



# MOBILES *for* SOCIAL IMPACT



Vodafone  
Mobiles for Good

**DIGITAL  
EMPOWERMENT  
FOUNDATION**



Vodafone  
India  
Foundation

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# MOBILES *for* SOCIAL IMPACT

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## Meaningful Content and Services to Transform Lives

The response to the Vodafone Mobiles for Good Grant Fund 2011 has been overwhelming. Launching this programme has opened my eyes wide to the power of the mobile in addressing social issues and its far reaching potential. In India today, many NGOs are most certainly making the most of this opportunity.

As access to the mobile phone increases at a rapid rate, the digital divide is disappearing and in many instances including these shortlisted, NGOs have now direct access to their beneficiaries for the very first time and are able to accelerate and enhance their efforts, levels of support and delivery of services.

The ten finalists for the Vodafone Mobiles for Good Grant Fund 2011 are leading the way in this respect and provide best practice examples of how mobile can play a critical role in improving health, quality of life, education and the social inclusion of the people in India.

We at Vodafone understand we occupy a vital role in helping to develop these 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 innovative ways in which our technologies can create social change.

The Vodafone India Foundation (VIF) in association with Digital Empowerment Foundation (DEF) is delighted to launching the inaugural 'Mobiles for Good' Award. We would like to warmly congratulate all the finalists who are shining examples of the depth and breadth of innovative work which is being carried out by NGOs in this country. Often, this valuable work goes unreported. It is therefore important to use this platform to recognise these mobile solutions nationwide and the incredible efforts of the NGO sector. By sharing their approach, we hope that these solutions can be replicated by others and brought to scale.

No longer just a talking tool, these awards demonstrate that the mobile has the capacity to provide meaningful content and services to transform lives on a daily basis. From providing flood warnings to ensuring 100% school attendance, we want to empower NGOs in India to make these solutions a reality for the masses. The contributions have been truly outstanding.

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## Vodafone 'Mobiles for Good' Grant Fund 2011

**T**echnology can do immense social good. The rise and spread of mobile telephony and its variant applications and usage is a point to prove this. Technology applications if deployed and used in right context, in need based demand-environment and meets user needs in time with accessibility and affordability can bring multiple little wonders in grassroots development and governance. To a great extent, the rise and deployment of mobile technology and applications have attempted to address this and met with mixed success. Bridging information and communication gaps is its biggest contribution so far.

The need, adaptability and relevance of mobiles have found greater resonance in developing countries especially with a huge population base as in countries dotting South Asia region. The scope of good work through mobiles has found multiplying significance in India. Apart from being an instrumental tool to address information and communication needs, mobiles in India are increasingly seen to serve critical content and services needs. With one phone, one man principle, mobile outreach in India is in the way to demonstrate the wider inclusiveness of this ubiquitous techno platform.

The increasing and wider space of mobiles in India has to do with critical role playing by the private industry and facilitating role of the government. While the latter is filling the much needed information infrastructure creation with adequate policy support and regulatory guidelines, the former is seen close to playing optimum role in innovations, deployments, delivery of range of services and products catering to diverse consumer groups. The ongoing national deliberations on m-governance to provision of mobile based public services delivery is a latest effort of the government. The increasing VAS roll out is a demonstration of private player's capacity to meet rising and diverse needs of customer base.

While the above is a demonstration of citizen-industry-government relationship based on increasing and diverse developments in mobile technology innovations, services delivery; one significant development cannot be ignored is mobiles serving focused social and community goods. The role playing this time has found meaning in efforts of Non Governmental Organisations (NGOs) and Not-for-Profits in India whose pioneering efforts have enabled mobile devices serving needs of rural, distinct communities or groups with special needs and challenges. If mobiles are serving critical microfinance needs in a remote district of Andhra Pradesh, in another instance, mobiles are catering to maternal health needs of women in a remote village in Rajasthan. There are very many such good practices ongoing and that has brought in deep impact in qualitative and quantitative changes, the news and wider publicity of such cases are not too often to see or hear. This could indicate the low level of recognition and felicitations that such innovative practices ought to deserve. Here, comes the Vodafone 'Mobiles for Good' Grant Fund 2011.

The Vodafone 'Mobiles for Good' Grant Fund 2011 platform has come at a no less deserving and opportune time. Its launch comes amidst hundreds of innovative mobile practices ongoing in India, run by NGOs and

Not-for-Profits and always wanting its stories, examples, impacts to be told and aired to the wider world. The launch is in a time frame when such hundreds of practices deserves and keen for recognition, felicitation and to be well appreciated for their hard efforts.

The Vodafone 'Mobiles for Good' Prize 2011, instituted by VIF in association with DEF, is a fund grant to motivate and encourage innovations in mobile content and services delivery benefiting communities. The fund grant is for innovative practice from the Non Governmental Organization / Not-for-Profit Organization / or educational institute in India with the motivation and purpose that the innovation is benefitting the society and empowering societal needs at large. The grant is to recognize talents from voluntary and education sector with a one year fund grant to enable them to take their project to next level for scaling up and further implementation, and also provide them with mentor guidance for one year.

Through Vodafone 'Mobiles for Good' Grant Fund 2011, VIF in association with DEF, recognises 10 mobile innovative practices from the nominees and honor at least two winners with a grant fund of Rs. 20, 00,000.

Going by the sheer numbers of nominations received for the Vodafone 'Mobiles for Good' Prize 2011 competition, it is doubly confirmed that there is no dearth of innovative deployment of mobiles for social and community purpose. Total number of valid nominations received is 52. The geographical distribution, nominations received from as many as 15 States in India demonstrates that our diverse civil society agencies are playing contributory role of technology enablers and transformers on grounds. And this is proved beyond doubts.

It is this certainty of NGO good works that have brought Vodafone India Foundation and Digital Empowerment Foundation together to launch the 'Mobiles for Good' Prize 2011. No wonder this also touch bases DEF's organization philosophy of promoting inclusive technology for communities as well as serves VIF's larger objective of strengthening rural communities and agencies with mobile platforms that can bridge information and development. It is hoped that the Mobiles for Good Prize 2011 will contribute to create a new beginning, a new environment of serving communities with an inclusive technology and service delivery approach through the mobile platforms. And the role of the NGOs and Not-for-Profits will continue to be as valuable and meaningful as it continues to be.

The process of acknowledgement for the Vodafone 'Mobiles for Good' Prize 2011 must begin with VIF who trusted DEF immensely to launch this programme platform with all good faith and intention. My sincere regards and thanks is reserved for Ms. Laura Turkington, Director, Vodafone India Foundation, who after rounds of discussion, agreed to put responsibility with trust to DEF to go ahead in launching the programme platform and process the same forward with VIF agreeing to promote it.

My greatest thanks is to all the nominees who showed enough interest and willingness to be part of the Vodafone 'Mobiles for Good' Prize competition and share their innovative works through this platform and reach out to the wider world. My special regards and congratulations goes to the winners of Vodafone 'Mobiles for Good' Prize 2011.

My sincere regards and thanks is reserved for the expert panel who spent their invaluable time and energy to be part of the special 'Mobiles for Good' Session on July 23, oversee all top ten finalist presentations and put their qualitative marking and eventually facilitating in selecting the winners.

My acknowledgement goes to the small team of 'Mobiles for Good' Prize led by Ms. Chitra Chauhan, Amit Sanga, Pritam Sinha, Sapna Subba and Syed S. Kazi, who has a team worked in unison to make this whole process of Vodafone 'Mobiles for Good' Prize 2011 really working and meaningful in outcome.

Finally, the acknowledgement process is incomplete without taking into confidence the great role playing by the mobile fraternity and the civil society at large. If not for the timely role in policy, programme, product design, deployment, content and services role of mobile stakeholders the civil society could not have made it possible to introduce innovative practices in mobile based services delivery for communities. The beyond the imagination role of the civil society to take up risks, painstaking efforts as well as responsibilities to reach out to communities and vulnerable groups with mobile applications deserves million appreciation.

With this, it is hoped that the Vodafone 'Mobiles for Good' Prize 2011, brought to you by Vodafone India Foundation in association with DEF, will create and contribute to a positive environment wherein our collective efforts make possible of inclusive mobile technologies and platforms serving critical needs of millions in India, South Asia and beyond.

This publication, 'Mobiles for Good' 2011, is a dedication to the entire mobile fraternity and the civil society community without whose direct and indirect response, involvement, participation and good wishes, this Vodafone 'Mobiles for Good' Prize platform would not have been possible of what it has achieved. The description of 10 best nominated projects / practices in this publication is a glimpse of what is happening on ground and do not necessarily give a picture in entirety for which a much bigger platform, research and outreach programme would be called for.

Dear readers may ignore any errors or mistakes in this publication as humanly mistakes without any intention to hurt and pain anyone.

Warmest regards  
Osama  
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TOTAL ENTRIES: **60**

NGO driven social mobile initiatives: **43**

TOTAL Eligible Nominations: 43 in all

## STATISTICS



# STATISTICS

## STATEWISE NOMINATIONS

Andhra Pradesh	5
Assam	1
Delhi & NCR	7
Gujarat	2
Haryana	2
Jharkhand	2
Karnataka	4
Kerala	3
Maharashtra	4
Manipur	1
Orissa	2
Punjab	1
Tamil Nadu	3
Uttar Pradesh	5
West Bengal	1

## STATE WISE FINALIST

Delhi	2
Haryana	1
Jharkhand	1
Maharashtra	2
Orissa	2
Uttar Pradesh	2

## CATEGORY WISE FINALIST

m-Education & Learning	3
m-Governance	1
m-Health	3
m-Inclusion	3

## FINALIST LIST

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

m-Health

ORISSA

Soochna Se Samadhaan Sewa (Information to Solution Service)

m-Inclusion

BUNDELKHAND, MADHYA PRADESH

Maternal and Newborn Health (MNH) Registry and Emergency Obstetric and Newborn Care (EmONC Trial)

m-Health

NAGPUR, MAHARASHTRA, INDIA

CommCare

m-Health

JHARKHAND, INDIA

Kisan Sanchar Agribusiness Knowledge Center Project

m-Education & Learning

DELHI, GUJARAT, HARYANA, HIMACHAL PRADESH, JAMMU KASHMIR, PUNJAB, RAJASTHAN

eduVARTA

m-Education & Learning

MAHARASHTRA

Chala Skul Ku Jiba (In Odia language)

m-Education & Learning

KONARK, ORISSA

Ensuring 100% compliance and turning the tap off on Multi Drug Resistant TB with biometric tracking of each dose taken by every TB patient

m-Health

DELHI, HARYANA, MADHYA PRADESH, PUNJAB, RAJASTHAN AND UTTAR PRADESH

IVRS Aadharit Madyanh Bhojan Yojana ki Dainik Anushravan Pradrali

m-Governance

UTTAR PRADESH

Baadh Poorwa Soocna Pranali

m-Inclusion

UTTAR PRADESH

**ORIGINAL TITLE**  
Tracking Livelihood Entitlements of Rural Communities using Mobile Phone Based MIS in Orissa

**PRODUCER**  
Womens Organization for Socio Cultural Awareness (WOSCA)

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## Tracking Livelihood Entitlements of Rural Communities using Mobile Phone based MIS in Orissa

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### DESCRIPTION

Tracking livelihood Entitlements of Rural Communities (TERcoms) is a mobile phone based information management and monitoring system for tracking the efficacy of entitlement delivery under social protection schemes for underprivileged rural India. Village volunteers are monitoring the entitlements under three major social protection schemes viz. Targeted Public Distribution System, Pension and Mahatma Gandhi National Rural Employment Guarantee Schemes on real time basis at service delivery points and they send the delivery acknowledgment to a central server through mobile. Uptake reports on these entitlements are generated monthly and shared with community and Government for action and remedy.

This citizen tracking has strengthened the service delivery mechanism at district level, left out beneficiaries who gained access to PDS and Pension, adopted policies for central reporting of closing stock of TPDS and helped the poor in demanding livelihood entitlements to check loss of residual entitlements not claimed by the beneficiaries. Moreover Old aged tribal women living in hilly areas and women in distress, who were left out from benefits of social security schemes (PDS and Pension) have been covered and enrolled. Over 46,000 families across 298 villages have been impacted in a positive way through this program. TERcoms is helping people coming out of poverty and ensuring social safety net to the excluded people. This project has ample scope to cater more people in nearer districts as the information can come from distance place through mobile and then the reports can be sent back to the people through the server. The project is becoming self sustainable through revenue model and the village volunteers will be no more dependent on donor funds.



Over 46,000 families across 298 villages have been impacted



ORIGINAL TITLE  
Soochna Se Samadhaan Sewa  
(Information to Solution Service)

PRODUCER  
Society for Development  
Alternatives

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## Soochna Se Samadhaan (Information to Solution Service)



Till March 2011, the project has generated and resolved more than 175,000 queries

### DESCRIPTION

*Soochna Se Samadhaan Sewa* (Information to Solution Service) project provides voice based information to rural communities via a phone and voice-mail-based Q & A service available from both landline and mobile phones. Specifically it provides farmers with access to a network of agricultural experts and database of knowledge that has both an understanding of the local context and the global expertise necessary to enable farmers to resolve issues, boost productivity and develop their businesses. The technology also supports storage of the queries in audio and text format.

A farmer with the help of a volunteer can call up the specific phone number and put up a query that is recorded and stored in a computer. Knowledge workers from agri-business organizations analyze these calls and collate appropriate answers. These answers are to be made available for the farmers within 24 hours. Since the project launch in mid 2005, the coverage area has kept on increasing and now covers more than 1200 villages in 13 districts of Uttar Pradesh and Madhya Pradesh with the help of 20 field volunteers.

Till March 2011, the project has generated and resolved more than 175,000 queries.

Even though *Soochna Se Samadhaan Sewa* is a paid service and has taken time to register in the minds of farmers, it has started to make inroads. The average number of calls per week as well as per month has continued in an upward swing ever since the service started because the farmers have started realizing the value of such a service delivered at their doorsteps.



**ORIGINAL TITLE**

Maternal and Newborn Health (MNH) Registry and Emergency Obstetric and Newborn Care (EmONC Trial)

**PRODUCER**

Lata Medical Research Foundation (LMRF)

**LOCATION**

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## Maternal and Newborn Health (MNH) Registry and Emergency Obstetric and Newborn Care (EmONC Trial)

**DESCRIPTION**

MNH and EmONC Trial is a prospective, population-based project whose purpose is to quantify and understand the trends in pregnancy outcomes in defined low-resource geographic areas over time, in order to provide population-based information on stillbirths, newborn and mother's mortality via mobile phones. The mobile phones are used for obtaining timely and high quality data over a wide and challenging geographic area. The Field Research Officers use SMS to schedule meetings and reminders using bulk SMS. They call medical officers, Auxiliary Nurse Midwives and community facilitators (villagers) daily for capturing of information on number of pregnant women registered and those who have delivered. On an average 15 calls are made by each FRO per day (i.e. average of 150 calls per day). Since the introduction of mobile phones, pregnancy registration has improved by 15% across all Primary Health Centers. They have resolved 80% of data errors, improved rates of early death audits of mother and stillbirth/newborn. This health project has engaged a large rural population of approximately 6 lakh people, registered and assisted 21,678 pregnancies since 2009. It has engaged public health systems, built its capacity, motivated their health providers and established regular communication with them and villagers using mobile phones. Ease of communication using mobile phones to contact the government health providers has been facilitated by this project. People now perceive it as their need and duty to improve their health status and to seek timely care and are likely to continue to use the systems established by the project beyond the duration and funding of the project.



On an average 15 calls are made by each FRO per day (i.e. average of 150 calls per day)



ORIGINAL TITLE  
CommCare

PRODUCER  
NEEDS

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## CommCare



Till March 2011, the project has generated and resolved more than 175,000 queries

### DESCRIPTION

CommCare is a mobile phone application that serves as a job aid tool. It contains illustrations and audio messages covering need-to-know topics in antenatal care, which a Sahiya (Community health volunteers are often called *Sahiyas* in Jharkand) can use to educate pregnant women in her village, regardless of their level of literacy. A client management interface provides the Sahiya with a list of her clients and the ability to review previously discussed topics, ensuring that nothing is missed out. Real-time data submission to a central server allows close monitoring and supervision of the *Sahiya's* work.

CommCare has recruited 10 *Sahiyas* for initial testing each of who is responsible for a population of 1,000. Current sites are within 2 districts of Jharkhand. Assuming a *Sahiya's* average responsibility is over 15 pregnant women per month with 3 additional pregnancies per month, approximately 1,200 pregnant women and their families will be directly benefitted by the use of CommCare after one year on the ground in this location. CommCare is currently piloted in eight countries by 14 public health organizations. Forms for over 75,000 home visits have been submitted thus far. CommCare is easily customizable for widely different environments; it can run on inexpensive Java-enabled phones or higher-end Android phones, easily handle multiple languages and incorporate multimedia elements for low-literate users.

CommCare is a viable step towards an idealized health delivery system. In an ideal system, every pregnancy is supported and tracked by an efficient community health workforce that is gathering and disseminating data to improve decision making at a local, national and global level.



ORIGINAL TITLE  
Agribusiness Knowledge Center Project

PRODUCER  
Sristi Gyan Kendra

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Delhi, Gujarat,  
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## Kisan Sanchar (Agribusiness Knowledge Center Project)

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### DESCRIPTION

*Kisan Sanchar* has been conceptualized to provide a scope for documenting and disseminating time bound authentic actionable knowledge related to agriculture, animal husbandry and allied professions, market intelligence to the small & marginal Farmers. The project provides opportunities to the farmers to organize themselves in the form of small production clusters through which they can sell their produce to the buyers. It also provides career counseling to the heirs of small & marginal farmers. The project also has a scope for organizing farmers into a crop communities (big production cluster) which can be linked with a corporate buyer in the form of Contract Farming Project.

A farmer having a mobile phone and little understanding to read message and interact with call center as per his requirement can use the services of this project in the best manner. If his phone is compatible with unicode fonts, then he can read messages in his local language. Farmers, practical and experimenting in nature can implement the ideas and knowledge based authentic experiences of experts and reduce their costs of agriculture production and increase per acre production. This service is currently being provided to 34,483 farmers in 7 states of India.

This project is purely based on the direct intervention of innovative usage of mobile phone for increasing the income of small & marginal farmers. The project is continuously increasing the knowledge of the farmers on agricultural related issues and has turned the mobile phone into a power house of knowledge and ideas instead of merely a communication device. Farmers are getting professional intelligence through mobile phone and using it in making decisions. This project has used various innovative ideas to cut down the costs and organize the farmers in to clusters. These clusters have increased the negotiation power of the member farmers to fetch the best prices for their produce.



This service is currently being provided to 34,483 farmers in 7 states of India



ORIGINAL TITLE  
eduVARTA

PRODUCER  
Mobile Media Association  
SMSone

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## eduVARTA: SMS Based Educational/Job Alerts & Update Service for Rural & Deprived College Students



• 100% coverage of 100% of the  
• 100% coverage of 100% of the

### Why eduVARTA ?



- 100% coverage of 100% of the
- 100% coverage of 100% of the
- 100% coverage of 100% of the
- 100% coverage of 100% of the
- 100% coverage of 100% of the

What's special about

eduVARTA's mission is to expand to help 80+ million youth without jobs throughout the world

### DESCRIPTION

eduVARTA's mission is to expand to help 80+ million youth without jobs throughout the world. Every year, eleven million youth enter the Indian job market after their 11th standard, technical training or bachelors. The eduVARTA services is a text message utility empowering college youth in rural and semi-rural areas with important educational and job information during their education, and connects these youth to each other by asking them to relay related information and questions back to the eduVARTA team in Pune.

The eduVARTA team wants to replace the static job notice boards and assist college and ITI placement cells with the eduVARTA text message utility. This tool will give students personalized, real-time and actionable information directly to their mobile phones. eduVARTA's pilot launch (2010) sends the following information directly to students who subscribe to the service through regular text messages of one or two per week: messages on college/ITI, decisions, courses, due dates and admissions. It also covers extra-curricular activities at their institutions: trainings, workshops, guest lectures, camps and study tours. Finally, eduVARTA sends alert to students about events related to them outside their institutions: competitions, youth festivals, sports and youth writing competitions. Presently, over 20,000 youth are participating in eduVARTA at four colleges.

The two primary areas of focus for eduVARTA after the launch will be to create a network of elite urban college going students, managed by Seeds of Empowerment, to volunteer to mentor rural and semi-rural college students, thereby, creating a "knowledge grid". This network of volunteers will also help shift incoming jobs listing gathered by the Mobile Media Association and SMSOne, and send out job availability notices to the subscribers.



ORIGINAL TITLE  
Chala Skul Ku Jiba (In Odia language)  
Let Us Go To School

PRODUCER  
Young India  
Radio Namaskar

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## Chalo Skul Ku Jiba (Let Us Go To School)

### DESCRIPTION

*Chala Skul Ku Jiba* (Let us go to school) is an initiative by Radio Namaskar to bring back all the dropout students to their respective schools. During situation analysis and listeners survey Radio Namaskar got a notable remark on massive dropout of school students especially girl students in its coverage area. Basing upon this observation the management committee of Radio Namaskar, which is constituted by community members decided to start a new radio program to ensure that students go back to school and to motivate the parents to send their children to school.

Initially they did not get any good response as per their expectation during the first month, but that was mostly because there was no scope to know the listeners response regarding the program. They then promoted their mobile number where the listeners could call and express their views. Most of the listeners now use mobile phone as a tool of communication and also to listen to the FM radio. The response of listeners, hereon, was growing day to day. The listeners informed Radio Namaskar regarding the dropout students of their locality which was then broadcasted through the community radio. During this period, they used a software in their studio through which the listener can ring anytime to the dedicated mobile number and can tell her/his view which was broadcasted. The impact created by this initiative directly affects 165 schools of this locality who were declared as ZERO DROP OUT SCHOOLS by local government authority.

Through an integrated operation of Community Radio and Mobile, this project has reached out to a large set of population. This project has given life to thousands of students and passively benefited the society for future.



The impact created by this initiative directly affects 165 schools



**ORIGINAL TITLE**

Ensuring 100% compliance and turning the tap off on Multi Drug Resistant TB with biometric tracking of each dose taken by every TB patient

**PRODUCER**

Operation ASHA

**LOCATION**

Delhi

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## Ensuring 100% compliance and turning the tap off on Multi Drug Resistant TB with biometric tracking of each dose taken by every TB patient



This system has been deployed in 17 DOTS centers in New Delhi, India so far and more than a 1000 patients have been registered with it

**DESCRIPTION**

Operation ASHA has taken intensive education, counseling and treatment for tuberculosis to the doorsteps of more than 2 million women who are part of the 4 million disadvantaged slum-dwellers in India. Tuberculosis carries with it a terrible social stigma. In India, each year 100,000 women TB patients are thrown out of families and 300,000 children thrown out of school. These women are left alone to die of the disease and starvation only because they contracted TB. Operation ASHA employs a team of highly trained counsellors who educate communities to ensure that women are not abandoned by families. More than 40% of these counsellors are women. Operation ASHA has recently deployed a biometric based attendance system that ensures compliance with the DOTS protocol of TB treatment and is also used to track and rectify missed doses. It consists of the shelf components like a simple net-book computer, a commodity fingerprint reader and a low cost mobile phone. When a patient comes in to take her medication, her fingerprint is scanned and patient identification is performed on the computer itself. The visit is logged and at the end of the day, a complete log is sent via SMS to a central server in the cloud. It is then downloaded by their program managers via internet and uploaded to an EMR where it can be visualized. If a patient fails to turn up when expected, their counselors text messages from the system. This can help to track the patient in her home and give her the medication.

This system has been deployed in 17 DOTS centers in New Delhi, India so far and more than 1000 patients have been registered with it. There has been zero default in the centers in which it is deployed.





ORIGINAL TITLE  
Baadh Poorwa Soochna Pranali  
(Flood Early Warning System)

PRODUCER  
Sahbhagi Shikshan  
Kendra

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Bahriach  
Uttar Pradesh

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## Baadh Poorwa Soochna Pranali (Flood Early Warning System)



A total of around 57,000 families benefited under the project in terms of getting timely information

### DESCRIPTION

Flood Early Warning System (EWS) has been developed for the Bahraich district of Uttar Pradesh to strengthen the existing EWS in the region. The system works on the simple technique of “auto-dialing” in which, pre- recorded voice messages are sent to the list of phone numbers already fed in software at the push of the button.

The complete EWS system primarily focused on disseminating information in the flood affected eight Gram Panchayats of two Blocks in the Bahraich District and covered around a population of 19,000 intensively. Since, the system was based on receiving information through mobiles, the mobile numbers of other stakeholders of the district affected by the flood were also fed into the system and hence, all the flood affected parts of Bahriach benefited. A total of around 57,000 families benefited under the project in terms of getting timely information.

This project makes use of technology for reaching the larger social issues. It is replicable and cost-effective. The system is able to reach to the flood affected communities in terms of timely and proper flood related information, amount of water discharged from the barrages, the time it shall affect their panchayat or village hence providing enough time for evacuation. It strengthens the relation between district administration and community, and helps saving lives, livestock and property.



# All Valid Nominations

NAME OF THE PROJECT/ PRODUCT NOMINATED	NAME OF ORGANIZATION	NAME OF THE PROJECT/ PRODUCT NOMINATED	NAME OF ORGANIZATION
Sustainable low cost healthcare delivery by health worker at village level using mobile phones	CARE Foundation	CGnet Swara	CGnet Swara (Shubhranshu Choudhary)
Hope after Trauma	Swanchetan Society for Mental Health	Village Voice (Gaon Ki Awaz)	International Media Institute
CycleTel™	The Institute for Reproductive Health, Georgetown University (India Office)	Peer Water Exchange	Peer Water Exchange
Ensuring 100% compliance and turning the tap off on Multi Drug Resistant TB with biometric tracking of each dose taken by every TB patient	Operation ASHA	Patiala GreenCABS	Patiala Foundation
CommCare	Dimagi, Inc. and NEEDS	Supporting the Development of New Partnerships for Education Services for Self Help Groups in Southern India	CfBT Education Services
Life on Wheels	Indian Peace Foundation	<i>Kisan Sanchar</i>	Sristi Gyan Kendra
mCARE - Mobile phone based Public Health Information System	C-DAC, Thiruvananthapuram	Legal Empower Through SMS	Legal Point Foundation
Healthphone	Ghatkopar Education Society	Re-Narration Act [Alipi]	Janastu
Maternal and Newborn Health (MNH) Registry and Emergency Obstetric and Newborn Care (EmONC Trial) for reducing maternal and neonatal mortality through Community Mobilization and Home Based Life Saving Skills	Lata Medical Research Foundation (LMRF)	Low cost mobile device for the Visually Challenged and the Elderly	Society for Rehabilitation of the Visually Challenged/ SRVC
Empowerment awareness Project for m-Health Innovation centre in Manipur.	The Socio- Economic Development Association (SEDA).	eduVARTA: SMS based educational/job alerts & update service for rural & deprived college students	Seeds of Empowerment (California) Mobile Media Association (Pune) SMSOne (Pune)
Link worker scheme	Christian council for rural development and research	Let us go to school	Young India
Nutrition & Live hood support for HIV infected children and Women	R. Chandran (Director) salem District people service society	Life Long Learning (L3) Initiative for Empowerment of Poor Goat Rearing Women Using Mobile Phone	VIDIYAL (Meaning 'Dawn' in Tamil)
Ekjot-Nirmaan (Building Unity)	Salt Lake City Prayasam	HIV/AIDS Awareness Pack (HAAP) KIT	Plan India
eSagu – An IT based Personalized Agro-Advisory System	ICTs for Agriculture and Rural Development	Parishkaram@8008321666	The District Collector, Medak
Free software for the deaf-blind to communicate using a smart phone	Bidirectional Access Promotion Society	ISAP Kisan Call Centre, Bhopal	Indian Society of Agribusiness Professionals
Eyeway News SMS Alerts	Score Foundation	RTI On Wheels	Mahiti Ahikar Gujarat Pahal (MAGP)
<i>Soochna Se Samadhaan Sewa</i> (Information to Solution Service)	Society for Development Alternatives	“Em-power Kerala”	Kerala State IT Mission
Mobile for inclusive womens' development	Maharani lashmi Ammanni Centre for Social Science Research	IVRS <i>Aadharit Madyanh Bhojan Yojana ki Dainik Anushravan Pradrali</i>	Mid Day Meal Authority, U.P.
Tracking Livelihood Entitlements of Rural Communities using Mobile Phone Based MIS in Orissa.	WOSCA	Jhansi Jan Suvidha Kendra (JJSK)	Jhansi Jan Suvidha Kendra (JJSK), Jhansi
Flood Early Warning System	Sahbhagi Shikshan Kendra	Conserving Manas National Park through Women's Empowerment and Community Forestation	Aaranyak
		Jago.in Complaint Registration System	Jago Party
		Friend (Sakhi)	Samvedana
		Evaluation of the effectiveness of cell phone technology as community based intervention to improve exclusive breast feeding & reduce infant morbidity rates	Lata Medical Research Foundation

total nominations **60**

finalists **10**

eligible nominations **43**

winners **2**

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