

# emPowering WOMEN through mobile



WOMEN &  
INNOVATION  
for mobile  
awards  
2011



Vodafone  
Foundation

in association with

**DIGITAL  
EMPOWERMENT  
FOUNDATION**




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## Women are now “connected!”

In India, women face enormous challenges with respect to health, education, and economic empowerment. For example, maternal mortality and malnutrition remain major problems, about third of women are unable to read and write, and economic opportunities are limited by pervasive discrimination and lack of access to market information.

The revolution in mobile phone ownership represents a critical opportunity to address these needs and help towards the prevailing issue of gender imbalance which exists in society today. This is at the heart of what the Vodafone India Foundation strives to support.

In a country where five times as many people have access to a mobile phone than proper sanitation, the mobile provides a medium which for the first time truly opens the lines of communications. Now, even the most rural areas are becoming accessible. Today, with approximately 38% of the female population now owning a handset in India, women are becoming ‘connected’ with the outside world and do not need to be literate in order to participate in a progressive society.

No longer just a talking tool, women are using the mobile in a diverse number of ways. To stay safe in times of danger, to keep informed on community matters, to manage their finances, to receive regular updates on critical issues from farming to weather, to access much needed help lines, to learn English and to become literate, the mobile is an enabling device. And this is only the beginning.

The 'WIN Awards - Women & Innovation for Mobile Awards' has enabled us to better understand how mobiles are currently being deployed by women in India, how their lives have been empowered as a result and how we, in partnership with the Digital Empowerment Foundation can support and enhance these services on the ground increasing their outreach. The findings have been remarkable. Mobile innovation is transforming lives for the better for women in a variety of ways across India.

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We look forward to working with the participants over the next couple of years to support them in their efforts. We recognise that the scaling of women-centered mobile programs and applications can only be achieved with improved financial, commercial, and marketing incentives and of course, cooperation. With the 'WIN Awards - Women & Innovation for Mobile Awards', we hope make a start – by financially supporting and recognizing innovative mobile applications and their potential in a public forum.

We would like to commend all our nominees on their incredible efforts which demonstrate best practice mobile solutions for women in the areas of health, education and finance. They are a shining light on what is possible and a call for complementary support and services to enhance their impact.

The Vodafone India Foundation would also like to take the opportunity to thank Osama Manzar, CEO of the Digital Empowerment Foundation and his professional and most diligent team for driving this agenda and partnering on these awards. Their vision and work in bridging the digital divide is help making this a reality in today's world.

Laura Turkington is Head of Vodafone India Foundation

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Women at the bottom of the pyramid need health, education and empowerment information, but they are likely to need subsidized service, voice-based apps and training in using VAS

## Mobiles can save India's poor women

India ranks 122 out of 138 nations in the United Nations Development Programme's gender equality index—and for good reason. Only 65% of Indian women are literate, compared with nearly 83% men. A third of the married Indian women are underweight. Maternal mortality rate is high (450 per 100,000 live births) in part due to inadequate antenatal care coverage. Women now account for 39% of HIV infections, and awareness of prevention and treatment still lags.

Can any technological or communication tool help change the scenario? The answer is the mobile phone. Mobiles are cheap, oral—they do not require users to be literate—and are already in the hands of more than 300 million Indian women. “Women in India suffer from pervasive inequality and have distinct health, education, and economic needs not being addressed by current institutions and media,” says a research report prepared by Vital Wave Consulting for Vodafone India Foundation with which we work closely. “Mobile phones represent the largest opportunity to address these needs, with 225 million women owning phones and the female VAS (value-added services) market worth \$1 billion and growing.” These numbers are from the first quarter of 2011. There are far more women with access to mobile phones than to the Internet (60 million active women Internet users) or landline phones (50 million women with landline access). Vital Wave further elaborates: “Female mobile phone owners generally prefer voice and use SMS less frequently than their male counterparts, but female subscribers already send more than 6.8 billion SMS per month.”

An average woman mobile subscriber in India sends 30 SMSes per month, uses voice service of 300 minutes per month and about 40% of women subscribers have found employment opportunities with their mobile phones. According to Vital Wave, “The most basic aspects of mobile phone ownership are already empowering Indian women, with over 90% saying they feel safer and more connected just owning a phone.”

Thankfully, we have several torch bearers to show us how mobiles are already being used in the hinterland for empowering women and, in effect, achieving gender equality with equitable economic opportunity. Barefoot College at Ajmer in Rajasthan has been using mobiles along with community radio to serve 25,000 women from 200 villages in training, livelihood programmes and health services—50% of these women have their own mobiles that they are using to interact and convert opportunities into economic gains. Members of the well-known organisation SEWA (Self Employed Women Association) in Gujarat use voice-based system and symbol-based SMS system providing them access to market information.



Catholic Relief Services and Dimagi are using mobile phones to enable Asha workers to collect information on pregnant women and their communities and improve coverage of pre-natal and neo-natal services and convey information on healthy practices directly to expecting mothers and their families. The Commonwealth of Learning and the Vidiyal SHG created 500 audio messages on a variety of topics that were sent to women on a daily basis to promote lifelong learning, with the specific aim of supporting their businesses. In Jeend in Haryana, Kisan Sanchar has been serving women farmers group through mobile for agriculture extension services and they use voice-based as well as SMS-based platform to reach out. In Konark in Orissa, Young India has achieved 100% attendance of girl students in Gop Block schools through the integrated use of Mobile and community radio.

These are some examples we have received in the nomination process for Women & Innovation for Mobile Award, under which funding is provided to the three best initiatives with support and mentoring for two years. The award is supported by the Vodafone Foundation and is being conducted under the framework of Manthan Awards. What we need is extensive scaling up of these projects, nationwide adoption by government and private sector and active participation of the social institutions to integrate mobile into their daily operations across all sectors targeting women. DEF's flagship initiative for 8 years to recognise innovative initiatives using ICT tools to benefit people on the wrong side of digital divide.

Women at the bottom of the pyramid need health, education and empowerment information, but they are likely to need subsidized service, voice-based apps and training in using VAS, because 25 million mobile phone owners belong to the poorest income brackets and all use low-cost basic handsets. Similarly, we can target women at home, schools and colleges, offices and agricultural fields. Some 60% of all women in rural areas already own mobiles, but almost all of them are low-cost phones. Half of all women who live in homes, irrespective of urban or rural settings, own mobile phones. Also, 80% of all women in colleges and schools use mobile phones and 50% of all women in jobs in urban areas own smartphones and spend Rs. 3,000 per month on usage.

Through the WIN Award, our learning is that there are more than 100 initiatives across India targeting and benefiting women using mobiles and they are by NGO's, academics, private sector, government and so on. All we need is to identify these impact initiatives and advocate them for scale up.

Osama Manzar is founder and director of Digital Empowerment Foundation and chairman of the Manthan award. He is also a member of the Working Group for Internet Governance Forum at the ministry of communications and information technology. Tweet him @osamamanzar. His email id is osamam@gmail.com

Women at the bottom of the pyramid need health, education and empowerment information, but they are likely to need subsidized service, voice-based apps and training in using VAS, because 25 million mobile phone owners belong to the poorest income brackets and all use low-cost basic handsets

Total Applications: 93 | Valid Applications: 62  
WIN Awards 2011 Nominees: 62

## Category wise Nominations

Education: 17  
Economic Empowerment & Entrepreneurship: 18  
Healthcare & Family: 27

## State wise Nominations

Andhra Pradesh: 02  
Delhi: 08  
Gujarat: 03  
Haryana: 04  
Jharkhand: 01  
Karnataka: 11  
Kerala: 04  
Madhya Pradesh: 02  
Maharashtra: 08  
Manipur: 01  
Orissa: 01  
Puducherry: 01  
Rajasthan: 02  
Tamil Nadu: 06  
Uttar Pradesh: 07  
Uttarakhand: 01

## WIN Awards 2011

### Finalists: 12

Education: 02  
Economic Empowerment & Entrepreneurship: 05  
Healthcare & Family: 05

## State wise finalists:

Andhra Pradesh: 01  
Delhi: 03  
Gujarat: 01  
Haryana: 01  
Jharkhand: 01  
Karnataka: 01  
Maharashtra: 01  
India: 01  
Tamil Nadu: 01  
Uttar Pradesh: 01

# WIN Awards 2011 Shortlisted

1. Helpline that addresses security issues for women- "Hello Sakhi"  
Kutch Mahila Vikas Sangathan  
Education  
GUJARAT
2. Mahila Shakti – "To Empower the rural women through education initiatives"  
Human Welfare Association  
Education  
UTTAR PRADESH
3. "Leveraging Mobile Phone for Promotion of Social Entrepreneurship, Enhancing Livelihood Opportunities and Empowerment of Poor Women"  
VIDIYAL  
Economic Empowerment and Entrepreneurship  
TAMIL NADU
4. Empowerment of 25000 rural women through mobile phones and Tilonia Community Radio Station in Ajmer District of Rajasthan  
Barefoot College  
Economic Empowerment and Entrepreneurship  
RAJASTHAN
5. Integrated MFI-Life Line Mobile Platform - Providing Financial and Non-Financial (Life-Line) Services to Women  
ZMQ Software Systems  
Economic Empowerment and Entrepreneurship  
HARYANA
6. SEWA Bharat Business Correspondent (BC) in Uttrakhand – Financial Inclusion in the hills  
SEWA Bharat  
Economic Empowerment and Entrepreneurship  
DELHI
7. ASHA - Cashless & Paperless payments using Mobile Money Transfer system  
Eko India Financial Services Private Limited  
Economic Empowerment and Entrepreneurship  
DELHI
8. mfoods  
NIC APSC  
Healthcare & Family  
ANDHRA PRADESH
9. Maternal Health Services On Mobile (Sms Tool-Kit) – MHSM  
Datamation Foundation Charitable Trust  
Healthcare & Family  
DELHI
10. Comm Care  
NEEDS  
Healthcare & Family  
JHARKHAND
11. "Evaluation of the effectiveness of cell phone technology as community based intervention to improve exclusive breast feeding & reduce infant morbidity rates"  
Lata Medical Research Foundation  
Healthcare & Family  
MAHARASHTRA
12. mDhil: SMS and Mobile Video for Women's Health  
mDhil  
Healthcare & Family  
KARNATAKA

URL: <http://mobilesforgoodwinaward.manthanaward.org/>

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FOUNDATION

Women & Innovation for Mobile

Harnessing the Power of Mobile Innovation  
to Empower Women in India



[WIN AWARD NOMINEES](#) [SHORTLISTED](#) [WINNERS](#)

WINNERS



KUTCH MAHILA VIKAS SANGATHAN

HELPLINE THAT ADDRESSES SECURITY  
ISSUES FOR WOMEN – "HELLO SAKHI"

BAREFOOT COLLEGE

EMPOWERMENT OF 25000 RURAL WOMEN  
THROUGH MOBILE PHONES AND TILONIA  
COMMUNITY RADIOSTATION IN AJMER  
DISTRICT OF RAJASTHAN

DATAMATION FOUNDATION

MATERNAL HEALTH SERVICES ON  
MOBILE (SMS TOOL - KIT) - MHSM



WIN Awards 2011  
Concept Note



WIN Awards 2011  
Rules & Regulations



WIN Awards 2011  
Newsletter

Outreach Partners



Where Entrepreneurs connect





Kutch Mahila Vikas  
Sangathan



Education



Gujarat



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## Hello Sakhi: Helpline that addresses security issues for women



The helpline has an active participation of over 11,000 women members of KMVS. It covers 10 blocks and 940 villages of Kutch. Almost 670 women have received direct help through calls and 300 women have attended the counseling centers through helpline so far

### DESCRIPTION

Hello Sakhi, since March 2010, is a unique collaboration between Kutch Mahila Vikash Sangathan (KMVS) and Kutch police department. It is a helpline to address alienation, deprivation, distress and ideological divide of women masses. Situated at the women police station in Bhuj city of Kutch, it provides immediate support to women through counseling, guiding, mobilizing to shelter homes and filing complaints to police. The helpline has an active participation of over 11,000 women members of KMVS. It covers 10 blocks and 940 villages of Kutch. Almost 670 women have received direct help through calls and 300 women have attended the counseling centers through helpline so far.

The project has helped to form a strong network of rural women who find it hard to be vocal in their traditional societies. Due to isolated geographical location, Kutch has a limited access to information and mobility for women; hence this initiative is designed to raise the social condition of women. Hello Sakhi delivers one-stop solution for legal education to women in this region, who are victims to physical, mental stress and facing abusive conditions. This project is becoming a very beneficial step for helping these women re-build their lives and bring them to the main stream of society.





Human Welfare  
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Education



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## Mahila Shakti: To Empower the rural women through education initiatives



The project develops village level people's institute for empowerment of women. It helps these institutes to participate in the socio-political process. They collectively make plans for sustainable livelihood system and provide access to information, technology, finance, markets etc

### DESCRIPTION

Mahila Shakti since October, 2010 is a concept of HWA (Human Welfare Association) and the organization has started education program in block Chiraigaon, Varanasi. 100 women Self-help groups with 1024 women are associated with the organization in the education initiatives. The program promotes the women livelihood opportunity and participation in panchayat governance including their confidence building and personality development.

The project develops village level people's institute for empowerment of women. It helps these institutes to participate in the socio-political process. They collectively make plans for sustainable livelihood system and provide access to information, technology, finance, markets etc. The project is based on the usage of mobile for their teaching techniques and they use mobile phone for their day to day conversation, increasing the business, improving their personality and confidence building in the male dominating society. With enhanced skill-sets they shall be linked with the whole world because now the Internet facilities are available on the mobile. Women are very much enthusiastic to use the mobile in their education curriculum. 137 women have purchased the new mobiles after July, 2011 onwards, because they have knowledge of mobile operation from their education center.

This project is purely based on direct impact on the socio-political empowerment of rural women through education. This brings the cluster of select women ahead to compete in the male dominating society.



VIDIYAL



Economic Empowerment  
and Entrepreneurship



Tamil Nadu



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## Leveraging Mobile Phone for Promotion of Social Entrepreneurship, Enhancing Livelihood Opportunities and Empowerment of Poor Women



The project develops village level people's institute for empowerment of women. It helps these institutes to participate in the socio-political process. They collectively make plans for sustainable livelihood system and provide access to information, technology, finance, markets etc

### DESCRIPTION

The project is the brainchild of Vidiyal, an active NGO from Tamil Nadu, India. It deploys mobile technology to promote social entrepreneurship, enhanced livelihood opportunities and empowerment of rural women. The project helps poor women to develop a business proposal whereby each member would get credit for buying ten goats and one mobile phone. Vidiyal innovatively leverages the potential of mobile technology and adopts an approach of Lifelong Learning (L3). Commonwealth of learning (COL), Canada, helped the NGO to establish network with various agricultural and veterinary universities in India.

The Mobile based services are implemented in 25 villages of Theni district in Tamil Nadu. They give training to the women in goat rearing and negotiating skills with various stakeholders. In consultation with Tamil Nadu Veterinary and Animal Sciences University (TANUVAS), the materials and suggestions are contextualized to suit the local culture and local dialects. Local women are encouraged to discuss the enterprise issues and contact Vidiyal for any information using mobile phones. The women members of the group are sent up to 5 voice messages of 1 minute each every day. It covers subjects of interest to the group for buying goats, feed management, disease & health management and marketing management.

Participation of women in this project helps them to defeat poverty and motivate them for further improvements. They are no longer under the domination of men-led society and now enjoy economic freedom.



Barefoot College



Economic Empowerment and Entrepreneurship



Rajasthan



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www.barefoot-college.org

## Empowerment of 25,000 rural women through mobile phones and Tilonia Community Radio



### DESCRIPTION

The Barefoot College is a 40 year old NGO that provides basic services and solutions to problems in rural communities. The Project – “Empowerment of 25,000 rural women through mobile phones and Tilonia Community Radio” is an exercise to literate 25,000 poor, widow, physically challenged rural women in Ajmer. The project helps in generating their livelihood in rural handicraft, healthcare, education, computerization, communication networking, solar lighting, cooking and waste recycling.

Inception of Tilonia Community Radio Station (CRS) and use of mobile phones was brought to effect on 13th

May 2009. This is the first Community Radio powered by solar energy and is operated by a team of barefoot women engineers. Local content, according to the local taste, is broadcasted in three shifts. The transmitting range of the CRS is within a 15-20 Km radius which covers 15 villages and reaches 100,000 listeners. The programming of the Tilonia CRS showcases discussions and knowledge sharing on water management techniques, healthcare, environment protection and sustainable living, use of renewable energy, employment and self-employment opportunities, etc.

This project focuses on establishing two way communications with listeners through mobile phone in facility. 50% women are mobile users who contact Tilonia through oral communication, SMS and phone in facility. Hence this can prove to be a convenient and powerful form of connecting and sharing ideas with the rural masses. Barefoot College epitomises the usage of mobile as a very basic tool complementing all its activities and since most of the women are illiterate, use of mobile in its oral form empowers them for all their activities.

Besides, connecting women through mobiles to Tilonia FM Community Radio has geometrically enhanced empowerment through seamless communication.

**Barefoot College epitomises the usage of mobile as a very basic tool complementing all its activities and since most of the women are illiterate, use of mobile in its oral form empowers them for all their activities**





ZMQ Software Systems



Economic Empowerment and Entrepreneurship



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## Integrated MFI-Life Line Mobile Platform - Providing Financial and Non-Financial (Life-Line) Services to Women



### DESCRIPTION

Integrated MFI-LifeLine Mobile Platform – is an effort by ZMQ, a technology for Development Company. It addresses women in the rural areas with information related to finances and healthcare especially about pregnancy, child immunization, post-natal care and family planning. ZMQ with its partner PCI developed a concept of seamless delivery of both financial and non-financial information through a single window platform through their partnering Microfinance India (MFIs) using mobile as the final delivery tool. ZMQ has developed a model called “Organized Human Networks@ Bottom of the Pyramid” – (OHM@BoP) to reach the women in the rural areas. The model organizes networks at the rural areas where mobile technology can be implemented successfully to provide financial and non-financial information. Financial Channel, a MFI was devised in order to gather data about rural women. The rural women are trained adequately on financial and lifeline issues like accounts, loans, healthcare, education, disaster preparedness and livelihood opportunities.

The mission is to provide a universal platform to empower rural women through mobile, connecting them to the distribution channels and MFIs. The project delivers “Right to Information” to these women to make them independent and educate them in all aspect of life.

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## SEWA Bharat Business Correspondent in Uttarakhand: Financial Inclusion in the hills



It is an effort to motivate the poor women to have a safe and accessible place for their savings. Having a bank account makes the loans for agriculture, education, etc. available to these women enabling them to have a better chance of livelihoods

### DESCRIPTION

SEWA Bharat Business Correspondent (BC) in Uttarakhand – ‘Financial Inclusion in the hills’ is an initiative to provide banking facilities in the villages in remote hills and jungles in Uttarakhand, India. SEWA Bharat in collaboration with State Bank of India (SBI) is working toward financial inclusion in Uttarakhand. Since November 2009, SEWA Bharat has been officially appointed by SBI as official Business Correspondent (BC), SEWA Bharat in turn appoints and trains Customer Service Points (CSPs) who are poor local women in the villages.

A Little World (ALW), the technology provider leverages low cost technology to integrate micro banking with network branded ZERO. The ZERO platforms convert new Near Field Communication (NFC) mobile phones into secure and self sufficient bank branches. The local service providers known as Customer Service Points (CSPs) help community members to open no frill accounts in the Bank at their very homes. These accounts are based on biometric customer identification through fingerprint, voice and photo verifications. This account enables the villagers to deposit, withdraw, remittance and apply for loan through mobiles.

It is an effort to motivate the poor women to have a safe and accessible place for their savings. Having a bank account makes the loans for agriculture, education, etc. available to these women enabling them to have a better chance of livelihoods. It helps financially weak women to use money for productive purposes and to make savings for themselves. In the process empowering poor rural woman by creating job opportunities and developing leadership skill



Eko India Financial  
Services Private  
Limited



Economic Empowerment  
and Entrepreneurship



Delhi



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## ASHA: Cashless & Paperless payments using Mobile Money Transfer system



### DESCRIPTION

ASHA - Cashless and paperless payments using Mobile Money Transfer System is an initiative to ensure proper and timely distribution of incentives to the health care workers of ASHA. Government of India has introduced an Accredited Social Health Activist (ASHA) for every village over a population of 1000 people. Since the ASHA activist is not a regular employee, he/she receives performance based incentives. The project was conceived in July 2010 as a result of findings by Norway India Partnership Initiative's (NIPI) that most ASHAs didn't receive their incentives for 12-18 months hence demotivating these workers to perform their duties. To over-come this situation, the implementation of an electronic payment solution- Mobile Money Transfer (MMT) was considered as a joint ven-

ture with EKO. MMT helped timely payments of incentives, transparency in the system and also included ASHAs into financial system. EKO has developed an open source platform 'SimpliBank' with easy-to-use mobile features and facilitated opening up bank accounts and provides technical support to ASHA.

Approximately 440 ASHAs in Sheikhpura District of Bihar were provided savings account with State Bank of India (SBI) and around ₹ 50,00,000 were credited over the past 9 months. Out of 440 ASHAs enrolled, 97% received timely incentives through EKO with a maximum delay of 1 month noted in less than 10% cases. Withdrawal can also be done from an EKO agent without hassle. It has also been discovered that the fund utilization percentage has improved considerably compared to the last year. SMS based notifications have reduced the travelling cost and result to Approx 10,000 INR / month savings. Introduction of this system also helped to identify false ASHA workers.

EKO is actively pursuing opportunities to work towards the empowerment of women in Delhi/NCR, Bihar (10 districts), Jharkhand, Maharashtra, UP and Haryana (India). Cashless disbursement of funds to the health workers is a time saving practice and is an unique initiative in the country.

**Approximately 440 ASHAs in Sheikhpura District of Bihar were provided savings account with State Bank of India (SBI) and around ₹ 50,00,000 were credited over the past 9 months**



## mFoods



### DESCRIPTION

Project mFoods is to ensure timely supply of fortified nutritious food to children and women in the state of Andhra Pradesh efficiently and effectively. It is estimated that about 47% of children aged 0–3 are under-nourished per international standards. This initiative covers a total of 223 Integrated Child Development Services (ICDS) projects benefiting 30,62,000 lakh children and women by providing proper diet.

This project has been effective from January 2011, where Anganwadi workers and child welfare officers order food items through mobile phones. Centralized System keeps track of indents along with date and time, in response the supply schedules are updated by Ready mix food producer (Apfoods Ltd) online. The district level health care worker can acknowledge the received food items through mobiles. Delayed supplies, wrong indent, non-supplies and all other vital information can be maintained easily by the stake-holder. This is making the entire process more efficient and composed resulting unavailability of food to the malnourished children, pregnant and lactating mothers. GIS/GPRS/GPS multi-media based supply chain is applied to bring the ultimate transparency in the system.

Over 3 lakhs people have received benefits from this scheme in Andhra, Telangana and Rayalasila regions in Andhra Pradesh, India. This low-cost mobile implementation and the user friendly application is to empower the grass root level women. Communication through mobiles helps ICDS workers to schedule their production and supply activities, transport arrangements can be made beforehand and with ready labor and storage, further distribution can be arranged, saving a lot of time and man-power.



Datamation Foundation  
Charitable Trust



Healthcare  
& Family



Delhi



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## Maternal Health Services On Mobile (SMS Toolkit)



The registration of pregnant women is done manually and the details are recorded on the Content Management System (CMS) and it automatically sends out 2 SMS alerts to the registered users at calculated time for 40 weeks during pregnancy

### DESCRIPTION

It is an initiative since October 2009, to circulate vital information regarding Reproductive and Child Health related information services directly to the pregnant and lactating women through mobile phones, using localized SMS in Hindi. The project is implemented by Datamation Foundation Trust, a Community Organization working in the domains of Health Care, Livelihood and Education. The technical partners One World South Asia (OWSA) and Microsoft Research have built together an SMS toolkit that allows direct sending and receiving SMS from an ordinary PC or laptop at a very low cost.

Project is implemented at 4 primary and 5 other neighbouring villages of the Katari cluster in the Ghatampur block in Kanpur Dehat (Rural) District of Uttar Pradesh, India. The registration of pregnant women is done manually and the details are recorded on the Content Management System (CMS) and it automatically sends out 2 SMS alerts to the registered users at calculated time for 40 weeks during pregnancy. General healthcare information, nutrition, specific messages for ante-natal check-up, vaccines, Iron folic supplements and movement of baby are delivered to the registered women during this phase.

This mobile based health care project can directly influence the understanding of Maternal Health services among rural population. Such communication through mobile with the masses can improve the health conditions of pregnant women leading to a healthy society.

## CommCare



The project made its inception in January 2011 and is successfully implemented as pilot project in Jharkhand. It is expected to expand in Deoghar, Pakur & Sahibganj of Santhalpargana region in Jharkhand with at least 1500 health workers covering a rural population of around 150,000

### DESCRIPTION

CommCare is a project initiated by NEEDS for the application of multimedia capabilities of common phones to deliver educational and health care information to anyone, regardless of their level of literacy or education. The project was architected with the technical support of Dimagi, which has launched a cloud-based platform to deploy CommCare worldwide. The platform includes dual synchronization of client data which allows data to be shared between Community Health Workers (CHWs) through SMS and use of multimedia features.

The project made its inception in January 2011 and is successfully implemented as pilot project in Jharkhand. It is expected to expand in Deoghar, Pakur & Sahibganj of Santhalpargana region in Jharkhand with at least 1500 health workers covering a rural population of around 150,000. The CHWs are equipped with inexpensive phone running free and open source software that contains registration forms, checklists, danger sign monitoring, and educational prompts for improved health surveillance and workflow interventions.

Use of multimedia features is user friendly and is targeted for the semiliterate / illiterate masses and health workers to achieve better analysis of health related issues. The communication through SMS is inexpensive and effective in recording all data collected. The motive is to exchange frequent and rapid feedback for the community health systems to operate effectively.



Lata Medical Research  
Foundation



Healthcare  
& Family



Maharashtra



Dr. Archana  
Patel



91 712-2249569

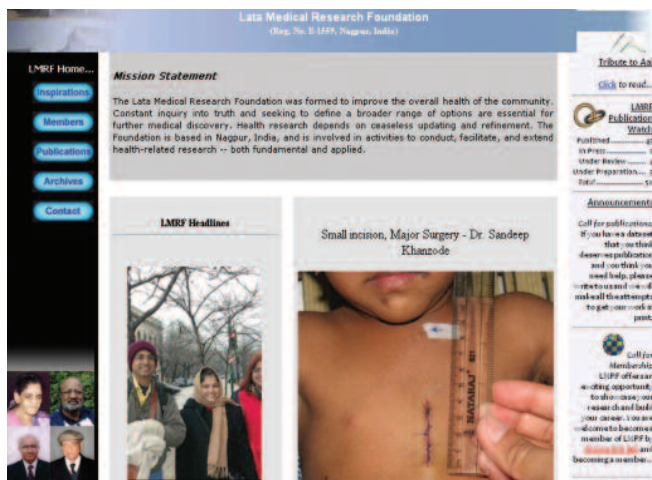


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www.latamedical-  
researchfounda-  
tion.org

## Evaluation of the effectiveness of cell phone technology as community based intervention to improve exclusive breast feeding & reduce infant morbidity rates



use of bottle feeding, and early detection of health problems in mother and infant.

Tele-counseling is provided by locational counselors (LCs) with a diploma in nursing, trained by authorized trainers. The beneficiaries receive short messages in local language to promote breast feeding, improve compliance and scheduled weekly calls. A population of 312,43,350 of which 1036 women are registered in this project from the slum around Central Avenue, Itwari, Mahal and Sitabuldi areas of Nagpur city, India.

Counseling through mobile phones provides a need based information and empowers women to overcome complication related with pregnancy, delivery, breast feeding and child health.

### DESCRIPTION

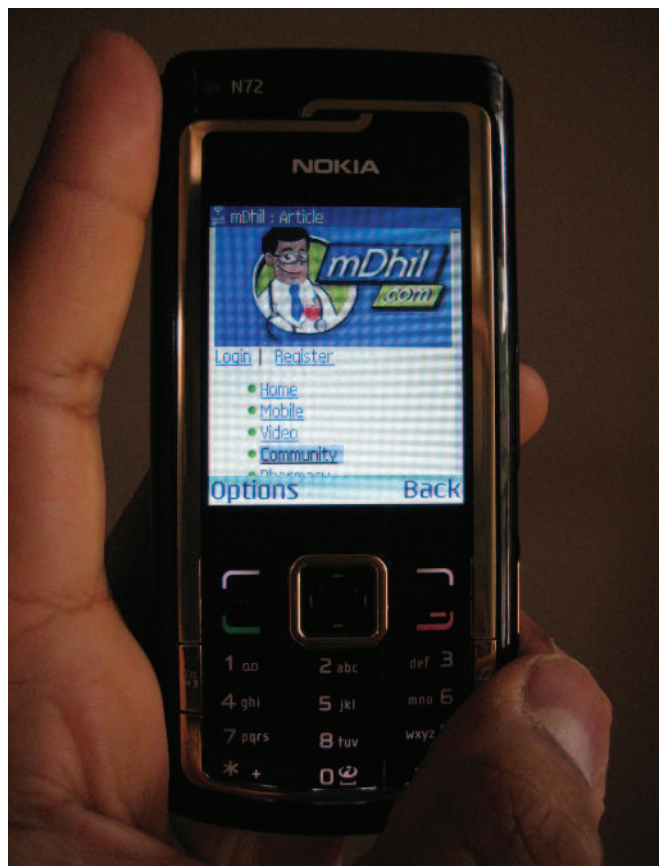
The main objective of the project is to assess the feasibility, acceptance, effectiveness and cost effectiveness of using mobiles for personalized lactation consultation. Along with Baby Friendly Hospital Initiative (BFHI), the project promotes appropriate breastfeeding practices and timely initiation of complementary feeding, child growth and to reduce morbidity in infants.

To compare the health outcomes, a group of 518 women was formed and counseled through mobile phones as compared to other group of 518 women who were counseled face to face. The benefits were evaluated by improvement in the number of check-ups during pregnancy, check-up after delivery, the breast feeding practices or rates of exclusive breast feeding,

**Counseling through mobile phones provides a need based information and empowers women to overcome complication related with pregnancy, delivery, breast feeding and child health**



## mDhil: SMS and Mobile Video for Women's Health



### DESCRIPTION

Project mDhil works towards creating and distributing original health information in India using mobile phones. Project was conceived in January 2009 and started SMS services in April 2009 to educate women regarding reproductive health, HIV/AIDS, women's health, and family planning. There are over 300,000 SMS subscribers so far with all major Indian mobile networks. The project has launched health videos for mobile phones in January 2011 which reaches an average viewership of 200,000 per month. The health videos contains sensitive topics for women such as birth control, gender equality, family planning, menstruation, domestic violence, and sexually transmitted infections – topics that are rarely discussed.

The subscription for the SMS service is priced at ₹ 1 / day and the videos are made easily accessible through mobiles. The usage of mobile phones being relatively high, the audience are mostly youths and teenagers from rural and semi-urban areas. 80% of the viewers are reported to be from India.

The contents are easy to understand and operate. The project provides health information to address the emerging public health challenges for young woman citizens who have lacked accurate and empathetic health information.

The health videos contains sensitive topics for women such as birth control, gender equality, family planning, menstruation, domestic violence, and sexually transmitted infections – topics that are rarely discussed



# Women & Innovation in Mobile: State of India

The following research output is courtesy Vital Wave Consulting who conducted this research exclusively for Vodafone India Foundation.

The points below highlight some of the key findings of this report, demonstrating the social and market value of addressing women's needs through the use of mobile phones, which now represent the most prevalent form of interactive technology in use in India today. Programs throughout India are demonstrating the impact that mobile phones can have, but large-scale success will require development of the ecosystem for socially-oriented applications and improved financial incentives for both developers and their stakeholder partners.

Women in India suffer from pervasive inequality and have distinct health, education, and economic needs not being addressed by current institutions and media

Mobile phones represent the largest opportunity to address these needs, with 225 million women owning phones and the female VAS market worth US \$1 billion and growing

While the majority of women use basic handsets and services such as voice, their uptake of SMS and VAS is growing, with demand for entertainment and lifestyle content leading the way

Pilot programs and commercial VAS aimed at women are already demonstrating the power of mobile phones to improve women's social and economic well being

Scaling of women-centered mobile programs and applications can be achieved with improved financial, commercial, and marketing incentives and cooperation between stakeholders

# Women in India & Their Needs

Health, Education and Economic Opportunity are Paramount

Despite economic growth and social progress, women in India still face major barriers to improve their status and well-being

## POVERTY AND HUNGER

Malnutrition remains a major problem, with 33% of married Indian women classified as underweight

## EDUCATION

Only 65% of Indian females are literate, compared to nearly 83% of males

## GENDER EQUALITY

India ranks 122 out of 138 nations in the UNDP's gender equality index, hurt by limited economic opportunities

## CHILD HEALTH

40% of Indian children are mal-nourished and only 72% of babies receive three doses of DPT vaccine

## MATERNAL HEALTH

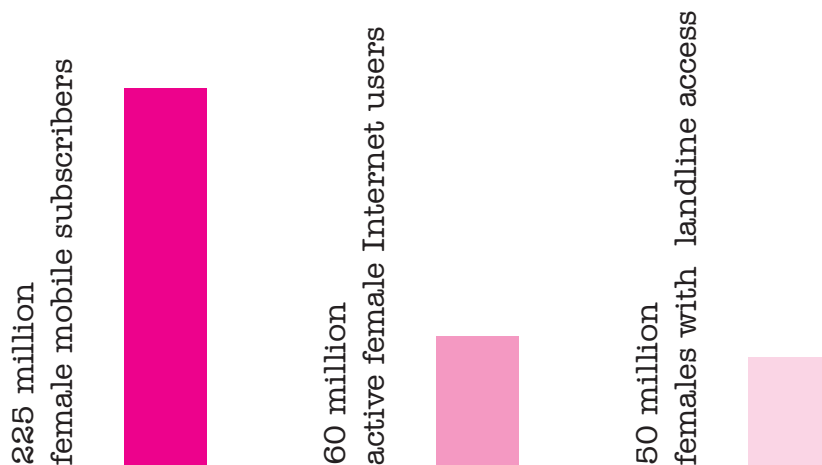
The maternal mortality rate is high (450 per 100,000 live births) in part due to inadequate antenatal care coverage

## HIV/AIDS

Women now account for 39% of HIV infections, and awareness of prevention and treatment still lags

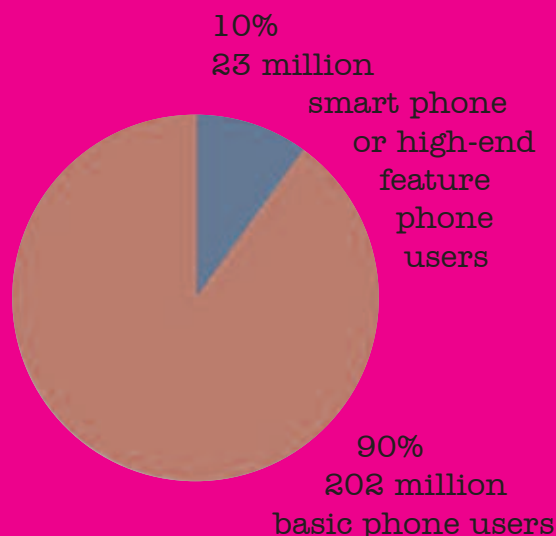
## Mobiles now most prevalent form of interactive technology

There are now 225 million female mobile phone subscribers in India, a 40% increase over the figure in 2009, and far more women have access to mobiles than to Internet or landline phones



# Basic Handsets & Services Predominate

While smart phone sales are soaring in India, it is estimated that only about 10% of women, or 23 million female subscribers, own smart phones or high-end feature phones, with most using basic phones



**30**

Average number of SMS sent per month by average female subscriber

**35-40%**

Estimated percentage of Indian women who have found employment opportunities with their mobile phone

**300**

Estimated minutes of voice usage per month by average female subscriber

Female mobile phone owners generally prefer voice and use SMS less frequently than their male counterparts, but female subscribers already send more than 6.8 billion SMS per month



# Value-Added Services: A Growing Channel

## IVR, SMS and Data-based Services Delivering Content & Services

The most basic aspects of mobile phone ownership are already empowering Indian women, with over 90% saying they feel safer and more connected just owning a phone; value-added services (VAS) are increasingly used to obtain information and increase opportunities

Female mobile subscribers in India will spend nearly US \$1 billion on mobile VAS in 2011

The market for VAS in India is growing rapidly, with revenue from VAS likely to hit 15% of total operator revenue within the next several years

Entertainment VAS remain the largest driver

Entertainment services such as ringback tones, sports scores and Bollywood news top the list, but information in areas like health and job opportunities are growing

IVR and SMS remain preferred media for women

Basic handsets and language/literacy issues translate into preference for voice-based services, especially among rural Indian women

# Profile 1: Women at the BOP

BOP women need health, education and empowerment information but are likely to need subsidized service, IVR-based apps and training in using VAS

- >> Live in villages and urban slums
- >> 25 million mobile phone owners in poorest income brackets
- >> Nearly all use low-cost basic handsets
- >> SMS sent/month- <10
- >> Low literacy inhibits or prevents SMS use
- >> More comfortable with IVR VAS
- >> Express concern about using technology

“Every family even though they are poor have at least one mobile phone which they all share. Mobiles have become easy to use and the younger women have no trouble adopting the new technologies. The older women may have some challenges understanding the various features besides just making voice calls.”

## Profile 2: Rural Women at Work

Rural Women at Work have better ability to afford services but still prefer voice-based services. Employment or income generating opportunities resonate most with this group

- >> Live primarily in villages or small towns
- >> 50-60% own mobile phone
- >> Nearly all handsets low-end feature phones
- >> SMS sent per month- 10-20
- >> Nearly one-third have reduced spending in other areas to be able to pay for phone
- >> More likely to use SMS than BOP women but still more comfortable with voice/IVR
- >> Self-employed women are twice as likely to use phones to increase incomes

## Profile 3: Women in the Home

Women in the home express interest in entertainment and lifestyle information but are also interested in employment opportunities

- >> May live in a village or a suburb of a big city, having migrated from a nearby village
- >> 50%+ own a mobile phone
- >> Large majority have feature phones
- >> SMS sent/month = 20-30
- >> Interested in entertainment/lifestyle information and mothering content
- >> Attitude towards technology may be skeptical; does not trust new things unless presented to her by friend or family member
- >> Greatest unmet need: ability to find work that is safe, less than 1 mile from home

## Profile 4: Women in School and College

Women in school are heavy phone users, more comfortable with SMS and appreciate content delivered through mobiles

- >> 80%+ own a mobile phone
- >> Still overwhelmingly using basic handsets
- >> SMS sent/month- >100
- >> Most popular uses of mobile phones among youth:
  - > SMS text messaging with friends, “just chatting”
  - > Entertainment: using the phone as a radio or music player
- >> Young women in higher grades and in college use mobile to negotiate independence from parents and to maintain friendships and create friendships with members of opposite sex. They are
- >> early adopters of new technologies.

## Profile 5: Career Women

Career women nearly all own phones and increasingly use smart phones for activities like social and career networking

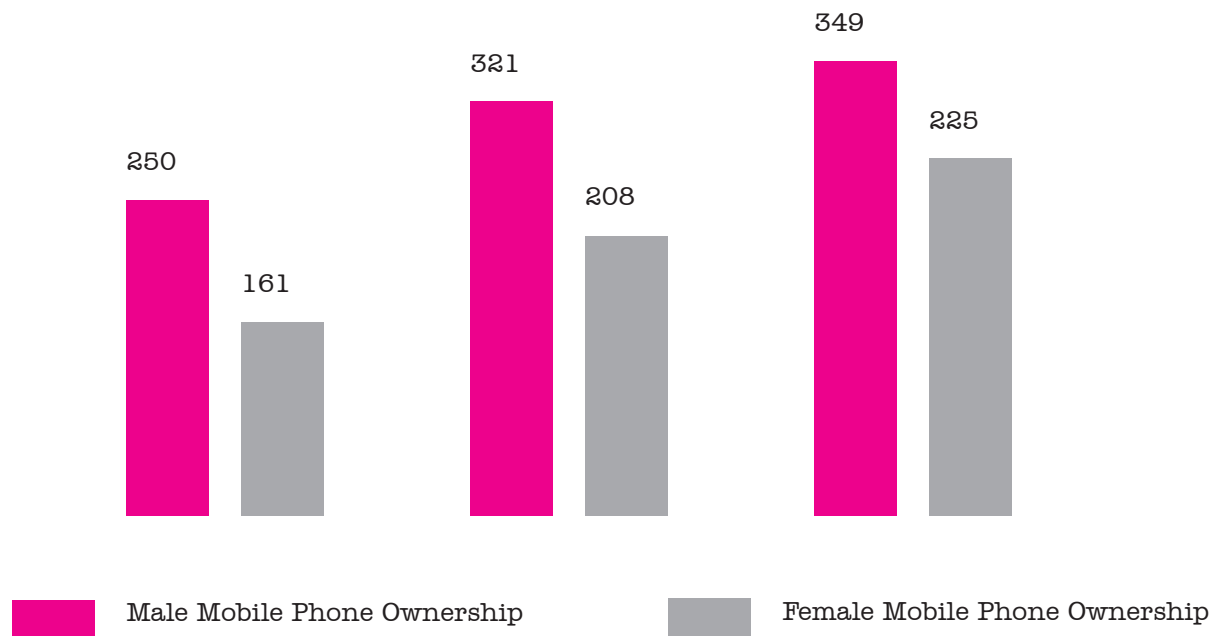
- >> Nearly all own a mobile phone
- >> More than 50% own smart phone or high-end feature phone
- >> SMS sent/month = 50+
- >> 3000 rupees per month spent on phone service
- >> Takes guidance from family members and friends on which phone to purchase and on new applications
- >> Heavy usage for work and socializing
- >> Accesses much content through fixed Internet; less need for some VAS

# Women's Mobile Phone Ownership is Soaring

## Indian Males vs. Females – 2009-2011

There are now 225 million female mobile phone subscribers in India, a 40% increase over the figure in 2009

India: Male & Female Mobile Ownership (Millions)

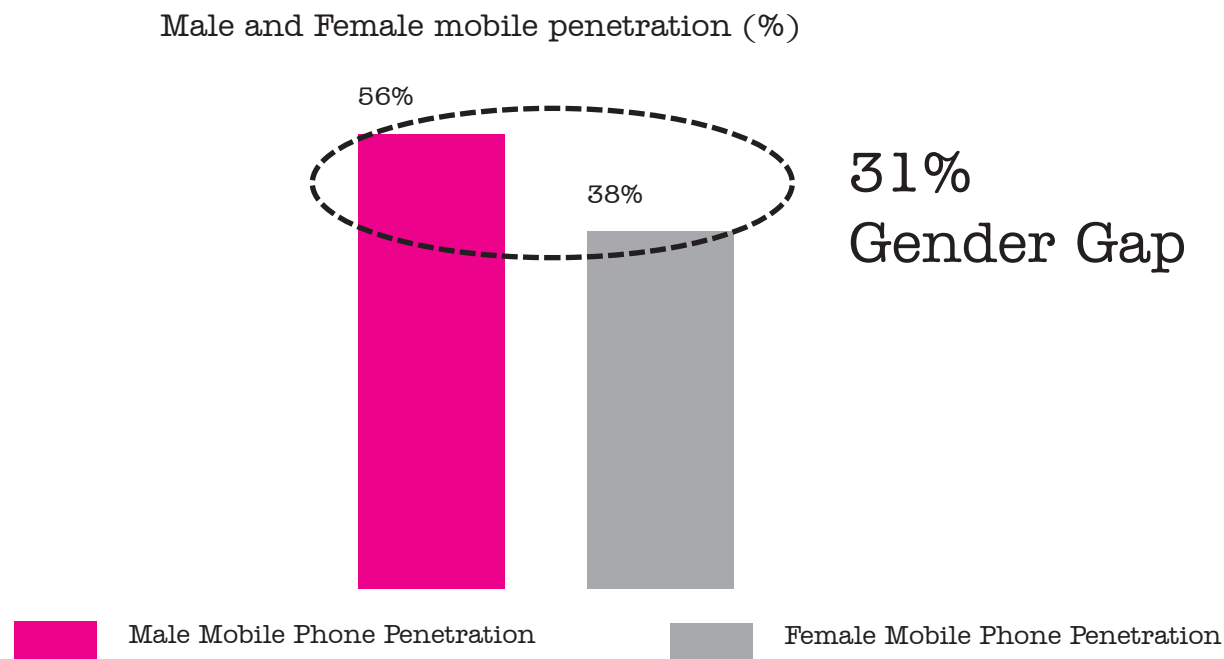




# The Gender Gap Remains

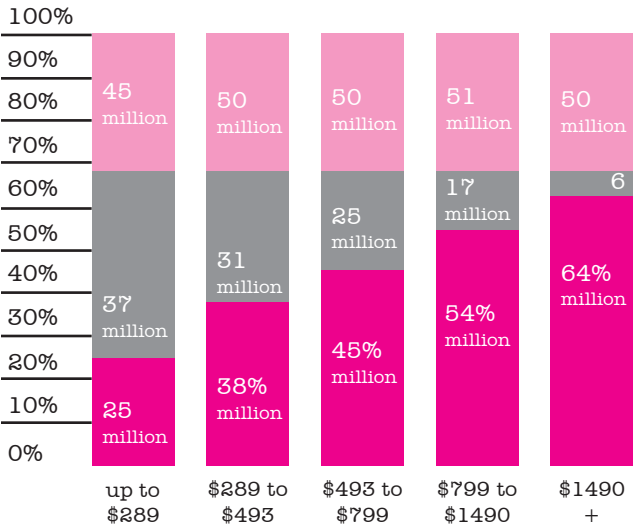
## Women Still Own Phones at a Lower Rate than Men

Despite skyrocketing growth in mobile phone ownership, a roughly 30% gender gap relative to male ownership rates remains



# Female Mobile Phone Ownership

## Women’s Mobile Phone Ownership by Income



Higher-income women own phones at by far the highest rate, but approximately 25 million low-income women own mobile phones

Indian Female Mobile Phone Ownership and Addressable Market by Monthly HH Income Bracket (US\$)

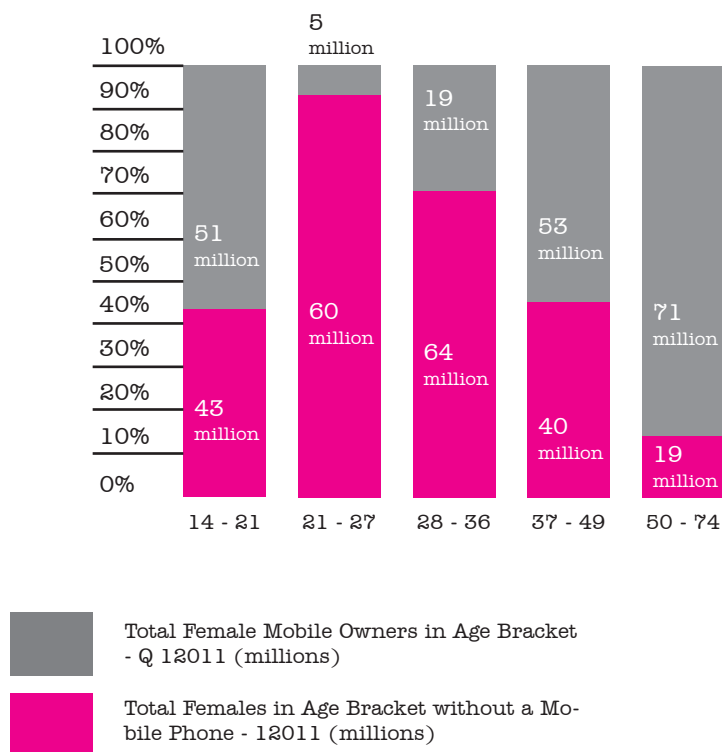
	up to \$289	\$289 to \$493	\$493 to \$799	\$799 to \$1490	\$1490 +
Remaining Females outside 14-74 Age Group and / or Areas of Mobile Network Coverage (Million)	45	50	50	51	50
Addressable Market (Female Aged 14-74 with Mobile Coverage, without a Mobile Phone Owners) (Millions)	37	31	25	17	6
Female Mobile Phone Owners (Millions)	25	38	45	54	64

# Younger Women Lead the Pack

## Women's Mobile Phone Ownership by Age Bracket

Mobile penetration is highest by far among Indian females in the 22-27 and 28-36 age brackets

Female Mobile Ownership by Age Bracket

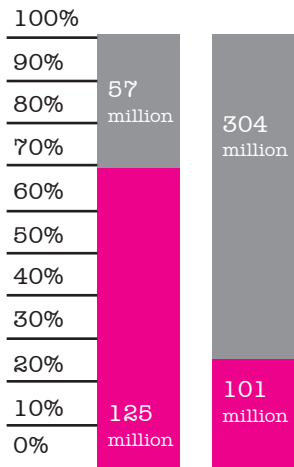


# The Urban-Rural Gap Remains Large

## Women’s Mobile Phone Ownership by Urban/Rural Location

Ownership levels among urban women are leveling off, while ownership by rural women has a long way to go

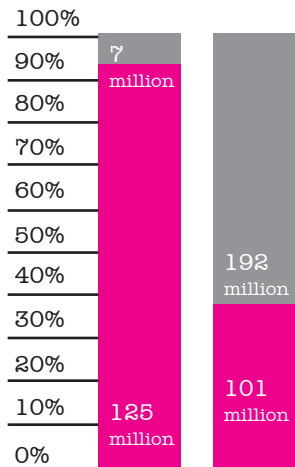
Female Mobile Ownership by Urban/Rural Location - All Women



Total Female Mobile Phones Owners by Rural/Urban Location - Q1 2011 (Millions)

Total Females in Rural/Urban Location without a Mobile Phone - Q1 2011 (Millions)

Female Mobile Ownership by Urban/Rural Location - Women Ages 14-74



Total Female Mobile Phones Owners Ages 14-74 by Rural/Urban Location - Q1 2011 (Millions)

Total Females Ages 14-74 by Rural/Urban Location without a Mobile Phone - Q1 2011 (Millions)

# Geography Factors in Ownership

## Women's Mobile Phone Ownership by State

Women's access to mobiles is higher in urban areas and southern states

Delhi	11.01	126%
Mumbai	10.33	119%
Kolkata	6.20	89%
Tamil Nadu	20.56	68%
Himachal Pradesh	1.93	60%
Punjab	7.74	58%
Kerala	9.09	54%
Haryana	5.48	52%
Karnataka	14.40	51%
Gujarat	12.44	46%
Andhra Pradesh	17.45	43%
Rajasthan	12.64	42%
Maharashtra	16.61	38%
Jammu & Kashmir	2.01	37%
Uttar Pradesh (W)	11.88	36%
North East	2.04	33%
Orissa	6.01	31%
Uttar Pradesh (E)	17.50	30%
Madhya Pradesh	12.34	29%
West Bengal	9.86	27%
Bihar	14.47	25%
Assam	3.41	24%

# All Valid Nominations

## Category: Education

SMSGYAN – YOUR INSTANT CUP OF KNOWLEDGE

Innoz Technologies Pvt.Ltd

MLEARNING APPLICATION FOR MXAMS, LANGUAGE LEARNING AND DISTANCE LEARNING  
MobiSir Technologies Private Limited

CHALA SKULL KU JIBA (LET US GO TO SCHOOL)  
Radio Namaskar

EDUCOMP R AND D:  
EDUCONNECT  
Educomp Solutions. Ltd.

MAHILA SHAKTI – TO EMPOWER THE RURAL WOMEN THROUGH EDUCATION INITIATIVES  
Human Welfare Association

CLOUD TELEPHONY AND IVRS (INTERACTIVE VOICE RESPONSE SYSTEM) BASED DAILY MONITORING SYSTEM (DMS) OF MID-DAY MEAL SCHEME  
Mid Day Meal Authority, U.P.

HELPLINE THAT ADDRESSES SECURITY ISSUES FOR WOMEN-HELLO SAKHI  
Kutch Mahila Vikas Sangathan

MOBILE BASED SERVICES

Indian Academy for Self Employed Women

ALIPI RE-NARRATION ACT  
Servelots Infotech private Limited

WIKIPEDIA ON TXTWEB  
Individual

SMS SEVA FOR COLLEGE GIRLS STUDENTS  
Arts, Science and Commerce College, Indapur, Dist. Pune

SPARSH  
IL&FS Education and Technology Services Ltd

SCIENCE COMMUNICATION THROUGH DIGITAL MEDIA  
VidyaDeep Foundation, Satara (Maharashtra)

COMPUTER SEEKHO.COM  
Mr Mayank Malik

BOOKBOX MOBILE  
BookBox India Pvt. Ltd.

UNIVEXCELLENCE  
Univexcellence

BRIDGEIT INDIA  
EZ Vidya Pvt Ltd

## Category: Economic Empowerment & Entrepreneurship

SUB-K: SAB KE LIYE SAMRUDDHI LAYE  
BASIX Sub-K iTransactions Limited

BEAM SAHAYAK  
BEAM Money Private Limited

JOB ORIENTED MOBILE REPAIRING TRAINING PROGRAM FOR 3 MONTH'S FOR WOMEN EMPOWERMENT  
Ganga Devi shaikshik Society (NGO)

"PROJECT VANI - PART OF SANCHAR SHAKTI PROJECT OF GOVT OF INDIA, MIN OF TELECOM USOF FUND"  
Futurescape Netcom Pvt. Ltd.

INTEGRATED MFI-LIFELINE MOBILE PLATFORM - PROVIDING FINANCIAL AND NON-FINANCIAL (LIFE-LINE) SERVICES TO WOMEN  
ZMQ Software Systems

FINANCIAL INCLUSION THROUGH MOBILE BANKING  
GK Development Trust

MOBILE FOR HEALTH AND FAMILY WELL BEING OF WOMEN  
Maharani Lakshmi Ammanni Social Science Research Centre

ZIPDIAL  
ZipDial Mobile Solutions Pvt. Ltd.

"LEVERAGING MOBILE PHONE FOR PROMOTION OF SOCIAL ENTREPRENEUR-

SHIP, ENHANCING LIVELIHOOD OPPORTUNITIES AND EMPOWERMENT OF POOR WOMEN"  
VIDIYAL

ATOM MOBILE SOLUTION  
Cashpor Micro Credit

FROM EDUCATION TO SUSTAINABILITY  
Human Welfare Association, Varanasi

ASHA - CASHLESS & PAPERLESS PAYMENTS USING MOBILE MONEY TRANSFER SYSTEM  
Eko India Financial Services Provate Limited

SEWA BHARAT BUSINESS CORRESPONDENT (BC) IN UTTARAKHAND –FINANCIAL INCLUSION IN THE HILLS  
SEWA Bharat

MOBILE PHONE OPERATED SWITCH FOR IRRIGATION PUMP SETS  
IP India Robotics

KISAN RAJA – SMART IRRIGATION AUTOMATION SOLUTIONS  
Vinfinet Technologies Pvt Ltd

EMPOWERMENT OF 25000 RURAL WOMEN THROUGH MOBILE PHONES AND TILO NIA COMMUNITY RADIO STATION IN AJMER DISTRICT OF RAJASTHAN  
Barefoot College

JHANSI JAN SUVIDHA KENDRA  
Jhansi Jan Suvidha Kendra, Jhansi

CONTENT  
Salaam Namaste - A Unit Of IMS Noida

# All Valid Nominations

Category: Healthcare & Family

MFOODS  
NIC APSC

MATERNAL HEALTH SERVICES ON MOBILE (SMS TOOL-Kit) – MHSM Datamation Foundation Charitable Trust

MPAIN  
JPN Apex Trauma Centre, AIIMS, New Delhi

EDOTS  
Operation ASHA

E-MAMTA-MOTHER & CHILD TRACKING SYSTEM  
State Rural Health Mission, Department of Health & Family Welfare, Govt. of Gujarat

M-GUIDE FOR FIRST CARE:INTERACTIVE, STRUCTURED, MULTI-MODAL CLINICAL GUIDELINES TO IMPROVE QUALITY OF CARE BY RURAL HEALTHCARE PROVIDERS IN INDIA  
Garhwal Community Development and Welfare Society

COMM CARE  
NEEDS

CHIPS (IMPELCARE)  
PK4 Software Technologies Pvt Ltd CARE Hospitals

MDHIL: SMS AND MOBILE VIDEO FOR WOMEN'S HEALTH  
mDhil

NEXTDROP  
NextDrop

COMPLAINT REGISTRATION SYSTEM FOR WOMEN THROUGH SMS  
MobME Wireless Solutions Private Limited

I-SAFE  
UST-Global  
ONE TOUCH SOS  
Ideophone

SENTINEL  
Mindhelix Technologies LLP

HERO – HELPLINE FOR EMERGENCY RESPONSE OPERATIONS  
Advancing Reduction in Mortality and Morbidity of mothers, children and Neonates

PROJECT MMITRA: VOICE MESSAGING AND ANIMATION FILM SERVICE TO IMPROVE MOTHER AND CHILD HEALTH INFORMATION ACCESS IN RURAL INDIA  
Advancing Reduction in Mortality and Morbidity of mothers, children and Neonates

EMPOWERMENT OF WOMEN'S HEALTHCARE & FAMILY THROUGH MOBILE PHONE IN MANIPUR  
The Socio-Economic Development Association

I AM SAFE  
Mobiwhiz Technologies

AMRITA CLINICAL DECISION SUPPORT SYSTEM BY NEWDIGM HEALTHCARE TECHNOLOGIES  
Newdigm Healthcare Technologies

CHASING MDG4  
TFTP

THE P-HMMS PROJECT - THE PREVENTION OF PARENT TO CHILD TRANSMISSION OF HIV/AIDS PROGRAM-HEALTH MONITORING AND MANAGEMENT SYSTEM  
IL&FS Education and Technology Services Ltd

A MODEL INITIATIVE TO ENSURE QUALITY FAMILY PLANNING SERVICES IN UTTARAKHAND  
Rural Development Institute, Himalayan Institute Hospital Trust

VATSALYA  
HOSHANGABAD DISTRICT ADMINISTRATION  
Nishant Warwade

INE - IN AN EMERGENCY FOR WOMEN  
Rain Concert Technologies (P) Ltd

AROGYAMITRA  
HITECH Medical Informational Services Pvt. Ltd.

EVALUATION OF THE EFFECTIVENESS OF CELL PHONE TECHNOLOGY AS COMMUNITY BASED INTERVENTION TO IMPROVE EXCLUSIVE BREAST FEEDING & REDUCE INFANT MORBIDITY RATES  
Lata Medical Research Foundation

MATERNAL AND NEWBORN HEALTH (MNH) REGISTRY AND EMERGENCY OBSTETRIC AND NEWBORN CARE (EMONC TRIAL) FOR REDUCING MATERNAL AND NEONATAL MORTALITY THROUGH COMMUNITY MOBILIZATION AND HOME BASED LIFE SAVING SKILLS  
Lata Medical Research Foundation

categories 3

total entries 93

eligible nominations 62

finalists 12

winners 3

financial support ₹4.4 million

mentoring 2 years



Vodafone  
Foundation

in association with

**DIGITAL  
EMPOWERMENT  
FOUNDATION**