

mobiles for social impact india 2012





**Vodafone
Foundation**

mobiles for social impact india 2012



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<http://mbillionth.in/mobilesforgood/>

Published by Digital Empowerment Foundation in Association with Vodafone Foundation

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Mobile's Social Benefit



There are currently over five billion mobile subscribers worldwide with more people having access to a mobile phone than clean water or the electrical grid. Furthermore, it is estimated that by 2012, 1.7 billion people will have a mobile phones but no bank account.

Understandably, the potential of this device is huge. Mobility solutions can increase productivity and efficiencies in a multitude of ways and reach the global masses. The Vodafone 'Mobile for Good' awards serves to celebrate just that by highlighting and honouring the efforts of many leading NGOs which have used technology to create new opportunities and experiences for mobile users across India. Many of these new mobiles services are transforming lives and all carry a distinct social benefit

For the winning NGOs, funding is provided to enhance their efforts, accelerate scale and create new capabilities. As a member of the jury, I was part of a privileged team tasked with evaluating these best in practice examples of mobile innovation led by the charity sector. All shortlisted entries serve to demonstrate how mobile technology is enhancing the delivery of existing services and / or improving the outreach of these critical organisations to their beneficiaries rendering the impossible, now possible.

Along with the Digital Empowerment Foundation, we, at Vodafone recognise the vital role mobile plays in development worldwide. We are committed to empowering people in emerging markets to create new opportunities and improve livelihoods. One example of the power of mobile to further economic and social progress on a wide scale is M-PESA, a mobile payment service, with 30 million users and available in 7 countries. M-PESA offers a unique reach to remote areas and has brought a new financial freedom to many. For example, in Tanzania, medical patients use it to pay for treatment and travel and in Kenya; farmers use the serve to obtain micro-insurance.

In the words of Jeffrey Sachs, Professor of Economics, Columbia University, - "The mobile phone is the single most transformative technology for development".

Understandably, this is not without challenge as we look to identify those services which are affordable, sustainable and respond to a discerned need in today's world. These awards are most definitely a step in the right direction in achieving that goal.

Your Companion for Life



What is a mobile? It is a phone; a camera, a paper weight, a music console, an internet, an email, a TV, a radio, a telegram, a jewelry, a calendar, a watch, an alarm clock, a task list, an audio and video player, a torch, a remote control, a sensor, a GPS tool, a map, a shop, a bank, a computer, a library, a book, a reader, a scanner, an album, a gaming console, a teacher, a writer, a database, a calculator, a learning tool, a guide, a tracker, a reporter, a newspaper, a movie theater, an art gallery, a shop, a mall, a post office, a menu, a directory, a phone book, a video conferencing tool, a website, a chatter box, a key, a locker, a diary, a logger, a community, a facebook, a google, a researcher, a complain box, a messenger, a postman, a fax, a compass, a finder, a dictator, a religious book, a confidante, a friend, an addiction, a playground, a pastime, a surveyor, a health reporter, a bio meter, a video and audio recorder, a film maker, an editor, a flash, a light, a keyboard, a whiteboard,

There are hundreds and thousands of Apps, services and contents on mobile that are targeted to those mobile users who use so-called smart phone or smart connected phones with high feature enablement like that ones which run on Android or on iOS, or on Windows, on Blackberry and other non-feature phones. However, if you look at the mobile contents and services, which would be targeting the mobile users at the bottom of the economic pyramid, there is almost no standardized relevant mass scale mobile service.

Yet, according to our concentrated effort to find how NGOs and generally not-for-profit organizations use mobile, we are surprised to know that there is serious efforts going-on in making communities empowered through innovative use of mobile across diverse situations and geographies.

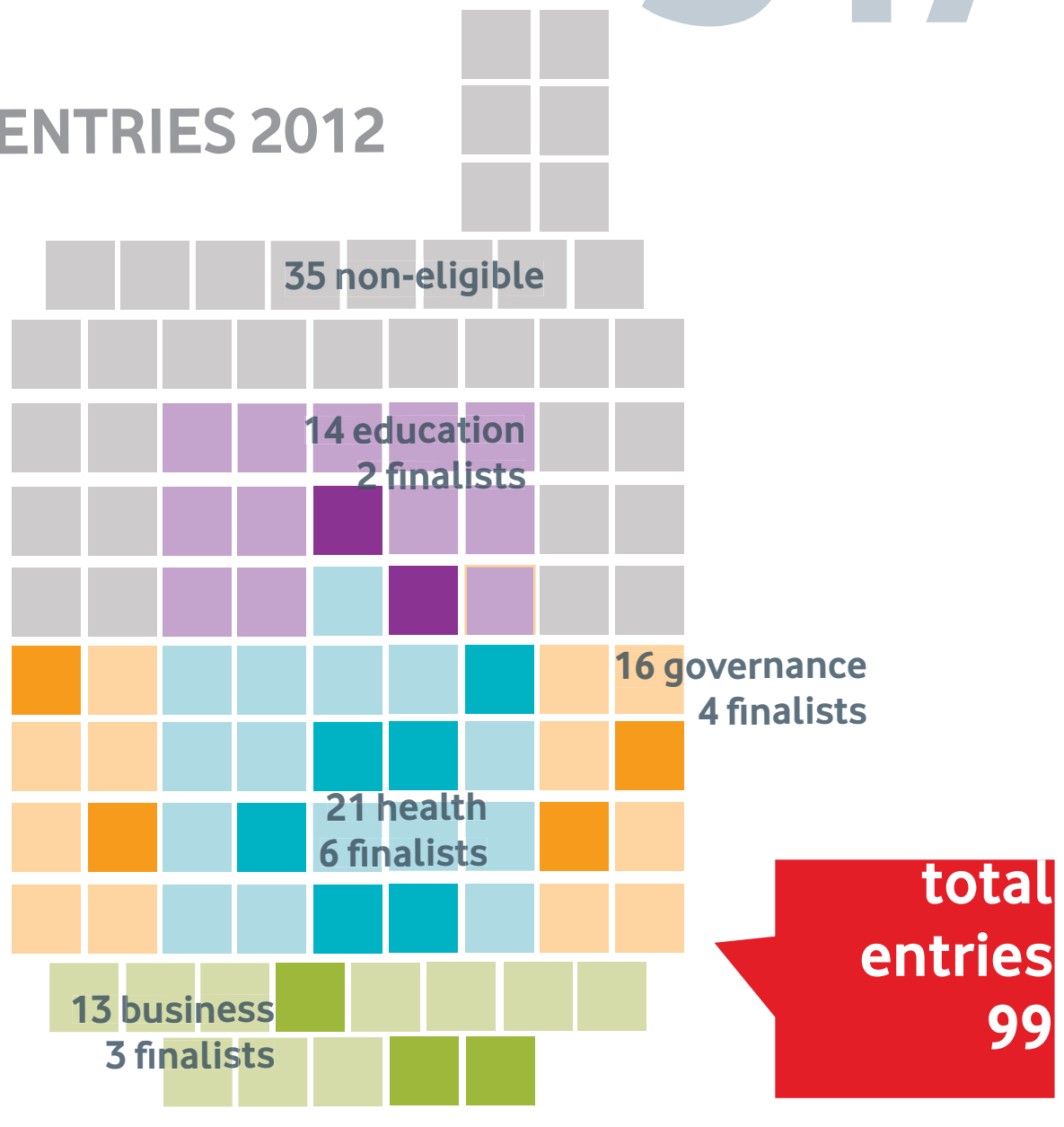
The biggest learning for Digital Empowerment Foundation is how rich our NGO sector is in terms of applying out-of-box thinking through innovative use of mobile. And this came through executing the Vodafone Mobiles for Good initiative under the mBillionth Award to identify the mobile enabled social initiatives by the NGOs and award them with financial and organizational support.

Extremely pleased to share that in the second year, we have identified 15 best initiatives from the total entry of 97. The 15 are inspirational and give clear message of how it is not the technology that matters, but how you use them would matter.

I feel it is a learning asset for all of us to dive in deep among all the 200 plus nominations that we have between last year and this year who provide ideas for government and private sector as what services and application would work if the 70 percent of India's rural population is to be targeted.

In the meanwhile, we would urge all of you to please do not forget to share if you know any such initiative, which is trying to use mobile, and telecom innovations to address a social issue.

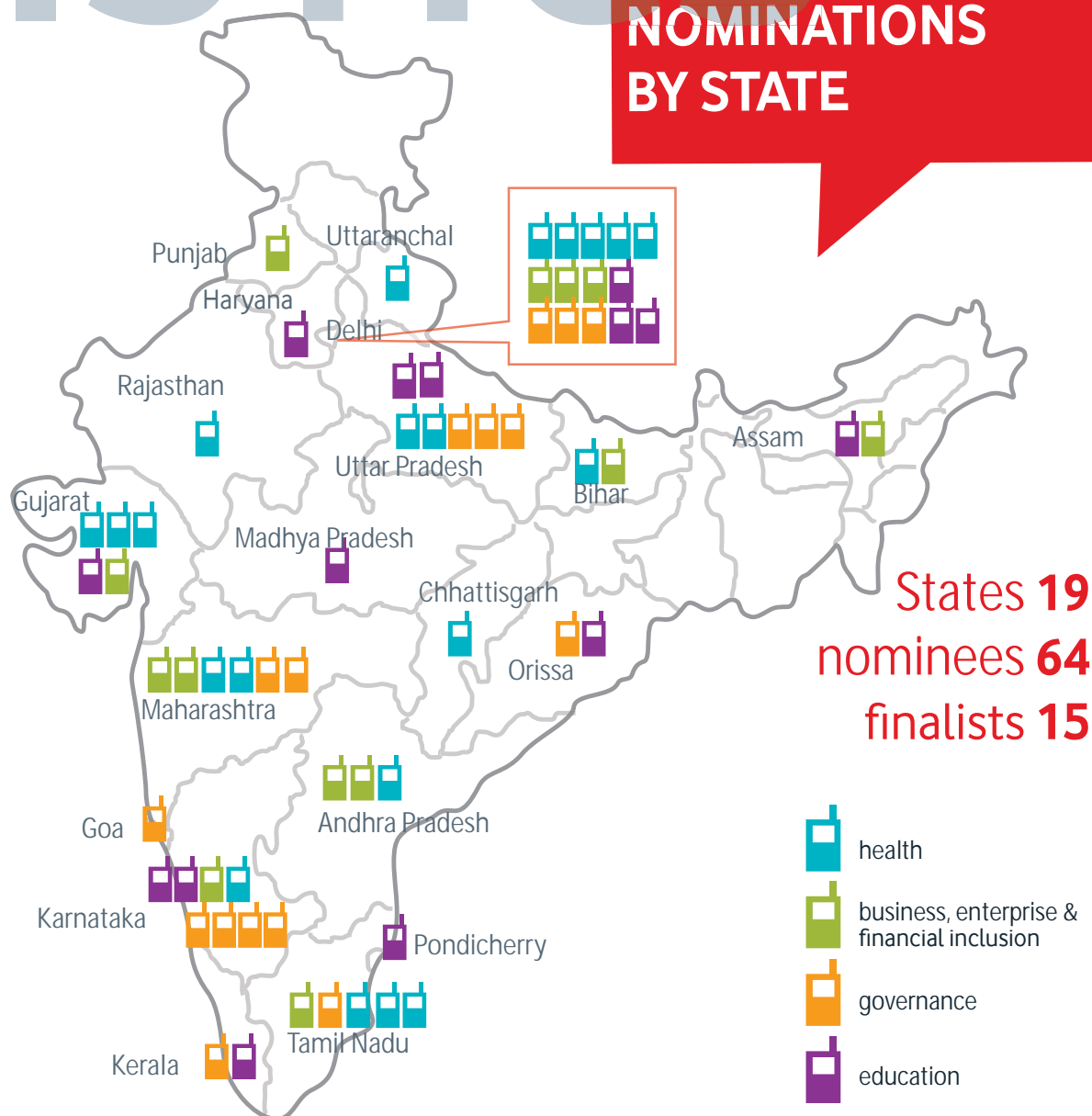
ENTRIES 2012



STATISTICS

9

ELIGIBLE NOMINATIONS BY STATE



STATISTICS

FINALISTS BY STATE



health

eCompliance
New Delhi

**Mera Swasthya - Meri Awaaz
(My Health - My Voice)**
Uttar Pradesh

Vibration Series of Mobile Apps for the Deaf - Blind
New Delhi

mFoods: Mobile Application for Anganwadis
Andhra Pradesh

**Use of Mobile Phones by ASHAs
to Promote Health Care**
Rajasthan

RTBI's mHealth Initiatives:
Tamil Nadu

governance

Jharkhand Mobile Radio
New Delhi

**Tracking Livelihood Entitlements of Rural
Communities Using Mobile Phone Based
MIS in Orissa:**
Uttar Pradesh

**Locating and Rating of Public Restrooms
in Indian Cities**
New Delhi

**SMS Campaign Enabled by Election Watch
Software (EWS)**
Andhra Pradesh

business, enterprise & financial inclusion

**Banking and Livelihood Promotion Services -
Now in Your "Mobile"**
Bihar

PaniSMS/NaukriSMS/VelaiSMS/KesasaSMS
Andhra Pradesh

Livelihoods 360
Andhra Pradesh

education

Urban Ward Project
New Delhi

**"Mahila Shakti" - Mobile as an
Education Tool for Women
Empowerment**
Uttar Pradesh

finalists

A stylized, light blue graphic of a person sitting in a wheelchair, positioned on the right side of the page. The figure is composed of simple geometric shapes: a square for the torso, a rectangle for the seat, and curved lines for the wheels and backrest. The figure is facing left.

health

Examples would include innovations which demonstrate best practice in healthcare which improve family life and wellbeing. This may include childcare and issues relating to family such as supporting women, the elderly members, independence etc. Identified innovations must be using the power of mobile to create positive impact.



- 📞 eCompliance
- 📞 Mera Swasthya - Meri Awaaz (My Health - My voice)
- 📞 Vibration Series of Mobile Apps for the Deaf - Blind
- 📞 mFoods: Mobile Application for Anganwadis
- 📞 Use of Mobile Phones by ASHAs to Promote Health Care
- 📞 RTBI's mHealth Initiatives





eCompliance

produced by Operation ASHA
(Accredited Social Health Activist)

Five source photos for eCompliance are acquired from <http://www.opasha.org/media-center/photo-gallery/a-glimpse-of-opasha-in-action/>

www.opasha.org

**LOCATION**

New Delhi

YEAR OF PRODUCTION

2009

LANGUAGES

English

Hindi

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overview

The increasing cost of effective tuberculosis (TB) treatments is a concern in Indian society. Funding requirements will be 16 times higher than the current amount. One of the main issues concerning treatments is to prevent multi-drug resistance in tuberculosis patients (MDR-TB). Therefore, the monitoring of TB patients' intake of their medicine for six to nine months is essential. Operation ASHA's eCompliance created a biometric identification system that helps monitor the tuberculosis treatments through verifiable tracking while coordinating SMS-based technology for collecting records into their digitized system. As open source software, the biometric identification system is relatively low-cost and it helps prevent the faking of patient's intake of the medicine.

Formerly named eDots, the eCompliance system was developed in partnership with Microsoft Research and Innovators in Health. The system consists of a laptop computer, a USB fingerprint reader and a USB modem for SMS. The simplicity of the structure of the system allows others to easily replicate and replace any damaged parts. Each health center has access to such a system that enables visiting patients to sign in by scanning the figure using the reader. This tracks the patient's scheduled dosage and eCompliance terminal can send out SMS messages to a central database that collects reports for further analysis. If a patient fails to appear for a scheduled treatment, an eCompliance terminal will inform the responsible counselor via text messages. S/he has 48 hours to follow up with the patient and provide counseling to those individuals regarding the dangers of missing a dose. The patient then will scan their fingerprint for the tracking record.

approach



outcome

The first eCompliance system was installed in March 2010. Currently there are 39 eCompliance terminals operating in 26 centers in South Delhi and Jaipur, resulting in a reduction of 1.5 percent in the number of missed doses. The success of the system allows for further replication of the device to help other NGOs, public health departments and government bodies.



Mera Swasthya - Meri Awaaz (My Health - My Voice)

produced by Sahayog Society for Participatory
Rural Development

www.sahayogindia.org

**LOCATION**

Uttar Pradesh

YEAR OF PRODUCTION

2010

LANGUAGES

English,
Hindi,
Bhojpuri

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overview

Mera Swasthya – Meri Awaaz (My Health - My Voice), is a project that empowers maternal women by returning them their right to a free governmental health facility. Government of India over the years has attempted to reduce maternal mortality by providing free maternal health services in government health facilities. However, many of the facilities still illegally charge women with 'informal fees' for products and services that are deemed to be free. In improving the current system, MS-MA uses an interactive voice response (IVR) system via mobile telephones for these women to report issues of these informal fees, after which the report is then publicized onto a website. The system provides women with a more accessible facility and improves their right to the free governmental health service.

Instead of using SMS, email and tweets, all of which requires basic literacy, this open source software system, based on interactive voice response (IVR), is in local spoken language, which allows accessibility and ease of use for expectant mothers. It is used in combination with the Ushahidi platform that crowd sources information using multiple channels, collecting information from users and display it on an interactive map. User can use any mobile phone to call a toll free number that connects to Sahayog's Lucknow office. The calls are transferred to Tropo which handles the IVR operation and sends the data to Ushahidi database, upon which the information is mapped onto the website. Through the use of a single call, the simple action in a complex system allows for a platform for these women to advocate their rights.

approach



outcome

Since November 2011, MS-MA has been implemented in two districts of Uttar Pradesh: Azamgarh and Mirzapur. During the first three months of the project launch, more than 140 reports of informal fees were reported. These reports are regularly analyzed and interpreted by communities and government officials, from which government action plans can be encouraged to help stop the informal fees and improve the public health care system.

Pocket SMS 5:20 PM

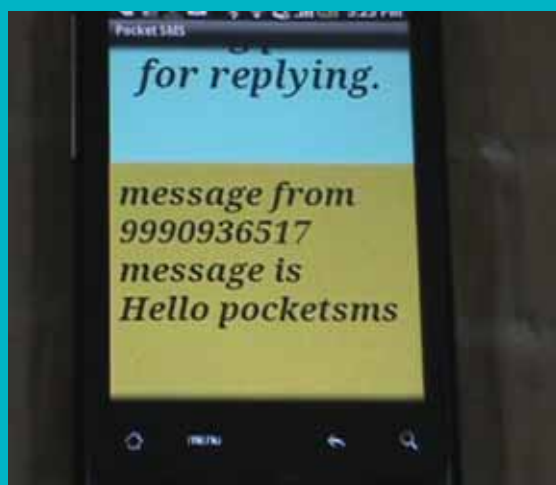
Pocket SMS

*Phone will
vibrate when
SMS is
received*

Vibration Series of Mobile Apps for the Deaf - Blind

produced by BAPSI

<http://www.bapsi.org>

**LOCATION**

New Delhi

YEAR OF PRODUCTION

2011

LANGUAGE

English

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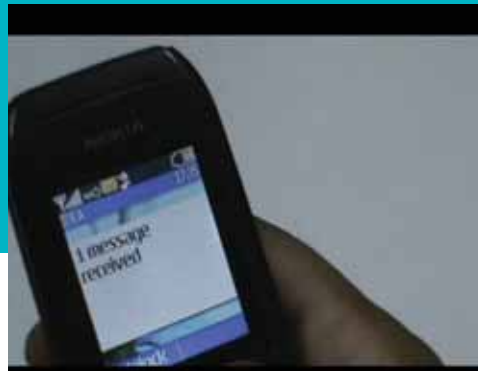


overview

BAPSI (Bidirectional Access Promotion Society) wishes to employ free and open source software to better serve one of the most neglected segments – the deaf and blind. Their system, Vibration Series of Mobile Apps for the Deaf-Blind, is a range of mobile applications that assist the deaf-blind community by facilitating and improving their communication skills via the use of smart phones. With this system, people who are both deaf and blind can reduce their expenses associated with electronic communication, such as Braille devices, to merely the cost of a smart phone, from 1000 to 100 dollars. The project enables the deaf-blind, without their caregivers, to access the world of knowledge easily and cheaply through this simple mobile technology.

Using a simple vibration model of communication, the applications connect the deaf-blind community. The PocketSMS app was the first of the Vibration family to be completed and launched. The user's mobile phone vibrates according to the Morse code version of any incoming SMS. Users then can input reply text through gesture-based handwriting recognition. They can also manage the speed at which the message is delivered. The software is created through App Inventor and is best used on an Android smart phone. Another app that Vibration developed is called MorseTrainer, which assists the deaf and blind to expand their knowledge of Morse code on their Android phones. These software are available online for free, to better serve the deaf - blind communities around the world.

approach



outcome

The use of PocketSMS allows the deaf - blind to not only receive information regarding education or health, but also enables them to respond to issues through simple gesture - based technology. These programs were made possible with the support of intern students who participated in the organization's summer training program for the past five years. To further improve and expand the project, the team is in the process of creating an app that allows access to Wikipedia and Twitter for the deaf - blind by the end of 2012.

The background image shows two women in a room. On the left, a woman with a long braid, wearing a white shirt and a blue patterned sari, is looking down at a white bag. On the right, an older woman with short dark hair, wearing a red top and a colorful patterned sari, is looking towards the first woman. In the background, there is a chalkboard with some faint writing. In the foreground, there are several white bags, some of which have text in Telugu. The entire image is framed by a teal border.

mFoods - Mobile Application for Anganwadis

produced by Andhra Pradesh Foods & NIC, APSC

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

**LOCATION**

Andhra Pradesh

YEAR OF PRODUCTION

2011

LANGUAGE

English

Local languages

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overview

To better serve the Anganwadi workers and Child Development Project Officers (CDPOs) – people who help with health care issues with newborn babies, pregnant women and nursing mother in rural facilities – Andhra Pradesh Foods (A.P. Foods) created the mFoods project, which provides a centralized system via mobile phones that tracks the date and time of purchased food and delivered food and other nutrition related activities. The system ultimately connects 91,000 Anganwadi workers, 223 CDPOs, supervisors and all other stakeholders in real time. This provides better service and support to malnourished children, pregnant women and nursing mothers and improves health and reduces child mortality, and several goals of the Millennium Development Goals (MDG).

By adapting mobile technology, A.P. Foods' centralized system updates and tracks supply schedules online and send out alerts to the field and transporters. The Anganwadi workers and CDPOs can acknowledge their food products via their mobile device. This way any product defect, wrong purchase, delayed supplies and other product supply issues can be tracked, communicated, and informed to all stakeholders simultaneously. The system is made friendly and easy to use in order to provide accessibility to users without formal training from the A.P. Foods officials, which in the long run can greatly benefit and support more and more workers and CDPOs' quality of work.

approach



outcome

"mFoods - Mobile Application for Anganwadis" aims to ensure the timely supply of fortified nutritious foods to 223 Integrated Children Development Services (ICDS) projects (including 91,000 Anganwadi Centers) and benefit 30,62,000 children and women throughout the state of Andhra Pradesh. With the support and technology, mFoods can improve and assist the dire conditions of malnourished individuals, be it children or women.

A photograph of two women in traditional Indian attire. The woman in the foreground is wearing a pink and yellow patterned headscarf and a red shawl, smiling and looking towards the right. The woman behind her is also smiling and holding a silver mobile phone to her ear. A teal rectangular box is overlaid on the bottom left of the image, containing white text.

Use of Mobile Phones by ASHAs to Promote Health Care

produced by Save the Children, BalRaksha Bharat, India

www.savethechildren.in



LOCATION

Rajasthan

YEAR OF PRODUCTION

2011

LANGUAGE

Hindi
English
Marwari

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overview

Accredited Social Health Activists (ASHAs), a group of community health activists identified under the National Rural Health Mission, is a mediator between the village community and the public health system. With no adequate counseling skills or appropriate job-aides, they assist and inform local families regarding health information, healthy lifestyles and mobilize communities to adequate health services. With the integration of CommCare health application, an open source mobile phone-based system, helps improve ASHA job qualities by providing them a platform in rural areas to organize record, share and learn about health-related information. The application, customized in Marwari dialects of Rajasthan, embeds multimedia input and content that enable ASHAs to better manage and look after maternal mothers and/or children over the course of 1000 days, from pregnancy to 2 years of age when the child has fully received his/her immunization.

Using mobile-based technology, CommCare collects data via a J2ME application on an Android device, both open source software platforms. Data can be collected offline and sent when network connectivity is available. CommCare's multimedia features include audio, video and image, enabling accessible experience for users who may have low-literacy level. ASHAs can register pregnant women and young children with the system, and capture data from the home visits and send the data to a central cloud. This information is accessible to local implementers, enabling program staff and supervisors to examine the performance and productivity of ASHAs remotely via CommCareHQ website. They also provide meaningful feedback when necessary. This cost-effective mobile platform provides SMS reminders to ASHAs when important health dates are due. Through client interaction, decision support, data-driven management and real-time monitoring, the system supports ASHA's quality of work and may reduce issues of maternal and neonatal mortality and malnutrition in Rajasthan.

approach



outcome

'Save the Children' has trained 70 ASHAs to be familiar with the technology that enables them to understand the provisions of health care procedures for pregnant women and newborns. Through the system, ASHAs work performance has improved and communities are more willing and interested to utilize the service to its full benefits. Through the system, ASHAs can counsel the families and mothers more effectively. It is a 'low cost use' technology in improving distressed health conditions.



RTBI's mHealth Initiatives

produced by IITM's RTBI

www.rtbi.in

**LOCATION**

Tamil Nadu

YEAR OF PRODUCTION

2011

LANGUAGE

Tamil
English
Hindi

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overview

The RTBI's (Rural Technology and Business Incubator) mHealth initiative advocates a system that allows for simple, affordable and scalable mobile-based monitoring of healthcare delivery in India. The idea is to address the current health care monitoring system's concerning tuberculosis (TB). TB patients need to receive healthcare advisory, constant monitoring and follow up of regular drug intake for this long-term medical condition. Currently, the government of India has implemented the DOTS (Directly Observed Treatment Short) course to strengthen the treatment and control of TB; however, this system can be relatively human-resource intensive. RTBI wishes to decrease the need for abundance of manpower and address the condition through the use of mobile technology. The objective of the RTBI mHealth Initiative is to:

1. Maintain a digital registry of TB patients
2. Inform patients of a healthy living style and TB related health information.
3. Motivate and remind TB patients to take their regular drug dosage.
4. Follow up with the patient to ensure drug intake.

In order to accomplish these goals, the project effectively compiles data and reduces discrepancies in data collection, improving the overall efficiency of the health system.

The functions of the proposed mobile technology include mobile input over text and voice, voice recognition in multiple languages and voice authentication. The voice recognition tool employs Voice Net, which enables remote data gathering at low cost, multi-lingual speech recognition, speech to text conversion and intelligent analytics tools at the back end. The system mainly focuses on two levels of objectives; the first one is to allow TB patients to register and subscribe to reminders of drug adherence and the second is to follow up with TB patients to track and monitor their health status. The latter enables real-time data collection from remote areas and reduces discrepancies in data.

approach



outcome

Currently, RTBI is seeking additional public and private partnership opportunities and is in the process of conducting field trials to undertake evidence-based research and investigate the effectiveness of the proposed technologies. This pilot phase will involve 100 TB patients, the results of which may be used to improve the technology and respond more effectively to the objectives of the project.



business, enterprise & financial inclusion

The examples here would include those innovations which would be harnessing the endless possibilities of mobile technologies to promote economic empowerment and to foster and enable livelihood with several business opportunities. Possibilities include commerce, business, self employment, micro-finance, banking, e-commerce, m-commerce, livelihood generation and so on.



Banking and Livelihood Promotion Services
- Now in Your "Mobile"



PaniSMS/ NaukriSMS/ VelaiSMS/ KelasaSMS



Livelihoods 360



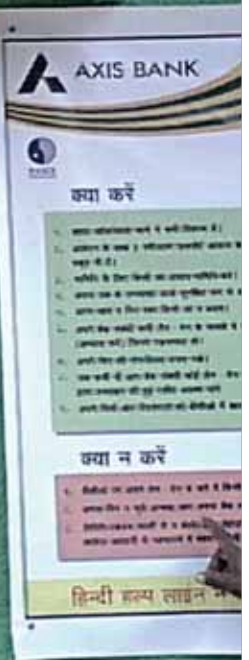


Sub-K BCO

साहू किराना स्टोर्स

Banking & Livelihood Promotion Services - Now in Your "Mobile"

produced by Indian Grameen Services



www.ibasixindia.com



LOCATION

Bihar

YEAR OF PRODUCTION

2009

LANGUAGE

English

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overview

Indian Grameen Services (IGS) wishes to improve the livelihood of all social classes. The organization's model is to integrate a variety of services, including in finance, agriculture, business development and institutional development. IGS has developed a mobile application that not only provides these financial services but also delivers and shares knowledge-development services. The project also adapts the Service Delivery Model (SDM) and provides a transactional platform that includes services such as savings, micro-pensions, micro-insurance, the National Rural Employment Guarantee Act (NREGA), other government payments, money transfers, micro-credit and utility payments. Services such as non-banking and non-financial services are also delivered. This aim is to be inclusive, especially with respect to low-income individuals.

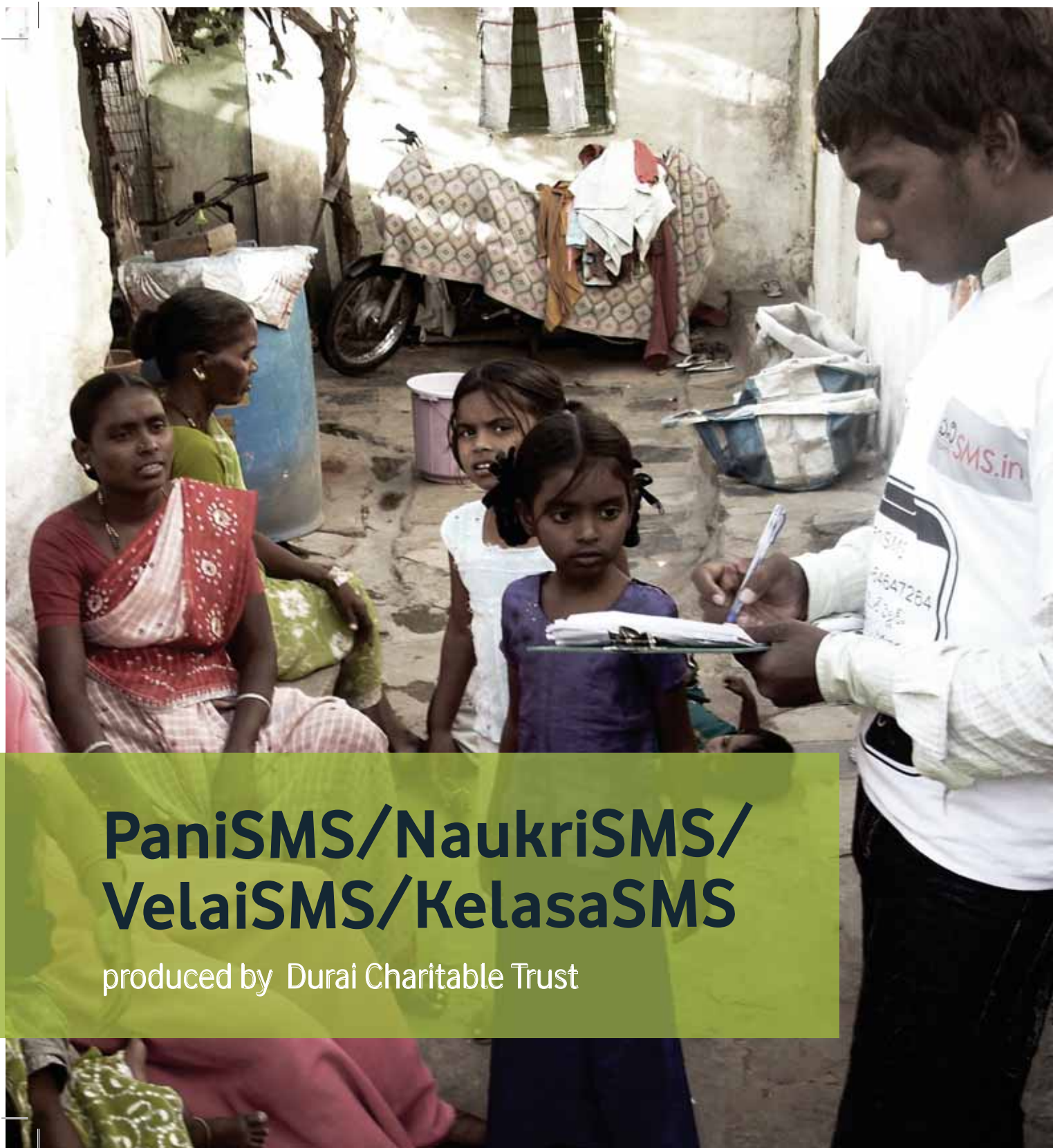
The project is founded on a mobile-based software called ViTranSP (Virtual Transaction Services Provider). To receive agricultural consultation services, information users are required to subscribe to a Package of Practices (POP) for consultation on various crops and agricultural activities. Other features the mobile-based app includes are a tracking delivery service and package, agricultural equipment information and rental booking, career counseling and financial planning. Mobile devices support many functions: knowledge-sharing, farmers' communications and overall transparency in the agricultural industry.

approach



outcome

IGS is currently working with 12,00,000 households, so covering 3,943 villages across 12 states. Through its services, IGS has promoted 24 women cooperatives and provided technical support to more than 6,000 self help groups (SHGs) in Bihar. It has also helped in the dairy sub-sector in various districts in the country: here, it strengthens community-based institutions with support from service agencies. Importantly, IGS services have prevented potential suicides of farmers in Andhra Pradesh and the Vidharbha region of Maharashtra during times of crop failure.



PaniSMS/NaukriSMS/ VelaiSMS/KelasaSMS

produced by Durai Charitable Trust

www.naukriSMS.in

**LOCATION**

Andhra Pradesh

YEAR OF PRODUCTION

2007

LANGUAGE

Telugu

Hindi

Tamil

Kannada

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overview

There is a big discrepancy in job quality and job steadiness between white collar and blue collar workers in India. Of the nation's 1.2 billion people, 600 million are considered digitally challenged blue collared workers, many of whom are semi-literate. Thus, they cannot read newspapers or have limited access to opportunities to find out about where they could be employed or about skills trainers. They are also in the category that frequently roams for new jobs. They spend much time and money on travelling, to search for a way to make a living. By leveraging mobile technology, NaukriSMS provides a communal platform that brings together blue/grey-collared workers, their potential employers and skill training providers, channeling job and skills information effectively and with benefits.

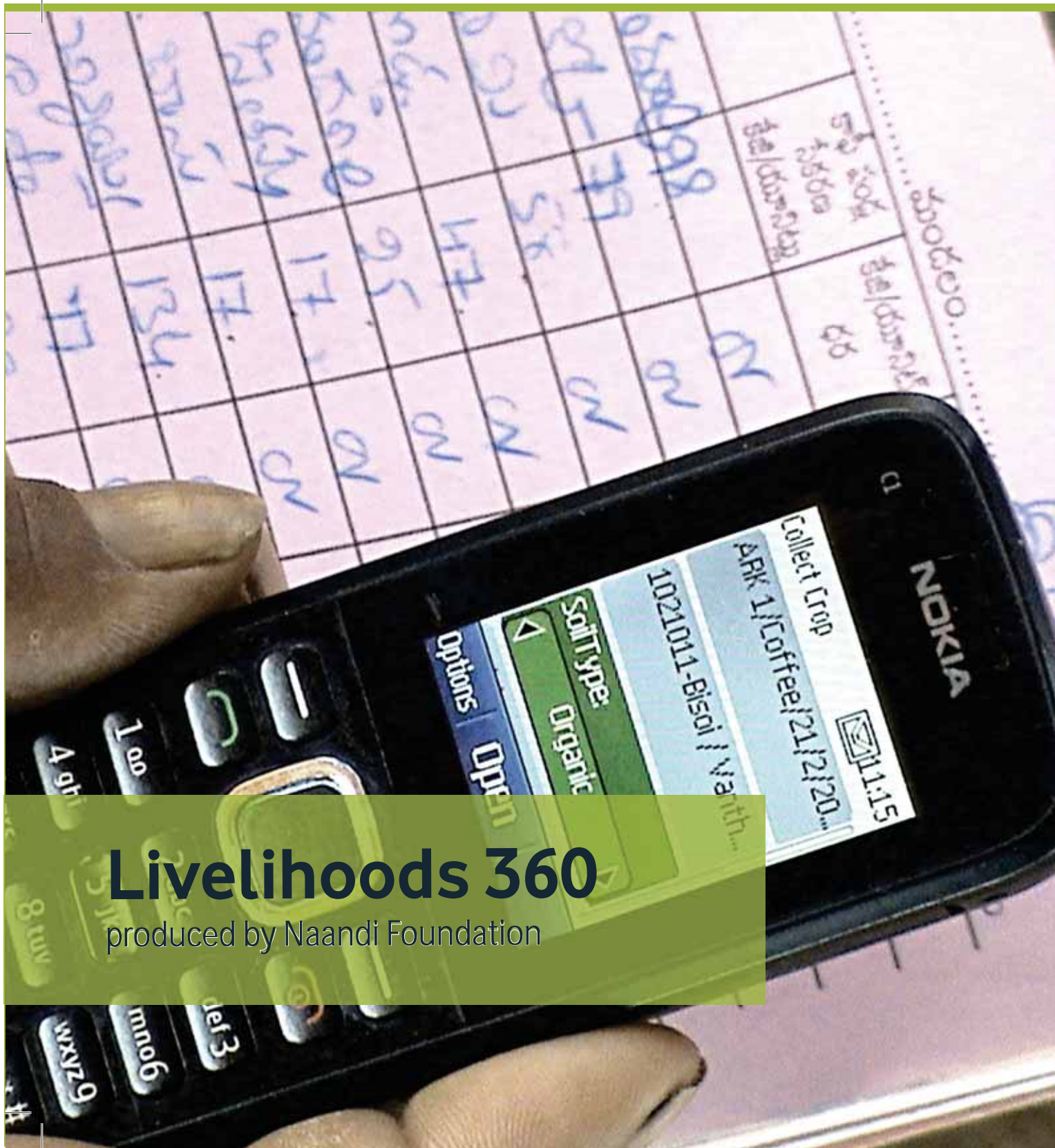
NaukriSMS applies open source technologies Linux and Java. Users can connect to the system via a voice-based service, voice-connect service or SMS. They can subscribe to receive personalized voice or texts which contain job information; or, they can call employers and/or receive calls from employers using the Live Connect Feature. Likewise, skill training institutes or companies can also approach job seekers to enquire about their skill sets. The knowledge required to use this system is minimal: you only have to know how to make or receive a phone call. Thus, even the usually disadvantaged can easily avail NaukriSMS's services. The structure is geared to enable employment planning; it engages and empowers the rural under-privileged to be effectively involved in the job force.

approach



outcome

The project aims to empower both women and marginalized or vulnerable groups, enabling them to be financially independent and to eliminate discrimination. The goal is to empower more millions of rural and urban local common workers with literacy challenges. The project goal: launch in a new state every four months, starting June 2012.



Livelihoods 360

produced by Naandi Foundation

www.naandi.org



LOCATION

Andhra Pradesh

YEAR OF PRODUCTION

2010

LANGUAGE

English

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overview

Livelihoods 360 provides backward and forward linkages to farmers. It aims for a capacity that encompasses 25,000 farmers in LEISA (Low External Input Sustainable Agriculture) practices. The project supports market development in agriculture, resulting in an increase in income for marginalized farmers. To this end, it is pushing for six million trees to be planted in three years, in order to improve farmers' food security, nutrition, income, health, shelter, energy resources and environmental sustainability. The Livelihoods 360 premise is capturing and documenting data regarding carbon sequestration projects under Haryali. The scope of the data ranges from capturing basic information to the number of trees needed, and what it will take to ensure the health and survival of the plant for the coming five years. To work toward this objective, the Naandi Foundation concentrated on the Coffee Procurement Cycle with coffee farmers to learn, document and collect the standardized process for coffee beans crop. This is to minimize the loss of produce and make remuneration for farmers more effective.

Livelihoods 360 is based on enterprise resource planning (ERP) solution. To accomplish this, the Naandi Foundation aligned with Concept Waves to design and develop an application that runs on basic J2ME-enabled mobile devices and supports end-to-end data management related to matters such as harvest estimates, actual number of harvest crop, processing details and all financial transactions. The system also provides a mechanism to capture various data across villages: farmer details, land details, crop details, literacy details, health and nutrition details, tree details—which taken together provide a holistic view of the village's eco-system. The application works both offline and online, catering to lower Internet signal areas of India. The data is sent in real time to a centralized server over GPRS connection from various field sites. With all the captured data, the system can generate insightful quality and operation reports, while enabling online viewing.

approach



outcome

As of now, 11,078 farmers are registered with the system. The use of the application has decreased effort and time for yield estimation. Digitally stored data has now replaced physically collected data, significantly reducing the workload of farmers. The yield estimation period has reduced from 70 days to 45 days. The real-time data also help decrease the procurement cycle, for farmers have immediate access to useful information. All of this contributes to accurate resource planning for the cycle, which directly impacts the cost of production and the quality of the coffee produced.

governance

Examples would include solutions in mobile which helps the government and administration in their schemes and plan to provide residents a healthy cycle of income distribution and sustain a societal harmony.





Jharkhand Mobile Radio



Tracking Livelihood Entitlements of Rural Communities using Mobile Phone Based MIS in Orissa.



Locating and Rating of Public Restrooms in Indian Cities



SMS campaign enabled by Election Watch Software (EWS)



Jharkhand Mobile Radio

produced by Jharkhand Mobile Radio

<http://goonj.net>

**LOCATION**

New Delhi

YEAR OF PRODUCTION

2011

LANGUAGE

Hindi

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overview

Jharkhand Mobile News serves the rural and tribal populations of the state of Jharkhand. It challenges the centralized top - down model of traditional media and has designed a news-over-phone service to encourage citizens to directly engage with issues that affect them — rural health, education, land rights and so on — in a transparent and inclusive manner. Users can call to a toll-free number and listen to audio snippets left by others and participate by leaving their feedback or stories on the issues. The project aims to improve awareness and empower citizens to partake in governance matters and to contribute to a communal platform in which mass participation of people in local media may create pressure on government officials who are responsible for the public services.

Via mobile devices, users participate in a system that includes a voice forum even illiterate people can use. Another approach to promote this mass participatory media system is to use voice - based technology to collect data. Here, calls are made out to a set of users, in which they are required to provide quantitative data by using the mobile phone's keypad. Issues such as the number of community health workers are applied in this case. The third mechanism the project features is collection of data from government websites. The system collects automated feed from government websites and provides useful data such as employment news and health announcements. All such information is published on the voice forum, enabling voice access to the rural population.

approach



outcome

JMR is a low- cost and accessible service system that empowers rural users instead of merely helping them. Within 30 days of launch, there have been more than 40,000 calls with 5000 unique callers. The average time per call is three minutes; average calls per day range 1,200 - 1,500 and first-time callers per day, 75-100. There are also various cases that prove the impact of the Jharkhand Mobile News project: people revealed official bribes, resulting in the blockage of development officers and the officials were fined. Teachers were remunerated after disclosing their non-payment of five months' salary.



Tracking Livelihood Entitlements of Rural Communities Using Mobile Phone Based MIS in Orissa.

produced by Womens Organization
for Socio Cultural Awareness

www.wosca.org
www.woscakeonjhar.org

**LOCATION**

Odisha

YEAR OF PRODUCTION

2008

LANGUAGE

English

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overview

Orissa, one of the poorest states in India, has a tribal population of 44.52%. Of these, 76.96% are Below Poverty Line (BPL) with a 44.73% literacy rate. Due to lack of information, many from this population are unaware of their rights to benefits from the public distribution system (PDS) and pension schemes. To improve the situation, Women's Organization for Social Cultural Awareness (WOSCA) created a mobile-based monitoring system – Tracking Entitlements for Rural Communities (TERComs) – that tracks the accuracy of important social protection delivery services entitled to the poor. The system aims to monitor three major social protection schemes: the National Rural Employment Generation Scheme (NREGS), PDS and Pension. Through mobile communication, TERComs attempts to improve the impartial system for those who may be excluded from the benefits and ensure they receive their due benefits.

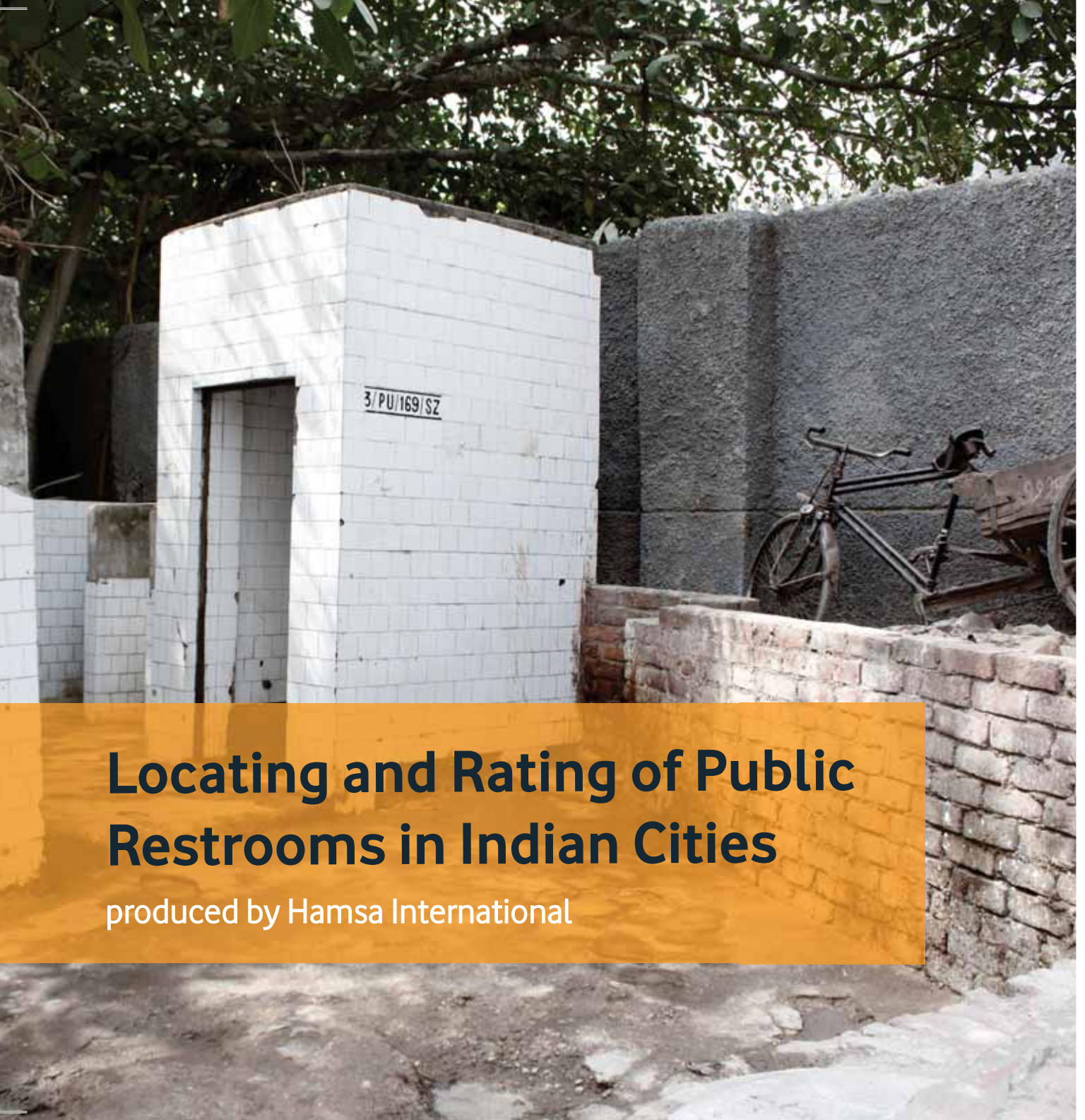
The system depends on the work of volunteers who track the activities in the villages. They use mobile devices to report the number of household members every month at the service delivery point in scheduled distribution dates. The project uses SMS or MMS to transfer information from the phone to a Management Information System (MIS) on a web application server. The server then generates reports based on the information received and also tracks various government schemes. The reports are shared with government officials, elected representatives and village communities for full transparency. This also creates pressure, for more impartial measures. The instant information-sharing in rural communities promotes participation and helps ensure the legitimacy of the government system in which those who are in a disadvantaged situation can benefit from the services.

approach



outcome

TERcoms allows village volunteers at service delivery points to track other government services. The system has impacted 87,000 families, whose access to public services has increased. 542 villages are aware of such entitlement through sharing real-time information. 1,234 community organizations access information and receive entitlement opportunities via TERComs. More and more families are receiving suitable employment and earning appropriate wages; the poor, the elderly, and the socially excluded are receiving proper entitlement to governmental services and are no longer excluded from the BPL list. Finally, the government has seized 4,854 fake PDS cards and many more are waiting to be revealed.



3/PU/169/SZ

Locating and Rating of Public Restrooms in Indian Cities

produced by Hamsa International

**LOCATION**

Karnataka

YEAR OF PRODUCTION

2011

LANGUAGE

English

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overview

Finding clean and sanitized public washrooms in Indian cities can be a challenge. Hamsa International created an App that allows people to find the nearest available public washrooms, categorize them by gender preference and rate them according to various aspects, such as cleanliness, quality of services, cost, etc. Every month the best-rated restroom is announced and awarded, which may become the model for other restrooms in the cities. The information is shared on a website and also with government departments in every city, promoting social communication and transparency. This is to encourage improvements in sanitation and accessibility of public restrooms as well as creating a sense of community ownership and responsibility for local public convenience system.

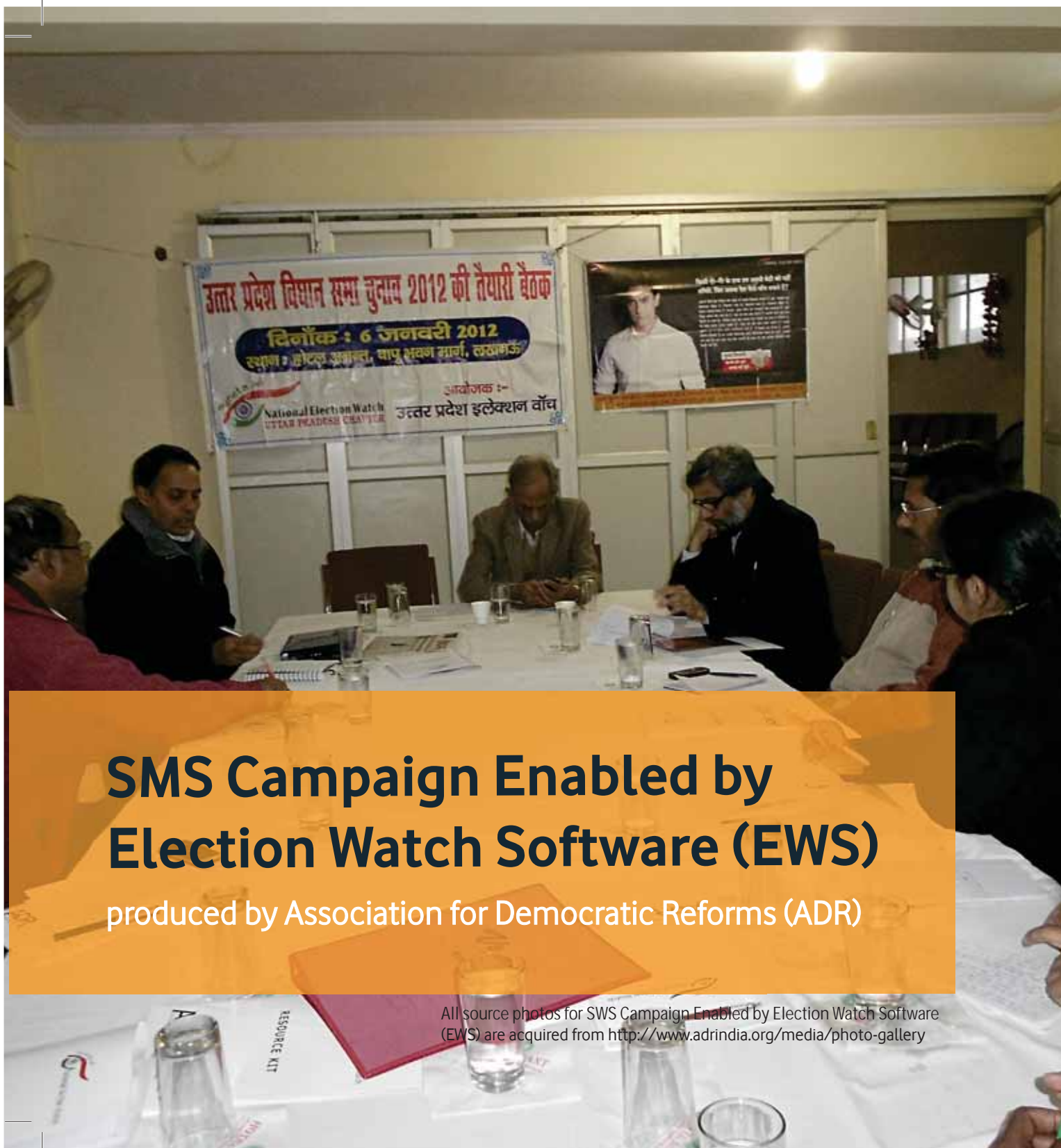
This project is a mobile - based application, utilizing the GPS to navigate and locate public washrooms on city maps. Users can register for a username and password after they freely download the software for a trial period of thirty days. The user may extend the trial period for another thirty days when he/she rates the public restrooms; otherwise the trial will expire accordingly. Afterwards, user may gain bonus points on each rating that he/she gives and these points earn him/her discounts on monthly basis. This encourages more social interaction on the use of the app which enhances the user contributed content to the website and thus improves the current condition of the restroom.

approach



outcome

Hamsa's mobile application, "Locating & Rating of Public Restrooms in Indian Cities", allows travellers and residents to better navigate public washrooms in the city. The mapping of most toilets is accomplished for the Bangalore city. More than 500 users used it as an initial launch. Hamsa International intends to change people's attitudes toward restrooms in India and aims to expand the mobile application to more users in both the rural area (1 million users) and urban areas (0.1 million users) during the program's current year.



SMS Campaign Enabled by Election Watch Software (EWS)

produced by Association for Democratic Reforms (ADR)

All source photos for SWS Campaign Enabled by Election Watch Software (EWS) are acquired from <http://www.adrindia.org/media/photo-gallery>

<http://www.myneta.info/>
<http://www.adrindia.org/>

**LOCATION**

New Delhi

YEAR OF PRODUCTION

2009

LANGUAGE

English & transliterated local languages

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overview

The SMS campaign enabled by Election Watch Software (EWS) is an application that provides citizens of India unbiased facts and information regarding candidates they vote for in Parliamentary, State Assembly and other elections. The information is based on the sworn affidavits filed by contesting candidates with the Election Commission (EC) of India, and are collected by ADR and its NGO partners via the EC website. ADR displays this information to allow a citizen to better understand a candidate's background, so s/he may make informed decisions. The application is active for four to six months during the elections; however, the background information of many candidates are only available only for a week to ten days before an election date. Users send and receive this information through SMS.

ADR managed to compile and disseminate all the data through a web application developed by Webrosoft Solutions Ltd, further streamlined by EWS. This application ensures the authorization, authentication and quality of the data a person receives. Users with mobile devices can send an SMS specifying the name of their constituency, or their pin code, to obtain details of local contesting candidates. People of low literacy in rural areas can call through a toll-free helpline 1-800-110-440. When the server receives the SMS, it responds to users via SMS with candidates' background information such as criminal record, financial situation and/or education level.

approach



outcome

Since the first launch of the project in Lok Sabha elections of 2009, over 6,00,000 people have used the service. There has been a gradual rise of popularity in using the system and, until now, the SMS campaign has been applied in various State Assembly Elections. The aim of ADR is to help disseminate information regarding candidates to increase transparency and accountability in India's political and electoral systems.

education

Examples include innovations in mobile which focus on the education and learning sector at any level from primary school to higher education which impact Indian societies.

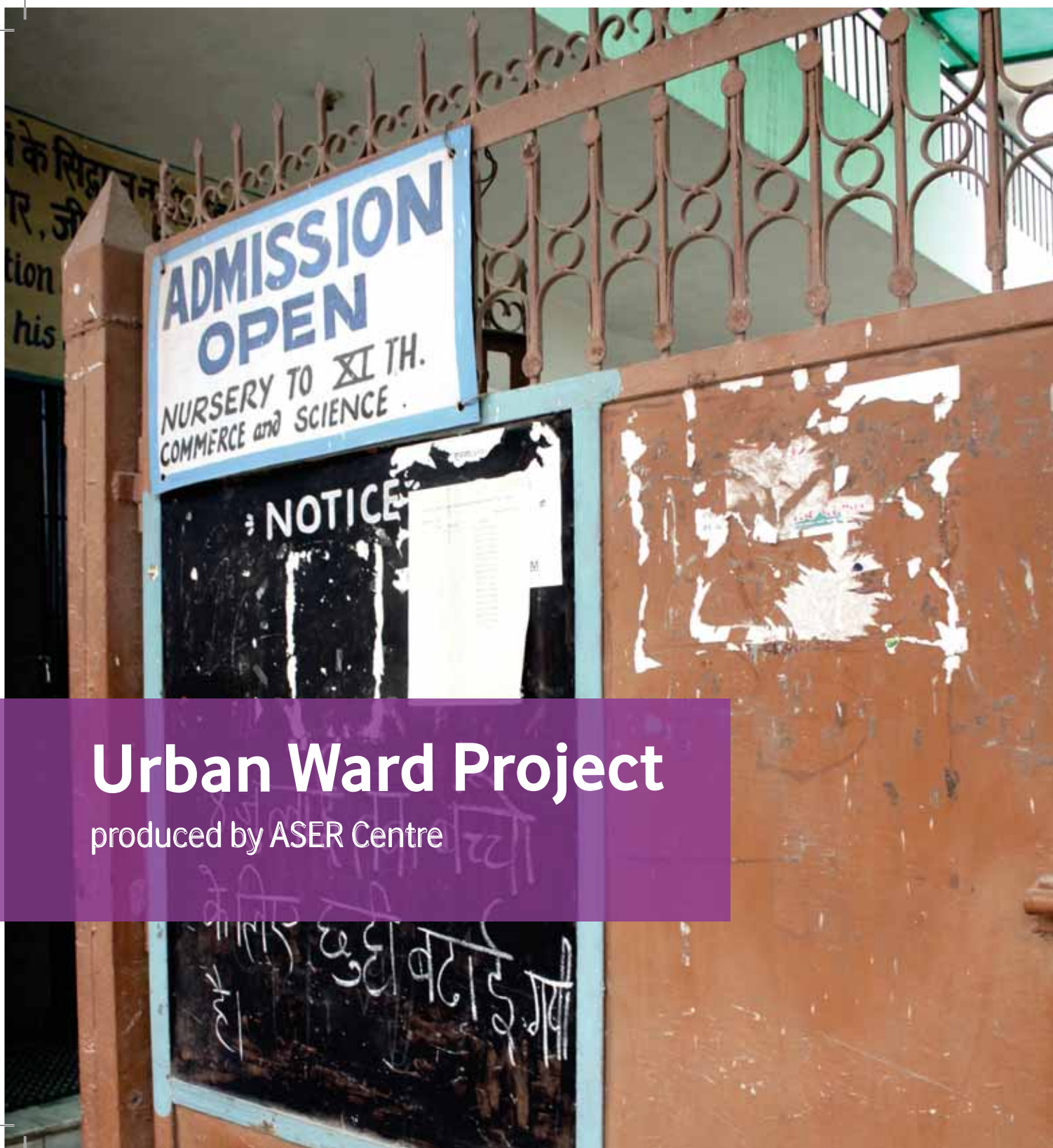


Urban Ward Project



"Mahila Shakti" - Mobile as an Education tool
for Women Empowerment





Urban Ward Project

produced by ASER Centre

www.asercentre.org



LOCATION

Delhi

YEAR OF PRODUCTION

2011

LANGUAGE

Hindi

English

CONTACT

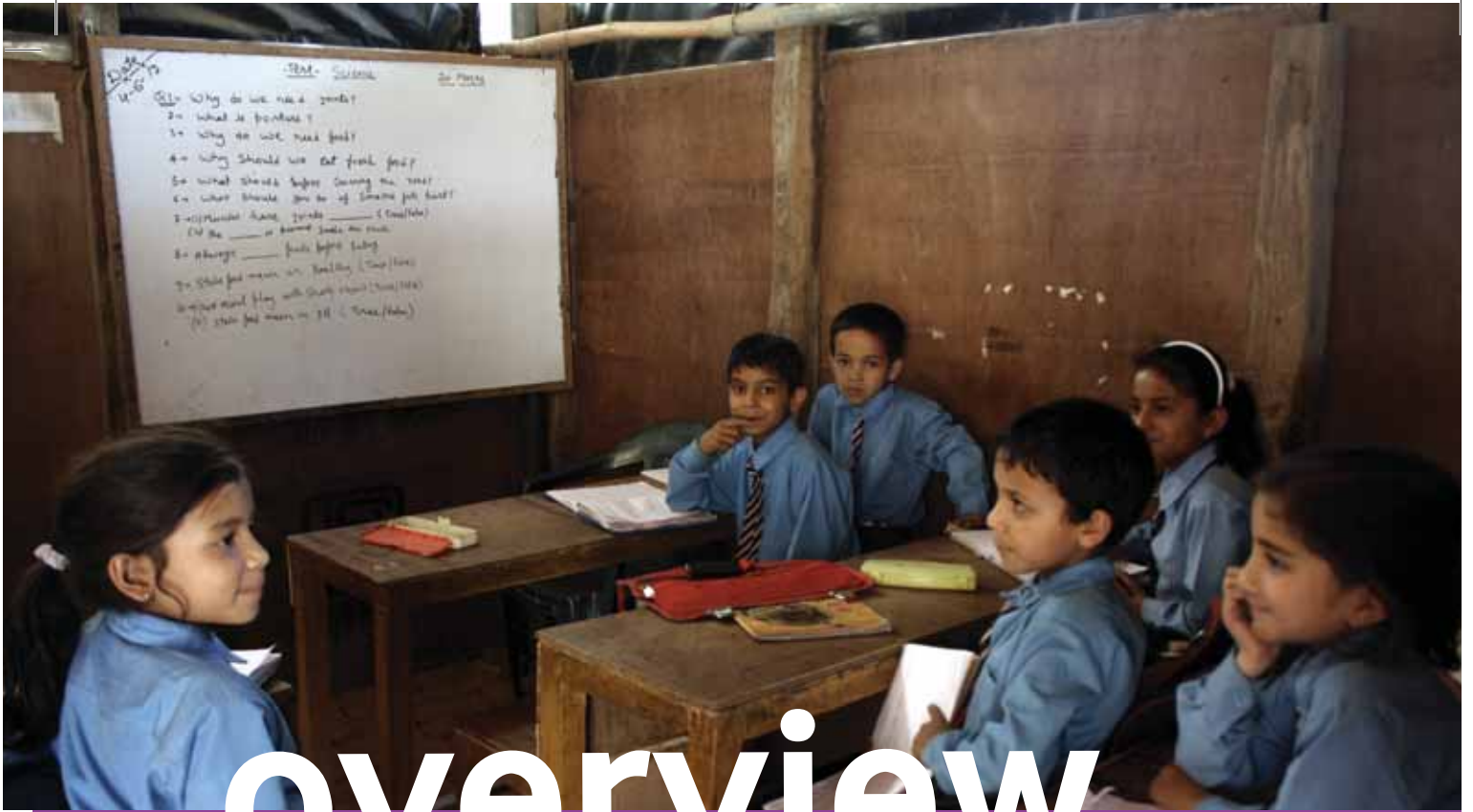
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overview

The Urban Ward Project of the ASER Centre aims to gain insight on the learning outcomes of children in rural India. This insight may enable the Indian education system to better understand the current situation, leading to an improvement in the overall quality of education. Using mobile technology, the Urban Ward Project collects data regarding schooling provision, patterns of utilization and learning outcomes in specific urban locations. The technology enables real-time transfer of data, which supports effective monitoring of the data collection process and provides advanced resolution for any data issues. The project is currently done surveys in five major cities across India: Patna, Hyderabad, Mysore, Jaipur and New Delhi. The survey inquires about children's schooling status, learning ability and the school infrastructure.

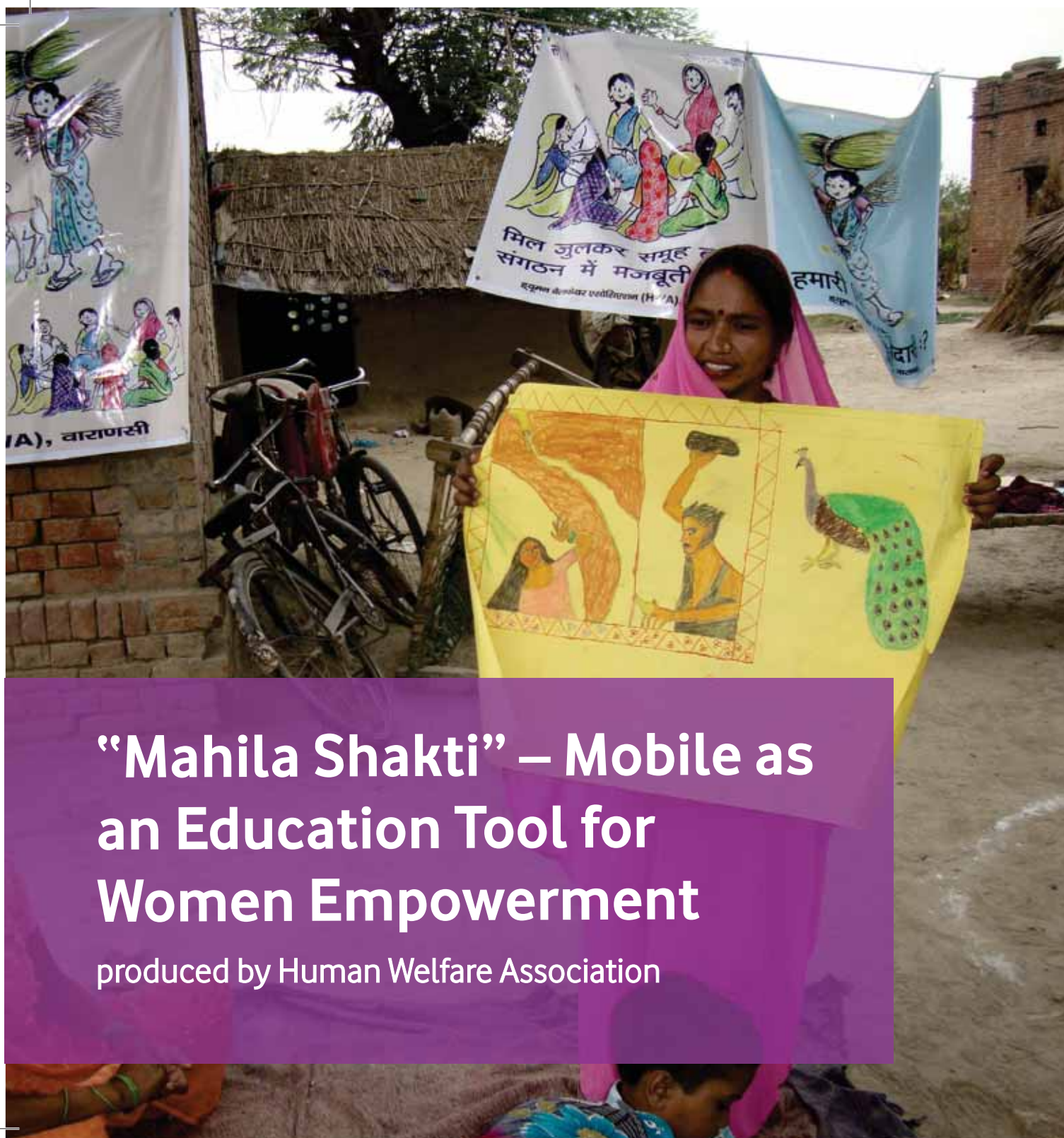
Mobile data collection is a web-based data-sharing analysis platform, which can be customized and integrated with ERP (enterprise resource planning) systems. It requires an android phone that runs on the J2ME system. These mobile functions can estimate the learning outcomes and learning levels of children in both urban and rural India.

approach



outcome

ASER Centre has conducted assessments on outcomes of education and other social sectors. Since 2005, the centre has been providing an Annual Status of Education Report (ASER) survey that covers approximately 700,000 children in many rural districts of India. The organization is currently in the stage of integrating the urban ward project technology into other prospective projects; particularly the technology of GPS mapping on mobile phones. With the technology, ASER aims to map all educational institutions in one block per 100 villages in the state of Uttar Pradesh. Moreover ASER, with similar technology, plans to improve the monitoring system of communities vis-à-vis education status. All these initiatives strive to answer a key question: do social sector programs lead to desired outcomes?



“Mahila Shakti” – Mobile as an Education Tool for Women Empowerment

produced by Human Welfare Association

www.hwavaranasi.in



LOCATION

Uttar Pradesh

YEAR OF PRODUCTION

2011

LANGUAGE

English

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overview

Through the use of mobile and mobile - based in - built applications, Mahila Shakti empowers the most disadvantaged sections of rural women through educational initiatives. Varanasi is famous for its handloom sarees, made by traditional skilled artisans. Nevertheless, the area has widespread illiteracy. In order to make people literate and arm them with employable skills, Human Welfare Association (HWA) initiated "Mahila Shakti: "Mobile as an Education Tool for Women Empowerment". It provides Internet facilities; women can learn easily through their mobile devices to increase business, improve their confidence and enhance their personal development.

With the support of existing mobile application, women can learn and develop the quality of crunching numbers, maths skills and various other subjects. These are in - built features of a mobile device. The system aims to evaluate and analyze a user's present situation and strength and determine a more feasible and appropriate alternative. This learning curve enables their participation in the socio-political processes, presently externally controlled. The process allows them to plan, implement, monitor and evaluate developmental programs and communicate with both NGOs and the government.

approach



outcome

The learning levels of women in subjects are divided in three levels. There are currently 40 villages in one Chiraigaon block involved in this educational initiative; in 40 educational villages and 20 educational centers in 20 villages, 1,024 are enrolled in the education center, attending the literacy class. Moreover, HWA has formed more than 100 women self - help groups. With support and facilities via mobile technology, women in rural areas can grow in multiple ways, leading themselves and the community to prosperity.

{ MOBILE FOR SOCIAL CHANGES } by Snehi lokotthan sansthan , radio snehi siwan

{ HEALTH & YOU } by Aids Awareness Group (AAG) & HandyGo Technologies Pvt. Ltd.

**{ USE OF MOBILE TECHNOLOGY FOR IMPROVING
POST INSTITUTIONAL CARE & FOLLOW-UP OF
WOMEN BENEFICIARIES' AT PUBLIC & PRIVATE
HEALTH FACILITIES - A BUSINESS MODEL }** by Deepak Foundation

**{ USE OF SMS ALERT FOR DOTS COMPLIANCE
IN TUBERCULOSIS CURE }** by VISHVA VIKAS FOUNDATION

{ AROGYA – GARIMA : APANA KHAYAL RAKHANA } by Indian Medical Association, Pune Branch

{ DYNAMIC INTELLIGENT BLOOD DONOR NETWORK } by Indian Society of Blood Transfusion & Immunohaematology (ISBTI)

**{ MOBILE TECHNOLOGY FOR MOTHER AND
CHILD HEALTH MONITORING' BY WV INDIA }** by World Vision India

**{ MVYDYA – MOBILE HEALTH SERVICES
THROUGH COMMUNITY OWNED, TARA MUTUAL
HEALTH ORGANIZATION }** by Tara Projects Association

{ MSAKHI } by Manthan Project (IntraHealth International)

**{ E-MAMTA-MOTHER & CHILD
TRACKING SYSTEM }** by State Rural Health Mission(SRHM), Department
of Health & Family Welfare, Govt. of Gujarat

{ PEER WATER EXCHANGE } by Peer Water Exchange

**{ MAPPING AND RISK PROFILING OF RURAL
POPULATIONS USING ANDROID PHONES }** by IKP Centre for Technologies in Public Health (ICTPH)

{ HEALTH SURVILLANCE & CURING SERVICES } by Krishna Health Care Foundation, Raipur

**{ BELLA HEALTH CARE CHARITABLE TRUST, EMPOWERING
WOMEN, IMPROVING THE HEALTH AND QUALITY OF LIFE }** by Bella Health Care Charitable Trust

**{ INFORMATION ON DRUG INTERACTION
THROUGH MOBILE PHONES }** by Apollo Hospitals Educational and Research Organisation

Mobile for social changes by Snehi lokotthan sansthan , Radio Snehi Siwan

Radio Snehi is a community radio based in Siwan district in Bihar—available at 90.04 MHz frequency through any radio or mobile phone with FM service. Considering people in Siwan region, including illiterates and semiliterates, have direct and easy access to mobile phones, Snehi Lokotthan Sansthan started Radio Snehi with a vision to disseminate information about health-related issues and their solutions to the Siwan people. Education, environment and governance related issues are also addressed through community programmes. Radio Snehi encourages locals to use the mobile phone to voice grievances or share their innovative ideas and solutions through live broadcasting. Radio Snehi an example of radio and mobile integration to reach maximum number of community members and also enable a situation of making community radio interactive, live and contemporary.

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Health & You by AIDS Awareness Group (AAG) & Handygo Technologies Pvt. Ltd.

Based on IVR, mobile SMS and voice platform, Health & You provides health-related information. It provides health and sickness advice on call or through SMS, without having to visit a doctor. The information is authentic and dynamic. Users have total confidentiality on the health problems they need advice on. A user has to register to subscribe to 'Health Portal', where one can get health advice through SMS. Advice is related to heart, cancer, diet and nutrition, pain management, women issues, sexual issues and various others on lifestyle as per the subscription. Till date there are about 100 users who have a paid subscription in the Gujarat region and 250 users have free trial subscription in the Hisar and Pushkar regions.

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health

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deepakfoundation@deepakfoundation.org

Use of Mobile Technology For Improving Post Institutional Care & Follow-up of Women Beneficiaries' at Public & Private Health Facilities- A Business Model by Deepak Foundation

'Safe Motherhood and Child Survival' project has been implemented in Vadodhara district of Gujarat, including 1,548 villages in 4 tribal blocks, by Deepak Foundation in partnership with Department of Health & Family welfare, Gujarat. It uses mobile technology to reduce maternal and infant mortality rates. Mothers face many problems related to motherhood – mother anemia, postpartum disease, distress, among others. Out of 1,33,000 women, more than 7,000 screened severely anemic during pregnancy and postpartum. Despite using colour scale for anemia severity check or taking help from ASHAs (Accredited Social Health Activists), Deepak Foundation followed up with more than 7,000 women, taking the help of a single counselor and using mobile phone technology to send messages and counseling through calls. The project plans to expand services, focusing on antenatal care, postnatal care and new born care in the next phase.

vishvavikas.org
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Use of SMS alert for DOTs compliance in Tuberculosis cure by Vishva Vikas Foundation

With the goal of community health check and disease control within Gujarat region, Vishva Vikas Foundation started a revised tuberculosis control programme with Government of Gujarat before 3 years. The main role of the organization is to help tuberculosis patients for diagnosis, treatment and regular follow up of the disease cure. VVF has implemented this project in district Surendranagar in Gujarat and started employing mobile phones services in various aspects of tuberculosis disease diagnosis and treatment using free service portal for SMS alert. When the tuberculosis patient visits the local treatment centre he gets registered by the health centre with complete profiling, as per his choice. From the day the treatment is initiated, he gets alerts by the same centre about the disease control and follow up for the checkups and medication. Under the supervision of the treatment centre, daily status of the disease is checked with the treatment provider and patient and alerts are managed to be sent to the both. It is under plan to make a liaison with government, private doctors and patients for enhanced status of patients.

AROGYA – GARIMA : Apana Khayal Rakhana by Indian Medical Association, Pune Branch

'Arogya Garima' is a platform created by Indian Medical Association (IMA) in Pune, Maharashtra with a goal to provide solutions to women on critical health issues. Critical issues women nowadays face are high maternal and neonatal mortality and morbidity, life-style diseases like cancer, diabetes and cardiac problems, declining female ratio-prenatal sex determination and female foeticide. IMA in partnership with HITECH Medical Informational Services has launched a women health packet which can be subscribed and availed through mobile SMS services given by Garima Platform. The SMS provide information regarding safe motherhood campaign, ANC reminders and alerts, menopausal age reminders and alerts, adolescent health issues, vaccination reminders and PNDT Help-line. Arogya Garima provides its value added services to women of Pune in Maharashtra—free service for the first year and a small annual subscription from the second year.

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Dynamic Intelligent Blood Donor Network by Indian Society of Blood Transfusion & Immunohaematology (ISBTI)

Type BRAVO BLDDNR and send SMS to +919246356765 if you like to add your name in the blood donors list. Type BRAVO BLDBNK for add request, if you are a blood bank and want to get connected to blood donors' network in time. 'Dynamic Intelligent Blood Donor Network' is an initiative of Indian Society of Blood Transfusion & Immunohaematology (ISBTI) piloted in Pune city of Maharashtra to create an intelligent network of blood donors and blood banks in the region. With the goal of ensuring safe blood supply and to fight efficiently with the problem of scarcity of quality blood in blood banks, ISBTI started an SMS based service using web gateway. Till date ISBTI has registered 250 blood banks and more than 6,000 donors to its database from Pune, reaching a total network of 8,00,000 people through its services. ISBTI has registered 1,500 blood banks so far in the country and plans to scale it up to all states in India.

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health

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Kunal_shah@wvi.org

Mobile Technology for Mother and Child Health Monitoring by WV India by World Vision India

To keep a health check on mother & child is an initiative of World Vision India (WVI), in partnership with Dimagi – CommCARE. It was piloted in 43 villages of Chikaldhara block, Amravathi district in Maharashtra, addressing a total population of 23,000. CommCARE, an open source mobile app, helps in timed and targeted counseling through its mobile client- and cloud-based programmes. Community health workers (CHW) are equipped with a java-based mobile phone with the CommCARE app to collect first hand data in various forms - registration forms, checklists, danger sign monitoring and educational prompts with audio, image, & video clips. The collected information helps WVI monitor and follow up in time for mother and child health care. In future, this is planned to be scaled up in districts of Melghat, Nagpur, Amravati, Yavatmal, Omregga, Sangli, Pune and Mumbai.

www.taraprojects.com
tara.projects@gmail.com

mVydyā – Mobile Health Services through Community Owned, Tara Mutual Health Organization by Tara Projects Association

mVydyā is piloted by Tara Projects with the goal of community mobilization in the Badarpur Slum Area, New Delhi to provide mobile health services through community-owned Mutual Health Organization (MHO) to individuals at the bottom of the pyramid. MHO provides services like primary healthcare, free medicines, day care to reduce hospitalization, discounts on diagnostic tests and hospitalization and preventive healthcare awareness programs. Tara MHO performs through a dispensary, a qualified doctor and healthcare providers or field workers connected with one hospital, one diagnostic centre and a pharmacy. The field agent visits individuals to develop a central repository of patients' information, diagnostic data & medical history for existing MHO members, using ICT and mobile phone devices. Currently MHO has 733 member, each contributing INR 250 per person yearly to the organization. Till date, 3,272 cases have been handled, including 308 cases from non-members. A minimal amount of INR 10 is collected as consultation fee, which is accumulated to provide free medicines to all. Tara MHO also plans to develop a mobile app to work as a mobile money service provider and micro-health insurance facilitator.

mSakhi by Manthan Project (IntraHealth International)

mSakhi is a programme started by Intrahealth International, through its Manthan Project, in 3 districts of Uttar Pradesh. mSakhi is integrated with CommCare open source software and is using it as an interactive and multimedia mobile app to scale up ASHAs (Accredited Social Health Associates) in the region. This helps to train ASHAs and improve their knowledge of key maternal and newborn health issues. On one hand, this helps improve the counseling ability of ASHAs to influence beneficiaries. On the other, it ensures mother and child health in the rural areas. Intrahealth International aims to scale up the programme in the next phase, with 500 more ASHAs in Bahraich district of UP.

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E-Mamta-Mother & Child Tracking System by State Rural Health Mission(SRHM), Department of Health & Family Welfare, Govt. of Gujarat

E-Mamta is a web-based application uniquely customized with mobile SMS alert services for maternal and child health programmes in rural as well as urban Gujarat. To reduce health challenges and ensure efficiency in maternal and child health services provided, the Government of Gujarat under State Rural Health Mission has introduced a management system based on a tracking application called 'E-Mamta'. E-Mamta sends alerts in Gujarati & English about health programmes, on ante-natal care services, anemia services, immunization, delivery & family planning to beneficiaries or their families/relatives before their due dates. The target isn't only reduced Infant Mortality Rate (IMR) and Maternal Mortality Rate (MMR)—E-Mamta is about all rural health challenges, such as dropout rates, left-out rates, quality of services, inability to track the user or the beneficiary, pregnant women and children.

<http://e-mamta.gujarat.gov.in>
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health

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Peer Water Exchange by Peer Water Exchange

Peer Water Exchange is a repository of several projects working on water issues across the world. Given the urgent need of reporting water and sanitation data from areas where one cannot avail good internal service, Peer Water Exchange launched an SMS reporting programme to speed up the data reporting process and ensure data validation. PWX members and field reporters send in SMSes related to water quality, usage and sanitation in qualitative and quantitative terms and allow this data to be organized and modified later and made available to the PWX channel of 12,000 communities and 8,20,000 people. In the future PWX plans to launch a smart phone interface to include GPS information, for better reporting.

<http://ictph.org.in/blog>
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Mapping and Risk Profiling of Rural Populations Using Android Phones by IKP Centre for Technologies in Public Health (ICTPH)

'Mapping and Risk Profiling of Rural Population Using Android Phones' is a year-old project run by IKP Centre for Technologies in Public Health (ICTPH). ICTPH runs a total of 6 Rural Micro Health Centres (RMHCs), each serving 10,000 people. Each RMHC has a physician and a health extension worker (HEW). HEW visits each household to collect basic information, collect information for risk profiling. HEW asks questions on tobacco consumption, marital status and women's health, among other, to check people's risk status based on WHO recommendations. The android apps used by HEW for 'Mapping' and 'Risk Profiling' are ODR and CommcareODK, respectively. RMHCs have done 5 to 6 mapping and risk profiling visits to the Thanjavur region in Tamilnadu.

Health Surveillance & Curing Services by Krishna Health Care Foundation, Raipur

'Health Surveillance & Curing Services' is a health and family care program run by Krishna Health Care in tribal areas of Orissa region including Bastar, Narayanpur, Surajpur, Kondagaon, Dantewada, Bijapur, Sukma, Kanker, Sarguja, Balrampur, Jashpur, Korla, Raigad, Balangir, Sambalpur, Attabira and Badgad. This programme provides healthcare services of all kinds—physical surgery, blood donation, vaccination, BP examination, X-ray, ECG, first aid, post burn contracture, other congenital anomalies, among others—to the grass roots in Orissa. Mobile phone services—calling, SMS, video conference and other multimedia applications—are used to disseminate information into the region about awareness medical camps, family planning promotions and so on. Mobile phone also helps healthcare providers to get information from tribal people and treat the patients as per case and follow-up.

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Bella Health Care Charitable Trust, Empowering Women, Improving the health and quality of life by Bella Health Care Charitable Trust

Bella Health Care Charitable Trust has initiated a mobile-based solution for recording and doing predictive analysis of various activities of ASHAs for quality family planning program implementation. The project has been implemented in rural, urban and slum regions in Uttarakhand, where accessibility of quality information and supply of contraceptive are key challenges. Approximately 200 ASHA workers provide this service to around 2,00,000 people, of which 30,000 eligible couples are targeted, across 140 villages. This project focuses to ensure the use of mobile phone in eligible couples' registration system to improve family planning services at the community level.

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health

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Information on Drug Interaction through Mobile Phones by Apollo Hospitals Educational and Research Organization

AHERF (Apollo Hospital) piloted a project called 'Information on Drug Interactions through Mobile phone' in Indraprastha Apollo Hospitals in New Delhi, in March 2011, to empower healthcare providers and patient with information on the adverse reactions of various drug interactions. It provides 'HIPaR Medication Safety Platform' on mobiles to ensure patient safety from medical errors caused due to lack of drug information amongst doctors and patients. AHERF specialists, over a year of research on medicines and drugs, created a unique database: supporting information on both generic and branded drugs, more than 3,300 and more than 27,000 respectively. The HIPaR Knowledge Platform enables doctors, pharmacists, pharmacologists to identify issues such as drug - drug interactions, drug-disease/condition, drug-food/alcohol, drug-lab, drug-anesthesia and drug content administration, among others. The information about adverse reactions, special dosages, precautions and warnings, nursing considerations, patient counseling messages enables necessary actions for enhanced patient safety, help medical students and pharmacists in learning.

business, enterprise & financial inclusion

other valid nominations

{ ENTREPRENEURSHIP DEVELOPMENT TRAINING PROGRAMM } by Resources Development Institution

{ STOP CROP INSECT DAMAGE! "KEEDIMULE HONARE NUKSAN THAMBAVA"(MARATHI) } by Krishi Vigyan Kendra Baramati

{ 360 NAVIGATOR } by 360Navigator

{ MOBILE SMS IN OCP-AES PROJECT } by Indian Society of Agribusiness Professionals (ISAP)

{ PATIALA FOUNDATION PROJECT "PATIALA GREENCABS" DIAL – A – RICKSHAW FACILITY } by Patiala Foundation

{ 'LIFE LONG LEARNING OF FARMERS (L3 F)' INITIATIVE FOR EMPOWERMENT OF WOMEN AND FARMERS FOR MOBILE BASED MICROENTERPRISES } by VIDYAL

{ JOB ORIENTED MOBILE REPAIRING TRAINING PROGRAM FOR 3 MONTH'S FOR WOMEN EMPOWERMENT } by GDSS GANGA DEVI SHAIKSHIK SOCIETY(NGO)

{ ASK? THEN SHOP! } by VOICE (Voluntary Organisation in Interest of Consumer Education)

{ ASM- ANTS MOBILE/SOCIAL MEDIA STRATEGY TO CONNECT THE TRIBAL TO THE SOCIAL } by The Ants Craft Trust

{ AVAAJ OTALO ("VOICE PORCH") } by Development Support Centre

Entrepreneurship Development Training Programme by Resources Development Institution

Resources Development Institution (RDI) has initiated 'Entrepreneurship Development Training Program' to uplift the socio-economic status of rural communities in Assam. Since its inception, RDI has stepped forward to train poor rural women to build entrepreneurial skills via Self Help Group (SHG) formation and micro-credit management. Recently, it has illustrated the use of mobile phone as a very effective communication and training tool to manage more than 1,000 SHGs benefiting 20,000 tribal women and women from various backgrounds in the region. This training program equips the indigenous communities of Assam with entrepreneurship skills, farm management, marketing management, financial management, project planning and budgeting, personnel management and builds their technical skills. Currently it is active in East Jorhat, Central Jorhat, Baghchung, Dhakorgorah, Titabor development blocks in and around Jorhat district in Assam. RDI has recently conducted an entrepreneurial skill development program for more than 600 rural youth in the targeted area.

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Stop Crop Insect Damage! "Keedimule honare Nuksan Thambava"(Marathi) by Krishi Vigyan Kendra Baramati

'Stop Crop Insect Damage' (SCID), locally known as 'Keedimule honare Nuksan Thambava' in Maharashtra, is an initiative of Krishi Vigyan Kendra Baramati in association with Agrocom Software Technologies. It is an informative program serving farmer communities in 10 different districts of Maharashtra. Unlike other agri-based solutions provided by using mobile phone services, SCID takes a leap ahead and uses an insect forecast model for the Grape Thrips insect to inform farmers when and where the insect activity is likely to increase. Currently, it provides the agricultural information in 3 Indian languages and English for free to grape farmers and sells the local environmental data it collects. The project has served more than 20,000 grape farmers till date and also benefited members of Grape Grower Association.

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business

www.360navigator.in
sandeepk@clipsindia.org

360Navigator by 360Navigator

360Navigator is a helpline for Information and Promotion of Public Transport, launched by CLIPS India Foundation in Navi-Mumbai, Maharashtra. It provides complete route guidance from any location to the desired place. It caters the needs of the customers, providing alternate public transport routes, intermodal travel solutions, customization on the basis of the money, time and comfort of the user, a time-table, a mega block for the sub-urban railway system, distance and fare information. 360Navigator piloted this service in Mumbai and, within first three months, registered 1,600 callers. Till date, it has served more than 3,000 callers. Currently the comprehensive and customized solution/service is free of cost and accessible at +91-9595360360. A very simple call & SMS based inquiry system, currently benefiting Mumbai people, 360Navigator plans to expand the program to other big cities and cover more people.

www.isapindia.org
gaurav@isapindia.org

Mobile SMS in OCP-AES Project by Indian Society of Agribusiness Professionals (ISAP)

With the goal of enhancing productivity and income of farmers, ISAP has implemented the OCP-AES (Agricultural Extension Services) project in northern Karnataka. Since 2010 this farm extension program has served 3,000 pigeon-pea farmers of districts Bidar, Gulbarga and Raichur, of the targeted region. Farmers are provided technical assistance and advisory on good agricultural practices on mobile phones. Farmers are provided a toll free number to call agri-experts. In order to provide real-time advisory, OCP-AES personnel visit farms regularly and generate content in vernacular language in a pro-active regime; the content is further vetted by team experts. Users/farmers receive validated SMSs weekly on agri-based information related to pre- and post-harvest technology, weather, market prices in local Kannada language written in Roman script. To widen the outreach of its services to the remote areas, ISAP runs Kisan Call Centre, based in Bhopal, serving 52 districts of Madhya Pradesh and also a Community Radio Station (CRS) called 'ISAP Kisanvani' in Sironj, district Vidisha, Madhya Pradesh.

Patiala Foundation project "Patiala GreenCABS" Dial – a –Rickshaw facility by Patiala Foundation

'Patiala GreenCABS' is an initiative of Patiala Foundation piloted in the Leela Bhawan Zone of Patiala in Punjab. It is a Dial-a-rickshaw facility started with 70 rickshaws in the targeted zone, with a goal to provide low-cost transport in the area and to keep environment safe from emissions of harmful gases from mechanical vehicles. It has divided the entire city into 12 zones and each zone has approximately 20 sub - feeding centres. The system is managed by a central office; a centralized number is given to the users and, through this, one can connect with any of sub-feeding centre from any location in Patiala. It is an initiative to help in income generation and to uplift the status of rickshaw drivers, who serve the population of more than 20,00,000 in Patiala through this service. Patiala Foundation has also started a service for tourists called 'Patiala Gedhi' for travelling in a rickshaw through the Patiala Heritage Route with trained Tourist Traction Drivers. It also plans to distribute android phones to all traction drivers so that a QR code can be generated and pasted on each Patiala Green cab.

Patialagreencabs.blogspot.com
thepatialafoundation@gmail.com

'Life Long Learning of Farmers (L3 F)' Initiative for Empowerment of Women and Farmers for Mobile based Microenterprises by VIDIYAL

The project helps poor women in 25 villages of Theni district in Tamil Nadu by providing credit for buying ten goats and one mobile phone. Vidiyal, an active NGO, uses mobile technology and adopts an approach of Lifelong Learning (L3). The women members are sent up to 5 voice messages of 1 minute each per day covering information on, for example, buying goats, feed management, disease and marketing. Commonwealth of learning (COL), Canada, helped Vidiyal establish a network with various agricultural and veterinary universities in India. The Project deploys mobile technology to promote social entrepreneurship and enhanced livelihood opportunities for rural women.

www.vidiyalngdo.org
Vidiyal386@gmail.com

business

gdss_2003@yahoo.co.in
9811788853

Job Oriented Mobile Repairing Training Program for 3 month's for women Empowerment by GDSS GANGA DEVI SHAIKSHIK SOCIETY(NGO)

Ganga Devi Shaikshik Society (GDSS), a Delhi-based NGO, launched 'Job Oriented Mobile Repairing Training Program for 3 months' with an idea to identify the number of unemployed women in the slum areas in Delhi region in India and lift the socio-economic condition of these women. The project trains these women with basic and chip-level repairing skills which includes assembling, disassembling, chip level drive installations, software repairing with coding, electronic components, types of current, circuit diagram reading and mobile phone trouble shooting. It is to empower women by educating them with mobile technology and by providing them a sustainable livelihood option.

www.consumer-voice.org
coo@consumer-voice.org

ASK? Then SHOP! by VOICE (Voluntary Organisation in Interest of Consumer Education)

Voluntary Organization in Interest of Consumer Education (VOICE) is a consumer protection group set up by teachers and students of Delhi University in 1983. Since then it has been conducting surveys and testing of different products/services, demanded by industry, consumer groups and several government departments. This has built up a repository of about 500 tests. These tests, including tests for Department of Consumer Affairs under 'Jago Grahak Jago' program, are carried out in a scientific way, as per internationally accepted methodology using NABL accredited test laboratories and processes vetted by Consumer's International and ICRT, UK. VOICE uses test reports and develops content to provide guidance to consumers in making their purchase decisions. Its target consumer base is about 35 million households in India, including urban middle class, lower middle class and rural consumers, especially conscious spenders. Consumers can be benefited through subscribing the magazine 'Consumer Voice', which is available online at www.consumer-voice.org. VOICE is developing an app using last 10 years' test reports to further create an opportunity to be updated every time about the products and the services provided in the market.

ASM- Ants mobile/social media strategy to connect the tribal to the social by The Ants Craft Trust

'ASM - Ants Mobile' is an idea of bringing tribal products to the direct reach of masses through web and social media. 'The Ants Craft Trust' has set up a platform for give direct access to mobile phone users and internet users to the crafts and other handmade products from remote areas in the North East. The pilot project, called 'Smart Punch', was launched by Ration Kard and The Ants Craft Trust to make customers loyal and regular by giving them freebies. The idea is to attract the customers to the craft centre: on every visit, customers get a punch card on their smart phone. The 'ASM-Ants Mobile' collaborated with an IIM-A funded startup to build a mobile application that scans QR codes and posts 'Likes' to Facebook of a particular product. When a user's friend clicks on that 'Like', it takes them to The Ant's online store. Through this integration of social media, online store and the mobile application, The Ants tries to broaden the distribution and marketing channel for tribal products for the increase in sales, in turn increasing productivity and employment in tribal areas.

www.theantsstore.com
Pradeep.theants@gmail.com

business

<http://mobileactive.org/mobile-tools/avaaj-otalo>
pdave68@gmail.com

Avaaj Otalol ("voice porch") by Development Support Centre

'Avaaj Otalol' or 'Voice Porch' is an IVR-based program piloted by the Development Support Centre (DSC) to serve and benefit small farmers in the rural areas of Gujarat through regular agri-based information. The solution is built on Awaaz.De's open source that enables small farmers to access localized, timely advice in their local language through their mobile phones. Avaaj Otalol's services are accessible at +91 7930142000; an interactive voice response interface lets farmers access and share agricultural information by recording, browsing and responding on automated voice forum using touchtone. A web-based content management system allows the service provider (DSC) to moderate the voice forum, categorize questions, route messages to agricultural experts at DSC and local universities, and broadcast news, updates, government schemes, market prices, weather reports and more on a regular basis via automated phone calls. Since 2009 'Avaaj Otalol' has received more than 100,000 phone calls and served more than 10,000 unique callers.

**{ MERICITY – A CITIZEN-GOVERNMENT
ENGAGEMENT PLATFORM FOR NEW DELHI }**

by Satark Nagrik Sangathan, Gram Vaani Community Media

{ TFTP – CHASING MDG8 }

by Kerala State IT Mission

{ SWARA PLATFORM AND NETWORK }

by Swara

{ "MOBILE – FOP" PROJECT }

by Friends of Police

{ GRAMIN SOOCHNA KENDRA }

by Avadhesh Sewa Samiti

{ AROGYA SHRENI }

by GRAAM (an initiative of SVYM)

{ SMART SHEHER BUS APP }

by Mumbai Environmental and Social Network

{ INDIAUNHEARD }

by Video Volunteers

{ CHALOBEST }

by Indian Institute for Human Settlements (IIHS)

{ MUMBAIVOTES.COM & VOICERTI }

by Informed Voter Project

{ JHANSI JAN SUVIDHA KENDRA (JJSK) }

by Jhansi Jan Suvidha Kendra(JJSK), Jhansi

**{ "EM-POWER KERALA" – MOBILE GOVERNANCE
PROJECT OF KERALA GOVERNMENT }**

by Kerala State IT Mission

governance
other valid nominations

MERICITY – A Citizen-Government Engagement Platform for New Delhi by Satark Nagrik Sangathan, & Gram Vaani Community Media

'Mericity' is an IVR and Mobile SMS-based program launched by GramVaani in association with Satark Nagrik Sangathan (SNS) on August 1st, 2011 in Punjabi Bagh, Delhi. Mericity stands for 'my city' and provides a platform to the common man to raise his/her voice on government policies and public issues. It has had deep impact on a daily basis. The Garbage-Monitoring project of Mericity is actively working in the region; it has located 12 garbage sites in Punjabi Bagh and 85 sites in all over Delhi. This is an effort to take the term 'Citizen Monitoring of Public Services' to fruition, to bring a revolution in Delhi citizens and make a positive change. Mericity launched a campaign during corporation elections in April 2012 in Delhi and it is also going to make full-ward information available on mobile phones. Mericity plans to add the complaint and suggestion interface to the mobile phones, and to cover all Delhi regions in its IVR cloud platform by the end of 2012. In its next phase it will avail RTI data, kick off camps and solicit the opinion of Delhi citizens (approx. 12 million's population targeted) and summarize the report and spread it using IVR & SMS interface.

<http://www.snsindia.org/>
aaditeswar@gmail.com

TFTP – Chasing MDG8 by Kerala State IT Mission

This project is an initiative by TFTP, an NGO committed to the use of technology to chase Millennium Development Goal (MDG4). The project is an enhancement of a very creative innovation called Sisu Samrakshak, which won the world summit award in 2005. It is currently in the first phase, addressing pregnant mothers and children below 3 years from the poor community in Dhali village in Krishnagiri district, 50 km from Bengaluru. Mothers get coached with timely and right preventive advice from a council of experts to reduce child death risk. The Project uses cloud technology and telecom gateways to disseminate timely information and enable service delivery, to empower the community.

Tftpeople.org
rajen@tftpeople.org

governance

<http://swara.mojolab.org>
arjun@cgnet.in

Swara Platform and Network by Swara

'Swara' provides an interactive platform through cgnetswara.org to indigenous communities for their feedback on administrative policies and various government schemes. It has been piloted in Chhattisgarh and other parts of Central India since 2010. Swara has enabled the creation of voice-portals free of cost and accessible over phone via an Interactive Voice Response (IVR) system –available at 08041137280— as well as the web. Swara has registered more than 200 calls a day from a user base of 11,000 people and more than 1,000 web views on weekly basis. It allows users to record content and also listen to content available in the portal. Swara further transcribes the audio files and publishes the content to traditional or new media/social media.

www.friendsofpolice.net
prateep.philip@gmail.com

"MOBILE – FOP" PROJECT by Friends of Police

With a goal to motivate and modernize community policing and reduce crime in Tamilnadu state, Friends of Police (FOP) has started training programs for local people and community members to recruit them in FOP network and train them to help the police department. Under this program me, FOP has developed several training modules extended, since 2002 – 2003, to all cities and districts of Tamil Nadu State. Since 2003, FOP has trained more than 49,400 volunteers including police personnel from 37 units of police administration in Tamilnadu. 2003-2008, FOP completed 1,400 workshops based on its unique training module. This program works when the citizen get associated with FOP and, on individual basis, passes on accurate intelligence timely to the police department, using mobile phone calling and SMS services, so helping in identifying criminal activities and immediate action. Although FOP uses mobile phone as a communication tool in FOP training and execution, it also plans to scale up the program and launch e-fop and the mobile-fop to pool in mobile users, employ citizen involvement to fight crime, terrorism and social evils.

Gramin Soochna Kendra by Avadhesh Sewa Samiti

'Gramin Soochna Kendra (GSK)' is a new initiative of Avadhesh Sewa Samiti (ASS) to bring RTI awareness in villages near Lalitpur in Uttar Pradesh. It is an effort to get farmers and villagers to know about daily information on public distribution system, market condition, agricultural policies and welfare schemes of the government. Under GSK, information is sent through mobile - SMS service to all farmers in Hindi. GSK's services include weather report, daily update on the rate of crops/grain in the market, fertilizer information, soil testing, youth-related useful info, health information, crop insurance, banking-related information, financial literacy and so on. More than 20,000 farmers from 6 blocks of Lalitpur district are directly associated with GSK; farmers get SMSs on a minimal cost of INR 1 for one month and are provided detailed info when they call back to GSK. ASS has plans to scale-up and lead this program in other districts in the state.

Avadheshsewasamiti.org.in
asslalitpur@gmail.com

Arogya Shreni by GRAAM (an initiative of SVYM)

Arogya Shreni is an IVR-based & mobile SMS-based project actively working in Mysore district in Karnataka. It is the first project in Karnataka state on Community Monitoring Information regarding rural Primary Health Centres (PHCs) in the region. It was started by GRAAM (an initiative of Swami Vivekananda Youth Movement) in April 2011. Arogya Shreni uses IVRS technology to capture community perspectives on the infrastructure availability, facilities and other services provided in PHCs in rural areas. Accommodating toll free IVRS technology, the program captures information fed by local people in the form of an interactive questionnaire (YES/NO type) in local dialect Kannada. This survey covers 12 different aspects of PHC functionality by asking up to 80 questions. Arogya Shreni survey is carried out in all rural PHCs (120 PHCs in 7 talukas) in Mysore district. PHCs in Hunsur taluk and Nanjangud taluks have benefited through this program.

www.graam.org.in
graam@svym.org.in

governance

www.smartshehar.com
smartshehar@gmail.com

Smart Sheher Bus App by Mumbai Environmental and Social Network

Mumbai Environmental and Social Network have launched an android phone application under its SmartSheher initiative in July 2011. The app is for bus travellers in Mumbai. The user can find this app in the android market: look for 'BestBus 2 Route Finder Mumbai'. A user has to just open this app to access a list of buses at her/his location as per her/his choice (AC/non-AC Buses etc). It also shows a map, with destination highlighted, making the journey easier, unlike before. This app reminds the user of the nearest stop in the route. This app registered more than 33,000 downloads till date and daily downloads are more than 300. Under SmartSheher, MESN has also launched train app and auto app which are available in the android market. In its next phase, SmartSheher will launch this app in other cities where bus, train and auto travellers are great in number.

<http://indiaunheard.videovolunteers.org/stalink@videovolunteers.org>

IndiaUnheard by Video Volunteers

Video Volunteers (VV) is a social organization that has initiated a mobile SMS-based communication program called 'India Unheard' for its more than 64 Community Correspondents (CCs) working in 22 states in India. 'India Unheard' ensures innovative use of the mobile phone interface and applications for video-reporting projects VV assigns to CCs. CCs produce videos on issues related to social, economical, regional, and human rights, among others, which have deep influence on individuals and communities in India. CCs capture public voices in video format and VV provides a web-enabled platform for unheard voices to be heard by the world. CCs are trained through the mobile phone's SMS interface in 22 different states; they get SMSs on video production, tips, news and updates, CCs' content on News channels and rally support messages to ensure the security of the rural people, to name a few. 'India Unheard' enables CCs to help their own communities by raising the community voice, broadcasted it to the world.

ChaloBEST by Indian Institute for Human Settlements (IIHS)

To make public transport smooth in Indian cities, the Indian Institute for Human Settlements (IIHS) started a program called 'ChaloBEST' in August 2011. 'ChaloBEST' provides information on public transport system using website and SMS interface free of cost and in several languages—English, Marathi, Gujarati and Hindi, to name a few. Using the mobile-SMS gateway, users get through to a web information portal, where s/he has to put the destination; the user gets the route map, with destination highlighted. It is active in Mumbai, Navi Mumbai and Thane; being open source software it can be used by other cities too. ChaloBEST launches this SMS app in Chennai, Delhi and Pune too. It is serving about 46 lakh commuters and covering 7 lakh km every day. In the next phase ChaloBEST plans to enhance the route planning software for Indian cities by embedding this into smartphones, to provide Complete Bus Stop Location Mapping.

<http://www.iihs.co.in>
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Mumbaivotes.com & VoiceRTI by Informed Voter Project

'Informed Voter Project' is a non-profit organization that has launched 'mumbaivotes.com' to ensure widespread access to information on government policies/elections/ leaders/ different wards /public representatives in Mumbai. Mumbaivotes.com covers information on MLAs and MPs and tracks periodic activities of about 227 wards in Mumbai city. Informed Voter Project has also initiated a new program called VoiceRTI, that enables Mumbai citizens to interact with their elected representatives via an automated call - in and play - back internet Integrated Voice Response (IVR). Voice call and SMS features are used by VoiceRTI to engage citizens to participate in their local, regional or nationwide democratic/political/socio - economical issues: this helps to track the deliverables and achievements of elected representatives. VoiceRTI promotes use of mobile phone content and services for civic engagement solutions. Currently, it is functional in Mumbai and in future it plans to develop political information of other cities in its database and activate VoiceRTI.

<http://www.mumbaivotes.com>
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governance

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Jhansi Jan Suvidha Kendra (JJSK) by Jhansi Jan Suvidha Kendra(JJSK), Jhansi

It is a telephone (call, SMS and Internet)-based government-to-customer initiative, which provides an efficient, time-cost-labour effective platform in Jhansi, India for public grievances 24x7. The grievance is registered and details of the grievance are also recorded automatically. It is a time-, labour- and cost-saving practice. The project strengthens and facilitates the poor, women, elders, the physically challenged and deprived sections (Schedule Caste, Schedule Tribes) by providing them a powerful tool in their hands so that they can reach out to the government and receive the benefit of all government schemes, become a part in the development process without any kind of impediment.

www.itmission.kerala.gov.in
kscsteksc@gmail.com

"Em-power Kerala" -Mobile Governance Project of Kerala Govt. by Kerala State IT Mission

'Em-Power Kerala' is an m-governance project of the Kerala State Information Technology Mission (KSITM) to make e-Governance services accessible for the masses, using mobile phones. It is an encapsulated service delivery platform (SDP) integrated with e-Governance infrastructure to enable m-Services of various departments of Kerala state. To provide solutions to issues related to livelihood, health and business, KSITM piloted about 20 different m-services; these have been implemented by 90 departments in Kerala. Using m-SDP, 'Em-Power Kerala' provides services like Complaint Registration System, Exam Results, SMS voting, Mobile ticket reservation, File tracking system, Information services related to Forest department, Police department, State Road Transport Corporation, Water Authority, even an Audio guide for Kerala Tourism.

education

all valid nominations

PUDUVAI VAANI CRS by Pondicherry University

{ LOW COST MOBILE DEVICE FOR THE VISUALLY CHALLENGED AND THE ELDERLY } by Society for Rehabilitation of the Visually Challenged/ SRVC

{ ALIPI RE-NARRATION TOOLS } by Janastu

{ MOBILE BASED SERVICES (RUDI NO RADIO) } by Indian Academy for Self Employed Women

{ MOBILE SHIKSHA } by Handygo Technologies Pvt. Ltd.

{ MOBILE PHONE INTEGRATION FOR 24*7 LIVELIHOOD TRAINING } by NIIT Foundation

{ NATURE ORIENTATION INITIATIVE (NOI) FOR YOUNGER GENERATION IN FRINGE AREAS OF MANAS NATIONAL PARK AND KAZIRONGA NATIONAL PARK } by Aaranyak

{ COMPUTER SEEKHO } by Mayank Malik

{ USE OF MOBILE TECHNOLOGY TO ENHANCE THE LIVELIHOOD CAPACITY OF RURAL PEOPLE } by HEAVEN (Health, Education, Agriculture for Villager's Economy and New programme)

{ FELICIFIC-SALVE HEARTS } by Obulesh.C

{ LEGAL AWARENESS PROGRAM TO RURAL COMMUNITIES } by Rural Education And Development India & Legal Point Foundation

{ MERA MOBILE MERI PADHAI } by SALAAM NAMASTE CRS

Puduvai Vaani CRS by Pondicherry University

Puduvai Vaani is the first Community Radio Station (CRS) that has 9 hours transmission without repeating any program. It is a Pondicherry University project. It is available at 107.08 MHz and can be accessed through any radio set or mobile supporting FM. Focusing on educating and creating awareness in Puducherry's people, Puduvai Vaani serves nearly 50,492 people in 20 villages with its community empowering programs such as 'Poonthalir, a class lesson repeating program for children; 'Mangayar Cholai' and 'Ungalai Thedi', women education and lifestyle programs; and 'Samuthaya Sirpiga'. Government policy- and social welfare-related programs for locals. More than 50 women are involved in training and 20 women participate daily in anchoring live programs in Puduvai Vaani CRS.

www.puduvaiVaani.edu.in
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Low Cost Mobile Device for the Visually Challenged and the Elderly by Society for Rehabilitation of the Visually Challenged/ SRVC

Society for Rehabilitation of the visually challenged (SRVC) has been training visually impaired children to help them get jobs, 2007 onwards. SRVC's job-based training module covers skills like computer basics, communication development, orientation and mobility skills as to get them jobs, making them self-dependent and self-sufficient. SRVC is also in the process of making a low cost mobile phone device for the visually impaired and the elderly to help them understand mobile phone technology better and so benefit. The low cost device is planned to be equipped with features like Talking Accessible keypad with large alphabets and numerals, 6 basic keys for Dial/Answer/Disconnect, GPS, Proximity sensor, Text to speech, Speech recognition and Digital compass to detect direction.

www.visuallychallenged.com/mobile
user:admin password:sjmfx
sunil@visuallychallenged.com

education

alipi.janastu.org
info@janastu.org

Alipi Re-narration Tools by Janastu

'Alipi Re-narration Tools' provides re-narration services to semi-literate and differently literate communities, and is working with NGOs regarding such issues in Karnataka. It is a mechanism to deliver law- and legislation-relevant information on mobile phones to non-literate people. The problem addressed by this project is the issue of web-accessibility for the print-impaired, a large segment of people who cannot read web content due to illiteracy. The project is in its infancy but promises to reach large numbers soon. The project models a web framework for a re-narration web that can assist in pulling up more accessible narrations of the content that suits the user's literacy profile.

www.sewaacademy.org
sewaacdy@youtele.com

Mobile based services (Rudi no Radio) by Indian Academy for Self Employed Women

This is another project exemplifying the integral use of mobile phones and features with community radio. In Gujarat, based in Ahmedabad, IASEW (The Indian Academy for Self Employed Women) has 'Rudi – nu - Radio' (RNR). It organizes literacy classes and attends to the educational and social needs of rural women through broadcasts they can access through FM enabled mobiles. The project is an interactive platform for the local community to be engaged in disseminating their daily life.

Mobile Shiksha by Handygo Technologies Pvt. Ltd.

Mobile Shiksha was piloted during Krishi Darshan Expo 2011 in Hisar, Haryana and Pushkar Fair in Rajasthan by Handygo Technologies Pvt. Ltd. in November 2011. The first demonstration of the service earned them more than 300 requests from students, farmers and women for subscription. Handygo in association with Sparsh Social Welfare & Charitable Organization launched 'Mobile Shiksha' to serve society by disseminating information as per interest and need, across education, health, finance and governance issues. Moreover, Mobile Shiksha provides career counseling and vocational guidance as per the interest of student subscribers. For its value added services, Mobile Shiksha charges INR 30 for 30 days. Currently, it is serving more than 250 users in Haryana and 1,100 users in Bihar and Rajasthan.

www.handygo.com
deepak.kumar@handygo.com

Mobile Phone integration for 24x7 Livelihood training by NIIT Foundation

NIIT Foundation (NIITF) has initiated a training program 'Mobile Phone Integration for 24x7 Livelihood Training' for underprivileged youth from rural and urban slum areas in and around Delhi. NIIT provides a mobile phone, with English language learning applications installed in it, as a part of the courseware to the students. The app provides self-quizzing programs for vocabulary enhancement, practice pronunciation with the audio-video word-list, a Hindi - English dictionary and recording exercises. This course including mobile phone learning tool costs INR 6,000 per student. NIIT interviews students periodically to test their learning and students are encouraged to participate in classroom to practice and learn English through participative approach in the classroom. Till date, more than 200 students are being served in Delhi - NCR and Haryana region and it is active in Delhi, Haryana, Uttar Pradesh, Madhya Pradesh, Jaipur, Orissa and Maharashtra currently.

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education

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Nature Orientation Initiative (NOI) for younger generation in fringe areas of Manas National Park and Kaziranga National Park by Aaranyak

'Nature Orientation Initiative (NOI)' program is an initiative of Aranyak, started in April 2007, to ensure children from villages near Kaziranga and Manas National Parks in Assam learn the necessities of wildlife ecosystem. Aranyak organizes NOIs aiming to develop interest in children to choose their future as working for conserving wildlife. Aranyak has been able to reach about 10,000 families through NOIs using mobile phones to get connected to the fringe villages of the range Burapahar, Bagori, Kohora, Agaratoli, Bishwanath Ghat Bhuyanpara, Panbari and Bansbari. Currently, the mobile phone is used as a prime tool to communicate through calls and SMS, and spread the knowledge on implementation of projects related to conservation of various species like one-horned rhinoceros, elephant, tiger, river dolphin, primate species, amphibians and reptiles and bird species. Aranyak plans to employ more mobile phone applications in its projects to enhance engagement with local communities in order to take participative responsibility to protect the biodiversity of the national park.

<http://computerseekho.com>
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Computer Seekho by Mayank Malik

Computer Seekho is an educational program for Hindi speakers who like to learn computer basics in Hindi language. The users do not have to pay for a certified course, unlike other courses provided on computer application; they can freely download necessary information and content through a multimedia mobile phone and can also practice offline. This service has removed constraints like language-constraint, economic constraint and time-constraint for Hindi speakers. To get started, a user has to create an account in the website and he/she can choose the programme/module by putting necessary information. In the next phase Computer Seekho model will be replicated in other Indian languages like Tamil, Telugu, Bengali, Marathi, Kannada, Malayalam and Punjabi.

Use of mobile technology to enhance the livelihood capacity of rural people by HEAVEN (Health, Education, Agriculture for villager's Economy and New program)

HEAVEN stands for 'Health, Education, Agriculture for Villager's Economy and New Program' and began pilots in Kandhamala, Ganjam and Nayagarh districts of Orissa in March 2011. HEAVEN targets the fringe areas in the state that have 70% illiteracy and 78% BPL population. With the goal of enhancing livelihood of the tribal people in these districts of Orissa, HEAVEN has started livelihood generation program and benefited more than 1,000 community people. HEAVEN started Natraj Communications to carry forward livelihood generation services in the area using mobile - SMS and web interface. HEAVEN services also include creating awareness and spreading information about production and market demand and supply structure to the targeted communities. HEAVEN also promotes 500 women SHG groups covering 5,000 women through a cooperative branch started under SHG cooperative Act.

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heavenpam@gmail.com

Felicific-Salve Hearts by Obulesh.C

'Felicific-Salve Hearts' works for underprivileged children in the slum area in and around Bengaluru. The inspiration was to make a positive change in the lives of the people dwelling in slum areas. FSH as an organization started programs to accommodate the basic needs of these children and help their family. FSH manages to recruit the children, by requesting and educating the slum parents, to further arrange basic education, food and clothing and primary healthcare for the recruited children. Moreover FSH provides moral education, recreation & physical education (different sports and games), moral discipline and personality development classes and free tuition as per their syllabus in primary and middle schools. Presently FSH focuses on 30 slum children in Bengaluru and plans to increase the quantity and quality of its services to expand this program to all over Karnataka state.

www.felicificsalvehearts.org
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education

www.legalpointfoundation.org
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Legal Awareness Program to rural communities by Rural Education And Development India and Legal Point Foundation

With a goal to spread legal literacy among rural communities in India, Legal Point Foundation in association with Rural Education and Development (READ) India started a program called 'Legal Awareness Program to rural communities'. It was piloted in Geejgarh village of Dausa district in Rajasthan in March 2011 and replicated in Kakrola village of Dwarka in Delhi. Under the legal awareness program, a user gets one SMS about some legal issues/action and policies on daily basis. The subscription of the legal tip and legal alert costs INR 1 for one SMS or depending on the length of the message; presently it is provided free of cost. The legal awareness program members are appointed in community libraries and resource centres in both locations and they personally follow up users. Rural community members can email their queries related to legal issues or drop letters in a confidential drop box put up at centres. Currently it is serving more than 1,000 individuals who have subscribed for this program.

www.salaamnamaste.in
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Mera Mobile Meri Padhai by Salaam Namaste Crcs

'Mera Mobile Meri Padhai' is an initiative of Salam Namaste, a Community Radio Station based in Noida, Uttar Pradesh. Salam Namaste, which can be tuned into 90.4 MHz, started a weekend-based program for local students to help them in their education and learning, using entertainment, in March 2010. Salam Namaste uses its radio service as a modern educational tool to add up to the traditionally-used teaching technology and introduces students with methods like storytelling, sharing thoughts, sharing feedback, listening to local talents and teachers. Salam Namaste also provides Mobile Health Awareness through its program and provides a platform to the villagers to redress their grievances. Salam Namaste broadcasts programs in Hindi, English, Bengali, Haryanavi, Punjabi, Bhojpuri, Assamese and Garhwali.



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