

m-Infrastructure  
m-Entertainment  
m-News & Journalism  
m-Education & Learning  
m-Travel & Tourism  
m-Culture & Heritage  
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m-Governance  
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# mPowering billions

south asia's best telecom & mobile innovations

# 2011





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# mPowering billions





# mPowering billions

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Osama Manzar

## Mobiles for good and for all

The beginning was bit uncertain, convictions had little doubts but the journey so far has been encouraging as well as interesting. The mBillionth Awards in 2010, launch year, and now in 2011, is turning into a pool of m-knowledge, m-innovations as well as m-strategies and m-thinking with minds from India and South Asia all set to prove that mobile is next m-powering tool in one of the most populous as well as happening region. As the curtain of mBillionth 2011 closes on July 23, we are all set to celebrate and enjoy once again bright ideas, innovations, practices, robust partnerships through our collective zeal and efforts.

It is a collective pride and satisfaction that mBillionth could provide a dynamic forum and ecosystem for the mobile and telecom stakeholders in South Asia to experience, share and exchange ideas, innovations and partnerships, all towards meeting governance, devel-

opment and citizen services needs for more than 1.5 billion population in the region. The support of all stakeholders, the wider mobile community has gone into this: creating a regional platform to sit, talk, share, exchange and learn from each other. The joint efforts and role playing brings us in 2011 more than what we could have imagined last year: mBillionth Mobile & Telecom Congress 2011, Mobile Apps Developers Community, Mobile Innovation Haat, Vodafone Mobiles for Good Grant Fund Prize 2011, and mBillionth South Asia Mobile Awards 2011 – all on July 23, 2011. Not to forget the half a dozen parallel sessions and tracks that are having brain storming talks and presentations on various aspects of mobile for development in India and South Asian countries.

It is pertinent here to express my deep sense of gratitude and acknowledgement in specific to those whose

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support have been tremendous. The endorsement from Department of Information Technology, Government of India continues to be a great inspiration. This endorsement has more than momentary relevance due to the Department's pioneering role now in working out solutions to roll out m-Governance services sooner than later across the country.

The partnership and association with Vodafone was destined. A quick round of meetings and there is whole lot of support and consent coming from it and mBillionth platform is today proud to associate Vodafone, our presenter of mBillionth 2011, whose belief in the power of mobiles to scale up development led to this beautiful connection. The consent of OnMobile to discuss the mBillionth idea once again in 2011, understand its essence and finally willing to come on board as co-presenter went on to prove the point that public-private association can lead to wonderful outcomes like the mBillionth South Asia Mobile Awards & Congress 2011.

The support from Nokia came in the moment that was crucial to take mBillionth to the next level of scaling up and development and to make things more meaningful. The power, the interest to get continued to the masses by Nokia, our core partner for mBillionth 2011, is once again demonstrated. My special gratitude remains to Nokia for this wonderful association and support extended to entire developers community.

What struck the chord with One97 once again was the prospect of working together with mobile powered brilliant ideas, excellent innovations for nurturing and handholding for greater operability and reaching to the next level of value addition. What is encouraging is the bond of understanding between mBillionth and One97 with much of faith in between. My humble gratitude to One97, our principal partner for 2011, to make this happen and hope to get this continued support.

The role played by the strategic partners has been stupendous. A million thanks and regards to Mint without whose media, outreach and publicity support, the mBil-

lionth platform could not have added this value proposition. A trusted partnership in 2010, and now in 2011 and I am sure this will go on in coming years. The support of Vodafone India Foundation is like icing on the cake. In so little time, the Foundation heard of mBillionth 2011 and a chord immediately stroked that Vodafone's 'Mobiles for Good' Grant Fund Prize 2011 be launched and carried on in association with Digital Empowerment Foundation during the mBillionth 2011. This is a great value addition. Thanks and sincere regards to Vodafone India Foundation to value this partnership in real spirit. As a good old friend One97MobilityFund continues to support and encourage mBillionth with the desire to see tangible outcomes brings joy to all stakeholders especially to those innovators and best practices that need thumbs up time and again. With National Internet Exchange of India (NIXI), the partnership is time and tested and the bond is stronger each day. This partnership, based on real understanding, continues to add value to both professional and institutional association.

The all time –ready-to-give support of our country partners continues to add strength to the pillars of mBillionth. Partnership with Information Communication Technology Agency (ICTA), Sri Lanka (ICTA) is a real time experience once more and has turned to time tested association with the very first launch of mBillionth Awards. The magnanimity of ICTA to support mBillionth with all round knowledge inputs during nominations process, hosting the mBillionth Award July 2011 in Colombo and now ready to bring cheers to mBillionth stakeholders is a great deal in providing a magnificent institutional support to a common cause. The support from DNET in Bangladesh is as usual remains precious and the trust building continues to soar high. The support of Computer Association of Nepal, P@SHA and Bytes for All from Pakistan tells of stories that friends are there in good and hard times.

DEF's first tryst with Internet and Mobile Association of India (IAMI) was through the Manthan Awards. It took no time that this tryst –into- partnership found





enough space to explore one another's working territory, scope of work, scope for mutual accommodation and support base. My sincere acknowledgement goes to IMAI for coming on board to be the co-organiser along with Digital Empowerment Foundation.

If one would ask how mBillionth has successfully outreached to destinations and territories unthinkable, my answer would be the role of our outreach partners whose role despite grass-roots challenges brought in new thoughts, new members, and new networking opportunities largely on ground. This timely support of strategic partners – MediaNama, SMSOne, MPPost, INNOZ, CCAOI, CMAI, NSEF and DELTECS – will remain as great institutional support to enable mBillionth reach wider audience.

A special acknowledgement and gratitude goes to our valuable exhibitors and partners coming together to share innovations, applications and practices in mBillionth 2011 in the Mobile Innovation Haat wherein is showcased more than 60 best practices and projects from India and South Asia including India specific NGO's good practices in the 'Vodafone Mobiles for Good' Pavilion. On behalf of the mBillionth Board and as Chairman of the mBillionth Awards, I sincerely acknowledge the valuable role and participation of the invaluable exhibitors and practitioners.

My acknowledgement is incomplete without reference to the advisory board members of Digital Empowerment Foundation, whose continuous guidance, inputs and stand by support have made things really different.

And, you will find in this book the listing of all those brilliant minds spent several days as jurors for identifying the best practices who could be recognised. Their dedication, commitment and contributions have been impeccable which is hallmark of the success of the mBillionth Award. Please join me in thanking and congratulating our jurors in bringing quality, sanity and value in the mBillionth Award.

I would once again bring back mention of DIT as the team there in DIT like our minister Mr Sachin Pilot and his team such as Mr N Ravi Shanker, Mr. Shankar Aggarwal, Dr. Ajay

Kumar, Dr Govind, Mr Abhishek Singh, Mr. Anurag Goyal, and recently retired Mr Ashis Sanyal, all of whom have not only been supporting the cause but also agreed to find time to present during the process and in the final ceremony.

Here, I must refer to the minds and hands working behind the DEF and the mBillionth Award pillars and making it sustain and grow. A small team and yet quite surprisingly innovative

My warm gratitude and acknowledgement to my dedicated team of brilliant minds in Amarendra Srivastava, Pritam Sinha, Ravi Kanta Sapna Subba, Satya Prakash, Tanvi Manpoong, Chitra Chauhan, Amit Kumar, Ritu Srivastava, Jasbir Singh, Neeraj Kumar Singh, N. Ansari, Devendra Singh Bhadauria, Syed S Kazi and Shahid Ahmad and many who worked with us, left us, but whose best wishes are with us.

With this let me once again express by deep acknowledgement, my humble gratitude to all those brilliant and understanding partners for their unwavering support today and tomorrow. Yet my biggest regards goes to the wider mobile community whose direct and indirect, tangible and intangible associations has transformed the mBillionth platform today what we desired yesterday. And let this desire of good expectations, of good happening continue to rise unbridled.

With this, I hope, the mBillionth South Asia Mobile Congress & Awards platform 2011 continues to bring cheers, hopes, nurture dreams, aspirations, ignites passion, steers relationship and partnership. And I hope to receive continuous support, guidance, inputs and warmth not only from India but from well wishers in South Asia and beyond. Let us connect for the cause of m-powering the mBillionth person in South Asia.

Dear readers may ignore any errors and omissions in this book as humanly mistakes and enjoy the pool of innovative ideas and aspirations and go home with innovative experience in hands and mind.

Warmest regards  
Osama Manzar





N. Ravi Shanker

## Development and mobiles

Today's India is characterized by cell phone towers that dot the skyline. Be it in urban India or the rural hinterland, all these work efficiently and signal strengths rarely drop. Broadband access is available in even the remotest areas of the country and cell phones have reached nearly ninety percent of the six hundred thousand habitations across the country. With more than 750 million cell phone subscribers, the rate at which mobile penetration goes up is indeed awe-inspiring. However, beyond the celebration of successful technologies and fast paced deployment is the manner in which mobile technology paves the way for development. It is this aspect that the mBillionth awards celebrate and what the Department of Information Technology supports the Digital Empowerment Foundation (DEF) in. These awards acknowledge those who further the potential unleashed by mobile phones.

In the modern context, it is imperative that a large number of people who do not have access to facilities are brought into the mainstream. Especially in rural areas, where with rising incomes and aspirations, there is an increased demand for health care, education, entertainment and credit, the supply of which is abysmally low. On the demand side, there are problems with illiteracy, lack of awareness, fear and cost of transactions in the formal market and unfamiliarity with the written word. Solving these appears to be a daunting task if the old solution of providing access through physical infrastructure continues to be the focus. M-inclusion and m-services indeed offer a reliable and inexpensive option.

The Department of Telecommunications has been working on creating an enabling environment in the country for making information available to everyone. From the days of the public call offices, the Department has been successful in creating revolutions in the area of

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inclusion. Recognizing that ours is a knowledge based economy, and aiming at leveraging new technology to reach the poor, we have maintained an innovation ecosystem that is kept free and simple. Hence, there has been such stupendous growth in network coverage. Taking a step forward, we have been working with DEF in honouring and awarding path breaking attempts at using mobile phones for providing inclusive growth in various areas of health, education, culture, environment, governance, agriculture and access to what have traditionally been urban facilities.

There is indeed much to celebrate. The positives are many and pervasive. As we sift through the various nominations that we receive we come across exquisite case studies. Self-help groups using mobile technology have empowered people in rural areas and given them financial awareness. Rural women are now seen by financial institutions as bankable and traceable. ASHA and Anganwadi workers use mobiles to help improve maternal and child health, community radio stations use mobiles to gather and disseminate information, applications are developed for the specially abled, agricultural best practices are promoted over SMSs and the

list goes on. Sustained rural development will come by leveraging the networks that have been built, by facilitating financial inclusion and above all by simply making information availability symmetric. This volume highlights a few efforts made in this area as we all work towards bridging the divide in India by leveraging the power of the mobile.

And at Department of Information Technology, even we have been working in consultation with diverse stakeholders on what we are hoping to have comprehensive m-Governance policy in place so that mobile in India do not only spread as a consumer tool but a communication tool in hand which empowers each and every individual to create an equitable society.



With best regards

N. Ravi Shanker

Additional Secretary, Department of Information  
Technology,  
Ministry of Communication & IT





Osama Manzar

## Recognizing mobiles for social good and development!

Unprecedented growth of mobile phone access in emerging countries has changed the information and communication, content delivery mechanism dynamically. Along with the internet, it is the mobile platform, with one man, one phone principle, that has changed the thought-process of communication, information, get connected and to connect with the rest of the world.

South Asia is a diverse and incredibly dynamic hub of mobile market right now in terms of utilising the power of mobile technology for empowering millions with information, content and services. There is an immense angle of social and economic good in this and countries in South Asia are moving towards a knowledge enabled social and economic landscape.

Today, mobile technology is the most popular and widespread personal technology on the planet with 5.3 billion mobile subscribers globally, and consider the unprecedented growth in mobiles in South Asia, the

most populous spot in the world. Mobile subscribers' penetration in India is 812 million, followed by Pakistan with 100 million, Bangladesh with 72.96 million and 17.3 million in Sri Lanka and the trend is increasing each day.

### Goodness of Mobiles

It has become common sight to observe street vendors, rickshaw pullers, newspaper hawkers, farmers, midwives, potters, street vendors and casual workers routinely talking on mobiles. Subscribers in India are empowered economically by informed crop prices and agriculture products; in Bangladesh, women are using mobile phones to streamline their microfinance enabled livelihood generated programmes, whereas in Sri Lanka, mobile phones are generally used to find out train time tables, ticket prices, booking tickets, crop prices, etc. It is thereby established, mobile phone is an accessory beyond the luxury tag and a powerful medium of communication tool for mass empowerment.

**It has become common sight to observe street vendors, rickshaw pullers, newspaper hawkers, farmers, midwives, potters, street vendors and casual workers routinely talking on mobiles.**



This process is further accelerated as mobile telecommunication moves from the second generation to third generation technology innovations. We call it 3G. Accessibility of internet in mobiles and its services has attracted not only business-class mobile subscribers, but also enhanced its usability in rural regions of the region as it has become an easy and affordable means to access internet for social and economic advantage. Lately, mobile devices are now regarded as the 'fourth screen' in the market after Cinema, TV, and PC. These handy gadgets can now do anything from accessing tracking patients' record, on-the-go meetings, weather and price alerts.

### Mobile Proliferations: Twin story of dilemma and excitement

There could be a better meaning to indicate government at citizens' doorsteps. Enhancing frequency and quality of public services delivery along timely grievance redressal is the all time standard practice to bridge citizen-government gaps. Literally, provisioning each and every service in physical form at peoples' doorsteps is a herculean step. What best option could be than mobile devices, the wonder invention of 21st century? Observation, understanding and analysis of citizen need vis-à-vis mobile based applications and services can benefit both ways – governance and gross citizen happiness.

For more than 65% of India's population and a majority in South Asia, optimal utilisation of mobile phones would mean meeting day-to-day needs. The current scenario is, while the private sector, key driver of content and services till date, continues to struggle to make mobile devices reached optimal usage, the role of the government need not be seen to shy away from taking strong measures. At least, technology apparatus including mobiles can play role of first or second layer of facilitation services.

Optimal utilisation of mobiles would call for certain active steps from the government. Instead of a blanket approach, this will call for few pilots across key departments. Certain cluster based programmes could give ground demo on the success and failure factors. Learning and experience sharing holds much promise. Practice by private players, industry-civil-society-academic set ups, can facilitate government efforts and clear certain doubts and dilemma.

### Two key considerations

One, how do we leverage the great proliferation of mobiles in this country and region to suit development and governance needs? Delay in understanding and action on this front will dilute the wider opportunities inherent in this great communication tool. The treatment has to go beyond mobiles as mere entertainers or communication device. The audio-visual strengths of mobiles can bring enhanced benefits in delivering services.

Second, how do we understand the cautiousness against a pro-active mobile government? Yes, there is security, credibility, management, operational factors that is restricting any pro-active stand. The bigger challenge is putting in place an institutional mechanism that can determine the shape, management and regulation of m-services. There are lot many intra- and inter-departmental gaps as well as intra- and inter-state gaps in policy and programme coordination. Once sorted, India can lead South Asia and the world in rational use of technology device in mobile phones.

### Recognising Innovators: Both a Challenge and an Opportunity

The exercise to create a singular platform in order to recognize mobile innovations was not an easy task, but Digital Empowerment Foundation (DEF), took this challenge, came out with mBillionth Award last year to

**Mobile is a mass media tool; Mobile is highly affordable and goes beyond literacy and cost barrier; and to exploit the mobile's capabilities, one need to be innovative about the ideas rather than be a technology developer.**



bring all mobile, telecom content and application providers on one platform and make a credible ecosystem for all the stakeholders. In 2010, innovations received from mobile innovators, content, and application providers were gargantuan; 165 nominations received from South Asian countries, largely from India, followed by Sri Lanka, Bangladesh, and Pakistan. Out of 165 nominations, 23 were winners and 12 won special recognition.

It is heartening to note that this year in 2011; we have moved a step forward and received 200 entries, out of which 185 are valid nominations. Analysing country-wise nominations, India is leading with 137 nominations followed by Sri Lanka with 19 nominations, and 16 nominations from Bangladesh. Category wise, 30 nominations are received for m-Business & Commerce/Banking category followed by m-Governance and m-Entertainment categories with 24 nominations each, while m-Education & Learning and m-Inclusion receiving 23 and 22 nominations respectively. Other categories like m-Health (17), m-Infrastructure (13), m-Travel & Tourism (13), m-News & Journalism (10), m-Culture & Heritage (5) and m-Environment (4) also marked their presence during the 2011 mBillionth competition. The huge number of nominations clearly shows that there is a lot of happening in inventing solutions, platforms, services even in critical areas of health, entertainment, travel & tourism, etc., and mobile technology entering every facets of life.

## Selecting 2011 Nominations

The 2011 nominations have gone through two stages of screening; the first screening was done by DEF's Screening Committee, the second and final screening was done by mBillionth Award Jury that involved government, industry, media and civil society experts. The Jury was held from 8th-10th July, 2011 in Colombo, Sri Lanka where ICTA hosted the Grand Jury. Surprisingly the jury process shortlisted 51 vibrant innovators, that are remarkably noticeable through their innovations, out of which, 32 are competing for the Award. An interesting factor about these shortlisted innovators is that 80% of them are un-heard of; they are small, and unacknowledged. I would especially like to mention about two nominations – first the project called IVRS based Daily Monitoring System of Mid-Day Meal Scheme in all schools in Uttar Pradesh; and Kumari Bank's use Mobile Cash in Nepal that helps citizens of Nepal to access banking services through mobile phones.

## Vodafone 'Mobiles for Good' Prize Launch at mBillionth 2011

This year, another magnificent support that we received is from the leading industry leader Vodafone. More precisely, Vodafone India Foundation (VIF), who stepped forward in order to support especially, social sector and not-for-profit organisations of India, who are utilising the power of mobile technology in empowering societies of India by honouring them with 'Mobiles for Good (M4G)' Grant Fund Prize. The fund is honouring two non-profit organisations with INR 10, 00,000 each for their outstanding work in empowering the society

**For now, what we have decided at DEF is to formally launch “Mobiles for Good” Fund and make sure that every year from the bouquet of nominees in mBillionth, we select few to fund them, mentor them and help scale them. I would like to encourage and invite all the Mobile players to pitch in and contribute in this endeavour. I am sure reaching the billion masses in our country is every body's dream be it government or a VAS company or a Telco. It would be only wise that all of us work together to find better meaning and purpose in reaching the mass consumer so that we end up in creating equitable society.**



through the use of mobile technology. This also is to help winners in scaling and sustaining their projects in coming twelve months. However, the news is that we received overwhelming response from the social sector. In short time, we received 52 nominations from 15 states, mostly from Delhi, Andhra Pradesh, Uttar Pradesh, Karnataka, and Maharashtra. Interestingly, two nominations came from Assam and Manipur, from India's North East Region.

### mBillionth 2011: The Flow is on

Like last year, in 2011 also, mBillionth Award platform is divided into two major activities – Mobile Application Developers' (M@D) Community under which prominent nominees will make their project presentation; and Mobile Innovation Haat to showcase their projects as live demonstration. Besides, we have Award Gala Session, where winners of mBillionth Award and 'Mobiles for Good' will be recognised and honoured in the midst of who is who from mobile industry stakeholders.

We are also extremely happy to present to our Mobile and telecom fraternity the entire ecosystem of Mobility at the mBillionth. We have Vodafone from Telecom, Ministry of IT from Government, Nokia the biggest device player, large VAS community led by OnMobile and One97, and finally Mint as the most credible newspaper of the country as strategic partners.

I am sure; the mBillionth Award platform will continue to not only help recognise innovations and generate more awareness about mobile design creations, products and services among masses but will also continue to pull energies together that can create wonders to address larger development and governance goals in India and South Asia while encouraging mobile reaching the mBillionth person in the region with meaningful applications, content and services.

I have three observations to end with: mobile is a mass media tool; mobile is highly affordable and goes beyond literacy and cost barrier; and to exploit the mobile's ca-

pabilities, one need to be innovative about the ideas rather than be a technology developer and finally mobiles cover the entire social sector of the country. Considering that there are 3.3 million NGOs in our country, it would be worthwhile to think of finding ways for both government and private companies to find a mechanism to involve NGOs all across the country to engage them in reaching masses with basket of relevant services.

For now, what we have decided at DEF is to formally launch "Mobiles for Good" Fund and make sure that every year from the bouquet of nominees in mBillionth, we select few to fund them, mentor them and help scale them. I would like to encourage and invite all the mobile players to pitch in and contribute in this endeavour. I am sure reaching the billion masses in our country is every body's dream, be it government or a VAS company or a Telco. It would be only wise that all of us work together to find better meaning and purpose in reaching the mass consumer so that we end up in creating an equitable society.

**Osama Manzar**

**Curator: mBillionth Award**

**Founder & Director: Digital Empowerment Foundation**





Amir Ullah Khan

## Mobile banking and the poor

The guiding principle of the UPA when it came into power in 2003-4 was financial inclusion and since then the story has been one of including more people in the formal financial system. Cash transfer schemes came into being, employment was guaranteed and millions of Indians now started getting paid in cash. Then came several changes in policy and we now have electronic payments and payments on the mobile phone. In the current scenario, nearly half of the population and in most estimates about two thirds of Indians do not have any bank account. Only 20 per cent have access to bank loans, less than 13 percent have ATM cards and meagre 2% have credit cards. Life insurance is also held by only 10% people, majority of whom are employed in the formal sector and a decimal half a percent have any form of non-life insurance.

The reason for this is, firstly, there are very few banks. Secondly, they are not interested in those who will deposit small amounts and withdraw all the money on the 1st day of the month. Thirdly, banks need identity and address proofs. In comparison, in the telecom sector nearly three fourth of India has a mobile phone. With 760 million mobile connections, increasing at about 18 million every month, mobile inclusion is almost complete. The reasons are obvious, cell phone companies want and therefore seek small customers, even those who will pay as little as a dollar every month. Also, mobile phones are given to everyone who applies for them. There is an ID and address proof required but most mobile shops will provide this facility and issue tens of phones using one address and one ID.

Now firms such as FINO, ATOM and Eko are setting up channels that allow electronic payments from government to people, Thus reducing delays and leakages and

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making the system easier to monitor. FINO itself has more than 12 million customers under the NREGA scheme and about 10 million under the Rural Health Insurance scheme, in about 50,000 villages across six states. Twenty different banks are part of this venture and there are more firms that are setting up these channels of payment.

However, we still have a long way to go before all the poor get access to bank accounts in India. This will require a more active private sector and a more enterprising banking and telecom regulator who will agree that between inclusion and conservatism, there are compromises to be made. If we indeed want to make more

of the poor join the financial mainstream, we will have to look at how we give licenses to banking institutions, how this can be broadened?, how non-banks can be allowed into the financial system and yet take care to see that the system, which is the backbone of the economy does not collapse and the financial crisis that has gripped the US and the rest of the developed world does not rear its head in India.

Dr. Amir Ullah Khan  
Deputy Director, strategy at the Bill and Melinda Gates Foundation







Sinnathamby  
Shanmugarajah

## The potential of mobile and telecom innovations to beneficially impact masses

In recent years, the growth of the mobile telecommunications market in the developing world has begun to accelerate. As developed markets have reached their saturation point, telecom companies have begun looking to emerging markets. Africa is now the world's fastest growing market for mobile phone subscription.

Research suggests that the rise of wireless communications have been closely linked to accelerating urbanization across the globe, with mobile phones being used as both a functional tool to cope with the new social and environment and act as an instrument to shape (what to shape is still difficult to make out from what the writer has written)

While mobile telephony has been growing at breakneck speed in developing contexts, the affordability of mobile services to the bottom of the pyramid remains questionable. Opportunities to connect the poor with access to services via mobile phones still exist as a promising means of reaching under-served communities.

The increased mobile ownership can be directly linked to the GDP growth of a country. The impact of mobile technology on economic growth was likely to be twice as large in developing countries as opposed to developed countries due in part to the very low starting point of communications within poorer countries.

Mobile technologies have been shown as a means of reducing the information asymmetries and restrictions inherent in marketplaces where consumers and producers have little means of comparing the prices of commodities between distant markets. This also has led to the narrowing down the gap and bringing the customers as close to the business.

Micro-entrepreneurs can increase the speed of trade, reduce time expenditures toward travel and eliminate waste by using mobile phones. In fact, middle men have typically been the earliest adopters of mobile phones as a means of taking advantage of differences in prices across markets. Applications of mobile technology have benefited the mass in various fields such as :

**The mobile initiatives for development work in the health sector have improved connectivity and information transmission which have helped to save lives throughout the developing world.**



## Health Services

The mobile initiatives for development work in the health sector have improved connectivity and information transmission which have helped to save lives throughout the developing world. This area has seen rapid growth and innovation over the past few years. Many of the deployments of mobile technology ongoing in health services today are useful as models for application in other development sectors.

Mobile connectivity has been quietly transforming the health sector's ability to collect and retrieve accurate and up to date health data in developing countries. The use of mobile phones to record, retrieve and disseminate essential health information has the potential to improve the quality of health care by providing health workers access to the best information, including medical advice from experts.

Data collection via mobile phone can also be used in epidemiological mappings to study the spread of disease over geographic regions. Mobile technology has also been instrumental in supply chain monitoring for critical medical supplies in countries with limited infrastructure.

## Democratic Governance

Mobile communication technology provides citizens with a unique opportunity to challenge the traditional monopoly of mass communication networks held by governments and media conglomerates. Mobile technology has played an important role in organizing protesters and providing information regarding date, time, and place of demonstrations. In addition to population mobilization, mobile technologies have been used to document and report election incidents. Data collection via e-mail, twitter and mobile phone proved to be an effective way to document the process in real-time. The three case studies described above illustrate the potential of mobile technology to facilitate political participation and civic engagement, however they do not define the outcome entirely.

## Poverty Reduction

The introduction of mobile phones into developing country markets has been shown to reduce informational asymmetry in economic exchanges, leading to greater producer and consumer benefit.

Number of mobile applications have now been developed to help producers in developing economies find the best price for their goods and labour. Geographically and digitally isolated farmers can check the price of commodities in local markets via text message. The service also provides other information critical to improve agricultural productivity, like weather reports, agricultural education and regional news.

Employment markets are another economic area where mobile technology can make a significant impact. Users can post their resumes or condensed resumes to large job networks without the use of internet. Youths from impoverished neighbourhoods subscribe to a text message network that alerts them to job opportunities as well as training courses, free public services, and civic events.

## Education

The growth of mobile tools for education purposes in developing countries has been slower than in other sectors due in part to the limited access that children have to mobile phones. Nevertheless, entrepreneurs and educational organizations have been working on devising ways to use mobile devices to improve education systems. Recently, students could access the exam results and various other information relating to courses via the mobile. Even fees payment is feasible through this tiny magical device. Nurses use mobile learning to teach aspiring nurses a course on diagnosis, treatment, emergencies, child care, birth, and prevention of health problems.

**Sinnathamby Shanmugarajah**  
CTO, Microimage Mobile Media





Milind Pathak

## Extending affordable access to financial services

The World Bank estimates that bank branch penetration is less than 5% among the low-income segment in emerging markets. A significant section of mobile users in these markets cannot afford banking services, due to minimum deposit requirements and withdrawal rules. Now that mobile money transfers, payments and banking can happen over the mobile phone, the expectation is for financial services to be available to anyone with a mobile handset. In an effort to exploit the potential of mobile financial services to change lives and improve economic well-being, countries such as Bangladesh, as well as many countries across Africa, have actively supported the extension of mobile financial services to the benefit of many millions of people.

Mobile financial services in the emerging market context encompasses services such as mobile banking where the user needs to have a bank account. Mobile payments, where the user may or may not have a bank account (the user could make merchant payments, buy ticketing or gift items and services) and mobile money, where the user has a mobile wallet holding an electronic “stored value”.

Mobile operators have already established an extensive air-time distribution network and have large customer bases, of which a significant proportion is low-income customers. Given the high penetration of mobile phones, even in rural areas, mobile operators can leverage their existing network and distribution infrastructure to provide financial services to unbanked subscribers.

Whilst it is generally accepted that access to affordable financial services via the mobile phone will provide economic benefits on an individual and large scale, it is important to note the factors that will help mobile finance gain widespread acceptance and usage. Some of the key prerequisites are a broad regulatory environment that supports the use of mobile financial services, enforceable financial contracts and the fostering of widespread access to telecom policies. In addition, privacy and data security must be ensured.

Telecom companies also need to be better equipped to handle cash management and disbursement – the logical step being to forge partnerships with banks to efficiently handle these areas of operations. Similarly, banks will ben-

**Given the high penetration of mobile phones, even in rural areas, mobile operators can leverage their existing network and distribution infrastructure to provide financial services to unbanked subscribers.**





efit by gaining access to under banked communities via the distribution reach of mobile networks.

Security, reliability and performance are also critical factors in ensuring the successful extension of mobile financial services uptake. The mobile channel must provide an efficient and timely response for transactions, have adequate capacity to support acceptable performance and be able to recover quickly from disruptions. It must be able to authenticate the identity of customers, ensure transactions are legitimate and appropriately protect the confidentiality and integrity of financial transactions.

The foundations for enabling a world where over a billion low income mobile users can enjoy the benefits of mobile financial services are being laid now. Based on these foundations, we will see a world where mobile financial services

become an everyday reality for everyone. And with access to affordable financial services from their mobile phones, the lives of the currently unbanked population will be enriched significantly, enabling economic independence and supporting improved economic well-being.

**Milind Pathak**  
Vice President, South Asia & Mobile Content Solutions  
Business, Comviva







Chirag Jain

## Future gazing – mobility for mankind

In the last decade mobility has dramatically transformed the lives of rural India. Raju, a migrant worker regularly calls home no longer dependant on snail mail as the only affordable option. Gyan Singh, a farmer chooses to receive weather, crop and education updates. Mukti, just got Rs. 1,000 to buy a sewing machine from a microfinance company and is excited about her future. Suraj Babu, a gram-panchayat speaks daily to his counterparts in the adjoining villages as also to state and central government officials. The “mobile” winds of change are, suddenly and yet forcefully, opening up the so far isolated existence of an Indian villager to a world of possibilities.

The services destination for the world has been the cause for India’s growth story in recent memory. However, experts opine that broad based/mass economic development can only be achieved with the coming of a second green revolution. Rural India has to continue to stay in the villages and welcome economic prosperity through education, empowerment and development. While govern-

ments continue to budget large plan expenditure for rural development effective utilization continues to be an issue. Mobility, in my humble opinion, can address this very issue and catalyze growth in India like never before.

Mobile is an empowerment device, one that facilitates communication, access to information, education, health, employment, banking and commerce.

- mEducation – the 4R magic (Read, wRite, aRithmetic for Rural India). The idea is to provide functional and practical education in an informal manner that bears context to local folklore and at a time that is convenient.
- mHealth – for both humans as well as domesticated animals
  - Early detection of outbreak of a disease – allowing feedback to pour in from various quarters.
  - The health helpline – a free of cost, IVR (in local dialect & language) “first-port-of-call” database of FAQs that provides the caller guidance as also connects her to a remote doctor.

**The “mobile” winds of change are, suddenly and yet forcefully, opening up the so far isolated existence of an Indian villager to a world of possibilities.**





- Access to mobile last mile connectivity for para medics, doctors and health workers in rural India connecting them to specialized clinics for OTA consultations.
- Health camps catering to important topics – health & hygiene, child care, women issues, family planning etc.
- mInformation – lack of reach of most media channels leaves rural India devoid of information. Mobile can bridge this gap and make them more informed.
- mEntertainment – mobility can effectively deliver entertainment. This, as studies show, could be an effective way to curb drinking, violence against women, population growth etc.
- mFinance – could possibly build the long needed safety net by,
  - Banking the unbanked
  - Microfinance
  - And as a result mCommerce
- mGovernance – effective governance, the mantra of success

- Information dissemination
- Service & customer support
- Monitoring & reporting

To summarize, mobility can completely energize rural India. Of course it is easier said than done but I am firm in my belief that the drivers of change are already on their way.

It is not about 2G, 3G or 4G, neither is it about SMS/Voice/Data it is about accessibility to information, access to service and commerce and in a manner that is easy for the uneducated and yet desirous consumer of rural India.

Empowerment of rural India – Welcome to the future and India Shining!

Chirag Jain  
VP & Co-Founder, Webaroo

**DIGITAL  
EMPOWERMENT  
FOUNDATION**

**Empowering People  
@  
the Edge of Information**





Amitabh Singhal

## Social networking boosts mobile

With India crossing 861 million mobile connections, as of April 2011, according to TRAI figures and the active subscriber base (as revealed by the Home and Visitor Location Register), being close to 583 million, naturally the question in India first veers around to the urban and rural gap in the use of mobile phones. The TRAI data talks about the fact that the overall urban tele-density has increased from 157.32 to 159.63 and rural tele-density increased from 33.79 to 34.47 percent. So, there still remains a huge urban and rural gap, which is not going to be possibly bridged in a hurry.

Anyhow, besides the gap, the growth story overall continues unabated, usage of mobile and the determinants thereof engage the attention of marketers, especially when the urban users trending reflect an ever increasing tendency to use the mobile for activities that goes beyond voice.

A global view, enunciated by Mary Meeker from Morgan Stanley, an internet analyst, clearly indicates that the usage of mobile internet over the last half decade has surpassed

the usage of desktops and simply because one can carry the smart mobile phone around and not the desktops and even more convenient than laptops.

It is easy to see that social networking has probably been a driving force for the growth of mobile internet, and according to the same Morgan Stanley analysis it is the combination of 3G + Social Networking + Video + VOIP + smart devices converging together that make mobile internet the popular access method. In fact, the report goes on to state that between 2009 and 2014, video will be the biggest contributor to the growth of mobile data traffic, which is expected to go up by 39 times, at CAGR of 108%.

The trend analysis further indicates the profound changes that mobile internet will bring to the business of e-commerce as we know it. Location Based Services (LBS), whereby best deals and offers will be made to you from local businesses based on your personal location identified by the mobile you carry. Deep discounting based on selective invitations and time limitations will become

**Mobile internet poses a veritable challenge and will be hugely disruptive to the conventional e-commerce as we know it, forcing further innovation in product and delivery mechanisms and impact how business is conducted.**



commonplace and more focussed, recent examples of which are the likes of sites/sms that invite us to get, say 80% discount valid if availed the same day, etc. Over the air digital content and products delivery indicates a trend towards instant gratification, via instant deliveries such as with music, videos and other such downloads. And not to forget mobile cash and banking services, which will revolutionize the way we spend our money on purchases.

Mobile internet poses a veritable challenge and will be hugely disruptive to the conventional e-commerce as we know it, forcing further innovation in product and delivery mechanisms and impact how business is conducted.

All this development comes when we in India, have not even scratched the surface with 3G and are still by and large the legacy 2G network users with the limited bandwidth that one gets on it. Moving on to 4G and possibilities of 100 mbps of moving speeds will be another story altogether.

**Amitabh Singhal**

Director: Telxess Consulting Services (P) Ltd

& Founder & Former President of ISPAI

Founder & Former CEO of NIXI

Board Member of .ORG, the Public Interest Registry







Karan Gambhir

## How the mobile phone is changing the way we live

I remember when my dad got his first mobile phone – bigger than today's landline handsets, there was a new device to help people communicate "on the go". Over the past few years, "on the go" has been taken to whole new levels, time and again, by mobile application developers, handset manufacturers and even users, thus converting this "luxury" into a "necessity". The mBillionth awards were a reflection of this continuous innovation in the telecom industry today – new technologies, platforms, or even geographies – creating multiple new industries in the process.

It started with the SMS – instead of talking, there was another means to communicate one-to-one messages in seconds. This expanded to sending different types of information "on the go" – something VAS companies have created a new industry out of – anything from news and entertainment to utility services, healthcare, banking, insurance and stock tips are available on SMS and vastly used by millions of people as part of their daily lives.

Then we saw the arrival of the platforms – ring back tones changed the way people "listen" to a phone call. People set their tunes and communicated their inner thoughts, moods and sentiments via music. It created a paradigm shift in the way music was sold, creating another industry. There was also a means to listen to music "on the go" with mobile music or music on demand. All services available on SMS became more attractive by interactive IVRs that spoke to people and gave them what they wanted. Did I say "on the go"? With the onset of mobile internet came another new era – applications. The internet industry shifted onto the mobile. About 59% of mobile internet users use internet only on their mobile phones – advertising on the mobile was a new industry created by and for these people. Advertising is prevalent on mobile web pages, applications, device home screens – the real estate will always continue to expand.

What events like the mBillionth awards provide is a glimpse into the future. 1 lakh rural students in Bangladesh pay their university fees by using a mobile application that is integrated with the local post offices to transfer money directly

**With such things, it is apparent that innovations on the mobile phone have just started. Where will it stop? I for one hope, never!! Life is good "on the go".**



to their universities. Internet enablement is on a new high in Sri Lanka with a browser that is completely customized to the local languages in the country, thus eliminating any language barriers. A mobile phone device now acts as a projector – enabling entertainment, education, m-governance, administration and multiple other areas to be more effective and efficient. A mobile application enables fans and fanatics to talk directly LIVE to the celebrities that they build “temples” for in India – an opportunity that used to be only a dream for them. People wanting push email “on the go” can use a simulated Blackberry like service for a fraction of the cost. And I just got started.

*With such things, it is apparent that innovations on the mobile phone have just started. Where will it stop? I for one hope, never!! Life is good “on the go”.*

Karan Gambhir  
General Manager, One97 Communications Ltd.







Manjula  
Dissanayake

## Mobile revolution: challenges and opportunities

Potential and the gaining traction on mobility solutions in emerging markets is very evident in this era and the offshore IT services have been a remarkable success, specially in South Asian region. Joining the offshore IT services sector is a top preference among engineers for better exposure to leading edge technology and better benefits. This has resulted in the first generation of youth in South Asian region who are highly tech savvy and if aligned with a strategic plan, can be the fuel for realizing the vision of a knowledge economy for this region. This realization should not only be a result of offshore IT services to the West but also by providing better services to the rural masses of this region itself.

Many of the frustrations of the bottom line of the pyramid on a day to day basis can be resolved through utilizing the right mix of technologies. Direct application of the solutions that is proven in the West will most unlikely to be a success if applied “as is” to a different location or context such as in the South Asian region where the socio-cultural setting is very different. For that matter, even among different locations in

the South Asian region, the solution will have to be tailored taking the socio-cultural setting into account. The common denominator for the South Asian region is the high penetration of mobile phones. For instance, in Sri Lanka it is projected that during 2011, 22 million mobile phones will be in the market where the population of the country is also 22 million. This common denominator is a very powerful vehicle to unleash the full potential of this region.

### Retrospect from the West – A Retail Experience

The retail sector has evolved drastically in the recent decade or so. Customers seek low cost basic goods at the low end of the spectrum, yet at the high end of the spectrum they pay premium prices for goods that offer high personal value. The early stage introduction of ICT was automating the Point-of-Sale. Subsequently, shop floor associates were empowered to have information at their finger tips by providing the shop floor associates with hand-held mobile computers. Introduction of self-serve kiosks for price checks, item detailing and self-checkout was the next move. While some of these have remarkably been successful, some couldn't get traction

**In Sri Lanka, it is projected that during 2011, 22 million mobile phones will be in the market where the population of the country is also 22 million. This common denominator is a very powerful vehicle to unleash the full potential of this region.**





as expected by the retail enterprises. Now that the trend being shoppers carrying their own smart-phones, future will be all in-store information services moving into the smart phone of the shopper. The added benefit of this model is the retailer will not have to buy or maintain hardware assets but only to publish the information in a secure manner.

### Opportunity for the South Asian Region

The above illustration of “past, present and future” highlights a simple argument, which is the potential of the smart phone. Whether it’s retail, banking, government or any other service organization, smart phone can truly be used as the platform to deliver information services. Compared to the West, this region is popular as an early adaptor of mobile technologies and in countries such as Sri Lanka the expected growth of smart phone users is more than 100%.

### Entrepreneurship and the Challenges

Innovative and creative ways should be explored to reap the benefits of the mobile information services revolution in the South Asian region. Young ICT savvy generation of this region who are primarily manning the offshore IT services segment can be identified as the best suited candidates to make this revolution happen. Understanding the challenges faced by the concerned communities and applying the right mix of technologies is more of an art than a science. This perhaps is the enterprising skill that is most needed to realize the much talked about knowledge economy for this region. Having a supportive policy framework, infrastructure, education and risk capital will indeed expedite this process.

**Manjula Dissanayake**

Vice President, Global Operations for Zone24x7 Inc.







Laura Turkington

## Mobiles for good

**T**he Vodafone India Foundation recognises that mobile technology is revolutionising the way in which people are communicating, and that it is crucial to finding the solutions to some of the world's greatest development and humanitarian challenges.

For over 300 million Indians, illiteracy remains a stark reality and often exposure to the outside world is dependent on word of mouth from their local villagers in the remote areas. With the introduction of mobile, these boundaries no longer exist. For the first time, people are able to talk to their distant relatives and stay informed on what is happening in the wider world.

In addition, the mobile mean that people previously locked out of the digital age and unable to afford a computer can now access life changing information for the first time. The capacity to learn and interact using this tool is endless.

Over half of the Indian population have mobile phones – far more people than who have access to a proper toilet – and the numbers are growing fast. The Vodafone Foundation recognises the power of 'Mobiles for Good' as a catalyst for change. As people are being 'connected' for the very first time, we will consider the best way in which mobile technology and innovation can transform lives and help people make the most of their potential.

We understand we occupy a vital role in developing solutions to long-standing international development challenges and are supporting a growing number of different projects worldwide - from handsets that rapidly connect women suffering from domestic abuse to the police, to mobile money transfer schemes that help improve maternal health, to supporting women self help groups with critical information – we are exploring innovation ways in which our technologies can create social change.

**The Vodafone India Foundation recognises the power of 'Mobiles for Good' as a catalyst for change. As people are being 'connected' for the very first time, we will consider the best way in which mobile technology and innovation can transform lives and help people make the most of their potential.**





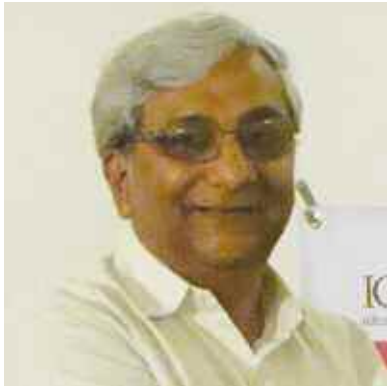
We are delighted this year in association with DEF, to introduce the Vodafone 'Mobiles for Good' Prize at the mBillionth Awards. This recognises the incredible efforts of the NGO community in using mobile technologies as an effective development tool. We believe some of these projects are capable of addressing many of the largest social issues presented today. We want to help make these solutions a reality.

The finalists of the mBillionth Award all demonstrate real talent and utmost creativity. I was honoured to join the panel and witness the scale of the opportunities which exist in this cellular age. We can make the world a better place with your help.

Laura Turkington  
Head (Interim), Vodafone India Foundation







Ashis Sanyal

## Waiting for the Godot.....the mobile content eco-system ?

**I**t is said that 75% of the mobile subscribers in the world live in two countries, India and China. By end 2012, India alone will have 1 billion mobile connections. This explosive growth of mobile usage has opened up unprecedented opportunities for better quality in very aspect of human life. A tv mechanic, whose earnings used to be almost same as a daily-wage skilled labour, has increased his productivity and earnings from the day he possessed a mobile phone. A cycle rickshawala is on call for picking up his passengers from the house door. An entry level mobile handset with many features now costs INR 2500 or even lower.

How all these are going to paint the future scenario for the society at large?

In India, there are more than 630000 villages. By the definition of 'rural' used by the Government, there are around 560 rural districts. Although, in the last 15 years telecom-

munication connectivity in the country has improved quite phenomenally, the last mile connectivity in the rural areas is primarily through wireless medium. In the paradigm of development through telecom connectivity, basically there are three issues, access, affordability and applications.

With accelerated efforts of DoT, USOFa and BSNL to provide 'broadband for all', the access issue is likely to be resolved in large proportion by next 2-3 years. In case of difficult terrain or remote areas with sparse habitation, it requires getting a small piece of land to erect a mobile tower. This is anyway cheaper, both in 'capex' and 'opex', in comparison to wired connectivity, to cover an equivalent area of 5-8 km radius round the tower. Therefore, from the view point of investment by the service provider, providing mobile service would stand cheaper, even under the threat of steady reduction of 'arpu'. So mobile access will continue to grow to cover the hitherto uncovered habitats and 'fixed'

**It is high time that all our efforts get concentrated to create a scenario in the country so that mobile content and application developers get excited and put all out efforts to give us various innovative mobile applications suitable for this geographically, economically, ethnically, culturally and linguistically diverse country. In the context of mobile technology, this is the 'sine qua non' for all of us at this time.**



line subscriber base will continue to fall. On the other hand, explosive growth in the mobile market has brought down the cost of the handset within the reach of a common man. Anybody who is delaying his decision by a month to procure a particular handset is gaining by 7 to 8% in the cost. Therefore, the affordability is also achieved to a greater proportion. So the first two 'A's of the connectivity paradigm are more or less taken care of. But what is the situation for the third 'A'... the applications....the content? Mobile applications are of course surfacing in higher numbers in last 2-3 years, but it is still below the critical mass. The issue of language of the mobile text is very much alive. The usage of mobile device as a voice-based instrument is still prevalent over other usages like data transfer, messaging etc.

There are fascinating success stories of mobile applications around us. Mobile banking and provisioning of micro-credit through mobile phones, are now well-known after the success story of the same in neighbouring Bangladesh. In India, telemedicine, e-education projects and also mobile banking, are now successfully working in some states. However, there are indications that variety of mobile content and applications including value-added informational services, would catch up within next 1-2 years. As members of the Jury for various Award competitions, including the specific 'mBillionth' Award designed for only mobile applications, we could see the broad picture of the 'laboratories' and 'kitchens' in this regard.

Notwithstanding all these above, the conducive ecosystem is wanting and the government, being the primary stakeholder in the scenario, has to provide the required decisive push. As on date, the framework for providing basic financial services through mobile phone is already in place. A draft consultation paper on mobile governance policy framework has also been issued in March 2011 by Department of IT for public comments and feedback. All these make great sense of government business in the right direction. In a recent interview to a magazine, Shri R Chandrasekhar, Secretary, Department of Telecommunications and also currently holding the charge of Secretary of Department of IT also, opined that 'the mobile revolution is the only revolution that has touched a billion people in a

short span of time'. It is heartening to see that Government of India, through the Department of IT, has initiated the work of developing an ecosystem, which can incubate and nurture mobile applications. However, availability of appropriate digital content and applications appears to be the main concern at hand. In that concern the language is the embedded issue. We have around 5% people speaking english and 2% of all the Indian websites are not in that language! In every aspect of ICT4D paradigm, therefore, a robust and complementary strategy needs to be worked out to reach the benefits of our growth and prosperity to the common people.

Number is the prime mover in this country. We have tens of millions of people live in the hinterland, with difficult geographical terrain. And consider that entire population of South Korea is only 47 million! We have 700+ million people leaving in the rural areas. The consumer business sector very quickly understood this rule of the game. For a case in point, there could be a yearly business of 12.5 billion of shampoo sachet in the rural India, if each of the 125 million rural households makes use of two sachets per week. And we have seen that in no time, all small-to-medium-to-big next door shops started displaying shampoo sachets all around, with 100 ml shampoo bottles taking the back seat in the shelves! For the last 2-3 years, all the government agencies, service providers, telecom researchers are proudly announcing the mobile growth rate and projecting the future mobile subscriber base for this country. However, there has been no commensurate speed in developing an appropriate eco-system, in which innovative mobile applications can thrive and sustain. It is high time that all our efforts get concentrated to create a scenario in the country so that mobile content and application developers get excited and put all out efforts to give us various innovative mobile applications suitable for this geographically, economically, ethnically, culturally and linguistically diverse country. In the context of mobile technology, this is the 'sine qua non' for all of us at this time.

**Ashish Sanyal**  
Former Senior Director, Department of IT,  
Government of India





Rakesh Godhwani

## Mobility encourages entrepreneurship

I must confess....I didn't even understand the T of the word Telecom before 2006. Not only I am I fortunate to know so much more about it in the last 5 years, I am also fortunate to have contributed some efforts to the momentum of this behemoth industry in my own humble way – that of nurturing entrepreneurs and dreamers who make mobile applications for cell phone users and make life easier. I had read an ancient wisdom in my childhood Hindi class that goes like this “Vinaash ke bhay se kabhi nahin rukta nirmaan ka sukh” which roughly translates to “the joy of creation is never deterred by the fear of destruction” . And I think the entrepreneurs and dreamers of these mobile applications mimic this wisdom to the hilt. The telecom ecosystem is one of the toughest ones to survive for an application developer – there is the network and the device complexity, the platforms, the various customer choices and an infinite permutations of dependencies that are possible by all of them thrown together to give one working application. To give an example to illustrate my point, if one developer has a simple idea of helping bridging information between a farmer and the market, he/she has to sort out the follow-

ing major issues before the application is ready. It's like Hercules crossing 7 oceans.

- Should it run on 2G, 3G, 4G, 445G? What are these any way....And there is SMS, USSD thrown in for more choices
- How many network operators should I target. The more I shortlist, the more costs of development increase as I have to work with all of them individually.
- How many kinds of cell phones should I target – the segment of Rs. 1000 to Rs. 3000 alone would have at least 500 SKUs. Buying each of them, doing testing on all of them and then making my app work would just make it cost prohibitive
- What all platforms do I choose to make my app – Java, Symbian, IOS, Web OS, Android, Brew etc
- And assume I cross all those massive oceans I listed above, what is the chance my target customer gets to see my application on his telecom provider app portals, download it and start using it ? And what if the farmer can't read or write any other language except Kannada

**“Vinaash ke bhay se kabhi nahin rukta nirmaan ka sukh” which roughly translates to “the joy of creation is never deterred by the fear of destruction”. And I think the entrepreneurs and dreamers of these mobile applications mimic this wisdom to the hilt.**





- and my application is in English and Hindi?
- And assume, that ocean is also crossed, how do I make a livelihood from this if I have to share my humble pie with all the above?

But despite all these massive challenges, mobile application developers continue to dream, innovate and inspire. The Mbillionth award was one such platform where I saw so many entries from all over South Asia on actual working applications. They all deserve a standing round of applause to uphold the joy of creation and giving. And not only that, their ideas were actually working and creating a positive impact like solving problems with education, employment, health-care, governance etc and using technology to bridge the last mile that also saves cost to reach out. I wish everyone could get an award and I guess as a jury member, picking the best out them was a tough job.

I hope there are many more platforms like Mbillionth that encourage entrepreneurs and dreamers to change the world we live in and make it a better place for our future generations. I wish to thank the entire team for putting together a spectacular program with wonderful support from governments of South Asian countries. It was indeed an honour to be sitting with the best minds from all over South Asia, going through all the entries that came in and selecting the best for this year's awards. I wish to thank the organizing committee once more and extend my full support to all their efforts to create a positive social impact using mobile telephony.

Rakesh Godhwani  
Head, IIMB Alumni Association, Bangalore







Arvind Rao

## It would be videos

With the launch of 3G services, video services will function as a key differentiating aspect for VAS players in the industry. The increasing commoditization of the value added services sector and high investment made in 3G by operators makes it crucial for them to cut through the clutter by providing high quality video services. Additionally, with increasing mobile bandwidth, wider screen handsets, more bandwidth efficient coding, power efficient decoding, and more efficient and improved quality transcoding technologies. Seamless streaming of video on mobile phones, therefore, is expected amidst huge investments and developments in the 3G VAS segment.

However, with such weighty expectations on video services, quality becomes an imperative focus. As such, integration of services like 3G video calling has to be supported by the appropriate circuit-switched technology to achieve best video quality in applications where clips are transmitted over 3G networks. The video gateway should be able to dynamically adjust the video bitrate and ensure high-quality output for

video calls. 3G video-telephony is commonly used today in interactive video value added services. Most operators and services providers around the world have either launched or are about to launch VT based value added services (VAS – peer to/from machine services). Examples of some services include: video portals, video on-demand (video snacks), video blogging, participation TV/Radio, video surveillance and video ring back tones.

The quality of the user experience in VT VAS hinges on system design methodology. The key aspects of the quality of service depend on the quality of the content (from the content provider), its transcoding, the media server delivery, the video gateway real-time video adaptation, and the network. The primary issue to be concerned with is the quality of the video source (from content provider) and its adequacy to be encoded to be “VT streamable” content. Typically the input video content is encoded/converted to container/stream format so it can be streamed by the media server of the VAS infrastructure.

**The increasing commoditization of the value added services sector and high investment made in 3G by operators makes it crucial for them to cut through the clutter by providing high quality video services.**



The circuit switched 3G video-telephony (VT) bearer is commonly used today in interactive video value added services. Such services can take advantages of VT because of three main reasons:

- (1) The guaranteed quality of service
- (2) The real-time interactive response
- (3) The ability of accessing such services using by dialing a short code.

To summarize 3G VT service video quality is about proper design methodology and following the rules outlined below:

- Avoid back-to-back transcoding, trans-rating, or trans-sizing! Always transcode in one place in the system. If unavoidable, maintain best quality for the second stage of the back-to-back.
- Video compression standards do not mandate encoding strategies, and video encoders or transcoders are not created equal. Codec implementations and their resulting quality and efficiency differ widely.
- Video gateway should always implement a last resort CS specific transrating (different from high to low transrating that is done in first stage of the system.

The CS specific transrating guarantees quality of experience, and helps avoid common overshoots in bitrates.

- Video transrating is essential in VT-based applications because of the nature of video encoders and the hard-limits imposed by circuit-switched VT.
- Video transcoding is essential to many VT-based services, and unavailability of transcoding means all subscribers have to live with least quality video codec.
- Video Fast Update is essential in video gateways as they provide dynamic recovery from mobile corruption while maintaining best quality video.

With rich experience in the mobile VAS space, OnMobile's products are renowned for their quality and efficiency. When it comes to video, compliance is only the start; customer experience and satisfaction are key.

Arvind Rao  
Chairman, CEO and Co-founder, OnMobile







SM Ashraf Khan

## Voices from Bangladesh

There was a time when one used to be very excited after achieving something in their hands, “Look it’s in my hands... Ha! Ha!” Only waiting for the right time has proved the statement to be real. The boom of technology has brought the world in the hands of the people. Probably right now you have kept it in your pocket, or on the table or maybe under the pillow! But you can find it after receiving a miss call from another world.

77% of the world’s population is connected with the mobile network. All appreciation to Microsoft Tag, with its info graph currently 4 billion people uses the mobile phone. From here 1.08 billion people are using their Smart Phone. So, what do these people do with their Smart Phone? Smart Phone users mostly uses the internet for their important work or maybe for entertainment. They are dependent on their mobile phone for various purposes such as gathering information, entertainment, food, daily weather updates and many more. Majority of the mobile phone users have immense interest in news, games, social networking or location map.

Every day, an eye catching figure of 200 million video downloads from YouTube by mobile phone have been estimated. Vivid information is that 86% of the users browse the internet while watching the TV at home. Those who do not have access to internet using their mobile phone, make the maximum use of the Value Added Services (VAS) by SMS. A very important statistics from last year states that “People have exchanged 6.1 trillion SMS for gathering information.” Many marketing companies, to promote their products have also chosen mobile phone as their main tool for advertisement. This is mainly because there are no other better options in reaching the hands of your consumers. Besides the advertisement of product, nowadays it is widely being used to promote important information for awareness building among the mass. Mobile phones are mostly used to disseminate information to all users, likewise it has become a very popular and easy technology appreciated by many and used as medium for both way exchange of information. Lying on your bed, sitting at a coffee shop, passing a leisure time, during work, within a meeting or maybe in the middle of a rally, you can make the most use of this technology no matter wherever

**By 2014, the number of users using the internet on their mobile phone will exceed the number of users using the net on their computer.**



or whatever you are doing. Therefore, according to the technology experts, by 2014, the number of users using the internet on their mobile phone will exceed the number of user using the net on their computer.

You may have observed that, in 1822 after the invention of computer named Differential and Analytical Engine by an Englishman Charles Babbage, hundreds of different versions have been produced and currently the small Notebook has hit the market. After the availability of internet connectivity, the use of computers among the general citizens has gained momentum. This popularity reduced after the accessibility of internet on mobile phones. And why not? A certain level of training is required to be able to operate computers. In contrast, mobile phone users only need to know how to press the 1, 2, 3, 4... keys. So easy! Eventually a market has developed for the mobile phones. Over the past 3 years, more than 300,000 mobile applications have been developed by many companies. The different applications around the globe have been downloaded approximately 10.9 billion times! A work plan has been drawn for the fresh dependency on innovative technology. Many countries have also implemented various changes in their education system.

Previously a perception was built that for any business a website is a mandate. Instead of that, now people initially think of a mobile application. Developing countries have also chosen mobile phones as a robust tool for further development. Bangladesh has been ranked as one of the most renowned countries for adopting such technology. Currently the Government of Bangladesh gained popularity among the youths by using their slogan "Digital Bangladesh". Developing countries like ours must intervene and penetrate the markets where mobile phone market has gained position over computer market. The most modern technology used to build a connected society is by the use of mobile phones. And we have to make the most of it.

**SM Ashraf Khan**  
CEO, Multimedia Content & Communications Ltd







Jonathan Bill

## Mobile = information armoury

**I**n my time, working in the internet and mobile internet sector in Europe, Africa and the Middle East, one theme recurs - Access to information is empowering. On so many levels, people armed with facts are way ahead of those who are not.

This is not revolutionary thinking. It is no surprise that in the 'developed' internet markets price comparison, consumer reviews, travel, classifieds and financial services are lucrative sectors and have disrupted the business model for the 'middle men' who used to provide services such as travel agents, car dealers, estate agents and insurance salesmen. I am convinced that this theme should be central in the development of services and categories for the next billion (and the existing billions).

When I know what I should pay for a service or product, what my options are in healthcare and education or when there is a

lucrative job opening, I am ahead of the pack. In India we are just beginning to feel the impact of such personal empowerment and I believe, this will be a dominant theme in the evolution of a truly impactful and disruptive service development.

Ultimately, the internet is a database of such information. The challenge we must overcome is presenting the right information in an accessible, affordable and simple way for all users, be they in front of a Mac on a broadband connection or using a text and voice only phone.

Alongside this, trust plays an important role; If I am to change my behavior from trusting only the advice of my friends or relatives to trusting a digital service, then that service must be backed by serious credibility that makes me comfortable with it. Brands and services must work hard to develop and maintain the trust of consumers if we are to unlock correctly the empowerment of digital access to information. Without such

**The challenge we must overcome is presenting the right information in an accessible, affordable and simple way for all users, be they in front of a Mac on a broadband connection or using a text and voice only phone.**



trust or credibility we will struggle. As an industry working in developing internet markets this must be in our DNA, we must work hard to develop services which are sustainable and valued, without these criteria services cannot scale. And, without scale, there cannot be a business.

True innovation is as much about changes to user experience, business models and scale as it is about new technolo-

gies or capabilities. This is something we need to remind ourselves constantly, especially in our effort to connect the next Billion to the information that will empower them.

Jonathan Bill  
Head of Data and Internet Services, Vodafone Essar Ltd







**NOKIA**  
Connecting People

## Nokia: connecting the next billion!

**B**efore the 1870s, no one would have thought it was possible to communicate instantaneously, person-to-person without being in the same place at the same time. The invention of the telephone by Sir Alexander Graham Bell in 1876 revolutionised this 'human' communication forever.

Almost a hundred years later, in 1973 the first call on a portable cell phone marked another milestone in the evolution of human communication, bringing mobility to telecommunications. Since then, the world has shrunk in the palm of our hands with mobile communications transforming the way we live, learn, work and play!

This is where Nokia's stated Mobile Phones strategy of bringing mobile devices and the Internet to the next billion users comes into play. By delivering compelling and affordable mobile experiences, Nokia continues to play a role to bring more people into the benefits of the information age.

Nokia is consistently improving its mobile phone product portfolio to stay competitive in these key markets. As the world's largest volume mobile platform, Series 40 continues to be the key platform that can bring simple and affordable web access and applications to millions in emerging markets. This platform therefore presents huge opportunities for developers to bring relevant applications to the mobile phone consumers.

By investing in future assets that deliver affordable, highly competitive and consumer-focused mobile experience to the traditional Series 40 consumer, Nokia will deliver the best low-cost devices that deliver the richest experiences and applications that consumers will love.

**Series 40 continues to be the key platform that can bring simple and affordable web access and applications to millions in emerging markets. This platform therefore presents huge opportunities for developers to bring relevant applications to the mobile phone consumers.**





Srinivas Mothey

## Mobile marketing channels: A quick overview

800+million active subscribers, growing number of people opting for data services like GPRS, 3G and mobile becoming a singular identity is a proof of the fact that there is tremendous potential to utilize this medium for communication, marketing and brand awareness. While there are many Digital mediums, the focus here is of a few mobile channels which many brands/companies have started to integrate in their advertising/marketing conceptualization.

### Voice

Often under-utilized and overlooked in this age of data services, voice is a core capability of mobile devices. Marketers can use voice or integrate it creatively in their campaigns or communication mix by sharing a celebrity's, character or brand ambassadors voice message or allowing customers to engage and create their own customized voice messages directly over the phone.

Voice medium is customizable with any language of choice, tonality, and is device (smart phone or basic phone) or network (GSM, CDMA) agnostic.

### Messaging/SMS

SMS is a very effective direct response channel that can be paired with nearly any other form of media. Text messages have an extremely high open rate (97% are opened within 24 hours) and is considered a highly valued and personal form of communication. Most of the SMS based campaigns work well in an opt-in environment rather than just shooting it to an audience. If a consumer opts-in to your text campaign, you know that you have a dedicated and engaged fan who will consider your messages.

### Mobile applications

Often the most costly route for a brand to take, Mobile Applications can also deliver the most robust consumer interactions, including tapping into unique features

**Many marketers are focusing on the promise of Near Field Communications. NFC is a connectivity tool that requires a specialized chip, an antenna and a power source (typically the battery) to be built into a mobile device or accessory such as a SIM card or memory card.**



that can enhance marketing messages for businesses as consumers use their phones to navigate their surroundings. These features include:

1. Proximity, including Bluetooth and GPS/Location-based services (LBS)
2. Augmented reality mobile campaigns overlay the user's phone display with location specific information about businesses and products
3. 2D barcodes are barcodes that scan vertically and horizontally and can be scanned to access information

### Near Field Communications

Many marketers are focusing on the promise of Near Field Communications. NFC is a connectivity tool that requires a specialized chip, an antenna and a power source (typically the battery) to be built into a mobile device or accessory such as a SIM card or memory card. The power of this technology is immense. It can be used

to securely transmit payment, loyalty, marketing messages, trigger actions like phone calls, text messages, visits to mobile web sites, downloads of apps when it comes in contact with an RFID reader or a smart tag placed in marketing materials or displays. However, this technology will take a few more years to mature as it still needs to be implemented in handsets or accessories and customers need to be educated about its use.

All of these choices can be overwhelming! Where do you start? It all depends on the target audience, your objective and the reach you are looking at. While some options are mass scalable platforms i.e. can reach millions and they can use without any difficulty e.g. Voice, SMS and few other like applications which require some form of GPRS connectivity.

Srinivas Mothey  
Associate Vice President, One97







Saleema Razvi

## Efficient, effective healthcare for all

Looking at the manner in which mobiles have taken over lives and lifestyles, it was only logical that the next step would be to look at ways in which their sheer reach and access could be harnessed for use other than just communication. The banking and music industries have tried, with some success, providing entertainment and financial services to people who would otherwise have had no access to the same. With mHealth we stand at the dawn of a new era, leveraging from mobile devices and information communication technology to distribute and deliver health services and exchange information which would play a significant role in ensuring access to healthcare.

The importance of mHealth is even more significant, as despite the worldwide economic advances, over the last decade health challenges present the most crucial barrier to sustainable national and global development. The burden of a disease and the absence of basic primary and preventive healthcare takes a significant toll on both developing populations and economies.

Progress toward meeting the Millennium Development Goals (MDGs) is very slow with crucial public health concerns yet to be overcome.

A major hurdle in providing access to healthcare, especially amongst rural and remote areas, is the shortage of health workers. The mHealth initiative provides a solution for this huge obstacle at no extra cost or effort. It is estimated by the UN Department of Economic and Social Affairs that about 65% of all mobile phone users belong to the developing world. It is further estimated that by 2012 about half the population in remote areas worldwide will use mobile phones. It would also be present in areas where other technologies and health infrastructure are scarce. Health service delivery can be improved primarily by enabling health workers to provide real-time health information and diagnoses in rural and marginalized areas where health services are often insufficient or absent altogether.

**It is estimated by the UN Department of Economic and Social Affairs that about 65% of all mobile phone users belong to the developing world. It is further estimated that by 2012 about half the population in remote areas worldwide will use mobile phones.**



The importance of mHealth goes beyond providing curative and diagnostic care as programs around the world are showing. Key applications include:

**Education and awareness:** SMS alerts provide a cost-effective, efficient and scalable method of providing outreach services for a wide array of health issues, offering information about testing and treatment methods, availability of health services and disease management.

**Remote Data Collection:** Collecting field information has proved to be far more reliable when done with the aid of mobile devices rather than on paper. It also enables officials to assess the effectiveness of healthcare programs, allocate resources more efficiently and adjust programs and policies accordingly.

**Remote Monitoring:** In countries where access to hospital beds is limited, patients can still be treated in an out-patient setting, improving survival chances. mHealth provides one or two-way communications to monitor health conditions, maintain appointments and ensure medication compliance.

**Disease and epidemic outbreak tracking:** Using mobile applications to quickly capture and transfer data on disease incidence has been shown to drastically improve the prevention and containment of outbreaks such as cholera and encyphalitis. Cost reduction and improved data quality are the secondary benefits which ensue.

**Diagnostic and treatment support:** Sana, a program based out of MIT is an excellent example of how pa-

tients from remote areas can receive treatment at home. It create an open source mobile application to guide community health workers on how to screen and diagnose patients. It also provides an instant infrastructure to capture patient information and send it to a centralized server with sophisticated workflow management and diagnosis software, linking that data to doctors through OpenMRS, the open source medical records system which is widely used in the developing world. After reviewing the case, doctors can notify the health worker of the diagnosis by sending results back to the Sana application.

**Diagnostic and treatment support:** Sana, a program based out of MIT is an excellent example of how patients from remote areas can receive treatment at home. It create an open source mobile application to guide community health workers on how to screen and diagnose patients. It also provides an instant infrastructure to capture patient information and send it to a centralized server with sophisticated workflow management and diagnosis software, linking that data to doctors through OpenMRS, the open source medical records system which is widely used in the developing world. After reviewing the case, doctors can notify the health worker of the diagnosis by sending results back to the Sana application.

Saleema Razvi  
PhD Scholar, Indian Institute of Foreign Trade



## WSA-MOBILE: NATIONAL PRE-SELECTIONS STARTED!

**DEADLINE SEPTEMBER 15TH, 2010** The national pre-selections for the first edition of the WSA mobile have now officially started! Based on the experience and processes of the World Summit Award since 2003, the pre-selections run through national experts in respective countries, the WSA Expert...



## Best of mobile content 2009



**Tradetlet (Esoko).**

Esoko is an innovative technology that links mobile phones to web-based management systems. It enables agri-business, agri...

[Read more...](#)

## WSA Expert Panel 2010/11



**Who is the WSA Expert in your country?**

The national expert has responsibility and decision making power over who gets to be nominated as the national best. He or she...

[Read more...](#)

## Featured news



**Kuwait e-Award winners 2010 rewarded by H.H. Amir**

His Highness the Amir of the state of Kuwait Sheikh Sabah Al-Ahmad Al-Jaber Al-Sabah has rewarded the winners of Kuwait e-Award winners in a...

[Read more...](#)

## WINNERS VIDEOS

### ICT for Illiteracy Eradication (ICT4IE)



ICT for Illiteracy Eradication (ICT4IE) aims to utilize advanced information technology to convert the learning content of literacy classes into simple, interactive computer-based tutorials. Basic reading and writing skills are presented in 3 multi-media CD-ROMs, which are designed for both...

### ngpay



ngpay is India's first mass market mobile commerce service. Functioning on every telecom network, consumers all over India are able to bank, pay bills, book tickets, make donations, shop, order food, and more - from a single place on their mobile handsets. Transactions with 80+...

### Voices of Africa



The Voices of Africa programme gives young Africans with little or no journalistic experience the opportunity to make a living by pursuing careers as mobile reporters. The foundation provides individuals with the basic technological equipment and financial means to be active in the media...





## STATISTICS

Total Entries

**200**

Winning Nominations

**21**

Total Nominations after Screening

**185**

Special Mentions

**11**

Finalists

**19**

### Country Wise NOMINATIONS

Afghanistan: 1  
Bangladesh: 16  
Bhutan: 1  
India: 137  
Maldives: 0  
Nepal: 6  
Pakistan: 6  
Sri Lanka: 19

### Country Wise WINNERS

Afghanistan: 0  
Bangladesh: 4  
Bhutan: 0  
India: 24  
Maldives: 0  
Nepal: 1  
Pakistan: 0  
Sri Lanka: 3

### Country Wise FINALISTS

Afghanistan: 0  
Bangladesh: 3  
Bhutan: 0  
India: 12  
Maldives: 0  
Nepal: 0  
Pakistan: 2  
Sri Lanka: 3





## CATEGORY WISE NOMINATIONS BREAK-UP

### m-Education & Learning: 23

Bangladesh: 3

India: 17

Sri Lanka: 3

### m-Health: 17

India: 16

Pakistan: 1

### m-Inclusion: 22

Bangladesh: 1

India: 16

Nepal: 1

Sri Lanka: 4

### m-Business & Commerce/Banking: 30

India: 19

Bangladesh: 5

Nepal: 3

Pakistan: 2

Sri Lanka: 1

### m-Governance: 24

Afghanistan: 1

Bangladesh: 1

India: 20

Nepal: 1

Pakistan: 1

### m-Environment: 4

India: 3

Bangladesh: 1

### m-Entertainment: 24

Bangladesh: 2

India: 19

Sri Lanka: 3

### m-Infrastructure: 13

India: 10

Pakistan: 2

Sri Lanka: 1

### m-News & Journalism: 10

Bangladesh: 2

India: 4

Sri Lanka: 4

### m-Travel & Tourism: 13

India: 10

Nepal: 1

Sri Lanka: 2

## CATEGORY WISE WINNERS BREAK-UP

### m-Education & Learning: 4

Bangladesh: 1

India: 3

### m-Business & Commerce/Banking: 5

India: 1

Bangladesh: 3

Nepal: 1

### m-Environment: 1

India: 1

### m-Health: 5

India: 5

### m-Culture & Heritage: 0

### m-Governance: 4

India: 4

### m-Travel & Tourism: 2

India: 1

Sri Lanka: 1

### m-Inclusion: 3

India: 2

Sri Lanka: 1

### m-Entertainment: 4

India: 4

### m-Infrastructure: 4

India: 3

Sri Lanka: 1

### m-News & Journalism: 0





## **Indian State-wise Nominations: Winnners/Short Listed**

**Andhra Pradesh: 11 : 3**

**Delhi: 20 : 5**

**Gujarat: 4 : 1**

**Haryana: 8 : 2**

**Jharkhand: 1 : 1**

**Karnataka: 18 : 4**

**Kerala: 13 : 2**

**Madhya Pradesh: 9 : 0**

**Maharashtra: 20 : 4**

**Orissa: 3 : 0**

**Punjab: 1 : 0**

**Rajasthan: 2 : 0**

**Tamil Nadu: 5 : 0**

**Uttar Pradesh: 22 : 2**



## THE MBILLIONTH AWARD SOUTH ASIA 2011: WINNERS' LIST

### **m-INCLUSION**

- >> Babajob.com - INDIA
- >> Benefit Disbursement System - INDIA
- >> SETT Browser for Android - SRI LANKA

### **m-TRAVEL & TOURISM**

- >> MTicketing – Train Ticket Reservation System  
SRI LANKA

### **m-INFRASTRUCTURE**

- >> Etisalat App Zone - SRI LANKA
- >> INTEX V.SHOW- India's first projector phone  
INDIA
- >> BOLT Mobile Browser - INDIA & WORLDWIDE
- >> AVAN (Aggregated Voice and Video Application  
Network) - INDIA

### **m-HEALTH**

- >> CommCare - INDIA
- >> Ensuring Reliable Delivery of Tuberculosis  
DOTS Medications using Low-Cost Biometrics  
and Mobile Phone - INDIA
- >> Battling Counterfeit Medicine With an SMS  
INDIA
- >> Rural Primary Healthcare Model - INDIA

### **m-ENTERTAINMENT**

- >> GamesClub - INDIA
- >> IPL T20 Fever - INDIA
- >> HiBuddy - INDIA
- >> The Sealnik - INDIA

### **m-EDUCATION & LEARNING**

- >> Sparsh - INDIA
- >> mPustak - INDIA
- >> BBC Janala - BANGLADESH
- >> KISAN SANCHAR - INDIA

### **m-GOVERNANCE**

- >> IVRS (Interactive Voice Response System) based  
Daily Monitoring System (DMS) of the Mid-Day  
Meal Scheme in Uttar Pradesh - INDIA
- >> “Em-POWER KERALA” - Mobile Governance  
Project of Government of Kerala - INDIA
- >> Off Site Real Time Monitoring System (OSRT)  
INDIA
- >> m-Governance : An Efficient Way to Meet  
Citizen's Expectation - INDIA

### **m-BUSINESS & COMMERCE/BANKING**

- >> Electronic Money Transfer Service of  
Bangladesh Post - BANGLADESH
- >> Kumari Bank – Mobile Cash - NEPAL
- >> eMudhra SecMsg - INDIA
- >> Banglalink mWallet - BANGLADESH

### **m-ENVIRONMENT**

- >> Busday gets busier with mobile - INDIA

## **JURORS' DISTINCTIONS**

- >> Tuk Tuk Meter 2 - INDIA

## **MOST INNOVATIVE**

- >> Electronics Money Transfer  
Service(EMTS) - BANGLADESH

## **MOST PROMISING**

- >> HealthPhone - INDIA



## THE MBILLIONTH AWARD SOUTH ASIA 2011: FINALISTS' LIST

### **m-TRAVEL & TOURISM**

>> Mobile Application Sygic Aura - INDIA

### **m-INCLUSION**

>> Jigyasha 7676 - BANGLADESH

>> Behtar Zindagi..... Better Life - INDIA

### **m-INFRASTRUCTURE**

>> SMS Spam Interceptor - PAKISTAN

>> KooKoo - INDIA

### **m-NEWS & JOURNALISM**

>> Cheerurteam.com - SRI LANKA

>> Tech News - SRI LANKA

### **m-ENTERTAINMENT**

>> Mobsterr - INDIA

>> "ATN BANGLA" WAP PORTAL  
BANGLADESH

>> Star Talk - INDIA

### **m-BUSINESS & COMMERCE/BANKING**

>> M-Cash Wallet - BANGLADESH

>> Atom m-Commerce platform - INDIA

>> Active Deals - INDIA

### **m-GOVERNANCE**

>> Jhansi Jan Suvidha Kendra (JJSK) - An mGov  
initiative for Redressing Public Grievances  
INDIA

>> Rajiv Aarogyasri Health Insurance Scheme  
INDIA

>> SIM Information & Verification System ( short  
code 668) - PAKISTAN

>> MGNREGS-AP, Electronic Muster and  
Measurement System (eMMS) - INDIA

### **m-EDUCATION & LEARNING**

>> Word Puzzle - SRI LANKA

>> Voicetap Interactive Knowledge Engine - INDIA



**CommCare**  
**INDIA**

**Ensuring Reliable Delivery of Tuberculosis  
DOTS Medications**  
**INDIA**

**Battling Counterfeit Medicine With an SMS**  
**INDIA**

**SPECIAL MENTION**

**Rural Primary Healthcare Model**  
**INDIA**

**m-HEALTH**

Use of Mobile and complementing applications and embedded services for developing the consumer-centered model of health care where stakeholders collaborate to offer and manage health and environmental issues including health care system. Government's initiatives to offer tele-health and environmental information and services to reach masses through mobile and its integrated applications including value added services (VAS).



# COMM CARE

## DESCRIPTION

CommCare is a job aid tool developed by NEEDS, India & Dimagi Inc, USA. This application contains illustrations and audio messages covering essential topics in antenatal care which an (ASHA/ Sahiya) can use to educate pregnant women in her village, regardless of their level of literacy. A client mgmt interface provides the ASHA/ Sahiya with a list of her clients and the ability to review previously discussed topics, ensuring that nothing is missed. Real-time data submission to a central server allows close monitoring and supervision of the ASHA's / Sahiya's work. CommCare runs on mid-range, multimedia enabled Nokia handsets and the central server, CommCareHQ, is an online web application. Supervisors can access submitted data, send SMS, and application updates to users' phones, add new information to existing applications, and create new applications. An ASHA/ Sahiya makes routine house visits to families in her community, visiting anywhere between 3 to 10 households in a day. During such a visit, the ASHA/ Sahiya would open CommCare on her mobile phone and select an appropriate module under the application, depending on the circumstances of the visit (antenatal, delivery, neonatal, postnatal, child care). If this is the first visit, the ASHA/ Sahiya would open the registration form and record information about her client, creating a record that the ASHA/ Sahiya would access during subsequent visits.

## EVALUATION

CommCare provides users with one-button access, allowing the ASHA / Sahiya access to health information in seconds. The user friendly interface design requires a minimal amount of buttons to be pressed (in some cases only two buttons, one to play audio and one to move to the next question), but additional forms and features like data entry and

client management are accessible to those ASHAs/ Sahiyas who are more technically capable. CommCare begins with the illiterate user & leverages multimedia capabilities of common phones to deliver educational info to anyone. Audio messages can be recorded in any dialect and easily integrated into the existing application.



original title

**CommCare**

producer

**Network for Enterprise Enhancement and Development Support [NEEDS] & Dimagi Inc, USA**

platform

**SMS & Apps Based**

language

**English, Hindi  
(however any language can be supported)**

country

**INDIA & USA**

contact

**jjackson@dimagi.com  
choudhury2c@gmail.com**

www

**www.needsngo.in  
www.dimagi.com**







original title  
**Operation ASHA**

producer  
**Sandeep Ahuja**

platform  
**Mobile Phone, SMS**

language  
**Hindi, English**

country  
**India**

contact  
**sandeep.ahuja@opasha.org**  
**nupur.bhatnagar@opasha.org**

www  
**<http://opasha.org/>**

## OPERATION ASHA

### DESCRIPTION

ASHA is a project ensuring reliable delivery of Tuberculosis DOTS Medications using Low-Cost Biometrics and Mobile Phones developed by Operation ASHA. ASHA's solution and technical innovation developed in collaboration with Microsoft Research India and Innovators in Health, provides a transparent and tamperproof record of the doses of tuberculosis medication that are administered to a patient under supervision of a health worker. Using a biometric terminal the patient swipes his finger on a fingerprint reader every time he visits the treatment centre. An automatic text alert is sent daily via a phone to the central location from where they are imported into an Electronic Medical Record System for analysis, visualization and reporting. A text message reporting non-adherence cases is also sent daily to concerned counsellor and the program manager, who respond with improved counselling and supervision. The biometrics terminal consists of off-the-shelf low-cost components: a net-book computer, a fingerprint reader, and a mobile phone. It is used daily at 17 tuberculosis clinics in south Delhi, touching over 900 patients and logging over 8,000 visits to date. These clinics are managed by an NGO called Operation ASHA that uses the mobile reporting system to ensure that medications are delivered in a reliable and timely manner.

### EVALUATION

The project is a very low-cost initiative with a per patient cost of Rs. 200 including initial hardware costs and all recurring expenses. Keeping in mind ASHA has 100 patients, It represents less than 5% of the total cost of treating a tuberculosis patient under a government program; thus, if it improves treatment outcomes by even 5%, the intervention has paid for itself. In fact, as the cost of treating multi-drug resistant TB is drastically more expensive than the standard TB regimen, if our biometrics terminal prevents even a handful of patients from

defaulting from the course of medication, it will quickly become a sound investment. Further benefits can be realized in the man-hours saved in keeping records & generating reports. The project is also very scalable. The biometrics terminals deployed process the max. no. of patients that are expected at a given clinic. Additional clinics can be incorporated by adding new terminals at the appropriate locations. The terminals all report to a centralized database, which is equipped to handle millions of records.





# BATTLING COUNTERFEIT MEDICINE WITH AN SMS

## DESCRIPTION

PharmaSecure is a life saving invention of PharmaSecure PAS India Ltd. It is a cost effective solution to fight the problem of counterfeit drugs using digital mass serialization. It provides Indian consumers critical information like drug name, batch number, expiry date about drugs purchased by using SMS facility from their mobile phones. PharmaSecure prints unique, random codes with private virtual phone number on each packaging unit of drugs. When the consumers buy medicine, they send the unique code to a virtual private number to PharmaSecure via SMS and receive instant confirmation of the drugs expiration date and authenticity.

## EVALUATION

A country where 20% of drugs are sub-standard or illegal, the system that shows a way to know whether drugs purchased are fake or counterfeit is a revolutionary concept. Just by tagging drugs with unique code and feeding it into a database, one is just an SMS away from con-

firming its authenticity. Anything related to SMS is very catchy in India and now a day everyone has a mobile phone. The government has moved to mandate this technology which has proved helpful to the helpless consumers.



original title

**Battling Counterfeit Medicine With an SMS**

producer

**PharmaSecure PAS India Pvt. Ltd.**

platform

**SMS Based**

language

**English/Customizable**

country

**INDIA**

contact

**npasricha@pharmasecure.com**

**nsigworth@pharmasecure.com**

www

**www.phamasecure.com**

Products and Services
Product Security
Market Data
Targeted Communications

### Product Security

**The power of communication**

Our product security solution empowers consumers to check for themselves that their drugs are genuine, by connecting them directly with manufacturers. This simple connection has the power to put a permanent stop to counterfeiting and diversion.

**How it works**

PharmaSecure's highly secure technology platform is elegant and effective.

- At the factory, we print packages with our unique codes and private virtual phone number.
- When your consumers buy medicine, they send the unique code to our number via SMS.
- We send an instant authentication message in response.








**original title**  
**Rural Primary Healthcare Model**

**producer**  
**PK4 Software Technologies and  
Care Foundation**

**platform**  
**Mobile Technology Based**

**language**  
**English & Regional Languages**

**country**  
**India**

**contact**  
**girishbabu@carehospitals.com**  
**kishore@impelcrm.in**

**www**  
**www.carefoundation.org.in**

## RURAL PRIMARY HEALTHCARE MODEL

### DESCRIPTION

Impel Care is a joint product of PK4 Software Technologies and Care Foundation - it aims at addressing health issues at the bottom of the pyramid in India with the use of extensive technology. CARE foundation and Impel Care have initiated a bold initiative to implement technological advancement in health issues and micro insurance in the rural parts of India. With the use of a hand held device and an inbuilt application based on tele-medicine and micro insurance rural healthcare delivery is ensured. The hand held device is operated by trained Village Health Champions (VHCs) who track patient info, provide primary healthcare, record vital statistics and deliver health-related products. The built-in Clinical Decision Support System delivers appropriate medical advice, prescriptions and, where it cannot, direction to invoke tele-medicine. The VHC can interact with a remote CARE doctor who can recommend treatment through an SMS prescription.

### EVALUATION

A revolutionary and commendable use of mobile technology to provide health care services to the rural population of India which comprises of around 75 % of Indian population. The application is in its pilot mode in Yavatmal, near Nagpur, Maharashtra. The program will cover

100,000 low-income residents by 2012. The hand held devices used by VHC are repository of all possible health information accessible any time anywhere. The impel Care remains the front runner in exposing this technology in the rural India.





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**MTicketing – Train Ticket Reservation  
System  
SRI LANKA**

**m-TRAVEL  
& TOURISM**

Use of Mobile and complementing applications and embedded services for enriching the information society by aggregating digital content pertaining to travel and tourism thus help creating knowledge rich information society; offer of travel and tourism related information and services like real time travel bookings, location and transport information, including through GPS and GIS.





# MTICKETING – TRAIN TICKET RESERVATION SYSTEM

## DESCRIPTION

M-ticketing system has made the Colombo Kandy Intercity Train Ticket Reservation system computerized and also made it possible to purchase tickets over Mobile phone. Mobitel developed the M-Ticketing system on a secure web based platform, which allows authorized users to access the system through a special APN. This will facilitate CGR staff and Mobitel Customer Care executives to access the on line application in a secure way.

A Mobile Subscriber can dial a short code (365) to access M-Ticketing System and connect with a contact center executive to make the reservation on line. Ticket fare will be charged from the mobile subscriber's credit facility. The user will receive a SMS upon successful reservation with a reference no. All the reservations performed on the system will be updated online real time. Customers can produce this reference no. at the railway station or any Mobitel branch and collect the train ticket.

## EVALUATION

M-ticketing is a unique and a innovative model which is introduced to traditional train ticket issuance process opening a new avenue to reserve ticket over mobile phone. The new ticketing system provides reachability with convenience for train commuters to make an advanced

ticket reservation without making an extra visit to the railway station and without waiting in queues. CGR staff has also been benefited due to lesser passenger queues and accuracy in automated Financial accounting processes and reporting etc.



original title

**MTicketing – Train Ticket Reservation System**

producer

**Mobitel (Pvt) Ltd.**

platform

**Application Based**

language

**Sinhala, Tamil, English**

country

**SRI LANKA**

contact

**sandagomi@mobitel.lk**

www

**www.mobitel.lk**





**Etisalat App Zone**  
**SRI LANKA**

**INTEX V.SHOW- India's first projector phone**  
**INDIA**

**BOLT Mobile Browser**  
**INDIA & Worldwide**

**SPECIAL MENTION**

**AVAN (Aggregated Voice and Video  
Application Network)**  
**INDIA & South Asia**

## **m-INFRASTRUCTURE**

Mobile and Telecom technology & platforms that enable cost-effective delivery of content and applications to masses – including Mobile Broadband, 3G, Wireless; Telecom Services, Devices, Equipment, Security, Hardware, Network, & Towers. Mobile Infrastructure that makes it easy for content and application developers to effectively reach out to masses. Solutions that address the accessibility needs of communities in remote areas including those in tough geographical conditions.





# ETISALAT APP ZONE

## DESCRIPTION

Etisalat Lanka partners with hSenid Mobile in launching the country's first Mobile Application platform- not only allowing users to browse and download applications, but significantly creating the opportunity for Sri-Lankan mobile application developers to create, test & sell their own unique applications.

The Appzone Mobile Application Eco-System helps all of Etisalat's subscribers, irrespective of phone type – smart, feature or basic phones - to enjoy mobile application pertaining to various facets of life - News, Sports, Business, Games, Health & much more. These apps can be easily discovered by subscribers via an "App Store", again using any mobile phone – through Web/Wap, USSD, multi-lingual IVR etc hence enabling the masses to enjoy their own "App Store" experience.

Culminating the eco-system are the mobile app entrepreneurs who are provided a developer platform to seamlessly develop & market these apps that have reached out to the masses. These entrepreneurs constitute of university students, young aspiring businessmen & SMEs.

## EVALUATION

In yet another pioneering move Etisalat Lanka will open the 'APP ZONE,' the first application store launched in Sri Lanka by a network operator. This will allow consumers to browse and download from a versatile variety of applications, accessible to all Etisalat subscribers and compatible with all handsets.

The stage has been set for all budding Sri-Lankan Mobile software developers to experience rapid development and commercialization of their Mobile applications. School kids, university students, free lancers, professionals & software development companies, now all, will get the opportunity to develop and

sell mobile applications on this platform. This opens up a new breed of entrepreneurs amongst "local application developers" enhancing their presence in the region.

Together with hSenid Mobile, providing the technology platform for the "Developer Portal", Etisalat invites all Sri Lankan application developers to join this "Application Revolution", by creating and submitting their mobile applications to the Etisalat-hSenid "Mobile Application Developer Portal". This will pave the way to transfer ones home creation to a global platform.



original title  
**Etisalat App Zone**

producer  
**ETISALAT LANKA (PRIVATE) LTD.**

platform  
**Apps Based**

language  
**English, Sinhalese, Tamil**

country  
**SRI LANKA**

contact  
**Muzackir@hsenid.com**  
**CMunasinghe@int.etisalat.lk**

www  
**www.appzone.lk**







original title

**INTEX V.SHOW- India's first projector phone**

producer

**INTEX TECHNOLOGIES (INDIA) LTD.**

platform

**Mobile device Based**

language

**English**

country

**India**

contact

**corpcomm@intextechnologies.com**

www

**www.intextechnologies.com**

## INTEX V.SHOW- INDIA'S FIRST PROJECTOR PHONE

### DESCRIPTION

INTEX V.SHOW IN 8809 and IN 8810 have an inbuilt projector to combine projection with mobility. INTEX VShow IN 8809 & IN 8810 are developed by INTEX TECHNOLOGIES (INDIA) LTD. It actually brings entertainment at palm's length and enables the user to project movies, pictures, music videos (saved in the phone and from Internet) and other Internet content up to 61 inches of screen/wall with a high intensity projection of 10 lumens and QWVGA resolution. Projection can be enjoyed up to a distance of 12 ft (between the screen/wall and the phone). Intex's "Centre for Design and Development" has ensured that the product matches to the Indian operating conditions and entertainment prerequisites such as- a long life battery, so that one can watch a film for as long as three hours and a film quality of 25 Frames Per Second (FPS) –which is as good as the FPS used in movies. These phones also feature:

- Long battery backup up for 3 hours of projection.
- Touch screen with Dual SIM (GSM+GSM)
- Dual Screen mode – the screen mode and projector mode remains simultaneously active
- Dual Camera
- Dual Memory Card Slots - 8 GB each (total 16 GB) and 64 MB internal memory
- BOLT – an ultra fast mobile browser for smooth internet surfing on mobile

### EVALUATION

offering 'anytime and anywhere entertainment' The phones (Intex VShow IN8810 & IN8809) are also an ideal 'mobile projection tool' with facilities of projecting office files. Catering to a wider range of audience, the phone is capable and highly affordable to strike a chord with the masses for their communication, entertainment, training and information sharing needs."

Spearheading the latest in mobile technology, the phones (INTEX V.SHOW IN8809 & IN8810) also have a 3.5 mm jack external converter cable to connect it to speakers. The whole arrangement makes a perfect compact home-theatre solution with phones tagged at a street price of INR 6300 only.







# BOLT MOBILE BROWSER

## DESCRIPTION

BOLT Mobile Browser supports viewing Web sites in all Latin-based languages, including English, German, French, Spanish, Dutch, Flemish, Swedish, and many others that are fundamentally Latin-based. BOLT is a free mobile browser available to consumers all over the world. Bolt Mobile Browser was developed by Bitstream Inc. known for its incredible speed, slick user interface and myriad of advanced browsing features, BOLT boasts the most faithful rendering of Web pages of any browser in its class, quickly and accurately displaying web pages on mobile phones just as they would appear on desktop computers.

BOLT's advanced features include a patented split-screen viewing mode, intuitive keystroke shortcuts, copy/paste functionality, and deep social network integration. BOLT provides a user-friendly, feature-rich mobile browsing experience for even entry-level mobile phones.

BOLT is the only J2ME browser to offer broad support for streaming video, including support for the most popular flash based video sites and all HTML5 video sites, including YouTube, Facebook, MySpace, Blip.TV, MetaCafe, CNN and ESPN.

## EVALUATION

The BOLT mobile browser is the most advanced, fully featured web browsing experience for mobile phones of all types, from basic feature phones to smartphones. BOLT delivers a PC-like browsing experience optimized for mobile phones usage, including patented features for easily scanning and navigating large pages on small screens; the most comprehensive audio and video streaming support available on mobiles; integrated social networking features; among many others.

BOLT browser is a free download for users of Java ME feature phones and BlackBerry smartphones. Bitstream licenses BOLT to chip manufacturers, handset manufacturers and wireless operators so they can provide the best mobile browser to their customers. Since its launch in February 2009, there has been 25+ million downloads of BOLT from over 200 countries around the globe.



original title  
**BOLT Mobile Browser**

producer  
**Bitstream Inc.**

platform  
**Mobile Browser**

language  
**English, German, Spanish, Russian & 9 Indic languages (Hindi, Bengali, Gurumukhi, Telugu, Tamil, Kannada, Gujarati, Malayalam, Odiya)**

country  
**India & Worldwide**

contact  
**lokesh@bitstream.com**  
**rvarma@bitstream.com**

www  
**www.boltbrowser.com**





original title

**AVAN (Aggregated Voice and Video Application Network)**

producer

**Comviva Technologies Limited**

platform

**Mobile Network Based**

language

**41 Languages**

country

**India & South Asia**

contact

**Shikha.bhatia@comviva.com**

**Sandeep.srivastava@comviva.com**

www

**www.comviva.com**

## AVAN (Aggregated Voice and Video Application Network)

### DESCRIPTION

AVAN (Aggregated Voice and Video Application Network) is a platform to create, manage, deliver and market a compelling catalogue of voice and video applications. AVAN was developed by Comviva Technologies Limited. AVAN enables operators to rapidly retail a wide catalogue of services tailored to specific consumer sub-segments who demand personalized, content-rich and context-aware value-added services over their mobiles. AVAN platform benefits all the stakeholders of mobile service delivery ecosystem namely: mobile operator, mobile subscribers and application/content provider. AVAN brings multiple advantages to each stakeholder in various usage scenarios as Mobile users:

- Illiterate mobile users – Mobile users who cannot read and write SMS/USSD, can use IVR and voice portals to access various digital services such as news, Information on commodity markets,
- Non-smart phone users – People who do not have access to internet on mobile, can access various value added services through voice portal by just dialing a simple short code (example 121)

### EVALUATION

Comviva creates mobile VAS solutions that enrich the lives of over 920 million mobile users globally. Comviva enhances the role of the mobile phone from satisfying the basic need for voice-based communication to a lifestyle and livelihood companion that fulfils the advanced social-networking, entertainment, transac-

tional, productivity and business requirements of users. AVAN enables network providers to approach zero marginal cost per new application on boarded. AVAN's experience with network provider ACP initiatives, processes improve economies of scale with each new application.







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**POWERED BY **



**Mid Day Meal Authority, U.P.**  
**INDIA**

**“Em-POWER KERALA” - Mobile Governance  
Project of Government of Kerala**  
**INDIA**

**Off Site Real Time Monitoring System (OSRT)**  
**INDIA**

**SPECIAL MENTION**

**m-Governance : An Efficient Way to Meet  
Citizen's Expectation**  
**INDIA**

**m-GOVERNANCE**

Use of Mobile and complementing applications and embedded services for empowering citizens and serving public services clients; fostering quality and efficiency of information exchange and communication services in governmental and public administrative processes; strengthening participation of citizens in information society decision making.





# IVRS BASED DAILY MONITORING SYSTEM OF THE MDMS IN UP

## DESCRIPTION

The (Interactive Voice Response System) based (Daily Monitoring System) project is designed and developed by the Mid Day Meal Authority, Uttar Pradesh. This project envisages an automated MIS (Management Information System) where data of children availing mid day meal is made available on a daily basis. The system has been conceived on the basis of an interface between computers and mobile phones.

This project provides school wise information access on real time basis through an out-bound dialing solution where in calls are placed to all the teachers from a virtual number using PRI lines. The system generated compilation of the data of number of children who availed MDM would be keyed-in by teachers and will be displayed on the web the same day. Moreover, transmission of real time data would not leave scope for data manipulation/distortion and availability of exception reports would improve efficacy and transparency of the system.

## EVALUATION

IVRS based DMS project is first of its kind that tracks the number of children availing the mid day meal in various schools on the same day. The system enhances the transparency of the mid-day meal programme providing accurate real time data. The system is unique in the sense that it does not have to depend on the respondents to initiate the provision of data from their end and also ensures that the teachers do not spend a single penny to deliver the data.

The user friendliness of the system has led to wide acceptance - a model,

which addresses all requirements employing viable technology. Most importantly, it has brought in a system of accountability and transparency, primarily because data is available almost immediately. Upon stabilisation of this system, this data could serve various other purposes, or new components could be added to the existing process. Nevertheless, its impact has been that compliance with the scheme has improved to a great extent, which is the ultimate objective of the monitoring system.



## original title

**IVRS (Interactive Voice Response System) based Daily Monitoring System (DMS) of the Mid-Day Meal Scheme in Uttar Pradesh**

## producer

**Mid Day Meal Authority, U.P.**

## platform

**IVR Based**

## language

**Hindi**

## country

**INDIA**

## contact

**stripathi\_99@yahoo.com**

**amodkumar71@gmail.com**

## www



via beaconline.wordpress.com





**www.itmission.kerala.gov.in**

The prime objective of this project was to bridge the digital divide in the state. Only the 'privileged citizens' were able to avail the e-Services from the Government. To bridge this gap and to reach the common man, M-Governance was chosen by Government of Kerala as the key driver and has achieved mammoth success.







# OFF SITE REAL TIME MONITORING SYSTEM (OSRT)

## DESCRIPTION

OSRT (Offsite Real Time Monitoring System) designed and developed by the Greater Hyderabad Municipal Corporation (GHMC), is an anywhere, anytime accountability mechanism, which provides real-time information in solid waste management, urban planning, public works and street lighting to municipal managers and the citizens. OSRT is a unique accountability mechanism because the ubiquitous, easy-to-use mobile phone has made possible the combination of accountability tools and processes. The unification is made possible by the innovative use of the largely ignored mobile phone eye (camera), leading to the generation of real-time off-site images of municipal activities valued by citizens. Now, GHMC managers are more responsive and responsible because complete and reliable information on their activities and outputs is available in the public domain at a single point. The application allows users to record events with date, time and coordinates using the Global Positioning System (GPS). Precise temporal and spatial information and generation of reliable images of municipal activities has enhanced accountability to unimagined levels.

The solution is loaded to the cell phones of GHMC officials. Uploading an image by them triggers generation of real time reports required for supervision / monitoring. OSRT is in public domain and citizens have access to all its features like any GHMC official. Citizens can send their complaints on the civic services through SMS and besides getting an acknowledgment may verify status online.

## EVALUATION

The innovativeness of the OSRT mechanism is founded on the integration of accountability mechanisms by relying on the eye of the mobile phone. OSRT is a mobile governance tool that utilises GPS/GPRS connectivity and all civic activities are monitored. People from anywhere in the world can view it. OSRT heralds an era of responsive and respon-

sible governance. This initiative has helped in making administration transparent, given information access on civic services to officials, non-Officials and citizens, besides enabling generation of real time reports for monitoring civic services. All in all, OSRT is a reliable monitoring tool that has led to "Citizen Empowerment."



original title

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

producer

**GREATER HYDERABAD MUNICIPAL CORPORATION**

platform

**Mobile & Network Based**

language

**English**

country

**INDIA**

contact

**commissioner@ghmc.gov.in  
c\_it@ghmc.gov.in**

www

**<http://www.ghmc.gov.in>**







platform  
**Web & Mobile Based**

country  
India

www  
**www.rmc.gov.in**

effective response to the queries. This project is financially sustainable, highly scalable and easily replicable. Its introduction presents a win-win situation for both the organization and the citizens who can avail its various services with greater ease and at their convenience.





# eSri Lanka

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



**GamesClub**  
**INDIA**

**IPL T20 Fever**  
**INDIA**

**HiBuddy**  
**INDIA**

**SPECIAL MENTION**  
**The Sealink**  
**INDIA**

## **m-ENTERTAINMENT**

Use of Mobile and complementing applications and embedded services for delivery of entertainment, games, sports, music, movies, songs, fashion, and contemporary lifestyle. Supplying digitized entertainment products and services; entertaining the user in this world's variety of languages and multi-media, peer to peer engagements for entertainment content creation, interactive games, application for sharing local music, movies, songs and in the process empower the masses through share of entertainment content.





# GAMESCLUB

## DESCRIPTION

GamesClub developed by Nazara Technologies Pvt. Ltd. is first of its kind of inexpensive cross-platform gaming service, Games club offers its users unlimited mobile gaming experience with for as less as ₹5 per day to just Rs. 99 per month. With a huge bucket of more than 300 premium and non premium games to take care of user's appetite covering different genres like: Action, Adventure, Arcade, Racing, Cricket, Sports, Movies, Bollywood, Strategy, Casino, Puzzle, Fun and Casual. User can select from multiple plans, including time based plans, pay per play and buy game. The games provided are compatible with more than 2000 handsets. Based on the observed trends of which games a user is downloading, recommendations are displayed to the user.

## EVALUATION

Taking the advantage of the rising popularity of Flash and Java, Nazara Technologies has developed GamesClub is an easy to use service, with good user interactivity by providing the user advantages like convenience, huge variety of games, play for free, Gamesclub is unique in its kind. Gamesclub currently has 1 million plus users, with just more than 20% usage in terms of game plays i.e. 2 Lakh

game plays a day. Game Download is absolutely free. User can download as many games as possible on his handset. A nominal charge of ₹5 per day is charged for playing those games. Time based plans come with attractive pricing of ₹5/day; ₹30/week and ₹99/month. Pay per play: - User can try the game before purchasing it. He can play the game for as low as ₹3 per play.



original title  
**GamesClub**

producer  
**Nazara Technologies Pvt Ltd**

platform  
**Game Based**

language  
**English, Arabic**

country  
**INDIA**

contact  
**Ujwal.mitra@nazara.com**  
**nitish@nazara.com**

www  
**http://gclub.in**







original title  
**IPL T20 Fever**

producer  
**Indiagames Ltd.**

platform  
**Game Based**

language  
**English**

country  
**India**

contact  
**vishal@indiagames.in**

www  
**[http://www.indiagames.com/corporate/o\\_Index.html](http://www.indiagames.com/corporate/o_Index.html)**

## IPL T20 FEVER

### DESCRIPTION

IPL T20 fever was launched by Indiagames Ltd. After mesmerizing the whole nation on television, IPL T20 is brought into mobile gaming by IndiaGames.com. IPL T20 Fever is the official mobile game for IPL to provide the most realistic and super exciting IPL feel to its diehard fans on their mobile phones. The emphasis lies not only on being official but also on being first and only of its kind. This application is an on-line game that you can play using Apple iOS & Google Android. The game is completely generated in 3D and features several levels of play for varied skilled gamers. Many new features are also added to make it more entertaining.

### EVALUATION

To bring IPL fervour to the mobile phones IPL T20 Fever was launched. Integrated with Facebook Connect, the game allows players to create their own teams along with their Facebook friends to play against any other IPL team. The players can also purchase real IPL players for virtual currency and add them to the team.

Exciting features like: Full 3D graphics with realistic animations and ball physics, a new unique "Power Play" batting mode, eye-catching and electrifying match venues have been added to make the user feel like playing the real IPL.





# HIBUDDY

## DESCRIPTION

HiBuddy was brought into the market by Times Internet Ltd. (Indiatimes). To cope up with the challenges like time constraint and inaccessibility to internet, Indiatimes launched Hibuddy, which is India's 1st social networking platform on voice. The site targets the youth who are the future population in all metros, suburban and rural India. It facilitates in expressing, sharing & connecting with new & existing friends. Users also have facility to listen, like & comment on friend's posts. The issue of accessibility is solved by the launch of this service. It is emerging in mobile advertising space where brands can reach their customers even in rural areas & provide deals & discounts to them. It facilitates feedback on voice.

## EVALUATION

HiBuddy is a new initiative in providing India's 1st social networking platform on voice. Introduce yourself to a world of full entertainment. It offers instant connection between users without any need of internet connection. It is a new idea for giving that lead into the social networking market and advertising space where brands can reach their customers

through voice by not being present there. The concept has a tremendous growth potential based on the ease of connectivity it provides to its customers. Also, collaborating with brands for advertising will provide the network financial viability. It will also have a first mover advantage (1st social networking platform on voice).



original title  
**HiBuddy**

producer  
**Times Internet Ltd. (Indiatimes 58888)**

platform  
**IVR, Web & SMS Based**

language  
**English, Hindi, Tamil, Telugu, Kannada, Bhojpuri & Marathi**

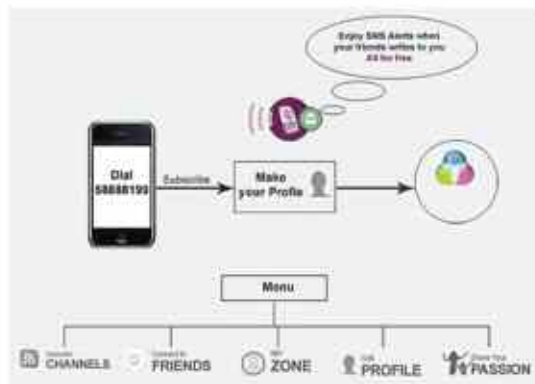
country  
**India**

contact  
**rohit.verma@indiatimes.co.in**  
**Mohan.gupta@indiatimes.co.in**

www  
**www.hibuddy.in**

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**original title**  
**The Sealink**

**producer**  
**Spiel Studios Pvt. Ltd.**

**platform**  
**Game Based**

**language**  
**English**

**country**  
**India**

**contact**  
**mohit@spiel-s.com**

**www**  
**http://www.spiel-s.com**

## THE SEALINK

### DESCRIPTION

The Sealink is a 3D racing game designed by Spiel Studios Pvt. Ltd where the player can drive his/her favorite car on the Bandra-Worli Mumbai Sea-link. The game has been conceptualized, developed and published by Spiel Studios with collaborative efforts of their Indian and International team members using the latest and advanced technologies available on the iPhone platform. The game is made specifically for the Indian audience, with a local theme. It is first of its kind 3D Racing game, installed on the iPhone where-in the player can drive his/her favorite car on India's Bandra-Worli Mumbai Sealink. With great features like : offering 7 unique and varying cars to choose from; realistic graphics and great production value, User friendly and adjustable controls, post your best lap times and top speeds. The game uses advanced motion-controlled sensing technology Accelerometer, with multi-touch support to give the player complete control of the game. To touch the sentiments of Indian people, players can choose to drive officially licensed Maruti Suzuki cars, along with a F1 car and also the very popular auto-rickshaw. It also promotes the cause of 'Don't Drink & Drive' through various messages in the game.

### EVALUATION

It is the only 3D game designed keeping in mind Indian audience and therefore attracts more Indians to enjoy the drive on India's Bandra-Worli Mumbai Sealink. It is automatically updated with new additions in technology. It has helped in promoting game development in India. The company is among the Top 5 gaming

companies in India. By offering training and employment, it has opened a new career option for individuals who wish to opt for game development. It has a growing future. It is compatible on Apple iPhone, iPod and iPad which has a growing owner population, so these special game applications is a great idea of fun.





# DIGITAL EMPOWERMENT FOUNDATION

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

www.defindia.net

## Digital Constituency

Towards informed and digitally empowered constituency development and governance in India

## NeerJaal

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

## ContentXchange.in

A digital platform of content & service providers

## Gyanpedia.in

Web based content learning and exchange programme

## Community Information Resource Centres (CIRCs)

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

## eNGO

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

## mBillionth Award

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

## Manthan Award South Asia

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

## ICTD Fellowship Awards

Felicitating and recognising best ICTD Research in India & South Asia

## Research & Analysis

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

## ICTD Publications

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

## eNorthEast

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

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

## Chanderiyaan

Facilitating integrated ICT development program to 3000 weaver families & linking to economic opportunities.  
[www.chanderiyaan.chanderi.org](http://www.chanderiyaan.chanderi.org)

## Digital Panchayat

ICT enablement of Village Panchayats with local language digital platforms  
[www.epanchayat.in](http://www.epanchayat.in)

## Campaign, Advocacy & Outreach

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

## Audio-Visual Documentation

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

## Rural Empowerment through Wireless Connectivity

Taking wireless connectivity to rural communities towards informed development



**Electronic Money Transfer Service of  
Bangladesh Post  
BANGLADESH**

**Kumari Bank – Mobile Cash  
NEPAL**

**SPECIAL MENTIONS  
eMudhra SecMsg  
INDIA**

**Banglalink mWallet  
BANGLADESH**

**m-BUSINESS  
& COMMERCE/  
BANKING**

Use of Mobile and complementing applications and embedded services for Support and optimization of business processes; creation of new business models in commerce like m-commerce, business to business, business to consumers, internet security and other areas; supporting Small and Medium Enterprise's on the marketplace, m-Banking like banking services, Microfinance and micro-banking through mobile devices, and so on.





# ELECTRONIC MONEY TRANSFER SERVICE OF BANGLADESH POST

## DESCRIPTION

The Electronic Money Transfer System software (EMTS) has been made by the joint effort of Kamrul Hasan, a freelance Bangladeshi software consultant, and a team of the Postal Department headed by Bangladesh Post Office Director, Md Sirajuddin. It is a newly introduced and very successful mobile and web based remittance service provided by Bangladesh Post. People making use of this service can send/receive money through money orders within minutes inside the country only. Presently the service is provided in 1550 post offices. Thanks to the EMTS the number of daily electronic money orders is around 11,000 across the country. The transfer is easy, speedy and very prompt in nature.

## EVALUATION

Taking the risk of adopting change in the long traditional way of managing the money orders proved to be a boon for the Bangladesh post office. A joint effort transformed the way of transferring money through money orders into completely automated system using mobile technology. A time consuming manual

system to remit money order was digitalized and automated into EMTS. The service covers all the 64 districts of the country. Users of EMTS in February-2011 grew up to 162703. The net income from this service has been upto 87.5 million during May 1, 2010 to June 18, 2011.



original title

**Electronic Money Transfer Service of Bangladesh Post**

producer

**Bangladesh Post Office**

platform

**Mobile & Network Based**

language

**English**

country

**Bangladesh**

contact

**almahbub\_bpo@yahoo.com**

**mobasherur@gmail.com**

www

**<http://www.bangladeshpost.gov.bd/EMSServices.asp>**



via panoramio.com



via flickr.com



via masterair.net





## KUMARI BANK – MOBILE CASH

### DESCRIPTION

'Kumari Mobile Cash', a revolutionary concept in Nepal was launched by The Kumari Bank Ltd. in partnership with Leapfrog Technology, a US based software Company. Under this scheme, users can deposit and withdraw money using their cell phone. It also facilitates transfer of funds from one account to another among Kumari Bank account holders. Similarly, one can send money via Kumari Bank's branches or through its authorized agents. Kumari Mobile Cash also helps in payment of utility bills such as telephone, electricity and water in addition to re-charging pre-paid mobile phones. Increasing efforts are being made to reach the bottom of pyramid in Nepal. People who wish to use Kumari Mobile Cash have to register their mobile number and deposit the desired amount.

### EVALUATION

Creating a mobile wallet for people of Nepal has changed the banking system of Nepal entirely which was based upon the traditional methods of doing banking. With a total number of 11,591 customers using this service the bank aims to expand Kumari Mobile Cash to rural areas too. At present, this service is available through all of Kumari Bank's 29 branches

and 189 authorized agent locations nationwide. It allows users to store cash balances in their mobile phones and then conduct financial operations using their mobile phone by just an SMS. Kumari Mobile Cash is a game-changer, because it piggybacks on the rapid proliferation of mobile phones to spread banking access to those who are out of reach.

original title

**Kumari Bank – Mobile Cash**

producer

**Kumari Bank Limited**

platform

**Mobile Based**

language

**English, Nepali**

country

**Nepal**

contact

**suresh.karna@kbl.com.np**

**sanjay.poudyal@kbl.com.np**

www

**<http://www.kumaribank.com/>**

**Kumari Mobile Cash**

**(Kumari Mobile Cash Tariff Rate)**

**SPECIAL OFFER**

Mobile To Mobile fund transfer fee through Kumari Mobile Cash is waived till 30th June 2011

Transfer Fee = MTM \* Amount \* Mobile no

Example: 123 MTM 5000 9841000000

Type of Transactions	Transaction Amount (Rs.)	Tariff Rate (Rs.)
Annual Fee*	N/A	\$6.00
Balance Check	N/A	1.00
Top-up Funds from Bank Account to Mobile Cash	N/A	0.00
Top-up Funds from Bank Telex to Mobile Cash	N/A	10.00





# EMUDHRA SECMSG

## DESCRIPTION

eMudhra Secmsg was developed by 3i Infotech Consumer Services Ltd. One doesn't have to look too far, these days, to see the impact that SMS (Text) messaging has had on communication. To ensure the secure transmittal of confidential and private information, eMudhra came up with an astonishing mobile software application named as "SecMsg". SecMsg is a secure SMS based solution which addresses all the security issues related to the traditional SMS. SecMsg provides two levels of security \* SMS Messages sent through SecMsg are encrypted and messages can be decrypted by only the intended user \* SMS messages can be digitally signed to ensure data integrity and non-repudiation. eMudhra SecMsg ensures the secure transmission of SMS. Confidential information can now be put on air by the organizations in the most convenient way and customer is assured that no data is exposed over any network.

## EVALUATION

SecMsg is a simple to use, but extremely sophisticated mobile application software that provides complete security when sending and receiving SMS text messages. SecMsg solution is ideal for both individuals and businesses that care about their privacy. SecMsg fully protects from commercial espionage, governments, mobile phone companies, and any third parties who seek to discover your sensitive information or

private correspondence. The transaction done with SecMsg gets completed only after the user signs (private key) the acknowledgement and sends it back. SecMsg is a small application with size close to 100 kilo bytes. Hence user needs to spend less than a rupee to download the application which is feasible. It does not require any Internet on mobile hence the operational cost to the customer is seemingly very low.



original title  
**eMudhra SecMsg**

producer  
**3i Infotech Consumer Services Ltd.**

platform  
**Mobile Based**

language  
**English**

country  
**India**

contact  
**venkataraman.vs@3i-infotech.com**  
**mohit.sethi@3i-infotech.com**

www  
**<http://www.3i-infotech.com/content/index.aspx>**







original title  
**Banglalink mWallet**

producer  
**Banglalink Orascom Telecom Holding & Comviva Technologies Limited**

platform  
**Telecom Network & VAS Based**

language  
**English, Bangla**

country  
**Bangladesh**

contact  
**soalam@banglalinkgsm.com**  
**Shikha.bhatia@comviva.com**

www  
**www.banglalink.com**  
**www.comviva.com**

## BANGLALINK MWALLET

### DESCRIPTION

Banglalink Orascom Telecom holding, the second largest cellular service provider in Bangladesh, shook hands with Comviva Technologies Limited, the global leader in providing mobile solutions beyond to introduce to create a flexible, far-reaching financial services delivery network, cost effectively. It uses the mobile phone as a convenient, cash-free and card-free payment and transaction medium, enabling storage and transfer of money to and from a secure, stored wallet account, resident on the phone or the server. Offering integrated financial payment service, which allows subscribers to conduct a variety of transactions over the mobile. This includes international and domestic remittance, utility payments, and mobile ticketing services.

### EVALUATION

The Mwallet service transforms the mobile into a convenient cash-free and card-free transaction medium, enabling customers to receive funds from overseas foreign workers into a secure, wallet account. The service will work under a 'bank-led' model and the banks will offer mobile wallet accounts to the remittance receivers through the Banglalink net

work. Comviva's mobile financial services platform ensures mobile money services are easy to use and secure – enabling financial services to be extended to underserved segments. Banglalink mobile remittance service is available at more than 1,000 Mobile Cash points throughout Bangladesh as well as 100,000 agent locations in 20 countries.







## Empowering Panchayats Digitally

250,000 Panchayats in India where real governance are supposed to happen but that is where the disconnect is. 99% of these Panchayats are devoid of ICT connected world of knowledge. In order to make

Panchayats in India visible bottom-up, benefit the information revolution, and help Panchayats have virtual home to connect with citizens and the hierarchy of governance, DEF & NIXI has launched a Pilot program to create 500 DPs across 10-15 States and inspire others to emulate the same.



**Babajob.com**

**INDIA**

**Benefit Disbursement System**

**INDIA**

**SPECIAL MENTION**

**SETT Browser for Android**

**SRI LANKA**

## **m-INCLUSION**

Use of Mobile and complementing applications and embedded services for supporting integration haves and have-nots – individuals, groups, differently abled citizens, women and children; remote locations, regions into the Information Society. Reducing the "digital divide" and "content gap" between technology-empowered and technology excluded communities; bridging society through basic, simple and also multimedia-enabled rich content.





# BABAJOB.COM

## DESCRIPTION

Babajob.com is a Bangalore-based start up that uses the web and mobile technology to connect employers and bottom-of-the-pyramid (BOP) informal sector workers (i.e. maids, cooks, drivers, etc.) with the goal of creating a scalable, replicable and profitable solution to combat poverty. Babajob aims to do this by creating greater market efficiency in the informal sector through voice and web features such as SMS, UssD, automated voice systems, and operator manned call centres, enabling employers and job seekers to find each other.

A Job seeker and an employer can register on babajob.com for free. Job seekers can access job post content on the internet and mobile portals and through an SMS search. They can also choose to subscribe to daily job alerts at ₹1 per day (under \$1 for a month of alerts). Employers can also access job seeker content on the website and get an alert when a job seekers expresses interest in their post.

## EVALUATION

The value that babajob offers to both its employers and job seekers is in its ability to provide access to critical job and job seeker information through various technology platforms. By leveraging web and mobile technology, Babajob is able to scale and engage a wider audience creating greater efficiency for employers

and having a social impact on job seekers. Employers can conveniently browse job seeker profiles based on salary, location, languages, employment background, skills and references. Babajob offers several fee-based services to help in the matching and hiring of seekers.



original title  
**Babajob.com**

producer  
**Babajob.com**

platform  
**SMS Based**

language  
**English, Kannada, Hindi & Tamil**

country  
**India**

contact  
**maya@babajob.com**  
**sean@babajob.com**







original title  
**Benefit Disbursement System**

producer  
**APOnline Ltd.**

platform  
**Application Based**

language  
**English, Telugu**

country  
**India**

contact  
**sadaram.rao@tcs.com**  
**Commnr\_rd@yahoo.co.in**

www  
**<http://aponline.gov.in/>**

## BENEFIT DISBURSEMENT SYSTEM

### DESCRIPTION

Benefit Disbursement System is a project implemented by APOnline Ltd. (formed as a joint venture company by the Government of Andhra Pradesh in partnership with Tata Consultancy Services). The Benefit Distribution System aims at disbursement of benefits like wages and social security pensions to beneficiaries. APOnline designed and developed an ICT system framework for disbursement of National Rural Employment Guarantee Scheme (NREGS) wages and social security pensions. The system utilizes state-of-the-art technologies like bio-metric (finger print) matching for authentication of eligible beneficiaries, robust handheld Point of Sale (POS)/ Point of Transaction Device (POTDs) devices for use in villages, GPRS connectivity for synchronization with central server, GPS for capturing the location of work and attendance.

### EVALUATION

Disbursement of wages under MGNREGS has been a major concern for both state and central governments. To mitigate the concerns identified a comprehensive ICT solution was developed and deployed in the state of Andhra Pradesh. The software has been designed and developed in close collaboration with TCS and is being effectively utilized in all the 1098 intermediary panchayats (Mandals). It includes innovative features like

- Innovative Wage Disbursement processes, direct wage transfer from fund account to beneficiary's account,

- bio-metric authentication and smart cards for wage disbursements, Electronic Fund Transfer System (eFTS) payment by village post masters through handheld devices with bio-metric, GPRS and Thermal printer, Wage Seeker friendly services, Pay slips in local language with all details, 24x7 call centre. By providing benefits like transparency and visibility, increase in accountability, minimizing fraud, accurate and faster wage payments, the system has really proved a stepping stone for Andhra government.





# SETT BROWSER FOR ANDROID

## DESCRIPTION

SETT Browser is a free & open-source mobile web browser application for Android with the capability of rendering & displaying Sinhala/Tamil Unicode text in the web with no rendering errors at all. With this browser, users can conveniently read any Sinhala/Tamil website, web page or web content through their Android phones with no rendering issues or having to root the phone or install the fonts manually. Sinhala/Tamil users are currently unable to read their local language web content with the Android legacy browser. SETT Browser doesn't depend on the rendering capability of the Android platform since it has its own complex script rendering engine & therefore the users can just install this application & use it to read their local language web content.

SETT can be installed by going to <http://sett-browser.googlecode.com> Download & install the application on an Android device- Native Script rendering requires Android version 2.2 or above. - Latin Script transliterated rendering requires Android version 2.0.1 or above. Latin Script rendering should be selected from browser preferences menu, under the Script menu.

## EVALUATION

This application could be highly useful for Sinhalese Android phone users all around the world especially in Sri Lanka. - Tamil Android phone users all around the world especially in India & Sri Lanka. It has the general features of a web browser like bookmarks, history, down

loads & tabs. In addition to that, the most important & the unique feature of this mobile web browser is the capability of rendering & displaying Sinhala/Tamil Unicode web contents.



original title

**SETT Browser for Android**

producer

**Dhanika Kaushalya Perera**

platform

**Mobile Browser**

**SEGMENT**

**Mobile / mobility application developers**

language

**Sinhala, Tamil & English**

country

**Sri Lanka**

contact

**[ghanikaperera@gmail.com](mailto:ghanikaperera@gmail.com)**

www

**<http://ghanikauom.blogspot.com>**



**Sparsh**  
**INDIA**

**mPustak**  
**INDIA**

**BBC Janala**  
**BANGLADESH**

**SPECIAL MENTION**  
**Kisan Sanchar**  
**INDIA**

## **m-EDUCATION & LEARNING**

Use of Mobile and complementing applications and embedded services for empowering the education paraphernalia; transforming schools, universities and other educational institutions through interactive, personalized and distributed learning resources; providing education(al) services and education management systems for the rural based educational institutions, especially schools. Serving the needs of the learners to acquire knowledge and skills for a complex and globalizing world; creating active m-learning communities and target models and solutions for mass training, supporting first steps in multimedia for better learning societies.





# SPARSH

## DESCRIPTION

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

The service can be activated by dialing the dedicated short codes assigned on the particular network and following the IVR. The service can be activated on any mobile devise. SMSs containing any module's worth information will be sent to the users upon subscription. The services provided are transferable from one user to another i.e. the service can be purchased and "gifted" to someone else. The users will also have an access to qualified counsellors to discuss complex problems.

## EVALUATION

Sparsh is the world's first mobile based sex education course. The entire content was researched and vetted by the family planning committee of India and is available in 12 different languages. The content can be accessed in various formats i.e SMS, IVR and OBD. Also incorporated is a FAQ section.

Sex education on the mobile phone is all the more convenient as all the lessons are pre-recorded and there is no live interaction with the teacher which might have made the students uncomfortable. In a classroom, one would generally feel

awkward to raise questions or seek additional information and this leaves one with only half the knowledge which is dangerous. But on a mobile phone with a virtual teacher, the user has the option of navigating through different topics and learning more by just the click of a button. Considering the high rate of penetration of the mobile phones in the rural areas and the fact that it is a personal device, it makes it an ideal tool to educate the rural and also the urban population on sensitive yet important topics such as sex education.



original title  
**Sparsh**

producer  
**IL&FS Education & Technology Services Limited**

platform  
**IVR Platform Based**

language  
**11 Regional Language**

country  
**India**

contact  
**Ankur.rohatgi@ifsets.com**  
**ninad.vengurlekar@ifsets.com**

www  
**www.ilfsets.com**

**Placement Linked Skills Training for Youth**

Imparting skills training to youth with direct links to employability

[more >>](#)

**Skills for Good Governance**

Offering comprehensive capacity building and empowerment solutions for public officials

[more >>](#)

**Employability Grooming for Graduate & Diploma Students**

Bridging the gap between academic knowledge and required skills to join and work in the industry





original title  
**mPustak**

producer  
**Hazel Media Private Limited**

platform  
**Application Based**

language  
**Hindi, Marathi, Tamil, Bangla & English (several more Indian language to come)**

country  
**India**

contact  
**manish@hazelmmedia.in**  
**info@hazelmmedia.in**

www  
**www.hazelmmedia.in/vernacular.php**  
**www.mpustak.com**

## MPUSTAK

### DESCRIPTION

Hazel Media, a technology startup based in Delhi, has developed a mobile technology framework that bridges the language barrier for masses by bringing vernacular languages applications to lowcost mobile device and this application is called m-pustak. mPustak's growing collection of applications in Hindi, Marathi, and other Indian languages display the native languages even on low-cost phones that do not supports fonts or Unicode. The company is working towards creating a vernacular language applications ecosystem with no entry barrier

To get any of the mPustak applications installed on a phone, user can open the phone browser and browse to <http://mpustak.com/get>. The user will find a list of links for different applications on different platforms (Java / Android / BlackBerry). User can click on either of the links and the application download will begin. The Android application can also be downloaded by searching for 'mPustak' on the Android Marketplace.

### EVALUATION

The device infrastructure enabling the masses to get on the technology bandwagon currently has limited and virtually nonexistent support for vernacular/local languages, thereby creating a big language barrier between the people and technology. Hazel Media is devising technology solutions to bridge this gap in

the ecosystem. m-pustak provides rapid development of vernacular Indian language applications, works on a modular architecture that can be licensed to other developers, and works on low-cost devices without support of Unicode and font.

### Some of our Consumer products...



### mPustak

*fun-to-learn mobile applications in vernacular languages*

The mPustak ('Pustak' means 'Book' in more than one Indian languages) series of mobile applications accelerate learning - be it mathematics, general knowledge subjects, or languages. The English versions of these applications



# BBC JANALA

## DESCRIPTION

BBC Janala is part of English in Action, a major initiative launched to raise the language skills of 25million people in Bangladesh by 2017, funded by the UK's Department for International Development. One of the major objectives is to overcome barriers to learning English by providing mobile phone users and owners with a cheap and convenient way of expanding/practicing their English in the privacy of their own homes or when they have spare time on the move.

Mobile phone users of Bangladesh can dial the short code 3000 to access the mobile IVR service. WAP users can access the service by visiting [bbcjanala.com/mobile](http://bbcjanala.com/mobile). Web users can access the service by visiting [www.bbcjanala.com](http://www.bbcjanala.com). The lessons are also available through audio CD-ROM and printed lessons in the National daily 'Prothom Alo' 3 days a week (Sat, Mon, Wed). BBC Janala provides daily three minute audio lessons to the people who want to improve their English language skills in order to get a better job and access to the global economy.

## EVALUATION

The project is first of its kind in the world. It aims to provide high quality English learning tools using mobile, television, internet and other communications media to millions of people, many of whom live on less than £2 a day. All of the components of the projects are com

plimenting each other for marketing and creating awareness. This service is also easily scalable because very basic technologies have been used, which is very easy to scaleup to cater for the need of a bigger audience.



original title  
**BBC Janala**

producer  
**BBC World Service Trust**

platform  
**Mobile, SMS & IVR Based**

language  
**English & Bangla**

country  
**Bangladesh**

contact  
[charlotte.imbert@bbcwtbd.org](mailto:charlotte.imbert@bbcwtbd.org)

www  
<http://bbcwtbd.org/dashboard>







original title  
**Kisan Sanchar**

producer  
**Kisan Sanchar  
C/o Innovations Promotion  
Company**

platform  
**SMS & Voice Call Based**

language  
**English, Hindi, Punjabi & Gujarati**

country  
**India**

contact  
**kamal@sgk.in  
shveta@sgk.in**

www  
**www.kisansanchar.com**

## KISAN SANCHAR

### DESCRIPTION

Kisansanchar is an interactive platform for scientists/experts for sharing their technology with farmers, which is designed and developed by Kisan Sanchar C/o Innovations Promotion Company. The knowledge is shared in their local language in text as well as voice format.

It is an enterprise-class communication platform to broadcast text and voice messages on the mobile phones of individual farmers. Kisan Sanchar enables its users (which are mainly agricultural experts and institutions) to send personalized and interactive outbound text & voice messages at the touch of a button. [www.kisansanchar.com](http://www.kisansanchar.com) is a product of Innovations Promotion Company.

Each user (KVK/NGO) is provided a unique login ID and password using which it can upload the content to be broadcasted in text & voice format. After submission by KVK content is visible to the administrator and it is broadcasted at scheduled date and time after verification. User can access the content management system and take the benefits of latest updates, trends, technologies and use it in developing text messages for the farmers. Various facilities like viewing subscribers list, viewing monthly bill, generate customized reports are accessible to the users.

### EVALUATION

Kisan Sanchar delivers free of cost knowledge content developed by Krishi Vigyan Kendras and various Agricultural Universities in form of text & voice messages to the member farmers registered with Kisan Sanchar through Krishi Vigyan Kendras. Kisan Sanchar messaging facility is backed up by a call center, which is situated at Rohtak. It provides back end facility to users and subscribers as per their need.

Kisan Sanchar was launched with full effect on 1st September, 2010. Since the project is achieving new mile stones every day. Almost 62,000 farmers from Haryana, Punjab, Himachal Pradesh, Jammu & Kashmir, Delhi, Rajasthan, Gujarat, Uttarakhand, and Uttar Pradesh are connected through Short Messaging Service of Kisan Sanchar.





## Busday gets busier with mobile INDIA

### m-ENVIRONMENT

Mobile and Telecom technology & platforms that enable cost-effective delivery of content and applications to masses – including Mobile Broadband, 3G, Wireless; Telecom Services, Devices, Equipment, Security, Hardware, Network, & Towers. Mobile Infrastructure that makes it easy for content and application developers to effectively reach out to masses. Solutions that address the accessibility needs of communities in remote areas including those in tough geographical conditions.





original title  
**Busday gets busier with mobile**

producer  
**TELiBrahma Convergent Communications Pvt. Ltd.**

platform  
**Linux Based**

language  
**English**

country  
**India**

contact  
**suresh@telibrahma.com,  
ravi@telibrahma.com**

www  
**www.telibrahma.com**

## BUSDAY GETS BUSIER WITH MOBILE

### DESCRIPTION

Busday is a daylong event promoting public transport in major transport hubs and 124 hangout locations across Bangalore on 4th of every month through utilities, promotions, and reinforcement of value. Busdays are organised by Telebrahma Convergent Communications Pvt. Ltd. partnered with BMTC (Bangalore Metropolitan Transport Corporation). The idea behind Busday is to deliver the message of social and environmental benefits brought in by using public transport.

Consumers visiting bus stands and corporate hangout locations were asked to turn on mobile Bluetooth. On turning on mobile Bluetooth they would receive an application that included information on routes, timings and landmark places. Bluetooth infrastructure was also placed inside the buses. Application provided helpline numbers as part of mobile application and a facility to call the transport authority for further assistance.

### EVALUATION

Busday is the World's first campaign that used location based messaging to increase consumer awareness. The project is unique, as their solution facilitated content management in moving vehicle - the capability of instant delivery of mobile content (bus routes and timing) via Bluetooth/WiFi enabled consumers to

access information while they are on the go. An eco-friendly medium - Mobile was used to promote the campaign. Users could promote the initiative as well as share their concerns on social media via the m-App which created a powerful feedback mechanism.







## TUK TUK METER 2

### DESCRIPTION

MindHelix Technologies LLP launched a new product called TukTuk Meter that can help the commuter to get a fair fare from the autorickshaws. It is a dynamic GPS based auto-fare calculator made for India. This application helps in bringing fairness to Indian auto rickshaw industry. This application enables the user to be in more control of his travel, check where exactly he is being driven to, checking the fare and the distance he/she is travelling.

Tuk Tuk Meter does not require internet connection or even the presence of the service provider. It works using the Global Positioning System (GPS). The application can be started on entering the autorikshaw and the meter in the phone will run alongside the meter in the rickshaw and it can double check the distance travelled as shown in the auto's meter and the GPS distance calculated by the application. This application can be used in any location in the country and being network independent, it can work accurately even in the remote areas. This application does not require the user to enter the distance into it. The application just needs to be started, assuming that the rates in the city are entered in the settings, and the application will do the rest. This works on devices that has GPS and runs on Android, BlackBerry and Symbian Operating systems.

### EVALUATION

Tuk Tuk Meter was inspired by the fact that, the most important factor in the rickshaw journey is the distance travelled, but there is no actual way for finding it out other than depending on the auto's distance measurement. This can be faulty and hence put the commuter at a disadvantage. The other way to measure distances travelled is by reforming to roadside milestones. The small diversions in the path will make that distance unfair to the auto driver. Tuk tuk meter ensures that the driver is paid for the

exact number of kilometres he has driven. The application is simple and easy to use. The application has a start-stop button on its display, which starts and stops the meter on the phone. It acts as a guard against faulty meters and is an application so simple even the house wife can use it.

Tuk Tuk Meter version 1 was a huge success considering that more than 20,000 downloads. Unlike similar other products, TukTuk meter is "truly smart-phone-ish."



original title  
**Tuk Tuk Meter 2**

producer  
**MindHelix Technologies LLP**

platform  
**GPS Based**

language  
**English**

country  
**India**

contact  
**christin@mindhelix.com**  
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www  
**www.mindhelix.com**







original title

**Electronics Money Transfer Service(EMTS)**

producer

**Bangladesh Post Office**

platform

**Mobile & Network Based**

language

**English**

country

**Bangladesh**

contact

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www

**<http://www.bangladeshpost.gov.bd/EMSServices.asp>**

## ELECTRONICS MONEY TRANSFER SERVICE (EMTS)

### DESCRIPTION

The Electronic Money Transfer System software (EMTS) has been made by the joint effort of Kamrul Hasan, a freelance Bangladeshi software consultant, and a team of the postal department headed by Bangladesh Post Office Director Md Sirajuddin. It is a newly introduced and very successful mobile and web based remittance service provided by Bangladesh Post. People taking use of this service can send/receive money through money orders within minutes inside the country only. Presently the service is provided in 1550 post offices. Thanks to the EMTS, the number of daily electronic money orders is around 11,000 across the country. The transfer is easy, speedy and very prompt in nature.

### EVALUATION

Taking the risk of adopting change in the long traditional way of managing the money orders proved to be a boon a Bangladesh post office. A joint effort transformed the way of transferring money through money orders into completely automated system using mobile technology. A time consuming manual

system to remit money order was digitalize and automated into EMTS. The service covers all the 64 districts of the country. Users of EMTS in February-2011 grew up to 162703. The net income from this service has been upto 87.5 million during May 1, 2010 to June 18, 2011.







# HEALTHPHONE

## DESCRIPTION

HealthPhone is a venture of the Mother and Child Health and Education Trust – which uses communication processes to improve life chances for poor and vulnerable populations. A mobile phone, with basic health information embedded on the phone, will provide families in rural villages and slums with essential health information, in their hands, when they need it, in a language they understand and with visual information that works for those with low literacy levels.

HealthPhone's health and nutrition content is scripted on knowledge prepared jointly by UNICEF, WHO, UNESCO, UNFPA, UNDP, UNAIDS, WFP and The World Bank. It addresses the main areas of concern; Timing Births, Safe Motherhood and Newborn Health, Child Development and Early Learning, Breastfeeding, Nutrition and Growth, Immunization, Diarrhoea, Coughs Colds and More Serious Illnesses, Hygiene, Malaria, HIV, Child Protection, Injury Prevention, Emergencies: preparedness and response. This content will be pre-loaded on popular low-cost models of mobile phones – no signal is required, nor cost and knowledge to download videos and other media. Users choose what they want to watch and when, wherever they happen to be.

## EVALUATION

HealthPhone is primarily a not-for-profit project. Its aim is to make basic health knowledge more easily available to health workers, families and communities all over the world. It is important that the end user, in developing countries, does not pay for access to this information. It has to be freely available.

The HealthPhone is an innovative leap forward. It provides families with their own personal reference library and guide to better health practices, available in real time, when they need it, when a health problem is about to strike. From the Idea to its Implementation, Healthphone is a unique project in a way.



original title  
**HealthPhone**

producer  
**The Mother and Child Health and Education Trust**

platform  
**Mobile Based**

language  
**15 Indian Languages**

country  
**India**

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**http://healthphone.org**







# FINALISTS

## **m-Travel & Tourism**

Mobile Application Sygic Aura  
INDIA

## **m-Inclusion**

Jigyasha 7676  
BANGLADESH

Behtar Zindagi.... Better Life  
INDIA

## **m-Infrastructure**

SMS Spam Interceptor  
PAKISTAN

KooKoo  
PAKISTAN

## **m-News & Journalism**

Cheerurteam.com  
SRI LANKA

Tech News  
SRI LANKA

## **m-Entertainment**

Mobsterr  
INDIA

"ATN BANGLA" WAP PORTAL  
BANGLADESH

Star Talk  
INDIA

## **m-Business & Commerce/Banking**

M-Cash Wallet  
BANGLADESH

atom m-Commerce platform  
INDIA

Active Deals  
INDIA

## **m-Governance**

Jhansi Jan Suvidha Kendra (JJSK)  
INDIA

Rajiv Aarogyasri Health Insurance  
Scheme  
INDIA

SIM Information & Verification  
System (short code 668)  
PAKISTAN

MGNREGS-AP, Electronic Muster  
and Measurement System (eMMS)  
INDIA

## **m-Education & Learning**

Word Puzzle  
SRI LANKA

Voicetap Interactive Knowledge  
Engine  
INDIA





# MOBILE APPLICATION SYGIC AURA

## DESCRIPTION

MapMyIndia's Mobile Application Sygic Aura is a digital mapping application launched by CE Info Systems Pvt. Ltd. The application allows GPS-enabled mobile phones to have GPS navigator functionality, allowing guided travel anywhere in India. A country where there is a shortcut to reach everywhere through narrow lanes, Mobile Application Sygic Aura provides 1027 cities with complete details of streets, localities, sub-localities and points of interest 5,76,000 towns and villages connected by national and state highways and gives information about roads as you drive down - and much more.

## EVALUATION

The application uses the MapmyIndia maps, along with the Sygic Nav software, to offer what is said to be the best GPS navigation solution for mobile phones. Impressively, it has already become the number 1 grossing mobile application and number 1 top paid navigation application on iPhone iTunes App Store in India. The

MapmyIndia Sygic mobile maps can be easily installed to your phone or SD card. By using the intuitive assistant on the CD package, you can get going to your favorite places within minutes with 3.95 million points of interest (POIs)\* loaded with the application to help you find anything from restaurants to airports. Now never get Lost!



original title  
**Mobile Application Sygic Aura**

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**India**

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www  
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original title  
**Jigyasha 7676**

producer  
**Win Incorporate**

country  
**Bangladesh**

contact  
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## JIGYASHA 7676

### DESCRIPTION

Jigyasha 7676 launched by Win Incorporate in 2008 is a first ever mobile based agro info service in Bangladesh. It is a call centre based service to serve agro related information and advisory services for rural community especially for farmers in Bangladesh. WIN Incorporate provides the content for this service. Through this service, the users (farmers) from rural and remote area, where there is no internet connection, can easily get in touch with this service by just dialing a dedicated short-code (7676). The farmers can get all the agriculture related info they needed just at that moment. The farmers can get benefit from this service easily whether he is educated or not. This service is almost 98% user-friendly, demand-driven and without any sorts of digital gap.

### EVALUATION

"Jigyasha 7676"- is run by the human-agent based call center and the call center agents can search the queries from a database named "Krishicall", written in native language "Bangla", is created and operated by WIN Incorporate. More than 150 contents (Agriculture, Fisheries, Poultry and Livestock, Agri business, new agro Technology, Academic info etc.) are included in this database. Since

the launching stage, the caller numbers are increasing showing an up-lifting curve. People are taking these approaches in good sense and hence forwarding themselves to further developments. So it is not overwhelming to say that Jigyasha 7676 can definitely be used towards making positive impact in development.





# BEHTAR ZINDAGI.... BETTER LIFE

## DESCRIPTION

Behtar Zindagi is a commendable rural sector scheme launched by Handygo Technologies Pvt. Ltd. It is especially designed for the betterment and education of the rural population of India. The scheme is based on interactive voice response (IVR) technology and is available in 29 different languages. This mobile service on regional voice delivers critical information to rural population based on improved package of practices in Agriculture, Free Commodity Prices (Mandi rate), weather forecast, advisory for fishermen & management of Inland fisheries, Information on managing Livestock, Advise on women & child Health, HIV & STDs and towards reducing mortality rate education and rural finance. After a strong research of rural life, taking the opinions from individuals, agencies, NGOs & government bodies 'Behtar Zindagi' has been created to keep rural people update with accurate information.

## EVALUATION

"BEHTAR ZINDAGI" is an exhaustive regional info based rural interactive voice response service on mobile (IVRS) dedicatedly designed to empower the rural community of the country. Through this rural initiative, the company is poised to reduce the dependency of rural people on any middle man for basic information.

The service can simply be accessed by dialing the number 556780 (toll free) from mobile. The service consists of more than 15,000 regional voice prompts, providing a vast variety of information that would lead to empowerment and will help rural masses to head towards a better life - 'Behtar Zindagi'.



original title

**Behtar Zindagi.... Better Life**

producer

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country

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## 668 - SIM Information System by Pakistan Telecommunication Authority (PTA)



original title

**SMS Spam Interceptor**

producer

**Bilal Dev**

country

**Pakistan**

contact

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# SMS SPAM INTERCEPTOR

## DESCRIPTION

SMS Spam Interceptor is a very handy application designed by Bilal Dev. The application is designed to fight the spam messages on mobile phones that are received in millions and quite frustrating at many times. The efficient and accurate control of spam on mobile handsets is an important problem for which SMS spam interceptor has proved to be a savior. After installation in the mobile device, it silently moves spam SMS's to spam folder without any notification or ringtone. It also contains many other options like SMS number blocking and call blocking like other of its competitors. But the major strength is automatic SMS spam detection, which is unique and first of its kind. The application can be installed on any symbian S60 mobile V3 and V5.

## EVALUATION

SMS Spam Interceptor application operates on Byte-level Distributions using Hidden Markov models (HMMS), which uses the underlying byte-level data coding scheme of SMS to detect spam messages. Automatic SMS spam Detection is a unique solution that is provided by this application. The application is robust, ef-

ficient and accurate to identify SMS spam. It is experimented, tested and available on Symbian powered mobile phone only. Spam messaging today is one of the biggest problems in telecom sector and this application can prove to be a savior.





## DESCRIPTION

## EVALUATION

with just few lines of codes. The code sits on your server like just another webpage and acts as the interface between your application and the KooKoo infrastructure. KooKoo can be a boon to Indian e-commerce space as majority of the customers would prefer telephones to interact with rather the website.



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**Cheerurteam.com**

producer  
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## CHEEURTEAM.COM

### DESCRIPTION

Cheerurteam introduced by Cheerurteam.com (Pvt) Ltd. is an emotional concept to satiate the need of being in touch with your school life even after passing it. Cheerurteam is a mobile application which caters the busy individuals who are patriotic to their alma mater and eager to get updates of the latest happenings in their schools and school sports arena. This application delivers all the information related to the school life, school sports via SMS, J2ME application and mobile web. It indirectly encourages and supports the schools and schools' sports to take off. Archiving of sports events is also done and a database is created for future references.

### EVALUATION

The application was developed after realizing the craving everyone feels for its Alma matter after passing out. Everyone's adrenaline pumps when they hear about their school. Cheerurteam updates information related to school sports, archiving it in a structural way, maintaining students' profiles. Mobile penetration is high in Sri Lanka and there is a passion

in people to stay in touch with their schools and colleges. It is based in Malabe (Technology Park) and backed by evolooop (web 2.0 solution providers). Cheerurteam's mission is to be the most interactive site in Sri Lankan schools sports arena. The future of Cheerurteam is bright giving the users access to interesting and fun filled facts about their alma mater.





# TECH NEWS

## DESCRIPTION

Tech News, designed and launched by Haneez Haroon, is an SMS alert service application, which provides news about the technological on goings in the world. Technology is something that fascinates everyone. By tapping that interest and making more and more people about it, Tech news sends news based on technological updates through SMS to the subscribed users. All the events, news related to hardware, software, gadgets, mobile phones are sent to the application users.

## EVALUATION

The technology has been segmented into four parts i.e. hardware, software, mobile and gadgets. News is divided into these four segments and sent through SMS alerts. Today people don't have time to sit in front of television and watch the

news about technology, nevertheless they definitely wish to keep themselves updated. It is this need of acquiring the latest knowledge without wasting time in what tech news caters to. The response given to this application so far has been good.



original title  
**Tech News**



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## Haneez Haroon Presenting about Tech News App at AppZone

TheAppZoneLk : 23 videos  







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## MOBSTERR

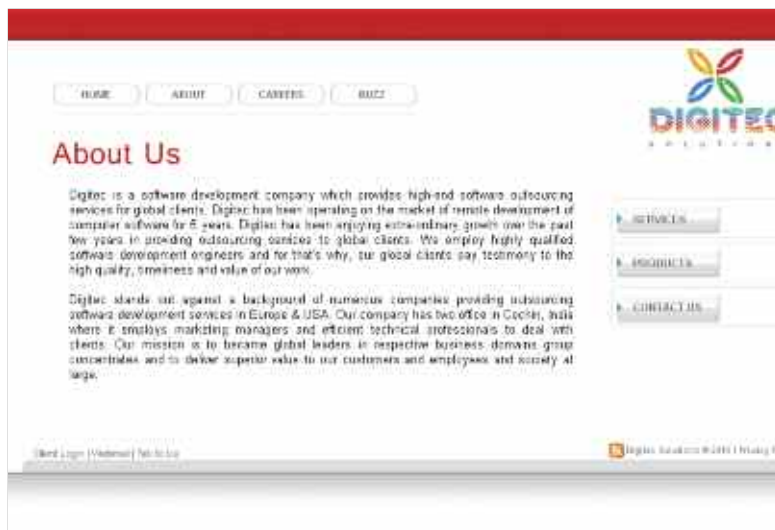
### DESCRIPTION

Mobsterr launched by Digitec Software Solutions, is a unique social networking site which works entirely on mobile phone over an SMS. It provides all the facilities that a social networking should provide like creating an account, adding friends, sending updates, comment on others updates just by sending an SMS. No web/wap/voice registrations needed. Through a single SMS Mobsterr helps you keep in touch with all of your friends. Apart from the normal offerings mobsterr provides some attractive add-ons like Chat, Premium channels (like news, astrology etc), customized chatrooms, API supports, 3rd party applications, ringtone downloads and dedication, user generated content, content sensitive adds (Like Google AdWords), Celebrity channels, Brand channels etc. The best thing is it is completely free.

### EVALUATION

The patent pending social networking site mobsterr Pandora box is small in size but lots inside it. When you send a status update from your mobile, that update is sent to all of your friends on your friends list. For the use of Mobsterr, only a cell phone capable of receiving and sending SMS is needed. It is developed to make its user more interactive with their

friends. It is a free service and the revenue comes from advertisements. Mobsterr works similar to social networking websites like Twitter and Facebook, but over SMS. In the pool of large number of social networking sites, mobsterr has been able to make a strong presence being the only famous mobile social networking website which is widely used.







# “ATN BANGLA” WAP PORTAL

## DESCRIPTION

ATN Bangla WAP Portal introduced by Software Shop Limited (SSL Wireless) aims to bring entertainment in your palms. The basic idea behind the ATN Bangla WAP portal revolves around the unique feature of providing entertainment anytime, anywhere in the country. The Portal enables the viewers of ATN Bangla, one of the most popular TV channels in Bangladesh to view its programs from their mobile phones anytime, anywhere. It also has the hourly facility of watching the missed programs and serial and users get updated news on their mobile phones browsers. People having connection of Grameenphone can use this facility through in their mobiles.

## EVALUATION

ATN WAP portal has proved to be a stepping stone in the media world of Bangladesh. When many people today don't have time to watch each and every program, serials on the scheduled date and time, this facility allows them to view any program, news anywhere whenever they are free and wish to do so.

Not just this, viewers have a facility to view program schedules to select which programs to watch that too at a low cost. The viewers range from school goers to businessmen and housewives. Mobile based value added services like these can contribute to the digital Bangladesh vision.



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“ATN BANGLA” WAP PORTAL

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original title  
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producer  
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## STAR TALK

### DESCRIPTION

Star Talk, a service provided by One97 Communications Limited is a unique mobile voice platform service to reach out to people's favorite celebrities. It gives an opportunity for the die-hard fans to get close and personal with their favorite stars. A joint initiative of One97 and Reliance Communications, The service has been roping in an array of Indian celebrities, including leading Bollywood stars, directors, regional stars, sport stars and singing sensations since the launch of first-of-its-kind voice-based mobile chat service in December 2010. It gives people once in a lifetime opportunity to speak up with their super stars whom they worship. It's a dream fulfillment service for many.

### EVALUATION

StarTalk is an interesting mobile voice platform service to reach out to fans and followers with updates. The service can suit a range of services, from film promotions to political campaigns. With StarTalk, one can record and broadcast messages from any mobile device to a large audience. Follows the simple policy

of dial, connect and interact with their favorite stars. One to one conversation where user will chat with a celebrity, while rest of the users have to wait for their turn. Other participants can listen to the conversation. It has become a top destination to find all the top celebrities.







# M-CASH WALLET

## DESCRIPTION

M-Cash Wallet, introduced by Software Shop Limited, aims to bring in the change in the banking services through the use of mobile phones. It is the first mobile banking application that allows one to have the facilities in their handset's menu option. If one have a JAVA enabled cell phone with internet access, he/she is no longer required to type in the keywords in order to get SMS Banking services. The application not only allows access to account information but also provides fund transfers and payment facilities as well. All data exchanged between mobile phone and bank server is fully encrypted and secured.

## EVALUATION

With the menu-driven M-Cash Wallet application, the end-user can browse through the different menu for accessing different types of financial information and make transactions or payments. The menus provide enough interactivity to the users. For accessing sensitive services, it prompts for PIN code to authenticate the correct user. The M-Cash Wallet is a sub

scription based service. The service can be received through a bank based registration mechanism and all the registered accounts are centrally administered from the bank's premises. The Bangla edition of M-Cash Wallet offers menus in Bangla so account holders who are comfortable reading Bengali text can easily browse through the different menus.



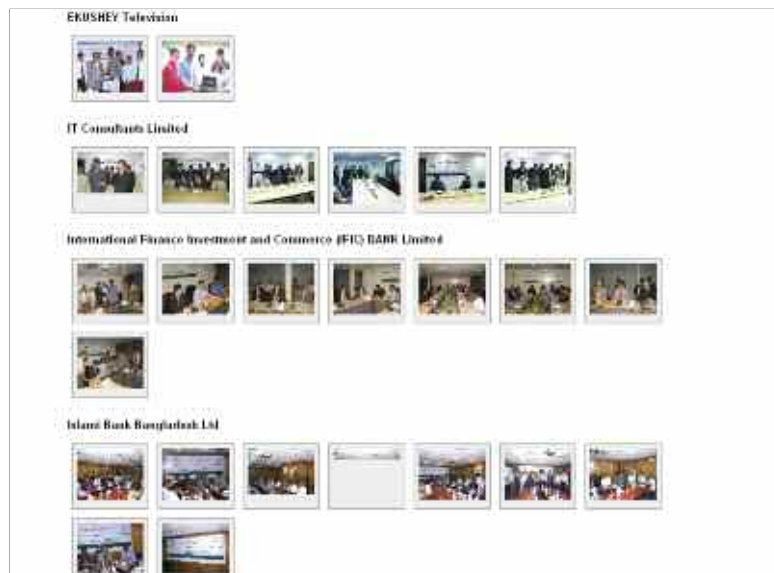
original title  
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## ATOM M-COMMERCE PLATFORM

### DESCRIPTION

ATOM (Any Transaction on Mobile) provides a complete suite of payment solution through its m-Commerce platform and i-Commerce platform. ATOM was developed by ATOM Technologies Pvt. Ltd. ATOM provides a simple menu driven solution where a customer gets an experience similar to an e-commerce site on his mobile / land line phone. ATOM's m-Commerce platform helps businesses grow as they get direct opportunity to interact with their customers on 24/7 basis. The atom user experience is easy, fast, and secure. The atom m-commerce platform guides user with a step by step menu driven interface/ voice prompts to complete transaction. User selects the desired service and makes payments within no time from wherever he is.

Thus user gets the complete experience of shopping / paying bills at a single access on atom from home, office etc. All the transactions are processed on a real-time. atom m-commerce works on all mobile network operators and supports multiple payment instruments like Credit Cards, Debit Cards, Direct Debit of Bank accounts, Cash Cards etc. atom platform has amongst the highest global standards in transaction and data security, processes, network architecture and software design thereby reinforcing our uncompromising commitment to security for any financial transactions.

### EVALUATION

ATOM m-Commerce platform is a very unique proposition in the sense that it is the only integrated IVR and mobile m-Commerce platform as well as atom was the 1st company in India to launch an IVR based payments platform. IVR and Mobile are able to reach where most of the companies are unable to reach the end users directly. ATOM foresees the futuristic approach where we would like to see

a cashless society. ATOM has developed the solution as per the need of the merchants and customers. If the user does not have a GPRS mobile he can always use voice based solution, thus helping the merchant to reach its customer in efficient and timely manner. With the mobile penetration more than PC, merchant gets the opportunity to reach at the remotest part of the country.







# ACTIVE DEALS

## DESCRIPTION

Active Deals is first of its kind mobile-coupon based Deals & Discount Service in India, where a customer can request and access this service through his/her mobile phone; It works by generating a discount deal for outlets along with a Unique Coupon Code through which a subscriber can redeem his/her discount.

Active Deals Service has been developed by Times Internet Ltd. This Service is accessible through various mediums like IVR, SMS, WAP, and Web. Customers now don't need to take printouts whatever is cut to avail discount. They can select his/her city & download the discount m coupon directly on their mobile. This service helps retailers to get increased footfalls. Pricing for customers depend on which operator connection they have. As each operator has a different revenue share model with Active Deals. This service is available on subscription charges which is up to ₹30/30 days. User can also download it by directly entering deal code which is charged at ₹3 per download. However, through a web download the coupon is absolutely free. Active Deals Service is available Pan India covering all major metropolitan cities and tier I, II, III cities. The main value added of this service is that the user get a discount on deals and thus saves money.

## EVALUATION

Active Deals is a shopper's paradise to get the latest deals and discounts. The user can get all the information about offers on their mobile itself. The service can be accessed by SMS, WAP, Web and Voice and M Coupons are delivered via SMS. Active Deals as a service helps users in various ways. Users are always looking

for Deals & Discount. Unlike other services which have a tedious task of paying half money online & taking printouts, carrying it with you to avail the offer. It provides the flexibility to a customer to view deals through various mediums and download coupons directly on their mobile.



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**Active Deals**

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original title

**Jhansi Jan Suvidha Kendra (JJSK) -  
An mGov initiative for redressing  
public grievances**

producer

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

country

**India**

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## JJSK - AN M-GOV INITIATIVE FOR REDRESSING PUBLIC GRIEVANCES

### DESCRIPTION

Jhansi Jan Suvidha Kendra (JJSK) is a m-Gov initiative for redressing public grievances. JJSK project is developed by Jhansi Jan Suvidha Kendra (JJSK), Jhansi. It is basically an attempt to provide an efficient, responsive, platform for handling public grievances. It is based on Service Oriented Architecture and seeks to increase transparency in grievance redressal procedures, increase the efficiency of existing office staff, accelerate the response time and facilitate anywhere-anytime services to the common citizen. It also aims to provide services in a professional and citizen friendly environment by –

- Saving precious time, cost & labour of people visiting officers/ office time and again for getting information, lodging complaints & inquiring their status etc.
- Reducing the response time of the concerned department and increasing in their accountability and efficiency.
- Streamlining the functioning of office using the latest tools available with Information & Communication Technology like SMS and Internet.
- Reduce duplication of efforts, thereby improving the efficiency and productivity of manpower at the office setup.
- Ensuring constant and effective communication throughout the process of disposal of grievance.

### EVALUATION

JJSK is a telephone (Mobile/Basic) based G2C e-governance initiative which provides round the clock (24x7x365), easily accessible, user friendly, responsive, time-cost-labour effective platform for redressing the public grievances with an objective of strengthening the concept of good governance through synergetic use of commonly available ICT tools. JJSK service covers the whole geographical boundary of the district for redressal of grievances

(Area of 5024 Sq-Km. The estimated population of Jhansi district is about 2.5 million). This system has strengthened and facilitated the poor common men, women, elders, physically challenged, 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 and become a part in the development process.







# RAJIV AAROGYASRI HEALTH INSURANCE SCHEME

## DESCRIPTION

The Rajiv Aarogyasri Health Insurance Scheme is an internet based web solution that can be accessed through a web-enabled computer. The project is developed by Aarogyasri Health Care Trust, Government of Andhra Pradesh. Under the project, each user is provided a user-id and password through which the user can login to the application and perform necessary work. More than 2500 locations (PHC's) of the state are connected through the interconnected mobile technology network that works as a bridge between mass population and the Scheme. This is essentially, run with the help of the Aarogyasri online portal (<http://www.aarogyasri.org>) with the latest portable, scalable and robust web technologies.

The presentation and business layers utilize the J2EE Technologies. The Data base layer uses the Oracle 10g Technology. Aarogyasri portal has been hosted in a very highly scalable, secure, robust and reliable environment. The Scheme has been able to scale up with the help of the clustered and load balancing mechanisms. The Web servers are load balanced for better user experience. The Application servers are clustered to provide high availability.

## EVALUATION

Rajiv Aarogyasri Health Insurance was developed to provide medical assistance to families living below poverty line for the treatment of serious ailments such as cancer, kidney failure, heart and neuro-surgical diseases etc., requiring hospitalization and surgery. The call centre was

envisaged and today it helps in making the beneficiaries (BPL Families) aware of the facilities that are available, it has become an easy way of fetching information regarding the scheme & it is first hand and trustful methodology to log any complaints.



original title  
**Rajiv Aarogyasri Health Insurance Scheme**

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System (short code 668)**

producer  
**Muhammad Amir Malik, Director  
(ICT), PTA  
Ahmed Bakhat Masood, Assistant  
Director (ICT), PTA**

country  
**Pakistan**

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## SIM INFORMATION & VERIFICATION SYSTEM (SHORT CODE 668)

### DESCRIPTION

The SIM Information & Verification System (short code 668) service was developed as a software-based system that would provide an Internet and SMS based interface to end-users in order to retrieve their registered mobile SIM(s) information, which is very rare in public sector.

SIM Information & Verification System is developed by Mr. Muhammad Amir Malik, Director (ICT) & Mr. Ahmed Bakhat Masood, Assistant Director (ICT) of PTA.

A mobile based mechanism information system that receives CNIC number as a primary input, performs rapid database search and answers back the total number of SIM(s) registered with each mobile operator. The system can handle large volume of search queries at a given time. PTA is using a dedicated link with all cellular mobile operators to avoid Internet cloud for maximum speed and security. Similarly an indirect link is used to answer web queries. Therefore it would be difficult to access from it outside the premises. However, its functionality can be checked at [www.pta.gov.pk/668](http://www.pta.gov.pk/668) and by sending a SMS from any Pakistani mobile phone operator's SIM even using roaming. SMS based information system is able to handle all request that comes through any mobile device, within Pakistan.

### EVALUATION

For general public this idea gave them an opportunity to know how many SIMs are registered with their name, enabling them to register their own SIMs and unregister SIMs not related to them. This idea enabled the government and law enforcement agencies to locate actual subscriber of the mobile phone, as SIMs are now reg-

istered to actual user of the SIM having valid CNIC numbers. Also it provided assurance and confidence to the mobile subscriber that the SIM they are using is registered against his CNIC and no false SIM is registered against his CNIC.







# MGNREGS-AP, ELECTRONIC MUSTER & MEASUREMENT SYSTEM

## DESCRIPTION

The Electronic Muster and Measurement System (eMMS) is a technology solution for achieving complete transparency in MGMGNREGS by obtaining LIVE data from the worksite to the website on day to day basis.

The eMMS project is developed by the Dept of Rural Development, Govt. of Andhra Pradesh, India. The mobile technology is customised and deployed for the MGMGNREGS field functionaries through different mobile applications like e-Muster, e-Measurement, e-muster verification and e-check measurement. Using mobile technology, the eMMS is envisaged to arrest distortions in the MGMGNREGS programme like Muster Fudging; delays in payments; Binami Wageseekers; fake measurements and work duplication. It is presently operational in 21 districts of Andhra Pradesh. It covers 21 districts with more than 25000 Mobile Phones.

## EVALUATION

With the introduction of EMMS, the manual intervention in the data entry of musters and measurements and generation of pay order based on this data has come to minimal levels. With this the chance of having corruption and misappropriation at various levels has come

down drastically. It enables transparency and visibility, increases accountability, minimizes effort and administrative costs. It also increases efficiency in Programme Implementation enabling accurate and faster wage payments with effective program monitoring.



original title

**MGNREGS-AP, Electronic Muster & Measurement System (eMMS)**

producer

**Dept of Rural Development, Govt. of Andhra Pradesh, India**

country

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contact

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original title

**Word Puzzle**

producer

**DHT Dassanayake**

country

**Sri Lanka**

contact

**dtharindu@hotmail.com**

## WORD PUZZLE

### DESCRIPTION

Word Puzzle is a SMS based English vocabulary game where user has to guess the puzzled word according to his knowledge of English vocabulary. Word Puzzle is developed by DHT Dassanayake Organization and is available for 30Rs (Sri Lankan). The main advantage of Word Puzzle is that there is no need of installation as it is SMS based. It is developed on Java 1.6 Mchoice Aventura platform and Host at etisalt server installed Apache Tomcat 6 for receiving and sending SMS. User can guess the puzzled words by the clue. There are 8 levels with each level having easy & hard modes. User gets 3 tries to guess (limited to 3 guess/ word) and at the end of the month a winner is chosen. Users can also check there ranks among other players/users. It works with any phone (SMS Enable) and is a monthly subscription based VAS service.

### EVALUATION

Word Puzzle mainly targets to improve vocabulary of the people through an entertainment. Every month a new game is added. The user with the highest score during a month given a prize. Also, it has a community where users can check their

ranks. User gets a word with blanks and has to guess it using the given meaning. When the levels are increased the size of the word is also increased. Word Puzzle at present is available in Sri Lanka only.







# VOICETAP INTERACTIVE KNOWLEDGE ENGINE

## DESCRIPTION

Voicetap Interactive Knowledge Engine helps you speak directly over the phone with a relevant person on the topic of your choice, and the time of your choice, from the place of your choice via a 3 step process –

1. User sends a SMS with the query to XXXXX
2. Voicetap sends back an SMS with options of relevant people with whom the user can connect with and a number to connect with them.
3. User calls on the given number and listens to the profiles and connects with the person on his choice. Voicetap was developed by Expert Voicetap Technologies Pvt Ltd.

Voicetap has developed a C2C voice based platform that allows a seeker to connect and fulfil his requirement(s). The service allows users to search via SMS for relevant people who can answer their queries and connect with them in real time over a phone call. The platform is of great interest for the corporate since it allows them to showcase their expertise, engage with potential customers and generate leads for themselves. Conversationalists need to register over the web by filling a simple form with fields like – Name, Mobile Number, Area of Interests, availability during the day.

## EVALUATION

Voicetap helps bridging the gap between common people and experts via chat and voice. Voicetap was born through a simple realization that majority of people are not able to connect to experts to get the best of answers to their queries. There is no installation required at all. Anyone with a phone can access the service. Voicetap adds value to the user by connecting

them to relevant people in real time over a phone call – thus making the cumbersome process of accessing information and knowledge independent of their access to internet. It also simplifies the users access to their network of friends simpler. The service makes the process of accessing knowledge – simpler, faster and more effective.



original title

**Voicetap Interactive Knowledge Engine**

producer

**Expert Voicetap Technologies Pvt. Ltd.**

country

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**OSAMA MANZAR**  
**CURATOR, MBILLIONTH AWARD**  
**DIGITAL EMPOWERMENT FOUNDATION**

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



**DR. AMIR ULLAH KHAN**  
**BILL & MELINDA GATES FOUNDATION**



Amir Ullah Khan is an economist working at the Bill & Melinda Gates Foundation as Deputy Director, Strategy. He has worked as a Researcher for the Ministry of Finance, Government of India and the UNDP at Project LARGE (Legal Adjustments and Reforms for Globalizing the Economy). He

was then the Academic Head at the Indian School of Finance & Management after which he worked with Encyclopedia Britannica as Executive Director & Editor. He teaches a course on Indian Economic Policy at the Indian School of Business, Hyderabad and at the Indian Institute of Foreign Trade, Delhi. His latest book for Academic Foundation is titled "Common Property Resource Management: A focus on Forestry", edited by Dr Mousumi Majumdar. He has previously authored "States of the India Economy" that analyses regional and interstate diversity in India with respect to access to water, sanitation, health, education and the net impacts of infrastructure development.

**MR. GAURAV CHOPRA**  
**INTERNET AND MOBILE ASSOCIATION OF INDIA**



Gaurav Chopra is the Associate Vice President at Internet And Mobile Association of India (IAMA1). In his current role, Gaurav is primarily responsible for strategic planning of finance, new business initiatives, marketing functions and international business. His specialized areas of interest are digital

marketing and digital payments. Prior to this, he worked at ICICI Bank for a short while and was responsible for Manufacturing and IT functions at Confederation of Indian Industry in Mumbai. A quintessen-

tial entrepreneur, Gaurav founded a logistics company in 2000 at the age of 21 which provided customized solutions to large manufacturing companies. This company was then acquired by Assam Bengal Road Carriers.

**MR. ASHIS SANYAL**  
**DEPARTMENT OF IT, GOVERNMENT OF INDIA**



Mr. Ashis Sanyal started his career as an Engineer in Ministry of Communications in 1975. During 1982-2000, he worked in the areas of Electromagnetic Interference and Compatibility and Millimeter wave Electronics. Since the year 2001 he was responsible for the implementation of e-Governance Projects.

He was the Mission Leader of the Core e-Gov Infrastructure Project and was the alternate Mission Leader for the National e-Governance Plan. Since his retirement in 2010, Mr Sanyal has been actively providing consultancy services for the Capacity Building e-governance project and ICT projects. Mr. Sanyal has published more than 45 technical papers in his work field and has participated in various International Conferences and Workshops in over 19 countries. He was a recipient of UNDP Fellowship at National Institute of Standardization & Technology, USA in 1991 and has undergone Chief Information Officer Training in e-Governance in Korea in July 2003 where he was awarded the highest award for the Best Participant. Mr Sanyal was adjudged as the "EMC Engineer of the year 2000" by the Society of EMC Engineers India, Bangalore and "e-Champion Year 2008", a distinction awarded by the Dataquest magazine of India.



**MR. AMITABH SINGHAL**  
**TELXESS CONSULTING SERVICES PVT LTD.**



Amitabh Singhal is the Director of Telxess Consulting Services and Vcon. He was a founder and former president of the Internet Service Providers Association of India (ISPAI). He also was the founder, board director and CEO of National Internet Exchange of India (NIXI). He helped conceptualize and set

up NIXI as a public private partnership between ISPAI and Department of Information Technology, Government of India and was involved in restructuring NIXI as an autonomous Registry and Regulator of the .IN Domain (Indian ccTLD). He was the spokesperson of India's ISP industry for over a decade, contributing many articles and forum lectures. He was earlier a senior VP at GTL and is now on the Board of Public Interest Registry (PIR), a Virginia based non-profit, which runs the .ORG Domain (the 3rd largest gTLD after .COM and .NET).

**MR. ARVIND RAO**  
**ONMOBILE**



Arvind Rao has more than 20 years of global experience in the Wireless telecommunications, private equity, venture capital and emerging market sectors. With his passion & motivation, Arvind has transformed Onmobile from a start-up with big dreams to the No.1 Telecom VAS player in India. Prior to co-

founding Onmobile, he was the Managing Director of Technology investments at Gilbert Global Equity Partners, New York. Prior to that, he was a Principal with the Chatterjee Group, an affiliate of Soros Fund Management. During these years, Arvind led private equity venture capital and strategic public investments in wireless telecommunications, internet, satellites, application software and IT services worldwide. Earlier while at McKinsey & Co., Arvind specialized in the IT, telecom and electronics sector, providing strategic counsel to high-tech clients on new business entry and development strategies, acquisitions, alliances, product marketing and distribution strategies.

**MR. CHIRAG JAIN**  
**WEBAROO**



Chirag Jain is a seasoned entrepreneur and executive with over two decades of multi-faceted US and India experience. His spectrum of experience covers executive ownership for Engineering - product design and delivery, Professional Services for US Fortune 500 clients, Operations

- HR, Finance & Legal as well as Business Development. At Webaroo he has led the mobile initiatives, first with a downloadable client and then with an open SMS based platform called GupShup. He has been instrumental in establishing GupShup as a platform for user-generated content and an m-CRM platform for enterprises. In the most recent past Chirag has focused energies in policy making working with various stakeholders, namely, TRAI, mobile operators, trade associations and others. Chirag is also a member of the mobile VAS committee at IAMAI and has been an active speaker/panelist at Mobile conferences for Indian Merchants Chamber, Mobile Monday, IAMAI and other industry bodies. Most recently he was conferred with the Amity Leadership Award 2011 on Mobile and Embedded Technology by Amity University.

**MR. JONATHAN BILL**  
**VODAFONE ESSAR LTD**



Jonathan Bill is the Head of Data and Internet Services for Vodafone in India. His remit is to lead India's data strategy, approach and commercialization. Since his arrival, Vodafone has launched 3G and has grown its mobile internet user base substantially. Prior to joining Vodafone Essar Ltd earlier this year,

Jonathan was Head of Emerging Markets for Vodafone Group running data and internet operations for emerging markets including seven markets in Africa, Egypt and Central Europe. Before working at Vodafone Group, Jonathan spent two years driving the development of Egypt's internet and data business and also led the acquisition of the region's largest Arabic content destination business on behalf of Vodafone Egypt. Jonathan has held several key posts outside of Vodafone including Commercial Director for Real Media, an online advertising business and Director of Business Development for EMEA at Reuters Media.





**MR. KARAN GAMBHIR**  
**ONE97 COMMUNICATIONS LTD.**



Karan Gambhir has over 8 years of experience spanning across the Financial Services, ITES and Telecom industries, working largely on product and business management. After 4 years of working in large corporate houses like GE and Adobe he moved to the startup world, having worked with companies

as small as 20 employees in strength to One97 Communications, which is among India's largest and fastest growing mobile value added services companies. Karan has been with One97 for last 2 years as Head of the Prepaid Business.

**MR. MANJULA DISSANAYAKE**  
**GLOBAL OPERATIONS FOR ZONE24X7 INC.**



Manjula Dissanayake is a founding member of Zone24x7 and currently overlooks the operations as the Vice President of Global Operations. Manjula is the Chairman for the Board at Zone24x7 University of Moratuwa – Electronics Systems Research Lab and was instrumental in establishing

research partnerships with prestigious research organizations such as Stanford Research Instituted (SRI) and Oracle (former Sun Microsystems). He had been serving as a visiting faculty member at leading universities in Sri Lanka. He is an experienced business professional with a progressive career of 14 years in the IT enabled Services sector. Prior to Zone24x7 Manjula has held management, consulting and project roles at Motorola (Former Symbol Technologies), Parcel House PLC and Informatics PLC. He is an Executive Council Member of the Sri Lanka Association of Software Service Companies (SLASSCOM), taking a lead role in sustainable initiatives to build the ICT Capacity in Sri Lanka. He is also a Co-Chair of the Membership Development Sub Committee of the American Chamber of Commerce.

**MR. MILIND PATHAK**  
**SOUTH ASIA & MOBILE CONTENT SOLUTIONS BUSINESS**



Milind Pathak heads the SAARC business and the Mobile Content Solutions business unit at Comviva. In his twin role, he provides strategic direction and operational focus to expand the SAARC MU mandate and drives the company's content aggregation and portal management business.

Milind has over 17 years of experience in managing sales, business development, marketing, strategy and operations. Prior to joining Comviva, Milind was Co-CEO & Country Manager, Buongiorno (Hong Kong) Ltd, where he developed and managed the company's Indian business and played a vital role in building Buongiorno's business in India and the SAARC region. Prior to this he was with Mitsui for over 8 years as Head of New Services Business, where he defined the entry strategy of multiple companies in sectors such as mobile commerce, telematics and mobile value added services.

**MR. RAKESH GODHWANI**  
**IIMB ALUMNI ASSOCIATION, BANGALORE**



Rakesh Godhwani, after spending amazing formative years in great High-Tech space organizations like Wipro, Intel and Qualcomm and after doing different roles in sales, product marketing and business development, he realized that his passion is to make other's reach their maximum potential and

help fulfill their dreams. Nothing gives him more satisfaction than shaping curious minds and learning from them. He currently heads IIM Bangalore Alumni Association, is an Adjunct Faculty at IIM Bangalore and coaches startups in the hi-tech space. His first book "Plunng! Reinvention for a new generation" was released on July 12, 2011. For More details, visit [www.plunng.com](http://www.plunng.com).



**MR. SM ASHRAF KHAN**  
**MULTIMEDIA CONTENT & COMMUNICATIONS LTD**



SM Ashraf Khan is currently working as the CEO of MCC Ltd and team leader of ZAPP, a mobile application development unit in his company, which takes the initiative to expand applications based on the local needs. He was a pioneer citizen journalism activist using mobile technology in Bangladesh. His

expertise in multimedia content development allows him and his team to associate themselves with both public and private sector organizations. He has an extensive track record working with the development sector. He has received recognition for his dedication and excellent contribution to ICT industry by winning the Manthan South Asia Award 2009 & 2010 and WSYA 2010. He has completed his Bachelor degree in Computing and Information Systems from London Metropolitan University and Masters Degree in Development Studies from East West University, Bangladesh. He received NUFFIC fellowship in 2007.

**MR. SANJAYA KARUNASENA**  
**ICTA**



Sanjaya Karunasena is an Enterprise Architect with nearly 15 years of industry experience. Sanjaya has significant architecture and development experience in product development and enterprise software development, including experience in the retail, telecommunication, and eGovernment domains.

He has experience in leading a 300+ engineering team, developing many enterprise solutions, providing strategic direction to improve software engineering productivity and software quality. He is currently designated as the Head of Technology and Chief Technology Officer at ICTA. Previously, he worked as the Director of Services in a leading SOA company, responsible for all client services and infrastructure services.

**MR. SHAHZAD AHMAD**  
**BYTES FOR ALL**



Shahzad Ahmad is the Country Coordinator of Bytes for All, Pakistan and founder of the Digital Rights Institute (DRI). He is currently working in the area of ICT policy advocacy, internet rights and freedom of expression. He is a development communications expert and is at the forefront of Internet Rights

movement in Pakistan. Shahzad is a Diplo Fellow, executive board member of the Association for Progressive Communications, advisory board member of .PK ccTLD and member of the International Advisory Board of Privacy International, UK. He regularly contributes to various publications and research studies around ICTs for Development, Freedom of Expression and gender related issues. Widely travelled, he regularly participates in various forums at local, regional and global level. Shahzad maintains a strong engagement with the broader civil society networks and strongly believes in participation and openness.

**MR. SINNATHAMBY SHANMUGARAJAH**  
**MICROIMAGE MOBILE MEDIA**



Sinnathamby Shanmugarajah joined Microimage in 1998 as senior software engineer after returning from his education from Bharathidasan University (Trichy, India). He became the Chief Technical Officer of Microimage in 2000 and was responsible for leading many technology innovations of the

company. He was heading the mobile division of the company since 2004. Shan and his team's engineering efforts resulted in winning inaugural GMS Asia Innovation Award and getting commended for couple of products at the GSMA World Awards in Barcelona, Spain in 2007. Also some of the key products engineered under Shan's technical leadership won many local awards and received patents/pending patents as well.





**MR. SOUMYA SARKAR**  
**MINT**



Soumya Sarkar is the News Editor at Mint, a sister publication of the Hindustan Times published in partnership with the Wall Street Journal. He has been working in the Media and Communications field for over two decades and was previously with the The Times of India, The Indian Express Group, The

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

**MR. SUREN PINTO**  
**WAVENET**



Suren Pinto is the founder and CEO of WaveNET a leading supplier of value added service platforms for the telecommunications industry in Sri Lanka and the region. Spearheading its global operations with customers and operations across South Asia, South East Asia, Australia and Africa, he has

been instrumental in transforming the company from a startup to a leader in innovative Data, Voice and Multimedia solutions. A born entrepreneur, Suren has led WaveNET from the age of 19 when he founded the company and built around him a strong team of professionals delivering complex telecom solutions to some of the biggest networks in the region. He is passionate about technology and contributes extensively to the product vision.

**MS. LAURA TURKINGTON**  
**VODAFONE INDIA FOUNDATION**



Laura Turkington is the Interim Director for Vodafone India Foundation which focusses on improving access to a better education, empowering women and using mobile innovation to create social change. Laura manages the existing portfolio and supports a number of programs and partnerships which

work to achieve this goal. Prior to this, Laura was responsible for Vodafone's award winning corporate responsibility program in Ireland and the Vodafone Ireland Foundation. Before joining Vodafone, Laura worked as Director of Strategy for a leading NGO and has worked in several senior positions in the ICT /Telco sector both in Ireland and further afield. Laura holds a Bachelors Degree in Law LLB.



# YOUR WORLD ON THE GO WITH **ONMOBILE**

**1016 million**  
Market Reach



**10 million**  
On-Device Portal  
downloads



**15 billion**  
Calls handled/  
month



**24+ million**  
Video content  
adaptations



**49 million**  
RBT Users  
served monthly



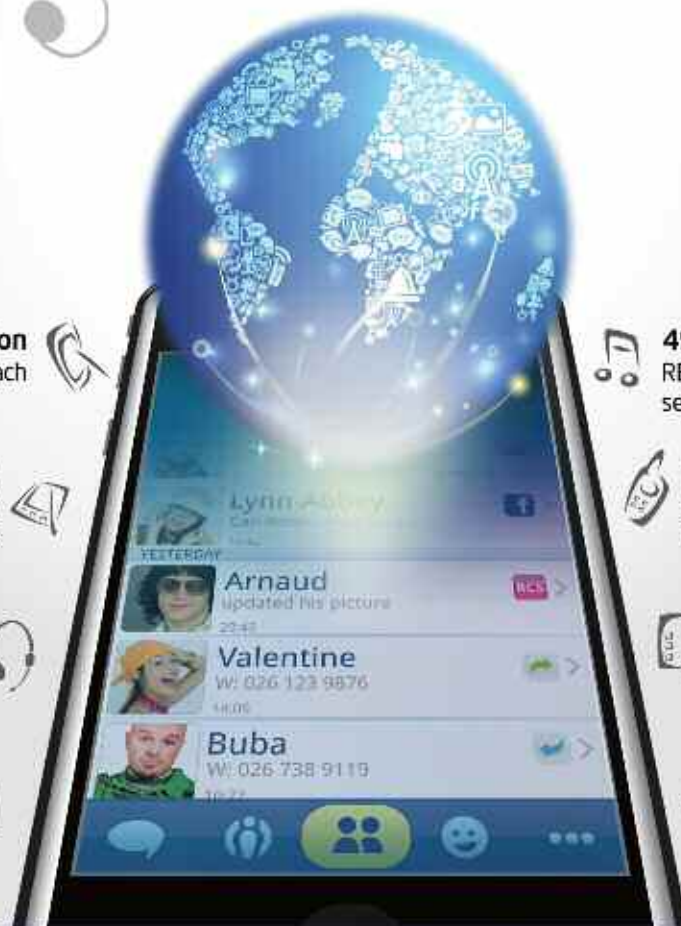
**105 million**  
Unique users/  
month



**35 million**  
Phone Backup  
downloads



**4 million**  
Mobile video  
advertisements



OnMobile [NSE:ONMOBILE], headquartered in Bangalore, India, with services in 52 countries, is the leading Value Added Services (VAS) company for Mobile, Landline and Media Service Providers. OnMobile offers an innovative array of products in Mobile Entertainment, Search and Discovery, Data Services and Mobile Social Networking and is a leader in the VAS Managed Services industry. The products span a range of channels including SMS, Voice, Video, WAP, Web, USSD and On-Device Portals, enabling OnMobile's 92 telecom and media customers to generate high revenues. With over 1,200 employees worldwide, OnMobile has offices around the globe, including London, Paris, Silicon Valley, Miami and Seattle.

**OnMobile**  
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## Jurors' Graffiti

*"In the context of very high growth of mobile subscribers in the rural areas of South Asia, the exercise of the m-Billionth Award, providing recognition and encouragement to the mobile application developers' community, assumes great significance, especially from the angle of developmental initiatives in the rural hinterland on a mobile platform. The Jury experience is very convincing, owing to the robust and participative procedures which DEF have mastered from their similar exercise, being undertaken for quite some time for the "Manthan" Award for best digital content. Personally I look forward for those days when these award-winning applications get converted into successful value-added commercial applications and services."*

-Mr Ashis Sanyal

Former Sr. Director, Ministry of Comm & IT, Gov of India

*Despite having been a juror before in other places, i started with some apprehension about the 2 day and not to forget half the night long award application review process. It'll be intense, i was warned beforehand, but the warning was just a trailer. The long exercise, begun with apprehension, soon turned into a delightful package of one of the most fun filled learning and ideas exchange programs that i have ever encountered. For me it was both a learning and an unlearning event of my life, where we learn about the incredible amount of effort that so many social and business entrepreneurs are putting in bring the benefits of the mobile and enhance its experience for people at large and also unlearn in the process that sky is the limit – no it was not, sky is not the limit if we go by what these entrepreneurs are up to – giving their lives to help people use the mobile to empower and better their life.*

*The company of all the other eminent jurors made it such a joy to be there and finally even if those 2 days had extended, i am sure everyone on the team would have gone on without so much as a whimper.*

*Loved it. Thanks to ICTA the Host and mBillionth Awards*

-Amitabh Singhal

Director – Telxess Consulting Services (P) Ltd., Board Director - .ORG, the Public Interest Registry, Founder, Former President – ISPAI, Founder, Board Member and Former CEO - NIXI

*The jury was an abundance of talent and expertise in the area of Mobile telephony. The arguments that flew across the room were at once insightful, biting and overwhelming. Bringing in fresh perspectives and driving home the point that this new medium of communication is one that answers most problems policy faces today in reaching out to all strata of society.*

-Dr. Amir Ullah Khan

Deputy Director, Bill & Melinda Gates Foundation

*South Asian economies can benefit tremendously albeit in a different way from mobility. The use cases are not sexy but certainly very impactful. These are the very drivers of change and these need to be identified, recognized, promoted and accelerated for mass good. The mBillionth awards is unique with just this mission bringing together people with a spectrum of experiences in both public and private life to broad base evaluation. Being part of the jury was both intense and a pleasure.*

-Mr. Chirag Jain

Vice President, Carrier Relations (India), SMS GupShup

*Being a part of the mBillionth Awards jury was a learning and enriching experience. From witnessing applications that were innovations in their own right to those that impacted millions of people, actually "changing lives", the experience told me that in spite of being part of a huge mobile-app churning organization, there is so much we have to learn still. My best wishes to all those who were nominated, and to those who could not make it. There is much*

*innovation still to do; everyone will get their chance to make the cut!!*

-Mr. Karan Gambhir

General Manager, One97 Communications Ltd.

*"I was honoured to join the jury panel of the mBillionth Award and was overwhelmed by the quality of applica-*





*tions received and the opportunities presented. The rigorous evaluation process was fair and equitable and ensured that all the jurors were agreed on the winning applications. The mBillionth Award is a great platform to demonstrate the power of mobile and recognise the talents of those who are able to deploy ICT in innovative ways to help build the digital divide and create new opportunities for Indian society at large."*

*The power of mobile in creating sectors*

-Laura Turkington

Director (Interim) - Vodafone India Foundation

*"Getting insights to truly original mobile applications addressing a wide variety of localized needs of this region was an impressive start of the jury process. During the jury process, how collective decision making was made, blending different perspectives in an objective way was indeed praiseworthy. Overall a great experience!"*

- Manjula Dissanayake

VP – Global Operations| ZONE24X7

*There was a time when people used to look at other people using mobile phones, with envy. They used to feel sorry for themselves for not having a mobile phone. Time has changed. Mobile phones are now readily available. Nowadays, not having a mobile phone is surprising itself. Mobile phone is not limited to talking only. You can keep money in the bank, as well as purchase your favorite clothes using the mobile phone. To make life easier innovative ideas have been adopted. To appreciate these ideas by MBillionth Award is an incredible initiative !!!"*

-Mr. S M Ashraf Khan

CEO, Multimedia Content & Communications Ltd, Bangladesh

*"The joy of creation is never deterred by the fear of destruction. I think the entrepreneurs and dreamers of mobile applications mimic this wisdom to the hilt. Despite all odds of the most complex ecosystem, they innovate and reach out to the masses. And I think it is because of a platform like MBillionth, they get more encouragement and visibility. Those 2 days as a jury member were wonderful. Sitting amidst some of the best minds, I felt humbled by the kind of work that is going on to bridge the digital divide through technology. We fought, clawed and ripped each other apart in those debates to choose the best but it was all worth it because some day, these mobile applications will change the world. And I am honoured to be a part of this change. Sincere thanks to the MBillionth organizing committee for putting together such a wonderful concept and sustain it over the years. "*

-Mr. Rakesh Godhwani

Head , IIMB Alumni Association, Bangalore

*"Once again its a great pleasure be a part of the jury panel of mBillionth Awards, since this is my second time in the panel. Innovations and innovators have to be encouraged, and this is one of the platform which can bring them to the core and encourage them to do more to change and shape the world to a new dimension. Mobility is one segment which can reach fast to all segment of the pyramid. I hope its only through awards like this, individuals and companies can be honored and recognized".*

-Mr. Sinnathamby Shanmugarajah

CTO, Microimage Mobile Media, Sri Lanka

*"Its wonderful to be part of a jury process which help recognize best mobile application innovations. I was moved by some of the thinking which actually help real needed people on the ground."*

-Mr. Sanjaya Karunasena

Chief Technology Officer, ICTA, Sri Lanka





**DIGITAL  
EMPOWERMENT  
FOUNDATION**



*OnMobile*

**NOKIA**  
Connecting People



Department of Information Technology  
Ministry of Communications & Information Technology  
Government of India

**IAMA**  
INTERNET AND MOBILE ASSOCIATION OF INDIA

one97

Let's get talking!

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THE WALL STREET JOURNAL  
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Pakistan Software Houses Association  
for IT and ITeS  
PAKISTAN



**ICTA**  
ideas actioned

**D. Net**  
Development Research Network

**MEDIANAMA**  
NEWS & ANALYSIS OF DIGITAL MEDIA IN INDIA

**Dreamcast.in**  
Custom | Local | Webcast



**SMSONE**  
Serving Humanity, Sovereignty, IT



**innOZ**  
enriching mobile experience

**ChangeBecause**  
for a change

**letsintern**  
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**eltecs**  
Beyond the skies...





## PRESENTER

**VODAFONE:** [www.vodafone.in](http://www.vodafone.in)

Vodafone Group plc is a global telecommunications company headquartered in London, United Kingdom. It is the world's largest mobile telecommunications company measured by revenues and the world's second-largest measured by subscribers (behind China Mobile), with around 341 million proportionate subscribers as of November 2010. It operates networks in over 30 countries and has partner networks in over 40 additional countries. The name Vodafone comes from voice data fone, chosen by the company to "reflect the provision of voice and data services over mobile phones".

## CO-PRESENTER

**OnMobile:** [www.onmobile.com](http://www.onmobile.com)

OnMobile is a leading provider of mobile Value Added Services and products in India with an expanding international presence. Its products are targeted at mobile subscribers with an increasing focus on leveraging the convergence between wireless and wireline telecommunication services, media, internet, mobile marketing and mobile commerce. OnMobile has a broad range of applications that are delivered by its service provider, media and OEM customers to their end-user subscribers, which enable them to use their mobile phones for business, entertainment and accessing information.

## CORE PARTNER

**NOKIA:** [www.nokia.co.in](http://www.nokia.co.in)

Nokia has played a pioneering role in the growth of cellular technology in India, starting with the first-ever cellular call a decade ago, made on a Nokia mobile phone over a Nokia-deployed network. Nokia started its India operations in 1995, and presently operates out of offices in New Delhi, Mumbai, Kolkata, Jaipur, Lucknow, Chennai, Bangalore, Pune and Ahmedabad. The Indian operations comprise of the handsets business; R&D facilities in Bangalore and Mumbai; a manufacturing plant in Chennai and a Design Studio in Bangalore. Over the years, the company has grown manifold with its manpower strength increasing from 450 people in the year 2004 to over 15000 employees in March 2008 (including Nokia Siemens Networks). Today, India holds the distinction of being the second largest market for the company globally.

## ORGANISERS

**Digital Empowerment Foundation:** [www.defindia.net](http://www.defindia.net)

Digital Empowerment Foundation (DEF) is a Delhi based not-for-profit organization which attempts to find solutions for bridging the digital divide. It endeavours to offer and facilitate ICT and digital solutions to diverse groups in India's rural areas. It aims to sensitize and provide knowledge inroads to government and corporates which would enable the delivery of inclusive ICT solutions. Timely interventions of ICT in inaccessible, alienated areas and communities can give crucial impetus to their upliftment and empowerment.

**IAMAI:** <http://www.iamai.in/>

The Internet & Mobile Association of India (IAMAI) is a not-for-profit industry body that seeks to expand and enhance the online and mobile value added services sectors. It is dedicated to presenting a unified voice of the businesses it represents to the government, investors, consumers and other stakeholders. The association's activities include evaluating and recommending standards and practices to the industry, conducting research, creating platforms for its members, communicating on behalf of the industry and creating a favorable business environment for the industry.

## PRINCIPAL PARTNERS

**Department of Information Technology:**

<http://www.mit.gov.in/>

Department of Information Technology (DIT) is a department under the Ministry of Communication and Information Technology of the Indian government. It strives to facilitate and promote e-governance through a multi-pronged strategy of e-infrastructure creation, promotion of electronics & Information Technology and Information Technology Enabled Services (ITeS). It intends to provide support for the development of the Knowledge network and securing India's cyber space.

**One97:** <http://www.one97.com>

One97 is a leading provider of telecommunications value added services, offering products and services to meet the needs of Telecom service providers, consumers (i.e., mobile phone users) and enterprises worldwide. One97 works with all telecom service providers in India and have a rapidly expanding international presence with offices in Nigeria, Afghanistan, Dubai, Kenya and Bangladesh.





## STRATEGIC PARTNERS

**Mint:** <http://www.livemint.com/>

Mint is a business newspaper from HT Media, launched in collaboration with The Wall Street Journal in 2007. It is a premium business news publication targeting the decision and policy makers of the country. Along with the print edition, Mint also has specialized online and mobile editions. It is widely considered to be the most comprehensive and technically evolved news portal in the country that has introduced many multimedia enabled engagement platforms which give its readers the opportunity to express their point of view and interact with Mint's editors and columnists.

**Vodafone India Foundation:** <http://www.vodafone.in>

Vodafone's social investment in India is delivered by Vodafone India Foundation through its various social investment programmes. These programmes respond to the needs of the communities in which Vodafone operates and we celebrate their diversity and the tangible contribution and difference they make to people's lives.

**One97 Mobility Fund:** <http://www.one97mobility-fund.com/>

One97 Mobility Fund (OMF) is a \$100 million fund set up to support entrepreneurs who are making, or are ready to make game changing companies in the mobile ecosystem. Initiated by One97 Communications and SAIF Partners, the fund will support companies that are focused on serving the Indian markets and will leverage mobile as a key delivery medium for customers and enterprises. The vision of One97 Mobility Fund is to provide meaningful access for mobile-eco-system entrepreneurs capital, mentorship, industry relationships besides significant industry experience and wisdom.

## COUNTRY PARTNERS

Bytes4all Pakistan: <http://bytesforall.net>

D.Net: <http://www.dnet-bangladesh.org>

CAN: <http://www.can.org.np>

ICTA: <http://www.icta.lk>

P@SHA Pakistan: <http://www.pasha.org.pk>

**NIXI:** <http://www.nixi.in/>

The National Internet Exchange of India (NIXI) is a non-profit Company established in 2003 to provide neutral Internet Exchange Point services in the country. It was established with the Internet Service Providers Association of India (ISPAI) to become the operational meeting point of Internet Service Providers (ISPs) in India. It aims to facilitate the handing over of domestic Internet traffic between the peering ISP members, rather than using servers in the US or elsewhere. This enables more efficient use of international bandwidth and saves foreign exchange.

## ASSOCIATE PARTNER

**Comviva:** [www.comviva.com](http://www.comviva.com)

Comviva is the global leader in providing mobile solutions beyond VAS. With an extensive portfolio of solutions spanning VAS infrastructure, application delivery platforms and customer-facing applications, Comviva enables mobile service providers to enrich mobile users' lives, whilst rationalizing costs, accelerating revenue growth and enhancing customer lifetime value. Comviva's solutions are deployed by service providers in over 85 countries and power services to more than 650 million mobile subscribers globally.

**Intuit Inc.** [www.intuit.com](http://www.intuit.com)

Intuit Inc. is a leading provider of business and financial management solutions for small and mid-sized businesses; financial institutions, including banks and credit unions; consumers and accounting professionals. Founded in 1983, Intuit had annual revenue of \$3.5 billion in its fiscal year 2010. The company has approximately 7,700 employees with major offices in the United States, Canada, the United Kingdom, India and other locations.

## REACHOUT PARTNERS

MediaNama: <http://www.medianama.com/>

Smsone: <http://smsone.in/>

Innoz: <http://innoz.in/>

MP Post: <http://mppost.com/>

Dreamcast: <http://www.dreamcast.in/>

NSEF: <http://nsef-india.org/>

Lets' Intern: <http://letsintern.com/>

Cause Because: <http://www.causebecause.com/>

Deltech: <http://www.deltechs.com/>



# mBillion<sup>th</sup> Award 2011 Nominees





# mBillion<sup>th</sup> Award 2011 Finalists



comviva



hazel media  
www.hazelmmedia.in



mapmyIndia

ACTIVE DEALS



one97 | Let's get talking!



IL&FS | Education

3i Infotech  
Innovation - Insight - Integrity

APOnline



INTEX  
DEMAND MORE

BBC WORLD SERVICE TRUST



babajob



SETT  
FOR SINDH



Nazara  
www.nazara.com

BBC জানা লা



PharmaSecure



Rajkot Municipal Corporation

HealthPhone  
With every health worker, family and community has a right to know

BOLT



atom

WORD  
PUZZLE



Square Mobile

SSL WIRELESS



VOICETAP™



# Nokia X2-01 QWERTY

## Your New Identity



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Connecting People



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Orkut, live on your home screen.

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Available at: **NOKIA** and other Nokia Outlets

**NOKIA** REFRESH

To know more about your Nokia, register at [www.nokia.co.in/nokiamail](http://www.nokia.co.in/nokiamail)

Always insist on original Nokia India Warranty to safeguard against buying used, refurbished or tampered phones. Nokia India Warranty is applicable only for phones imported/manufactured by Nokia India Pvt. Ltd.  
#For assistance on Nokia products and services, call Nokia Care. Add STD code when dialing from a GSM connection.



# mPowering billions

Nominations

**185**

Finalists

**19**

Special Mentions

**11**

Winners

**21**

## CATEGORIES

m-HEALTH

m-TRAVEL & TOURISM

m-INFRASTRUCTURE

m-GOVERNANCE

m-ENTERTAINMENT

m-BUSINESS & COMMERCE/BANKING

m-INCLUSION

m-EDUCATION & LEARNING

m-ENVIRONMENT

m-CULTURE & HERITAGE

m-NEWS & JOURNALISM

## 50 Best Practices in Mobile, VAS & Telecom

The book titled 'mPOWERING BILLIONS' is a collection of best thoughts in the mobile sector and it has a collection of best mobile innovations and projects on ground culled out from the mBillionth Award South Asia 2011. Many of these projects would also be nominated for World Summit Award Mobile Content 2012 later next year

— Osama Manzar

**DIGITAL  
EMPOWERMENT  
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**NOKIA**  
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\$5 : ₹200