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VODAFONE FOUNDATION AND NASSCOM FOUNDATION ANNOUNCE WINNERS FOR ‘MOBILE FOR GOOD AWARDS 2015’

- 5 Winning NGOs/NFPs receive grants funding worth INR 6 million with mentorship opportunity
- Recognises 12 innovative mobile solutions driving social change to empower Digital India including 1 from Government sector
- Announces Social Apps Hub - a first-of-its-kind marketplace to curate socially impactful mobile apps on a single platform

New Delhi, Dec 03 2015: Imagine looking around and not being able to see a single tree, bird, butterfly or even a bee! What if you had access to all the relevant facts of these species on a single platform to create a sustainable planet? Apps for Good, an initiative by Gurgaon based EarthWatch Institute India, is a wake up call for people to develop an information bank and engage in logical, participatory conversations and activities.

Initiatives like these deserve merit and encouragement for supporting the larger goal of Sustainable development for a Digital India.

Vodafone Foundation in partnership with NASSCOM Foundation (through NASSCOM Social Innovation Forum) today, announced the winners for this year’s edition of its flagship initiative ‘Mobile for Good Awards’ at a grand event in Delhi. Committed to mobilising social change by leveraging the power and potential of the mobile technology, the Mobile for Good awards acknowledge and support ideas and concepts from NGO/NFPs that effectively and efficiently empower communities and change lives in their own unique way.

This year, 12 winning innovations were recognised across two categories – ‘Leading Change Maker – NPO’ and ‘Leading Change Maker – For Profit’. Innovative mobile driven solutions in four critical areas of Health, Education, Agriculture & Environment and Women Empowerment & Inclusive Development were selected from both the categories. This year, a special award was also given to the best Government led innovative mobile solution.

The five winning NPOs, were also awarded INR 1.2 million each and will be mentored by the best in the industry to expand and upscale their capacity, improve project monitoring and enhance impact evaluation of their projects.

Announcing the winners, Sunil Sood, MD & CEO, Vodafone India, said, “The most exciting thing about being a part of the telecommunications business is the transformation that comes in the lives of people when they get connected. The government has made inclusive growth central to its agenda and embarked on several initiatives to deliver development to the very last mile through a ‘Digital India’ and a ‘mobile first’ approach. We are celebrating the fifth year of Vodafone Foundation’s mobile for good awards in India and are delighted to support emerging new talent in developing ideas which are translating the vision of Digital India into reality. Today, with over a billion mobile phone subscriptions in the country, the ubiquitous reach of the mobile makes it the most relevant channel for last mile outreach. At Vodafone, we believe that
mobile technology and platform can address some of India’s critical social and developmental challenges in both rural and urban communities.”

Congratulating the winners, Chief guest Mr J. S. Deepak, Secretary, Department of Electronics and Information and technology, Government of India said, “The target for our government is to increase the access to technology and therefore transparent governance to the last citizen. Digital India is now a reality in making. It is against this background that we see the work of Vodafone Foundation & NASSCOM Foundation in recognising grass root applications bringing about transformative change in lives of citizens. I congratulate all the participants of Mobile for Good awards 2015.”

This year, The Mobile for Good Awards were powered by NASSCOM Foundation through its Technology for Good Platform - NASSCOM Social Innovation Forum (NSIF). Through this first time partnership, the organisations in a remarkable collaborative effort were able to garner great amount of national awareness.

Shrikant Sinha, CEO, NASSCOM Foundation said, “NASSCOM Foundation, in its quest to create a truly inclusive India, has been at the forefront of promoting the use of technology for social good. By 2020, the mobile phone is slated to penetrate to up to 94% of our country with over 1.3 billion subscribers. In Vodafone Foundation, we found an apt partner to strengthen the ecosystem for social innovation through mobile telephony. This collaboration, for the Mobile for Good awards 2015, is an extension of the vision of the two organisations, to transform lives through mobile-based solutions and drive scalable inclusive growth.”

On this occasion, Vodafone also announced the launch of ‘Social Apps Hub’ – a first-of-its-kind marketplace to curate all socially impactful mobile apps on a single platform, which will go live in January 2016.

Commenting on the same, P Balaji, Director - Regulatory & External Affairs, Vodafone India, said, “The Mobile for Good Awards programme is designed to recognise and support emerging talent and innovative mobile solutions from NGOs and ‘For profit’ enterprises that facilitate community empowerment and inclusive growth. This year, Vodafone Foundation received 245 entries for the Mobile for Good Awards, of which 27 were shortlisted for the final round. Among these, 12 winning NGOs and For Profit organizations with innovative mobile solution ideas in the areas of Health, Education, Agriculture & Environment, Women Empowerment & Inclusive Development and Government Solutions were recognised. The partnership with NASSCOM Foundation is aligned to this vision and we are delighted to have been able to collaborate with them this year. Together, we have successfully identified more mobile innovations and innovators from across the country. The Social Apps Hub, which will launch in January 2016, will help us continue on this journey.”
ANNEXURE: LIST OF ALL WINNING ORGANISATIONS UNDER TWO CATEGORIES OF MOBILE FOR GOOD AWARDS 2015 INCLUDING SPECIAL MENTION FOR GOVERNMENT SOLUTION

The 27 selected Finalists, with 16 applications from the NPO category (including government) and 11 applications from the For Profit category, were then asked to make presentations of their projects in front of a Grand Jury Panel, consisting of eminent members from leading organisations across India. The Jury then finally narrowed it down to 11 Winners listed below:

### MOBILE FOR GOOD AWARDS 2015 WINNERS – NOT FOR PROFIT CATEGORY:

<table>
<thead>
<tr>
<th>Sector</th>
<th>Organisation Name</th>
<th>Project Details</th>
<th>Location</th>
</tr>
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<tbody>
<tr>
<td>Agriculture &amp; Environment</td>
<td>EarthWatch Institute India</td>
<td><strong>Apps for Good</strong>: Initiative by EarthWatch Institute India for spreading awareness about environment conservation by creating a pool of information about bees, birds, butterflies and trees</td>
<td>Gurgaon, Haryana</td>
</tr>
<tr>
<td>Education</td>
<td>Nirmaan Organization</td>
<td><strong>Vidya Helpline</strong>: Nirmaan Organization's endeavour to provide timely and accurate career counselling and job opportunities to people through texts, voice messages and WhatsApp</td>
<td>Hyderabad</td>
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<tr>
<td>Health</td>
<td>Network for Enterprise Enhancement and Development Support (NEEDS)</td>
<td><strong>Kahaani Zindagi Ki</strong>: A project by Network for Enterprise Enhancement and Development Support (NEEDS) for enhancing knowledge about reproductive health among adolescents from low income communities</td>
<td>Jharkhand &amp; Bihar</td>
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<td>Women Empowerment &amp; Inclusive Development</td>
<td>Child in Need Institute (CINI)</td>
<td><strong>GPower</strong>: A digital solution, enabled by Accenture as its pro bono Technology partner, targets girls children to improve their lives and address vulnerable issues well ahead of time</td>
<td>West Bengal</td>
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<tr>
<td>Women Empowerment &amp; Inclusive Development</td>
<td>VIDIYAL</td>
<td><strong>Enhancing Sustainable Livelihood of Rural Women through Mobile based Lifelong Learning</strong>: An initiative by VIDIYAL to cater to the needs of farmers and improve community health, besides women empowerment</td>
<td>Theni District, Tamil Nadu</td>
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<tr>
<td>Government Solutions (Special Mention)</td>
<td>National Informatics Centre &amp; Department of FC&amp;S, Govt of Andhra Pradesh</td>
<td><strong>Aadhaar enabled Public Distribution System</strong>: Total computerization of PDS and ration purchase by NIC, Government of Andhra Pradesh</td>
<td>Hyderabad</td>
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### MOBILE FOR GOOD AWARDS 2015 WINNERS – FOR PROFIT CATEGORY:

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<tbody>
<tr>
<td>Agriculture &amp; Environment</td>
<td>Green Agrevolution</td>
<td><strong>Green Revolution</strong>: A web and mobile based solution developed by Green Agrevolution to serve as a platform for small farmers to capitalize on their crop productivity, market pricing and income</td>
<td>Bihar &amp; Odisha</td>
</tr>
<tr>
<td>Agriculture &amp; Environment</td>
<td>Swasti Agro and Bioproducts Pvt Ltd</td>
<td><strong>BioAvert I</strong>: An app developed by Swasti Agro Products Pvt. Ltd. To help rural farmers on a daily basis to achieve high yielding crops through participative conversations and information sharing</td>
<td>Pune, Maharashtra</td>
</tr>
<tr>
<td>Education</td>
<td>SAS Poorna Arogya Healthcare Pvt Ltd</td>
<td><strong>Hippocampus Information System</strong>: Developed by Hippocampus Learning Centers, it is guided by the principle of creating self-learning opportunities for children between the age group 3-6 years</td>
<td>Karnataka</td>
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<tr>
<td>Education (Special Mention)</td>
<td>Sumit More</td>
<td><strong>Akshar</strong>: An initiative by an individual named Sumit More, aimed at helping non-Marathi speaking children learn Marathi language for proficiency in elementary school</td>
<td>Maharashtra</td>
</tr>
<tr>
<td>Health</td>
<td>SAS Poorna Arogya Healthcare Pvt Ltd</td>
<td><strong>SAS Poorna Arogya Program</strong>: A system developed by SAS Poorna Arogya Healthcare Pvt Ltd to help rural and urban poor file claims in the hospital without using a computer</td>
<td>Karnataka</td>
</tr>
<tr>
<td>Women Empowerment &amp; Inclusive development</td>
<td>SmartCloud Infotech</td>
<td><strong>Himmat</strong>: Developed by SmartCloud Infotech, this women safety app sends SOS alerts to the Police Control Room during an emergency</td>
<td>Pune, Maharashtra</td>
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Through these awards, structured mentorship and critical funding, both organisations hope to see an unparalleled transformation in the challenges afflicting the country today and are confident of making a transformative impact through the Mobile for Good program in the coming years.

For more information about the Awards, to apply and read about the past winners and their successful applications, please visit [www.vodafone.in/mobileforgood](http://www.vodafone.in/mobileforgood)
About Mobile for Good Awards

The Mobile for Good Awards aim to recognise, promote and support mobile innovations for driving social change in India. Since 2011, we have recognised 21 diverse NGOs & social enterprises in India. Winning NGOs receive critical funding & mentorship. The Awards are back for the fifth consecutive year in 2015. The M4G 2015 Awards will recognise 11 winning mobile solutions in 2 categories that are addressing issues in education, women empowerment & inclusive development, agriculture & environment, health, government solutions.

The Mobile for Good Awards 2015 initiative is led by the Vodafone Foundation; powered by NASSCOM Social Innovation Forum as Implementation Partners; Grant Thornton India LLP as Knowledge Partners and NextGen as Mentorship Partners.

About Vodafone Foundation

Mobilizing the community, mobilizing social change.

The Vodafone Foundation in India recognises the power of mobile technology to address some of India’s most pressing challenges relating to education, health, equality and access. We are committed to enable people and technology to drive innovation, disseminate knowledge, and create shared value to improve lives.

By leveraging our mobile technology in the four areas of m-women, m-education, m-health and m-agriculture, it works in partnership with charities, development agencies and the community to drive social change on a large scale in India. As part of its social investment programme, the Vodafone Foundation in India also focuses on disaster relief and implements ‘World of Difference’, a unique employee engagement programme.

In countries in which Vodafone operates, a unique footprint of 27 Vodafone Foundations operate to deliver our social investment programme. These programmes are directed and chosen by the Foundation Trustees and receive funding from the Vodafone Foundation in the UK as well as their local Vodafone company. For more information, please visit

- Website - [www.vodafone.in/about-us/Foundation](http://www.vodafone.in/about-us/Foundation)
- Vodafone Foundation Facebook page - [https://www.facebook.com/VodafoneFoundationIndia](https://www.facebook.com/VodafoneFoundationIndia)
- Vodafone Foundation Twitter handle - [@vodafoneIN_Fdtn](https://twitter.com/vodafoneIN_Fdtn)

About NASSCOM Social Innovation Forum

In line with NASSCOM Foundation's vision of enhancing lives through technology, the NASSCOM Social Innovation Forum (NSIF) identifies, Awards, showcases and supports innovative initiatives that have used Information and Communication Technologies (ICT) for positive social impact. NSIF provides ecosystem support to social innovators, to aid and enhance the development and reach of technology based solutions. With an aim to address the key gaps in inclusive development, NSIF focuses promoting solutions on education, skills development, health, financial inclusion, disaster management and Assistive Technologies (for Persons with Disabilities). Through this platform, NSIF, aspires to build a systematic commitment to social innovations and inspire change-makers in Corporates and Not-For Profits to leverage technology to deepen social impact. For more information, please visit [https://nasscomfoundation.org/get-engaged/nasscom-social-innovation-forum.html](https://nasscomfoundation.org/get-engaged/nasscom-social-innovation-forum.html)

Other Partners for Mobile for Good Awards 2015

Grant Thornton India LLP

Grant Thornton India LLP is a member firm within Grant Thornton International Ltd which is one of the world's leading organisations of independently owned and managed accounting and consulting firms which presence in 130 countries, having 700 offices and with +38,500 consultants/ employees.

Grant Thornton India LLP with its presence in 11 major cities in India (Delhi, Ahmedabad, Bengaluru, Chandigarh, Chennai, Gurgaon, Hyderabad, Kolkata, Mumbai, Noida and Pune), is a leading firm providing assurance, tax and advisory services to privately owned, not for profit organisations, public listed and public sector clients and help them find solutions to their business. Within the Advisory practice, Grant Thornton India LLP has a dynamic team of professionals dedicated to Sustainability and Corporate Social Responsibility (CSR) (Climate Change & Energy, Quality, Environment Heath, Safety, Social, CSR & Energy, Sustainability & Social Responsibility, Third Party Audit and Assurance Services) perspective of businesses and compliance thereof.

NextGen

NextGen, previously incubated at NSRCEL, IIM-Bangalore and TBI, BITS-Pilani is one of India's fastest growing cleantech companies. NextGen operates in 6 countries with Fortune 500 clients across 16 different sectors. NextGen's passionate team from the best universities across the globe delivers innovative and best in class solutions across sectors and geographies. The genesis of NextGen was from a research paper developed at BITS-Pilani when the Founders were students then. NextGen evolved into two broad domains of Sustainability Management and Waste to Energy.

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