

mobile for SOCIAL IMPACT India 2013



Vodafone
Foundation

10 YEARS **DEF**
DIGITAL EMPOWERMENT foundation



**Vodafone
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mobile for social impact india 2013



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mobile for social impact india 2013



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**Mobile
for Good**



Rohit Adya

The goodness of mobile

The little device in your pocket or purse is the end and beginning of many things as we have known. The fourth screen – mobile – is no longer a means of making and receiving calls and messages. This magical apparatus has successfully replaced your camera, wallet, ipod, gaming devices, TV and even a laptop. It is anticipated that by the year 2020 mobiles will be the primary source of accessing internet.

These are interesting times for the Telecom sector in developing countries, like India. Statistics indicate that of the six billion mobile phones used all across the globe, the majority is in developing countries, contributing significantly towards development. What's assuring is that it has already empowered over 860 million users in India alone.

At Vodafone sustainability has been at the core of everything we do and that has been our inspiration for ascending mobile innovations to help create a better world. Through several projects we have, time and again, tried to address crucial issues like Education, Women Empowerment, Banking, Health, Safety and Wellbeing. We, at Vodafone Foundation, are proud of the impact created by some of our key initiatives like the Mobile for Good Awards, the Red Rickshaw Revolution, World of Difference, Learning out of the Box with Pratham, and likewise, especially in the rural sector.

Our endeavour has always been to contribute positively to the social fabric of the country. With our Mobile for Good Awards initiative for the third year now, we honour and recognise the innovation and vision of NGOs/NPFs

that facilitate mobile for community empowerment and inclusive growth for development. 'Mobile for Good' is the main theme of the Vodafone Foundation and 70% of all its social projects globally harness the power of mobile technology. Our work in India primarily focuses on three areas – women empowerment, rural empowerment and education.

This year, the Vodafone Foundation will contribute INR 4 million for the four best mobile practices that drive social change. In addition, the mentorship to be provided by Pricewaterhouse Coopers and Digital Empowerment Foundation to this year's winners adds yet another milestone in our long journey. I congratulate all for the success their contributions have garnered.

External Affairs Director, Vodafone India Limited

Six billion mobile phones used all across the globe, the majority is in developing countries, contributing significantly towards development. What's assuring is that it has already empowered over 860 million users in India alone.

The Implementation of m-Government at LOCAL level



Laura Turkington

In today's world, mobile phones have become a necessity and the growing numbers in India bear testimony to it. Latest count stands at over 664 million cellphone users across the country with over 33% of the rural population owning a handset.

The growth of mobile phones offers huge potential to drive social change. For many the mobile provides crucial access to information and knowledge for the first time at an affordable cost. People who are unable to read or write can find out real time what is happening beyond their communities and share their own news and information at the same time. This provides new opportunities for education and learning, deliverables in health, improvements in governance, the possibility of inclusion, livelihood generation and much more.

The Vodafone Foundation is committed to support initiatives within the voluntary sector that do just that. This is the third year of our successful Award programme, in association with Digital Empowerment Foundation (DEF) in India. Over the last two years, the impact from the crucial funding and mentorship provided to the 9 NGOs has been tremendous. One example to mention is Kisan Sanchar, a winner from 2011. With the funding provided, they have been able to scale their operations having setup of call centre to respond to requests for localised agricultural information to a network of over 62,000 farmers through mobiles across India.

As a member of the jury, I was part of the privileged team tasked with evaluating these best practice NGOs. It is exciting to see the level of innovations that NGOs are embracing through technology. One of this year's nominee CGNET Swara proves the power of mobile to improve governance

at a local level in Jharkhand. People can easily express their views on issues at the local level by simply calling a local number provided by CGNET Swara using their mobile phone. This is then captured on a database for lobbying by the NGO with local level authorities for better administration.

The Mobile for Good theme has generated compelling stories of how Vodafone's technology is helping deliver transformational change in the community. To date, we have launched several exciting initiatives in India. To highlight, we are working with SEWA and the Cherie Blair Foundation in Gujarat to enable rural women entrepreneurs to manage their business using mobile. This has enabled them to make more money, become more efficient and spend time with their families.

With the rapid pace of mobile development and evolving innovation on our doorsteps, it is challenging to identify the best practice mobile solutions from the charity sector. However, our learnings and experience from the last three years indicate that we are working in the right direction in achieving the goal of using Mobile for Good.

Country Head-India, Vodafone Foundation

The growth of mobile phones offers huge potential to drive social change. For many the mobile provides crucial access to information and knowledge for the first time at an affordable cost.



Osama Manzar

Mobiles: good and empowering

India is gradually moving from select impact of digital revolution to mass impact of digital age and mobile is its biggest protagonist – be it governance or health or education or any other service including entertainment. Delivering timely and accurate information to citizens and an established system of two-way communication between the government and people is one of the keys to strengthening democracy and empowerment of citizens. Role of mobile phones are tremendous in the process of empowerment.

This was the learning that we have got through “Mobile for Good” Award, which has been on the ground for three years, identifying the best in mobile innovations across India. And these projects are from across: Business and Livelihood, Governance, Education, Health.

The key focus of “Mobile for Good” has been the reduction of digital and technological exclusion and noticing the benefits of mobile technology to communities or beneficiary classes throughout India through the funding and execution of charitable projects. “Mobile for Good” is a subset of mBillionth Award.

Vodafone Foundation delivers the “Mobile for Good” awards in association with Digital Empowerment Foundation. For a third year in row, we are recognising and mentoring mobile innovations within the social sector in India. A funding of Rs 4 million will be granted to 4 leading NGOs which demonstrate the best practise in mobile innovation in the areas of Health, Education, Governance and Business. These awards recognise and support the development of mobile applications that will benefit the public, particularly in the areas of accessibility.

While in the last 3 years we have been able to identify 9 NGOs’ mobile

initiatives to support and mentor, this year’s 4 more would make 13 such mobile initiatives which could be easily considered as the torch bearers of case examples of mobile and social behaviour change in India. Mobile for Good award is also turning out to be an exclusive reservoir those mobile initiatives which are not only started and implemented by the civil society organisations but also to solve certain issues and problems in the society.

So far Mobile for Good award has been to accumulate more than 200 projects details that are doing something or the other good using mobile and telecom tools and applications. It is here that we look forward to how millions of NGOs in India who work at the grassroots level use mobile in solving various social problem and in the course empowering people.

Founder & Director, Digital Empowerment Foundation

The key focus of “Mobile for Good” has been the reduction of digital and technological exclusion and noticing the benefits of mobile technology to communities or beneficiary classes throughout India through the funding and execution of charitable projects.

2013

STATIST

Business
and
Livelihood

9

3
finalists

17
education

3
finalists

15
governance

5
finalists

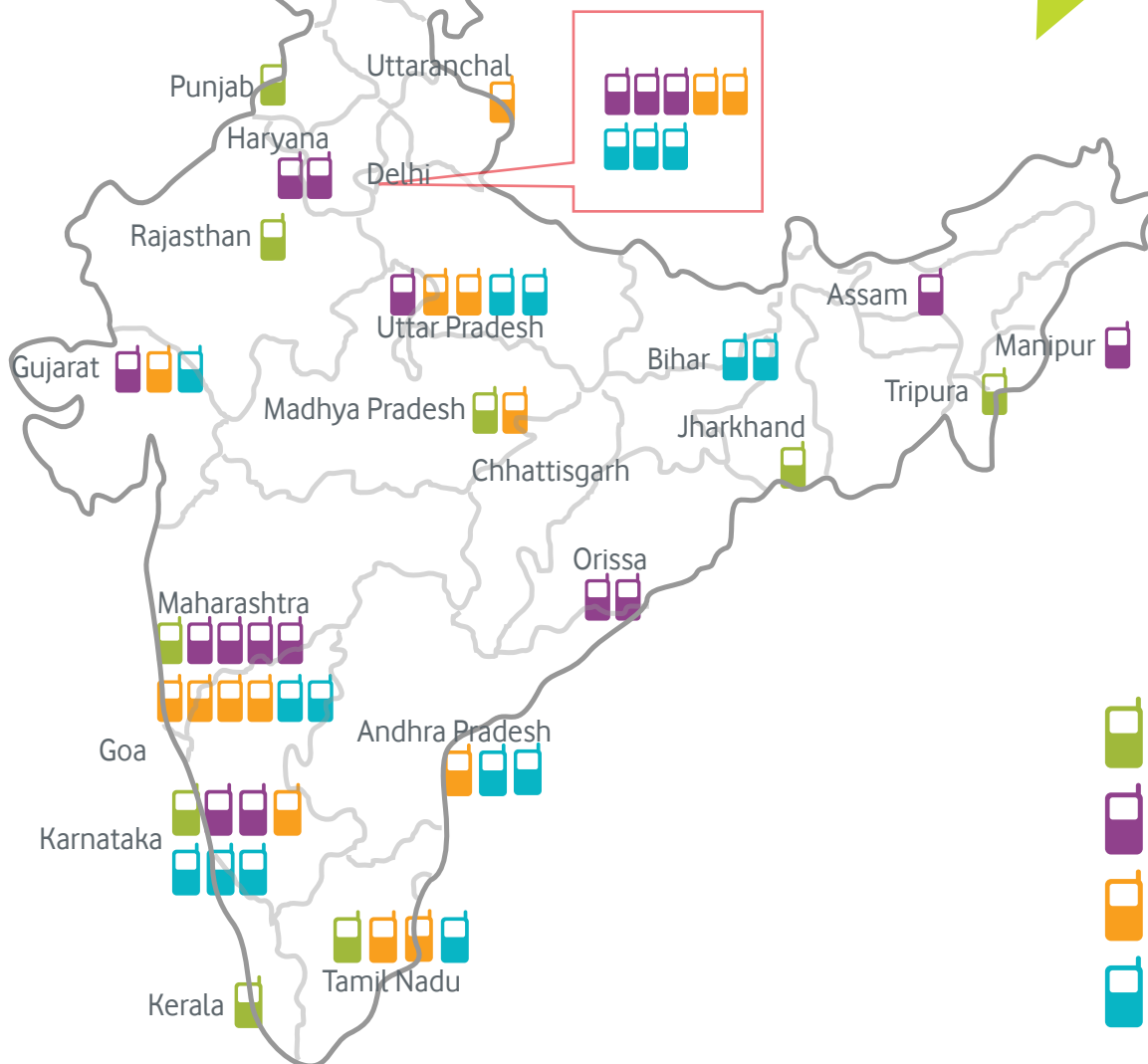
17
health

5
finalists

After screening 58

total
entries
77

ELIGIBLE NOMINATIONS BY STATE

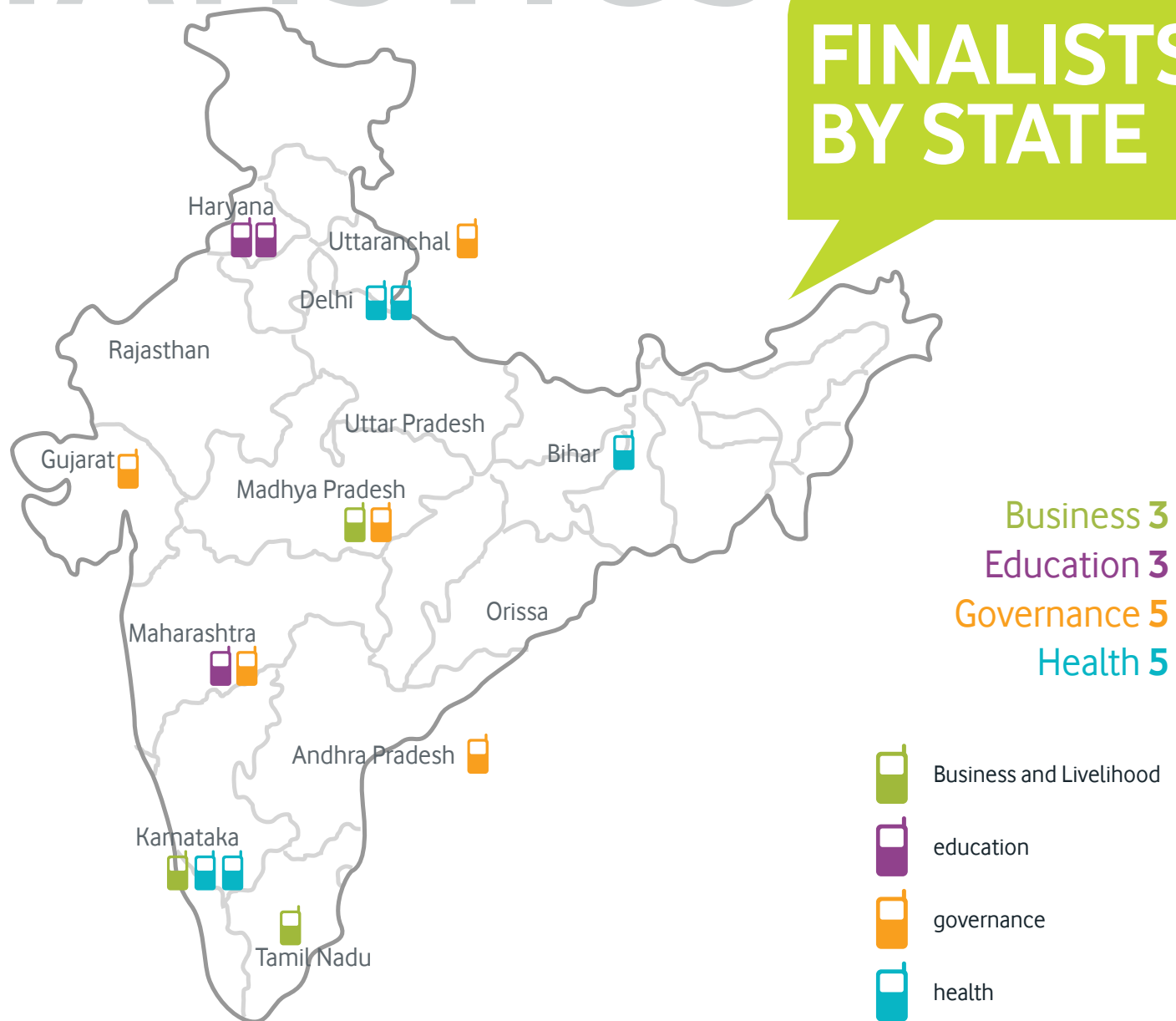


states **19**
nominees **58**
finalists **16**

-  Business and Livelihood
-  Education
-  Governance
-  Health

STATISTICS

FINALISTS BY STATE



Finalists

Business and Livelihood

Infiniti Data Initiative
Karnataka

Project Leapfrog : Towards Adivasi Self Reliance
Tamil Nadu

Kissan Vani Sironj
Madhya Pradesh

Education

The Radiophone Project School Program
Haryana

Energized Classroom Delivery through Nokia Mobile Learning
Haryana

Educational Mobile Applications
Maharashtra

Health

Women Mobile Lifeline Channel
Haryana

**Shaping Demand and Practices:
Mobile Academy and Mobile Kunji**
Bihar

mDiabetes - Diabetes Prevention with mHealth
Karnataka

Peer Water Exchange SMS Reporting
Karnataka

Swasthya Slate
New Delhi

Governance

Swara Network
Madhya Pradesh

RTI on Wheels
Gujarat

Mobile Application for Anganwadis (MAA)
Andhra Pradesh

ChaloBEST
Maharashtra

90.4 MHz Samudayek Radio Henvaivani
Uttarakhand



Business and Livelihood

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.

Infiniti Data Initiative



Original Title
Infiniti Data Initiative

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Ashoka - Innovators for the Public

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Infiniti Data Initiative is a mobile application developed by Ashoka Innovators for the Public that ensures fidelity at the point of data collection. The Infiniti Data platform is an end-to-end solution addressing challenges from the point of data collection to insights extraction, intervention, identification, and impact measurement. The data is currently being used to identify and provide affordable housing services for the informal sector.

It is a mobile application, which ensures fidelity at the point of data collection. The Infiniti Data platform is an end-to-end solution addressing challenges from the point of data collection to insights extraction, intervention identification and impact measurement. The data is currently being used to identify and provide affordable housing services for the informal sector.

The mobile application has been developed with extensive on the ground feedback from surveyors and is optimized for informal sector data collection exercises by NGOs. As the data collection exercise expands in scale, the process creates livelihood opportunities for the surveyors in addition to providing access to housing finance and affordable houses for the main beneficiaries.

First-hand data on the informal and bottom of the pyramid sector is often unreliable, inaccurate and not representative. Government data in this context, especially in developing nations is often outdated and incomplete.

The key features of the survey app are: Questionnaire available in local languages; Responses can be saved and synced only at places with internet connectivity; Ability to capture pictures/video as part of the survey; and Ability to record and track GPS co-ordinates as part of the survey.



Project Leapfrog: Towards Adivasi Self Reliance

Adivasi Tea Leaf Marketing (ATLM) programme in Tamil Nadu enables Adivasi tea growers to market their produce at fair prices with the help of a mobile app. ATLM is a working group within a parent tribal organization called AMS – Adivasi Munnetra Sangam. Working for tribal rights and livelihood, ATLM has developed a entire supply chain and integrated them with Mobile app to monitor and manage tea produce.

This programme enables Adivasi tea growers to market their produce at fair prices with the help of a mobile app. ATLM is a working group within a parent tribal organisation called AMS - Adivasi Munnetra Sangam. The AMS was founded by another organisation called ACCORD, which works on tribal rights and livelihood. Both are based in Gudalur (Tamil Nadu).

In the Nilgiris district of Tamil Nadu, Adivasi tea leaf growers are served by ATLM, a tribal organisation that buys their fresh leaf and sells to processing companies. ATLM, which used to work with paper receipt books and registers, has successfully implemented a mobile app for processing the orders and ingesting them into the database in a paperless workflow. The real achievement here is that the entire solution was designed, tested and rolled out by an all-ativasi team using the Open Data Kit!

It was found that modern android devices are quite capable machines, and the ecosystem thriving with a massive range of apps and capabilities. The main purpose of this project was to demonstrate that with a little support and capacity building, communities can harness their own imagination and will to effect positive change. The AMS and ACCORD strive to empower the Adivasis of the Nilgiris, rather than provide them with ready-made solutions.

By putting the reins in the hands of the Adivasis right from the beginning, this project was born sustainable. With just the right nurturing and support, this project has grown quickly and rapidly with little heavy-handed intervention on our part. By delegating even duties such as training to the Adivasis, the programme achieved a level of adoption that usually requires far more extensive hand-holding.

Original Title

Project Leapfrog : Towards Adivasi Self Reliance

Organization

ACCORD, Gudalur

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Business

Kissan Vani Sironj



Original Title
Kissan Vani Sironj

Organization
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Kissan Vani in Sironj in Madhya Pradesh is a Community FM Radio by The Indian Society of Agribusiness Professionals (ISAP) who uses mobiles as an integral interactive tool to reach and involve its target citizens for sharing knowledge services. The farmer listeners and callers of Sironj village cover information like advisories on plant-protection, irrigation, INM, and market prices of agriculture commodities. Kissan Vani reaches community members of the surrounding 350 villages.

The Indian Society of Agribusiness Professionals (ISAP), a non-profit organization has established a Community Radio Station at Sironj in District Vidisha of Madhya Pradesh. The radio station's programmes cover information required by the farmers like advisory on plant-protection, irrigation, INM, market prices of agriculture commodities. Kisan Vani is reaching to the community members of surrounding 350 villages.

Using CRS for agriculture extension is an innovative step. There is huge dearth of extension professionals and this gap can only be bridged through such innovative application of ICT. People in this region look forward to information on agriculture techniques, as majority listeners of Kisan-vani CRS are engaged in farming. People have also shown their likings for folk-program being aired through Kisanvani CRS.

Broadcast from this radio station reaches out to the farmers of Sironj, Lateri & Shamsahbad tehsil of Vidisha district and surrounding villages in the range of nearly 25-30 km around it.

Phone in Program ISAP also runs a Kisan Call Centre (KCC), which is located in Bhopal. Radio is an excellent medium to share solution of any problem of the farmers, which is provided by the KCC expert. Thus, solution reaches to other farmers in the region, who are facing the similar problem. Farm Extension Services Scientists or other agriculture experts, who find it difficult to reach the farmers individually very often, use KisanVani for dissemination of useful and scientific information for the farmers.



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.

The Radiophone Project School Program



Original Title
The Radiophone Project School Program

Organization
The Restoring Force

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Haryana

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The Radiophone Project delivers learning material from Sesame Workshop India Trust, the television program and now radio series, Galli Galli Sim Sim, to 40 government primary schools in Gurgaon via internet streaming, accessed on smartphones managed by teachers. The School Program of the Radiophone Project specifically reaches out to the migrant workers' children who study in the government schools of Gurgaon.

The Radiophone Project brings learning material from Sesame Workshop India Trust, the television program and now radio series, Galli Galli Sim Sim, to 40 government primary schools in Gurgaon via internet streaming accessed on smartphones managed by teachers. The School Program of the Radiophone Project specifically reaches out to the migrant workers' children who study in government schools of Gurgaon.

The Radiophone Project is a partnership between The Restoring Force, an NGO that has been working in Gurgaon schools for over a decade and which also supports the community radio station, Gurgaon Ki Awaaz; Sesame Workshop India Trust and Gramvaani. The use of mobiles was conceptualised to counter the built geography of Gurgaon that prevents school children from accessing educational material via radio because of high rise buildings that block FM reception. Children routinely call into the program via the phones in their classrooms to share their experiences, or just enjoy the empowering feeling of getting their voices on air.

The Radiophone Project uses freely available mobile technology to reach schools within Gurgaon block spread across a 100 square km area. Teachers have been given Micromax A-70 Android smartphones with a 3G internet and a talk time pack that ensures that they can access the thrice-a-week program via a free streaming program.

Program has expanded to 8 other locations in north India across 5 states. In each of these locations, partner community radio stations are working with 10 primary schools in their footprint and bringing children's voices onto radio via their teachers' mobile phones.



Energized Classroom Delivery through Nokia Mobile Learning

NIIT Foundation has been making effective use of Nokia Mobile Learning Applications among the underprivileged youth. The application has been developed to inculcate the habit of learning 24x7. The app is useful for making classes more exciting and engaging for both – the students and the trainers. The app further helps to send different forms of feedback, assessment, and quizzes to the personal phones of the learners.

Nokia Mobile Learning Applications have been developed to inculcate a habit of learning 24x7 among the underserved youth. Nokia Education Delivery (NED) application is used for making classes more exciting and engaging for both the students and trainers. The Nokia Data Gathering (NDG) application is a data gathering tool and is used to send different forms for feedback, assessment, quizzes to the personal phones of under privileged youth.

This is a joint project between Nokia and NIIT Foundation (NF). A NED server is used for uploading portions of content from English communication, soft skills and IT; this content is used for youth between 16 to 26 years of age, who are enrolled for employability courses at the centers. This application is also being used as a counseling tool, for student inquiries, who walk in to understand the teaching pedagogy and even with parents, during home visits, so that they can visualize a typical session at the center.

The trainers download the content on the Nokia 701, as per the session plan. In the classroom, the Nokia 701 is connected to the LCD. In this manner, all students get to view additional multimedia content that also adds great value to their learning process. The other application is Nokia Data Gathering (NDG). This application enables the trainer to send surveys, in the form of assessments, quizzes and feedback directly to the students' Nokia phones. Students can also participate even when they are unable to attend classes due to some difficult situations. This is also being used for data collection, during community mobilization.

Original Title

Energized Classroom Delivery through Nokia Mobile Learning

Organization

NIIT Foundation

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Haryana

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Education

Educational Mobile Applications



Original Title
Educational Mobile Applications

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Educational Mobile Application addresses three major areas of rural youth empowerment: they are ICT-led career counseling in regional languages, Science Communication through Digital Media, and Tele-collaborative technology entrepreneurship of courses like Mobile Repairing, Basic Electronics, Animation, Electrical Domestic Appliances, etcetera. As next step, the project is further being integrated to develop android e-books.

In this project, three major areas of the rural youth empowerment have been addressed. These are ICT-led career counseling in regional language, Science Communication through Digital Media, and Tele-collaborative technology entrepreneurship of 8 courses like mobile repairing, Basic Electronics, Animation, Electrical Domestic Appliances, etc. Project also integrate these applications with android e-books is under development stage.

These mobile apps are on career counseling in regional Marathi Unicode language. Eight Technology Entrepreneurship courses are covered. All apps are made available without price even free on Google play. No "mobi add" from Google is added to earn money from mobile app downloads. Value added services: Some of the apps are integrated with YouTube and other Google platforms. All apps are compatible with tablets, smartphones, phablets. Total ten Android, iPhone mobile applications are developed.

Technopreneural module is the innovation of the contents of the apps, which is the value addition of the traditional education of entrepreneurial education. A career map based on the five skills is to be made available to the young community at a finger tips even in Marathi language.

In these days, these apps has been used as an integrated part of entrepreneurship training as a tool. With these tools, around 40 women started Google closed community to address technology problems. The name of this community is wedp_satara on Google. 52 youths started their micro-enterprises.

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.



RTI on Wheels



Original Title
RTI on Wheels

Organization
JANPATH

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Gujarat

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[http://oneforindia.org/ourwork/
anticorruption/rTIONwheels/index.
html](http://oneforindia.org/ourwork/anticorruption/rTIONwheels/index.html)

The RTI on Wheels is a mobile legal clinic launched in 2008, by Mahiti Adhikar Gujarat Pahel (MAGP). The RTI on Wheels is a van consisting of a small library with pamphlets, handouts, books, user manuals and sample RTI applications. Till date it has reached over 6.5 lakh people including difficult areas. The RTI helpline with RTI on Wheels has recorded and responded to 1.64 lakh calls, till date, from 23 different states. It has also saved the lives of more than 10 whistle blowers due to timely interventions in the form of telephonic complaints from citizens.

RTI on Wheels is mobile legal clinic launched in 2008, by Mahiti Adhikar Gujarat Pahel (MAGP) with support from AID and Janpath. RTI on Wheels is a van consisting of a small library with pamphlets, handouts, books, user manuals and sample RTI applications. Till date it has reached over 6.5 lakh people, especially in unreached- difficult areas.

RTI on Wheels is multi-media vehicle with following equipments and facilities: Mobile Legal Helpline; Public address system; mobile RTI library; digital library for RTI; Information dissemination facilities through multimedia, audio-visual media. RTI on wheels can travel to any unreached or difficult areas physically. It is manned with para-legal experts, and technology, which can be run on solar energy.

It also carries a TV, laptop with internet connection and a public address system. A para-legal worker who also serves as the driver and a volunteer are in the van to help people understand the law, and also support them in drafting RTI queries. The van reaches out to remote as well as well-connected areas to raise awareness about RTI and facilitate its use by citizens to empower themselves. It enables citizen to under RTI in very simple form, citizen can draft and file application with help of RTI on wheels and helpline.

RTI helpline with RTI on Wheels have recorded and responded 1.64 lakh calls till date from 23 different states. It also saved life of more than 10 whistle blowers with timely interventions after receiving telephonic complaint from the citizen about threat, or attack.



Mobile Application for Anganwadis

Mobile Application for Anganwadis is a low-cost, scalable and replicable, no-capital-expenditure (CAPEX) mobile application. It empowers the Anganwadi workers in indenting foods, in reporting the daily supplementary nutrition beneficiary attendance, in the pre-school education attendance of children, the immunization details of beneficiaries, and in allowing women to monitor infant and maternal mortality. It also monitors the supervisors' field-inspection reports on various parameters.

MAA is a low-cost scalable, replicable, no Capital Expenditure (CAPEX) mobile application. It empowers the Anganwadi workers in indenting foods, reporting daily the Supplementary Nutrition beneficiary attendance, Pre-school education attendance of children, Immunization details of beneficiaries, and women to monitor IMR and MMR, Supervisors field inspection reports such as AWC is opened or not, Workers are present or not, beneficiaries are present or not, etc.

Every month at present several lakhs of sms messages are being transmitted through the system. The system eliminated food gaps and ensured availability of food at AWCs, improved the attendance and performance of AWCs, and which resulted in improvement of IMR and MMR status and reduction of severely malnourished children in Andhra Pradesh.

The food supply chain management alerts also being sent to the different stakeholders. It produced Mobile Apps for Management of Entire Anganwadi Centre functions. MAA is sustainable as the overheads are least. Just an ordinary mobile phone is required at AWC.

The target clientele are poor malnourished women and children. Resources conserved and saved is equivalent to resources generated. The reduction in IMR and MMR for India is more valuable. System is sustainable, at minimum fixed monthly rental of mobile phone which is around Rs. 30/ per month.

The SIMs shall be provided at free of cost by telecom operators. The Anganwadi workers have to use their own mobile phones. The performance of each Anganwadi worker in the country can be tracked on day to day basis. The problems faced by each AW can also be communicated easily, so that timely redressal can be done. The stakeholders shall be accountable.

Original Title

Mobile Application for Anganwadis

Organization

NIC

Location

Andhra Pradesh

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Media Format

App

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Governance

ChaloBEST



Original Title
ChaloBEST

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Free Software Foundation India

Location
Maharashtra

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Web / SMS / App

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ChaloBEST aims to reach users of public transportation in Mumbai as well as in other Indian cities with relevant and customised information for efficient and economical local travel. ChaloBEST is designed to be replicable and scalable at low costs, using open-source software, generic server and telecom infrastructure, and by enabling public documentation, online. ChaloBEST leverages smartphones and the print media.

It solves the crisis of sustainable mobility in the developing world by leveraging smartphones and print media. ChaloBEST is designed to be replicable and scalable at marginal or low capital costs, using open source software, generic server and telecom infrastructure, and public documentation online. ChaloBEST aims for its applications and services to reach users of public transportation in Mumbai and other Indian cities.

Today the majority of urban Indians whether with data-enabled smart devices or the most basic handsets can receive live information in an instant, whether via SMS, web, or smartphone apps. Despite this revolution in urban connectivity, essential data about urban mobility is scarce or unavailable in most Indian cities. Lack of information widens the digital divide and environmental crisis seen across urban India.

Other benefits of ChaloBEST include reduction of traffic and pollution by optimal and accurate route planning, improvement of public spaces and the urban environment, and savings of time, money and hassles in urban mobility.

It aims to provide software solutions for hardware of rapidly urbanizing cities in India and across the Global South. Using public data from transit agencies, community and word-of-mouth networks, and free and open source software, its objective is to re-imagine the culture of transit and information in Mumbai, and via partners in other cities of India. It supports local groups and community organisations to collect and maintain the data and infrastructure to transfer our experience and project across the country.

Governance



90.4 MHz Samudayek Radio Henvalvani

Seedhi Baat is an interactive program aired on Henvalvani Samudayik Radio daily. The program seeks to provide an open platform where community members from the Garhwal region could raise any issue. An specialised low cost broadcasting software called GRINS, makes it easy for broadcasting the program interactively and involve real time participation of the listeners through their mobiles.

Seedhi Baat is an interactive programme aired in Henvalvani Samudayik Radio between 3-3:30pm daily. The programme seeks to provide an open platform where the community members from the Garhwal region can raise any issue. The low cost broadcasting software GRINS has made it easy to facilitate the participation of people in the programme.

The programme provides access to a platform, which can be accessed by many people of the same region simultaneously. This helps the people to raise and bring forward issues, which are of local relevance. This in turn helps reverse the information flow thereby bringing the voice of the communities which were marginalized by the mainstream media. There are multiple ways in which people can be connected with in the program. For example they use the call feature or messaging facility to communicate with the community. This includes issues like providing local information, expressing frustration about the unavailability of government services or apathy of the officials.

The programme is heavily reliant on the fact that mobile technology with FM facility and cost-effective call rates is easily available to large section of the population. The frustration of people for the lack of a media for voicing their concerns helped emerge an idea for a highly interactive programme. It has been widely accepted by community members and the programme has also helped generate resources like experts, content and ideas for other programs in the station.

If one looks at the impact of the programme, it covers the 5 districts of Garhwal region which are Tehri- Garhwal, PauriGarhwal, Uttarkashi, Dehradun and Haridwar where Henvalvni can be heard. This area has an approximate population of 1, 40,000 who can access the radio station and the program Seedhi Baat.

Original Title

90.4 MHz Samudayek Radio
Henvalvani

Organization

Aastha Jan Kalyan Evam Vikas Samiti

Location

Uttarakhand

Contact Person

Rajendra Negi

Mobile/Phone

9412970251

Media Format

Radio / Voice

Email

negihcr@gmail.com

URL

<http://www.henwalvani.org>

Governance

Swara Network



Original Title
Swara Network

Organization
Mojolab

Location
Madhya Pradesh

Contact Person
Arjun Venkatraman

Mobile/Phone
9811142825

Media Format
Web / Voice call / IVR

Email
arjun@mojolab.org

URL
<http://mojolab.org/>

Swara is a mobile and telecom enabled technology platform that provides real-time feedback from the grassroots workers regarding administrative schemes and other areas of governance and democracy. The Swara platform has been effectively working for the last three years in the tribal areas of Chhattisgarh and all the program recorded and broadcasted through mobile could also be heard from the CGNet Swara website at <http://cgnetswara.org>. One can also call 8041137280 and listen to all a big archive of reports where more than 23,000 people have recorded their programs.

Swara is a technology platform that enables real-time feedback from the grassroots regarding administrative schemes and other areas of governance and democracy. It has been successfully piloted since 2010 in Chhattisgarh and other parts of Central India. The CGNet Swara pilot (<http://cgnetswara.org>, 08041137280) receives between 300-400 calls a day from user base of over 23000 people.

Swara Platform and Network Swara IVR is an effective bridge between the poorest sections of society in remote areas and administration and concerned citizens in cities.

Reports transcribed and moderated by trained volunteers, before they are forwarded to the web. Once the messages are released, listeners are encouraged to provide whatever assistance they can to the contributor. This could be as simple as showing solidarity or more tangible, such as following up directly with the administration. The Swara tech team has focused on making the technology simple and cheap and the platform is now being deployed by communities and non-profits, both in the country as well as in other parts of the developing world (e.g., Indonesia and Afghanistan)

Swara enables the creation of voice-portals, accessible over phone via an Interactive Voice Response system as well as the web. Users can either record content or listen to content released by the administrators. Administrators can transcribe and publish a message as well as forward it to social media. Statistics regarding user behavior and call data can also be extracted from the system.



Health

Examples would include innovations which demonstrate best practice in healthcare which improve family life and well being. 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.

Women Mobile Lifeline Channel



Original Title
Women Mobile Lifeline Channel

Organization
ZMQ Development

Location
Haryana

Contact Person
Hilmi Quraishi

Mobile/Phone
09871981960

Media Format
App

Email
hilmi@zmq.in

URL
<http://www.empowershe.org>

The Women Mobile Lifeline Channel is an integrated mobile channel that provides valuable services to women, for their immediate needs. This works as a Global App, which is installed on the mobile phone by just downloading it through a wap link. It delivers information services related to maternal health, child immunization and girl child health as well as those related to pregnant women, mother & children and adolescent girls.

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The Global App has multiple channels, which provide dedicated integrated lifeline services to women. At the current moment channel provides 3 dedicated services: the first: Maternal Health Channel (Pre-natal care); Second is: Child Immunization Channel; Third is: Girl Child Channel Maternal Health Channel which provides Pre-natal Care Tracker for pregnant women by providing them information on pregnancy week-by-week in form of iconic language by providing diet information, medicine needed, test required, dos, dons and foetus size. All this is supported by audio messages (in case one is not able to decipher the iconic messages).

It also has mobile games on pregnancy and other VAS services like wall papers and ringtones. Similarly, Child Immunization Channel provides an Immunization Tracker for children below 5 years of age, on a monthly basis in form of icon and audio messages. Girl Child Channel has games of girls and trains on hand-washing, hygiene and menstrual cycle.

The application is in form of icons and whosoever find difficult to understand the icon can download the sound files which can also be made available through external sources to reduce cost. The project is setting up a model where it is tying up with the mobile recharge centers in Mewat who will provide audio files on a data card.



Shaping Demand and Practices: Mobile Academy and Mobile Kunji

Mobile Kunji is an audiovisual job aid for community health workers to use during their visits to families. Mobile Kunji and Academy are accessible from any mobile phone handset (no special software is required) for the users in Bihar. The shortcodes and tariffs are common across six of the biggest mobile operators in India, responsible for 90% of the market.

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BBC Media Action has developed a multimedia service to enhance the immediate impact of CHWs' counselling of families. Called Mobile Kunji, it is designed to be used by community health workers (CHWs) during their counselling sessions with families. It consists of a printed deck of cards and an audio component that can be accessed via short codes. Mobile Kunji brings together an IVR-based mobile service and a virtually indestructible deck of 40 illustrated cards on a ring. Each card has a unique mobile shortcode printed on it, which corresponds to a specific audio health message. When a health worker dials the number, they can play the health message – voiced by a character called Dr Anita, an engaging but authoritative female doctor – to the family via their mobile phone.

As part of the Ananya programme, BBC Media Action is working with the Bill & Melinda Gates Foundation to reduce child mortality, improve maternal health and reduce infectious diseases in Bihar, India. BBC Media Action has developed a training course, called Mobile Academy.

Mobile Kunji and Academy have been rolled out through training programme delivered on a massive scale, in partnership with Pathfinder International. Both Mobile Kunji and Mobile Academy are available across Airtel, Vodafone, Idea, Tata, and Reliance in Bihar.

Original Title

Shaping Demand and Practices:
Mobile Academy and Mobile Kunji

Organization

BBC Media Action

Location

Bihar

Contact Person

Priyanka Dutt

Mobile/Phone

9899883836

Media Format

Voice / IVRS

Email

priyanka.dutt@bbcwst.org

URL

<http://www.bbcmiaaction.org>

Health

mDiabetes - Diabetes Prevention with mHealth



Original Title
mDiabetes - Diabetes Prevention
with mhealth

Organization
Arogya World India Trust

Location
Karnataka

Contact Person
Nalini Saligram

Mobile/Phone
9731749911/9663731122

Media Format
SMS

Email
nalini@arogyaworld.org

URL
<http://www.arogyaworld.org>

Arogya World's mDiabetes is a diabetes prevention mobile-health (mHealth) initiative, being implemented in association with Nokia. mDiabetes reaches 1 million consumers in rural and urban India. It educates consumers about diabetes and its prevention through text messages, twice a week, in 12 languages. All 1 million consumers have been enrolled in the program and 33 million text messages have been sent, so far.

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As part of mDiabetes, alerts have been sent in 12 regional languages, informing Nokia mobile phone users in India about diabetes and its prevention with lifestyle changes. Content is available in languages: English, Hindi, Marathi, Telugu, Tamil, Gujarati, Bengali, Kannada, Punjabi, Malayalam, Oriya and Assamese.

mDiabetes runs on the Nokia Life platform, which delivers life-enhancing information and advice co-developed with more than 90 knowledge partners, and works on a wide range of Nokia mobile phones. Till date, Nokia Life services cover topics such as health, education and agriculture that have been experienced by more than 95 million people across India, China, Indonesia and Nigeria. The mDiabetes programme in India started in January 2012. People enrolled for this service span residents of rural and urban India. The user subscribes for FREE to the service by browsing the Health menu on Nokia Life and navigating to Diabetes OR via a service offer notification that they have received. The Diabetes awareness and prevention content have been developed by Arogya World with strong emphasis on science and behavior change. These have been reviewed for cultural relevancy, technical accuracy by their medical and behavior change experts, translated and transmitted by Nokia to mobile phone consumers.



Peer Water Exchange SMS Reporting

Peer Water Exchange (PWX) SMS Reporting is designed for monitoring and reporting on the implementation and post-implementation of water solutions by the people affected. This is an SMS-based reporting service that receives field reports on water and sanitation projects. PWX is designed to tackle the challenge of managing toilet delivery and operation to 600 million Indians and for verifying operation and impact. At present, PWX is operational in six states of India.

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Field personnel living and working in remote areas can send in SMS notes, which are attached to the project reports transparently on the website. This simple mobile solution can bring critical data to the global community so everyone can learn how projects succeed or overcome challenges.

Field reports help managers and funders to monitor, track and address issues applicable. These notes allow organizations to learn and share critical lessons since they replace bi-lateral communications with broadly visible storage and distribution channels. The natural extension of the SMS reporting process is to eventually equip beneficiaries to report on projects themselves.

The technology behind PWX SMS Reporting: Standard SMS technology at client side. SMS gateway: TxtWeb (by Intuit) and Android gateway. Server: PWX is written in Ruby-on-Rails and uses numerous plugins such as Google maps. Pricing is free for non-profit members to serve their communities. If the projects generate revenue or the operator is not non-profit, we charge a monthly fee per project. PWX projects provide safe drinking water and sanitation facilities. PWX manages projects globally and at present is working in six states of India.

Original Title

Peer Water Exchange SMS Reporting

Organization

Peer Water Exchange

Location

Karnataka

Contact Person

Rajesh Shah

Mobile/Phone

9740322557

Media Format

SMS

Email

rajesh@peerwater.org

URL

<http://peerwater.org>

Health

Swasthya Slate



Original Title
Swasthya Slate

Organization
Public Health Foundation of India

Location
New Delhi

Contact Person
Kanav Kahol

Mobile/Phone
9650922228

Media Format
Tablet / Web

Email
kanav.kahol@phfi.org

URL
<http://www.swasthyaslate.org>

The Swasthya Slate is a small (3.5 inch) box that connects via Bluetooth to a 16 GB Android tablet already equipped with the Swasthya application. All captured data is then synced with an online server, which can be accessed by a qualified doctor. With an open-source operating system handling data, the avenues this device could prevail upon, are endless.

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Swasthya Slate (translates to Health Tablet) that allows frontline health workers (FHWs) to deliver 9 diagnostic tests at 5% of the prevailing costs. These are 1) Blood Pressure 2) Blood Sugar 3) Blood Hemoglobin 4) Urine Protein 5) Urine Sugar 6) ECG 7) Heart Rate 8) Water Quality 9) Body Temperature. It uses affordable diagnostic equipment and digitizes their readings. These digitized values are sent to an Android tablet wirelessly via a Bluetooth connection. In the tablet, a free to use application called Swasthya Slate allows the healthcare worker to take demographic details as well as clinical information of the patient.

The system has reduced administrative paperwork time from 54% to 8%. One of the softwares, known as decision support system allows the FHWs to input certain parameters and readings from the Swasthya Slate diagnostic equipment to generate recommendations for treatment of the patients or refer them to doctors. Referral process is completely automated where on need the letter of referral is automatically generated and forwarded to doctors.

The service launched in 12 centers in Andhra Pradesh. In Punjab, it provided tablets to an NGO called eHealthPoint. The system has been employed to screen 450 mothers in Mukhtsar, Punjab and app has enabled a 400% increase in number of antenatal care visits.

Business and Livelihood

Jharkhand Mobile Vaani	Gram Vaani Community Media
Facilitating mobile phone communication for improving livelihood business for rural poor and tribal in Tripura Northeast India	Tripura Bamboo and Cane Development Centre(TRIBAC)
Stop Crop Insect Damage! "Keedimule honare Nuksan Thambava"(Marathi)	Krishi Vigyan Kendra Baramati
FernePlayer Touchless	RHLvision Interaction
Patiala Foundation project "Patiala GreenCABS" Dial – a –Rickshaw facility	Patiala Foundation
MaaS360 Rural Testing	HarVa Foundation

other nominations

Education

Family Nestle kitchen with Mobile Phone in Manipur	The Socio-Economic Development Association-SEDA
Student Fuel	Friends Union for Energising Lives(FUEL)
AWARENESS PROGRAMME TO RURAL CONSUMERS IN ODISHA STATE	NATIONAL INTEGRATED HUMAN AND INDUSTRIAL DEVELOPMENT AGENCY,(NIHIDA)
Provide Agro Advisories to Farmers	Watershed Organisation Trust
ASK ? Then SHOP!	VOICE (Voluntary Organisation in Interest of Consumer Education)
FELICIFIC-SALVE HEARTS	FELICIFIC-SALVE HEARTS
Reaching out to underprivileged children and adolescents through setting up of 2 Computer Aided Learning centres.	LUMS (Lalpul United Maha Sangha) NGO
ICT (text message services & Kisan Call Centre) in OCPF-AES Project	Indian Society of Agribusiness Professionals (ISAP)
Rudi no Radio Community Radio station	Indian Academy For Self Employed Women
Mera Mobile Meri Padhai	SALAAM NAMASTE CRS
Balshiksha	Media Lab Asia
Walk with mCamera	CHINH INDIA
Computer awareness program	AAI CARETAKER
"Chala Skul Ku Jiba" (Let us go to school	Radio Namaskar (Young India)

other nominations

Governance

VoiceRTI	Informed Voter Project
SmartShehar-Building a Smart City	Mumbai Environmental and Social Network
NCHMobileApp	VOICE (Voluntary Organisation in Interest of Consumer Education)
Best Buy Guide	VOICE (Voluntary Organisation in Interest of Consumer Education)
CommunityWeb	RadioActive CR 90.4 Mhz in collaboration with Bell Labs
"MOBILE – FOP" PROJECT	Friends of Police
Ez School Bus Locator	LateraLogics
Silent Observer™	Sukrut Systems, Pune
Jhansi Jan Suvidha Kendra (JJSK) - An mGov initiative for Redressing Public Grievances	Jhansi Jan Suvidha Kendra(JJSK), Jhansi
Gramin Soochna Kendra	Avadhesh Sewa Samiti

other nominations

SmartShehar Safety Shield App	Mumbai Environmental and Social Network
Operation ASHA: Using biometrics and SMS to turn the tap off on MDR TB	Operation ASHA
MUKTI-LIFE OF HAPPINESS	Samuhik Utthan Sewa Samiti
friends2support.org	friendstosupport organization
DISHA: DisAbility Helpline & Action Toll Free No: 1800221203	ChildRaise Trust
Mobility Sanjeevini	Manipal University
Blood – Link	Kutch Nav Nirman Abhiyan
Mobile based risk assessment and managemet of Cardio Vascular Diseases (CVDs)	SughaVazhvu Healthcare
"Kamaal Ka SMS"	Snehi lokothan sansthan
Parishkaram	District Collector, Medak
Women of India Network Clinics Same as above	CSSC
Salaam Sehaat	Institute Of Management Studies

other nominations



Mobile
for Good

2013

entries 77

after screening 58

finalists 16

winners 04

Grant Prize ₹4,000,000



Vodafone
Foundation

