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

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NEW DELHI

Winners of mBillionth Award 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 appstore (http://apps.mngov.gov.in). The project is being implemented 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 edite 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 ease integration with any government department or agency for delivery of public services.

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

Aapnoj 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. Aapnoj is operated under a programme agreement between the US government and Bangladesh.

Aapnoj 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 month to a user according to service. It also allows people to sponsor underprivileged women and their families which would help them avail this service and receive 86 weeks of free health messages—from pregnancy through the baby’s first year.

Category: m-Education and learning
Product: CATApp
Provider: 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 each 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 Anil Agrawal, CEO of Nepal-based Janaki Technology. The application main target is students that have recently appeared for exams from different boards and do not have Internet access.

Product: ZengeTV
Category: m-Entertainment
Provider: Zenga Media Pvt. Ltd

ZengeTV 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
Provider: Jharkhand 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, asking 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: HelpHi
Provider: Varshy Tech

HelpHi 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 HelpHi app user to help another HelpHi app user by sending out an SOS message on an accompanied by the person’s name and phone number, to other HelpHi users 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, Varshy Tech.

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

CONGRATULATIONS!

The mBillionth Award South Asia 2013
WINNERS

m-BUSINESS & COMMERCE/BANKING
>> ZipChal mobile marketing and Analytics Platform [India]
>> SEWA-Bhi Financial inclusion Programme [India]
>> Advanora mobile marketing paperless workflow [India]

m-CULTURE & HERITAGE
>> myIndiEye GPS Video tour [India]

m-EDUCATION & LEARNING
>> CBSE [India]
>> Career Counseling [India]
>> Chal Aashis, Ki Jib [India]

m-ENTERTAINMENT
>> comic on-the-go [India]
>> ZainTV [India]

m-ENVIRONMENT
>> Peer Water Exchange [India]
>> Wild India [India]

m-GOVERNANCE
>> BioBit [India]
>> NCHMeSAPP (Jharkhand) [India]

m-INCLUSION
>> ShaktiHand mobile Vaani [India]
>> Sarai Rozaar [India]

m-HEALTH
>> Healthkart Plus [India]
>> Nokia Life and Voice: World Diabetes awareness program [India]

m-INFRASTRUCTURE
>> MyGov [India]
>> India Against Spam [India]
>> GramaPhone Hyderabad [Bangladesh]

m-NEWS & JOURNALISM
>> Hello [India]
>> Ramotsavi Vaani [India]
>> NewsKahn [India]

m-TRAVEL & TOURISM
>> MeraTrip [India]
>> iPlan [India]
>> SmartShifter [India]

m-WOMEN & CHILDREN
>> myBaby Diary [India]
>> mobile Academy and Mobile Library [India]
>> MAMBI [Bangladesh]
>> Helplo [India]

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 Award of ₹40 lac goes to:
- Project Leapfrog: Towards Adivasi Self Reliance
- Women Mobile Lifeline Channel
- Sharing Demand and Practices: Mobile Academy and Mobile Library
- Saawara Network

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