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STORIES OF DIGITAL IMPACT BY
CIVIL SOCIETY ORGANISATIONS

ngo

.NGO for Nonprofits

To make NGOs digitally empowered along with making them trusted and validated globally, a new top level domain was launched exclusively for non profits. With the launch of this revolutionary tool, we are excited to get all our network organizations on .NGO domain to gain Global trust and Visibility. .NGO is not just a domain; it is the future Currency for NGOs to earn the reputation of a Validated NGO in the ever crowded digital space.

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STORIES OF DIGITAL IMPACT BY
CIVIL SOCIETY ORGANISATIONS

PATRONS

Brian Cute

Dr. Peter A. Bruck

Osama Manzar

R. Sukumar

Mathew Charian

Amitabh Singhal

Jeri Curry

Rajnesh D Singh

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Total Nominations	Total Nominations after first round of screening	Shortlisted	Winners
225	**133**	**67**	**15**

Special Mentions	Juror's Mentions	Chairman's Recognition of Promising Non-Profit Initiatives	Finalists
05	**05**	**06**	**36**

Country-wise Nominations (225)

Afghanistan – 01

Bangladesh – 06

India – 197

Maldives – 01

Nepal – 10

Pakistan – 05

Sri Lanka – 05

Country-wise Shortlists (67)

Afghanistan – 01

Bangladesh – 04

India – 52

Maldives – 01

Nepal – 04

Pakistan – 05

Country-wise Winners (15)

India – 11

Pakistan –02

Bangladesh – 02

Category-wise Nominations (225)

Best use of Social Media – 87

Best use of Website & Internet Tools – 70

Best use of Mobile Content & Apps – 31

Best use of Software Automation
& Networking – 08

Best use of e-Content – 16

Best use of e-Commerce and Enabling
Environment – 13

Category-wise Shortlists (67)

Best use of Social Media – 22

Best use of Website & Internet Tools – 14

Best use of Mobile Content & Apps – 13

Best use of Software Automation
 & Networking – 04

Best use of e-Content – 09

Best use of e-Commerce and Enabling
Environment – 05

The eNGO Challenge Award 2015: Winners (15)

**Best use of Social
Media – 03**
Chhanv Foundation – INDIA
Breakthrough – INDIA
Teach For India - INDIA

**Best use of Website &
Internet Tools – 03**
Lha Charitable Trust – INDIA
Tamana – INDIA
Annakshetra Foundation Trust
– INDIA

**Best use of Mobile Content
& Apps – 03**
Sounds of Silence – INDIA
I-Saksham Education and
Learning Foundation – INDIA
Mahideb Jubo Somaj Kallayan
Somity (MJSKS)
– BANGLADESH

Best use of e-Content – 03
Digital Green – INDIA
The Kahani Project – INDIA
Rutgers WPF – PAKISTAN

Best use of e-Commerce – 03
Oxfam India - INDIA
Transparent Hands
– PAKISTAN
Bangladesh Center for
Communication Programs
(BCCP) – BANGLADESH

The eNGO Challenge Award 2015: Special Mentions (05)

**Best use of Social
Media – 02**
My Choices Foundation
– INDIA
Accountability Lab – NEPAL

**Best use of Website &
Internet Tools – 02**
MOHAN Foundation – INDIA
Sahodari Foundation – INDIA

Best use of e-Content – 01
Manbhum Ananda Ashram

Nityananda Trust – INDIA

The eNGO Challenge Award 2015: Juror's Mentions (05)

Best use of Social Media – 02

Society for Development Activities (Project KHEL) – INDIA

Wildlife SOS – INDIA

Best use of e-Content – 03

Dalit Sangh – INDIA

Rupayan Sansthan – INDIA

The Citizens Archive of Pakistan - PAKISTAN

The eNGO Challenge Award 2015: Chairman's Recognition of Promising Non-profit Initiatives (06)

Best use of Social Media – 02

Computer Association of Nepal, Morang – NEPAL

IndiaSpend - INDIA

Best use of Website & Internet Tools – 03

Greenpeace – INDIA

The/Nudge foundation – INDIA

Today's Afghanistan Conciliation Trust – AFGHANISTAN

Best use of Software Automation & Networking – 01

Save the Children – BANGLADESH

Well on our way to empower 100,000 NGOs with .ngo online presence

Osama Manzar

The eNGO programme has successfully reached out to NGOs not only in more than 20 states in India but also in several other countries such as Bangladesh, Nepal, Pakistan, Cambodia, South Africa, Kenya, Sri Lanka, Afghanistan, Uganda, Nigeria and so on.

The eNGO Challenge South Asia Award is now in its fourth year. We at Digital Empowerment Foundation have always believed that not-for-profit civil society organisations (NGOs, CBOs, VOs, NFPs etc.), which are working with a developmental agenda to solve local issues of grassroots communities, are both great repositories of local knowledge while being the chief disseminators of the latest information and scientific advances in various fields that impact the lives and livelihoods of people, especially the marginalised and underserved people.

The United Nations Educational, Scientific and Cultural Organisation (UNESCO) defines local and indigenous knowledge "as the cumulative and complex bodies of knowledge, know-how, practices and representations that are maintained and developed by peoples with extended histories of interactions with the natural environment. These cognitive systems are part of a complex that also includes language, attachment to place, spirituality and worldview."

There is today growing global awareness of the importance and relevance of local and indigenous knowledge. India, and the whole of South Asia for that matter, is one part of the globe where we find not only an immense diversity of cultures, languages and ethnicities but also a very rich history of accumulation of local and indigenous knowledge going back thousands of years.

When NGOs begin to use digital tools and embrace the advances in information and communication technology (ICT) they not only begin to serve their immediate constituencies – local communities – more efficiently and effectively but also enable the rest of the world to benefit from the richness of local and indigenous knowledge. Hence, we have always believed that for NGOs which are the repositories of local knowledge and conduits for the flow of local knowledge and information from local communities to the global community and reverse flow of global knowledge and information to local communities, the extensive use of digital tools and ICT has become a sine qua non. Those NGOs that have not yet embraced digital tools and ICT in their day to day work are only doing a disservice to themselves and to the communities they serve.

It is this understanding that led us to launch the eNGO programme with the support of Public Interest Registry (PIR), the global non-profit that manages the .org top level domain (TLD) and which has now launched the .ngo TLD specifically for validated NGOs. The benefits that can accrue to NGOs by acquiring an online presence with

a .ngo TLD are many but the two most important are visibility and credibility. I need not go into details here as there are other articles in this book which covers these various benefits. The eNGO programme is specifically designed to enable NGOs to directly reap the benefits of online presence together with validation and thereby meet the critical requisites of visibility and credibility and indirectly benefit the local communities they serve.

I am happy to inform readers that we at DEF together with PIR are now well on our way to provide 100,000 NGOs online presence with a validated .ngo TLD at a very low cost by the end of this financial year. The eNGO programme has successfully reached out to NGOs not only in more than 20 states in India but also in several other countries such as Bangladesh, Nepal, Pakistan, Cambodia, South Africa, Kenya, Sri Lanka, Afghanistan, Uganda, Nigeria and so on.

The eNGO Challenge South Asia Award is a key component of our eNGO programme as it seeks to discover and honour NGOs that are making extensive use of digital tools and ICT in their work. Although it is bit disappointing that the total number of nominations this year have come down to 225 from more than 300 in the last two years, what is really heartening is that there are clear signs of growing maturity among NGOs in the use of digital tools and ICT. This year the number of winners, that is NGOs that are making really remarkable use of digital tools and ICT, have shot up to 25 from just 11 in 2014, 18 in 2013 and 16 in 2012.

This is despite the fact that our Grand Jury panel comprising experts from the field of ICT for Development decided to set the bar higher this year with regard to their appraisal of best practices and innovations. As this book documents, this year we have seen some extraordinary instances of the use of digital tools and ICT

in the work of NGOs not only in India but also throughout the other seven countries of South Asia.

I take this opportunity to congratulate all the participants of this year's award process and especially the winners and to express my profuse thanks to the members of the Grand Jury, PIR, our other sponsors and supporters and the DEF team who have all worked so hard to make this award journey so fulfilling and rewarding.

Lots of love,

Osama Manzar
Founder & Director of
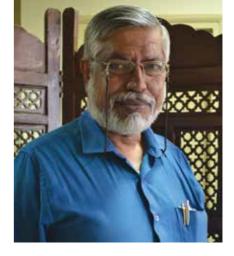DEF and Chair of ENGO Challenge awards.

Digital India programme needs to learn from and scale up some best practices

Arjun Sen

If some of the best practices documented in this book and other DEF award books are picked up for integration into the Digital India programme for scaling up purposes, all Indians can get tremendous benefits from ICTD interventions at a fraction of the total investment of Rs 1.13 trillion that is being talked about.

With the eNGO Challenge South Asia Award going into its fourth year, we at Digital Empowerment Foundation (DEF) are delighted to note that there are clear signs of growing maturity among non-governmental organizations (NGOs) in the use of digital tools and information and communication technology (ICT).

The use of websites and social media for greater visibility and global fund raising is now so ubiquitous that it would be difficult to find any NGO really sincere about its developmental work not having embraced these technologies.

What this book documents, however, are several instances of how NGOs have now gone further in their use of modern technologies. Many have developed innovative mobile applications and customized software developed in-house to provide remarkable solutions that benefit impoverished, marginalized or underserved communities all across South Asia. Even when it comes to the use of social media, which one would think is just a given technology with well-defined capability boundaries and little scope for innovations and further development, some NGOs have managed to think out extraordinarily original ways to use the technology and sometimes integrate the use of social media with other digital tools such as websites and mobile phone applications in amazing ways.

As in the past three years, this year too, this award book documents as many as 67 instances of the use of digital tools and ICT by NGOs in their developmental work of which the award Grand Jury has identified 25 as best practices that deserve to be honoured. Over the past years, these award books have documented a total of 70 such best practices and more than 250 case studies of use of digital technology by NGOs. As a result, these award books are rich sources of information on how NGOs are making use of digital technologies and we hope that practitioners, researchers, policy makers and academics will find this year's book too a helpful and valuable source of information.

Perhaps more importantly, this award book as also the three others of the past three years are important building blocks for creating a rich eco-system of ICT-enabled NGOs. Start-ups as also already well-established NGOs can learn a lot about how they too can embrace digital technologies to not only make their own work more efficient and effective but also how they can leverage these technologies to work out innovative

solutions for last mile delivery of services to grassroots communities. The information here can also be used by NGOs to forge partnerships with other NGOs and thereby scale up and extend the reach of their own work. Moreover, practitioners can also think of ways to integrate some of the best practices into a "package of practices" as it were, to bring about greater impact in their work.

This award book can also be of help to policy makers now that the Digital India programme has become one of the top priorities of the Government of India. As we have pointed out in some of our other publications, all of these best practices documented here as well as in other books covering other DEF awards such as the mBillionth Award or the Manthan Award provide instances of tried and tested systems and methods for using digital tools for the benefit of grassroots communities in all key aspects of development – agriculture, health, education, livelihoods, governance, and environmental, cultural and heritage conservation. Hence, a very cost effective way of achieving a Great Leap Forward in the implementation of the Digital India programme is to adopt some of these best practices and scale them up for the benefit of all Indians.

If media reports are accurate, India will spend as much as Rs 1.13 trillion in the next three to five years to provide Internet connections to all citizens through the Digital India initiative which the government expects will act as an umbrella plan to integrate and synchronize all digital initiatives including the national broadband plan and the domestic manufacturing policy. If some of the best practices documented in this book and other DEF award books are picked up for integration into the Digital India programme for scaling up purposes, all Indians can get tremendous benefits from ICTD interventions at a fraction of the total investment of Rs 1.13 trillion that is being talked about. Government policy makers should, therefore, seriously consider and evaluate some of these

best practices that have already been tried and tested on the ground to provide undeniable proof of concept for integration into the Digital India programme with the aim of pan-India scaling up.

We at DEF will feel immensely rewarded if this book helps to take forward any of the above listed actionable rubrics to benefit more communities and achieve greater impact for the benefit of people in India as also throughout South Asia.

Arjun Sen
Editor

"Why Digital Innovations Should Matter To NGOs?"

Digital innovations must be adopted because they help in reaching out to people most effectively, efficiently and quickly. Today, almost every company is trying to target its market through digital platforms by coming up with new marketing innovations every day.

Devendra Singh Bhadauria

In the era of everyday technological evolution and constant emergence of new innovations in the virtual world, it has become very important to keep pace with the ever changing digital world in every sector.

Digital innovations must be adopted because they help in reaching out to people most effectively, efficiently and quickly. Today, almost every company is trying to target its market through digital platforms by coming up with new marketing innovations every day.

We say that the technological innovations are market driven but they are actually business driven as the market needs are first created and then met, instead of the other way round. The one with stronger digital reach thrives and the one which tries to follow the old rule struggles because the world has moved way too ahead in the last few years.

This is the case in the commercial world, members of which sit on the edge of their seats today, bringing in new technologies for the benefit of their companies.

However, what about the non-commercial non-profit sector? Have they adopted this new approach towards technology? Are they in sync with the latest digital innovations?

There's no direct answer and there isn't a very positive answer either. This is because the sector is still largely untouched by new technologies and innovations of the digital world. Alike every other sector, this sector also needs to change its way of reaching out to people.

Digital technologies present a big opportunity for non-government organisations across the globe to increase their impact. Unfortunately, however, digital tools are underutilised in the development sector. Applying digital innovations to their implementation strategies will bring this sector closer to their target audience, more effectively and quickly.

A recent initiative by a leading social media network claims to empower people at the grassroots level by giving them access to the Internet. But the access is restricted to only a few select websites through a select network. Besides, what impact is such an initiative going to make if the people at the grassroots level don't even know how to make proper use of the Internet access given to them? Such companies, as the leading social media network, are not here to change people's lives but are, instead, interested in increased profit and visual value.

On the other hand, the non-profit sector that actually works towards making positive changes in people's lives through its sincere efforts, without the incentive of money, lags behind in reaching out to people because it is not up to date with the latest digital innovations that are emerging in the market.

Non-government organisations, thus, need to empower themselves in such a way that they have market value. And the best tool for this purpose is to empower themselves with digital innovations.

Increasing technology uptake in the nonprofit sector will allow non-profit organisations and social workers to provide more effective services through improved work processes. Social workers prioritise the needs of others before their own, devoting time and resources to offer services that improve the lives of individuals, organisations and communities.

Technology integration in the nonprofit sector provides an enhanced method for social workers to improve the quality of their services and make their responsibilities more effective. For example, customised mobile applications for non-profits could offer social workers the opportunity to conduct fieldwork and access agency information confidentially and safely off-site. They also have the opportunity to benefit from emerging technologies such as cloud computing, social media, and mobile technology in order to increase the number of people reached, served and helped.

Social media is a solution that improves external communications, such as stakeholder engagement, in nonprofit organisations. As nonprofits connect people to services and provide resources to strengthen communities, social media is a method for nonprofits to convey their purpose and recruit stakeholders. Non-profit organisations can use the versatile functions of mobile technology to raise funds and generate interest in their missions and social causes. Resource shortages also explain nonprofits' inability to integrate advanced

Source: Freepik.com

technologies into operations. To improve technology uptake, non-profits must, in addition to seeking education, collaborate across sectors to better manage and acquire new resources.

By becoming educated on technology's potential to reach out to more people, advocating for the creation of joint innovations, and initiating collaborations with donors and the private sector, barriers can be overcome and social impact can be strengthened. Overall, the advocacy and social justice efforts of social workers can contribute to the expansion of technology in the nonprofit sector.

Devendra Singh Bhadauria
Head-eNGO International Programme

Facilitating catalytic change through IT for social development

Kumar Anurag Pratap

The IT sector as a whole has huge work to unfold in mapping the scope of their involvement resulting into a long-term positive impact - impact which can bring cheers to the face of millions of disadvantaged communities.

While there are discussions and debates considering ICT as an important aspect in reaching out to masses and thus bringing about desired social change, it is also essential to understand the context in which we are operating.

Not undermining the potential of ICT to transform developing countries like ours into knowledge-based societies, IT sector as a whole has huge work to unfold in mapping the scope of their involvement resulting into a long-term positive impact - impact which can bring cheers to the face of millions of disadvantaged communities. If we attempt to understand this perspective, there are two types of technological interventions targeted at social development. First is to support and expand already existing processes amongst the demographic population who otherwise do not have access to these services. Second is to play a major role in establishing innovation induced creation of new activities and processes in its entirety.

This century is witnessing manifold increase in interaction between human and digital media. It has become increasingly important to have access to digital space to be abreast with the economic, political and social aspects of not just our own society but of the world as a whole. However, it is evident that not everyone is aware about these facilities let aside having access to them. India is a case study on digital divide where one section of society is leading the technological innovation and the other is in total disconnect from this reality. It is not just the cost element being the base of this divide but the widespread illiteracy amongst the socio-economically disadvantaged communities. This issue gets enormously compounded by the already existing societal biases related to caste, religion, gender, wealth, education and so on. This interwoven issue with multiple complexities is surmountable if broken down into specific and realistically achievable tasks. Technology based corporates are looked upon to be enablers in this scenario obviously for their usage of these facilities and potential to reuse the assets to address access part of this digital need for the larger community. Capgemini believes in having a long-term engagement with impact oriented interventions. Providing computers and facilitating internet connection with few employees volunteering for training is not a big task for us, but when we look at a bigger picture and attempt to understand the scope of this issue, these efforts are not enough.

Having a scale of operation coupled with monitoring and evaluation process in place which would ensure large scale implementation as well as accountability from the corporate sector and civil society is a key to have a long

lasting effect.

Innovation, digitalizing the content which are relevant in and for social space, creating digital platform to share/ interact on solutions and doing all this to a scale commensurate with India's created demand would be major game changer and would catalyze the development process through IT enabled services.

Though computers and other technologies are needed but they have limitation to complete the demanded requirement. The IT service providers should look forward to have initiatives implemented around training and education of new generation rather than to have technologies resulting into short-term ends in themselves. To achieve this, at Capgemini, through CSR, we intend to have strategic approach towards building the capacities of communities to understand digital content and use the content for great empowerment and transformation.

Kumar Anurag Pratap
CSR Leader
Capgemini

NGOs, do you really need to have a digital presence?

In a recent show of hands in Pondicherry with about 200 NGOs in a room, when asked for a show of hands on the number of NGOs who are online, more than 60% raised their hands

Subrahmanyam Ivatury

Earlier this year, I had the opportunity to be a part of the grand jury evaluating the digital footprint made by the not-for-profit sector, conducted by the eNGO Challenge Award headed by Osama Manzar. I was amazed to see the number of NGOs from across India, Pakistan, Nepal and Bangladesh participating in the contest. The jury discussions were fairly intense and on a number of topics of the digital space. One topic that was of a lot of interest to me was, why should an NGO be online if the key recipients of their service, their customers if you like, the underprivileged people, students of weaker society etc are offline? Here are some of my reflections and takeaways from the jury panel.

YOUR DONORS ARE ONLINE AND MAKING JUDGEMENTS ONLINE

There are two big trends that are emerging in the donor space. One is CSR money and second is retail donors. Both these genres of donors have a tendency to do exhaustive online research before donating.

Corporate CSR money: Most of the corporates that I have seen are beginning to give a serious thought on the CSR spend for the current financial year. This topic has moved

from the back room to the board room. As corporates get more serious about the CSR bill, they will be looking for NGOs who are well run, transparent, impact focused and whom they can trust and engage. Digital presence is the first good step to build this thrust. Corporates are proud of their NGO relationships and tend to talk about it in various forums and a digital presence will make more people aware of the NGOs' work.

Individual donors: According to the India Philanthropy Report 2015 by Bain & Co - only 14% of the adult population across India donated cash, and 12% donated their time in 2009. In 2013, the number jumped to 28% of the adult population donating money and 21% donating their time. This means a staggering increase of more than 100 million more Indians, making donations in cash or time than in 2009. Today a deeper pool of donors is giving a larger amount of money for NGOs than ever before. India is ranked 69 according to the World Giving Index as compared to 134 in 2010. Credible NGOs are going to see more money coming their way and digital as a channel needs to be understood and leveraged by NGOs across India.

BEST PRACTICES NEED TO BE SHARED

NGOs in India, are walking in the trenches , doing hands on work, connecting with the underprivileged and deprived and doing some outstanding work for a cause in a geography. This is what I call cause-geography impact. Very few people understand this cause - geography intersections like the NGOs do. Many of these

NGOs are often times reinventing the wheel and making the same mistakes, learning and moving on as other NGOs in other geographies are doing. If their learning of the cause-geography intersections are shared, it can be a tremendous value to the others and may have an accelerated impact.

BRINGING IN OTHERS INTO THE NGO'S CAUSE AND VISION

NGOs through their digital presence and engagement can move donors from one-off donations to cause based activists who can start donating capability, time and network to the NGO. As donors get to understand and appreciate the cause, they will buy into the cause and eventually become cause activists. Cause activists are those who don't think their responsibility may end with a cheque writing, but begin to understand and promote the cause within their network. Their money and time is not relationship based but cause based and outcome based.

OPPORTUNITY TO GET NEWER IDEAS FOR SCALING AND EFFICIENCY BUILDING

As NGOs go online and increase their engagement with the public through social media and blogs a lot more people will begin to get engaged over time and a platform can evolve, where NGOs can put out problems that they encounter and seek ideas and solutions with their engagement base. Crowd sourcing of ideas is catching on in the digital space and NGOs can use this platform for both crowd sourcing ideas and crowd funding projects.

HYPER-LOCAL CONTENT GETS GENERATED

This is a new learning for me. Osama Manzar, founder of DEF, highlighted the need for India to start developing hyper-local content. There is so much happening within the cause-geography intersection and only the NGO in that geography knows and understands it. Much of the learning maybe in hardcopy and in the minds of these

Source: Freepik.com

people. As NGOs get online their natural tendency will be to start putting more content online thereby creating a large content base.

I am amazed to see the number of NGOs getting in to digital space. While this number is increasing it's a small drop in the large 3.3 million NGOs present in India.

In a recent show of hands in Pondicherry with about 200 NGOs in a room, when asked for a show of hands on the number of NGOs who are online, more than 60% raised their hands. This may be a skewed sample but many of them are beginning to make their presence in the digital space and oh yes they are seeing the advantages of it.

Subrahmanyam Ivatury
CEO & Co-Founder
Social Convergence

Pranav Kumar Choudhary

The time is ripe
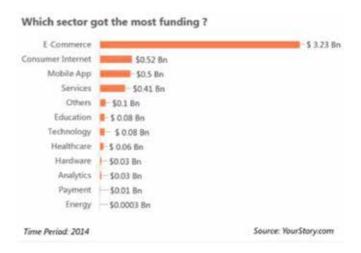
The .NGO domain is specifically for NGOs and it is issued through a validation process. This has a huge impact on the credibility of the non-profit sector by helping the organisations get recognized and connected locally and globally.

As per online information available (http://www.chrisducker.com/internet-business-failures/) almost 90% of online start-ups fail in first 120 days. But in India we have a number of start-ups and the projection says that it will cross 11,000 by 2020. Few will fizzle out, few will survive and those who will thrive will certainly change the way business is being conducted. Ratan Tata has already invested in 10 such start-ups in last 1 and half years. His personal investment portfolio is spread across India's hottest dotcoms, affordable healthcare and clean energy. The investments are typically between Rs 1-5 crore. Interestingly just by the sheer fact that the sector which is getting the most funding for such start-ups, is E-COMMERCE.

I am not interested in analysing whether Flipkart will win or Amazon India will win till the thrill of a billion sales are on and if Paytm is returning my cash or sometimes adding to it.

Point I wanted to make…. how technology is playing the role of a great enabler and how can grassroot NGOs also make use of this opportunity to connect with a larger audience to showcase their work/models and get funded. Technology can connect - those who need funds and do not know whom to reach with those who have funds but do not know to whom to give. Leveraging technology can make NGOs more visible, showcase their work to a larger audience, and connect with volunteers and donors. Internally, within organisations it can make operations more transparent, empowering, and measurable & error free. It can help in taking right decisions in the availability of right data points.

Which sector got the most funding ?

Sector	Funding
E-Commerce	$ 3.23 Bn
Consumer Internet	$0.52 Bn
Mobile App	$0.5 Bn
Services	$0.41 Bn
Others	$0.1 Bn
Education	$ 0.08 Bn
Technology	$ 0.08 Bn
Healthcare	$ 0.06 Bn
Hardware	$0.03 Bn
Analytics	$0.03 Bn
Payment	$0.01 Bn
Energy	$0.0003 Bn

Time Period: 2014   Source: YourStory.com

As per data (https://pir.org/the-pir-partners-with-the-digital-empowerment-foundation-to-bring-more-india-based-ngos-online/) currently, more than 80 percent of the 3.3 million NGOs in India do not have an online presence. For grassroots NGOs sometimes there may be a gap of know-how or sometimes there may be a

gap of required resources. PIR (Public Interest Registry) who manages the .ORG domain has partnered with Digital Empowerment Foundation (DEF) to host a series of eNGO Workshops – training programs to help NGOs develop and manage an online presence – across India. Their new .NGO domain is specifically for NGOs and it is issued through a validation process. This has a huge impact on the credibility of the non-profit sector by helping the organisations get recognized and connected locally and globally.

One of my friends says "in today's world if you are not searchable you do not exist". Time to "restart" for all those who see meaning in it!

Pranav Kumar Choudhary
Director-Operations
Dr. Reddy's Foundation

Minimum ICT is what every CSO needs!

How many of us have ever thought of making social service as the first career option in life? How many social workers get an emotional, social and financial support from their parents and peers to achieve their mission?

Meera Choudhary

Jasmeet sensibilities always wanted him to give back something to society. And therefore he left his coveted job and started working on his passion to teach poor kids in his native village. After 20 years of Social Service, Jasmeet now feels overworked. The donations given by his close friends have shrink over a period of time and he is not able to maintain his library and classrooms. Jasmeet fault was that he relied too much on old ways of doing things. Except using mobile phone to connect to his funders he didn't use any other medium to make his presence felt. While thinking of Jasmeet s trajectory, I often think. How many of us have ever thought of making social service as the first career option in life? How many social workers get an emotional, social and financial support from their parents and peers to achieve their mission?

As a part of the Grand Jury of this year's ENGO challenged, I got some answers. We witnessed a good number of participants effectively using ICT tools to achieve their development goals. We got varied participation addressing diverse issues in healthcare, education, human rights, culture, and advocacy and so

on. These Ngos were working in remote regions, building upon astounding ideas and have the potential to solve local and larger social issues and impact society in a big way. One thing that was common among them is, they are using the best available ICT tools in the most efficient and effective way. We believe that the time is right for the social sector to ripe with the benefits of ICT tools and innovations.

Yes people like Jasmeet will need to come out of their shells, to tell their stories. We all know Information Communication Technology tools are used for spreading awareness, information and education. With the advent of the digital and growing access to Internet in India, along with the cheap smart phones, one can creatively create , share and spread information in digital sphere. We have come across social organizations that are making robust use of internet presence through websites, social media, and audio visual aids. The use of ICT tools should depend on whom you are targeting. Is it meant for the funders, for advocacy and awareness of public in general, for education and skill development for your beneficiaries like farmers, students, health? Or for what!
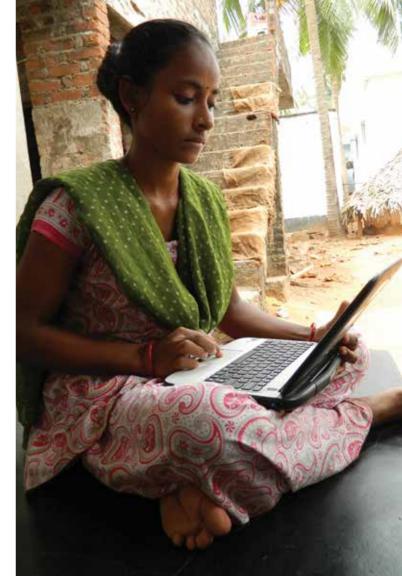
There is a Myth among small NGO that ICT will be costly proposition. Here we are talking about minimum ICT tools that every NGO must use effectively. These are the cheapest source for spreading a word across your target groups. Email accounts and social media is the most basic ICT tool an NGO can use. Here the focus is to

tell compelling stories about your work and impact; you can either write them in local language or show them through pictures taken from your mobile phones. Every day I receive such interesting stories in my email account from advocacy organizations and if I like their work I try to support them. However your effort will go in vain if you don't do it on regular basis. One can simply create a Facebook page, if not website. Keep updating the stories of change and your ideas on taking your organization forward.

There is no dearth of information; one can always learn some basic rules of promotions through ICT tools on the internet. Today bigger philanthropic organizations like bill and Melinda gates foundation save the children and Corporate Foundations investing in CSR are relying on the big data to further their investments into new areas of focus and enabling efficient allocation of resources. There are organizations like DEF which are empowering needy CSOs with Knowledge and usage of ICT tools.

The future of CSO is dependent on replication and scaling up these ICT tools and innovation for higher social impact. It all starts with 'where there is a will, there is a way'.

Meera Choudhary
Ecologist & Film Maker

Jury & The Jurors

Jeri Curry

The work that Non-Profits in India are doing is truly inspiring. From the smallest community run efforts to large International non-profits operating in the country, all share a similar goal, to make life just that much better and for that, all should be considered the "best of!"

This was my first trip to India and what an experience it was. I arrived in Pondicherry to participate in the Grand Jury selection process for the eNGO Challenge after what was a very long journey from Washington, D.C., through London and Chennai.

It was remarkable to work with the other jurors who represented such a wide array of both industries and backgrounds. Throughout the time we spent together, I felt that not only did all the jurors work to identify the best technical examples in each category, all were very passionate about social issues and the actual activities of the non-profits too.
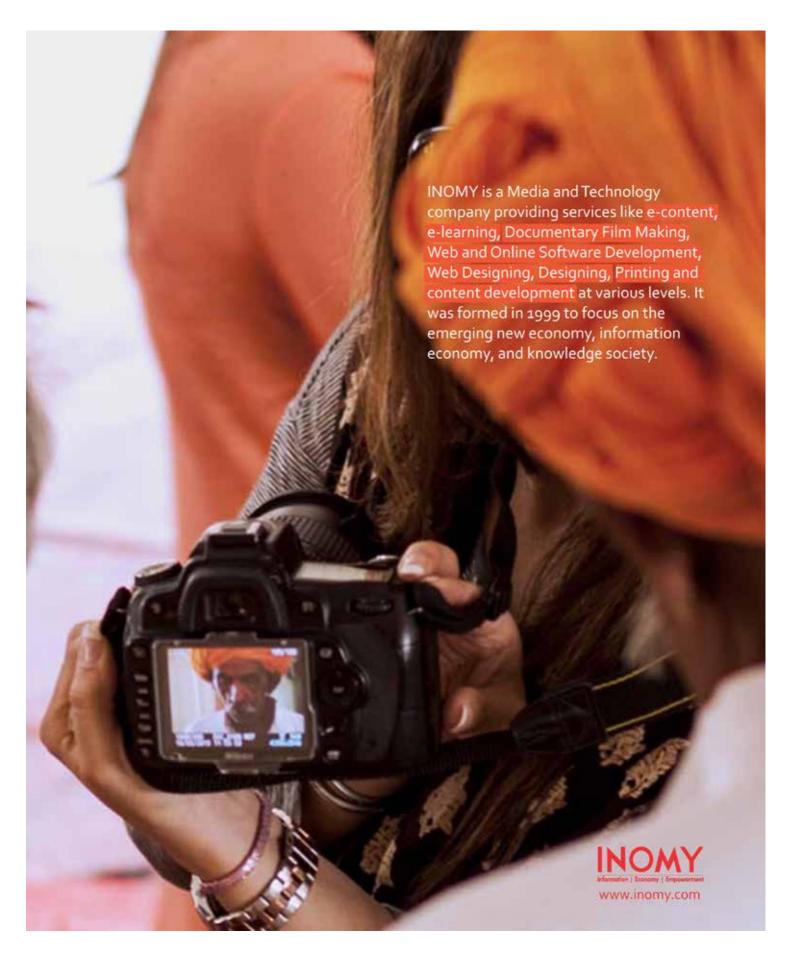
I was surprised at how deep the process went to review each application and determine why an organization should be considered for a particular category. The eNGO Challenge wasn't just about a pretty website or a fancy app - it went beyond that to try to see how non-profits were connecting with their audiences and beneficiaries and were they actually making a difference and using technology to their advantage.

As I looked through each website and tried to understand what an organization was trying to accomplish, it was clear there were many worthwhile entries and to have to choose just a few best examples was going to be tough. The selection process lasted into the night on our final day. All were tired but there was a determination shared by the group that we were asked to come to a consensus and we worked to do just that. For all who entered their organization, I congratulate your efforts. The work that Non-Profits in India are doing is truly inspiring. From the smallest community run efforts to large International non-profits operating in the country, all share a similar goal, to make life just that much better and for that, all should be considered the "best of!"

Jeri Curry
President & CEO
Enset

INOMY is a Media and Technology company providing services like e-content, e-learning, Documentary Film Making, Web and Online Software Development, Web Designing, Designing, Printing and content development at various levels. It was formed in 1999 to focus on the emerging new economy, information economy, and knowledge society.

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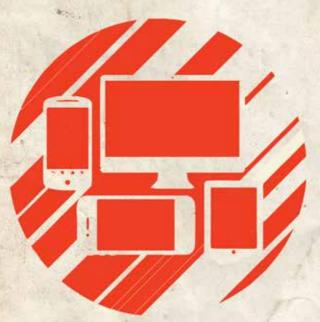
EMPOWERING
PEOPLE @ the edge of INFORMATION

DEF's mission is to use ICT and digital tools to bridge the digital divide and empower underserved and information-dark communities in such a way as to create a digital age, post-industrial global society where all people on Planet Earth have access to information, knowledge and services at all times and at all places.

About DEF

Created out of a deep understanding of the global digital divide, New Delhi based Digital Empowerment Foundation (DEF) is a not-for-profit that has been tirelessly working for digital inclusion across the world and in particular India, South Asia and the Asia Pacific region since its inception in 2002.

Vision

To make the digital revolution reach the masses so as to create even opportunities for and linkages between the haves and have-nots of society in a way that empowers the poorest of the poor and all marginalised, information-dark communities and there is a two-way flow of knowledge, goods and services between the mainstream economy and the grassroots level urban/rural economy through use of Information and Communication Technologies (ICT) and digital media.

DEF
DIGITAL EMPOWERMENT foundation
www.defindia.org

WINNERS

15

Best use of Website & Internet Tools – 03

Lha Charitable Trust – INDIA
Tamana – INDIA
Annakshetra Foundation
Trust – INDIA

Best use of Social Media – 03

Chhanv Foundation – INDIA
Breakthrough – INDIA
Teach For India - INDIA

Best use of Mobile Content & Apps – 03

Sounds of Silence – INDIA
I-Saksham Education and
Learning Foundation – INDIA
Mahideb Jubo Somaj
Kallayan Somity (MJSKS)
– BANGLADESH

Best use of e-Content – 03

Digital Green – INDIA
The Kahani Project – INDIA
Rutgers WPF – PAKISTAN

Best use of e-Commerce – 03

Oxfam India - INDIA
Transparent Hands
– PAKISTAN
Bangladesh Center for
Communication Programs
(BCCP) – BANGLADESH

BEST USE OF WEBSITE & INTERNET TOOLS

This category focuses on NGOs that are using websites to showcase their activities, projects and local content to get networking and support from funding agencies. This category also welcomes NGOs that create awareness on certain issues through campaigning.

Lha Charitable Trust
INDIA

Tamana
INDIA

Annakshetra Foundation Trust
INDIA

Using digital tools to help rehabilitate Tibetan refugees

ORGANIZATION
Lha Charitable Trust

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Founded in 1997, Lha Charitable Trust is one of the largest Tibetan non-profit social work organisations. Based in Dharamsala, India, Lha seeks to play a crucial role in facilitating the transition of Tibetan refugees from their homeland to the Indian community by providing long-term rehabilitation and education resources.

Lha offers a wide range of services that include free English, French, German and Chinese classes, cultural exchange programs, IT classes, vocational training, health & environmental awareness education, a wide array of volunteer opportunities, distribution of clothes and medicine, a community kitchen and many other programs and activities. Through these rehabilitation resources and educational services, Lha facilitates an easy transition for the Tibetan refugee community to India. On a daily basis Lha serves over 250 people, hosts between 15 and 25 volunteers and provides up to 19 different services including on average 50-60 meals per day for people who need it.

It makes extensive use of online presence and digital tools to carry out its activities. Its primary website is www.lhasocialwork.org which contains information about the organisation, aims and objectives, various volunteering opportunities, different projects and community services that it does and also different visitor services that it provides. Its other websites are: www.samdhongrinpoche.com which offers the writings, speeches, and interviews of Prof. Samdhong Rinpoche; www.tibetnature.net is a website on news and information related to Tibet's environmental issues and other environment related news in Tibetan Language; www.contactmagazine.net is a monthly newsletter containing news and information on Tibet's currents situation and politics; www.tibetfairtrade.com is a wholesale and retail online store and deals in Tibetan traditional handicrafts and decors and blog.lhasocialwork.org which publishes the latest news from the Lha Charitable Trust and from the volunteers that help keep it going.

Lha also makes good use of social media platforms.

Using digital tools to help people with disabilities

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Tamana

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Founded in 1984, Tamana is a non-profit engaged in ensuring inclusion of mentally and physically disabled people. The organisation has had a digital presence since the last 15 years and was one of the first organisations in the field of disability to have a website and Facebook page in India. It also provides ICT training to 60 percent of its students.

The organisation uses its website and Internet tools to provide information about the range of rehabilitative services that it offers - special education, therapeutic interventions, life skills training, vocational training, diagnostics and counselling - and also for outreach. The objective is to ensure that its services are availed by the maximum possible number of persons with disabilities.

Through various social media (such as the Facebook and Twitter) and digital marketing tools (such as Google Adword grant), the organisation has been able to draw more attention to its crusade of improving the lives of special needs. These tools have also helped Tamana to showcase its programmes, services and product(s) made by the students to

national and international organizations and to target corporate CSR funds for its various projects.

It uploads awareness videos through YouTube and shares success stories through Facebook and also information on new pedagogical, assistive technologies and intervention techniques. Through its website, Tamana mobilises volunteers to work at its centres with its students to help create awareness and acceptance of people with disabilities.

Tamana has also pioneered in introducing various special educational therapies in India. In collaboration with University of Washington, Deakin University Australia, IBM Research and various research organizations, Tamana, over the last decade has also been targeting various technology based interventions for special educational research. Tamana was awarded the NASSCOM Catalytic Grant for its ICT led Social Innovation for developing Kinect based applications for children with special needs earlier this year.

Feeding the poor from surplus food at ceremonies

ORGANIZATION
Annakshetra Foundation Trust

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Established in November 2010 by the Centre for Development Communication (CDC), Jaipur, Annakshetra Foundation Trust is a non-profit which collects unused surplus food left over after weddings, anniversaries, birthday parties and other socio-religious functions (much of which would otherwise be wasted) and makes it available to those in need through a network of volunteers. It is the first organisation of its kind in India, which has taken up an initiative towards "Zero Food Wastage."

Annakshetra believes top priority should be given to reduction of food wastage. After many socio-religious functions, a lot of food is found to be wasted by guests or remain unused as surplus. Annakshetra seeks to reuse the surplus food by donating it to needy people who do not get two square meals a day. Where re-use is not possible, Annakshetra tries to recycle and recover waste food through by-product recycling, anaerobic digestion and composting.

The organisation makes extensive use of its website to carry out its activities. The website has enabled the organisation to build awareness, facilitate training programs, reduce costs, raise funds, manage information, disseminate information, communicate with personnel and avoid travel costs. Owing to its website, Annakshetra is benefiting from Google Adwords. At present the popularity of the website is enabling it to make full use of the $10,000 per month ($329 per day) sanctioned to it by Google for ad words. It claims that each day, $329 gets exhausted by 3 pm by the clicks that the website receives. The Annakshetra website is being accessed from across the globe and visitors share lots of ideas, thoughts and views through Email, twitter and Facebook.

Through its offline and online activities, Annakshetra has so far been able to serve more than 1 million meals to poor people saving as much as Rs 30 million.

BEST USE OF SOCIAL MEDIA

The category focuses on NGOs that use social media as a tool to get solutions for and from the communities. For example, an NGO is eligible to apply under this category that uses Facebook and twitter to engage communities or inform them about issues.

Breakthrough
INDIA

Teach For India
INDIA

Chhanv Foundation
INDIA

Social media bringing together millions against violence towards women

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Indian-American human rights activist and cultural entrepreneur Mallika Dutt founded Breakthrough in 2000 with Mann ke Manjeeré – a music video on women's rights.

Based in India and the United States, Breakthrough's multimedia campaigns address global issues including violence against women, sexuality and HIV/AIDS, and immigrant rights and racial justice. In India, Breakthrough primarily works across four programme areas on preventing violence against women and girls - early marriage, gender biased sex selection, sexual harassment and domestic violence. Breakthrough has launched integrated online and offline campaigns on each of the four programs across six Indian states of Haryana, Uttar Pradesh, Karnataka, Jharkhand, Bihar and Delhi. The campaigns on ground add depth and structure to the online campaigns and amplifying the message, while scaling up the participation of people.

Some of its campaigns are "Asking for it" where Breakthrough used a combination of digital and on-ground events to mobilize audiences on the issue of safety and security of women and girls in public spaces. The "Board the Bus" campaign called women commuters to come together to initiate a public dialogue between the government, transport organizations and the civil society, on the issue of safety on buses in Delhi to tackle the broader challenge that women face while using public transport. The "Selfies 4 School" campaign promoting education for girls and demanding a delay in marriages of adolescent girls till they turn 18, asked audiences to support these girls by posting a selfie on the campaign page.
In Lucknow, Breakthrough launched a campaign to demand "Muavzaa nahi Suraksha" (Security Not Compensation) where people gathered calling for action and accountability from duty-bearers to address issues of violence against women in the state with all seriousness.

All the campaigns put together have engaged millions of people in India and abroad through social media campaigns.

Attracting top talent as school teachers using social media

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Teach For India

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Established in 2008, Teach To Lead, a non-profit, launched Teach for India as a nationwide project for recruiting outstanding college graduates and young professionals as Fellows who commit two-years to teach full-time in under-resourced schools and who later, as Alumni, become lifelong leaders working from within various sectors towards the pursuit of equity in education.

In June 2009, Teach for India placed its first cohort of Fellows in low-income municipal and private schools in Pune and Mumbai.

Today, Teach For India is in 7 cities - Mumbai, Pune, Delhi, Hyderabad, Chennai, Ahmedabad and Bengaluru. It has a total of approximately 1200 Fellows and 1100 Alumni working towards eliminating educational inequity.

Teach For India fellows were placed in 271 schools at the start of 2014-15 up from 209 partner schools in 2013-2014, 164 schools at the start of 2012-2013, 122 schools at the start of 2011-2012 and 63 schools at the start of 2010-2011. In its first year of operations, it had 33 partner placement schools.

Teach For India believes that every child can and must attain an excellent education. In order to achieve this, it recruits India's most promising college graduates and high performing young professionals to serve as full-time teachers in low-income schools for two years. After two years, Fellows are inducted into its Alumni Movement under which Alumni work from inside and outside the educational system to effect the fundamental, long-term changes necessary to ultimately realize educational opportunity for all.

Teach For India makes extensive use of social media to explain the Fellowship programme so that it is able to attract potential applicants that it seeks to recruit to teach in classrooms.

The organisation currently has a follower base of 187,000 on Twitter, 6,17,000 Page Likes on Facebook, 1600 followers on Instagram and 11938 followers on Linked In.

Fight acid attacks against women using social media

ORGANIZATION
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Chhanv Foundation is a non-profit dedicated to fighting against acid attacks on women. In 2013, it started the Stop Acid Attacks (SAA) campaign. Through the campaign, Chhanv has been able to create a network of more than 300 cases of acid attacks and bring them together on its social web project Paltan (www.paltan.in). It was a PIL filed in the Supreme Court in 2006 by one of the Chhanv founders that resulted in ground-breaking central directives - to treat acid as poison, private hospitals to provide free treatment, including specialized surgeries, to acid attack victims and regulation of acid sale under the stringent Poisons Act, 1919.

The organisation's work against acid violence has earned reputation and recognition and the SAA campaign has been awarded the Indian of the Year award in two consecutive years - 2013 and 2014 - by CNN and NDTV. Laxmi, one of the founder-directors of Chhanv Foundation, and the person responsible for moving the PIL in the Supreme Court in 2006, has been felicitated as an International Woman of Courage by the US First Lady Michelle Obama.

SAA has created a huge impact through online campaigns. It is the biggest Cause page on Facebook in India with around 7 Lakh supporters.

The organisation has also raised more than Rs 5 million solely through crowd funding using its social media content. At present, the organisation has a one of its kind cafe, Sheroes Hangout, in Agra, run by survivors of acid violence.

It is using two WhatsApp groups - SAA and Sheroes Hangout - to get instant support from volunteers across the globe. Through its Paltan website it has also attracted more than 5,000 active volunteers worldwide.

BEST USE OF MOBILE CONTENT & APPS

This category focuses on NGOs that have used mobile tools/Apps for their internal & external communication to drive social change. For example, an NGO is eligible to apply under this category that uses connectivity through mobile phones, SMS, video calling or any other means to engage and empower communities at large.

Sounds of Silence
INDIA

I-Saksham Education and Learning Foundation
INDIA

Mahideb Jubo Somaj Kallayan Somity (MJSKS)
BANGLADESH

Using mobiles to educate, train hearing impaired youth

ORGANIZATION
Sounds of Silence

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Sounds of Silence is a non-profit that started operations in 2009. It seeks to empower hearing impaired children and youth through education and training delivered through mobile phones, tablets and laptops using digital platforms such as Whatsapp, SMS and specially designed training modules.

It is a volunteer-driven organization and now has a team of more than 550 volunteers and interns working from across the country (Delhi, Mumbai, Pune, Bangalore, Kolkata, Jammu), and some even from Pakistan.

It relies heavily on ICT and digital platforms such as e-mails, Google Drive, Whatsapp, etc. not only for training of hearing impaired students but also for all communication and work related purposes and tasks.

Apart from training hearing impaired school going children, SOS also trains hearing impaired adolescents who have completed their basic school education but have not yet been able to get sustainable job opportunities. It has set up India's first chat based BPO driven by the deaf. The idea is to establish 'Chat

Query' buttons that will cater to basic day to day queries for its clients like Cleartrip, Dominos etc where in addition to the helpline SOS offers a chat-based customer care support. The revenue stream is designed on a per seat basis for each client depending on the visitor traffic expected to be catered to.

SOS provides trainees two months of basic communication training coupled with professional skills development on MS Office. Trainees are groomed to work on three functional domains:
1. Chat Based Customer Support
2. Social Media Marketing
3. SEO

It uses a Whatsapp Buddy Model where a buddy (volunteer) is assigned to each hearing impaired student, who communicates with the student in English on a daily basis. The buddy acts as a mentor to the student for life and guides the student in all aspects of life.

Using tablets to educate children in remote, unreached areas

ORGANIZATION
I-Saksham Education and Learning Foundation

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i-Saksham Education and Learning Foundation is a for-profit non-government company incorporated in March, 2015. It is an initiative of Prime Minister Rural Development Fellows (PMRDFs) which provides in-situ education, skill development, and information services in unreached areas through sustainable community learning centres run by locally skilled youth with the aid of digital technology and content. i-Saksham trains youth from isolated, remote and backward areas to be digitally equipped community tutors. A tablet powered with content on elementary education and IT skills is shared with each tutor on lease basis. The tutor runs a financially sustainable community learning centre to tutor kids and youths.

The innovation is now being implemented in two districts of Bihar affected by Leftwing extremism – Munger and Jamui. As a service-based concept, i-Saksham provides the following benefits:

1. Poor children get access to best quality education material. Backed with systematic lesson plans, quizzes and regular assessment tests, children aim to attain grade appropriate learning level.
2. A skilled youth gets livelihood opportunity within his/her village by providing education.
3. S/he also gets access to quality self-coaching to prepare for competitive examinations.
4. Youths get access to lessons on various vocational courses.
5. Communities get access to desired information.

In six months of operations till August,2015, i-Saksham obtained 75 tablets through crowd funding among friends and acquaintances and self-investment of Rs 2 lakh to cover around 4,000 children across schools and community tutors. In September, 2015, i-Saksham raised another Rs 5 lakh for 200 tablets which will cover around 8,000 children.

i-Saksham was selected among top 5 innovations in education and skilling by National Skill Development Agency headed by Advisor to the Prime Minister on Skilling and has also been presented to ministers and officials from other states as a model for providing learning in remote and unreached areas.

Mobiles helping Bangladesh farmer get vet services

ORGANIZATION
Mahideb Jubo Somaj Kallayan Somity (MJSKS)

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Established in 2009, Mahideb Jubo Somaj Kallayan Somity (MJSKS) is a non-profit located in Ulipur upazilla (sub district) under Kurigram district of northern Bangladesh.

Since June, 2014, MJSKS has been implementing a smart phone based Livestock Monitoring System (LMS) designed and developed by mPower Social Enterprises Ltd in three upazilas of Kurigram District.
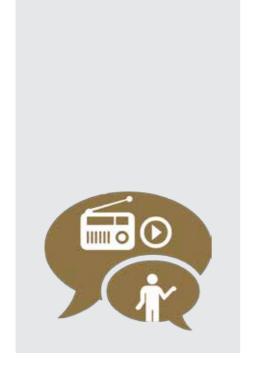
LMS is a combination of a smart phone based mobile application linked to a web interface. The mobile application is in the local language Bengali while the web interface is in English.

Grassroots level livestock workers, who are usually entrepreneurs and commonly known as "Para-vets" use the smart phone application to deliver cattle health services to small holder cattle farmers living in remote rural areas. The livestock workers use the app to register farmers and their cattle upon which the system provides a unique ID for each farmer and the cattle. Successively, livestock workers make scheduled visits every month to each of the registered

farmer's households to capture the changes in health, production, rearing management of each cattle and take relevant photographs using smart phones. The data is then uploaded to the web interface through which expert veterinarians sitting in urban areas can view individual cattle profiles together with photographs. Based on the data, the vets deliver their feedback for betterment of animal health and production that livestock workers then implement in their areas of operations in remote rural areas.

The primary benefit of the system is that cattle farmers even in remote rural locations can quickly get veterinarian services from experts at very affordable costs and without having to travel to distant urban areas to get such services. The livestock workers on the other hand earn anything from $24 to $75 additional monthly income by using the mobile app.

So far, the system has benefited 2635 farmers.

BEST USE OF E-CONTENT

The category focuses on NGOs that empower people to use video or radio to help communities raise their voice for their problems. For example, an NGO is eligible to apply under this category that facilitates people to record video or participate through community radio to share messages or register complaints or highlight social issues.

Digital Green
INDIA

The Kahani Project
INDIA

Rutgers WPF
PAKISTAN

Videos of the community, by the community, for the community

ORGANIZATION
Digital Green

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Established in 2008, Digital Green Foundation is a non-profit international development organisation that partners with local public, private and civil society organizations to share knowledge on improved agricultural practices, livelihoods, health, and nutrition, using locally produced videos and human mediated dissemination. The foundation is currently implementing projects in collaboration with over 20 partner organisations across 9 states in India and parts of Ethiopia, Afghanistan, Ghana, Niger and Tanzania.

Village-level extension agents, trained by Digital Green and its partners, produce and disseminate videos on locally relevant agronomic and livelihood practices to motivate and educate community members. The equipment used for video production and dissemination are low cost, durable and easy to use, and adaptive to diverse environments. A community video production team of four to six individuals in each district creates videos, averaging eight to 10 minutes in length, which are screened for small community groups twice a week using battery-operated pico projectors. The videos feature local

community members as 'actors' who demonstrate a featured practice and vouch for its benefits.

An extension agent or prominent community figure trained as a facilitator mediates a discussion around the video screenings by pausing, rewinding, asking questions, and responding to feedback. Regular adoption verification visits are scheduled for gauging the impact of the dissemination on actual practices.

According to the organisation, this approach, has proven to be 10 times more cost effective and leads to 7 times higher uptake of improved practices and technologies as compared to traditional top-down extension services.

Since 2008 and as of April 2015, Digital Green has reached over 660,646 individuals across 7,645 villages through 3,782 videos, which showcase and demonstrate best practices. As many as 343,609 of the viewers have adopted one or more of the best practices promoted through these videos.

Live storytelling enables visually challenged children access world literature

ORGANIZATION
The Kahani Project

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The Hindi word 'Kahani' means 'story' in English. The Kahani Project was born out of the desire to enable visually challenged children access the rich world of stories in global children's literature in the same way that it is available to other mainstream children. There are only a few books published in Braille and very few children know how to read the language of dots.

To answer was to use live storytelling in local communities. In 2012, a pilot project took off at the Poona School and Home for Blind Boys (Koregaon Park, Pune) and in the three years since then, the project has reached over 200 visually challenged children in the city.

Since then, the Kahani Project's objective evolved to include children from a variety of contexts, all on the fringes of the storytelling community. Now it uses storytelling to engage with the community to promote education and all-round community well-being.

In the last 12 months alone (between Sept, 2014 and Aug 2015), the The Kahani Project website (thekahaniproject. org) has received over 70,000 views, engaging more than 41,000 users the world over.

The stories hosted by The Kahani Project on SoundCloud have been played 13,000 times. The listeners are spread across six continents with the highest number of visits from the United States (2,299), Pakistan (549), United Kingdom (393), France (279) and the United Arab Emirates (208) besides India (6,933). Listeners downloaded from the site 1,900 times. Stories are available on the site in 9 Indian languages.

The project uses crowd sourcing to generate audio material. Many of the 400+ stories hosted on SoundCloud and The Kahani Project website have been recorded by volunteers all around the world who record stories from the comfort of their homes or participate in Storythons organised by the project organisers.

Breaking social taboos about sex among Pakistani youth

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Rutgers WPF

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Rutgers WPF, Pakistan is an affiliate of the Netherlands-based global non-profit Rutgers WPF which is a renowned centre of expertise on sexual and reproductive health and rights (SRHR). Rutgers WPF, Pakistan provides young people in Pakistan with necessary knowledge and life skills for preventing social and health problems.

In December, 2013, the organisation launched a blog called youask.pk which addresses social taboos among young people. The website platform gives an opportunity to the audience to interact and engage with professionals in seeking accurate and confidential advice. This helps in combating issues and creates a ripple effect. The various sections of the blog include: Questions, Myths, Resources, Health & Advice, and Dictionary. The website receives approximately 30,000 visits per year and contains 300 unique resources in the form of articles on different areas of SRHR. It also offers a 300 plus word SRHR dictionary.

Apart from the blog, Rutgers WPF also produces videos regularly which help to archive information and educational content. As Youtube is blocked in Pakistan, the organisation uses Vimeo to publish its videos. The organisation has also launched several social media campaigns to engage the youth on sensitive issues such as child marriages, domestic violence, HIV/AIDS etc.

More recently, the organisation has launched a mobile phone service called ASK (Access, Services and Knowledge) to provide young people sexual and reproductive health services. In parallel it has launched an SMS service aimed at providing young people accurate and confidential information regarding SRHR. The initiative is called "TEXT" and users can get registered with the service and ask any questions they have in complete confidence.

At present, the TEXT SMS service has 19,038 talkers on board from across 100+ cities in Pakistan with the numbers increasing on a daily basis. Conversations are carried out in several different regional languages.

BEST USE OF E-COMMERCE

This category focuses on NGOs who have used ICT and digital media tools such as e-Commerce, mobile phones, online shopping and social media networks such as Facebook & Twitter to promote their business meant for the benefit of a community. For example, an NGO is eligible to apply under this category that uses a website or social media networks for the promotion and trading of products for the benefit of a community.

Transparent Hands
PAKISTAN

Bangladesh Center for Communication Programs (BCCP)
BANGLADESH

Oxfam
INDIA

Crowd sourcing platform funding surgeries for needy Pakistani patients

ORGANIZATION
Transparent Hands

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Transparent Hands (TH) is a Lahore-based non-profit that started operations in 2014. It is a global crowd funding platform that uses its website and other social media tools to raise funds for needy patients in Pakistan who require surgery but do not have the money to pay their medical bills.

The organisation uses a four step process. In the first step, it works out contracts with different hospitals in Pakistan. Then it registers patients recommended by the hospitals who are then sent to the recommending hospital for verification, preparation of a final diagnosis report and a cost estimate for the required procedure. TH then assigns a unique number to the patient and starts the crowd funding campaign through its website and social media tools by uploading the patient's picture, case history and the necessary operation package together with the amount that the patient is requesting donors to provide. In the third step, potential donors view online the patient's request and all other necessary details and make a donation either through credit card or bank transfer. In the fourth and final step, TH closes the campaign

once the required amount has been raised and pays the hospital upon which the hospital carries out the patient's treatment. Finally, the success stories of recovering patients together with other documents are shared on the Transparent Hands web-portal for all donors to be informed.

Since it began its first campaign in September, 2014, and till April, 2015, TH has been able to provide free of cost surgeries to more than 150 patients in Pakistan and has paid out as much as PKR 7.76 million. Earlier donors did not know who to donate and where to donate. Now, they can easily log on to the TH website and select the campaign in order to donate for whoever they want.

Digital toolkit helps health workers in Bangladesh

ORGANIZATION
Bangladesh Center
for Communication
Programs (BCCP)

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Launched in 2013, Bangladesh Knowledge Management Initiative (BKMI) is a USAID-funded three-year project of the non-profit Bangladesh Centre for Communication Programs (BCCP) which was established in 1996.

BKMI has developed a Health, Population and Nutrition (HPN) Behaviour Change Communication (BCC) e-Toolkit for field workers which is a digital library of high quality BCC material (print and audio-visual) vetted by technical experts as well as field workers (FWs). It is designed to be used as a resource for field workers when doing motivation, health education and counselling with their clients. The benefits include:

- It is a one-stop source for flip charts, posters, leaflets, job aids, videos, and other BCC materials;
- It can help make counselling more responsive to the client's needs, and make it more effective.
- It can strengthen field workers' and service providers' knowledge on health, FP and nutrition.
- Mobile devices are easily available all over the country so the Android version can be used widely.

The e-Toolkit is available in three versions: Android, Online and Offline. After testing the Toolkit through a pilot project engaging 300 field workers (150 Health Assistants and 150 Family Welfare Assistants) in 2 upazilas (sub-districts), BKMI has now scaled-up to enable field workers of Government, NGOs and INGOs in Bangladesh use the tool kit.

The eToolkit is now being disseminated through the government in 425 upazilas and is being used by 24,000 field workers. NHSDP, a NGO is also disseminating the toolkit through its 392 clinics in all 64 districts of Bangladesh. Plan is also underway to disseminate the toolkit trough Access to Information (A2I) channel under the Prime Minister's Office.

The e-Toolkit has proved to be an extremely effective digital tool for dissemination of high quality HPN behavioural change communication to communities at a low cost.

Oxfam using gaming platform to engage community, raise funds

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Oxfam India, the Indian affiliate of global non-profit Oxfam International, is a rights-based organisation that fights poverty and injustice by linking grassroots programming (through partner NGOs) to local, national and global advocacy and policy-making. It is striving to become a "Digital First" organisation. Apart from digitising all its operations and introducing an enterprise-wide digital platform customised to meet its needs, it launched in 2012 the Trailwalker programme to create an enabling environment for engaging the community. Today, the organisation has two websites: www.oxfamindia.org and https://trailwalker.oxfamindia.org.

The Trailwalker programme involves organising walks along designated trails by teams of four. Teams are required to walk 100 kilometres in 48 hours. The teams are required to raise a target level of funds to become eligible for participation.

The Oxfam India Trailwalker website is a unique and an ever-evolving platform, which is used to engage with the community and raise funds to support Oxfam India's work. The user experience of the platform has been designed to ensure long-term user engagement. Oxfam India converted the Trailwalker website to a gaming platform. This has increased engagement by 50%, increased site visits - 94000 visits in 6 months, reduced complaints by 95% and fundraising in every trail is minimum Rs. 2 crore. The organisation has also introduced the Trailwalker app to enhance engagement with the community, while adding new members to it.

The Trailwalker website and mobile app enables participants to engage the community through social media such as Twitter, Facebook etc to involve people into making donations and raising funds for Oxfam's work. As a result, the organisation's social media presence has been growing tremendously. On Twitter the organisation gets approximately 1000 followers every week and on Facebook it gets 800-900 likes a month. And these numbers are only increasing.

SPECIAL MENTIONS

05

Best use of Website & Internet Tools – 02

MOHAN Foundation – INDIA
Sahodari Foundation – INDIA

Best use of Social Media – 02

My Choices Foundation – INDIA
Accountability Lab – NEPAL

Best use of e-Content – 01

Manbhum Ananda Ashram Nityananda Trust – INDIA

JURORS' MENTIONS

05

Best use of Social Media – 02

Society for Development Activities (Project KHEL) – INDIA
Wildlife SOS – INDIA

Best use of e-Content – 03

Dalit Sangh – INDIA
Rupayan Sansthan – INDIA
The Citizens Archive of Pakistan - PAKISTAN

Online donor, recipient registries cut delay in organ transplants

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Founded in 1997 as a non-profit, MOHAN (Multi Organ Harvesting Aid Network) Foundation utilises information technology as a tool to promote deceased organ donation, train health care professionals and facilitate the process of organ donation by disseminating information on the legal and ethical aspects of deceased organ donation.

MOHAN has successfully built an efficient information technology service supporting every element of the organ donation and transplantation pathway and meets the needs of society, health care organisations and other users.

Its primary website (mohanfoundation.org) has more than 5000 pages of valuable information on organ donation (popularly called the Encyclopedia of Organ Donation in India). It gets approximately 1,200 daily page views with 4,38,365 page views each year. The foundation is among the first to create an online donor registry for people that wish to pledge to donate organs through its website. Currently, there are 25000 people registered through its website. The website also has an inbuilt interface

that allows employees to upload information to the website using smart phones.

MOHAN is the first to develop and implement online organ donor and recipient registries for use by appropriate state government authorities. The state governments of Tamil Nadu (www.tnos.org), Kerala (www.knos.org.in), and Rajasthan (www.rnos.org) have adopted this IT application for recipient registration and organ allocation.

The IT application was built with a goal to provide an effective solution to patients requiring transplantation, an efficient system to avoid wastage of organs through a sharing network, an accessible system across geographies, an acceptable patient-centred system as per preferences and aspirations of patients, and an equitable delivery system irrespective of gender, race, ethnicity, or socio-economic status. This has led to safe organ transplantations with minimal delay enhancing the quality of life of the patients. MOHAN is continuously trying to make its IT application more transparent in allocation of organs.

Using online channels to promote rights of transgenders

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Established in 2008, Sahodari Foundation is a non-profit that works to promote social, political, and economic equity for transgender and intersex people and campaigns for their civil and legal rights. It also tries to ensure justice for transgenders, intersex and gender non-confirming people, eliminate oppression and discrimination against them and ensure that all gender non-conforming people are protected.

The organisation has been using the Internet as a media platform to put-forth their unheard voices to the world. The foundation trained transgender people as community video journalists and encouraged them to speak up their stories on visual media through a project called 'Project Kalki'. Many transgender women brought out their voices through video films and the organisation showcased those films in Youtube, blogs and other websites and also screened the films across the country.

The organisation is using all available and accessible web media tools to take stories, messages and concerns of the transgender community to policy makers, academicians, fellow organisations and activists, student community and the public for social acceptance, and greater visibility and achieving equal opportunities in civil society. Blogging and documenting the community's struggles through vernacular as well as in English language writings, pictures and art has also greatly helped the organisation in expressing and taking the transgender rights movement forward in society.

The Sahodari Foundation website brings forth the problems and issues of the Indian transgender community and highlights the needs to address these problems and presses for solutions. The website's contents had been used for various gender research studies, policy level documents and media sensitization and awareness. Through the website, many transgender people who are in crisis and desperately need help, intervention and counselling support connect with Sahodari and get the help they need.

The foundation also uses social media and mobile apps like Whatsapp in its work.

Using social media to honour honest bureaucrats in Nepal

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Accountability Lab Nepal is an affiliate of the US-based The Accountability Lab. In 2014, Accountability Lab Nepal created an innovative campaign to get to the root of corruption in Nepal by honouring positive role models in the bureaucracy, called "Integrity Idol". This national campaign gives citizens a platform to nominate and vote for honest civil servants. The campaign was a great success—with over 300 nominations of civil servants across the country, over 2.5 million viewers of film profiling the top five candidates on national television, more than 10,000 votes for the winner, and hundreds of attendees at the final award ceremony. This unique campaign has helped generate national and international debate around the importance of honesty, personal responsibility and accountability.

The organisation claims that the success of the campaign was made possible by the use of social media. Throughout 2014, Accountability Lab Nepal's team promoted Integrity Idol across Facebook, with public service announcements, instructions on the nomination process, photos of the Integrity Idol volunteers hard at work, links to inspiring articles about accountability, and more. Then in December, the five shortlisted candidates were announced and videos and profiles of each candidate were posted on the Facebook pages. People could vote through a "like" on the respective Facebook post with photograph and biography of a particular candidate, or by texting the SMS short code promoted on the Facebook page. During that peak voting time, one post received as much as 1,444 likes, 448 comments, 312 shares, and 38,752 people reached organically. We received 3,279 votes via Facebook likes and messages.

Accountability Lab Nepal is now launching the 2015 Integrity Idol campaign. The Integrity Idol Facebook page already has 15,528 likes and in the coming days, the campaign is expected to engage more and more people.

Using social media to fight against domestic violence

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My Choices is a non-profit that is trying to stop domestic violence by training and employing local women (Peace Makers) who work within their community to create meaningful change in the victims' lives. It believes that domestic violence can be stopped by healing and reconciling families in a peaceful manner and further action becomes necessary only when such an option is no longer available.

My Choices makes extensive use of Facebook to impact the mentality of people and make them more sensitive towards women rights and safety. We are constantly sharing news/quotes/video clips and pictures that inspire people to make a difference and be someone's voice in need. In 2014, the organisation ran two social media campaigns that went viral. The first campaign called "Orange ur hood" was meant to raise awareness about domestic violence. It asked people to change their Facebook profile picture to orange to raise awareness about domestic violence. It received requests from thousands of people from all over the country who wanted to change their pictures to orange.

The second campaign "Respect 2 protect" was aimed at influencing people, especially men, to focus more on respecting a woman than just protecting her because respect implies protection. The campaign could rope in cricketers such as Viral Kohli, Suresh Raina, Ambati Raidu and Ravi Shastri.

My Choices filmed a video with them and asked people to pledge to "Respect 2 protect". This campaign was followed by a social media campaign where people changed their profile pictures with a signed pledge card. This campaign got a lot of media mention on different platforms.

Giving voice to West Bengal tribals through own media

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Manbhum Ananda Ashram Nityananda Trust (MANT) is a non-profit that has been working among tribal communities, of West Bengal since 1960. Its work is focused on empowering marginalised communities through Basic Education, Health Improvement and Livelihood Development. It is currently working in 12 districts of the state.

MANT is driven by the belief that with accurate information, people can make better choices on everything from preparing for a natural disaster to practicing healthy behaviour. For this purpose, it has adopted a participatory approach for creating relevant, believable messages which are appropriate to the target audience, and which present a social message for change.

At present it is producing and disseminating relevant social and behavioural change communication through four community media channels: community radio, community videos, mobile radio and a print media weekly publication in Santhali language.

With UNICEF help MANT has set up a a Community Radio Station, the first ever of its kind in West Bengal with a target population of 1 lakh within a radius of 15 km in the Block of Puncha, Purulia known for its abiding poverty and backwardness. The project was launched in October, 2010 and a studio with all equipment has been set up.

MANT has been using a participatory approach to develop videos – dramas, documentaries and drama-documentaries – to highlight tribal issues and showcase their way of life, problems and possible solutions thereto and best practices and success stories of Adivasi development. The tribal communities decide the content of the videos, stories to be told and problems or issues to be addressed to represent and empower their own communities by their own people.

The organisation has also launched 'Pranta Kotha' Mobile Radio as a wireless communication system, based on Mobile IVR (Interactive Voice Response) mechanism and Jangalnama, a weekly publication published in Santhali, the mother tongue of Santhal tribe.

Leveraging social media to fund programmes benefiting children

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Society for Development Activities is a Lucknow-based non-profit that tries to provide important life skills such as leadership, teamwork, decision-making and soft skills for interpersonal communication to disadvantaged children through the medium of sports. At present it is working with almost 1,000 children every week under its Made in Maidaan programme, and thousands of other children throughout the year via other programmes based on menstrual health management, child sexual abuse, and teenager issues. It works with adolescents in and around Lucknow and has also started partnering with organisations from other states in India. Its vision is development of its programmes especially through digital means to spread awareness about the issues that adolescents face on a regular basis, work together with the community to bring about change through our programmes and also through education via social media.

Social media is the organisation's primary channel of communication with the world. Almost on a daily basis, it connects with the people from over 40 countries through its presence on Facebook, Twitter, Instagram, and Youtube. It currently has over 35,000 people who follow it across various social media platforms, out of which more than 95% of the people that the organisation interacts with live outside Lucknow.

Through social media it has shared stories of change that they have witnessed through their various programmes that are based on the concepts of power of play, menstruation, child sexual abuse, and teenage issues.

Red Spot is the organisation's programme to spread awareness about menstruation, and social media is one of the primary channels by which it reaches out to people to talk about this important issue which is still a taboo.

It has also partnered with Gudville Shopping under which they benefit from funds that are accrued when supporters/shoppers perform a support action or participate in Gudville Shopping.

Raising funds for wildlife conservation using social media

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Wildlife SOS was set up in 1995 with the objective of conserving India's natural heritage by way of rescuing and rehabilitating wildlife in the country. Credited with eradicating the centuries old barbaric practice of 'dancing' bears in India, having rescued more than 600 bears off the streets, the organisation runs four rescue centres where it provides the bears with the necessary veterinary and general care. The organisation has grown enormously over the last two decades, but has retained its holistic approach to conservation, ensuring the rehabilitation of erstwhile poacher communities and communities traditionally dependent on wildlife for their sustenance.

The organisation is also actively involved in anti-poaching and anti-trafficking efforts, runs active rescue helplines for wildlife trapped in urban settlements in three major cities, organises biodiversity protection initiatives and afforestation drives, as well as awareness workshops, and conducts multiple conservation studies in the field. Wildlife SOS' path-breaking work with captive and abused Asian elephants has garnered international recognition for the

organisation, as the pioneer in the rescue and rehabilitation of working and performing elephants from lives of abuse and neglect in India.

Wildlife SOS relies heavily on public support, increased awareness and international recognition of the work we do, to enable us to continue making a difference. It therefore, uses social media as an extremely important and effective tool in helping it to spread its message and garner further support. Its social media efforts have enabled it to get approximately 10,500 new followers every month on its Facebook page and an average of 1,800 new followers every month on Twitter.

Although Wildlife SOS works within India, its supporters and donors are spread all over the world. It has also been able to set up two affiliated units the UK and the US for raising funds for its work in India.

Empowering Dalit children to publish their own newsletter

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Dalit Sangh is a non-profit civil society organisation that has been working for empowerment of Dalit communities in Madhya Pradesh for the last 27 years. For the last 7 years the organisation has been running a project called Bachho ki Pahal under which the NGO has trained children from the Dalit communities in the Sohagpur block in Hoshangabad district to become child journalists and produce a monthly newsletter.

These child journalists have been trained to report on and write about issues relevant to socially and economically deprived communities like Scheduled Castes and Scheduled Tribes, women, poverty and people with disabilities. The newsletter represents the voice of empowerment and through this medium Dalit children focus on education, health and safety of children in their respective areas to advocate with and highlight relevant issues to the local administration.

The project received appreciation from the Late former President of India Dr A.P.J. Abdul Kalam who met some of these child reporters and mentioned them in his autobiography "Target 3 Billion".

So far, Dalit Sangh has trained 340 child journalists among which 70% are girls. These child journalists have their own editorial board and do their own reporting, news scrutiny, editing and publishing using digital tools. The child journalists are well known among their villages, panchayats, primary health centres, health workers, police stations, doctors, schools and local journalists of renowned newspapers. Dalit Sangh has worked continuously with children in developing their capacities to deal with different issues. Workshops and seminars are organised frequently at different levels to bring all the stakeholders together.

The organisation is now planning to expand the operations of the newsletter across Hoshangabad district and other districts of Madhya Pradesh such as Harda, Guna, Morena, Mandla, Bhopal, Chindwara, Betul, Narsinghpur and Raisen to empower children.

Making Rajasthani folk culture reach global audience

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Rupayan Sansthan was founded in 1960 by Padma Bhusan Late Komal Kothari (ethnomusicologist and folklorist) and his friend Padma Shree Vijay Dan Detha (renowned author of folk tales) to institutionalize a study of village life culture.

The primary aim of the founders was to bring out and preserve the richness of Rajasthani language through documentation of literary traditions, folk tales and folk songs. From an institute that was started with a purely academic approach, Rupayan has evolved to a much bigger framework of activities. From partnering with eminent folklore institutions worldwide, organizing meaningful platforms for folk art performances, quality research work, to effective dissemination of information at the grassroots, local and international level, Rupayan's gamut of activities is extremely wide-ranging. Through these, Rupayan endeavours to inspire and empower the present and coming generations to uphold and preserve Rajasthan's cultural and intellectual wealth.

Rupayan Sansthan has founded Arna Jharna, the Desert Museum of Rajasthan, near the city of Jodhpur to celebrate the living traditions of the people, cultures, and environment in Rajasthan through a holistic, interactive and educational experience.

Over the years, Rupayan has created an offline audio visual archive containing more than 15,000 hours of recordings of Rajasthani folk tales and folk music that are mainly used by researchers, scholars and institutions such as IIT, IIM and other national level universities. However, only a small portion of the archive is digitised. With funding support from Ford Foundation and working with national level cultural organisations such as Indira Gandhi National Centre for the Arts and Sangeet Natak Akademi, Rupayan is now digitising its entire archive.

The digitised material will soon be made available on the organisation's website to enable a global audience to access it.

Digital archive preserves oral history of Pakistan

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The Citizens Archive of Pakistan (CAP) is a non-profit organisation dedicated to cultural and historic preservation of the tradition of oral storytelling in Pakistan.

CAP has four major projects: the Oral History Project, Exchange for Change, School Outreach Tours and College Outreach Tours. It also organises various exhibitions and events.

The Oral History Project records recollections of the early days of Pakistan to provide an alternative perspective to official narratives found in historical literature. It archives stories, old photographs, and the personal experiences of the nation's rich and varied people. The project also aims to archive and preserve various records such as letters, newspapers, refugee cards, official correspondences, and passports. Since its inception in 2007, CAP has digitised more than 63,000 images from private and public collections, and has collected over 1,800 oral histories. The archive offers one of the most unique selections of photography and the only collection of oral histories in Pakistan.

Exchange for Change (EFC) is the largest student oral history exchange programme in the world and the largest Track-2 diplomacy effort between Pakistan and India. The programme aims to improve relationships between students in South Asia, and seeks to help students across borders realise that dialogue is both possible and sustainable. Launched in 2010, so far it has worked with more than 13,000 students across nine cities in Pakistan and India.

Launched in 2008, the School Outreach Tours (SOT) programme educates and inspires children from low-income neighbourhoods in Karachi. With visual aids and innovative teaching methods, CAP has designed various projects and activities to encourage creativity and confidence among students.

Launched in 2012, the College Outreach Tours (COT) uses CAP's archival material to educate first and second year college students in Karachi.

CAP has also organised various free and bilingual multimedia exhibitions to bring history into the public sphere.

CHAIRMAN'S RECOGNITION OF PROMISING NON-PROFIT INITIATIVES

06

Best use of Website & Internet Tools – 03

Greenpeace – INDIA
The/nudge foundation – INDIA
Today's Afghanistan
Conciliation Trust
– AFGHANISTAN

Best use of Social Media – 02

Computer Association of
Nepal, Morang – NEPAL
IndiaSpend - INDIA

Best use of Software Automation & Networking – 01

Save the Children
– BANGLADESH

NOT JUST TUNA

IT'S NOT JUST TUNA.
It's a choice to stand up for human rights and the oceans. Let's start with Thai Union, the largest tuna company in the world.

TAKE ACTION

Leveraging Internet tools to support environmental protection

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Greenpeace India

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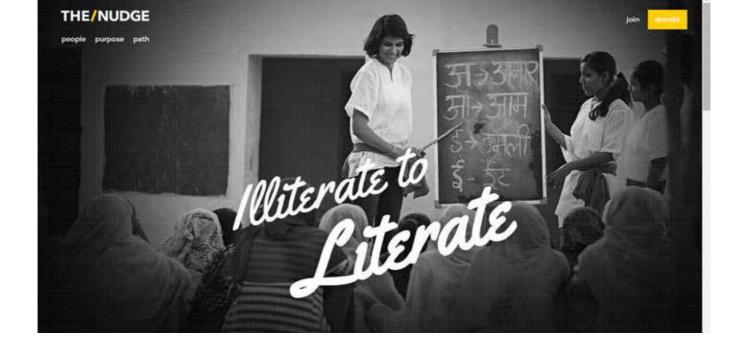
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Founded in 1971, Greenpeace is an international non-profit based in Amsterdam which works for environmental conservation. Greenpeace India is working in India from 2001 to demand clear air, cheap renewable energy, and safe food. It uses digital channels and creates effective online to offline movements, often leading to policy changes.

For example, its online campaign against the allocation of a coal block in the Mahan forests in Madhya Pradesh led to the Supreme Court de-allocating the coal block in August, 2014 following which the coal ministry of India termed it as 'inviolate' meaning it cannot be auctioned for mining further. In January 2014, #IamMahan was launched to

drive attention on this pressing issue of forests rights and communities. Radio Sangharsh is also a platform for people in Madhya Pradesh. It's an online portal where people call in the mobile number, and record their stories, which are posted on the website then and it's a unique way to broadcast grassroots stories of struggle from the front lines. Other such online campaigns include Dharnai Live, CleanChai and Greenpeace Extra which is an environmental petition tool that anyone in India can use to create a campaign and take action on local environmental issues.

Using Internet to sustain training of slum youth

ORGANIZATION
The/Nudge foundation

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Established in 2015, The Nudge is a non-profit organisation. It has launched a project "End Poverty" under which it identifies and recruits young people living in slums and provide them with 360 degree training on life skills, soft skills, livelihood, finance management and thereafter places them at blue and gray collar jobs.

It is extensively using its website, social media and other Internet tools for outreach, communication and for raising funds. In just a few months its online networking has enabled it to attract more than 500 volunteers from India, Europe and the US. The organisation reached all of them through Facebook, LinkedIn and other websites.

It already has over 1000 users/viewers each week on its website www.thenudge. org. So far it has got 181 people engaged in conversations through its Facebook page with 1287 likes; On Google+ it has got 1565 views and 8 followers. On Google maps it has got 23 five-star reviews On Glassdoor it has got 4 reviews. A recent article on FreedomHack'15 has received 461 views and 50 likes in three days.

Internet tools helping support developmental activities in Afghanistan

ORGANIZATION
Today's Afghanistan
Conciliation Trust

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Founded in 2010, Today's Afghanistan Conciliation Trust is a non-profit organisation that is engaged in serving the people of Afghanistan in the areas of education, human rights, health care, women's empowerment and humanitarian assistance. It is making extensive use of its website and Internet tools such as social media for promoting its work and for fund raising. It has also launched a Community Radio Station and is now in the process of raising funds to run it. Since radio coverage is available throughout Afghanistan, TACT plans to use the community radio medium as it is primary tool for communication and promotion of its developmental programmes including women's safety and security.

Providing accurate information via social media after Nepal earthquake

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Computer Association of Nepal, Morang

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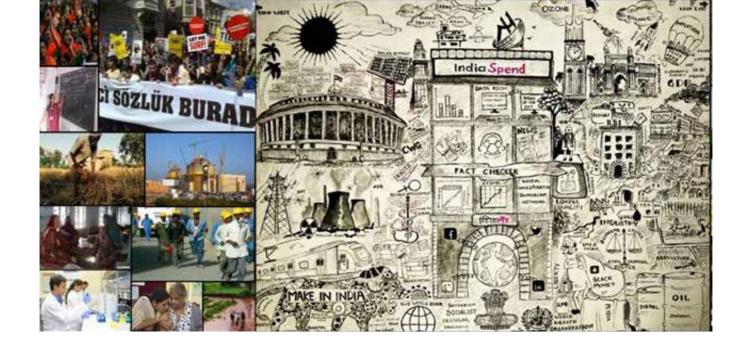
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Computer Association of Nepal (CAN) was formed in 1992 but became the Federation of Computer Associations Nepal (CAN Federation) in January 2015 with the involvement of professionals, specialists, institutions and related organizations from the ICT sector in Nepal. It is an umbrella non-profit civil society organisation.

CAN, Morang is one of the branches of CAN that formed a digital information centre called Rapid Response Team (RRT) run by volunteers in coordination with other local organisations immediately after the Nepal earthquake in April, 2015. The RRT initially began with a phone number to report missing people. Then it launched a blog www.tremornepal.com to publish the details of the missing people. The blog got huge response and people began providing information through phone calls so much so that the local mobile network crashed due to call overload. At that stage, RRT started to communicate with survivors and information seekers by deploying 20 digital volunteers geared with laptops, tablets and smart phones using social media tools such as Twitter and Facebook. It also began Skype calls to connect with people having accurate information. Later, it started a VAS SMS service to help the quake sufferers.

Journalism for good

ORGANIZATION
IndiaSpend

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IndiaSpend is the country's first data journalism initiative. It uses open data to analyse a range of issues with the broader objective of fostering better governance, transparency and accountability in the Indian government. Founded in 2011, IndiaSpend, a non-profit, focuses on critical data that can help the country at large take objective views on important policy issues and foster data-led discussion and analysis. A twin objective is also to make the use of data exciting and a first recourse for young India, rather than opinion, by utilising various social media sources to reach this population.

IndiaSpend has been a former winner in this category. Since then they have only managed to excel in their social media engagement. Its Facebook page likes have improved by 38% from 3590 likes in June 2014 to 4964 in July 2015 with total impressions at 590,502 and link clicks at 2991 in the same time period. On Twitter, the number of followers has tripled from 3349 to 9034 in 11 months. The Indiaspend Hindi launched in April 2015 saw its followers increase from 15 to 170 from April to June 2015. In the same time period, the impressions were 39,000 and 26 mentions and 455 profile visits.

Recruitment automation boost efficiency of Bangladesh NGO

ORGANIZATION
Save the Children in Bangladesh

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Save the Children has been working in Bangladesh since 1970 and today reach over 15 million people each year. With a staff of over 800 and a network of more than 100 partners, Save the Children is one of the largest child-rights organizations in Bangladesh. It has a presence in all the 64 districts of the country.

Save the Children in Bangladesh (SCiBD) has over 800 employees, more than 10 offices and programme activities in all 64 districts implemented with over 65 partner organisations. Every year it advertises hundreds of positions and receive thousands of job applications. To automate the process of recruitment, the organisation has developed and implemented Resumelink, which is an

online recruitment management system covering the full cycle so as to streamline the process and significantly reduce time and effort required for recruitment activities.

The automation has provided the following benefits:

- Enabled creation of a large resume database (22,392 CVs within first 6 months)
- Reduced time and effort required to manage hundreds of recruitments per year, and Enabled maintenance of required audit trails for the recruitment process for internal, donor and regulatory compliance.

FINALISTS

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Best use of Website & Internet Tools – 06

Managers Without Borders – INDIA
SOS Children's Villages of – INDIA
International Plant Nutrition Institute – INDIA
Health Education Library for People (HELP) – INDIA
Action of Human Movement (AHM) – INDIA
Foundation For Initiatives in Development and Education For All – INDIA

Best use of Social Media – 13

PraveenLata Sansthan – INDIA
Babul Films Society NGO – INDIA
Nidan – INDIA
READ India – INDIA
The Catalyst – Tc – PAKISTAN
Smile Foundation – INDIA
The Awakening – PAKISTAN
Bharat Prakarsh Foundation – INDIA
Patiala Foundation – INDIA
Turnstone Global – INDIA
Action Works Nepal – INDIA
Journey NGO – MALDIVES
Whitefield Rising – INDIA

Best use of Mobile Content & Apps – 10

Hape Development and welfare Association – INDIA
Women Development Advocacy Center – NEPAL
Ecoscience Research Foundation – INDIA
Indian Society of Agribusiness Professionals – INDIA
Aide Et Action – INDIA
Foundation for Mother and Child Health India – INDIA
NNOS Foundation – INDIA
Mary Anne Charity Trust – INDIA
Prayas – INDIA
Mission Arogya – INDIA

Best use of Software Automation & Networking – 03

Kaushalya Foundation – INDIA
Shree Ramana Maharishi Academy for the Blind – INDIA
JAAGO Foundation – BANGLADESH

Best use of e-Commerce – 02

Bodhi Impact Intervention – INDIA
Jharkhand State Livelihood Promotion Society – INDIA

Best use of e-Content – 02

Arupa Mission Research Foundation – INDIA
Swami Vivekananda Youth Movement – INDIA

Internet tools helping to promote entrepreneurship development

ORGANIZATION
Managers Without Borders

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Founded in 2015, Managers Without Borders – India (MWB) is a non-profit working for the development of entrepreneurship and stainable development by creating awareness among students with the help of industry professionals.

It is extensively using Internet tools and has already successfully executed an event called E3 (Employment, Economy, Energy) Summit which was conducted at IBS – Hyderabad. It has now launched E5 (Employment, Economy, Energy, Environment and Entrepreneurship) which was held in September, 2015. Apart from this the organisation works with government organisations like HMDA Clean Hussain Sagar Campaign Forum, Synergy, and Lee Shreyus Foundation on topics like youth development and sustainable development on environment. It is launching and entrepreneurship development programme in collaboration with Indianstartups.co.

On social media MWB shares content on Facebook on industry updates and as well as articles related to entrepreneurship. In the next phase, MWB will create a presence in twitter as well as LinkedIn.

Digital tools support work to help orphaned children

ORGANIZATION
SOS Children's Villages of India
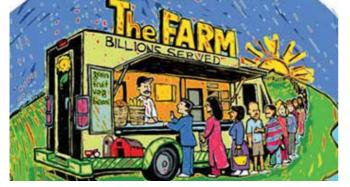
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SOS Children's Villages of India is a child care organization working in India for the last 50 years. It attempts to provide not just food, clothing and shelter but a family environment to orphaned children. It now has operations in 45 locations across the country and has over 1800 employees. Over the last five years or so it has been extensively adopting information and communication technologies in the following areas: Budgeting and Planning, Monitoring and Control, Book Keeping, Expenses Authorization, MIS, Donor Management & Servicing, Storage and Retrieval of Documents, Automation of various systems e.g. Payroll, Performance Management, Leave Management, Attendance, Provident Fund, Fund Raising etc., use of social media – Facebook, Twitter, YouTube and its website's blog for better advocacy and fund raising; Analytics – Google, Site Catalyst; Cost Reduction; Manpower Productivity and Statistical Database.

Online traffic on its website has increased with total visitors up from about 7,500 in 2014 to over 20,000 in 2015. Its online fund raising has gone up from on average 138 orders a month in 2014 to 770. Its Facebook fan base has organically increased from 22,400 in December, 2014 to 52,526 until June 2015.

Internet tools help provide plant nutrition advice to farmers

Internet tools provide free access to health advisory service

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International Plant Nutrition Institute

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The International Plant Nutrition Institute (IPNI) is a global non-profit dedicated to responsible management of plant nutrition for the benefit of humans. IPNI has active programs throughout the world and in 2015, IPNI South Asia Program completed 25 years of operations in India. As a global organization, IPNI has initiatives addressing the world's growing need for food, fuel, fibre and feed.

Its website provides the latest information on different strategies of crop nutrient management. Agricultural scientists, crop advisors, students and educated farmers visit the website in search of information as it is the most reliable global source of information on crop nutrient management. It has developed a software called Nutrient Expert which provides individual farmers specific fertilizer recommendations even in the absence of soil testing and helps improving the yield and profit of farmers. With its online and social media presence it has reached more than a million farmers in South Asia and helped them to improve their farm profits. It has also developed two mobile apps – PlantCalc for calculating nutrients need for any crop and PlantMediaApp which enables capture of live images of nutrient deficiency in farmer fields for transfer to its website so that people can watch and gain knowledge on symptoms of nutrient deficiencies.

Founded in 1997, HELP is a non-profit resource centre on health issues and patient education. Today it has grown into India's only patient education centre housing more than 11,000 authentic books on possibly every aspect of health and diseases, along with pamphlets, health care magazines, and an exhaustive audiovisual section too. Access to HELP's physical library with over 8000 books and 10000 pamphlets is free.

It is now focusing on further development through digital means. Its website gets around 31,000 views daily. The website disseminates health information through video recordings of daily health talks, pamphlets, health information database, online catalogue of books in the physical library and e-books. Its Ask the Health Expert service is available through its website and it has created short HELP Talks, which are especially created for people on the go, are short 5 minute health information videos that can be accessed through Facebook and email. HELP Talks are very popular and are attended daily by the general public. These talks are recorded and uploaded to the organisation's Youtube channel which has over 8,500 subscribers. It also makes daily blog posts while its Facebook page has more than 3189 friends.

Using Internet to market products of rural SHGs

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Founded in 2004, Action of Human Movement (AHM) is a non-profit works for skill training and social enterprise development of SHG members, computer literacy for people in rural areas, carrier guidance and job placement training for students having passed Class 10 and Class 12, evening study centre for tribal children, community based rehabilitation, safe drinking water and sanitation programs in rural Tamil Nadu.

At present it is working 450 women SHGs in Tamil Nadu. It has helped these SHGs set up 10 different business clusters comprising micro enterprises. These are rural diary cluster, puppet cluster, vegetable supply chain cluster, ready to cook food cluster, organic farming cluster, organic fertilizer manufacturer cluster among others. It has also launched a SME named AHM Rural Enterprise. So far, through these activities it has created 500 local jobs with an annual turnover of Rs 1.5 crore.

AHM has been marketing its products through social media, website and blogs. In 2014, its online marketing target was Rs 3.5 lakh but it achieved Rs 2.5 lakh

Internet tools help support education of underprivileged children

ORGANIZATION
Foundation For Initiatives in Development and Education For All

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Established in 2002, the Foundation for Initiatives in Development and Education for All (IDEA) is primarily engaged in providing education to underprivileged children and preventing school drop outs by these children. Its work includes study centres for children in slum communities, sponsorship programme for needy and deserving children, skill development and vocational training for underprivileged youth and women, and providing quality education and inclusive education for rural schools.

Since 2007 IDEA has been extensively using its website and Internet tools to enhance its credibility and visibility. Thanks to its website, Sir Peter Ustinov Foundation, Germany contacted IDEA when they were looking for a country partner in India. For the past 2 years, IDEA has been implementing the project together with the German NGO in 20 schools and 25 villages in rural Maharashtra. Its website and newsletter enables IDEA to keep its donors updated on interventions, impact stories as well as present requirements. Owing to various accreditations and online platforms, IDEA is known to the entire globe through its online presence. Many funding agencies and corporates approach IDEA for collaboration and CSR activities. Some its partners are: Tata Communications Ltd, TRENT Ltd, Symantec Software Technology Ltd, Prorigo Software Technology Ltd, etc.

Social media helps fund raising for women's empowerment work

Promoting films on sustainable development using social media

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PraveenLata Sansthan is a Jaipur based non-profit organisation. The primary focus of the organisation is to work on the problems of the poor and their struggle to obtain a life of justice and dignity and to achieve environment stabilisation, food security and empowerment of the community for self-governance. Child welfare, women's empowerment as well as rural and urban development are also primary areas of concern for the organisation.

The organisation makes extensive use of social media such as Facebook and twitter for creating awareness, outreach and communication with the rest of the world, to forge partnerships and for fund raising. It has launched several social media campaigns on such subjects as Nutrients & Their Importance, Save the Girl Child, Importance of Breast Feeding etc. In the last 18 months since inception its FB page has attracted 664 Likes and still counting and it has 154 followers on Twitter. They are using Facebook /Twitter/Instagram to promote their work by making a post every day. Social media has also enabled them to attract members and volunteers.

Set up in 2012, Babul Films Society is a registered non-profit NGO based out of Hyderabad. It works to spread knowledge among the ignorant and push them towards action on the area of environmental protection and sustainable development.

Babul Films makes independent short films and digital media for environmental protection and promoting sustainable development. Relatively short but visually stimulating, informative movies, socially engaging media messages are a great medium for raising awareness. They impact change. It promotes advocacy campaigns using various ICT tools and Social Media.

Babul uses the latest technology to control budget and rigidly follow the code of best practices in sustainable film-making and green filming. It offers guidance on idea, concept, script development, budgeting, shoot planning, casting, coordinating talents and technicians, shooting, editing, adding music and packaging, legal formalities etc. It also promotes films made by others in national and international film festivals.

It is making extensive use of social media for outreach, promoting its films and for spreading awareness about environmental issues, green diet and other related subjects.

Empowering informal sector workers using social media

Connecting, sharing activities of rural development centres via social media

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Nidan is a non-profit established in 1998 to work for the welfare and empowerment of informal sector workers and their children.

It has launched several projects over the years in such areas as education, water and sanitation, skill development and livelihoods, health, waste management, renewable energy, social security, financial services, micro finance, organizing, advocacy and legal aids and rights.

Its executive committee and programme committee comprises workers from the informal sector such as street vendors.

It makes extensive use of social media for outreach, raising awareness, fund raising and to spread its network.

Rural Education and Development (READ) Global was founded as non-profit developmental organisation in 1991 in Nepal. Today, READ has global headquarters in San Francisco and local country offices in Bhutan, India and Nepal. More than 2 million people have access to READ Centres and their trainings.

READ expanded to India in 2007 to empower women and marginalized groups, and create educational and economic opportunities in rural areas. It works in the states of Delhi, Haryana, Maharastra, Manipur, Karnataka, Rajasthan, Uttar Pradesh, and West Bengal.

READ Centres are giving women the chance to learn to read, teaching people about their rights, and giving rural villagers skills to earn a living. So far it has established 17 centres impacting over 262,000 villagers and it has helped launch 14 sustaining enterprises.

It makes extensive use of social media such as Facebook and Youtube to connect all the centres in India and for outreach through sharing of their activities. The organisation's main Facebook page has attracted 908 likes and all the centres established in the rural hinterlands are connected with this page. Various community development activities take place in these centres on a daily basis and all these activities are shared through this page.

Using social media to promote Indo-Pak friendship

Using social media to benefit underprivileged children

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Founded in 2010, The Catalyst (TC) is a Pakistan-based non-profit of students and young professionals seeking to develop and spread the idea of friendship and fraternity among the people. It envisions a committed, engaged, and informed generation of youth and adults who are working to solve critical community challenges. In 2012, it launched a major initiative called Aaghaz-e-Dosti which is a joint cross-border Indo-Pak Friendship platform that aims to counter mutual hatred and suspicion to create unwavering bonds of peace and friendship. It seeks to become the medium to discover and recognise the misrepresented reality on the other side of the border. For we believe that it is the lack of communication as well as miscommunication that has sustained the Indo-Pak conflict. It was launched in partnership with India-based Mission Bhartiyam. Both are youth-based organizations and are also collaborating organisations for individual events.

The platform uses both virtual campaigns using social media as well as initiatives at the ground level. The Facebook page of Aaghaz-e-Dosti has nearly 3000 Likes. The platform regularly organises seminars, informal discussions, interactive sessions in schools and colleges called aman chaupals and uses social media extensively to share its activities and expand outreach and influence.

Established in 2002, Smile Foundation is a non-profit which works to empower less privileged children, youth and women through education, innovative healthcare & livelihood initiatives. It has three major programmes: Mission Education, Smile on Wheels and Swamibhan. Mission Education focuses on education for children from marginalised communities and creates awareness about the importance of education among parents and people from these marginalised communities. The Smile on Wheels programme not only directly benefits communities with free health camps but also tries to instil a sense of healthy and hygienic living conditions in the people of the communities. In its Swamibhan programme, the foundation tries to bring a change in the mindset of people with a goal to bring empowerment to the women in these communities with awareness on subjects like nutrition, pre and post natal care. For achieving these goals it involves the men in the community actively too.

The foundation has an active engagement on social media. On Facebook it has a following of approximately 600,000 people. On Twitter it has 1600 followers. On Youtube it gets more than 40k views a month with more than 100 subscribers.

Social media breaking information darkness in remote Pakistan region

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Pakistan	

The Awakening is a non-profit that was formed in 2008 by some young and committed human rights and social workers of District Swat which falls within the Provincially Administered Tribal Area (PATA) in Pakistan. The organisation started working with small level charity actions, including holding of free blood grouping and medical camps and slowly shifted to strategic interventions towards sustainable development. For that purpose it mobilized local communities on various issues at the village level, formed Community Based Groups and then transferred the same into Community based organizations. The Awakening has mobilized internal and external physical, financial and human resources. It has also strengthened its networking with local and national humanitarian and rights based organizations. It has established 20 women's groups in all the seven tehsils of District Swat and these women are also members of the organisation. The Awakening has gathered all the youth groups under one umbrella/platform called Swat Active Youth Alliance (SAYA) and now comprises 18 active youth groups from the entire district.

PATA is a remote media-dark region and very prone to human rights abuses. The organisation is using Facebook to share news and views and important issues that require attention by the government.

Helping the cause of children's education via social media

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India	

Established in 2006, Bharat Prakarsh Foundation is a public charitable trust engaged in empowering economically under-privileged children through education by providing scholarships to meritorious students studying in government schools. It is also promoting the "Sarv Shiksha Abhiyan" in the North Indian states by partnering with the Chandigarh, Punjab, Haryana and Himachal Pradesh Education Departments for qualitative improvement and setting up more such centres with the mission of education for all.

It makes extensive use of social media for outreach and to highlight issues such as beggary, poverty, illiteracy, and malnutrition. It also uses social media for communicating with the rest of the world regarding its activities such as scholarships given to 60 deserving and needy school children in 2015. Social media has also been used to facilitate a health project being implemented in 245 anganwadis covering nearly 7000 kids and their mothers for reducing malnutrition. The project imparts training to teachers and workers. Thanks to social media the foundation's activities have attracted media attention and Dainik Bhaskar newspaper carried an article on the organisation's use of social media to highlight these issues. As a result of its social media postings one Class 12 student Rohit was admitted gratis to an engineering college.

Empowering rural people in Punjab using social media

Educating disabled children using social media

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Turnstone Global

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Established in 2009, Patiala Foundation is a non-profit that aims to provide financial services to poor rural/semi urban families in Patiala and surrounding districts in Punjab, India to enable them to invest in income-generating activities. It also intends to provide insurance products by collaborating with insurance companies to assist in asset development, as well as a complementary loan product for special emergencies. As an organization dedicated to the socio-economic development of rural/semi urban communities, Patiala Foundation is also looking to facilitate additional services to its clients through alliances with other organizations in the area of health, education and vocational training.

Using social media it has launched a citizen journalism project (www.facebook.com/itsnotfunnymedia) and a crowd sourcing project (www.facebook.com/group/punjabfoodie). It has also launched a Dial-a-Rickshaw project called "Patiala Green CABS" (www.patialafoundation.org).

Turnstone Global, is a Kolkata-based voluntary non-profit organization established in 1990. It is committed to improving lives of underprivileged people including the disabled, children, youth and the elderly, touching the lives of more than a million in this short span and is dedicated and determined to make India free from poverty and injustice. It educates children, provides healthcare and trains young people and women in skills for livelihoods. It has a team of 250 staff, more than 500 volunteers and networking partners and works in 8 states, 19 cities and 24 Gram Panchayats in India through over 62 programs and community-based services.

Turnstone Global is on Twitter, Facebook, LinkedIn, Google Hangouts, Google Plus, Wordpress, Blogspots, and PayU money and utilises these digital channels for collecting funds and sharing information on it work.

Over the years Turnstone Global has greatly improved as an organisation and is no more merely confined to print media and conventional channels of operation and communication. By adapting to the digital world Turnstone Global is further expanding its present scope of work to other dimensions of social welfare among the needy, physically challenged and other underprivileged communities.

FB helps raise $60K in 3 days for Nepal 'quake relief

Social media supports fight against substance abuse in Maldives

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COUNTRY Nepal		COUNTRY Maldives	

Established in 2001, Action Works Nepal (AWON) is a non-profit that works to improve the livelihood of the poor, excluded, and vulnerable communities through innovative vocational opportunities, and economic empowerment activities as driven by communities; mobilise civil society, media, and other groups for and through policy advocacy, networking, and media campaign and to recognise professional institutes for training, research, and dissemination around human rights, natural resource management, and climate change.

AWON which works in Karnali, one of the remotest, poorest and most war affected region of Nepal, makes extensive use of social media for communication and outreach, fund raising and networking. At the time of Nepal earthquake in April 2015, it had no funds for relief work. But through a Facebook campaign in just three days it raised $60,000 and provided relief to 12000 families. It also rescued many and informed their family and friends living abroad. The organisation's Miteri Recycle Centre is also using social media and has started an online shop. AWON's Miteri Peace Learning Centre has been to construct a peace monument which was almost entirely funded by crowd sourcing through social media. It is using social media for many of its other activities.

Founded in 2005, Journey NGO is a non-profit based in Male, Maldives. Its primary goal is to strive against drug addiction. The organisation tries to educate, support and assist people who use drugs through outreach, referrals and other interventions. It also tries to build the capacity of young people and island communities through education and skill, to effectively deter drug use and HIV by means of sustainable, evidence based strategies.

The organisation conducts drugs and HIV prevention programs, operates drop-in-centre services, free HIV testing and counselling services and advocacy.

Journey makes extensive use of social media through its presence on Facebook, Twitter, Instagram, LinkedIn etc. It provides a lot of information regarding its cause which has helped the organisation to attract the interests of donors across the world. Through messaging services of FB, the organisation is also able to communicate with the professionals in the field as well.

It operates a 24X7 help line from where during non-office hours all phone calls get redirected to the mobile phones of duty staff. It also uses mass SMS services to messages to all clients at the same time. For its staff and clients it has created Viber and Whatsapp groups to keep all updated.

Social media mobilises Bengaluru citizens to solve civic problems

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Whitefield Rising is a community platform or social movement of citizens of the Whitefield area of Bengaluru. It was born out of the desire of a few citizens of the Whitefield area to create community based focus groups to take action with regard to various civic problems that citizens face in the area. Citizens come together in focus groups to brainstorm and address matters of importance to us all those living and working in Whitefield. The list includes water, garbage, lakes, traffic, stray dogs, trees, pollution, governance, grievances etc. The citizens learn about the issue facing them, seek out subject matter experts from around the world, learn from experiments in other cities and then try to effect change in their own world.

It makes extensive use of social media and other digital tools to bring citizens together, organise meetings and take action. In less than two years, its Facebook Group has more than 9500 members. It has educated people about online voter registration process, enabled citizens to be aware of online government processing options and created a no-bribe environment for a variety of these, and has shared information on waste segregation and helped communities achieve 100% waste segregation.

Digital content for making people aware about child abuse

ORGANIZATION
Arupa Mission Research Foundation

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Established in 1995 Arupa Mission Research Foundation focuses on empowerment of vulnerable people, health, education, environment (renewable energy, environment awareness) issues and awareness, and livelihoods.

The foundation works in tribal, rural, peri-urban and urban settings and provide high quality professional expertise in terms of knowledge, research, advisory services, project management, implementation and strategic communication, policy and advocacy, IEC, to help achieve sustainable development and catalyse reaching out to millennium development goals.

The foundation has developed an animation film for training people on Girl Child Labour and Child Abuse and another film for training of farmers on livestock breeding.

AMRF has trained over 300 students, 100 parents, 150 teachers, 200 women from different communities and 30 transgenders using the animation film as a tool in Orissa (Bhubaneshwar) and Gurgaon to make them aware about violence against women, children, girls, transgender and child abuse.

It has also trained 300-400 livestock keepers through the Livestock Guru film which is a digital training programme created by Reading University UK.

Community radio gives voice to tribals in Karnataka

Using SMS-based system for polio eradication in Pakistan

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Established in 1984 by a group of young medical students in Karnataka, the non-profit Swami Vivekananda Youth Movement (SVYM), works in the areas of health, education and social development. It has set up a multi-speciality hospital and has started a community radio Janadhwani with an aim to reach out to the community of H D Kote taluk which is considered as one of the most backward areas of Karnataka. The taluk has a population of 15,000 belonging to PVTG. SVYM's experience of 27 years of working in the taluk has helped it to understand that a community radio station run by local people would have better reach both in terms of the population and geographical area. Janadhwani focuses on providing knowledge on various developmental issues through the voices from the community. The radio station has coverage of 188 villages with a total population of over 1 lakh. With over 85% of the participants in the programmes being from the community, the radio station has been continuously trying to bring the flavour of the local culture and context into all its programmes.

Established in 2002, HAPE (Health, Awareness, Participatory, Education) Development and Welfare Association is non-profit development organisation located at Badin in the Sindh Province of Pakistan. The organisation has been working, since its inception, on different sectors of social development focusing on education, agriculture, women's development, youth problems and environment for the betterment of the poor and needy people of the area.

Despite working at the grassroots level with low levels of literacy, especially English literacy, it is successfully using digital tools in its work. It has a website and social media presence. recently it has begun to use mobile phones in its work in the fields of education and health. It successfully used a SMS-based system for polio eradication work.

It has established an Information Centre with the help of UNICEF and the Department of Health of the Government of Sindh, Pakistan. The centre is using modern communication technology to support the Health department in increasing outreach of polio vaccination. The centre is also sending out disaster alerts, weather updates for farmers and jobs and education messages for the youth.

Training women in Nepal to use mobile-based applications

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Advocacy Center

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Women Development Advocacy Centre (WDAC) is a non-profit social venture working at the grassroots level in Nepal for the development of communities on the larger theme of ICT for Development. It has been training people, especially women and girls as well as school teachers for implementation of ICT in Education, ICT for Skill Development, ICT for Economic Empowerment, ICT for Health and recently we have been working on ICT in Agriculture.

It has so far established 6 hotspots in three districts of Nepal - Dhanusha, Mahottari & Sarlahi – to provide Internet access to 1.5 lakh people. It hopes to connect over 3 lakh people within the next three years.

It works in the Terai Region of Nepal which is high on migration to West Asia and low on every other index as per reports of the Government of Nepal and the United Nations. Owing to migration to West Asia, many households spend as much as Rs 2500 per month on phone calls to their relatives in West Asia. WDAC has trained women to use Skye, Viber and Whatsapp which has helped them save Rs 1500 per month.

Mobile app makes science easy for children

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Foundation

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Ecoscience Research Foundation is a non-profit trust dedicated to carry on research in life sciences, environmental and developmental issues including but not limited to soil biology and ecology, vermicology and vermitech, environmental issues, developmental issues, toxicology, food and nutrition, organic farming and animal welfare. It plans to establish research, training and educational institutions to carry out the objectives of the trust; disseminate the research findings through workshops, seminars, conferences, training programmes, publications and to work towards improvement of the quality of life of the common man by taking up social and developmental issues.

It has developed an android-based mobile app available at Google Play Store called "Simple tasks, Great concepts" which is meant to be a science teaching aid for school going children.

The style of the content has been so designed that it would be extremely simple for a science teacher to design experiments irrespective of the grade the child may be in - from Class 8 to Class 12. Moreover, children themselves would be able to do most of these simple tasks in the book to learn the great concepts of science.

Mobile app helping farmers learn cropping techniques

Mobile app helping teachers to upgrade teaching quality

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Established in 2001, Indian Society of Agribusiness Professionals (ISAP) is a non-profit organisation that has created one of the largest networks of agriculture and allied sector professionals in India. ISAP acts as a bridge between this network of Indian agricultural community and various other stakeholders such as governments, international organisations, bilateral developmental agencies, corporates, academia, and end-users through large-scale projects on the field.

Apart from its other projects, it has been successfully running Kisan Call Centres (KCC) in Bhopal (MP) and Gulbarga (Karnataka) which have satisfactorily answered more than 5 lakh farmer queries. It is also running a Community Radio Station "Kissan Vani Sironj" in Vidisha district of Madhya Pradesh.

It has developed a mobile-based application called e-krishak sahyogi through which farmers can learn cropping techniques using high definition 3-D animation videos or multimedia slideshow videos, access other relevant and timely information in audio, pictorial and text format, do live conferencing with experts and can watch live auctioning of vegetables in mandis. The initiative is helping them to save time and cost. At present, a pilot of e-krishak in Rajasthan is working with 5,000 vegetable growers.

Aide et Action India is an affiliate of Aide et Action International (AEAI), an international non-profit created in 1981. It began its work in India and Kenya and now has a presence in 25 countries in Africa, Asia, Latin America Caribbean and Europe. It believes in the universal right to a quality education and bases each intervention around this ethos.

Aide et Action has introduced an in-class tablet/mobile companion for teachers called Guru-G using a software called Vita Beans in its School Development Programmes in the remote regions of Mudumalai, Bandipur in Nilgiri biosphere. Guru-G is a gamified platform for teaching, training and certification of teachers that bridges the gap between training and classroom teaching. Teachers use Guru-G to learn new skills and customise their teaching methods in real-time to fit class mood and student performance. Guru-G tracks not just what is taught in class, but more importantly, how it is taught in class. This allows for powerful analytics to determine the best teaching methods. The project has directly impacted around 4397 tribal school going children and has enhanced capacities of 202 teachers. The project is now being replicated in Kanhe Tiger reserve area in Madhya Pradesh.

Customising commercial mobile app for health care delivery

Mobile app for lifestyle changes to prevent diabetes, hypertension

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Foundation for Mother and
Child Health India

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FMCH uses education and clinical care to reduce the prevalence of malnutrition in Mumbai's slums. Over the past six years, FMCH has worked directly with over 3,000 mothers and children through its community engagement programmes and clinics.

It is now using a customized version of the cloud-based Salesforce.com platform to create and update electronic medical records (EMR) on donated iPads in each of its sites by its team of social workers, nutritionists, doctors, nurses, and field officers. The EMR component of the system tracks each individual beneficiary's progress. As a relational database, the platform allows the organisation to report on several coinciding interventions, including clinic visits and session attendance, which in turn enables it to draw conclusions on the effectiveness of each intervention. More importantly, each beneficiary's information is stored securely and accessible by its doctors remotely to provide the most effective care possible. The system has provided following benefits:

1. Beneficiary visit wait time reduced by 30%,
2. External stakeholder reporting time by 90%
3. Accuracy of reporting increased

Established in 2005, the National Network for Organ Sharing (NNOS) is non-profit trust with the objective of promoting an organ transplantation in India.

It has recently developed and deployed a mobile application to be used by community health workers (CHS) for prevention of diabetes and hypertension. The mobile app is at present being implemented in Lathur Block, Kancheepuram District, Tamil Nadu and has already succeeded in bringing about lifestyle changes to prevent diabetes and hypertension. Under the project, CHWs use the mobile app to help each patient to fill up a programme questionnaire followed by 6 modules of training, past program questionnaire. The whole process takes about 7 months by then the patient is fully aware of what lifestyle changes he needs to do to prevent diabetes, hypertension and organ related diseases. The programme is on-going and NNOS plans to ensure that all the identified 5,000 patients with diabetes or hypertension are treated and follow lifestyle changes. So far, 408 patients have completed the six training modules and 200 people have brought about complete lifestyle change in their lives and the remaining others are in the process of doing so.

Mobile app enables people to report tobacco control violations

Mobile app to help students from disadvantaged social groups

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(MACT)

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Mary Anne Charity Trust is a non-profit, non-governmental service organization established in 1996. It began work with an old age home and over the years it has grown as a child focused development organisation. MACT has also made an impact as an organisation that advocates for human rights especially in the area of environment and health.

In 2015 it developed and launched a mobile app "Tobacco Monitor". It is an open source mobile application wherein a person can acquire information about the latest happenings related to tobacco eradications, regulations and cessation and also give complaints on tobacco related violations. The app was created to render support regarding tobacco control and register complaint on tobacco.

The app is available throughout India and it is a common platform for the general public to report any violation related to tobacco. In the span of 3 months, 129 violations have been reported through the Tobacco Monitor App from 10 states of India. The violations which have high importance have been reported to government authorities for action to be taken.

Established in 1991, Prayas is a leading non-profit charity platform in Chhattisgarh working with and for people's empowerment. It works in Chhattisgarh state providing educational services, medical services, poverty alleviation and income generation schemes in urban and rural areas. Prayas is also working for women's empowerment belonging to backward communities by providing them training to upgrade skills and make them ready to earn their livelihood.

In 2015, it has launched an android mobile app available on Google Play Store that seeks to identify the students from the weaker sections of society and provide them with counselling – help them identify their interest areas, mentoring – make them ready to face national and international competitive exams, make them aware of opportunities in their interest area and guide them regarding how to crack government entrance tests.

The organisation's IT initiatives - Mobile app and Website – are also being used for outreach purposes to attract students and volunteers who are interested to join the organisation.

Mobile telemedicine app for health care delivery

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Mission Arogya

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"Mission Arogya" is a collaboration between R3G Foundation Inc. an US based, women owned non-profit organization and it's Indian counterpart Mission Arogya and Health Information Technology Research Foundation, which is also a woman and youth led non-profit organization.

Currently, we are developing the Kolkata Medical Emergency System (KMES) Phase I to manage availability of emergency healthcare facilities and products. The system will be easily accessible via Internet, SMS and phone and operated by a state-of-the art emergency control room.

It is also developing Arogya UDHC ('User Driven Health Care') platform which serves to address the low doctor to patient ratio, specifically specialists, in rural India. It is an internet based medical learning and care giving collaborative platform. In this approach inputs provided by the patient and her health care providers, which includes primary care physicians (PCPs), RMPs (Registered Medical Practitioners), AYUSH (Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy) as well as quacks, are processed by a global network of physicians who then present a treatment solution(s) to the patient and her primary care provider. The platform currently engages over 500 physicians globally.

Mobile-based training for rural health workers, midwives

ORGANIZATION
Bodhi Impact Intervention

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Gurgaon-based for-profit start-up Bodhi Health Care was founded in April 2013. It focuses on training rural health workers and midwives with the help of videos on low-cost mobiles and tablets.

Now present in Haryana, the company has training videos for 100 healthcare topics in two languages—Hindi and Marathi—with more regional languages in development.

Bodhi leverages low cost mobile technology coupled with e-Learning to create scalable, high quality training solutions for the bottom of pyramid health workers. Complex medical topics are taught to semi-literate women in an interactive and engaging way using pictorial videos in regional languages. Inexpensive android based tablet computers, existing IT infrastructure at health centres and mobile phones available with health workers are used for delivering the training. The key features of the solution include: a) High quality and standardized content catering to the education levels of the health workers; b) Certification and assessment of health workers; c) Offline mode/low bandwidth telecom networks used to provide/refresh training content; and d) Ability to monitor training of health workers from a central location. The content is developed and curated by a team of medical experts supported by illustrators who make the concepts pictorial.

Empowering rural women in Jharkhand to use tablets

ORGANIZATION
Jharkhand State Livelihood Promotion Society

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In 2015, the Rural Development Department of Government of Jharkhand (GoJ) established a separate and autonomous society named as "Jharkhand State livelihood Promotion society" (JSLPS) which works as a nodal agency for effective implementation of livelihood promotion in the state. JSLPS is also the nodal agency for implementation of National Rural Livelihood Mission (NRLM) in the state.

JSLPS has been empowering rural women by providing tablets to SHG members in Jharkhand. Till date around 750 community women who are SHG members are using tablets for their book keeping activities. JSLPS provides training of 10 days to these rural women to increase their awareness about the benefits and operation of tablets as well as helping to increase their digital literacy. The main objective of this training is to train the book keepers of SHGs to use the tablet for making entries of their transactional data efficiently. The book keepers, who have been using registers for maintaining the records of the details of SHGs, are now well equipped to use the tablet for entering data regarding attendance, savings, loan disbursements, loan repayments, penalties, withdrawal of loans and bank and cash in an application called Swalekha which operates both offline as well as online.

Using digital tools to help marginalised farmers

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KAUSHALYA Foundation (KF) was established in 2007 by a group of young agribusiness, rural management and development professionals. The foundation has been working towards professionalising the agriculture value chain by training and organising farmers and street vendors. It is working with over 10,000 fresh produce growers and street vendors who are being brought together to create producer and marketing groups to take advantage of big retail chains. The group approach also helps overcome the problems associated with small scale of operation and enables farmers as well as vendors gain better terms of trade such as better sourcing prices, lower transaction costs, access to training and other services.

The foundation is extensively using office software automation to make its work more effective and efficient. Use of digital tools has saved time of the organization in terms of communication and has also improved the quality of communications. It has digitised all its documents that has led to minimal reliance on paper and hard copies making the organizational processes environment-friendly. Technologies for software automation and networking are being used in two ways: 1) digitisation of communication materials, and 2) sharing and dissemination of these digitised communication materials.

NGO working for blind adopts donor management automation

Interactive software creates online schools in Bangladesh

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Founded in 1969, Shree Ramana Maharishi Academy for the Blind (SRMAB) strives to breakdown social barriers and provides opportunities for differently-abled people to integrate into the societal mainstream as self-reliant members. The organisation has grown from humble beginnings into a huge organisation that offers a whole range of services to visually impaired people. It offers both institution-based as well as community-based rehabilitation and various other services in the fields of health, education and socioeconomic rehabilitation of children and people from both urban and rural areas.

It has developed in-house a software to automate its donor management. As soon as a donor walks in and wants to make a donation, the system checks to see if the donor already exists in the system. If the donor exists, the system generates a receipt based on the donation, or it takes all the donor's details such as name, contact number, email, address, pan number etc. Everything is computerised and this has reduced human errors and a lot of repetitive work freeing the organisation from focusing on project work instead of on donors. The system automatically sends out SMSs to acknowledge receipt of donations.

Founded in 2007, JAAGO Foundation is a non-profit started by a group of young people which works to eliminate poverty through education. It provides free of cost international standard education to people who cannot afford one.

Whilst JAAGO's primary focus is on education; it also works on various support projects that aim to empower women and enhance their skills so as to increase employment opportunities for impoverished communities within Bangladesh. For example, it has established a sewing centre run by women, which currently exports high-end, designer boutique products to Australia and the UK. Such endeavours enable families to increase their incomes and ensure that their children are able to become fully educated.

Under its education programme it has so far established 13 schools all over the country where 1800 students are studying. Among the 13 schools, 10 are online schools. JAAGO Foundation is the pioneer of online schools in Bangladesh and these schools are aimed at providing quality education in rural areas. JAAGO has developed an interactive and professional video conferencing software for running these online schools. The software makes the learning process communicative and interactive.
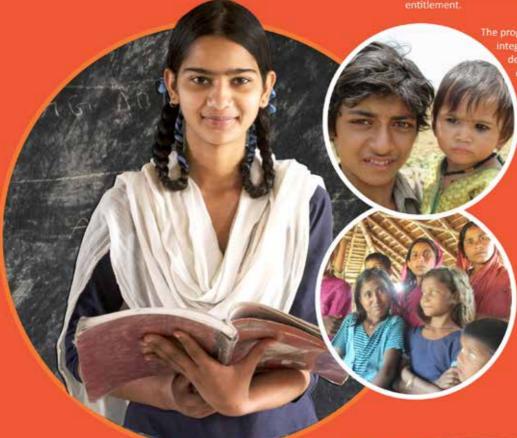
Information, Entitlement & Empowerment

With an aim to disseminate information about **public schemes and services Soochna Seva project** enables deserving groups from **benefitting from the schemes.**

Strengthening the RTI act and addressing larger issues of poverty, rural development, social exclusion and inequity of marginalized groups through information empowerment are some of the core responsibilities of Soochna Seva project. It focuses on capacity building of the local communities, groups and citizens and advance cooperation between the stakeholders and local administration to develop an operative framework for public scheme information dissemination and entitlement.

The program deploys and run an integrated information services delivery and citizen entitlement framework in 5 backward districts of India in 6 key areas of - Education, Health, Livelihood, Employment, Financial Inclusion and Social Security.

European Union

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Facebook : www.facebook/soochnaseva
Twitter : www.twitter/soochnaseva

DEF
DIGITAL EMPOWERMENT FOUNDATION

JURORS' COMMENTS

Following are special comments and feedback about some of the evaluated nominations by jurors; excerpts

ANNAKSHETRA FOUNDATION TRUST

Annakshetra Foundation Trust www.annakshetra.org
The Annakshetra Foundation Trust has a very comprehensive website. Their efforts to engage the community and volunteers through use of their digital platforms, including the website, social media and google ad words are fantastic. A suggestion for improvement on this would be to move the social media/connect higher on the page so it is above the fold. The use of responsible strong images that tell a story of need without the use of exclamatory photos is to be commended. Their website's navigation, call to action and clear user path on the home page is easy to use for any visitor.
'

TAMANA

Tamana has a website to clearly showcase their programmes, services and success stories. The website also displays their products and price, provides information on job and volunteer opportunities and donation options. Tamana has set up a Cognitive and Neuroscience lab which has been developing ICT based assistive technologies for children with special needs. They have a very good social media presence through Facebook.

MOHAN FOUNDATION

MOHAN has a very professional looking website which is appropriate for the multiple audiences they are trying to reach. The integration of social media is good and easy to navigate as is their page navigation. One suggestion would be to trim down the home page content as it is a little busy. The recent activities section is good. A clearly stated mission above the fold would be good for donors to see. The fundraising efforts are good but a stronger call to action should be shown as it is just one of many options in the upper right hand corner.

LHA CHARITABLE TRUST

LHA Charitable Trust has a comprehensive online presence including 5 different websites, social media, youtube channel, audio and video clips. The primary website clearly provides details about their work, job/volunteer opportunities and news with very good pictures. The supporting websites make a good attempt to preserve local religious knowledge, create awareness on environmental issues, share local Tibetan community news, capture blogs by volunteers and run an e-commerce store. It is great to see their websites being available in the local Tibetan language and English. Wishing them the best to scale new mountains!

SAHODARI FOUNDATION

With a plethora of websites being made and initiatives being showcased in the digital world, it is rare that a website captures the attention and rises above the rest in the issues it raises and the effective way it communicates the problem without much ado, but with dignity and sensitivity. It is a website which touches us immediately as it highlights the issues of the transgender community. It is a window into the world that is never considered in the collective consciousness of not just the digital world but society as a whole. It is a unique effort which flags the larger issues of equality of all genders.

TEACH FOR INDIA

It's a Fellowship program that recruits young professionals and graduates to teach as full time class teachers in under resourced schools. They made extensive use of social media as an important digital tool to build awareness about the education crisis in India and to explain the Fellowship Program. Social media is also used to attract teachers for their fellowship program. They have a Follower base of 1,87,000 on Twitter, 6,17,000 Page Likes on Facebook and 1600 Followers on Instagram and 11,938 Followers on Linked In.

CHHANV FOUNDATION

Chhanv works with victims of acid attack, rehabilitation of Acid Attack Fighters, Women Empowerment, Skill Development, Awareness Drives, Legal support, Medical Support & Entrepreneurship. It has 4 internet properties around these causes. Their Facebook page has around 7 lakh supporters. They have raised more than Rs 50 lakh through their online content and have successfully run the campaign solely on Crowd Funding. Their Paltan.in connects more than 300 survivors of acid violence. A good mix of social media coupled with offline advocacy for the cause.

BREAKTHROUGH

One of the most talked about aspects of using social media today is synergizing online and offline experiences for the end users, which Breakthrough manages very successfully. Breakthrough has been using campaigns on social sites and TV to mobilize support and resources for actual on-field activities. Further leveraging social media for meeting its end objective of creating awareness against gender based violence and an equal world for women is not limited to metro cities. They have successfully leveraged social media to take their mission to smaller towns and cities as well.

MY CHOICES FOUNDATION

My Choices deals in gender based violence, more specifically counselling for victims of domestic violence. They leverage social media to enrol volunteers who can act as counsellors to the victims – thereby directly enabling their cause and not just restricted to reporting their work to the community. An even more interesting use of social media is to cause long term social change – with regard to domestic violence and giving women a choice in their own lives. The Foundation gets young men and boys to pledge for the same and socialize the same in their groups. It's a well know fact that women can have better lives only if adequately supported by their families and people around. This is what My Choices attempts to do through social media.

SOCIETY FOR DEVELOPMENT ACTIVITIES (PROJECT KHEL)

Project Khel uses sports and related activities to educate underprivileged children and also to impart values around communal harmony, gender sensitivity, teenage issues etc to young children. Targeting children and youth, their focus is on creating awareness and a long term social impact.
Social media is used for multiple purposes – internal team communication and sharing of content, spreading awareness about their cause and sensitizing people about many social taboos, mobilizing volunteers and raising funds. Various social channels – Facebook, Twitter, YouTube etc are updated on almost daily basis with original content.

ACCOUNTABILITY LAB

What we liked about Accountability Lab Nepal is how it used social media to create an innovative campaign to tackle corruption in the kingdom country by honouring role models in the bureaucracy through 'Integrity Idol' awards. Acountability Lab used Facebook most efficiently and effectively to mobilise citizens to nominate and vote for their most honest civil servant, and the results were overwhelming.

WILDLIFE SOS

The reason we saw Wildlife SOS as a deserving candidate is simply because it has been successful in rescuing more than 600 performing bears and elephants in India and rehabilitating them. For this purpose, it uses social media as an extremely important and effective tool to spread its message against wildlife abuse, garner maximum support from netizens and raise funds from across the globe.

ISAKSHAM

"iSaksham's work to train youth and children in remote backwards areas is commendable. The sustainable model of providing digital literacy for local youth and employing them to run the learning centers to tutor children using mobile devices and digital content serves two key needs : quality elementary education in remote areas and livelihood opportunities for rural youth to become digital entrepreneurs. It is quite heartening to know that digital devices and applications are also leveraged to monitor the programme and track the learning outcomes in children."

BANGLADESH CENTER FOR COMMUNICATION PROGRAMS (BCCP)

BCCP is a strategic communication organization providing one stop services for the social development sector, both in Bangladesh and Asia region. BCCP presents here one of it's projects – Bangladesh Knowledge Management Initiative (BKMI) as a case study. BKMI, has developed an HPN Behavior Change Communication (BCC) eToolkit for Field Workers. This eToolkit is basically a digital library of BCC materials which is very effective for helping field workers recall their knowledge on maternal child health, nutrition and family planning. Field workers mentioned that since a large portion of their clients are illiterate, having more videos and picture based materials for health education created interest.

RUPAYAN SANSTHAN

Rupayan Sansthan was established in 1960 by founder director the late Komal Kothari (renowned ethnomusicologist and folklorist) and his friend Vijaydan Detha (folk story teller and a writer) with the simple idea of collecting folk tales and folk songs to bring out the richness of the Rajasthani language. He received the Padma Shri in 1983, followed by the Padma Bhushan in 2004. Since its inception, Rupayan Sansthan has expanded its scope from merely research and archiving, to educating people on traditional livelihoods and cultures and working with traditional performing arts communities on development issues. Arna Jharna is an important desert museum project of Rupayan.

MAHIDEB JUBO SOMAJ KALLAYAN SOMITY (MJSKS)

The mobile-based solution provided by Mahideb Jubo Kallayan Somiti of Bangladesh is a prime example of using a known human health intervention technique called telemedicine and creatively using it to intervene and improve health of livestock, the livelihood lifeline of many very impoverished communities. The solution based on the now easily available android platform provides a complete process lifecycle from data collection of symptoms to alerts, pictorial and other records, expert consultation, prescription and delivery of advice over mobile transmission link. This seems to be a highly effective solution for livestock-dependent communities and hence is one of the top winners.

TRANSPARENT HAND

Transparent Hands endeavours to help needy patients by providing them free treatment and an opportunity to contributors to donate in a connected and transparent environment. This case is mainly selected under providing enabling environment category as it truly enables all stakeholders involved. The crowd funding platform enables transparent funding for poor patients in Pakistan. With the help of website and internet tools, they have been able to provide free of cost surgeries to more than 150 patients of Pakistan who couldn't afford the cost of those surgeries. A donor can also view the documents of patients once the surgery has been performed.

OXFAM INDIA

Oxfam International was founded in 1995 and today it is a confederation of 17 individual affiliates working together under the Oxfam International umbrella with over 3,000 partners in over 100 countries. It is striving to become a 'Digital First' organisation. Their two websites www.oxfamindia.org and https://trailwalker.oxfamindia.org/ are making big strides in cementing this position of the organisation. It has created products to make the website more mobile responsive. Such an old organisation with still a learning attitude and creating/ innovating enabling environment which is finally helping 130 NGOs in India is really impressive.

SOUND OF SILENCE

Sound of Silence is an incredible example of how a NGO can effectively use mobile content and apps to create and implement a solution to provide meaningful, dignified and equal opportunity to a community suffering with exclusion and apathy. Their solution is easy to use but very powerful to link the unheard voices with voices of opportunity. Freshness of soul is reflected in the way they have implemented the solution. The world needs more of this kind of change leaders who bring in freshness in their approach and humane touch in execution.

DALIT SANGH INDIA

Dalit Sangh has been working for the last 25 years for a class of society which has been a victim of ignorance. It's a civil society movement for the development of poor and needy people. The prime objective of the organization is to work for the social, economic and educational development, bringing awareness for social status, human and other rights and solve the issues related to health, hygiene and employment for this class. In addition to this, the organization also aims at working for the child rights related issues. Dalit Sangh is chosen for its active use of ICT tools in rural areas.

THE CITIZENS ARCHIVE OF PAKISTAN

The Citizens Archive of Pakistan (CAP) is a non-profit organization dedicated to cultural and historic preservation of Pakistan's history to instil pride in Pakistani citizens about their heritage. They are running some interesting programs like 'Oral History Project'. The project aims to archive and preserve various records such as letters, newspapers, refugee cards, official correspondences, and passports. Since its inception, CAP has digitized more than 63,000 unique selections of photographs from private and public collections, and has collected over 1,800 oral histories. CAP has effectively used its Website and Social media to enrol more partners, stakeholders, volunteers and end users.

MANBHUM ANAND ASHRAM NITYANAND TRUST

MANT is a development organization registered with the Government of West Bengal, India in 1959-60, working in the field of Basic Education, Health Improvement and Livelihood Development and targeting to ameliorate the immense sufferings of the marginalized section of the contemporary society and empower them to strive for their own development in 10 districts of West Bengal, India. MANT is the first grassroots level organization in Bengal, which is proactively using all sorts of ICT tools for its awareness programs. We found this organization truly evolving its ICT application and innovations in sync with the time.

DIGITAL GREEN

Digital Green is a not-for-profit international development organization that uses community produced localized videos for community engagement to improve lives of rural communities across South Asia and Sub-Saharan Africa. According to their website since 2008 and as of April 2015, they have reached over 660,646 individuals across 7,645 villages through 3,782 videos, which showcase and demonstrate best practices. These videos were produced by 522 community members trained by them and screened in an interactive format by 6,403 trained community members. As many as 343,609 of the viewers have adopted one or more of the best practices promoted through these videos.

THE KAHANI PROJECT

The Kahani (Hindi word for Story) Project aims to bring together storytellers from across the world who wants to set stories free. Based on the fact that listening to stories is a fundamental right of every child, the Kahani Project emphasizes that the stories captured in digital audio format can be made more accessible and available to children of all age groups, nationalities and disabilities. The Kahani Project aims to crowd-source audio stories and then distributes them either through their website or through mp3 players given to visually impaired children in various institutes for the blind.

RUTGERS WPF ASK (ACCESS, SERVICES AND KNOWLEDGE)

ASK (Access, Services and Knowledge) programme is a platform that aims to improve the access of uptodate and accurate information for young Pakistani people on their Sexual and Reproductive Health and available youth friendly services. ASK has been launched by the Youth Empowerment Alliance, a joint initiative of seven international organisations. Within Pakistan implementing partner organisations service the whole country geographically. The programme aims to build young people's individual capacity to make safe choices, to make SRH services better adapted to young people's individual needs and to strengthen the linkages between information and service provision.

GRAND JURY 2015

4th The eNGO Challenge
Recognising Best NGO Practices Using ICTs

Osama Manzar
Founder & Director
Digital Empowerment Foundation
(Moderator: eNGO Challenge South Asia Award Jury)
Osama Manzar is a convert social entrepreneur spearheading the mission to overcome the information barrier between India's rural sector, and the so-called developed society, through Digital Empowerment Foundation (DEF) – the not-for-profit organization founded to accomplish the mission. He is a Member, Working Group, Internet Governance Forum of Ministry of Communication & IT and was a Member, Task Force on Growth of IT, ITES & Electronics HW Manufacturing Industry, Ministry of Comm& IT, India.

Jeri Curry
President & CEO, Enset
Jeri leads the strategic partnerships and global communications for Enset and spends the majority of her time looking to connect with global partners and NGOs in all corners of the world. Jeri's background in strategic marketing, media and international development is extensive. She holds a B.S. in Journalism from the University of Colorado and has worked with the Washington Post, Internews, Discovery Communications, Deloitte, MCI and Save the Children. She trains for marathons in her spare time, enjoys spending time with her two teenage boys and is thrilled when technology supports the global good.

Gayatri Subramaniam
Convener and Chief Programme Executive, National Foundation for Corporate Social Responsibility (NFCSR), Indian Institute of Corporate Affairs (IICA)
With an academic sand industrial experience of more than 30 years, Gayatri has been associated with Indian Institute of Corporate Affairs since its inception. Her main area of work is to contribute towards policy advisory service and undertake capacity building and knowledge dissemination initiatives in the Corporate Social Responsibility. She has been a part of the evolvement of the new legislation on CSR in India representing IICA at various national stakeholders' consultations. She has also represented IICA at various international forums. She is the Convener for NFCSR – a unique platform created for Government, Corporates and NGOs for taking up development and sustainable initiatives at a national level.   At present, she is heading the Implementation Agencies Hub of IICA and in her personal capacity, she is on various advisory committees of leading Corporates and NGOs.

Amitabh Singhal
Board Member, PIR. ORG
He currently sits on the Board of .ORG, the Public Interest Registry, based in Reston, Virginia. He is the Director of Telxess Consulting Services Pvt. Ltd. and Vcon Services Ltd. He was a Founder and former President of Internet Service Providers Association of India. He also was a 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), including its commercial launch, drafting and implementing the INDRP, and appointment of Registrars, etc. Amitabh is the Director of Telxess Consulting Services Pvt. Ltd. and Vcon Services Ltd. He was a Founder and former President of Internet Service Providers Association of India. He also was a 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), including its commercial launch, drafting and implementing the INDRP, and appointment of Registrars, etc. He was the spokesperson of India's ISP industry for over a decade, contributing many articles over the years in various publications and journals, and was a speaker & presenter at various forums, including the IGF. He helped shape public policies in the telecommunication sphere as a member of various governmental and industry committees, expert groups and panels.

Kumar Anurag Pratap
CSR Leader, Capgemini

Anurag brings with him more than 17 years of diversified experience in CSR, Community Development, Project Management / Implementation, Capacity Planning, and Resource Management. Started with social research space, Anurag has worked with grassroots agencies, Donor agencies, UN Agency and Corporate. On thematic front, he has managed multiple projects on Agriculture, Tribal Development, Rural Development, Livelihoods, Disaster Mitigation, Women& Child Protection. Anurag had imparted Policy advocacy on NREGS, Tribal Rights, Water Rights for marginalized communities, Education for All, Child Protection with special emphasis on child labour. His core competency lies in long term strategic planning & vision building among diverse stakeholder

groups. He specializes in leading organisation towards change and transition management in social development space.

Anurag holds a Master's degree in Rural Development from Xavier Institute of Social Service, post which he completed his Diploma in Development Leadership from Coady International Institute in 2006. He had earlier graduated in Sociology from Benaras Hindu University.

Rajen Varada
CEO, Open Knowledge Community

Rajen Varada is an ICT practitioner since 1995 and continues to be actively engaged in designing and implementing proof of concept solutions for rural development using technology and in particular ICT. He has developed solutions for health & early childhood care: (SisuSamrakshak UNICEF), disaster: (SMS4help – Solution Exchange), district e-governance: (Parishkaram & Samadhan – Govt of AP& West Bengal) and most recently 'Labnet" a migrant labour tracking and services portal. He is actively involved for the past nine years in study, evaluation and mentoring ICT innovations which impact the social sector. Rajen has been one of the thinkers behind movements like public sector software in India and actively support community ownership of technology – from community radio, community TV to open source applications.

Rajashree Natarajan
Chief Operating Officer, Cognizant Foundation

Rajashree Natarajan is Chief Operating Officer, Cognizant Foundation. In this role, Rajashree focuses on designing an overarching strategy and charter for Cognizant Foundation and for crafting relevant goals, policies for all programs, develop and manage the CF annual budget for CF programs and operations, communication with and manage relationship with a broad set of stakeholders including Cognizant location CSR committees, NGOs, beneficiaries, Industry bodies and local/ national level govt agencies. She also focus on streamlining the governance processes

and technology adoption in Cognizant Foundation operations. She also leads the Cognizant efforts in Digital literacy & and facilitates Cognizant participation in IT Probono work for social cause.

Rajashree is an industry veteran with over 24 years in the IT industry, Rajashree is thought leader in multiple domains including innovative software engineering, quality processes, enterprise collaboration and Knowledge Management. She has conceptualised, incubated and delivered many products and solutions in these domains.

Prior to her current role, Rajashree was Vice President at Cognizant Technology Solutions. She has played multiple leadership roles throughout her career at Cognizant spanning large program delivery and P&L, product solutions, process engineering, quality and knowledge management. As head of the Process Tools and Knowledge Management function in Cognizant, Rajashree played a key role in defining processes, developing platforms and products such as Cognizant 2.0 and Workport suite, to support globalization of service delivery and institutionalizing enterprise-wide structured knowledge management. Rajashree received the prestigious Cognizant Leadership Award for her visionary role in the creation of Cognizant 2.0 platform. As the head of Quality, she has successfully led Cognizant towards CMMi Level 5 certification and has institutionalized Six Sigma best practices to ensure greater delivery excellence.

Pranav Kumar Choudhary
Director-Operations, Dr. Reddy's Foundation

As a development professional, with 12 years of experience Mr. Choudhary has worked on themes like Social Research, Disaster Risk Reduction, HIV & AIDS, Child Rights & Livelihood (including Skill Development) and also got opportunity to lead Change Management, Leadership (Arbinger) Intervention in Organisation and to manage large scale programs. He has been nominated as working group member by West Bengal State Rural Development Agency to develop their State Skill Development Program. He did his Graduation and Post-Graduation in Sociology

from Banaras Hindu University and Management Program (PGDRM) from Xavier Institute of Management and a certified Arbinger trainer (on leadership). Worked with NCR Research, ActionAid International in past and currently heading operations in Dr. Reddy's Foundation as Director- Operations. Other than this he had also been given the responsibility to provide leadership support and coordinate Foundation's activities in the current transition phase (in the absence of CEO).

Meera Chaudhary
Ecologist & Film Maker

Meera Chaudhary has a background in Management &Enviornmental science. A marketing professional by training, she is a documentary filmmaker by choice & carried a decade of experience in both Corporate and Social sector. She is the creative head and Director at New Stream Media. NSM has produced several hard hitting documentaries on the issues of human rights, politics & women. Recently she Co-directed a documentary on Muzaffarnagar riots titled 'En Dino Muzaffarnagar'. She believes in activism through films and volunteering with several advocacy platforms like Jan Awaz, steps for change. Insha Allah! She will make feature films in future.

Gopinath Parayil
Founder, The Blue Yonder

Gopi founded The Blue Yonder in 2004 as part of his journey to promote the unique river valley civilisation of Nila in Kerala (Bharatapuzha). A keen promoter of sustainability and a believer in social entrepreneurship, he transformed The Blue yonder into a travel company that creates a positive impact in both hosts' and guests' lives. A pioneer in Responsible Tourism, he identifies projects and destinations to work with and then transforms them into immersive travel experiences. With his untiring efforts he has created such destinations across India, from Kerala to Rajasthan. He is a founding board member of Asian Ecotourism Network and one of the judges for the prestigious National Geographic World Legacy Awards. Gopi co-founded the Responsible Tourism

Networking to bring together like-minded people in the travel industry. He also represents The Blue Yonder in its capacity as official Sustainable Tourism partner at ITB Berlin and ITB Asia.

Deepti Vikas Dutt
Leader – Government & Smarter Cities, IBM Global Business Services
With over 15 years of work experience, Deepti leads IBM's service delivery for Government and Smarter Cities domain. She has a track record of converting abstract ideas into field implementable solutions and systems driven processes. She specializes in process transformation and complex program management; she has many first-of-a-kind project implementations under her belt. At a personal level, she is passionate about contributing her bit to the transformation that the Nation in undergoing, and had chosen in-between to work with the Government on the largest transformation project undertaken thus far – Aadhaar. She is now focussing on "Smarter Planet" initiatives of IBM and has already delivered the first-of-a-kind smart city solution spanning across domains such as public safety, utilities, transportation, city operations and participative governance.

Prior to her current engagement with IBM, Deepti has done a 3-years stint with Unique Identification Authority of India (UIDAI), Planning Commission, GoI, where she was part of the strategy team to operationalize UIDAI Vision into field implementable solutions. As part of the select members from the Industry that comprised UIDAI's Program Management Unit, Deepti was involved in conceptualizing and setting up strategy, processes and polices for enrolments, authentication, data updates, eKYC etc. She was one of the key anchor persons behind Aadhaar online authentication services and liaised extensively with ecosystem members to evolve the same. In this capacity, she conceived, designed and executed various Proof of Concepts and other field studies to characterize complex variables associate with online biometric authentication and to establish Aadhaar authentication service standards.In her previous stint at

IBM, Deepti was part of the team that started telecom transformation in the country. As part of Airtel, IBM and other telecom engagements, she contributed significantly to converting business requirements & processes to IT capabilities & processes.

Deepti holds a Bachelor's degree in Psychology and a Master's degree in Business Management. She holds industry certifications such as PMP & ITIL Expert.

Subrahmanyam Ivatury
CEO & Co-Founder, Social Convergence
Subrahmanyam Ivatury is the CEO and Cofounder of Social Convergence. He works with corporates and help them with CSR strategy to implementation and impact measurement and dove-tail that with employee volunteering programs. He also works closely with not-for-profits and help them to leverage digital technologies and help them to bring volunteering efforts to enhance capability and capacity. He is an technology industry veteran and have worked in leading Tech companies in both India and abroad. His last corporate jobs being head of Oracle CGBU consulting for Asiapac and Japan and prior to that with Satyam Computers as senior vice president. With strong hands on experience in consulting, program management, technology, telecom he is now focused on bringing that experience into the social sector and corporate CSR programs.

Vinoth K Anurag Praumar Ethiraj
Director of Vocational Education, Viswa Bharati Vidyodaya Trust, Gudalur, The Nilgiris, Tamil Nadu
Vinoth has more than 12 years of experience in semi-conductor companies. He worked in several leadership and management positions in Intel, Motorola, Freescale and Synopsys before he chose to follow his passion in contributing to social and environmental issues. He is currently the Director of Vocational Education at

ViswaBharatiVidyodaya Trust, Gudalur (near Ooty), Tamil Nadu, workingwith indigenous people in the Nilgiris district. He holds a Bachelors in Engineering from National Institute of Technology, Trichy.

Ashok Panda
Co-Convener, Indian National Trust for Art and Cultural Heritage (INTACH)

He has been involved with INTACH, Pondicherry for the last 15 years. He acts as the coordinator and project manager. His work includes conducting heritage walks, tourism promotion projects in Pondicherry and Tamil Nadu as well as raising finances to support the activities like solid waste management. He also handles the management and implementation of heritage restoration and urban environment projects in Tranquebar (Tharangambadi).

eNGO CHALLENGE PARTNERS 2015

Public Interest Registry
www.pir.org

Public Interest Registry is a non-profit organization that operates the .org domain database. As one of the original domains, which has served the online community for more than 25 years, .org has grown into the place to express ideas, knowledge, and causes on the Internet.

Digital Empowerment Foundation
www.defindia.org

DEF New Delhi based Digital Empowerment Foundation (DEF) is a non-profit that works for digital inclusion especially in India, South Asia and the Asia Pacific region. DEF's mission is to use ICT and digital tools to bridge the digital divide and empower underserved and information-dark communities. Working with a multi-stakeholder approach to end all kinds of inequality and create a more inclusive global society, DEF has so far set up over 10,000 digitally empowered entities in India and abroad impacting more than a million people. It has also created a knowledge network and database of more than 5,000 grassroots NGOs/CBOs/CSOs through its various awards such as The Manthan Award South Asia and Asia Pacific; the mBillionth Award South Asia; e-NGO Challenge; and the Social Media for Empowerment Award South Asia and Asia Pacific for recognising excellence in digital interventions for development. Over the last 12 years since its inception 2002, DEF's work has earned the faith of national and international governments, civil society organisations and corporates. Today it is not only a leader of the digital revolution in India but is an influential voice in the global community of digital evangelists.

.NGO
www.pirengo.org

The NGO term holds great weight among their communities, setting these organizations apart from commercial or governmental entities. .NGO is the definitive domain address where NGOs can differentiate themselves. The NGO community plays host to many different types of organizations operating in a variety of areas. Environmental, educational, religious, and emergency relief are just a few areas in which NGOs operate.
PIR believes that each of these communities could benefit from a specific , exclusive identification on the Internet provided by .NGO. .NGO is the exclusive domain address for self-identified NGOs worldwide. .NGO's exclusivity lends itself to reaching a broader audience who are seeking to make a positive impact on the world in any way they can.

INOMY
www.inomy.com

INOMY is a Media and Technology company providing services like e-content, e-learning, Documentary Film Making, Web and Online Software Development, Web Designing, Designing, Printing and content development at various levels. It was formed in 1999 to focus on the emerging new economy, information economy, and knowledge society.

Notes

Introducing exclusive .NGO domain in India

≡NGO

Service Suites For Non Profits

ECONOMY

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+ OnGood listing and Profiling
+ NGONAMA listing and profiling
+ OnGood International Donation widget

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+ Social Media Tools Enablement
+ 1 Web email account
+ Website Security Checkups
+ Website Content & Database back up
+ Google Analytic Enablement
+ 24X7 Customer Support
+ OnGood listing and Profiling
+ NGONAMA listing and profiling
+ OnGood International Donation widget
+ NGONAMA Crowd Funding Donation Widget

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+ Website, Hosting with unlimited Pages
+ Social Media Tools Enablement
+ Content Development & Logo Designing Service
+ 1 Web email account
+ Website Security Checkups
+ Website Content & Database back up
+ Google Analytic Enablement
+ 24X7 Customer Support
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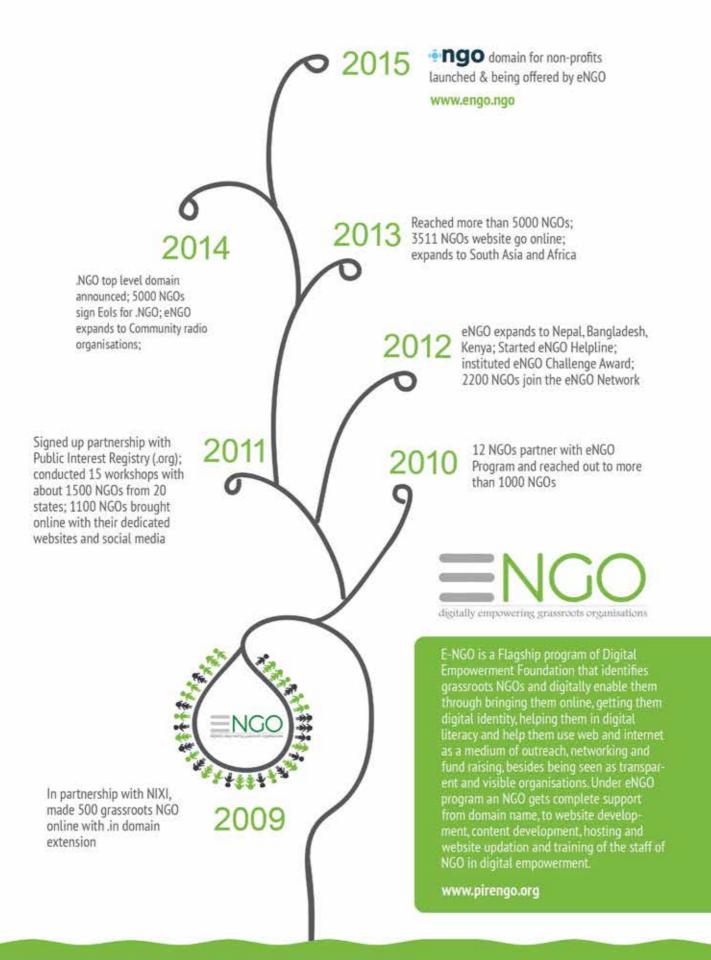Your Public Interest Registry

●ngo

DEF

Organisation Name:
Domain:
Plan:
Mob:
Email:

* Please cut out the coupon send it to eNGO Secretariat: Digital Empowerment Foundation, House No. 44, 2nd & 3rd Floor (Next to Naraina IIT Academy), Kalu Sarai, (Near IIT Flyover), New Delhi – 110016. Tel: 91-11-26532786 / Fax: 91-11-26532787,
Email: def@defindia.net, URL: www.defindia.org

2015 ◉**ngo** domain for non-profits
launched & being offered by eNGO

www.engo.ngo

2014

2013 Reached more than 5000 NGOs;
3511 NGOs website go online;
expands to South Asia and Africa

.NGO top level domain
announced; 5000 NGOs
sign EoIs for .NGO; eNGO
expands to Community radio
organisations;

2012 eNGO expands to Nepal, Bangladesh,
Kenya; Started eNGO Helpline;
instituted eNGO Challenge Award;
2200 NGOs join the eNGO Network

2011

Signed up partnership with
Public Interest Registry (.org);
conducted 15 workshops with
about 1500 NGOs from 20
states; 1100 NGOs brought
online with their dedicated
websites and social media

2010 12 NGOs partner with eNGO
Program and reached out to more
than 1000 NGOs

≡**NGO**
digitally empowering grassroots organisations

≡NGO

E-NGO is a Flagship program of Digital
Empowerment Foundation that identifies
grassroots NGOs and digitally enable them
through bringing them online, getting them
digital identity, helping them in digital
literacy and help them use web and internet
as a medium of outreach, networking and
fund raising, besides being seen as transpar-
ent and visible organisations. Under eNGO
program an NGO gets complete support
from domain name, to website develop-
ment, content development, hosting and
website updation and training of the staff of
NGO in digital empowerment.

www.pirengo.org

In partnership with NIXI,
made 500 grassroots NGO
online with .in domain
extension

2009

no profit
high impact

STORIES OF DIGITAL IMPACT BY CIVIL SOCIETY ORGANISATIONS

Total Nominations	Shortlisted	Winners
225	67	15

DEF

Your
Public Interest
Registry

ngo