

## MBILLIONTH AWARD

# Rewarding innovations in mobile technology

## 33 winners announced in various categories which include business, health, education and governance

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Winners of mBillionth Award South Asia 2013, which seeks to promote innovations in mobile technologies for better governance, rural development and inclusive growth, were announced on Thursday. The award honours innovations in mobile applications and service delivery. As many as 33 winners were announced in various categories which include business and commerce and banking, education and learning, entertainment, health and governance. Here's a look at a few of the winners.

**Product:** Mobile Seva  
**Category:** m-Governance  
**Provider:** Government of India

The service, launched by the department of electronics and information technology, has been created to provide government services to citizens on their mobile phones through SMS, interactive voice response, location-based services and through applications downloadable from a dedicated app-store (<http://apps.mgov.gov.in>). The project is being implement-

ed by the Centre for development of Advanced Computing (C-DAC). Through this application, citizens can interact with government departments for 212 public services over SMS.

As a part of this initiative, C-DAC has created a centralized platform, named mobile Service Delivery Gateway (mSDG), to provide a one-stop solution to central and state government departments for their entire mobile-based public service delivery needs. The SMS facility has been operational since July 2011 and so far 480 central and state government departments are using it for providing SMS-based services. Over 99 million SMS notifications have been sent to citizens under the project for various services. The figures stand testimony to Mobile Seva's easy integration with any government department or agency for delivery of public services.

**Product:** Aponjon  
**Category:** m-Women and children  
**Provider:** Dnet, Mobile Alliance for Maternal Action

Aponjon is a mobile-based service, which aims to provide health-related information to expecting mothers in Bangladesh. It is implemented by Dnet, a Bangladeshi social enterprise, and is a part of Mobile Alliance for Maternal Action, a global initiative for improving maternal and child health. Aponjon is operated under a programme agreement between the US government and Bangla-

desh.

Aponjon provides free messaging service to the underprivileged, especially those living in urban slums and remote areas. Launched in December 2012, the mobile application works on a simple idea—it delivers regular and often crucial health information and messages once a user registers for the service. It also allows people to sponsor underprivileged women and their families which would help them avail this service and receive 89 weeks of free health messages—from pregnancy till the baby's first year.

**Category:** m-Education and learning  
**Product:** Result-via sms  
**Company:** Janaki Technology Pvt. Ltd.

Sparrow SMS utilizes SMS technology to send results of important exams to mobile users of NTC, NCell, UTL and SmartTel operators in Nepal. After sending an enquiry about their results to a certain number through SMS, students receive the division of their marks under every subject through an SMS.

"The result system in Nepal is quite unorganized and students, especially in the rural areas have to wait for a long time to get their board results," says Amit Agrawal, CEO of Nepal-based Janaki Technology.

The application mainly targets students that have recently appeared for exams from different boards and do not have Internet access.

**Product:** CATapp  
**Category:** m-Education and learning  
**Company:** InformationWorks

This mobile application aims to help students prepare for various competitive exams including the Combined Aptitude Test, Graduate Record Examination (GRE), and GMAT. It is available on Android, iOS, Symbian and Java and allows users easy access to previous years' question papers from 1994 to 2008. It also has facilities where in publishers can distribute quizzes on mobiles along with lucid solutions, timed and untimed tests and category-wise tests.

Users can also generate a detailed progress report to keep track of their performance while travelling. In tune with the steep increase witnessed in educational applications, CATapp has registered a current user base of 7,000, according to the company data.

**Product:** ZengaTV  
**Category:** m-Entertainment  
**Company:** Zenga Media Pvt. Ltd

ZengaTV is a mobile and web streaming platform which allows users to watch regular TV channels on GPRS-enabled mobile phones, anywhere, anytime, free of cost. The company uses the 2.5G technology for its services. According to the company, they have 22-23 million active users and 65% of the market share.

For users, these associations translate into access to a repository of thousands of national

and international channels, movies and other shows. The interface is extremely simple and all that the user has to do is to log on to the website and choose the content that she wants to view.

**Category:** m-News and journalism  
**Product:** Jharkhand Mobile News  
**Company:** Gram Vaani Community Media Pvt. Ltd.

Jharkhand Mobile Vaani is a citizen radio-over-phone platform that aims to facilitate public communication in remote and rural areas. Through this service, a person needs to give a missed call on a certain number and is called back by the organization, airing his/her voice through a community radio channel. This initiative is aimed at enabling poorly literate and low-income citizens to engage with each other on topics of mutual interest and share information in a seamless manner.

The service is even utilized by farmers to ask questions on agriculture, health and government schemes which are answered by Gram Vaani's resource partners. It has also become a medium for users to share grievances regarding government schemes like NREGA.

**Category:** m-Women and children  
**Product name:** HelPIs  
**Company:** Varshyl Tech

HelPIs is an emergency alert system devised to send an SMS to selected friends and family alerting them in case of an emergency.

The application which can be downloaded on iOS, Android and Blackberry operating systems, also automatically calls the police on its emergency contact number by making a call automatically through a mobile phone. The application also gives details about the distressed person's location to online friends on Facebook and Twitter, through Geo maps.

Another feature of this application is that it records voices for up to 60 seconds, which is automatically sent to an email address entered on the application. Social Circle, a user friendly feature, allows a HelPIs app user to help out another HelPIs app user by sending out an 'alerts notification' accompanied by the person's name and phone number, to other HelPIs user in proximity (within 5km radius) for help.

"The biggest challenge was to try and get this to work without the Internet. Often when we get into trouble, we don't have Internet access," says Harish Sharma, managing partner, Varshyl Tech.

Mint has a strategic partnership with Digital Empowerment foundation, which hosts the mBillionth Award.

WWW.LIVEMINT.COM

For more profiles and videos on the mBillionth Award, go to [www.livemint.com](http://www.livemint.com)

“We need to take mobile coverage to all part of the country and see to it that no part of the country is left untouched”

- N Ravi Shanker  
Administrator, USOF & MD, BBNL



Recognising Innovations in Telecom & Mobile Content & Application for Masses

# mBillionth

award south asia 2013

## CONGRATULATIONS!



**ATTENDED BY**  
700 Delegates from 9 Countries  
250 Mobile & Telecom Companies  
30 NGOs in "Mobile for Good"  
9 Ordinary Women doing extraordinary work  
100+ Mobile Innovators  
70+ Speakers across 7 Sessions  
120 Exhibitors from Mobile & Telecom Space



**Mobile for Good**

Mobile for Good Award of ₹40 lac goes to:

- Project Leapfrog : Towards Adivasi Self Reliance
- Women Mobile Lifeline Channel
- Shaping Demand and Practices: Mobile Academy and Mobile Kunji
- Swara Network

## The mBillionth Award South Asia 2013 WINNERS

### m-BUSINESS & COMMERCE/BANKING

- >> ZipDial mobile marketing and Analytics Platform [India]
- >> SEWA-SBi Financial inclusion Programme [India]
- >> Adivasi tea leaf marketing paperless workflow [India]

### m-CULTURE & HERITAGE

- >> my indiEye GPS Video tour [India]

### m-EDUCATION & LEARNING

- >> CAatpp [India]
- >> Career Counseling [India]
- >> Chala Skul Ku Jiba [India]

### m-ENTERTAINMENT

- >> comix on-the-go [India]
- >> nexGtv [India]
- >> ZengatV [India]

### m-ENVIRONMENT

- >> Peer Water Exchange [India]
- >> Wild india [India]

### m-GOVERNANCE

- >> Silent observer [India]
- >> NCHmobiAPP JGJ-(Jago Grahak Jago) in Hindi [India]
- >> mobile Seva [India]

### m-INCLUSION

- >> Jharkhand mobile Vaani [India]
- >> Saral Rozgar [India]

### m-HEALTH

- >> Healthkart Plus [India]
- >> Nokia life and Arogya World: mobile Diabetes awareness program [India]
- >> mobile based Surveillance Quest using it (moSQuit) [India]

### m-INFRASTRUCTURE

- >> AppWrapper [India]
- >> India Against Spam [India]
- >> Grameenphone Hysawa [Bangladesh]

### m-NEWS & JOURNALISM

- >> Alive [India]
- >> SamudaayVaani [India]
- >> NewsHunt [India]

### m-TRAVEL & TOURISM

- >> RedBus.in [India]
- >> olaCabs [India]
- >> SmartShehar [India]

### m-WOMAN & CHILDREN

- >> my Baby Diary [India]
- >> mobile Academy and mobile Kunji [India]
- >> Aponjon – MAMA [Bangladesh]
- >> Helpls [India]

For more Event photos & videos I Go to <http://mbillionth.in>

<b>Presenters</b> TO DEF DIGITAL EMPOWERMENT foundation	<b>Organising Partner</b> IAMA INTERNET AND MOBILE ASSOCIATION OF INDIA	<b>Strategic Partners</b> mint pwc	<b>Academic Partner</b> GLOCAL UNIVERSITY	<b>Associate Partner</b> NOKIA Connecting People	<b>Country Partners</b> ICTA dnet	<b>Event &amp; New Media Partner</b> INOMY	<b>Online Partner</b> MEDIANAMA	<b>Outreach Partners</b> mydala TELECOM UNCOVERED innocentive Dreamcast.in MOBILEFOCUS Telecom Watch
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