single point. The application allows users to record events with date, time and coordinates using the Global Positioning System (GPS). Precise temporal and spatial information and generation of reliable images of municipal activities has enhanced the accountability to unprecedented levels. The solution is loaded to the cell phones of GHMC officials. Images uploaded by them triggers the generation of real time reports required for the supervision / monitoring. OSRT is in public domain and citizens have access to all its features like any GHMC official. Citizens can send their complaints on the civic services through SMS and besides getting an acknowledgment status online.

### EVALUATION

The Jury appreciated the innovativeness of the OSRT mechanism founded on the integration of accountability mechanisms, by way of using the eye of the mobile phone, for generating real-time pictures.. It was noted that OSRT is a mobile governance tool that utilises GPS/GPRS connectivity and all civic activities are monitored. It was also appreciated that this monitoring tool has ultimately leads to citizen empowerment.

“Precise temporal and spatial information and generation of reliable images of municipal activities has enhanced the accountability to unprecedented levels.”



### Off Site Real Time Monitoring System (OSRT)

Internet & Mobile platform  
[www.osrt.in:8080/igms](http://www.osrt.in:8080/igms)

Greater Hyderabad Municipal Corporation

English

Andhra Pradesh, INDIA

[commissioner@ghmc.gov.in](mailto:commissioner@ghmc.gov.in)





☎ Parishkaram@8008321666

✚ Internet & Mobile platform  
[www.parishkaram.org.in/Govmedak](http://www.parishkaram.org.in/Govmedak)

📍 District Collector, Medak

📄 Telugu and English

📍 Andhra Pradesh, INDIA

✉ collector\_mdk@ap.gov.in



## Parishkaram@8008321666 Delivering Citizen Centric Services

### DESCRIPTION

'Parishkaram' is an ICT enabled public grievance redressing system based on voice call and SMS, developed by the Medak district administration for effective and timely redressing of public grievances in the district of Medak, Andhra Pradesh. It uses a combination of mobile, Bluetooth, web site and SMS technology, to create a responsive and efficient administration. A call centre at the district collectorate records the voice messages and registers the call with unique complaint ID and submits the concerned department. The concerned department officials would receive the SMS sent by the call centre. The process of grievance will be stipulated in time. Processed complaints are verified with the caller by the call centre executives. Consolidated reports are generated for weekly monitoring on every Monday- by the District Collector. Approximately 3500 calls have been received so far. Any citizen can call on the Parishkaram Mobile Number 08008321666 By design 'Parishkaram' it is inclusionary and allows for paperless trial of the progress of the each complaint that is lodged as a voice complaint with the grievance cell. It also facilitates the District Collector and the Magistrate to track progress using real time analysis across various departments at the sub district level. This initiative has been conceived and developed with the support of UNICEF as part of its Integrated District Approach program.

### EVALUATION

The Jury appreciated that Parishkaram is very easy- to- use low cost service and it had proved to be efficient in addressing the issues with just a phone call anywhere from the district. It was also noted it creates one to one interaction to empower the citizen action at the highest authority and enables transparent and corruption free functioning of governance by involving the departments. It was also noted that through this programme a citizen can himself track the status of the complaint with the given complaint number.

“It uses a combination of mobile, Bluetooth, web site and SMS technology, to create a responsive and efficient administration.”

# Health Care Knowledge System- Concept Maps

## DESCRIPTION

This initiative, launched by Centre for Development of Advanced Computing, C-DAC, Kolkata, aims for development and deployment of Web-enabled Concept Maps based Healthcare Knowledge System to promote Health Awareness & IT-enabled Health Education in all the eight North-East states of India towards Healthy North-Eastern India. In this project health related knowledge is organized through hundreds of knowledge graphs on important health topics along with images for quick understanding of symptoms, prevention, treatment, knowledge related to Key-points to Stay-Healthy, Causes-Symptoms-Healing, Human Body's Organ Systems, Vitamins, Minerals, Diseases related to Aging, Heart, Rheumatoid, Allergy, Asthma, Pneumonia, Emphysema, Back Pain, Broken Bones, Burns, Cancer, Children, Eye Problem, Family Planning, Fever, Malnutrition, Stomach, Liver, Thyroid, Worm, Mental, Poisoning, Problem by Birth, Serious Sicknesses, Skin, Sexual Contact, Teeth-Gums, Women, Mother, Baby etc. This is a cognitive engineering work which provides for faster knowledge acquisition and dissemination and effective at-a-glance understanding through meaningful e-Learning. The software is deployed on kiosks; web and operational training are provided to health workers at various primary health centres that lack adequate health awareness resources. Healthcare Knowledge Software has been developed in consultation with many renowned doctors from reputed Govt Medical Colleges and Hospitals.

## EVALUATION

The Jury appreciated this initiative because such cognitive engineering eHealth tools of such a comprehensive and a large number of inter-related concepts map-based Health Care Knowledge System is very new in India and perhaps in Asia also. It was noted with appreciation that CDAC Kolkata has attempted a novel approach which is very different from the conventional eHealth tools/ resources as available on internet.

“This is a cognitive engineering work which provides for faster knowledge acquisition and dissemination and effective at-a-glance understanding through meaningful e-Learning.”



## Health Care Knowledge System- Concept Maps

Internet

[www.cdackolkata.in](http://www.cdackolkata.in)

 Centre for Development of Advanced Computing, C-DAC, Kolkata

English

 West Bengal, INDIA

 goutam.saha@cdac.in







✚ Emedicalpoint

✚ Internet  
www.emedicalpoint.com

✚ A.B.M Shahnewaz Rifat - LinkCord

✚ English and Bengali

✚ Dhaka, BANGLADESH

✚ rifat\_rifats@live.com



# Emedicalpoint Delivering Citizen Centric Services

## DESCRIPTION

Emedicalpoint is an online medical portal, started by A.B.M Shahnewaz Rifat of LinkCord , which aims to simplify the medical information and services for both the general people as well as the people in medical related profession in Bangladesh. In Emedicalpoint they publish the doctor's information which includes a powerful search that enables people to find a specific doctor. The site publishes day to day international and national medical affairs in a stylish and convenient way. The site also contains a descriptive, secure and simple registration link. One may easily register in the site and start getting the members advantages. Membership is completely free. Services they provide under Emedical-point are doctor's search, Emedical blog, hospital and clinic search, medical colleges and pharmaceuticals search, medical jobs, health news, scholarship news, medical journal, press releases, medical education, blood donors, and emergency solutions.

## EVALUATION

It was noted that the site is useful for anyone at anytime with fast navigation facility. It was also noted that Emedicalpoint can work as a platform for interacting with some major social sites. Articles also can be commented upon. The Jury observed that there is an Emedicalpoint Blog also as a part of the initiative, for interactions between people to raise medical awareness in a social way.

“Services they provide under Emedical-point are doctor's search, Emedical blog, hospital and clinic search, medical colleges and pharmaceuticals search, medical jobs, health news, scholarship news, medical journal, press releases, medical education, blood donors, and emergency solutions.”



# MediAngels

## DESCRIPTION

MediAngels initiative, launched by Angels Health Private Limited, is a kind of 'Global eHospital' and has been conceptualized and promoted by leading physicians with entrepreneurial aspirations. MediAngels provides various services which cater to the health care needs of an individual. MediAngels.com facilitates consultations (expert opinion from super-specialists at a click/call), Lab Investigations (home collection of samples and uploading digitized reports), eRecords (storage and maintenance of patient's medical records), Radiological interpretation (by expert radiologists in each specialty), wellness programs & educational events (for public and corporate), delivery of medicines (through pharmacy network), Ambulance service provider (for emergency cases to transfer to nearest hospital). MediAngels would cater mainly to the educated professionals who are net savvy and realize the importance of authenticity, individualized health information, made available from the top physicians in the world, in the comfort of their homes.

## EVALUATION

The Jury noted that more than 6000 consumers have registered on the platform resulting in 1500 transactions till date, 10% of which have been from outside India. It was also noted that in last 6 months, MediAngels has empanelled over 300 specialists from 22 countries covering over 85 specialties. It was further observed that MediAngels have successfully completed tie-ups with 21,000 laboratories pan India. Further, MediAngels launched a user friendly web portal in January 2011 in which any individual consumer can register for free at [www.MediAngels.com](http://www.MediAngels.com) and access the services as easy as using Gmail/Facebook. It was appreciated that the website has incorporated guidelines with detailed content provided at every phase, to help the patient using the services with ease.

“MediAngels launched a user friendly web portal in January 2011 in which any individual consumer can register for free at [www.MediAngels.com](http://www.MediAngels.com) and access the services as easy as using Gmail/Facebook.”



📍 [MediAngels.com](http://www.MediAngels.com)

🌐 Internet  
[www.MediAngels.com](http://www.MediAngels.com)

🏢 Angels Health Private Limited

🗣️ English

📍 Maharashtra, INDIA

✉️ [office@MediAngels.com](mailto:office@MediAngels.com)





# Prognosis: Your Diagnosis

## DESCRIPTION

Prognosis Your Diagnosis project, initiated by Medical Joyworks in Sri Lanka, allows Doctors and Medical Students to learn how to treat real life patients via an interactive cartoon style narrative. It appears to be the first medical application on the iPhone to 'gamify' Medical education. It also promotes serious learning, as each case teaches important clinical points required in day to day practice. "Prognosis Your Diagnosis" takes this idea and converts it into a simple but effective game, where doctors play through a process similar to real life. The application contains over 60 cases, each of which represents a common clinical scenario. The doctor also gains access to the discussions which are written by leading consultants (specialist physicians / surgeons, etc) in that area. This application can be downloaded from the android market to install them in android phones.

## EVALUATION

The Jury appreciated the novel approach of combining gaming and medicine to create 'medical edutainment'. The approach to teach how a patient should be approached in practice, and which clinical points should be kept in mind in one's day to day practice has been commendable. In addition, it was also felt that the use of cartoon style narrative to teach medicine would propose uniqueness to everybody. It was also noted that half a million users have attested that the application as very interesting and compelling. The provision of any doctor wishing to share knowledge or experience on the case may do so by posting a comment on the discussion was also well appreciated.

“It appears to be the first medical application on the iPhone to 'gamify' Medical education. It also promotes serious learning, as each case teaches important clinical points required in day-to-day practice.”



Prognosis : Your Diagnosis

Mobile app based  
[www.prognosisapp.com](http://www.prognosisapp.com)

Medical Joyworks

English

Colombo, SRI LANKA

[contact@medicaljoyworks.com](mailto:contact@medicaljoyworks.com)

# Sahaj e-Village

## DESCRIPTION

SREI Sahaj e-Village Limited (Sahaj) was created to set up and manage - under the aegis of the National e-Governance Plan (NeGP) - over 28,000 Common Service Centres (CSCs, called Sahaj Centres) across six States i.e. Assam, Bihar, Orissa, Tamil Nadu, Uttar Pradesh and West Bengal. The purpose of this project is to reach a range of Government to Consumer (G2C) and Business to Consumer (B2C) services to the rural citizens living in the remotest corners of the country by leveraging ICT platform and thus, cutting down on costs, time and intermediaries and in the process, eliminating leakages and corruption. Sahaj's services currently ranges from facilitation of e-Governance services and empowerment to information, education, banking, utility services to several other Business to Business (B2B) services like Market Research, sales promotions etc.

## EVALUATION

The Jury noted that Sahaj has set up around 24,000 Sahaj Centres across the States so far. In the process, it has also created 24,000 entrepreneurs and showed them the earning opportunity while living and investing in their own villages. It was also noted that in the basket of services currently these centres are offering there are financial services also which helped in financial inclusion. It was further opined that Sahaj's infrastructure could be used by the government, private and social sector organizations, to achieve their different goals while contributing to the socio-economic development of the rural masses.

“The purpose of this project is to reach a range of Government to Consumer (G2C) and Business to Consumer (B2C) services to the rural citizens living in the remotest corners of the country by leveraging ICT platform and thus, cutting down on costs, time and intermediaries and in the process, eliminating leakages and corruption.”



### Sahaj e-Village

Internet / Kiosk  
www.sahajcorporate.com

SREI Sahaj e-Village Limited

English, Hindi, Oriya, Assamese, Bengali and Tamil

West Bengal, INDIA

ramnarayan.ghatak@sahaj.co.in



# Delight Bharath

## DESCRIPTION

Delight Bharath is an indigenous and innovative product developed by Eram Scientific Solutions, to effectively address the inherent challenges of public sanitation like waste management, effective water usage and sustainability among various other issues. Delight is cost effective, appropriate and suitable for the geographic and demographic patterns of any location with minimum of manual intervention, substantial energy and water savings. The e-toilet is the result of a convergence of electronics, web and mobile technologies featuring automated door opening, power flushing, automatic closet washing and sterilization and automatic platform cleaning mechanism, all backed by SMS alerts to inform the control room about the status of water tank and bio gas plant in the event of any errors or failures, through which the downtime can be minimized. Delight also comes with a Bio Membrane Reactor that helps to recycle the water and reuse it for flushing and platform cleaning. Delight can be connected to solar panel for meeting its electricity requirements.

## EVALUATION

The Jury appreciated the uniqueness of the solution with built-in electronic innovation that facilitates self cleaning of the toilets with minimum water usage, treatment of solid waste and water with an environment friendly bio-enzyme technique that is affordable and long lasting. The Jury also noted that as of now 30 Delight units have been installed, under the aegis of Kozhikode Corporation (in Kozhikode City limits), Payyannur Municipality (at Payyannur), Kasaragod Municipality (in Kasaragod), DP World (at Vallarpadam in Cochin), Thiruvananthapuram (in Museum Compound & Kanakakkunnu Palace) and Greater NOIDA. It was also noted that the Delight solution is gaining acceptance as another 300 are under implementation and will be operational within the next 2 months.

“Delight is cost effective, appropriate and suitable for the geographic and demographic patterns of any location with minimum of manual intervention, substantial energy and water savings.”



📍 Delight Bharath

🌐 ICT / Internet  
[www.eramscientific.net](http://www.eramscientific.net)

🏢 Eram Scientific Solutions Pvt. Ltd.

🗣️ English

📍 Kerala, INDIA

✉️ [riajohn@eramscientific.net](mailto:riajohn@eramscientific.net)



# Explore Dhaka

## DESCRIPTION

Explore Dhaka is an application developed on android platform and prepared with the best care to make it user friendly. JAVA is the core language to develop this application. There are several categories and sub- categories exist on this application to make the search in order to find out the required places/utilities. GPS system is used to locate the position of the user and user can find out the distance and direction of the nearest utilities from their position using this application. Alternatively user can manually enter their location and check out the nearby utilities to find out their desired places. User can also rate any business so that others can know about the condition of the utilities. User can also add places/utilities on this application.

## EVALUATION

The Jury observed that the solution is free to use and user just needs to download the application from Android market. It was also observed that the traveller from abroad can be the targeted user of this application and people from abroad may get the highest benefit from this application.

“Alternatively user can manually enter their location and check out the nearby utilities to find out their desired places. User can also rate any business so that others can know about the condition of the utilities. User can also add places/utilities on this application.”



📱 Explore Dhaka

✳ Mobile app based  
<http://3rdeyelab.com>

🌐 3rd Eye Lab

🇬🇧 English

📍 Dhaka, BANGLADESH

✉ [info@3rdeyelab.com](mailto:info@3rdeyelab.com)





# The Kashmir Walla

## DESCRIPTION

The Kashmir Walla is a monthly online magazine of art, politics and society. Focusing on Jammu and Kashmir it covers other important issues of India and the world also. It has many contributions from people who want to express themselves through writing. It gives space to young writers, poets, photographers and painters. The magazine is widely read throughout the world and it receives a good response through social networking connections and mails also. The project is not run from any office, it is run online. Everything concerned to it is done through internet, through social networking websites and personal contacts. No advertisement has been incorporated in this online magazine so far.

## EVALUATION

TKW works on small donations by friends so that it can remain as an independent organization. TKW magazine provide an independent platform for the young writers of Kashmir. Adding to that the aim is to come out with more factual reporting on Kashmir for the world. There are many media houses all over the Kashmir and India who report about Kashmir but this magazine has only to work under the slogan of "report your story by yourself".

The magazine helped people to get the view and knowledge of various aspects of the Jammu and Kashmir. As it reports about Kashmir and its different areas it helps locals to know about their land and surroundings. The focus is always on the best writing and factual reporting.

Students, writers, poets, photographers, artists and journalists are wholeheartedly welcome to contribute for this magazine by sending their piece of work. The magazine had been successful in just five months of its launch. It has been recommended by some authors and journalists. It was recommended by Mirza Waheed, author of a novel, The Collaborator, in his interview with Al-Jazeera. TKW is also present on social platforms and they are also open for debate or comments from people on their stories.

“TKW works on small donations by friends so that it can remain as an independent organization.”



✚ The Kashmir Walla

✚ Internet  
www.thekashmirwalla.com

✚ Eram Scientific Solutions Pvt. Ltd.

✚ English

✚ Jammu & Kashmir, INDIA

✚ thekashmirwalla@gmail.com



# National Virtual Academy for Rural Prosperity

## DESCRIPTION

This project has been inceptioned by M. S. Swaminathan Research Foundation (MSSRF). This project has adopted pro-poor, pro-nature and pro-women approach to ensure that the unreached communities can access real-time information and knowledge to overcome risks in agriculture, animal husbandry and fisheries.

The project was developed with content in local languages in the computer system placed at the Village Knowledge Centres (VKCs). MSSRF has established 13 Village Resource Centres (VRCs) and these are 70 VKCs linked to these VRCs. These are distributed in the selected 70 villages in eight Districts in Tamil Nadu, four Districts in Maharashtra and one district each in Odisha and Kerala. These VKCs are connected to the VRCs at the District level managed by MSSRF to provide information and knowledge support services by networking with various institutions.

With the advent of ICTs, the project adopted satellite and internet based video-conference between rural community and the experts, audio-conference using common user group WLL telephones. In the last two years, mobile phones are also used for dissemination of need based and demand driven information to the rural community. The project follows a three tier model of the interconnection between MSSRF National centre to the VRC at the District levels and further to the VKCs in the villages.

## EVALUATION

The jury noted that the project has a strong community model where rural community ownership has been ensured right from the beginning. MSSRF conducts a "Basic Computer Course" of three months duration for the rural community. This course is attended by women, men, youth and students in the village. The computer literacy course has helped the rural community to access the computer and use the contents available in the system. The VRC-VKC concept has received international acclaim and won accolades. Overall, 50,748 users have accessed 70 VKCs in five states for information on agriculture, livestock, weather forecasts, market prices, educational information, health, employment, civic services and Govt. entitlements. Around 2445 farmers from 45 villages have benefited from the video-conferencing interaction programme with the experts to get instant solutions to their problems. And 35000 farmers are receiving audio advisories and helpline services through mobile phones for agriculture and livestock management and health tips, educational announcements and Government schemes in Tamil Nadu, Pondicherry and Maharashtra States.



## National Virtual Academy for Rural Prosperity

Internet / Offline  
<http://www.mssrf-nva.org>

M S Swaminathan Research Foundation

Tamil, Marathi, Odiya, Malayalam & English

Tamil Nadu, INDIA

[senthil@mssrf.res.in](mailto:senthil@mssrf.res.in)



# Agricultural Online Market in Bangladesh

## DESCRIPTION

Krishi Market is a Internet online market place that enables users to introduce their agro based products. Anyone who produces agro based products can easily join and can start introducing their products by posting and even uploading images to promote it to consumer, supplier or even export to world market avoiding the middle merchants. It's a community of producers, consumers, suppliers, retailers, chain shoppers and foreign buyers to exchange their needs and demands; easily & friendly.

With this agricultural portal, farmers are able to post information about their production with expected price, description, photo, their name, address and mobile number to attract the online buyers. Registering on the Portal is free of cost and hence any user can join by filling basic information and then start introducing products.

## EVALUATION

The jury noted that Bangladesh being a country where more than two-third of the population work in agriculture, solutions like krishimarket.com can facilitate creation of new channels for increasing the reach of farmers to untouched markets. This is especially relevant because, in the current offline scenario, a farmer does not get the best price against his produced items by the middlemen or merchants.

It is expected that as more people join, there would be more products to offer and sell and eventually it would become a complete agro products market. The site caters to producers of all sizes – individuals can easily sells their products to their community and, in the large scale, the supplier and the companies attract online foreign buyers and exports the goods as well.

“Anyone who produces agro based products can easily join and can start introducing their products by posting and even uploading images to promote it to consumer, supplier or even export to world market avoiding the benefited middle merchants.”



### Agricultural Online Market in Bangladesh

Internet  
<http://www.krishimarket.com>

[krishimarket.com](http://krishimarket.com)

Bangla

Dhaka, BANGLADESH

[info@krishimarket.com](mailto:info@krishimarket.com)



## Web Enabled Access of Agricultural Information through PC and Mobile Devices

### DESCRIPTION

This project, launched by Centre for Development of Advanced Computing, Kolkata, aims at dissemination of information pertaining to Agriculture, Livestock & Forestry in local languages. Many modes of interactive communication are used with facility to use SMS & IVRS technologies for interactive and non-interactive dissemination of agricultural information in the form of text or audio. The long term vision is to convert traditional rural society into modern knowledge society resulting into enhanced agricultural productivity. The project is sponsored by DIT Govt of India under 'eAgrien' umbrella initiative.

The content is being developed on the areas of agriculture, animal husbandry and forestry in seven languages namely Hindi, Santhali, Mundari, Kuduk, Ho, Nagpuri & English. The system disseminates agricultural information to farmers, Krishi Vigyan Kendras, NGOs of Jharkhand and BirsA Agricultural University, Ranchi.

### EVALUATION

The jury noted that the increasing number of techniques in agricultural production system and large technical information are to complex to be imbibed by the field extension functionaries and transfer them to the farmers. There are additional challenges like outbreak of pest and diseases, weather-forecast and other such situations when the messages need to be transferred to the farmers at the earliest.

One of the major features of this product is availability of the content in local languages, which will help to cater the need of the target audience with better usability. This project utilizes the technological convergence to address the large gap in disseminating agriculture information through LAN, WLAN, Internet and Mobile phone. The solution is designed to provide vernacular web enabled interactive access, offline content delivery using LCMS, guided and unguided SMS in push as well as pull mode & IVRS technologies for interactive and non-interactive dissemination of agricultural information.



### Web Enabled Access of Agricultural Information through PC and Mobile Devices

Internet / PC / Mobile  
<http://www.bau-eagriculture.com>

Centre for Development of Advanced Computing, Kolkata

7 Languages. (Hindi, Santhali, Mundari, Kuduk, Ho, Nagpuri & English)

West Bengal, INDIA

[ritesh.mukherjee@cdac.in](mailto:ritesh.mukherjee@cdac.in)







# Jaipur Rugs

## DESCRIPTION

Jaipur Rugs is globally renowned for its hand-knotted carpets and the way they are woven to contribute to socio-economic development. They have developed a unique social entrepreneurship model using Information and Communication Technologies (ICT) by implementing and integrating product development and IT infrastructure to streamline operations and productions. They have connected the entire supply chain from yarn production to delivering of products, which has generated employment for 40000 grassroots level people.

There are over 75 processes in producing a hand-knotted carpet. Each process provides its own potential of employability and work scope because of which Jaipur Rugs has evolved jobless people into the artisans by assigning them to these processes. It would have been impossible to keep track of that many number of employed artisans without deploying ICT tools, since they have worked in those villages where unemployment and poverty are big issues and thousands of unskilled artisans are landless or poverty-stricken.

Jaipur Rugs identifies such people; develops and upgrades their weaving skills, so that they can earn their livelihood. They mostly train the Below Poverty Line (BPL) category people, underprivileged rural women, SC/ST, and unskilled artisans.

## EVALUATION

The jury noted that use of ICT has enabled Jaipur Rugs to create livelihood opportunities for the underprivileged people across 1000 villages, develop and upgrade the skills of the poorest of the poor situated at the remotest places and empower the underprivileged people who already possess the commitment, honesty and potential.

This value chain, developed by Jaipur Rugs, has established links from grassroots level people in India to the retailers of the floor-covering products in 20 countries by integrating and optimizing utilization of various technologies.

Because of the implementation of such initiatives, their number of customers & artisans are continuously growing along with turnover. Jaipur Rugs is one of the leaders of handmade carpets in India with the growth rate of 40-50 percent per annum in the last four years. From the year 1999 to 2008-09, their turnover has increased from Rs 4.7 crore to Rs 65.00.



✚ Providing Sustainable Livelihoods to the Underprivileged Residing in the Remotest Villages of India

✚ Web / Internet / Offline  
www.jaipur rugsco.com

✚ Jaipur Rugs Company Private Limited (JRCPL)

✚ English

✚ Rajasthan, INDIA

✚ info@krishimarket.com



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# Jurors' Graffiti



*It was undoubtedly a pleasure to be a part of Manthan 2011 and I shall treasure meeting, interacting and learning from all of you. There are many who we need to honour for their work and dedication. Thank you for allowing me to be a part of celebrating the people who make many differences to our lives.*

**Rini Simon Khanna**

**Broadcast media professional, India**

*It is really wonderful to see the developments in ICT at the grass root levels. Based on few developments & innovations that has happened in the last 10 years, we will create a stronger brand of Manthan.*

**Desi S Valli**

**COO, net 4, India**

*I have been on 5 panels so far and each year it gets better and better.*

**Rajen Varada**

**Director, Technology for the People (TFTP), India**

*I am delighted and honoured to have participated as a Manthan Juror for the third time. In addition to sharing my ideas and experience I have learnt a lot as well from the other jurors and the DEF team. It is inspiring to see how entrepreneurs and dedicated ICT professionals are continually expanding the frontiers of ICT4D. The awards are a reflection of the maturity of the ICT4D field in South Asia and open up fascinating questions and actionable insights for policymakers, educators, entrepreneurs, civil society and the ICT industry.*

*What a terrific honour and delight meeting you all on the jury!*

**Dr. Madanmohan Rao**

**Mobile Monday, Research Project Director, India**

*It was great to be back after two years. Delighted to be able to work with a new set of people...*

**Dr.Subho Ray**  
President, IMAI, India

*I think it was a fantastic jury with everyone as capably contributing as was deserved and needed.*

**Mr.Amitabh Singhal**  
Board Member, Public Interest Registry, USA

*It was indeed a great experience. Making new friendships and renewing old ones.*

**Ms.Chitranganie Mubarak**  
Programme Director, TICTA, Sri Lanka

*I enjoyed every bit of it & learned a lot too - especially about the great work being done beyond our metros & cities.*

**Dilip T Ittyera**  
Founder & CEO, Aikon Labs, India

*I have learnt so much about information technology from the wide variety of entries that one got to see ...*

*It was a great experience.*  
**Ms. Nandita Rao, Lawyer, Activist, India**

*I had a great experience ...*

**Kishore Panth**  
Vice President, CAN, Nepal

*I am glad to share all the excellent suggestions to enhance the process of choosing the Manthan awards.*

**Soumya Sarkar**  
News Editor, Mint, India

*It was a wonderful experience to be on the Jury of the Manthan Award. This prestigious award brings together the ICT innovations happening in Asia, which otherwise would have not known to people in the ICT world. The innovations not only speak about the dedication of the users but also create a learning platform for others to learn and replicate. Manthan Award is great to bring these innovations together and document for future reference and learning for all.*

*The patience of the Jurors to read, assimilate, analyse, select, discuss, value addition on the views of other jury members, voting and then final selection is highly commendable. My heartiest congratulations to Osama, the DEF team and the jury members for doing this marathon task and at the same time, the enthusiasm of the ICT practitioners to submit their innovations for the Manthan Award.*

**Ms Geeta Malhotra**  
**Director, READ India**

*Mentoring some of the awardees and evolving a viable proposal would be a worthwhile followup of these nominations. NIXI looks forward to supporting some of these proposals.*

**Dr. Govind**  
**CEO, NIXI**

*For me this was a very interesting experience, and I truly valued the opportunity to work with you all and learn about values and key interests from the regional perspective, in which I am merely a visitor. All together I found it a very inspiring and interesting couple of days!*

**Maarten Botterman**  
**Chairman, PIR, .ORG, USA**

*It is a privilege and an honour to be a member of jury such as the Manthan awards. I was impressed and humbled by all the nominations. The award is being conferred on a few but being part of the Manthan process is a reward in itself!*

*Manthan means 'churn' and true to the name, the process was both intensive and extensive. The intensity of passionate discussion over two long days was enriched by the diverse jurors and the deep dive discussions covered extensive dimensions. However, the collective objective was to identify the shining examples of excellence and innovation – across ideation, execution, impact & scale.*

**Deepak Maheshwari**  
**Director, Corporate affairs, Microsoft**





**Osama Manzar**  
**Chairman & Moderator, The**  
**Manthan Award**

Osama Manzar is the Chairman of Manthan Award and mBillionth Award. He founded DEF in 2003 to overcome the information gap among the masses of India. He is also on the board of World Summit Award, and was member task force for IT & ITeS with Ministry of Communication & IT for business enhancement. He is member working group, Internet Governance Forum, Ministry of IT.



**N. Ravi Shanker**  
**Additional Secretary,**  
**DIT, M.CIT**

He is currently Additional Secretary, Department of Information Technology, Govt. of India. He is heading the core areas of e-Infrastructure and e-Learning overseeing key projects across India. Prior to his current assignment, Mr. Ravi Shanker was Principal Secretary IT in Govt. of Uttarakhand.



**Dr. Govind**  
**CEO, NIXI**

Dr. Govind is currently working as Sr. Director at DIT, & CEO of National Internet Exchange of India (NIXI).



**Rini Simon Khanna**

**Broadcast Media Professional, India**

Rini Simon Khanna, has majored in English literature from Delhi University and has done her post graduation in History. She also has a post-graduate diploma in Journalism from the prestigious Indian Institute of Mass Communication, New Delhi. Her interest in the performing arts and related fields was recognised very early and her skills were honed at school and college. With a career that spans three decades now, Rini began producing and hosting pro-



grammes and interviews on India's National Radio at 13 and was soon selected to read the Prime time National News on All India Radio. In addition she does commentary on prestigious occasions such as Independence day, Republic day etc for television and radio. She was handpicked from Radio to anchor the National news on Delhi Doordarshan, the premier Indian television channel. Those days. In addition to presenting news, Rini is an experienced Voice talent, rendering commentary and voiceovers for documentaries, ad films and feature-films. She also anchors international and national conferences, classical dance and music shows and seminars for prestigious organisations, UN agencies, corporate groups and Government ministries.



## **Rajen Varada**

### **Founder, Technology for the People, India**

Rajen Varada is a ICT practioner since 1995 and continues to be actively engaged in designing and implementing proff of concept solutions for rural development using technology and in particular ICT. He has been at the forefront of developing solutions for health, early childhood care,( sisu samrakshak) disaster,( SMS4help), district administration (Parishkaram) and most recently 'Labnet" a migrant labour tracking and services portal. Technology for the people and NGO of which he is the founder continues to research on ICT-solutions for the social sector. Rajen has been the founding of move-



ments like public sector software and actively supports community ownership of technology, from community radio, community Tv and open source use. He has worked in UNICEF as a project manager to design a health dissemination package for rural communities called 'Sisu Samrakshak'.

Which broke new ground in designing icons in collaboration with the rural communities. Mr. Rajen subsequently worked as Resource Person of the United Nations Solution Exchange ICT for development Unit.

## **Dr. Madan Mohan Rao**

### **Research Project Director, Mobile Monday**

He graduated from the Indian Institute of Technology at Bombay and completed his advanced studies from University of Massachusetts at Amherst. He is M.S. in computer science and a Ph.D. in communications. He works as a consultant and author from Bangalore, in knowledge management and new media. He was formerly the Communications Di-



rector at the United Nations Inter Press Service bureau in New York, and vice president at IndiaWorld Communications in Bombay. He is the Research Projects Director of Mobile Monday and co-founder of the Bangalore K-Community. He is editor-at-large of Destination KM, world music editor for Rave magazine, RJ for world music at World-Space Radio.

He is a frequent speaker on the international conference circuit, and has giventalks and lectures in over 60 countries around the world. He is the editor of three book series The Asia Pacific Internet Handbook, The Knowledge Management Chronicles, and AfricaDotEdu.

## **Dr. Subho Ray**

### **President, IAMAI, India**

Currently he is working as the president of Internet & Mobile Association India (IAMAI). In his current role, has been instrumental in some crucial steps for the development of the digital industry. The main among these are instituting an accreditation process for interactive agencies, a credit recovery process for online publishers, organizing and getting recognition for the mobile value added services industry and for opening up the pre-paid instruments industry. Under Mr Subho Ray's leadership, IAMAI has also been recognized as the leader in all Internet and mobile value added services research



in India. IAMAI has grown seven-fold in terms of membership and has been at the forefront of the advocacy for ecommerce, online advertisement, ICT for SMEs, internet penetration and an equitable business regime for mobile value added services industry. Before joining IAMAI, Subho was director for the ICT vertical at the Confederation of Indian Industry (India's

largest industry body) in New Delhi where he worked since 1998 with a 2 year stint at the Confederation's London office.

## **Asif Syed**

### **Editor, Current Newspaper, India**

He is currently working as an Editor & Publisher for Current Newspaper. Current is a weekly newspaper about the business of politics and the politics of business. Every week Current gives its readers an insider's view of government, political and business



activity from around the country. Before that He was the Director at Current Publications Pvt. Ltd. Current Publications Pvt. Ltd. is the company that owns the 'Current' weekly newspaper and other titles like Real Estate and Vibes. The company is headquartered in Mumbai with editorial and commercial offices in Mumbai and Delhi. He has also been a Senior Correspondent and Chief Content Manager at The Asian Age. After completing his Masters of Arts in Journalism from Northeastern University, Boston he joined as an Editorial Director at Current Publications Pvt. Ltd.

## **Dilip T Ittyera**

### **Founder & CEO, Aikon Labs, India**

He is the Founder of Aikon Labs. Aikon Labs has built a product for Idea management and incubation among a community of employees, partners & customers. The product is available for corporates in a



hosted/SaaS model for their internal idea generation & management. He was a Chief Innovation Evangelist for Zensar Technologies Ltd. He was at the position of Associate Vice President at Aptech Ltd.

**Amitabh Singhal**  
**Telecom Expert & Former CEO, NIXI; Telxess consulting pvt. Ltd., India**

Amitabh currently sits on the Board of .ORG, the Public Interest Registry, based in Reston, Virginia. He is the Director of Telxess Consulting Services Pvt. Ltd. and Vcon Services Ltd. He was a Founder and former President of Internet Service Providers Association of India. He also was a founder, Board Director and CEO of National Internet Exchange of India (NIXI). He helped conceptualize and set up NIXI as a public private partnership between ISPAI and Department of Information Technology, Government of India and was involved in restructuring NIXI as an autonomous Registry and Regulator of the .IN Domain (Indian ccTLD), including its commercial launch, drafting



and implementing the INDRP, and appointment of Registrars, etc. He is also associated with Internet Governance Group of the Department of IT.

He represented and was the spokesperson of India's ISP industry, since the time of inception to well over a decade. He contributed many articles over the years in various publications and journals, and was a speaker & presenter at various forums, including the IGF, INET and other national, regional and international forums. He helped shape public policies in the telecommunication sphere as a member of various governmental and industry committees, expert groups and panels.

**Chitranganie Mubarak**  
**Program Director, ICTA, Sri Lanka**

Chitranganie Mubarak is the Senior Programme Head of the e-Society Programme of the ICTA. The key goal of the e-Society Programme is to improve the daily lives of ordinary people by leveraging on the latest developments in information and communication technologies. She has a great passion for ICT4D and plays a key role in facilitating access to ICT amongst the most vulnerable groups in Sri Lanka thereby ensuring a more balanced access to information within Sri Lankan society and reducing the ICT development divide between urban and rural areas. Chitranganie has spear-headed several key ICT initiatives in Sri Lanka while imple-



menting over 250 community based ICT for development project. She also contributes to ICT4D at a regional and international level through her active participation in several regional initiatives and as the regional representative for the World Summit Award. Chitranganie serves as a Grand Juror for both the WSA and the WSA Mobile. Prior to joining the ICTA she has over 20 years' experience in formulating and implementing national programmes for export development and promotion in the Sri Lanka Export Development Board. As Director, TradenetSL, the e-commerce arm of the Sri Lanka Export Development, Chitranganie was responsible for introducing several ICT solutions for facilitating the rural entrepreneur and has played a key role in launching the country's pioneering on-line trading platform. She holds a Second Class (Upper) in Chemistry from the University of Colombo.

**Pravin Prashant**  
**Editor, Voice & Data, CyberMedia, India**

He is working as Editor, Voice & Data, India's number one magazine focusing on telecom vertical. The magazine is published by CyberMedia, the largest speciality media house in South Asia. He Worked at Elets Technomedia as Vice President – Strategy for Elets Technomedia, a publisher focusing on Government, Education and Health (GEH) vertical. The company publishes egov, digital learning and eHealth magazines.



He also Worked at iGovernment and IT Next as Executive Director & Editor, iGovernment, India's first comprehensive portal on government vertical, owned by Nine Dot Nine Mediaworx Pvt Ltd, one of the country's leading IT publishers. Also contributed as Consulting Editor, IT Next, India's first magazine for Senior IT Managers.

**Deepak Maheshwari**  
**Director, Corporate Affairs, MICROSOFT**

Deepak Maheshwari is Director – Corporate Affairs with Microsoft in India an responsible for interactions with the policymakers & regulators as well as with industry associations & the civil society organizations. An active participant and a keen observer of the interplay between technological in-



novation and socio-economic development, he has been closely associated with development & evolution of Information & Communication Technology policy, law & regulation for more than a decade and is often invited as a speaker and a contributor of articles & opinions in the media. At times mistaken as a lawyer, he was actually awarded degree in engineering by one of India's leading technical institute IT-BHU. His professional experience of more than 2 decades spans functional responsibilities across sales, marketing, operations and last but not the least, corporate affairs.

**Nandita Rao**  
**Lawyer & Activist, India**

She is a lawyer and activist, who has been practicing at the Delhi High Court and Supreme Court of India since 1998. She has been associated with the Delhi High Court legal Services Authority and with NGO'S including CHILDLINE ( a national helpline for children), Swanchetan ( an NGO that works on women's mental health issues) and the Lawyers Collective ( Civil Liberties Unit- which has worked extensively on cases arising from the Gujarat Genocide in 2002).



Nandita completed her LLB from Symbiosis Societies Law College Pune and her LLM (Development) from School of Oriental & African Studies, University of London, UK as a Chevening Scholar. Apart from writing on current legal issues, including the Bhopal Verdict and judicial delay in National Dailies including the Asian Age, her publication include ;

"The mirage of justice and International Law (case study of Gujarat)" presentation at the International Law Association Conference, entitled "Tower of Babel" 2006, London, UK. Directory of Supreme Court & High Court Judgments on issues of Women and Children ( Co- Editor) Manual – Copy rights and patent rights for tribal and traditional Artists for Social Action Forum for Manav Adhikar.

**Kishor Panth**  
**Vice President, CAN, Nepal**

With the work experience of more then ten years in the field of information technology, especially in the field of Data Communication and Networking.

Currently working as a Territory Manager for Nepal at Cisco Systems. Cisco Systems is the one of the worlds largest networking company. Along with this as the social contribution currently the First Vice President of Computer Association of Nepal (CAN). CAN is the supreme body in Nepal working in the development of IT sector in Nepal.



Along with this I am also the Board Member of Nepal Internet Exchange Point, the national Internet exchange of Nepal. Executive Director at Nepal Research and Education Network (NREN). NREN provides the connectivity between the academic researchers in Nepal and around the globe with the high speed Network connectivity called National Research and Education Network.

**Dr. Rajendra Kumar**  
**Director, NeGD, DIT, Govt. of India**

Dr. Rajendra Kumar, I.A.S., is a senior officer in the Indian Administrative Service (I.A.S.) and is currently working as the Director (Projects) in the National e-Governance Division (NeGD) of the Department of Information Technology (DIT) in Government of India. He is in-charge



of the National Population Register (NPR) project within DIT and is also heading the new Mobile Governance and e-Authentication initiatives in DIT.

Dr. Kumar holds a PhD in international economic development and regional planning and an MCP from Massachusetts Institute of Technology, USA, an MTech from the Indian Institute of Technology in Delhi, and a BTech from the Indian Institute of Technology in Kanpur. He has published a book and several articles in international journals.

**Geeta Malhotra**  
**Director, READ India**

Geeta has been working with READ India since June 2008 and has helped bring Seven Community Library Resource Centers to life with 2 centers in Manipur, 2 in Rajasthan, One each in Haryana, Delhi and West Bengal. Geeta constantly performs networking and outreach activities to bring the best training and capacity-building programs to READ centers while overseeing all operations in India. Geeta uses her strong experience and professional/academic connections to create new opportunities for READ India. Since 1981, she



has been actively working in the social sector to implement grass-roots programs across India. This includes work for One World South Asia, Open Knowledge Network, Digital Empowerment Foundation & Population Foundation of India. Dr. Malhotra holds multiple degrees from Delhi University, Annamali University as well as Deemed University and has just completed

a PhD on Elected Women's Roles in Reproductive and Child Health.

**Soumya Sarkar**  
**News Editor, Mint, India**

Soumya Sarkar is News Editor in Mint, a sister publication of the Hindustan Times published in partnership with the Wall Street Journal. He has been working in Media and Communications for over two



decades and was previously with the The Times of India, The Indian Express Group, the Telegraph and the Down to Earth magazine. He has also worked as development and communications consultant with organizations that include the World Bank and the Aga Khan Development Network. Besides working in the areas of environment, rural livelihoods, energy and water resources, Soumya is keenly interested in science and technology issues.

**Maarten Botterman**  
**Chairman, PIR, .ORG, USA**

Maarten Botterman is Chairman of the Board of the Public Interest Registry ([www.pir.org](http://www.pir.org)) and Director of GNKS Consult BV. He is an expert in Information Society policy issues with extensive international experience, with emphasis on the impact of technology on society and governance issues, and global information security and privacy issues. He is currently also Member of the Permanent Stakeholders Group of the European Network and Information Security Agency (ENISA). GNKS stands for understanding the impact of the emerging Global Networked Knowledge Society ([www.gnksconsult.com](http://www.gnksconsult.com)), and he works with other top researchers to develop policy insights relevant to decision makers in public and private sectors, that take the interests of multiple stakeholders into account and are



robust towards the future that is by definition uncertain.

For his work he relies on his knowledge and experience from his work as former CEO of the Information Assurance Advisory Council (2003-2006), Information Society Director at RAND Corporation in Europe (1999-2006), Scientific Officer for DG Information Society of the European Commission (1995

- 1999), Senior Telework Consultant at the Dutch Ministry for Transport (1992 - 1995), Public Works and Water Management, and Head of ICT at the North Sea Directorate of the same Ministry (1987 - 1992). He holds an advanced degree in business economics from Erasmus University.

**Mosharrof Hossain**  
**Deputy Director, D.Net, Bangladesh**

Mohammad Mosharrof Hossain is the Deputy Director of D.Net, Bangladesh. Currently he is leading the INFOLADY program. Hossain has completed his M.S.S (Sociology) in 2000 from Jagannath University. He also obtained his DYDW (Diploma in Youth in Development Works) under the Commonwealth Youth



Programme (CYP) from the University of Huddersfield and BOU. Hossain has a background in ICT-oriented project planning and implementation and worked on a project under the Ministry of Women and Children Affairs as an Assistant Programmer (2004-2007). He has worked on a Computer Cell for the Ministry of Food and Disaster Management (1997-2004). He has also served at Channel F2 Events as a consultant (IT and Creative). Hossain is the Co-planner of Pallitathya: What, Why and How; a Digital training manual for Informediaries. He is the Researcher and Coordinator of regular TV Show, CONNECTING BANGLADESH.

**Shruti Verma Singh**  
**Consulting Editor & Anchor; NDTV Profit, India**

She has 16 years of experience in the media as a reporter & news anchor. Specialized in Legal and Education sectors. Many reports have resulted in policy changes especially in the area of disability, trafficking of women and the education sector in India.

Now consulting editor & anchor for ALL ABOUT ADS, a show on advertising, marketing & branding on NDTV PROFIT. The show has



been on for almost 8 years.

She has been regularly moderating and speaking at events related to advertising, marketing, digital, retail and media forums. Other than that, among the founding members of THE DELHI ALTERNATIVE - a not-for-profit organisation for Communication.

**Desi S Valli**  
**COO, Net 4 India Ltd.**

Desi S Valli is one among the most successful Internet executives in India. He started his professional career in a small start-up organization in Delhi, his initial interest in network design and integration gave him a chance to get involved in modern, developing technologies, and specifically Internet technologies. His contribution to the Networking industry gave him an opportunity to join



Net4 India Ltd, as a founding member, in the year 1999. Today, Net4, a BSE listed Company, is one of India's leading players in IP Communications Services providing a wide range of quality, customer-focused and reliable Internet related services. He is the secretary of the Internet Service Providers Association of India (ISPAI). He is a member of Technical advisory committee of NIXI (National Internet Exchange of India, which is a government funded company with a mandate for optimally utilizing the Internet infrastructure within the country). Through his expertise and exposure to internal ICT markets, he is an active participant in the discussion forums of TRAI, on its policy formation processes.





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at [www.neerjaal.org](http://www.neerjaal.org)



## **"INTEGRATED DRINKING WATER & SANITATION SYSTEM"**

to collect primary data through village women

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[www.neerjaal.org](http://www.neerjaal.org)





# SWIPE FOR CLARITY



The Mint iPhone app



Available on the  
**App Store**

# ALL VALID NOMINATIONS (450)

## COMMUNITY BROADCASTING

1. Product Name : Socialblood  
Producer Name : Karthik Naralasetty  
Website : www.redcode.co
2. Product Name : Spark the Rise  
Producer Name : B. Karthik  
Website : www.sparktherise.com
3. Product Name : Community Rudi No Radio  
Producer Name : Namrata Bali, Managing Director, SEWA Academy  
Website : www.radiosewa.org
4. Product Name : ISAP Kisan Vani 90.4  
Producer Name : Rajeev Dar  
Websites : <http://crs.isapindia.in/>
5. Product Name: E-Broadcasting  
Producer Name : Shri Alok Kumar Pandey, IAS, Shri A.L.Punjani  
Websites : <http://emahitishaktiamreli.webs.com/>
6. Product Name: Radio Sirsa  
Producer Name : Virender Singh Chauhan  
Websites: [www.hellosirsa.mypodcast.com](http://www.hellosirsa.mypodcast.com)
7. Product Name: Puduvai Vaani - Community Radio Station  
Producer Name : Shri. S. Loganathan, Registrar Pondicherry University.  
Website: [www.pondiuni.edu.in](http://www.pondiuni.edu.in)
8. Product Name: Farmers Note book  
Producer Name : M.J. Prabu, Agriculture Correspondent  
Website: [prabumj.wordpress.com](http://prabumj.wordpress.com)
9. Product Name: KVK Pravara Community Radio FM 90.8 MHz  
Producer Name : Dr. Bhaskar Gaikwad , Chief Scientist  
Website: [www.kvk.pravara.com](http://www.kvk.pravara.com)
10. Product Name: Channel Mountain Communication - CMC (Alternative media and digital documentation project for the Himalaya)  
Producer Name : Jayprakash Panwar  
Website: [www.channelmountain.com](http://www.channelmountain.com)
11. Product Name: Salaam Namaste 90.4 CRS  
Producer Name : Rajeev Kumar Gupta , President, IMS Noida Barsha Chabaria, Stationhead, Salaam Namaste CRS.  
Website: [www.salaamnamaste.in](http://www.salaamnamaste.in)
12. Product Name: Development Diaries  
Producer Name : Hilmy Ahamed  
Website: <http://developmentdiaries.youngasia.tv/>
13. Product Name: Kannagipura/Kannagipuram  
Producer Name : Hilmy Ahamed  
Website: [www.kannagipura.com](http://www.kannagipura.com)
14. Product Name: www.koottam.com  
Producer Name : N S JYOTHIKUMAR  
Website: [www.koottam.com](http://www.koottam.com)
15. Product Name: Radio Bundelkhand  
Producer Name : Anuja Shukla  
Website: [www.devalit.org](http://www.devalit.org)
16. Product Name: Radio Namaskar  
Producer Name : N.A.Shah Ansari, President  
Website: [www.radionamaskar.org](http://www.radionamaskar.org)

## E-AGRICULTURE & LIVELIHOOD

1. Product Name: Chikankaari Blocks Database  
Producer Name: Malyada Goverdhan
2. Product Name: Kisan Raja – Smart Irrigation Automation Solutions  
Producer Name: Vijay Bhaskar Reddy Dinnepu  
Website: [www.kisanraja.com](http://www.kisanraja.com); [www.vinfinet.com](http://www.vinfinet.com)
3. Product Name: Enabling Innovative Deployment of Mobile Phone for Empowerment of Indian Farmers  
Producer Name: S. SRINIVASAN  
Website: <http://www.iksl.in>
4. Product Name: Pen Pundit  
Producer Name: Nishtha Shukla Anand  
Website: [WWW.PENPUNDIT.COM](http://WWW.PENPUNDIT.COM)
5. Product Name: Farmers Taka 10. Accounts  
Producer Name: Mr. Mustafa Rafiqul Islam  
Website: [www.floratelbd.com](http://www.floratelbd.com)
6. Product Name: Rice Knowledge Management Portal (RKMP)  
Producer Name: Dr. Shaik N.Meera, Senior Scientist and Consortium Principal Investigator, RKMP "  
Website: [www.rkmp.co.in](http://www.rkmp.co.in)

7. Product Name: ENOVISION" – An Integrated Electronic Nose and Vision System For Quality Analysis of Black Tea  
Producer Name: Dr. Nabarun Bhattacharyya, Associate Director, C-DAC (K)  
Website: www.cdackolkata.in
8. Product Name: ICT with Apple Project India  
Producer Name: Utpal Chandra  
Websites: http://www.slideshare.net/utpalchandraa
9. Product Name: National Virtual Academy for Rural Prosperity  
Producer Name: Senthil Kumaran S  
Websites: www.mssrf-nva.org
10. Product Name: Project "SWANIRBHAR" / MY VIDEO TALK  
Producer Name: Vandana Maharaj Sharma  
Website: www.merakam.in
11. Product Name: AVAAJ OTALO (VOICE PLAFFORM)  
Producer Name: MR. SACHIN OZA  
Websites: www.dscindia.org
12. Product Name: Livelihood opportunities through skill up gradation in rural Varanasi to the poorest of the poor young girls  
Producer Name: Dr. Rajani Kant  
Website: www.hwavaranasi.org
13. Product Name: WEB ENABLED ACCESS OF AGRICULTURAL INFORMATION THROUGH PC AND MOBILE DEVICES  
Producer Name: Ritesh Mukherjee  
Websites: http://www.bau-eagriculture.com
14. Product Name: Agri information dissemination through website  
Producer Name: Md. Nazrul Islam Director, Agriculture Information Service"  
Website: www.ais.gov.bd
15. Product Name: Mobile based agriculture information service  
Producer Name: Md. Nazrul Islam Director, Agriculture Information Service  
Websites: http://vas.banglalinkgsm.com/ais
16. Product Name: Livelihood Microfinance  
Producer Name: Sandeep Pandey
17. Product Name: Short term weather forecast  
Producer Name: Mr. Jatin Singh  
Website: www.skymet.net
18. Product Name: Hortnet  
Producer Name: K Rajasekhar,  
Website: http://hortnet.ap.nic.in
19. Product Name: Customize Database Software on :Agriculture Khasland Management Information System(AKMIS) & Agriculture Khasland Settlement Information System(AKSIS)  
Producer Name: Mr. Muzaffar Ahmed  
Websites: www.denaogaon.gov.bd

20. Product Name: Mobile based agri information service  
Producer Name: Md. Nazrul Islam  
Website: www.ais.gov.bd
21. Product Name: Agricultural Online Market in Bangladesh  
Producer Name: Md. Shafiqul Islam  
Website: http://www.krishimarket.com
22. Product Name: Finder Ultimate  
Producer Name: Shiblee Imtiaz Hasan  
Websites: http://www.gpfinder.tk
23. Product Name: Jigyasha 7676  
Producer Name: Dr Kashfia Ahmed  
Website: www.winbd.org
24. Product Name: Promoting Info- Lady for Building Inclusive Information and Knowledge based Upazilla  
Producer Name: Syed Arifuzzaman  
Website: www.arbanbd.org
25. Product Name: RURALINFOBD.COM  
Producer Name: Dr. Kashfia Ahmed "  
Website: www.ruralinfobd.com
26. Product Name: RECORD ROOM DIGITIZATION  
Producer Name: Md. Ruhul Amin Palash  
Website: www.dcbandarban.gov.bd

## E-BUSINESS & ENTERPRISE

1. Product Name: Salon Rosita Hair & Beauty Studio (Pvt) Ltd web site  
Producer Name : Suranga Hatangala  
Websites: www.hifitsolutions.com, www.rositasalons.com
2. Product Name: POS & Inventory Management System  
Producer Name: Sadiq Rahim
3. Product Name: SSLCOMMERZ  
Producer Name: Shahzada redwan  
Websites: www.sslcommerz.com.bd, www.sslwireless.com
4. Product Name: Jade Magnet  
Producer Name: Sitashwa Srivastava  
Website: www.jademagnet.com
5. Product Name: Online Bill Payment System Through Internet  
Producer Name: S. M. Habibur Rahman  
Website: www.desco.org.bd
6. Product Name: Hamari Suraksha (www.hamarisuraksha.com)  
Producer Name: Ashwani Kumar Narula, Founder & CEO  
Website: www.hamarisuraksha.com
7. Product Name: Providing sustainable livelihoods to the underprivileged residing in the remotest villages of India  
Producer Name: Nand Kishore Chaudhary  
Website: www.jaipurrugsco.com

9.	Product Name: ekriti Producer Name: Nidhi Gupta Website: www.ekriti.com	23.	Product Name: Skill development and capacity building of rural youth for creating sustainable livelihood on Computer Producer Name: SAMIR JAMATIA
10.	Product Name: Antique Bank Smart Systems Producer Name: Pradeep Gohil Website: http://www.antiquebank.mobi	24.	Product Name: Single Window System Producer Name: Mr. Shubhendu Ghosh, Principal General Manager Website: www.bangaloretelecom.com
11.	Product Name: "MY COUNTRY MY VILLAGE" Producer Name: Ataur Rahman, Website: www.fsb.ltd.uk	25.	Product Name: Project Nanhi Kali Producer Name: Richard de Souza General Manager – Information Technology – Projects & Central Support
12.	Product Name: DIP Micro-Banking Solution Producer Name: Amitav Paul Website: www.ulab.edu.bd	26.	Product Name: atom's vortal solution Producer Name: Tushar Ibhad Website: www.atomtech.in
13.	Product Name: Electronic Money Transfer Service of Bangladesh Post Office Producer Name: Md Siraz Uddin Website: www.bangladeshpost.gov.bd/EMTS.asp	27.	Product Name: Quadlabs XChange V11 Producer Name: Gaurav Chiripal Website: www.quadlabs.com
14.	Product Name: TenderBazar.com Producer Name: Shohorab Ahmed Chowdhury Managing Director Website: www.synesisitltd.com	28.	Product Name: Kumari Bank – Mobile Cash Producer Name: Sanjay Poudyal Website: www.kumaribank.com
15.	Product Name: FieldMax Producer Name: Binu Jacob Website: www.experionglobal.com	29.	Product Name: SepiaCMS by SepiaSolutions Producer Name: Haseeb Kodvavi Website: http://sepiasolutions.com
16.	Product Name: ISALVAGEAUCTION.COM Producer Name: NARESH K TAGOTRA Website: http://www.isalvageauction.com	30.	Product Name: Group SMS Producer Name: Tharaka Wanigasekera Website: http://apps.appzone.lk/#app_169
17.	Product Name: e-Procurement of Goods, Works & Services with automatic evaluation of technical part of Bids Producer Name: S K BHANJA Website: http://www.mcl.gov.in/	31.	Product Name: Active Deals Producer Name: Saurabh Luthra Website: www.active-deals.com
18.	Product Name: HarVa Producer Name: Ajay Chaturvedi Website: www.harva.co.in	32.	Product Name: Homebuy360 Producer Name: Kshitij Minglani Websites: www.homebuy360.com
19.	Product Name: ProSystem Producer Name: Chetan Mehta Website: www.cchprosystem.in	33.	Product Name: Pranav Waltz Producer Name: Raghunath Ramaswamy Websites: www.spectrumconsultingindia.com/products.aspx
20.	Product Name: Barsaat Producer Name: Mr. Nasir Hashmi Website: www.mahaleads.wordpress.com	34.	Product Name: IT and ITES services (Vindhya E-Info media Pvt Ltd) Producer Name: Pavithra .Y.S Website: www.vindhya.info
21.	Product Name: i6oby2 Producer Name: Satya Kalyan Yerramsetti Website: www.i6oby2.com	35.	Product Name: CoCubes.com Producer Name: Anand Subramanian Website: www.CoCubes.com
22.	Product Name: BzR Technologies Private Limited Producer Name: Dhiraj Dolwani – CEO Website: www.business2rural.com	36.	Product Name: Barsaat Producer Name: Mr. Nasir Hashmi Website: www.mahaleads.wordpress.com

37. Product Name: www.mobikwik.com  
Producer Name: Bipin Preet Singh  
Websites: www.mobikwik.com
38. Product Name: MapmyIndia CarPad  
Producer Name: Swati Mathur – GM Corporate communication  
Website: www.mapmyindia.com
39. Product Name: Online Income Tax Calculator & Online Income Tax Return Submission  
Producer Name: Kanon Kumar Roy  
Website: www.nbr-bd.org
40. Product Name: Shurjomukhi Solar eShop  
Producer Name: Fida Haq  
Website: www.shurjomukhi.com.bd/eshop
41. Product Name: SSLCOMMERZ  
Producer Name: Md. Mahbub-Ur Rashid Khan  
Website: www.sslcommerz.com.bd
42. Product Name: www.clickbd.com  
Producer Name: Humayoun Alamgir  
Website: www.clickbd.com
43. Product Name: www.books.lk  
Producer Name: Mr. Evan Pathirathne  
Website: http://www.books.lk
44. Product Name: Ceylon Artists  
Producer Name: W.R.T.G.Nilaweera  
Website: http://www.ceylonartists.com
45. Product Name: Chinese Dragon Café Website and Online Ordering System  
Producer Name: Presantha Jayamaha  
Website: http://www.chinesedragoncafe.com
46. Product Name: KAPRUKA.COM  
Producer Name: Ms. Randika Kulathunga  
Website: http://www.kapruka.com
47. Product Name: LexEcon eSME Initiative  
Producer Name: Mr. Dilum Abeysekera  
Website: http://www.lexiconsolutions.com/e\_sme.html
48. Product Name: Online Ordering System for Keells Super (www.keellssuper.com)  
Producer Name: Evan Pathirathne  
Website: http://www.keellssuper.com
49. Product Name: TicketsLK  
Producer Name: Azam Sallie  
Website: http://www.ticketslk.com/
50. Product Name: www.azzbaby.com  
Producer Name: Premanshu Singh  
Website: www.azzbaby.com

51. Product Name: CodePad  
Producer Name: Sathvik P  
Website: notepyd.appspot.com

## TRAVEL & TOURISM

1. Product Name: Tripsmaker travel magazine and traveler social network  
Producer Name: Jaydip Das  
Website: http://www.tripsmaker.com
2. Product Name: Total Yatra  
Producer Name: Gajendra Gupta  
Website: http://www.totalyatra.com
3. Product Name : Online car rental and taxi booking  
Producer Name: Ashok Ananthakrishnan  
Website: www.taxiguide.in
4. Product Name: India Hotel Review  
Producer Name: Mr. Ankit Rastogi  
Website: http://www.indiahotelreview.com
5. Product Name: www.mustseeindia.com  
Producer Name: Vikas Rana  
Website: www.mustseeindia.com
6. Product Name: e-Tourism-Portal of Haryana Tourism – Integrated with on-line Reservation of Tourist facilities  
Producer Name: Sh. G. S Bansal  
Website: http://haryanatourism.gov.in
7. Product Name: profitTRIP.com  
Producer Name: Devendra Patne  
Website: http://www.profittrip.com/
8. Product Name: Property Management System ( PMS )  
Producer Name: Mr. Vinay Mohan  
Website: http://www.mghworld.net/property\_owner.php
9. Product Name: Mobile Application Sygic Aura  
Producer Name: Swati Mathur – GM Corporate communication  
Website: www.mapmyindia.com
10. Product Name: Travel Another India  
Producer Name: Ms Gouthami  
Website: www.travelanotherindia.com
11. Product Name: Explore Dhaka  
Producer Name: Talha Ibne Imam  
Website: http://3rdeyelab.com

## E-CULTURE & HERITAGE

1. Product Name: AMAR EKUSHEY  
Producer Name: Remizius Remi  
Website: www.winbd.org



2. Product Name: Balgandharv Sangeet Mahotsav  
Producer Name: Deepak Vasant Chandorkar  
Websites: www.chandorkarpratishthan.com
3. Product Name: CLICK TO ROOT / GRAVE ONLINE - Digitisation of burial records and online search of burial records  
Producer Name: Mr ARIJIT MITRA ( Mentor & Promoter )  
Website: www.burialsinindia.net
4. Product Name: Gameveda.com  
Producer Name: Vikram M.Mehta  
Website: www.gameveda.com
5. Product Name: eyaas.com  
Producer Name: Pallavi Singh Keshri  
Website: www.eyaas.com
6. Product Name: Biplobiderkotha.com  
Producer Name: Sheikh Rafiq  
Website: http://www.biplobiderkotha.com/
7. Product Name: Hela Pirulu  
Producer Name: Mr. Sri Nimal Padmakumara  
Website: http://www.pirulu.com
8. Product Name: Mobitel mGuide  
Producer Name: Mr. Madura Hewage  
Website: http://www.mobitel.lk/
8. Product Name: Shahidur Rahman Sikder  
Producer Name: Shahidur Rahman Sikder  
Web site: www.universalrule.info
9. Product Name: BiBox - Intutive programmable electronic kit  
Producer Name: Sandeep Senan  
Web site: www.evobi.in
10. Product Name: Bangla Spell Checker (Unicode Based)  
Producer Name: Mahay Alam Khan  
Web site: http://www.ankur.org.bd
11. Product Name: Dual Language Bangla/English Calculator  
Producer Name: Gazi Nayeem Manzoor  
Web site: www.banglatechnologies.com
12. Product Name: "FreeWave" - A decentralized approach from approach to Accelerometer based hand gesture recognition  
Producer Name: Mr. Sheran Corera  
Web site: http://www.projectfreewave.com
13. Product Name: Microwave Radio Link Planing Tool  
Producer Name: Rev.Mr. W.M.D.R.Gunathilaka
14. Product Name: Mihimandala NSF Science Magazine on TV  
Producer Name: Rev.Sunethra Perera
15. Product Name: Sri Lanka Science Index (SLSI)  
Producer Name: Rev.Sunethra Perera  
Web site: http://thakshana.nsf.ac.lk/wwwisis/slsi/form.htm

## E-SCIENCE

1. Product Name: Transformer Protection from Unauthorized Person  
Producer Name: Engr. Tanvir Ahmed Chowdhury
2. Product Name: Ground Reality Information Processing System (GRIPS)  
Producer Name: Mirza Faizan
3. Product Name: Digital Bangla Clock  
Producer Name: Victor Kathan Sarker
4. Product Name: Delight Bharath  
Producer name: Ria John  
Web site: www.eramscientific.net
5. Product Name: Automated Student Attendance System with SMS (ASAS with SMS)  
Producer name: Mr. Md. Mahbul Huda  
Web site: www.rangsoft.com
6. Product Name: Auto Alert System  
Producer name: Zakir Uddin Ahmed  
Web site: www.zmintl.com
7. Product Name: Science Website in Bengali Language  
Producer name: Theodore Joel Karmaker  
Web site: www.cosmicculture.org

## E-NEWS & MEDIA

1. Product Name: Whitedrums.com  
Producer Name: Biren Shah, Dhara Kothari  
Website: http://whitedrums.com
2. Product Name: News That Matters Not  
Producer Name: Tanay Sukumar  
Website: http://newsthatmattersnot.com
3. Product Name: www.bismilnews.com  
Producer Name: Shandar Gufran  
Website: www.bismilnews.com
4. Product Name: Ipaidabrike.com  
Producer Name: Awanti Bele  
Website: http://ipaidabrike.com/
5. Product Name: Noakhali Web  
Producer Name: Khaled Saifullah  
Website: http://www.noakhaliweb.com.bd
6. Product Name: Automated Pracharak  
Producer Name: Roopam goenka  
Website: tbi-kiet.com

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|-----|--|-----------------------------------|---|
| 7.  | Product Name: Lukup TV<br>Producer Name: Kallol Borah<br>Website: <a href="http://www.lukup.com">http://www.lukup.com</a>  | 21.                               | Product Name: Arjuntola<br>Producer Name: Aamira Shabnam<br>Website: <a href="http://arjuntola.com/">http://arjuntola.com/</a>  |
| 8.  | Product Name: 360 degree virtual reality photography<br>Producer Name: Leen Thobias<br>Website: <a href="http://www.p4panorama.com/">http://www.p4panorama.com/</a>                          | 22.                               | Product Name: Urdu Hindi and reverse Transliteration System<br>Producer Name: G. S. Lehal<br>Website: <a href="http://www.learnpunjabi.org">www.learnpunjabi.org</a>    |
| 9.  | Product Name: Breakthrough – Bell Bajao!<br>Producer Name: Meghana rao<br>Website: <a href="http://www.bellbajao.org">www.bellbajao.org</a>  | 23.                               | Product Name: Afghan Youth Voices Festival<br>Producer Name: Indu Nepal<br>Website: <a href="http://www.afghanyouthvoices.com">www.afghanyouthvoices.com</a>            |
| 10. | Product Name: Best Fixed Deposits using internet, SMS and IVR<br>Producer Name: Anand Bhairat<br>Website: <a href="http://www.way2goals.com">http://www.way2goals.com</a>                    | 24.                               | Product Name: ishwardi.com<br>Producer Name: Tahmina Akter Khan<br>Website: <a href="http://www.ishwardi.com">http://www.ishwardi.com</a>                               |
| 11. | Product Name: <a href="http://www.orissadiary.com">www.orissadiary.com</a><br>Producer Name: Rashmi Ranjan Parida<br>Website: <a href="http://orissadiary.com">http://orissadiary.com</a>    | 25.                               | Product Name: Sachalayatan<br>Producer Name: S M Mahbub Murshed<br>Website: <a href="http://www.sachalayatan.com">www.sachalayatan.com</a>                              |
| 12. | Product Name: The Better India<br>Producer Name: Dhimant Parekh<br>Website: <a href="http://www.thebetterindia.com">http://www.thebetterindia.com</a>  | 26.                               | Product Name: somewhere in... Blog<br>Producer Name: syeda gulshan ferdous jana<br>Website: <a href="http://www.somewhereinblog.net">http://www.somewhereinblog.net</a> |
| 13. | Product Name: The Kashmir Walla<br>Producer Name: Fahad Shah<br>Website: <a href="http://www.thekashmirwalla.com">www.thekashmirwalla.com</a>  | <b>E-EDUCATION &amp; LEARNING</b> |   |
| 14. | Product Name: The Vox Kashmir<br>Producer Name: Sheikh Saaliq Fayaz<br>Website: <a href="http://thevoxkashmir.in/">http://thevoxkashmir.in/</a>  | 1.                                | Product Name: Trainedge<br>Producer Name: Suranga Hatangala<br>Website: <a href="http://www.trainedge.net">www.trainedge.net</a>  |
| 15. | Product Name: Transport News<br>Producer Name: Vimana Varta<br>Website: <a href="http://www.vimanavarta.com">www.vimanavarta.com</a>   | 2.                                | Product Name: iDuple Spill - Interactive Table<br>Producer Name: Sreelaj John<br>Website: <a href="http://www.iduple.com">http://www.iduple.com</a>                     |
| 16. | Product Name: MEDIA Initiative (Media Empowerment for Democratic Information Access)<br>Producer Name: Binaya Guragain<br>Website: <a href="http://meroreport.net">http://meroreport.net</a> | 3.                                | Product Name: Articles on Education of Bangladesh<br>Producer Name: Goutam Roy<br>Website: <a href="http://www.bdeduarticle.com">http://www.bdeduarticle.com</a>        |
| 17. | Product Name: Isipathana College Online Information Center<br>Producer Name: T.Danushka Sanjaya Perara<br>Website: <a href="http://www.isipathanaonline.info">www.isipathanaonline.info</a>  | 4.                                | Product Name: ToffeeTV<br>Producer Name: Rabia Garib<br>Website: <a href="http://toffeev.com">http://toffeev.com</a>  |
| 18. | Product Name: Tech News<br>Producer Name: Haneez Haroon<br>Website: <a href="http://appzone.lk/">http://appzone.lk/</a>  | 5.                                | Product Name: BizPunditz<br>Producer Name: Kinjal Vora<br>Website: <a href="http://www.bizpunditz.com">www.bizpunditz.com</a>   |
| 19. | Product Name: Cheerurteam.com<br>Producer Name: Fathhi Mohamed<br>Website: <a href="http://www.cheerurteam.com">http://www.cheerurteam.com</a>   | 6.                                | Product Name: Hey RTU<br>Producer Name: Rishab Garg<br>Website: <a href="http://www.heyrtu.com">http://www.heyrtu.com</a>   |
| 20. | Product Name: The Muslim Observer<br>Producer Name: Adil James<br>Website: <a href="http://www.muslimmedianetwork.com/mmn/">www.muslimmedianetwork.com/mmn/</a>                              | 7.                                | Product Name: Sparsh<br>Producer Name: Ankur Rohatgi<br>Website: <a href="http://ilfssets.com/">http://ilfssets.com/</a>  |
|     |  | 8.                                | Product Name: UNICEF Awaaz Do<br>Producer Name: Hema Chockalingam<br>Website: <a href="http://www.one97.com">www.one97.com</a>  |

9.	Product Name: Junior Horlicks from Glaxo Smithkline Beecham Producer Name: Hema Chockalingam Website: <a href="http://www.one97.com">www.one97.com</a>	23.	Product Name: Project PremaVidya Producer Name: Naresh Bala Website: <a href="http://premavidya.svym.org/">http://premavidya.svym.org/</a>
10.	Product Name: School Education:Others Producer Name: Kanav Agnihotri Website: <a href="http://www.hcllearning.com">www.hcllearning.com</a>	24.	Product Name: Raptivity Producer Name: Poonam Jaypuriya QWebsite: <a href="http://www.raptivity.com">www.raptivity.com</a>
11.	Product Name: Naimatullah Producer Name: Naimatullah Website: <a href="http://www.naimat.net">http://www.naimat.net</a>	25.	Product Name: gccStuda Producer Name: Mohammad Tipu Sultan Website: <a href="http://www.gccc.gov.bd">www.gccc.gov.bd</a>
12.	Product Name: Chrysalis Producer Name: Sundar Raj Website: <a href="http://www.ezvidya.com">www.ezvidya.com</a>	26.	Product Name: Establishment of Computer Labs in educational institutions Producer Name: Md. Mahfuzur Rahjman Website: <a href="http://www.bdpatshala.com.bd/">http://www.bdpatshala.com.bd/</a>
13.	Product Name: Digitalization of Educational Institutions in Bangladesh Producer Name: Md. Nur Hossain Website: <a href="http://www.the1971.com">www.the1971.com</a>	27.	Product Name: BBC Janala Producer Name: Mohammad Ashrafuzzaman, Head of Interactive Website: <a href="http://www.bbcjanala.com/">http://www.bbcjanala.com/</a>
14.	Product Name: Enhancing Quality of IT Education in Engineering Colleges (EQITEEC) Producer Name: Sandhya Kode Website: <a href="http://enhanceedu.iiit.ac.in">http://enhanceedu.iiit.ac.in</a>	28.	Product Name: Training Resource Optimizer Producer Name: Taifur Rahman Chowdhury Website: <a href="http://www.brac.net">www.brac.net</a>
15.	Product Name: WizIQ Producer Name: Mr Kalyan Sarkar Website: <a href="http://www.wiziq.com">www.wiziq.com</a>	29.	Product Name: ClearConcepts Online Test Preparation Programmes Producer Name: Sanjay Mansabdaqr Website: <a href="http://www.clear-concepts.in">www.clear-concepts.in</a>
16.	Product Name: Twenty19.com Producer Name: Karthikeyan Website: <a href="http://www.twenty19.com">www.twenty19.com</a>	30.	Product Name: T-Ching-Tech Producer Name: M.Srinivasan Website: <a href="http://www.t-ching-tech.com">www.t-ching-tech.com</a>
17.	Product Name: Univexcellence Producer Name: Manju Bhagat Website: <a href="http://www.univexcellence.com">www.univexcellence.com</a>	31.	Product Name: MIS for MID DAY MEAL Scheme in Rajasthan Producer Name: Mahavir Meena, Deputy Commissioner Website: <a href="http://mdmonline.raj.nic.in">mdmonline.raj.nic.in</a>
18.	Product Name: go4teachme Producer Name: HARSH ARORA Website: <a href="http://www.go4teachme.com">www.go4teachme.com</a>	32.	Product Name: smartclass Producer Name: Romil Sood Website: <a href="http://educomp.com/Products/SmartClass.aspx">http://educomp.com/Products/SmartClass.aspx</a>
19.	Product Name: Braille Library System for All Indian Languages Producer Name: Mr. R. R. Joshi Website: <a href="http://www.modular-infotech.com">www.modular-infotech.com</a>	33.	Product Name: DigitALLy Producer Name: Preethi Frederick
20.	Product Name: Life on Wheels Producer Name: Ms Nilanjana Sanyal	34.	Product Name: Sahaj e Siksha Producer Name: Ravindra Mandapaka Website: <a href="http://www.sahajcorporate.com">http://www.sahajcorporate.com</a> ,
21.	Product Name: E-Governance in New Delhi Municipal Council Municipal Schools Producer Name: Amit Prasad Website: <a href="http://www.ndmc.gov.in">www.ndmc.gov.in</a>	35.	Product Name: VIDYA PRAKASH- EDUCATING THE UNDER PRIVILEGED Producer Name: L.B.SINHA Website: <a href="http://www.helpcarindiafoundation.org">www.helpcarindiafoundation.org</a>
22.	Product Name: Partners in Learning Producer Name: Gauri Arora Website: <a href="http://www.microsoft.com/india/education/pil/">http://www.microsoft.com/india/education/pil/</a>	36.	Product Name: Basic Life Saving on National Highway Producer Name: Dr. Maya Tandon

37. Product Name: Mettl  
Producer Name: Ketan Kapoor  
Website: www.mettl.com
38. Product Name: EasyNow  
Producer Name: V. Krishna Moorthy  
Website: http://eduframe.net
39. Product Name: Bright Future Through School  
Producer Name: Kishor Palve  
Website: http://www.newresolutionindia.org
40. Product Name: DE Centralized Training Model - Orissa  
Producer Name: Subrata Sarkar  
Website: deorissa.org
41. Product Name: EDUCATIONAL LEARNING KIT  
Producer Name: ABHINAV
42. Product Name: e-Granthalaya: A Digital Agenda for Automation and Networking of Libraries  
Producer Name: Ram Kumar Matoria  
Website: http://egranthalaya.nic.in
43. Product Name: "GreCo"<sup>TM</sup>  
Producer Name: Lt. Col. K. A. Padmanabham, ret'd.  
Website: www.elloka.com
44. Product Name: Mainstreaming of Muslim Girls through Education initiatives  
Producer Name: Dr. Rajani Kant  
Website: www.hwavaranasi.org, www.varanasiproducs.com
45. Product Name: MeraCareerGuide.com  
Producer Name: Surabhi Dewra  
Website: http://www.MeraCareerGuide.com
46. Product Name: paulwriter.com  
Producer Name: Jessie Paul  
Website: www.paulwriter.com
47. Product Name: SafeSquid: Content Filtering Internet Proxy  
Producer Name: Manish Kochar (Founding CEO and Technical Director) Sachin Purohit (Marketing)  
Website: http://www.safesquid.com/
48. Product Name: Sankya, A Unit of Bangalore South Rotary Trust  
Producer Name: Suresh Bhat  
Website: www.sankya.net
49. Product Name: Capacity Building for IT Skill Based Economically Solvent Self Help Group (SHG) in North Eastern Region (Sikkim, Tripura, Manipur & Mizoram)  
Producer Name: Shri Debabrata Bhadury  
Website: http://www.cdackolkata.in
50. Product Name: "SchoolExcel" implementation by Glodyne Technoserve Limited at Smt. Sulochanadevi Singhanian School  
Producer Name: Mr.Shantanu Rooj – Director  
Website: www.glodynetechnoserve.in
51. Product Name: Shodhganga : a National Repository of Indian Electronics Theses and Dissertations  
Producer Name: Manoj Kumar K  
Website: http://shodhganga.inflibnet.ac.in
52. Product Name: Vedanta E Shiksha @ Schools Project  
Producer Name: Zarna Banerjee  
Website: www.vedantaoundation.org
53. Product Name: E-Guru Gedara  
Producer Name: Tharindu Dassanayaka  
Website: www.sqrmobile.com
54. Product Name: http://theyilaichcharalil.blogspot.com  
Producer Name: P. Logeswaran  
Website: http://theyilaichcharalil.blogspot.com /
55. Product Name: e-Gyan - A Digital Prayaas  
Producer Name: Dr. Rajesh Hassija  
Website: www.indraprasthaschool.com
56. Product Name: ScalableC  
Producer Name: Manu Sheel Gupta  
Website: http://www.scalablec.com/
57. Product Name: Project Gyantantra  
Producer Name: Ms. Indraani Singh  
Website: www.literacyindia.org
58. Product Name: 'Aspeak', 'aReader', & 'msgzvoice'  
Producer Name: Kavita Vemuri(incubation head) & Raghavendra (founder)  
Website: www.akshar.com, msgzvoice.com
59. Product Name: LearningWare<sup>TM</sup>  
Producer Name: Vijay Pasupulati  
Website: www.learningware.in
60. Product Name: Liwal De lere Showanzai or Liwal Distance School (LLS) via Pashto TV  
Producer Name: N.R.Liwal  
Website: http://www.pashtotv.tv
61. Product Name: A-VIEW (Amrita Virtual Interactive E-learning World)  
Producer Name: Prof. Kamal Bijlani  
Website: www.aview.in
62. Product Name: ICT interventions to enhance the learning of students through Multimedia content in Regional languages and Specialized Trainings  
Producer Name: Mr.Soumya Kanti  
Website: www.educomp.com

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| 63. | Product Name: Society for Creation of Opportunity Through Proficiency in English (SCOPE)<br>Producer Name: Dr. Jayanti S Ravi, IAS<br>Website: <a href="http://www.scopegujarat.org">www.scopegujarat.org</a>   | 76. | Product Name: VIDEOSHALA an Educational community video unit (ECVU)<br>Producer Name: Debarun Dutta<br>Website: <a href="http://www.drishtimedia.org">www.drishtimedia.org</a>   |
| 64. | Product Name: BookBox<br>Producer Name: Nirav Shah and/or Parthibhan Amudhan<br>Website: <a href="http://www.bookbox.com">www.bookbox.com</a>   | 77. | Product Name: Digital literacy<br>Producer Name: Mr. V. Muralidharan<br>Website: <a href="http://www.sevalaya.org/activities">www.sevalaya.org/activities</a>  |
| 65. | Product Name: LetsIntern.com<br>Producer Name: Pranay Swarup<br>Website: <a href="http://www.letsintern.com">www.letsintern.com</a>   | 78. | Product Name: ICT integrated entrepreneurship education for empowerment of rural youths<br>Producer Name: Prof. Dipak Uttamrao Tatpuje<br>Website: <a href="http://www.vidyadeep.org">www.vidyadeep.org</a> , <a href="http://www.teconline.org.in">www.teconline.org.in</a> |
| 66. | Product Name: Mongol Dip<br>Producer Name: Marufa Rahmi<br>Website: <a href="http://crtcsust.com/rahmi/MongolDip/">http://crtcsust.com/rahmi/MongolDip/</a>   | 79. | Product Name: ICT in women conciliation center: Strengthening e- governance to Life Long Learning Project<br>Producer Name: Mrs.K.KANMANI<br>Website: <a href="http://www.vidiyalawareness.in">www.vidiyalawareness.in</a>   |
| 67. | Product Name: Digital Storytelling at Protsahan India Foundation<br>Producer Name: Sonal Kapoor<br>Website: <a href="http://www.protsahanindiafoundation.org">www.protsahanindiafoundation.org</a>  | 80. | Product Name: Classteacher Learning Systems - Digital Interactive Learning<br>Producer Name: Rohit Pande, CEO, Classteacher Learning Systems<br>Website: <a href="http://www.classteacher.com/">http://www.classteacher.com/</a>   |
| 68. | Product Name: Interactive Onsite learning (IOL)<br>Producer Name: Dharmendra Singh<br>Website: <a href="http://www.hughes.in">www.hughes.in</a>   | 81. | Product Name: E-Books for National Curriculum & Textbook Board (NCTB) of Bangladesh<br>Producer Name: M.Shoeb Chowdhury<br>Website: <a href="http://www.hstcl.com">www.hstcl.com</a>   |
| 69. | Product Name: UNNATI<br>Producer Name: Ramesh Swamy<br>Website: <a href="http://www.unnatibl.org">www.unnatibl.org</a>  | 82. | Product Name: Teacher-led Content Development : Teachers' Empowerment<br>Producer Name: Md. Nazrul Islam, Joint Secretary & PDWeb<br>Website: <a href="http://www.moedu.gov.bd">www.moedu.gov.bd</a>   |
| 70. | Product Name: i-college Edu-Varta for Arts Science and Commerce College, Indapur, Dist. Pune and Community<br>Producer Name: Dr. Sanjay Chakane<br>Website: <a href="http://www.ascicollege.com">http://www.ascicollege.com</a>                                   | 83. | Product Name: Champs21<br>Producer Name: Barnali Saha<br>Website: <a href="http://www.champs21.com">www.champs21.com</a>   |
| 71. | Product Name: eLearning content for Educational and Corporate Universities<br>Producer Name: Usha Mohan<br>Website: <a href="http://www.triumphindia.com">www.triumphindia.com</a>  | 84. | Product Name: Gonit pathshala<br>Producer Name: Md. Habib Ullah Rimon<br>Website: <a href="http://www.gonitpathshala.org">www.gonitpathshala.org</a>   |
| 72. | Product Name: Educational Package for the Visually Impaired<br>Producer Name: Niloy Gupta, Chair NITK IEEE Preeti Murthy, Women in Engineering (WIE)Chair<br>Website: <a href="http://ewh.ieee.org/sb/bangalore/nitk/">http://ewh.ieee.org/sb/bangalore/nitk/</a> | 85. | Product Name: Kalutara<br>Producer Name: Bhasha Dictionary<br>Website: <a href="http://dictionary.bhasha.lk">http://dictionary.bhasha.lk</a>   |
| 73. | Product Name: NIIT nguru<br>Producer Name: Babita Khanna<br>Website: <a href="http://www.niitnguru.com">www.niitnguru.com</a>   | 86. | Product Name: Creative Networks<br>Producer Name: Sachith Varun Palliyaguruge<br>Website: <a href="http://www.creativenets.webs.com">http://www.creativenets.webs.com</a>  |
| 74. | Product Name: DOST (e-education and learning)<br>Producer Name: MR. RAJIV KUMAR-SECRETARY<br>Website: <a href="mailto:dost_org@sify.com">dost_org@sify.com</a>  | 87. | Product Name: E-Sinhala Guruthuma<br>Producer Name: Ellawala Vijithananda<br>Website: <a href="http://www.vsoft.lk/kid/">http://www.vsoft.lk/kid/</a>  |
| 75. | Product Name: Online Teaching of Punjabi in English Language<br>Producer Name: G. S. Lehal<br>Website: <a href="http://www.learnpunjabi.org.in/intro1.asp">http://www.learnpunjabi.org.in/intro1.asp</a>  | 88. | Product Name: GIT Champion<br>Producer Name: Mr. Janaka Maduwantha DiasSenanayake<br>Website: <a href="http://www.gitchampion.blogspot.com">http://www.gitchampion.blogspot.com</a>  |



89. Product Name: Word Puzzle  
Producer Name: Mr. Tharindu Dassanayaka  
Website: <http://www.bahrain.bh/mobile>

90. Product Name: An Awareness Programme in Citizen Journalism  
Producer Name: Dr. A. S. Guha  
Website: [www.ignou.ac.in](http://www.ignou.ac.in)

91. Product Name: Motuto (Mobile Tutoring)  
Producer Name: Vishwas Mudagal  
Website: <http://www.castlerockresearch.in/>

92. Product Name: SOLARO  
Producer Name: Vishwas Mudagal  
Website: <http://www.castlerockresearch.in/>

## E-ENTERTAINMENT

1. Product Name: Hifi e Mag  
Producer Name: Suranga Hatangala  
Website: [www.hifiitsolutions.com](http://www.hifiitsolutions.com)

2. Product Name: Jamis Banda 2 Colonel C.  
Producer Name: T.D. Sanjaya Perera  
Website: <http://www.gameslk.com/screenshots/index.html>

3. Product Name: Operation Thoppigala  
Producer Name: T.D. Sanjaya Perera  
Website: <http://www.gameslk.com/screenshots/index.html>

4. Product Name: TheDarkMan  
Producer Name: L.Maruti Sanker  
Website: <http://www.7seasent.com>

5. Product Name: TheFight3D  
Producer Name: L.Maruti Sanker  
Website: <http://www.7seasent.com>

6. Product Name: MouzeMaze  
Producer Name: L.Maruti Sanker  
Website: <http://www.7seasent.com>

7. Product Name: CricPaul  
Producer Name: Md. Mahmudul Hasan Sohag  
Website: <http://pilabsbd.com/new/index.php>

8. Product Name: Arbit Speculations  
Producer Name: Mohi  
Website: <http://arbit-speculations.com>

9. Product Name: Indiavibes Web TV  
Producer Name: Andrine Mendez  
Website: <http://www.indiavibes.tv>

10. Product Name: Friday  
Producer Name: Narayan Babu  
Website: <http://www.friday-app.com/>

11. Product Name: Aksharit™  
Producer Name: Rajat Dhariwal  
Websites: [www.aksharit.com](http://www.aksharit.com)

12. Product Name: Amazing Amusements (A novel interactive advertising system)  
Producer Name: Jitendra Bhardwaj  
Website: [www.innosium.com](http://www.innosium.com)

13. Product Name: HiBuddy  
Producer Name: Rohit Verma  
Website: [www.hibuddy.in](http://www.hibuddy.in)

14. Product Name: mGreet  
Producer Name: Shalini Kapur  
Website: <https://mgreet.in>

15. Product Name: [www.getyourhami.com](http://www.getyourhami.com)  
Producer Name: Hami  
Website: [www.getyourhami.com](http://www.getyourhami.com)

16. Product Name: Penguin India Application  
Producer Name: Shiva Kumar Balakrishnan  
Websites: <http://mobile.penguinbooksindia.com/>

17. Product Name: Rabbit's Fury  
Producer Name: Quazi Irfan  
Website: <http://reactivearts.wordpress.com/>

18. Product Name: Gamer.LK  
Producer Name: Mr. Raveen Wijayatilake  
Website: <http://gamer.lk>

19. Product Name: Hiru FM official website  
Producer Name: Mr. Chamila Prasad Karunarathne  
Website: <http://www.hirufm.lk>

20. Product Name: Operation Wannu 2  
Producer Name: Mr.Dilshan Abeygunawardana  
Website: <http://blog.dilshan.me>

21. Product Name: Sooriyan FM official website  
Producer Name: Mr. Chamila Prasad Karunarathne  
Website: <http://www.sooriyanfm.lk>

22. Product Name: Velenda - The Shopkeeper  
Producer Name: Rajapaksa Isuru Kusumal Rajapakse

23. Product Name: Yalu Chat  
Producer Name: Arunoda Susiripala  
Website: <http://yalu.co>

24. Product Name: mobi Mind Star  
Producer Name: Akila Wijethunga  
Website: [www.sqrmobile.com](http://www.sqrmobile.com)

25. Product Name: WebAxxn (pronounced Web Action)  
Producer Name: Shikha Bhatia  
Website: [www.comviva.com](http://www.comviva.com)
26. Product Name: Angry Anna  
Producer Name: Mohd Shah Nawaz  
Website: <http://www.geekmentors.com/>
27. Product Name: Yapahuwa Lion Rebuild Animation  
Producer Name: Amila C. Kumarasinghe

## E-HEALTH

1. Product Name: IndiaHeartBeat.Com  
Producer Name: Vivek Aggarwal  
Website: <http://www.indiaheartbeat.com>
2. Product Name: <http://www.naturalhealth-supplements.com>  
Producer Name: Akbar Khan  
Website: <http://www.eliteinformatics.com>
3. Product Name: Nestle Start Healthy Stay Healthy  
Producer Name: Hema Chockalingam  
Website: [www.one97.com](http://www.one97.com)
4. Product Name: eDOTS: Revolutionizing Tuberculosis Treatment  
Producer Name: Sandeep Ahuja  
Website: <http://www.naimat.net>
5. Product Name: Emedicalpoint  
Producer Name: A.B.M Shahnewaz Rifat  
Website: <http://www.emedicalpoint.com>
6. Product Name: BDdrugs.com  
Producer Name: Saiham Ahmed Bin Halim  
Website: [www.bddrugs.com](http://www.bddrugs.com)
7. Product Name: Project Teen Talk  
Producer Name: M. Rajmohan  
Website: <http://namakkal.weebly.com>
8. Product Name: Pt Recruitment and Retention in Clinical trials  
Producer Name: Dr.Sreedhar.Tirunagari  
qWebsite: <http://drsreedhartirunagari.rxcare.co.in/>
9. Product Name: BLOOD ON DEMAND – Blood Donation  
Producer Name: G.S. KAPOOR  
Website: [www.smileforall.org](http://www.smileforall.org)
10. Product Name: SMS Gateway System for Monitoring Avian In fluenza (Bird Flu) to reduce the community health risk of  
Producer Name: Giasuddin Ahmed Choudhury  
Website: [www.cegisbd.com](http://www.cegisbd.com)
11. Product Name: DGFP Supply Chain Information Portal  
Producer Name: Mahmudul Islam, IT Consultant  
Website: <http://www.dgfpplmis.org>

12. Product Name: E-Registry/Trial  
Producer Name: Dr. Amit Dang  
Website: <http://pharmakeez.com>
13. Product Name: Healthy-Ojas  
Producer Name: R. Thiruvellan  
Website: <http://healthy-ojas.com>
14. Product Name: Amreli Vaccine Distribution system from district store to peripheral healthcare centers  
Producer Name: District RCHO  
Website: <http://www.path.org/file>
15. Product Name: Electronic Spectacles For Paralyzed Patients  
Producer Name: Kishan Pethani  
Website: <https://www.engineeringforchange.org>
16. Product Name: An Artificial Device Featuring the Differently-Abled People [ Mild Paralysis]  
Producer Name: Mrs.Lakshmi  
Website: <https://www.engineeringforchange.org/>
17. Product Name: Amrita Clinical Decision Support System by Newdigm Healthcare <http://www.newdigm.com>  
Producer Name: Dr. Saurav Das  
Website: <http://www.newdigm.com>
18. Product Name: Health Care Knowledge System- Concept Maps"  
Producer Name: Goutam Kumar Saha  
Website: [Knowledge-gksaha.html](http://Knowledge-gksaha.html)
19. Product Name: CycleTel™  
Producer Name: Priya Jha, IRH/India Country Representative  
Website: [www.irh.org](http://www.irh.org)
20. Product Name: MDYantra - Enabling Healthcare Omnipresence through Healthcare Ecosystem on Cloud  
Producer Name: NARENDRA SINGH GARBYAL  
Website: [www.mdyantra.com](http://www.mdyantra.com)
21. Product Name: MediAngels.com  
Producer Name: Dr. Debraj Shome/Dr. Arbinder Singal  
Website: [www.MediAngels.com](http://www.MediAngels.com)
22. Product Name: Micro e-Health  
Producer Name: Ravindran Pillai  
Website: [www.microe-health.net](http://www.microe-health.net)
23. Product Name: Telemedicine  
Producer Name: Suzanne Rizzo  
Website: [www.hmri.in](http://www.hmri.in)
24. Product Name: Rajiv Aarogyasri Community Health Insurance Scheme  
Producer Name: Sri N. Srikanth, IAS  
Website: [www.aarogyasri.org](http://www.aarogyasri.org)

25. Product Name: Medical Robot  
Producer Name: Subhash.K.C
26. Product Name: Integral Health care Service in Village  
Producer Name: Dr. J.Ravi  
Website: [www.blessingslifefoundation.org](http://www.blessingslifefoundation.org)
27. Product Name: Integral Health care Service in Villages of Kancheepuram District  
Producer Name: Dr. J.Ravi  
Website: [www.blessingslifefoundation.org](http://www.blessingslifefoundation.org)
28. Product Name: Cyrus & Priya Vandrevala Foundation – Mental Health Initiative, India  
Producer Name: Dr Arun John  
Website: [www.vandrevalafoundation.com](http://www.vandrevalafoundation.com)
29. Product Name: Save The Baby Girl - Active Tracker  
Producer Name: Girish Lad  
Website: [www.savethebabygirl.com](http://www.savethebabygirl.com)
30. Product Name: BRAC-mPower mHealth model for Maternal, Neonatal and Child Health  
Producer Name: Mridul Chowdhury  
Website: [www.mpower-social.com](http://www.mpower-social.com)
31. Product Name: Evaluation of the effectiveness of cell phone technology as community based intervention to improve exclusive breast feeding & reduce infant morbidity rates"  
Producer Name: Dr. Archana Patel  
Website: [www.latamedicalresearchfoundation.org](http://www.latamedicalresearchfoundation.org)
32. Product Name: Maternal and Newborn Health (MNH) Registry and Emergency Obstetric and newborn care (EmONCTrial) for reducing Maternal and neonatal mortality through Community mobilization and Home Based Life Saving Skills  
Producer Name: Dr. Archana Patel  
Website: [www.latamedicalresearchfoundation.org](http://www.latamedicalresearchfoundation.org)
33. Product Name: 36Meals.com  
Producer Name: Sujit Lalwani  
Website: [www.iuindia.com](http://www.iuindia.com)
34. Product Name: DOCSUGGEST  
Producer Name: Pushkar Soni
35. Product Name: CHIPS (ImpelCARE)  
Producer Name: Mr. Partha Dharmarajan – PK4 Software  
Mr. Girish Babu - CARE Hospitals  
Website: <http://www.impelcrm.in/ImpelCARE>
36. Product Name: Serving Patients from Distance (The Telemedicine Network of MIS-Health  
Producer Name: Professor Dr Abul Kalam Azad  
Website: [www.dghs.gov.bd](http://www.dghs.gov.bd)
37. Product Name: BDdrugs.com  
Producer Name: Saiham Ahmed Bin Halim  
Website: [www.bddrugs.com](http://www.bddrugs.com)
38. Product Name: eHealth24.com.bd  
Producer Name: Md. Washiqur Rahman  
Website: [www.ehealth24.com.bd](http://www.ehealth24.com.bd)
39. Product Name: e-Praja Suwa Arunalu' - Phase 1  
Producer Name: Dr. E. S. S. Rodrigo
40. Product Name: Geographical Mapping System For Multi Disease Surveillance  
Producer Name: anjana prabhath wijesekara
41. Product Name: Hospital Health Information Management System  
Producer Name: D.P.S.R. Jayasinghe
42. Product Name: Sabaragamuwa Health Institutional Information Management System (SHIMS"  
Producer Name: Mr. T.H. Akila Sanjaya Siriweera  
Website: <http://http://96.0.254.235/>
43. Product Name: Sri Lanka Animal Helath Information System  
Producer Name: Mr. Harsha Wijewardhana  
Website: [http://123.231.21.19/DAPH\\_App/](http://123.231.21.19/DAPH_App/)
44. Product Name: Suwasariya - Health Net web site  
Producer Name: Dr.Sarath Amunugama  
Website: <http://giclk.info/hnet/>
45. Product Name: Prognosis : Your Diagnosis  
Producer Name: Dr Nayana Somaratna

## E-ENVIRONMENT

1. Product Name: Halda River: A Natural Fish Spawning Heritage of Bangladesh  
Producer Name: Md. Manzoorul Kibria  
Website: <http://www.haldariver.org/>
2. Product Name: Digital Environmental Permit Management System and Web Portal  
Producer Name: Dr. Tarun Kanti Sikder, Director, Khulna  
Website: [www.doekhulna.com](http://www.doekhulna.com)
3. Product Name: Climate EduXchange – E-learning course and module on Environmental Education  
Producer Name: Ms Ranjana Saikia  
Website: [www.climateeduxchange.org](http://www.climateeduxchange.org)
4. Product Name: India Pollution Map  
Producer Name: Rajesh Rangarajan  
Website: [www.ifmr.ac.in/cdf](http://www.ifmr.ac.in/cdf)

5. Product Name: Greeting  
Producer Name: Mithra Mayadunne  
Website: [www.mithram.info](http://www.mithram.info)
6. Product Name: MITHRA  
Producer Name: Mithra Mayadunne  
Website: [www.mithram.info](http://www.mithram.info)
7. Product Name: SPARA  
Producer Name: Nelvin Joseph  
Website: <http://www.savingisgenerating.com/>

## E-LOCALIZATION

1. Product Name: Panini Keypad  
Producer Name: Abhijit Bhattacharjee  
Website: <http://www.PaniniKeypad.com>
2. Product Name: Low cost localized software and training for ICT in Education  
Producer Name: Mahay Alam Khan, General Secreter  
Website [www.ankur.org.bd](http://www.ankur.org.bd)
3. Product Name: KaviType™ Text Editor – OCR Edition for Devanagari  
Producer Name: Dr. Vadim Zommer  
Website: <http://www.kavitype.com>
4. Product Name: Bhasha SETTdeco  
Producer Name: Dhanika Perera  
Website <http://www.bhasha.lk>
5. Product Name: Nikosh Font and Converter  
Producer Name: Farzana Akhter

## E-INFRASTRUCTURE

1. Product Name: Digital Civil Suit Management system.  
Producer Name: Khan Mohammad Rezaul Karim  
Website: <http://www.khulnadc.com>
2. Product Name: Gaon ki Awaaz  
Producer Name: Hema Chockalingam  
Website: [www.one97.com](http://www.one97.com)
3. Product Name: Tata Chemicals - Paras Farmoola  
Producer Name: Hema Chockalingam  
Website: [www.one97.com](http://www.one97.com)
4. Product Name: appRain Content Management Framework  
Producer Name: Mohammad Reazaul Karim  
Website: [www.apprain.com](http://www.apprain.com),
5. Product Name: National Data Center for Hosted Services  
Producer Name: Tarique M Barkatullah, Senior System Analyst  
Website: [www.bcc.net.bd](http://www.bcc.net.bd)

6. Product Name: It's about creation of e-infrastructure in rural areas  
Producer Name: Ram Narayan Ghatak  
Website: <http://www.sahajcorporate.com>
7. Product Name: HHD Compact Solar Charger  
Producer Name: Mr. Sanjeev Verma  
Website: [www.mahindrafinance.com](http://www.mahindrafinance.com)
8. Product Name: -Goa Broad Band Network Project  
Producer Name: Shri. Pravin R. Chandekar, Director IT  
Website: <http://www.goa.gov.in/departments/gbbn.html>
9. Product Name: Expand Vs RDP  
Producer Name: Suresh S Shanmugham  
Website: [www.mahindrafinance.com](http://www.mahindrafinance.com)
10. Product Name: Stolen Vehicle Trackers  
Producer Name: Sant Kumar Sharma  
Website: [www.stolenvehicletrackers.com](http://www.stolenvehicletrackers.com)
11. Product Name: R-Learn  
Producer Name: Dr. Uday Lajmi  
Website: [www.rinfra.com](http://www.rinfra.com)
12. Product Name: mBillionth Winner - hSenid Mobile's Cloud TAP (Telco Application Platform)  
Producer Name: Muzackir Nadim  
Website: [www.apzone.lk](http://www.apzone.lk)
13. Product Name: SANRACHNA  
Producer Name: Suresh A Shaan  
Website: [www.mahindrafinance.com](http://www.mahindrafinance.com)

## E-INCLUSION

1. Product Name: Andhra Pradesh Ration Cards De-Duplication  
Producer Name: Shravan Medempudi  
Website: [www.4gid.com](http://www.4gid.com)
2. Product Name: DAISY For All  
Producer Name: Vashkar Bhattacharjee  
Website: [www.ypsa.org](http://www.ypsa.org)
3. Product Name: PoP strategy  
Producer Name: M.Senthil Rajan  
Website: [www.serp.ap.gov.in](http://www.serp.ap.gov.in)
4. Product Name: ngoFuel  
Producer Name: Saswata De  
Website: [www.ngofuel.org](http://www.ngofuel.org)
5. Product Name: Vibrations series of mobile apps for deafblind  
Producer Name: Dr. Arun Mehta  
Website: <http://www.bapsi.org/Home/vibrations-series-of-products-for-deafblind>
6. Product Name: Allforasmile.com  
Producer Name: Ulka Kendurkar  
Website: [www.allforasmile.com](http://www.allforasmile.com)

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| 7.  | Product Name: Textbuk.in<br>Producer Name: Vishal Sharma<br>Website: www.textbuk.in  | 20. | Product Name: www.viewsofwomen.com- A website for women or VoW<br>Producer Name: Pratheeksha A K<br>Website: www.viewsofwomen.com                                      |
| 8.  | Product Name: MORALFIBRE FOR THE WORLD<br>Producer Name: SHAILINI SHETH AMIN<br>Website: www.moralfibre-fabrics.com  | 21. | Product Name: ViTranSP (Virtual Transaction Service Provider) for Inclusive Growth<br>Producer Name: Ramesh Baswa(Head – Technology)<br>Website: http://www.subk.co.in |
| 9.  | Product Name: Punarbhava ,web portal on disability and rehabilitation<br>Producer Name: Dr.J.P.Singh , Member Secretary at RCI and Dr. G.V. Ramaraju, MD & CEO, Media Lab Asia<br>Website: www.punarbhava.in | 22. | Product Name: This is Kabul<br>Producer Name: Christoffer Næss<br>Website: http://www.globalvideoletters.org/  |
| 10. | Product Name: IT abhiyan<br>Producer Name: Deoram Kale<br>Website: http://www.itabhiyan.com  | 23. | Product Name: Infosys iProve<br>Producer Name: Dr. Jai Ganesh<br>Website: www.infosys.com  |
| 11. | Product Name: ZipDial<br>Producer Name: Naman Sarawagi<br>Website: http://zipdial.com  | 24. | Product Name: RangDe.Org<br>Producer Name: Ramakrishna N.K<br>Website: www.rangde.org  |
| 12. | Product Name: ANDHRA PRADESH SMART CARD PROJECT<br>Producer Name: A.V.V.PRASAD, Additional Commissioner<br>Website: http://rd.ap.gov.in;   | 25. | Product Name: Monitoring & Implementation Solution for Inclusive Urban Planning in Madhya Pradesh<br>Producer Name: Moonis Ahmed Ansari<br>Website: www.mpurban.gov.in |
| 13. | Product Name: FLYING BIRDS OF INDIA<br>Producer Name: Aseem Asha Usman<br>Website: http://flyingbirdsindia.blogspot.com/   | 26. | Product Name: Whypoll (www.whypoll.org)<br>Producer Name: Hindol Sengupta<br>Website: www.whypoll.org  |
| 14. | Product Name: IT Based Computer Aided Design Center for empowerment of Rural Weavers / Artisans of Sikkim, Mizoram & Manipur<br>Producer Name: Shri Debabrata Bhadury<br>Website: www.cdackolkata.in         | 27. | Product Name: Mambo Children's Library / Wisdom Box<br>Producer Name: Suman Chennamaneni / Suneel Chennamaneni<br>Website: www.mambo.co.in                             |
| 15. | Product Name: Mobile Governance Kerala<br>Producer Name: Sanjay Vijayakumar<br>Website: www.mobme.in   | 28. | Product Name: mFoods<br>Producer Name: K Rajasekhar,<br>Website: Http://apfoods.ap.nic.in  |
| 16. | Product Name: Project Kshamta<br>Producer Name: Gauri Arora<br>Website: http://www.microsoft.com/  | 29. | Product Name: EwayDataCollect<br>Producer Name: Dr. Anita Goel<br>Website: http://du.ac.in/fileadmin/DU/Academics/Colleges/pdf/agoel_Dyalsinghcollege.pdf              |
| 17. | Product Name: Sentinel<br>Producer Name: Christin Emmanuel George<br>Website: http://www.sentinel.mindhelix.com  | 30. | Product Name: Office Attendance Monitoring System<br>Producer Name: Professor Dr Abul Kalam Azad<br>Website: www.dghs.gov.bd   |
| 18. | Product Name: Solar Computing<br>Producer Name: Ms. Namita Jain<br>Website: www.thinvent.in  | 31. | Product Name: Public Food Distribution System (PFDS)<br>Producer Name: Manzoor Alam<br>Website: www.dgfood.gov.bd  |
| 19. | Product Name: SreeSakthi Portal<br>Producer Name: 1. Sarada Muraleedhran IAS, Executive Director , Kudumbashree Mission<br>Website: http://www.kudumbashree.org  | 32. | Product Name: Bangla Text to Braille Translator<br>Producer Name: Akhter Hossain   |
|     |  | 33. | Product Name: Bhasha SETTdeco<br>Producer Name: Rev.Dhanika Perera<br>Website: http://settdeco.bhasha.lk   |



34. Product Name: Danuma  
Producer Name: Rev.D.P.S.R Jayasinghe  
Website: <http://www.danuma.lk>
35. Product Name: Hanthana Linux Project  
Producer Name: Mr. Danishka Navin  
Website: <http://www.hanthana.org>
36. Product Name: Hiru News  
Producer Name: Rev.Mr . Sudewa Hettiarachchi  
Website: <http://www.hirunews.lk>
37. Product Name: KeyTouch  
Producer Name: Mr. Dasun Sameera Weerasinghe  
Website: <http://cplu.s.lk/downloads/keytouch-ime/>
38. Product Name: Nenapiyasa Web Site  
Producer Name: Mr. Chatura Dilan Perera  
Website: <http://www.nenapiyasa.lk>
39. Product Name: Realtime Singlish  
Producer Name: Mr. Madura Anushanga Shelton  
Website: <http://madurax86.com/rsinglish>
40. Product Name: Sinhala 7  
Producer Name: Mr.U.L.C.Ruwan Kumara
41. Product Name: Affho m-Suite  
Producer Name: Rev.Mr. Mohammed Mafaz Ifharm
42. Product Name: mscup (mobile to site content update platform)  
Producer Name: Rev.Roshan Gunathilake  
Website: <http://mscup.net>
43. Product Name: Ada Derana Mobile Application  
Producer Name: Rev. Mr Suren Kohombange ,  
Website: <http://itunes.apple.com/us/app/adaderana/id417074439?mt=8>
44. Product Name: CityGuide Live Traffic Navigator  
Producer Name: Rev. Mr.Shyamal D.L.R.  
Website: <http://www.cityguidegps.com>
45. Product Name: iCommute  
Producer Name: Rev.Nitharshan Nagarajah
46. Product Name: iReport  
Producer Name: Rev.Sanjaya Ratnayake
47. Product Name: My Astro  
Producer Name: Rev.Mr. Madura Hewage
48. Product Name: Sri Lanka Train Schedule Android Application  
Producer Name: Mr Chatura Dilan Perera  
Website: <https://market.android.com/details?id=me.dilan>
49. Product Name: Customer complaint management tracking system  
Producer Name: Md. Rabiul Hasan  
Website: [www.dpd.org.bd](http://www.dpd.org.bd)

50. Product Name: INSIGHT, an ICT centre for the differently abled  
Producer Name: Project Coordinator James P Mathew  
Website: <http://insight.kerala.gov.in/>

## E-GOVERNANCE

1. Product Name: WikifyIndia  
Producer Name: Sohel Bohra  
Website: [www.wikifyindia.com](http://www.wikifyindia.com)
2. Product Name: E-committee  
Producer Name: Shri J G Hingrajia  
Website: [patan.gujarat.gov.in](http://patan.gujarat.gov.in)
3. Product Name: Online Scholarship Management System  
Producer Name: Shri Ajith Brahmanandan  
Website: <http://dcescholarship.kerala.gov.in>
4. Product Name: DAVP – complete automation of advertising processes  
Producer Name: Mr. SubodhShukla, Ms. PreetiVerma  
Website: <http://davp.nic.in>
5. Product Name: Election Watch Platform  
Producer Name: Mr. Anil Bairwal, National Coordinator  
Website: [www.adrindia.org](http://www.adrindia.org)
6. Product Name: CMCC-Online Complaint Monitoring System  
Producer Name: Shri. Pranab Jyothi Nath IAS, Registrar, C-DIT  
Website: [www.cmcc.kerala.gov.in](http://www.cmcc.kerala.gov.in)
7. Product Name: e-housing  
Producer Name: Shri. Pranab Jyothi Nath IAS, Registrar, C-DIT  
Websites: [www.e-housing.kerala.gov.in](http://www.e-housing.kerala.gov.in)
8. Product Name: ePASS  
Producer Name: Dr M.Padma, IAS  
Website: <http://epass.cgg.gov.in/>
9. Product Name: ICEGATE Upgrade Project  
Producer Name: Atul Dikshit, Additional Director General, Dheeraj Rastogi, Additional Director  
Website: <http://icegate.gov.in/>
10. Product Name: Integrated Lease Management System  
Producer Name: Mr. J S Kochar, Executive Director, Mr. Bhaumik Thakar, Head (e-Governance)  
Websites: <http://geomining.gujarat.gov.in>
11. Product Name: MP Kanha Project: M-Mantra  
Producer Name: Gauri Arora  
Website: [http://www.microsoft.com/india/msindia/msindia\\_pr\\_imagegallery.aspx?Item=15](http://www.microsoft.com/india/msindia/msindia_pr_imagegallery.aspx?Item=15)
12. Product Name: Citizen's Voice  
Producer Name: Nitai Kanti Das  
Websites: [http://nagorikkontho.org/portal/index?l=en\\_US](http://nagorikkontho.org/portal/index?l=en_US)

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| <p>13. Product Name: ON LINE TAX CALCULATOR AND ON LINE RETURN PREPARATION SOFTWARE<br/>Producer Name: Kanon Kumar Roy, Director General and e-Gov Focal Point Officer<br/>Websites: <a href="http://www.nbr-bd.org">www.nbr-bd.org</a></p> <p>14. Product Name: PRISMS (PRISON Management System)<br/>Producer Name: Shri. R. Mihir Vardhan<br/>Website: <a href="http://www.goaprison.gov.in">www.goaprison.gov.in</a></p> <p>15. Product Name: eShakti â€œ ICT enabled MNREGA<br/>Producer Name: Vaibhav S Joshi, Associate Vice President â€œ Business Consulting<br/>Websites: <a href="http://www.slideshare.net/nirmal59/nregs-bihar-eshakti">http://www.slideshare.net/nirmal59/nregs-bihar-eshakti</a></p> <p>16. Product Name: Online Voting System (OVS), State Election Commission, Gujarat<br/>Producer Name: Shri K C KAPOOR<br/>Websites: <a href="http://www.onlinevotinggujarat.gov.in">www.onlinevotinggujarat.gov.in</a></p> <p>17. Product Name: Off Site Real Time Monitoring System (OSRT)<br/>Producer Name: M. T. Krishna Babu, IAS<br/>Websites: <a href="http://www.osrt.in:8080/igms">http://www.osrt.in:8080/igms</a></p> <p>18. Product Name: e-Hoshangabad<br/>Producer Name: Nishant Warwade<br/>Websites: <a href="http://www.abhinavhoshangabad.org">www.abhinavhoshangabad.org</a></p> <p>19. Product Name: Electronic Muster and Measurement System<br/>Producer Name: Mr. Murali Akunuri<br/>Website: <a href="http://nrega.ap.gov.in">http://nrega.ap.gov.in</a></p> <p>20. Product Name: e-District Government of Kerala<br/>Producer Name: Mr. Pramod Bhargava<br/>Website: <a href="https://www.mponline.gov.in">https://www.mponline.gov.in</a></p> <p>21. Product Name: E-GOVERNANCE APPLICATION SOFTWARE FOR DIRECTORATE OF WOMEN &amp; CHILD DEVELOPMENT<br/>Producer Name: Shri Sanjiv M. Gadkar<br/>Websites: <a href="http://10.190.0.111:7777/WC/WomenDev/Login_Page.jsp">http://10.190.0.111:7777/WC/WomenDev/Login_Page.jsp</a></p> <p>22. Product Name: eDistrict pilot project for Kannur and Palakkad Districts<br/>Producer Name: Dr. K S Raman, Mr. Jayakumar G<br/>Websites: <a href="https://edistrict.kerala.gov.in">https://edistrict.kerala.gov.in</a></p> <p>23. Product Name: BangaloreOne<br/>Producer Name: Ms.H.S.Kumudavally, Assistant Director, Directorate of Electronic Delivery of Citizen Services.<br/>Website: <a href="http://www.bangaloreone.gov.in">www.bangaloreone.gov.in</a></p> <p>24. Product Name: Complete Transparency in Elections using Information &amp; Technology: Live Telecast of Election Proceedings over Internet<br/>Producer Name: Ankur Garg</p> | <p>25. Product Name: e-Abhijoga, the Centralized Public Grievance Redressal and Monitoring System<br/>Producer Name: Dr R N Behera<br/>Websites: <a href="http://cmgcorissa.gov.in">http://cmgcorissa.gov.in</a></p> <p>26. Product Name: e-Services for ration cards<br/>Producer Name: Shri Ajith Brahmanandan<br/>Website: <a href="http://civilsupplieskerala.gov.in">http://civilsupplieskerala.gov.in</a></p> <p>27. Product Name: Fielddata.Org<br/>Producer Name: Mitesh Thakkar<br/>Websites: <a href="http://www.fielddata.org">www.fielddata.org</a></p> <p>28. Product Name: Integrated Financial &amp; Forestry Works Management System (i-FFWMS)<br/>Producer Name: Anil Oberoi<br/>Websites: <a href="http://www.mpforest.org/ffms">www.mpforest.org/ffms</a></p> <p>29. Product Name: Cloud Telephony and IVRS (Interactive Voice Response System) based Daily Monitoring System: A Revolutionary Approach for Monitoring Government Programmes<br/>Producer Name: SUDHANSHU TRIPATHI<br/>Website: <a href="http://www.upmdm.in">www.upmdm.in</a></p> <p>30. Product Name: Jhansi Jan Suvidha Kendra (JJSK)<br/>Producer Name: Raj Shekhar, IAS, Managing Director, Madhyanchal Power Corporation Ltd., U.P. &amp; Founder of JJSK Project<br/>Website: <a href="http://www.jjskjhansi.com/">http://www.jjskjhansi.com/</a></p> <p>31. Product Name: Jobs Medak<br/>Producer Name: Mr. P. Ravinder, Project Director, District Rural Development Agency<br/>Website: <a href="http://www.jobsmedak.com/wp-login.php">www.jobsmedak.com/wp-login.php</a></p> <p>32. Product Name: Land Records Information System<br/>Producer Name: Shri. Mihir Vardhan<br/>Websites: <a href="http://findarticles.com/p/news-articles/times-of-india-the/mi_8012/is_20101118/survey-dept-forays-governance-goa/ai_n56319519/">http://findarticles.com/p/news-articles/times-of-india-the/mi_8012/is_20101118/survey-dept-forays-governance-goa/ai_n56319519/</a></p> <p>33. Product Name: mGovernance:An Efficient Way To Meet Citizen's Expectations<br/>Producer Name: Mahesh Gohel<br/>Website: <a href="http://www.rmc.gov.in">www.rmc.gov.in</a></p> <p>34. Product Name: Mission Convergence-SI, Govt. of NCT of Delhi<br/>Producer Name: Mr Sandeep Saxena, Director (E-Gov.)<br/>Websites: <a href="http://mc.vayamtech.com:9080/Mission/index.jsp">http://mc.vayamtech.com:9080/Mission/index.jsp</a></p> <p>35. Product Name: Parishkaram@8008321666<br/>Producer Name: S. Suresh Kumar I.A.S., District Collector and Magistrate<br/>Website: <a href="http://www.parishkaram.org.in/Govmedak">www.parishkaram.org.in/Govmedak</a></p> |
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| <p>36. Product Name: SAMS (Student Academic Management System)<br/>         Producer Name: Sri Pradeep Jena, IAS, DoIT &amp; Dr Chandra Shekar, Kumar, IAS, DHE<br/>         Website: <a href="http://www.dheorissa.in">www.dheorissa.in</a></p> <p>37. Product Name: Transparent Chennai<br/>         Producer Name: Nithya V. Raman, Project Director<br/>         Website: <a href="http://www.transparentchennai.com">www.transparentchennai.com</a></p> <p>38. Product Name: Voices from Grass Root<br/>         Producer Name: Dr. Rajani Kant<br/>         Websites: <a href="http://www.hwavaranasai.org">www.hwavaranasai.org</a></p> <p>39. Product Name: XGN – Xtended Green Node for State Pollution Control Boards<br/>         Producer Name: Mr.HARDIK SHAH, Member Secretary.<br/>         Mr. Rajnish Mahajan<br/>         Website: <a href="http://gpcb.guj.nic.in">http://gpcb.guj.nic.in</a></p> <p>40. Product Name: IntraGov with Integrated e-Office<br/>         Producer Name: Sh. Anurag Aggarwal<br/>         Website: <a href="http://intrahcs.hry.nic.in">http://intrahcs.hry.nic.in</a></p> <p>41. Product Name: Rajasthan VAT IT Implementation Project<br/>         Producer Name: Mr B S Nathawat, System Analyst<br/>         Website: <a href="http://rajtax.gov.in">http://rajtax.gov.in</a></p> <p>42. Product Name: NEEV JAN SUVIDHA KENDRA<br/>         Producer Name: Japneet Singh<br/>         Websites: <a href="http://www.cyberinfodev.com/">http://www.cyberinfodev.com/</a></p> <p>46. Product Name: Biometric &amp; GPS based Work Site System<br/>         Producer Name: Shri Col. Sadaram Rao, COO - APOnline<br/>         Websites: <a href="http://nrega.ap.gov.in/eMuster">http://nrega.ap.gov.in/eMuster</a></p> <p>47. Product Name: Mid Day Meal Program<br/>         Producer Name: Ruchi Kumar<br/>         Website: <a href="http://www.knowlarity.com">www.knowlarity.com</a></p> <p>48. Product Name: APONLINE- Andhra Pradesh National Rural Employment Guarantee Scheme<br/>         Producer Name: Isha Kothari: Corporate Communications<br/>         Website: <a href="http://www.geodesic.com">www.geodesic.com</a></p> <p>49. Product Name: Central Management System of RHD<br/>         Producer Name: Kazi Sayeda Momtaz<br/>         Website: <a href="http://www.rhd.gov.bd/">http://www.rhd.gov.bd/</a></p> | <p>50. Product Name: AAIB Paddy Insurance System<br/>         Producer Name: Indunil Jayasuriya</p> <p>51. Product Name: eDivisional Secretriare (eDS)Application System<br/>         Producer Name: D.C.Dissanayake<br/>         Website: <a href="http://edstrial.crimsonlogic.co.in/Pages/Default.aspx">http://edstrial.crimsonlogic.co.in/Pages/Default.aspx</a></p> <p>52. Product Name: e-Pay Automation System<br/>         Producer Name: Mr. M. K. B. Dissanayake<br/>         Website: <a href="http://www.slpost.lk/slpost">http://www.slpost.lk/slpost</a></p> <p>50. Product Name: AAIB Paddy Insurance System<br/>         Producer Name: Indunil Jayasuriya</p> <p>51. Product Name: eDivisional Secretriare (eDS)Application System<br/>         Producer Name: D.C.Dissanayake<br/>         Website: <a href="http://edstrial.crimsonlogic.co.in/Pages/Default.aspx">http://edstrial.crimsonlogic.co.in/Pages/Default.aspx</a></p> <p>52. Product Name: e-Pay Automation System<br/>         Producer Name: Mr. M. K. B. Dissanayake<br/>         Website: <a href="http://www.slpost.lk/slpost">http://www.slpost.lk/slpost</a></p> <p>53. Product Name: GAMPATHI<br/>         Producer Name: MR D.K Kerthetissa<br/>         Website: <a href="http://www.gampaathi.org">http://www.gampaathi.org</a></p> <p>54. Product Name: Mobile Meter Reader for Utility Industry<br/>         Producer Name: Ajanthan Eliyathamby<br/>         Website: <a href="http://ruhunammr.zymichost.com">http://ruhunammr.zymichost.com</a></p> <p>55. Product Name: Natework Based Access Control System<br/>         Producer Name: Manoja Jayawardhane</p> <p>56. Product Name: Deployment of Sahana Disaster Management System for National<br/>         Producer Name: Mr. Sujith Jayasuriya/ Mr. Rangalal Gamage<br/>         Website: <a href="http://122.248.235.112">http://122.248.235.112</a></p> <p>57. Product Name: Semi-Automated Power Line Vegetation Management Tool<br/>         Producer Name: D.M.A.K Dissanayake</p> <p>58. Product Name: RGPV - University Service Portal<br/>         Producer Name: Sandeep Jain<br/>         Website: <a href="http://www.crispindia.com">www.crispindia.com</a></p> |
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## DIGITAL EMPOWERMENT FOUNDATION

Mint is a one-of-its-kind newspaper in the sense that the company has an exclusive agreement with the Wall Street Journal to publish Journal-branded news and information in India. Mint is today the second-largest business newspaper in India with presence in the key markets of Delhi, Mumbai, Chennai, Bengaluru, Chandigarh, Pune, Kolkata and now Ahmedabad too.

## .ORG

As one of the original domains, .ORG has been shaped by the global community as the place to express ideas, knowledge, and causes on the Internet. Whether an individual with an idea to share, a small club organizing and motivating your members, or a large company conducting educational and marketing campaigns - the .ORG domain name communicates trust, credibility, and community interest. In January 2003, the Public Interest Registry assumed responsibility for operating .ORG and maintaining the authoritative database of all .ORG domain names.

## IAMAI

The Internet & Mobile Association of India (IAMAI) is a not-for-profit industry body registered under the Societies Act, 1896. Its mandate is to expand and enhance the online and mobile value added services sectors. It is dedicated to presenting a unified voice of the businesses it represents to the government, investors, consumers and other stakeholders. The association addresses the issues, concerns and challenges of the Internet and Mobile economy and takes a leading role in its development.

## DIT

e-Government: Providing e-infrastructure for delivery of e-services.  
e-Industry: Promotion of electronics hardware manufacturing and IT-ITeS industry.  
e-Innovation / R & D: Providing Support for creation of Innovation Infrastructure in emerging areas of technology.  
e-Education: Providing support for development of e-Skills and Knowledge network.  
e-Security: Securing India's cyber space.

## WSA

The World Summit Award (WSA) is a global activity to select and promote the world's best e-Content and most innovative ICT applications. It offers a worldwide platform for all who value the creative use of ICTs and who are committed to making today's information society more inclusive. WSA is based on a unique mechanism of a global contest supported by national selections of best practice and a sequence of content-focused national and international events, content conferences and promotional exhibitions.

## MINT

Mint is a one-of-its-kind newspaper in the sense that the company has an exclusive agreement with the Wall Street Journal to publish Journal-branded news and information in India. Mint is today the second-largest business newspaper in India with presence in the key markets of Delhi, Mumbai, Chennai, Bengaluru, Chandigarh, Pune, Kolkata and now Ahmedabad too.

## INTERNET SOCIETY

The Internet Society (ISOC) is a nonprofit organisation founded in 1992 to provide leadership in Internet related standards, education and policy. We are dedicated to ensuring the open development, evolution and use of the Internet for the benefit of people throughout the world.

## NIXI

The National Internet Exchange of India is the neutral meeting point of the ISPs in India. Its main purpose is to facilitate exchange of domestic Internet traffic between the peering ISP members. This enables more efficient use of international bandwidth, saving foreign exchange. It also improves the Quality of Services for the customers of member ISPs, by avoiding multiple international hops and thus reducing latency.

## .NGO

.NGO will be the exclusive domain for local and global non-governmental organizations looking to advance their missions or to inspire their communities. .NGO will provide immediate recognition for organizations to pursue a cause and make a positive impact. PIR is the non-profit organization managing .ORG – the domain that has served the non-profit community for more than 25 years – making it the natural choice for managing the .NGO domain.

## NCM

With the enactment of the National Commission for Minorities Act, 1992, the Minorities Commission became a statutory body and renamed as National Commission for Minorities. 2.1 The first Statutory National Commission was set up on 17th May 1993. Vide a Gazette notification issued on 23rd October 1993 by Ministry of Welfare, Government of India, five religious communities viz: the Muslims, Christians, Sikhs, Buddhists and Zoroastrians (Parsis) were notified as minority communities. As per the 2001 Census, these five religious minority communities constitute 18.42% of the country's population.

## VEOLIA WATER INDIA

Veolia Water's origins date back to the Second French Empire (1852-1870) and the founding of Compagnie Générale des Eaux. A few dates chosen from among the many highlights of a company more than 100 years old illustrate our ability to leverage technological innovations (ultra-filtration, nano-filtration) and our commitment to meet the needs of populations, as laid out by the United Nations' Millennium Development Goals.

## APC

APC is both a network and an organisation. APC members are groups working in their own countries to advance the same mission as APC. In December 2010, APC had 50 members in 35 countries, the majority from developing countries.



### IGNOU

Since its establishment in 1985, IGNOU has contributed significantly to the development of higher education in the country through the Open and Distance Learning (ODL) mode. The 'People's University' follows a learner-centric approach and has successfully adopted a policy of openness and flexibility in entry qualifications, time taken for completion of a programme, and place of study. The University, at present, offers 338 programmes of study through over 3,500 courses to a cumulative student strength of over 30 lakh students. The programmes are offered by the University at the following levels: doctorate; masters and bachelors degree programmes; post-graduate and under-graduate diplomas; and certificates.

### EDURITE

Pearson Education Services Pvt. Ltd. provides end-to-end education solutions in the K-12 segment that employ technological innovations and leverage Pearson's global resources, expertise, content and reach. Since its inception in 2000, it has emerged as the brand of choice for students/parents, teachers, schools and colleges, globally, due to its range of innovative offerings, which include school management services, technology-enabled classroom solutions, self study products, test prep and tuitions, and global online tutoring. It has been the recipient of many prestigious awards including the President Award for IT, Manthan Award for Best E-Content Development and the Marico Innovation Award.

### NET4

Net4 is India's leading Network and Application Services Provider. It is a NSE & BSE listed business enterprise with consolidated revenues to the tune of ₹304 Crores (2010-11). Net4 focuses on providing services to businesses (small, medium and large) and its offerings include Enterprise Internet Services, Data Centre Solutions, VoIP Solutions, Enterprise Messaging & Hosting Solutions and Domain Name Registration. Headquartered in Noida, Net4 has a PAN India presence with offices in 11 major business cities & an ever-growing clientele which includes 850 Corporate Data Center Customers, 800 Internet Leased line customers, 2800 Business VoIP customers, 80,000 hosted websites, 1 million business e-mail accounts & over 275,000 registered domain names. Net4 is amongst the largest provider of hosted email, web hosting and domain name registration ([www.net4.in](http://www.net4.in)) in the Asia-Pacific region. The company's client base includes the likes of CNBC TV18, Essar, Godrej, Hutch, ITC, L&T, Lufthansa, NIIT, ONGC, Proctor & Gamble, Reliance, Sahara, SBI, Siemens, and TCS.

### ICTA

Information and Communications Technology (ICT) is an increasingly powerful tool for participating in global markets, promoting political accountability, improving the delivery of basic services and enhancing local development opportunities. However, without an innovative ICT strategy many people will be left behind. The Information and Communication Technology Agency (ICTA) of Sri Lanka is the single apex body involved in ICT policy and direction for the nation. Wholly owned by the Government of Sri Lanka, ICTA is the implementing organization of the e-Sri Lanka Initiative. Major donors including the World Bank will be funding a number of the Agency's initiatives.

### CAN

Computer Association of Nepal (CAN) was formed in May 1992 but was formally registered in December 1992 as an autonomous, non political, non partisan, non-profitable and service oriented organization. The Computer Association has been formed with the involvement of professionals, specialists, manufacturers, institutions and the related organization of Computer and Information Technology within the country.

### P@SHA

P@SHA is a platform for promoting, protecting and developing the software industry in Pakistan. It provides a focal point of representation for outside agencies of various concerns. The main objective striven for is devising ways to tackle issues by confronting the concerned authorities to achieve desirable gains for the organization's members. Learning through various endeavors over the years; P@SHA has implemented formal policies as rules of the association. These have been further communicated to the Government for the formulation of progressive policies.

### D.NET

D.Net (Development Research Network) is a non-profit organization, which envisages using information and communication technology for economic development of Bangladesh. Working with interfaces of all development use, D.Net thrives to build up itself as a multi-disciplinary organization. It aspires to function as an agency for undertaking and promoting study, research and dissemination of knowledge in development economics and others related fields to planning for national development and poverty alleviation through use of ICTs. It works to use ICT for agriculture, health, education, legal right, awareness building as well as capacity building for development.

### NICTAA

The National Information Communications Technology Alliance of Afghanistan (NICTAA) is a consortium of ICT players, NGOs, companies and educational institutions in Afghanistan. It is a strong voice of the ICT players in the country. NICTAA was founded in 2007 by 11 leading ICT associations and companies in the country, known as the Founding Members of the Alliance. NICTAA's Founding Members are Afghan Computer Science Association (ACSA), Afghan Media International (AMNI), South Asia Free Media Association (SAFMA) Afghanistan, National Internet Services Providers Association of Afghanistan (NISPA), Afghan Telecom, Afghan Wireless (AWCC), Alcatel-Lucent (ALU) Afghanistan, American University of Afghanistan (AUAF), Kardan University, MTN Afghanistan and Telecom Development Company of Afghanistan (TDCA)/Roshan.

### INOMY

INOMY is a new media company involved in activities like e-content, digital content, content development, content management and development of information and knowledge at various levels. It was formed in 1999 to focus on the then emerging new economy, information economy, and knowledge society. INOMY started with publishing e-newsletter and later expanding itself in publishing e-books, and other formal electronic publishing information like, design; consultancy, content development & outsourcing, online research and online survey.

INOMY defines NEW MEDIA as interactive media, web media, internet media, and digital media.

## MP POST

MP Post is Madhya Pradesh's first Hindi e-paper that was launched in 2005 and comes out with a daily edition. Besides being a provider of the latest national and local news, it has also helped to increase and aid Hindi literacy in rural areas. As Hindi is the most easily understood and read language in Madhya Pradesh, this service has had a positive impact on the citizens making them more aware and conscious of the political and social issues affecting them. Such new media initiatives hold out the possibility of on-demand access to content anytime, anywhere, as well as interactive user feedback.

## DELTECS

Back in 2007, we fell in love with the Mobile world. It was changing the way business worked, and we decided to change with it. Since then, the mobile has become a multi-faceted tool, a growing community, a blank canvas of creative potential & much more. In our world, we saw Mobile as an opportunity to solve our customer's Training problems; Opportunity to reach people in unexpected ways. We formed a creative team of passionate and enthusiastic souls. With every customer, we understood the need better, and the product evolved. Today we offer our customers an end-to-end Mobile Learning Solution. We love helping our clients fulfil their learning & development needs. We help them create, design and engage their users on mobile.

## INNOZ

Innoz is a young and exciting venture on mobile & wireless innovation. We are a privately held company with multiple offices in India. We also have presence in the US market. We started back in October 2008. Our goal is to give people more reasons to smile by our innovations, as we believe this leads to positive things in the world.

## DREAMCAST

With the aim to preserve intellectual content delivered over different forums, conferences, events, sessions & make it accessible to more and more people, Dreamcast works with the organizers of the program and help them intelligently webcast the program online.

## SMSONE

We at SMSONE are striving to make SMS as a thread to integrate, interconnect local communities, affectionately and make the society more vibrant, more updated and more knowledgeable. Through this idea, we are also successful in providing self-employment opportunities & social prestige to hundreds of school-college dropouts & grass root youth social workers. The efforts we are putting to make SMS as a Micro-Media will surely result into Socio-Economic Development of the common people. As we are promoting Social Entrepreneurship, we invite social hearted individuals & NGOs to join hands with us to penetrate this innovative project to the grass root level.

## CAUSEBECAUSE

Founded in 2010 in the national capital of India – Delhi, CauseBecause is a 'community' that brings together information and discussion on activities, initiatives and solutions in the causes, development and sustainability domain. It is a medium to facilitate communication and networking in this domain among the stakeholders of society – businesses, communities, social workers, individuals and governments – in other words, all of us. CauseBecause intends to contribute to the understanding of the professional reality of NGOs as well as how diverse corporate groups align their corporate social responsibility (CSR) strategies with communities and their issues at large. The belief is that the parallel pursuit of these related goals will strengthen each other and, thereby, make the pursuit of development and sustainability a practical and achievable final goal.

## WIZIQ

WizIQ launched developer.wiziq.com, a portal devoted to the needs of independent software developers who want to integrate web properties with WizIQ Virtual Classroom. WizIQ has supported web services for some time, allowing users to integrate the Virtual Classroom into any website, CMS or LMS. WizIQ will also provide direct support through this site to users looking to leverage these APIs.

## YOURSTORY

YourStory is India's leading comprehensive online platform for entrepreneurs, dedicated to promoting the startup ecosystem. YourStory was started in October 2008 by Shradha Sharma, who has held in senior positions in leading media organizations like The Times of India and CNBC TV18. Today, YourStory is driven by Shradha's vision to create a hub for thousands of entrepreneurs across India, by providing them with critical value-additions like corporate branding, personal visibility, mainstream media coverage, business networking, growth opportunities and investor connections. The effort continues to be powered by a highly motivated team of talented writers and experienced professionals from across the world.

## MOBILE MONDAY BANGALORE

Bangalore chapter of Mobile Monday started its activities in June 2006 and is the first Mobile Monday chapter in India. Mobile Monday Bangalore (MOMOB) is registered as a Not For Profit trust, with founder Trustees as Rajiv Poddar, (Co-founder & CEO of CallGraph), Thiagarajan M (Co-founder & CEO of Motvik), Kesava Reddy, (CEO of Numo Solutions) and S. R. Raja (General Manager, Strategy, Sasken Communication Technologies Ltd). S. R. Raja is the President and Kesava Reddy is the Managing Trustee of the trust.



# Members



For joining IAMAI as a member please contact:

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