3rd

Recognising Best NGO Practices Using ICTs

# The eNGO Challenge
South Asia 2014

*Celebrating*

# DIGITAL INFORMATION TOOLS
## FOR COMMUNITIES

# c⬤ntents

**307** Total Nominations

**102** Total Nominations after Pre-Screening

**70** Nominations after first round of screening

**49** Finalists

**08** Winners

**10** Runners-Up

**01** Special Mention

**02** Juror's Mentions

## COUNTRY WISE NOMINATIONS (307)

| | |
|---|---|
| 01 | Afghanistan |
| 06 | Bangladesh |
| 00 | Bhutan |
| 280 | India |
| 00 | Maldives |
| 10 | Nepal |
| 05 | Pakistan |
| 05 | Sri Lanka |

## FINALISTS (49)

| | |
|---|---|
| Afghanistan | 00 |
| Bangladesh | 00 |
| Bhutan | 00 |
| India | 45 |
| Maldives | 00 |
| Nepal | 01 |
| Pakistan | 01 |
| Sri Lanka | 02 |

## COUNTRY WISE WINNERS (08)

| | | | |
|---|---|---|---|
| Afghanistan 00 | Bhutan 00 | Maldives 00 | Pakistan 00 |
| Bangladesh 00 | India 07 | Nepal 01 | Sri Lanka 00 |

# CATEGORY WISE NOMINATIONS BREAK-UP (307)

32 Communication & Outreach

42 Social Commerce

39 Advocacy

44 Organizational Efficiency

81 Sustainable Development

27 Best Practices of Mobile Usage

38 Best Practice of Social Media Usage

04 Best Practice Of Radio & Video Usage

# CATEGORY WISE FINALISTS (49)

Communication & Outreach 07

Social Commerce 06

Advocacy 08

Organizational Efficiency 05

Sustainable Development 10

Best Practices 0f Mobile Usage 04

Best Practice of Social Media Usage 07

Best Practice of Radio & Video Usage 02

# THE ENGO CHALLENGE AWARD 2014: SPECIAL MENTION (01)

Communication & Outreach 01
**Green Yatra-India**

# THE ENGO CHALLENGE AWARD2014: JUROR'S MENTIONS (02)

Advocacy 01
**Consumer Connexion - India**

Best Practice of Social Media Usage 01
**Give India- India**

# THE ENGO CHALLENGE AWARD2014: WINNERS  (08)

**Communication & Outreach** 01
Make A Difference- India

**Organizational Efficiency** 01
Sankalp India foundation - India

**Best Practice of Social Media Usage** 01
Youth for blood - Nepal

**Social Commerce** 01
Purkal Stree Shakti Samiti - India

**Sustainable Development** 01
Kala Varso - India

**Best Practice of Radio & Video Usage** 01

Avdhan Foundation - India

**Advocacy** 01
Youth for Social Development (YSD) - India

**Best Practices 0f Mobile Usage** 01
Act to Rise for Innovation in Special Education
(ARISE) -India

# THE ENGO CHALLENGE AWARD2014: FIRST RUNNERS-UP (10)

**Communication & Outreach** 02
Rural Litigation and Entitlement Kendra - India

Society for Appraisal & Women Empowerment
in Rural Areas - Pakistan

**Organizational Efficiency** 02
SOS Children village - India

Institute of Integrated Rural Development (IIRD) -
India

**Best Practice of Social Media Usage** 01
Lha Charitable Trust - India

**Social Commerce** 01
Sadhna - India

**Sustainable Development** 01
SankalpTaru - India

**Best Practice of Radio & Video Usage** 01

Swaraj Sansthan Sanchalanalaya - India

**Advocacy** 01
SL2 College - India

**Best Practices 0f Mobile Usage** 01
Foundation for Research in Health Systems
(FRHS)  - India

# THE ENGO CHALLENGE AWARD2014: SECOND RUNNERS-UP (28)

**Communication & Outreach 03**

mumbaivotes.com - India

JanathakshanGte Ltd - Sri Lanka

Women's Organisation for Rural Development -India

**Social Commerce 04**

Network for Information and Computer Technology (NICT) - India

Action of Human Movement(AHM) - India

SantSingaji Institute of Science & Management - India

Consortium of Handicrafts and Artisans Society - India

**Advocacy 05**

Dalit Sangh - India

State Alliance for Rights, Empowerment &

Mission Bhartiyam - India

Indian Centre ForDevelopement and rights - India

Nandini Social Welfare Society- India

**Organizational Efficiency 02**

Eeshwar Child Welfare Foundation - India

Azad india Foundation - India

**Sustainable Development 08**

ShriAgrasenSamajkSanskrutikVikas - India

Social and Development Research and Action Group -India

Human Welfare Association (HWA) - India

Aakash Maindwal Foundation - India

MahilaKalyanSamitiDhoriBokaro - India

Cohesion Foundation Trust - India

Centre for Environment Protection (CEP) - India

eVidyaloka - India

**Best Practices 0f Mobile Usage 02**

Centre For Youth And Social Development - India

All India institute of Self Govt.- India

**Best Practice of Social Media Usage 04**

Pragat Shikshan Sanstha (PSS) - India

Mission Bhartiyam - India

IndiaSpend - India

PraveenLataSansthan - India

# 7000 NGOs, target 100,000 in 2015

*Reaching out to grassroots NGOs is a big challenge on many do not have access to the Internet*

Osama Manzar

> With the advent of the .ngo domain there is going to be a serious filtering out of non-validated NGOs and that may be good for the NGO fraternity itself as the .ngo online identity will enable the word at large to trust those on the .ngo platform and directly connect with them.

We always had this faith that the truly localised knowledge houses are those who are working as institutions to solve local problems and issues. And among those institutions, one category is not-for-profit organisations, which we may also call NGOs, CBOs, VOs, NFPs and so on. They may seem scattered, disorganised but there is no doubt about the fact that they are run by thinking people. India has all kinds of non-profit organisations and they do reflect the fact that at the village, panchayat, tehsil, block and sub-district level we are still very much an underperforming developing country with a huge percentage of people still living below the poverty line whichever we may define the line, and as per government classification of literacy they could also be termed illiterate and uneducated.

Four years back we realised that this category of NGOs is a big sector and tapping them would be a big step towards knowing about villages and which established institutions we should work with and partner if we have to get any work done at the village level. According to various estimates, India has some 3.3 million registered NGOs and even if we remove two thirds of them as dormant, not reliable or not known for their work, we have more than a million NGOs to think of as pillars of knowledge in the areas they operate and the geography in which they and their operations are located.

The ENGO program was designed to directly serve these NGOs and indirectly through them for the benefit of communities. There are 5 components of the ENGO program. These are: capacity building and

training with digital tools; getting each NGO to have a website with hosting and unique domain facilitation; identifying them for their work using technology and digital tools and bringing them on to an award platform; mentoring them and help scaling them with funding, and outreach and collaborative possibilities; and finally establishing community information resource centres (CIRCs) at the premises of the NGOs if they are located in a remote area so that the digitally enabled CIRCs could help them in spreading digital literacy and ensuring digital inclusion.

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

We now have more than 7000 NGOs which have joined the ENGO network, and almost 3000 of them have got their websites up and running.
The ENGO Challenge Award is one of the pillars of the ENGO program and it is already in its third year. It now covers all eight South Asian countries. We received more than 300 nominations for this year's challenge, which is overwhelming because these are those NGOs who want to tell the story that they have used some or the other technology or digital tools to have higher impact of

their mission and vision. These are also the NGOs whom we see as flag bearers of the digital revolution in their area of work and geography.

The biggest learning from the award is that there is no limit to the digital aspirations of the NGOs. They do not want to merely adopt digital tools but they want to even lead to show how intelligently they can use using their creativity and frugality by using these digital tools. For example, using social media to promote and strengthen e-commerce activities and policy advocacy, using the web as a database of their local knowledge and experience, using mobiles to reach customers and seeking feedback, using IVR to have content learning from the ground and even delivering information services, using mobiles to do surveys and doing training and capacity building; the list goes on. And because of the provision of a platform like the ENGO Challenge, there is a collective learning opportunity for everyone to expand the horizons further through cross pollination.

The next year as well as the time ahead is looking very interesting and challenging. We have to now see how we are going to leverage the 7000 NGO members of the ENGO Network and take the 5 pillars of its activities to each and every state and several more developing countries. The reason I say it is going to be challenging is

because we will have the .ngo domain available for all NGOs to book and have their web presence through .ngo and create a fraternity of validated NGOs. You can read more about this in the message of Brian Cute, CEO of Public Interest Registry, on the next page. We see a big challenge in the task of reaching out to grassroots NGOs, who may not even have access to the Internet and may not even be ready to book domains online. So we may have to rely a lot on our network of NGOs and partners and of course, supporters including the media.

With the advent of the .ngo domain there is going to be a serious filtering out of non-validated NGOs and that may be good for the NGO fraternity itself as the .ngo online identity will enable the word at large to trust those on the .ngo platform and directly connect with them.

For us at Digital Empowerment Foundation, the digital journey with NGOs is going to be multifaceted where we would constantly learn from them and also make ourselves serve them to have them digitally included thereby make India an informed society and a connected community.

I am sure all of you know that the ENGO program is an integral program of DEF supported by PIR and PIR is none other than the organisation which manages the .org domain. from January, 2015 onwards, PIR will begin to offer the .ngo domain TLD for all NGOs across the globe.

I would like thank each and every partner and colleague who have helped to make the ENGO program a movement and sign off by saying that although we have already reached 7000 NGOs and made them members of the ENGO program during the last three years, our target now is to reach at least 100,000 NGOs in the year 2015 itself.

Lots of love,

OSAMA MANZAR
Founder & Director of DEF and Chair of ENGO Challenge awards. He can be reached at *osama@defindia.net*

# It is now not enough to be online and visible, you also have to be trusted

*Only validated NGOs will get .ngo/.org top level domains*

Brian Cute

> *In an expanding sea of Internet data, you must have a clear identity, be found by and be trusted. Only then do you open the door to connecting with supporters who will take the next step and donate to your cause. In January 2015, we at Public Interest Registry look forward to taking that step with you.*

Trust. Visibility. Connection. These three words are at the heart of the ENGO Network. NGOs around the world have told us that their biggest challenge is to be trusted online and be visible to donors who want to support their mission. As the not-for-profit operator of the .ORG Internet address for over 12 years, Public Interest Registry understands the importance of trust, visibility and connection online. And we are happy to be a co-sponsor with Digital Empowerment Foundation for the 2014 ENGO Challenge.

Over the course of the last three years, Public Interest Registry has reached out to the global NGO community to ask what we could do to empower NGOs and, importantly, bring grassroots NGOs online

for the first time. Based on what the NGO community told us, we have created an exclusive suite of services that will revolutionize the way NGOs raise awareness, funds and support for their missions.

.ngo will be a validated domain name to create trust so Internet users will be confident that they are interacting with a genuine NGO.

Along with a validated .ngo|.ong address, your NGO will be entered into a globally searchable directory so your NGO can be visible and easily found. Also, your NGO will have a profile page with a "donate now" button that allows NGOs to present their mission to the global community, to connect with donors and receive support directly online.

Importantly, .ngo|.ong will be a platform that is of the community, by the community and for the community. It can only be successful with continued NGO community involvement and support. And the increased visibility and transparency created by .ngo|.ong will benefit all NGOs globally.

The reality today is that if you are not online, you don't exist. But simply being online is not enough anymore. Being visible is not enough anymore. In an expanding sea of Internet data, you must have a clear identity, be found by and be trusted. Only then do you open the door to connecting with supporters who will take the next step and donate to your cause. In January 2015, we at Public Interest Registry look forward to taking that step with you.

Our warmest welcome to the ENGO Challenge and our congratulations to all the the 2014 nominees!

BRIAN CUTE
CEO, Public Interest Registry

# The NGO challenge: Go digital or become defunct

*NGOs with a credible web presence have the best chances of raising funds, remain operational and grow*



Arjun Sen

> *NGOs can immensely benefit from embracing digital tools. They can vastly expand their outreach, become more effective and efficient, cut costs and make a significant impact through innovative digital interventions.*

Since the beginning of the 1990s, a complex set of factors has contributed to a rapid growth in the number of non-state, not-for-profit organisations in the developmental and social sectors not only in India but all over the world.

While accurate figures are hard to come by as it is very difficult to define such organisations popularly known as non-governmental organisations (NGOs), most estimates indicate that in India alone the number of such NGOs have shot up from just a few hundred thousand in the 1990s to about 1 million in 2005 and more than 3 million today.

In South Asia there are more than 5 million and globally over 10 million NGOs registered nationally and working primarily within their national boundaries. Similarly, the number of international NGOs, most registered in the richer North, has been estimated to have shot up from just about 6,000 in 1990 to over 60,000 today.

While researchers attribute many factors to this rapid proliferation of developmental NGOs, two factors, and both related to each other, stand out as primary driving forces.

The first is the increasing recognition worldwide that the state can play only a limited role in addressing the problem of last mile delivery of all kinds of services needed by citizens in key developmental and social areas such as poverty eradication and creation of livelihoods; education, skill development and capacity building; public health, nutrition and sanitation; management of water and natural resources;

extension of the benefits of modern science and technology to agriculture and protection of forests and environment.

NGOs have stepped in to address this lacuna by working at the grassroots level to reach the unreached and work at the bottom of the pyramid to provide services in the above areas in all underserved regions primarily in the developing world.

In the process they have also emerged as a major change agent in democratic polities by becoming the voice of the people in terms of advocacy and grievance resolution and have begun to play a significant role in strengthening the processes of grassroots democracy.

Consequently, they are now identified as the third sector after the government as the first sector and private sector business and industry as the second sector.

The second factor that has driven this expansion of NGO space is the sharp increase in the flow of humanitarian financial assistance from governments and government aid agencies; multilat-

eral agencies such as the United Nations and its various arms such as UNESCO, UNIDO, WHO, FAO, IFC, World Bank etc; international NGOs and funding agencies such as the Bill & Melinda Gates Foundation, Ford Foundation, ISOC etc.; corporates both national and multinational often as part of their CSR activities; and private donors and their philanthropic initiatives.

According to the Global Humanitarian Assistance (GHA) programme, the data collection and analytical arm of Development Initiatives (DI), the total flow of humanitarian aid from both private and institutional sources to NGOs went up from $2.8 billion in 2006 to $8.7 billion in 2010. It is estimated that the fund flow would be close to about $14 billion in 2014.

Of these total amounts, nearly 60% came from private sources while the balance from institutional sources such as governments and multilateral agencies such as the UN, World Bank etc.

Just as the increase in fund flow to NGOs has spurred their proliferation, similarly more NGOs has meant more fund raising efforts by them leading to further growth in the fund flow to the NGO sector.

In this scenario, where the growth in the number of NGOs and their ability to scale up and work at the grassroots level are critically dependent on the flow of funds from donors – both private and institutional, only those NGOs which can generate trust by making their work and operations transparent and clearly visible to the global community of both individual and institutional donors will have the highest chances of raising funds. Those without such validated online presence are likely to be ignored by the donor community at large.

For this single crucial reason, NGOs that can get their work validated to obtain a .ngo|.ong top level domain (TLD) for their web presence have the best chances of survival and carrying forward their work. The ENGO programme of DEF in collaboration with Public Interest Registry, the organisation that manages the .org TLD at present and which will offer the .ngo|.ong TLD from January 2015, is at the forefront of helping NGOs obtain a trustworthy online identity.

Of course, as we all know, apart from creating a credible web identity, NGOs can also immensely benefit in various ways from embracing digital tools. They can vastly expand their overall communication and outreach programmes, make their work more effective and efficient, bring about substantial cost savings and most importantly make a significant developmental impact through innovative digital interventions.

This booklet showcases nearly 40 such interventions where NGOs have shown their creativity and excellence in using various types of digital tools, mobiles phones and social media to create powerful developmental channels and mechanisms.

ARJUN SEN
Editor for Award Book 2014

# msbc
## mobiles for social & behaviour change

**family development**

**maternal health**

**nutrition**

**child development**

**sanitation & hygiene**

**education**

'Mobile Phone as a Tool for Social & Behaviour Change' is a joint effort of UNICEF India and Digital Empowerment Foundation (DEF) to explore various projects where women, adolescent girls and youth have effectively used mobiles in areas of health, education, sanitation and hygiene, HIV, nutrition, child protection, and monitoring and training of frontline workers.

## Consultations at

Uttar Pradesh

Andhra Pradesh

Assam

Madhya Pradesh

Tamil Nadu

'The experiences and practices could be any form of mobile-based communication and applications directly, indirectly targeting issues and challenges around women and girls vis-à-vis sanitation and hygiene; education, health, HIV, child protection, nutrition and women's empowerment and hygiene, education, environment

# OBJECTIVES

- Deliberation on key aspects of communication for development and issues therein and how new tools and technology like mobiles are used to its redress;

- Consult among invited stakeholders (from ground, policy and implementation fields) the scope and opportunity for deployment and use of mobile tools and platform for empowerment of primary stakeholders as means of communication and information;

- Discuss, learn, exchange and ideate on best practices on mobile for social and behavior change in India.

- Attempts to scaling up of such practices to existing and new locations in order to reach out to the participant groups;

- Bring out a research paper as an outcome of the consultation to address communication challenges, scope and opportunity to use and deploy mobile technology and platform in communication processes for social and behavior change; existing best practices; scope to scale up existing practices in partnerships and so on.

For more queries, contact: Ritu Srivastava (ritu@defindia.net)
Email: msbcindia.org@gmail.com I Tel/Fax: +91-11-26532786/87

**WWW** msbcindia.org    msbcindia.org/application-form

An initiative of:

**unicef** unite for children    **DEF**

DEF
DIGITAL EMPOWERMENT foundation

Minority Cyber-Gram

CIRC
Community Information Resource Centre

eMSME

DISTRICT
PUBLIC LIBRARY
PROGRAMME

gyanPedia

DIGITAL LITERACY,
SAFETY & SECURITY
programme

NATIONAL
DIGITAL
LITERACY
MISSION

dkc
data knowledge centre

eheritage

CR 2.0

CITIZEN
MEDIA
NETWORK

ICT4D

neerjaal

ICTD RESEARCH
Fellowship

msbc
mobiles for social
& behaviour change

DP Digital Panchayat
Digitally Empowering Village Councils

internet RIGHTS

Soochna Seva

green prakriya

WIRELESS IN
UNLICENSED BAND

WIRELESS FOR
COMMUNITIES

IDAF

SCHOLL
Research

mBillionth
award south asia

NGO

CHANDERIYAAN

manthan Award

The eNGO Challenge

Mobile for Good

SOCIAL MEDIA
for EMPOWERMENT

# WINNERS, SPECIAL MENTION & JUROR'S MENTIONS

### ADVOCACY
⇄ **Youth for Social Development (YSD)**
⇄ **Consumer Connexion**

### COMMUNICATION & OUTREACH
⇄ **Make A Difference**
⇄ **Green Yatra-India**

### BEST PRACTICES OF MOBILE USAGE
⇄ **Act to Rise for Innovation in Special Education**

### ORGANIZATIONAL EFFICIENCY
⇄ **Sankalp India Foundation**

### BEST PRACTICE OF SOCIAL MEDIA USAGE
⇄ **Youth for Blood**
⇄ **Give India**

### SOCIAL COMMERCE
⇄ **Purkal Stree Shakti Samiti**

### BEST PRACTICE OF RADIO & VIDEO USAGE
⇄ **Avdhan Foundation**

### SUSTAINABLE DEVELOPMENT
⇄ **Kala Varso**

# Advocacy

This category focuses on NGOs who use ICT & digital media tools for advocacy related work, creating awareness on certain issues and campaigning about programs. For example: using ICT tools such as videos or community radio for human right activities, creating media awareness, propagating adult education or some disease eradication program, etc. However, political or industry/business lobbying is not included in this category.

**WINNER**
Youth for Social Development (YSD)

**JUROR'S MENTION**
Consumer Connexion

# Helping the marginalised to get entitlements, fight corruption



Youth for Social Development (YSD) was established in 2005 as a not-for-profit independent social research and development organization devoted to improving the lives of tribal, rural and urban poor in Orissa. YSD undertakes research, public education, capacity building, documentation, dissemination, people centered advocacy and participatory development action. YSD focuses on promoting good governance in development areas that have direct impact on poor and vulnerable groups especially women, children and scheduled tribes. It uses its website, various digital tools and social media to disseminate information, initiate dialogue on various issues, hold debates and discussions on policy and pressing challenges and communicate its work to a wide range of stakeholders such as the government, donors and other civil society groups and partners worldwide. It uses digital story telling techniques to make communities easily understand issues and to create awareness. It has used ICT tools to help more than 1200 households in different slums in Behrampur get information on their entitlements under the Public Distribution Scheme (PDS) and Integrated Child Development Scheme (ICDS) programmes of the government. It has also assisted more than 432 citizens with the procedure for accessing information under the RTI Act, 2005. It has used its anti-corruption helpline to report more than 287 victims of corruption. Since 2005, YSD has been able to mobilise USD 95,450 and INR 983,600 for implementing 14 projects primarily related to promotion of good governance in public service delivery through community monitoring of public projects and enhanced citizen engagement to prevent corruption in PDS, IC DS and drinking water services.

ORGANIZATION
**YOUTH FOR SOCIAL DEVELOPMENT (YSD)**
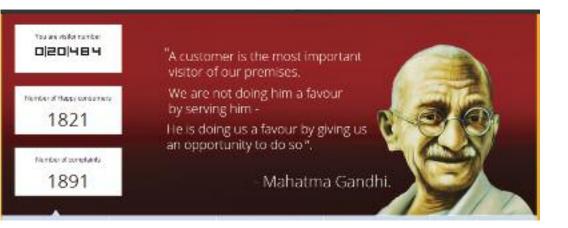
CONTACT PERSON
**BIBHU PRASAD SAHU**

COUNTRY
**INDIA**

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**YSDBAM@GMAIL.COM**

WWW
**WWW.YSDINDIA.ORG**

# Raising consumer awareness and helping resolve consumer complaints



Consumer Conexion works through its various organizations such as Partnership for Safe Medicines India, Healthy You Foundation, Hamara Consumer Dost, New Era Patient Friendly Hospital, Cell for Consumer Education and Advocacy and Consumer Online Foundation to network with and uplift consumer welfare and protect their rights. It makes use of major social media platforms like Facebook & Twitter to spread the word about consumer awareness, their rights, and encourage them to raise their voice against any disparity. It accepts consumer complaints online through their website and Facebook page and tries to provide a quick resolution. It does not charge consumers for solving their complaints. It has a 24x7 toll free helpline number which is accessible to consumers all over India. It has made videos on its work and uploaded them on its websites. It uses search engine optimisation tools and social media optimisation tools as well to increase its impact on consumers. Its productivity and reach has increased many fold due to these ICT tools and devices. Its website dealing with healthcare ranks 1 with certain keywords such as safe drugs, safe medicines, drug incidences in India. Consumer Conexion SEO ranking for jagograhakjago is 11th. It also uses social bookmarking, article submission, blog commenting, and RSS submissions. It brings out a quartely report that is shared on its website. The organisation also publishes a fortnightly online e-newlsetter on safe medicines with a reach of over 5000+ subscribers. It uses Hootsuite and Google Analytics to keep track of its Digital and Social Media Data.

**ORGANIZATION**
**CONSUMER CONNEXION**

**CONTACT PERSON**
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**WWW**
**WWW.CONSUMERCONEXION.ORG**

# Best Practices of Mobile Usage

The category focuses on NGOs which use mobile phones to drive social change. For example if an NGO uses connectivity through mobile phones , sms, video calling or any other way to engage and empower communities by large are eligible to apply under the category.

**WINNER**

ACT TO RISE FOR INNOVATION IN SPECIAL EDUCATION

# Helping the blind take educational lessons over mobile phones



Founded in 2010, Act to Rise for Innovation in Special Education (ARISE) is a not-for-profit charitable educational trust. Its registered head office is at Chandigarh. The organization develops, promotes and disseminates self-learning tools, assistive technologies and educational resources to the differently-abled, especially visually impaired children and youth. The organisation is registered with United Nations Volunteers' Online Volunteering Service and has been awarded under Google Grants for non-profits. At present it runs three projects – Special Education Module covering the subjects English, Hindi, History, Civics, Geography, Economics and Audio Fables (bilingual); Interactive Assistive Learning Module and Computer Skill Development. The organisation primarily uses computers and mobile phones for teaching visually challenged, deaf and dumb and people with muscular dystrophy. It has developed various innovative tools and technologies for them. One such technology enables visually impaired people to use computers and learn from them using touch with information being made available in audio format. Another is a mobile app that allows visually challenged people to take lessons in audio format over the mobile phone instead of reading from Braille books. Its website provides free educational resources online for its beneficiaries. It uses its blog and Facebook page to provide information on various new technologies launched for disabled, various issues catering to them and to motivate the disabled and address the various issues of parents and people through direct communication. The organisation has so far aided over a hundred visually challenged students in and around Chandigarh in their self-education and self-learning efforts. Students especially appreciate lessons delivered over mobile phones.

ORGANIZATION
**ACT TO RISE FOR INNOVATION IN SPECIAL EDUCATION**

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WWW
**WWW.ARISEIMPACT.ORG**

# Best Practices of Radio & Video Usage

The category focuses on NGOs which empower people to use video or radio to help communities raise their voices against their problems. For example: if any NGO facilitates people to record videos or participate through community radio to pass messages or register complains or highlight women issues, Then they are eligible to apply for the category.

**WINNER**
Avdhan Foundation

# Helping school children access quality educational content



Avdhan Foundation and its group companies aim to ensure 100% literacy in India by providing access to world class educational content to social organizations and schools. Avdhan has started a pilot project with the Government of Rajasthan for "Equality in Education". The project uses ICT tools such as computers and Internet to enable each and every child in Rajasthan get access to quality education. The project is taking the help of expert faculty, students from IITs and IIMs, research scholars and corporates to create lectures, study material, query-solution platform and online tests delivered over the Internet so that each and every child in Rajasthan is able to benefit from this educational content. This pilot project for 150 schools called the Hamari Digital Class is available in both Hindi and English medium and the aim is to enable all students in Rajasthan, including those in remote villages can get standardised good quality educational content. Avdhan is also collaborating with other NGOs under its Community Smart Class project for providing the same content in their educational centres. It also uses computers, laptops, Internet and smart phones to spread digital literacy to the people so that they can access their rights and entitlements under various government schemes as also commercial services such as railway ticket booking etc. Apart from these specific projects, Avdhan also regularly organises cyber literacy seminars, summer trainings, youth empowerment sessions, career counselling sessions, teacher training programmes and personality development seminars.

ORGANIZATION
**AVDHAN FOUNDATION**

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**SIDDHARTH BHAGAT**

COUNTRY
**INDIA**

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**AVDHANFOUNDATION@GMAIL.COM**

WWW
**WWW.AVDHANFOUNDATION.ORG**

# Best Practices of Social Media Usage

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

**WINNER**
Youth for Blood

**JUROR'S MENTION**
Give India

# Connecting blood seekers with donors, saving lives



What started in February 2011 as a student's quest to find a blood donor for a friend's uncle became first a Facebook campaign called Youth for Blood in 2012 and within months a registered non-profit. In just the last two years, this Nepal-based non-profit has managed to save more than 4,000 lives, has brought together over 40,000 blood donors and collected over 4,500 pints of blood spreading to 12 locations in Nepal. YFB's vision is to make sure that not a single life is lost in Nepal due to lack of the right kind of blood. The work of this organisation is a shining example of the power of social media. YFB uses social media, especially Facebook, Twitter and WhatsApp to reach people who are in need of blood and also to find people who are willing to donate blood. The organisation also uses social media campaigns to make people aware about the importance of blood donation and to provide different kinds of information related to blood and blood donation. The website has also helped it create Nepal's largest blood donor database. Interested donors register themselves at the website www.list.youthforblood.org which helps it to manage the requirements of blood. Similarly, people who need blood ask YFB to manage through its website. The website and social media are also helping the organisation to attract volunteers and financial help from Nepal and abroad.

ORGANIZATION
**YOUTH FOR BLOOD**

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WWW
**WWW.YOUTHFORBLOOD.ORG**

# Using ICT to raise funds for genuine NGOs





Established in 2000 by a group of professionals, GiveIndia is a donation platform that allows people to support a cause of their choice from about 200 NGOs that the organisation has scrutinised for transparency and credibility. GiveIndia does not raise funds for themselves. It helps people to donate to these NGOs. It ensures that at least 90% of the contribution reaches the organization that the donor supports as against the average of 60% for the NGO sector. GiveIndia has reviewed over 3,000 non-profit organizations from all over India to identify over 200 organizations that have met with its Listing Criteria. These NGOs work for causes ranging from child welfare and education to disability, poverty, and women's empowerment to name a few. Conceived by Venkat Krishnan, an IIM-A graduate in December 1999, GiveIndia is managed by a team of professionals who have earlier worked with various corporates and now have dedicated their careers to making a difference. Its website is the platform through which donations happen. So far it has been able to raise about Rs12.6 crores via the online donations, over 20,000 donors use the platform annually, over 200 NGOs receive funds via GiveIndia.org and the website's iGive feature is India's largest online fundraising event. GiveIndia uses social media to highlight various causes that need the attention of global donors. Some of the ways in which it does this are: highlight success stories, create and run fundraising events, circulate viral images and videos to persuade people, and spread awareness about the need for philanthropy.

ORGANIZATION
**GIVE INDIA**

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# Communication & Outreach

This category focuses on NGOs who have used ICT and digital media tools for their internal & external communication purpose. NGOs who expand their outreach and its activities with respect to organizational mission and vision can apply under this category. For example, using mobile phones to enhance the outreach of their organization and using website to showcase their activities and local content to get networking and support for their NGO.

**WINNER**
MAKE A DIFFERENCE

**SPECIAL MENTION**
GREEN YATRA-INDIA

# Making a difference for children in orphanages



Make A Difference (MAD) is an organisation founded and run by young people that seeks to unleash the full potential of children living in orphanages and shelter homes (institutional children). To do this it runs five projects: 1. EdSupport: Providing after school support in Math, Science and English. 2. Discover: Provides children a support system that enables career awareness, skill building and self awareness through experience-based learning. 3. Propel: Enables children poised to pass out from shelter homes to build their career paths in sync with their interests. 4. Fortify: Aims to provide children living in orphanages and shelter homes the best environment possible so that they can have an amazing childhood. 5. Events: This project raises funds for MAD's on-ground projects through various events such as workshops, drives and sales. Apart from developing in-house a multi-functional online application called MADApp that facilitates the organisation's day-to-day operations from recruitment to accounts, MAD extensively uses its website and social media such as Facebook, Twitter, Instagram and Youtube for communication, outreach and fund raising. Their use of ICT tools has enabled them to scale up from just 30 volunteers in 1 city in 2006 to more than 2000 volunteers in 23 cities and impacting over 5000 children. As a consequence of their impressive work, their communication and outreach ability and excellent use of ICT tools, the US First Lady Michelle Obama met with MAD representatives and children being assisted by the organisation when she visited India in 2010.

ORGANIZATION
**MAKE A DIFFERENCE**

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# Using social media to campaign for environmental protection



Green Yatra is a Thane-based organisation which works in the fields of environmental protection and education of marginalised children. Their project Child Education-EkZaroorat aims at educationally adopting underprivileged children and sending them to school and support their all basic educational needs such as books, tuition fees, etc. along with making them environmentally aware. Their target is to adopt 1000 children in the first phase and they seek to fund this using donation of old newspapers. Similarly, the project Zaroorat collects and recycles household waste to meet the needs of poor and needy people. All their other projects such as Go GREEN Kids, Green Youth, Green India, Plant a Tree, Plant a New Life, Green Societies, Green Earth and Go GREEN Ganesha aims to increase awareness about environmental issues, inculcate the "Reduce, Reuse, Recycle and Realize" mentality among the people and to take concrete action on the ground to protect the environment. The organisation uses its website and social media for all its communication and outreach campaigns to raise funds, raise awareness and ensure participation. Under its Go GREEN Kids initiative it has reached more than 50 lakh students across India. It is partnering or associated with over 200 colleges and universities in India under its Green Youth and Green India programmes. It is at present using the Internet for its Systematic Waste Management project which is a scientific, organized process of storage, collection, segregation, transportation, processing and disposal of solid refuse residuals in an engineered sanitary landfill. It ensures zero carbon emission and minimal or no landfill. In 2013, Green Yatra won the most Pro-active Environmental NGO – 2013 award at Nitara organized by Garbage Concern Welfare Society, Mumbai.

ORGANIZATION
**GREEN YATRA-INDIA**

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**NDLM Programme Members**

- Farmers
- Housewives
- Panchayat representatives
- Entrepreneurs
- Adolescent girls
- Unemployed youth
- Students

# NATIONAL DIGITAL LITERACY MISSION

## 275 million households in India

Let's make One from each house digitally literate!

In a country of 1.2 billion, there are 275 million households, 250,000 panchayats, 14,00,000 schools, 85000 public and community health centres, 26 million micro & small enterprises, 3300,000 NGOs, 100,000 Aanganwadis and altogether more than 345 million people below poverty line. This entire range of institutions and people are digitally illiterate.

# Organizational Efficiency

This category focuses on NGOs who use ICT & digital media tools for improving and enhancing their organizational efficiency and bringing transparency within the organisation. For example, using video-conferencing technology to connect with their regional partners or staff capacity building program with ICT tools such as using mobile, tablets and laptops for field survey and transferring regional data to the data center.

**WINNER**
SANKALP INDIA FOUNDATION

# Never failing to meet emergency blood requests



Sankalp helps people in **emergencies** when the blood component they need is not available in blood banks.

**Emergency Wing**
**The last hope**



Sankalp India Foundation is a voluntary youth organisation established in 2003. Formed after few students took a resolution to ensure that no one died due to shortage of blood, today the organisation has become a promise for safe blood for all. Run by young working people and college students, the organization is working on three major fronts: to promote 100% voluntary blood donation and raise awareness about the cause; a 24 X 7 helpline for blood which networks with all major blood banks in Karnataka; and an emergency team which boasts of never having left a blood request unsatisfied. Apart from blood, the organization helps out victims of disasters and has worked for disaster relief efforts during Tsunami, the Kashmir Earthquake, floods in Tamil Nadu, etc. The organization makes extensive use of web based applications, cloud hosting, mobile networks, mobile applications, and other contemporary technologies for efficient delivery of its objectives. For example, in the last one year, ICT tools enabled the organisation to collect 12,000+ units of blood in blood donation drives, cater to 15000+ blood requests through its Karnatak a blood helpline, maintain a network of extremely rare blood group donors and support disease management and care for more than 550 children suffering from thalassemia. The organisation makes use of contemporary web technologies accessible through all types of devices, SMS and mobile technology, and innovative use of hardware for seamless user interface.

**ORGANIZATION**
**SANKALP INDIA FOUNDATION**

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# Social Commerce

This category focuses on NGOs who have used ICT and digital media tools such as e-commerce tools, mobile phones, online shopping and social media tools such as Facebook & Twitter for promoting their business services for the purpose of community benefit. For example, using website or social media networks for the promotion and trading of products for community benefits.

**WINNER**
Purkal Stree Shakti Samiti

# Rural women go online to market handmade products



Purkal Stree Shakti Samiti is a non-profit that began operations in 2003 at Purkal, a village 15 kms from Dehradun, the capital of Uttarakhand. It is engaged in empowering rural women by giving them skill development training for producing handmade products like quilts, cushion covers, jackets, various types of bags, home accessories etc. and providing them all support needed to market these products. The women are organised into Self-Help Groups. Each SHG has a maximum of 10 members and work under the umbrella of Stree Shakti which provides assistance in training, design development, joint purchases and joint marketing efforts. The goal is to help the SHGs grow into independent commercial operations capable of successfully managing their own businesses as entrepreneurs. PSSS has created an online store at its website which has a payment gateway for sale of the products across the world. PSSS employs trained designers for guidance on product development as well as accountants, store keepers and staff meant for marketing and selling. The sales proceeds are used to pay for the PSSS staff employed in the commercial operations, raw materials and salaries for the women workers. Starting with just 1 woman 11 years back, today 140 women are each earning over Rs 5000 per month from their production and commercial operations.

ORGANIZATION
**PURKAL STREE SHAKTI SAMITI**

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# Sustainable Development

This category focuses on NGOs who use ICT & digital media tools for sustaining themselves. For example using a website or other online tools to showcase the projects in front of donor or funding agencies.

**WINNER**

Kala Varso

# Online promotions helping to revive vanishing art forms



Kala Varso was conceptualised and started by folk artistes in 2012. Its main focus is to uphold, nurture and revive the rich cultural traditions of the Kutch region. It seeks to preserve and perpetuate the Folk Music, Folk Culture, Folk Dance, Folk Tales and Folk Art unique to the region of Kutch. Many of these art forms are on the verge of extinction as a result. Kala Varso is trying to revive old practices such as traditional Reyan (gathering), which provided a platform for knowledge sharing and mutual enrichment. Reyan is an important element contributing to cultural, social and professional progress of the community. Similarly, there are now only five singers that still sing the ancient singing form – *waai.* The organisation is using mobile phones and social media to connect with artistes in remote villages and organising them, promoting the art forms nationally and globally and for increased media exposure to make the general public aware of these rich cultural traditions now becoming extinct due to neglect and lack of sustainability. ICT tools such as social media has helped the organisation to take live performances to New Delhi, Goa, Brazil, Mumbai, Pune, Ahmedabad etc. The organisation shares videos of the various art forms on social media to generate awareness. A website is now under construction which will provide a repository of videos and photographs on these art forms. Thanks to Kala Varso these art forms are now surely on the path of revival.

ORGANIZATION
**KALA VARSO**

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# FIRST RUNNERS-UP

### ADVOCACY
⇒ SL2 College

### BEST PRACTICES OF MOBILE USAGE
⇒ Foundation for Research in Health Systems

### BEST PRACTICE OF SOCIAL MEDIA USAGE
⇒ Lha Charitable Trust

### BEST PRACTICE OF RADIO & VIDEO USAGE
⇒ Swaraj Sansthan Sanchalanalaya

### COMMUNICATION & OUTREACH
⇒ Rural Litigation and Entitlement Kendra
⇒ Society for Appraisal & Women Empowerment in Rural Areas

### ORGANIZATIONAL EFFICIENCY
⇒ SOS Children Village
⇒ Institute of Integrated Rural Development
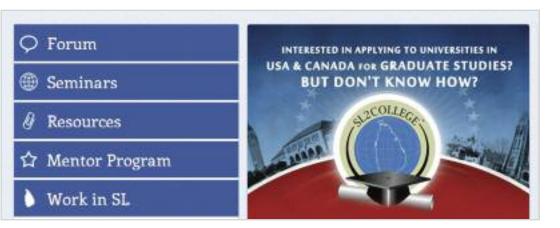
### SOCIAL COMMERCE
⇒ Sadhna

### SUSTAINABLE DEVELOPMENT
⇒ Sankalp Taru

# Helping Sri Lankans go abroad for higher studies



Sri Lanka-based SL2College is an educational non-profit organization set up in 2005 by a global community and driven by a global volunteer network of university students, professionals, industry and academic experts of Sri Lankan origin. SL2College helps Sri Lankan students with their higher education goals by providing free, accurate, in-depth and unbiased information about many aspects of higher education. The key activities includes: 1."SL Inspire" seminars and workshops which are held at local universities and schools, particularly in underprivileged regions of the country to inspire students to go abroad for higher studies and to educate them about available opportunities; 2. Mentor Programme is a virtual one-on-one guidance programme that connects high schools students with mentors in any field and any country; 3. Research Collaboration Program links Sri Lankan professors, post-doctoral researchers and graduate students in foreign universities with Sri Lankan undergraduates to conduct guided-research projects and thereby provide students with the experience and encouragement towards a research-based career; 4. Work In Sri Lanka seeks to encourage Sri Lankan graduates to return or meaningfully contribute to foster economic and social development of Sri Lanka. All the programmes are heavily reliant on the Internet, ICT tools and social media such as Facebook, Twitter, Youtube and LinkedIn for advocacy, advice, communication and connectivity. There are separate websites and Facebook groups for each programme. Social media campaigns have helped the organisation to double its traffic in the last two years and every campaign leads to a further increase in participating students as well the global network of volunteers.

ORGANIZATION
**SL2 College**

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# Helping pregnant mothers get timely care using mobiles



Since its inception in 1989, the Foundation for Research in Health Systems (FRHS) is working to improve management of India's public health program through formative and action research. The organization covers maternal care, adolescent health, child health and nutrition, reproductive and family planning, and HIV/AIDS programs. FRHS uses several types of digital tools including basic mobiles, smartphones, tablets, Netbooks and voice recorders along with ICT tools such as openSRP, Formhub, Commcare, MoTeCh, KooKoo , openXdata, etc.  As a research organization, FRHS uses smartphones regularly for data collection through surveys. The data collection process is done using Android phones through data collection tools like Formhub, Ona, Commcare, and openXdata. Its project DRISTHI seeks to develop a "mHealth" application to support NRHM's reproductive, maternal and child health services. The technology is easy to use, free of cost and is being scaled up after rigorous pilot testing, impact assessment and revision. The resulting intervention will empower and assist rural health workers and their clients. FRHS has also used interactive voice response system and videos films in the mCheck program, which is a part of World Health Organization's patient safety program. The 'mother baby 7-day-mCheck program' is to educate mothers and their family members on the danger signs or complications that could endanger their life or their baby's life and to enable them to seek timely and appropriate care.  The mCheck intervention includes a paper tool, video film, pre-discharge checklist and reminder voice messages sent over the mobile.

ORGANIZATION
**FOUNDATION FOR RESEARCH IN HEALTH SYSTEMS**

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# Helping Tibetan refugees find their feet in India



Founded in 1997, Lha Charitable Trust is a grassroots non-profit and one of the largest Tibetan social work organizations based in Dharamsala, India. It aims to provide vital resources for Tibetan refugees, the local Indian population, and people from the Himalayan regions. Lha plays 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. Additionally, Lha offers volunteers and students the opportunity to engage in meaningful community service and social work and also seeks to generate an atmosphere of harmony and cooperation within the community by tending to the needs of the impoverished and underprivileged. Lha offers free English, French, Spanish and Chinese classes, cultural exchange programs, IT classes, vocational training, health and environmental awareness education, a wide array of volunteer opportunities, distribution of clothes and medicine, a community kitchen and many other programs and activities. 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 35-50 meals per day for financially disadvantaged people. It extensively uses social media such as Facebook, Twitter and Youtube as also its website to connect and communicate with the Tibetan community in exile as also for outreach and communication with the rest of the world regarding news and events about the Tibetan community in India, Tibetan culture and creates awareness about health and environmental issues. Its website also serves as a tourist guide.

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**LHA CHARITABLE TRUST**

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# Using radio to spread awareness about India's heritage





Radio Azad Hind is a community radio station run by Swaraj Sansthan Sanchalanalaya (SSS), Bhopal, a cultural wing of the Government of Madhya Pradesh. It produces programmes in Hindi language of different genre based on relevant topics such as Indian freedom struggle and freedom fighters, Indian literature and heritage, women's empowerment, social and civil awareness etc. It is broadcast daily in two sessions - morning 7am-12noon & 5 pm to 10 pm. The organization regularly updates its website with newly produced and broadcast episodes of the Azad Hind radio channel. According to SSS, the content of our programs is, by and large, based on the topics which directly or indirectly create awareness among the masses related to different fields. The programmes of the radio channel are not constrained to only one theme. Rather the stress is on how how a community or society can be benefitted through the radio channel. Hence, it has produced programs touching the varied spectrum of subjects from Indian Freedom Struggle to the contemporary trends in science and technology. The radio channel seeks to safeguard India's rich and intangible heritage by making programmes based on them and thereby also meets the need to document them. The website acts as an inventory, especially of the topics related to Indian Freedom Struggle and Freedom Fighters. The website has helped to increase the audience of the radio channel while uploading of programmes on the website has resulted in cost feasibility.

ORGANIZATION
**SWARAJ SANSTHAN SANCHALANALAYA**

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# Using wireless technology to conserve remote mountain forests



RLEK began developmental work among tribals and marginalised communities in Uttarakhand in the late 1970s. Today it has a presence in 6 states of India. Apart from its many projects aimed at protecting the environment and human rights, freeing bonded labour, ensuring landownership rights etc., it has launched a unique project based on wireless technology among the Van-Gujjar community who reside deep in the mountainous jungles of Uttarakhand. In 1996, the Ministry of Communication allotted two frequencies to RLEK as a special case. Under the Rs 1.1 crore project, the RLEK bought 100 handsets and except for 9 sets that it retained for its staff at a central station and three base camps, gave the rest to members of the community. Each cluster of habitation was given two handsets – one to a male and the other to a female to maintain gender equality. Handsets were given to persons who were not only good wireless operators but were also trustworthy and approachable by everyone within the community. Community members were trained at regular intervals which gave them a strong sense of empowerment. The ability to report poaching, illegal tree felling, fires and medical emergencies gave the community a sense of security, confidence, and authority and freed the community from its earlier sense of isolation. All this happened even before the mobile revolution in India and today RLEK is also using mobile phones, its website and social media such as Twitter and Facebook for communication and outreach. It uses its website and social media to generate awareness among the people at large, for training, for attracting interns from India and abroad, for getting grants and donations and for spreading information about its work. RLEK was invited to the World Summit on Information Society in Geneva in 2013 as a panelist for the "Local voices from around the world" panel discussion.

ORGANIZATION
**Rural Litigation and Entitlement Kendra**

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# Empowering women in the conservative tribal regions of Pakistan



SAWERA is a Pakistan-based organisation that works on a rights-based approach to women empowerment issues in the Federally Administered Tribal Area (FATA) of Pakistan. It is also at the forefront of spreading digital literacy and use of ICT tools in the FATA region irrespective of gender and socio-economic background. It has set up centres in Jamrud Tehsil in the Khyber Pakhtunkhawa region of FATA for providing Information Technology (IT) training for women. The training has been helping participants to acquire skills required for employment and some have gone on to secure jobs in government institutions and are a source of income for their families. SAWERA also runs a pilot project called E-Mentoring Information Technology program for the most vulnerable women as women are the marginalised community in male-dominated Pakistan where females are not allowed to go outside their homes for education and jobs etc. The organisation has also set up centres for IT education of FATA students in the Khyber Agency area. The organisation extensively uses its website and social media such as Twitter, Facebook, Youtube, Google+ etc. for communication, opinion-building and outreach. SAWERA has also been using social media to urge corporations to switch to renewable energy or run campaigns against companies using practices that are environmentally damaging. It has started using social media for building a community around the cause of reading with a mission to educate women about their basic rights and to empower them with knowledge about all aspects that touch their lives.

ORGANIZATION
**SOCIETY FOR APPRAISAL & WOMEN EMPOWERMENT IN RURAL AREAS**

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# Improving efficiency and effectiveness of child care programmes



SOS Children's Villages is a child-care organization looking after vulnerable children in India. It attempts to provide food, clothing, shelter and a family environment to the needy children, through its unique child-care model. The various activities of the organization are Family Based Care (FBC), Family Strengthening Programme (FSP) and Education Programme. FBC provides alternate care to children without families and is implemented at 31 locations across the country. FSP supports poor families by helping build their child-care capacities by providing livelihood trainings and nutritional and educational support. The Education programme provides education through 8 Herman Gmeiner Schools, 2 vocational training centers, a Nursing Training School and a Teacher Training College.

4 years back, there was almost no usage of ICT & Digital tools in the organization. All processes were manual, costly, inefficient and slow. The organization then introduced ICT and digital tools extensively across all areas of work to tackle these issues.  The tools helped improve efficiency, human productivity, controls and monitoring, expenditure and quality of work substantially. The organization has transformed into a State-of-the-Art fully paperless environment. The annual recurring cost has been reduced by Rs. 4 crore, manpower strength cut by 300 people and domestic fundraising increased 3 ½ times to reach Rs. 34 crore. There has been substantial improvement in the effectiveness of all programs covering 6600 parentless children under the residential program, 22000 children under the community program and 8000 students in SOS Schools. The incomes of the beneficiaries have also increased by 200%.

ORGANIZATION
**SOS CHILDREN VILLAGE**

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# Using ERP and HRM tools to enhance efficiency



IIRD, established in 2004 is dedicated to bringing about rural prosperity through research & studies, training & capacity building, programme implementation & technical support and institutional networking in the national and global perspective. Approved & empanelled by various government departments, ministries & PSUs for its quality standards, IIRD has grown over the years and now has operations also in Nigeria. IIRD has trained over 6500 persons in institutional trainings & more than 50,000 through field based orientations. Today IIRD has ten sectoral intervention units in the form of centres. Many of them are working as independent revenue centres. Apart from using its website and social media platforms, the organisation has implemented customised ERP and PYD solutions to bring about greater efficiency and effectiveness in its work. The ERP software integrates all facets of its operations, including project planning, development, execution, implementation and management. The PYD solution is a human resource management (HRM) software or an employee management system, which runs online and allows its volunteers and employees to access information from anywhere in the world. The automated workflow system of HRMIS in the ERP ensures that every work task that is created under specific developmental project/assignment and allocated to the respective team is submitted, reviewed, and approved iteratively as per planned schedule. This has enhanced individual and organisational efficiency in achieving project goals and orgsanisational mission.

ORGANIZATION
**INSTITUTE OF INTEGRATED RURAL DEVELOPMENT**

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# Helping marginalised women become self-reliant



Sadhna was established in 1988 to provide alternative incomes for women in Udaipur's rural, tribal and urban slum belts. As these communities were not dependent on agriculture, handicrafts was chosen to be introduced to them. The organisation taught Patchwork, Appliqué and Tanka embroidery skills to the women for them to earn a secure living. Today, Sadhna provides continuous training to women artisans to improve their skills, a support network to them in their villages and a respectable position in their family and society. Sadhna has its roots in Seva Mandir, a leading development organization based in Udaipur. In 2004 it registered itself as an independent Mutual Benefit Trust to transform itself into a self- sufficient, small- scale unit for production of handcrafted products owned by its artisan members. Having started with 15 women, Sadhna today prides itself of being a 700 member family. There are 49 groups spread over 16 locations in and around Udaipur city and each group comprises 10-20 artisans. Sadhna's artisans create exquisite and exceptional textile products with their signature handwork and appliqué in kurtas, sarees, home furnishings and accessories. All products are sold by Sadhna hold the authentic 'CraftMark' certification. It has a website and Facebook presence which it uses to showcase its products and market them globally but it has no online store or payment gateway. It has four retail outlets – two in Udaipur, one in Delwara and one in New Delhi.

ORGANIZATION
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# Plant your trees and watch them grow



We are growing several forests in the middle of the Thar Desert

SankalpTaru is a green initiative launched in 2011 and is run by a group of young professionals. It provides an innovative way to help busy people participate in the greening of the earth by a mere click on the organisation's website. Visitors visiting the website can plant one or more trees simply by clicking a button and paying a donation of less than Rs 150 for planting each tree. Those wanting to plant trees can choose their location from the various tree planting projects that SankalpTaru has organised. Some of these locations are Thar Desert, Kargill, Uttarakhand, Leh etc. SankalpTaru engages rural NGOs to plant these trees at the location chosen by participants. The plantation sites are chosen in a way such that there is a pressing need to plant trees in that area to protect the environment (check soil erosion, carry out afforestation, water conservation etc.) and also to extend socio-economic benefits to the surroundings in terms of green jobs and livelihood support. The organisation also takes responsibility for ensuring that each tree that is planted grows into a full-fledged tree and donors can track what is happening to their trees. Thus, the overall technology framework brings together various entities – individuals, corporates and NGOs – to protect the environment and bring about socio-economic development for needy people in an entirely transparent and visible way.

ORGANIZATION
**SANKALP TARU**

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# CIRC

Community Information Resource Center

सामुदायिक सूचना संसाधन केंद्र



DEF
DIGITAL EMPOWERMENT foundation

www. circindia.org

As of now DEF has various partners who have been instrumental in establishing and managing CIRCs. Some of the partners are;

Managing Partner

**INOMY**

Partners

intel

Internet Society

N S D C
National
Skill Development
Corporation

NASSCOM FOUNDATION

BRITISH COUNCIL

Google

NIELIT

IGNOU

European Union

Ministry of
Minority Affairs
Govt. of India



DIGITAL PANCHAYAT

## Contact Us

CIRC

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# SECOND RUNNERS-UP

### ADVOCACY
⇒ **Dalit Sangh**
⇒ **State Alliance for Rights, Empowerment & Livelihood**
⇒ **Mission Bhartiyam**
⇒ **Indian Centre for Developement and Rights**
⇒ **Nandini Social Welfare Society**

### BEST PRACTICES OF MOBILE USAGE
⇒ **Centre for Youth and Social Development**
⇒ **All India institute of Self Govt. -India**

### BEST PRACTICE OF SOCIAL MEDIA USAGE
⇒ **Pragat Shikshan Sanstha**
⇒ **Mission Bhartiyam**
⇒ **India Spend**
⇒ **Praveen Lata Sansthan**

### COMMUNICATION & OUTREACH
⇒ **mumbaivotes.com**
⇒ **Janathakshan Gte Ltd**
⇒ **Women's Organisation for Rural Development**

### ORGANIZATIONAL EFFICIENCY
⇒ **Eeshwar Child Welfare Foundation**
⇒ **Azad India Foundation**

### SOCIAL COMMERCE
⇒ **Network for Information and Computer Technology**
⇒ **Action of Human Movement**
⇒ **Sant Singa ji Institute of Science & Management**
⇒ **Consortium of Handicrafts and Artisans Society**

**SUSTAINABLE DEVELOPMENT**

⇒ **Shri Agrasen Samajk Sanskrutik Vikas**
⇒ **Social and Development Research and Action Group**
⇒ **Human Welfare Association**
⇒ **Aakash Maindwal Foundation**
⇒ **Cohesion Foundation Trust**
⇒ **eVidyaloka**

# SPECIAL APPRECIATION

**SUSTAINABLE DEVELOPMENT**

⇒ **Mahila Kalyan Samiti Dhori Bokaro**
⇒ **Centre for Environment Protection**

# Making global donors come to the aid of dalits

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**Dalit Sangh**

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For the last 25 years, the Dalit Sangh has been working among the dalits and tribals of Sohagpur and Bankhedi blocks of Hoshangabad district and Harda block of Harda district in Madhya Pradesh. The organisation seeks to work for the social, economic and educational development of these marginalised communities by creating awareness among them about their social status, human rights and their rights and entitlements under various government schemes. It has successfully used its website and social media to bring its work to the attention of the government and international donors enabling it to earn over Rs 1 crore revenues in the last fiscal. In 2013, it produced two films – a fiction film called "Asma mere kadmo me" (The sky is at my feet) on the subject of disability in collaboration with Sight Savers and another film of ninety minutes called "KubTakChupRahoge" (How long will you remain silent?) on the life of dalits in collaboration with Action Aid. It has also launched a movement "Dalit AdhikarAbhiyan" with the help of Action Aid in five districts of the state. As a result of its work the dalits are now living a life of dignity and their harassment by the rich and upper castes on grounds of untouchability has come down considerably.

# Networking to enhance effectiveness in developmental work

ORGANIZATION
**State Alliance for Rights Empowerment & Livelihood (SAREL)**

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State Alliance for Right, Empowerment and Livelihood (SAREL) Network of Eastern Uttar Pradesh is a state level networking forum where 45 NGOs from 20 districts of Uttar Pradesh have come together as partners. The network seeks to use websites, the Internet, social media and other digital tools to facilitate effectiveness and efficiency in its work of organizing and empowering the most disadvantaged sections of rural society for sustainable and comprehensive development leading to improved quality of life. The SAREL Network believes that people can better fight for their own rights if they are empowered by knowledge. The Network is identifying and registering appropriate members and plans to set up a resource center for developing a well-researched database on the ground realities regarding MNREGA, forest protection and other government schemes. The database will be used to prepare reports and for campaigns in social media and mainstream media for advocacy of the demands of marginalised communities. It is organising capacity building and training programmes for all the alliance partners depending on their needs and demand regarding such issues as land, water, forests, women's issues and livelihood issues.

# Crossing borders with social media to foster Indo-Pak friendship

**ORGANIZATION**
MISSION BHARTIYAM

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Mission Bhartiyam, established in 2007, is a social outfit of young professionals (engineers, doctors, scientists, teachers, research and law scholars etc.) & students. It has been working for an overall development of society with primary focus on peace and communal harmony, protection of human rights and environment at the intra-national, South Asian and international level. It advocates communal harmony through such programmes as Sadbhavna Diwali, Sadbhavna Holi, Sadbhavna Eid etc where it tries to include people of diverse faiths while celebrating festivals. It also sends Sadbhavna Dal or peace delegation to riot-hit or communally sensitive areas. For these ground activities, the organisation uses digital tools to connect with people and encourage them to join the various programmes. At the South Asian Level, the organisation at present has two major Initiatives: Bharat Nepal Paraspar Samvaad and Aaghaz-e-Dosti (Indo-Pak Friendship Initiative). For both Initiatives, MB has used ICT and Digital tools to find collaborators across the border and to coordinate activities. It has used social media to launch several campaigns to promote Indo-Pak friendship. To promote Peace at International Level, it has launched the Tree for Harmony initiative wherein between 16 September (World Ozone Day) and 21 September (World Peace Day), a harmony tree is planted along with an awareness programme on the need for both a sustainable environment and peace. For the initiative it has extensively used ICT and digital tools to reach out to individuals as well as organizations to encourage their participation in the programme. Apart from these Peace and harmony initiatives it uses social media to try to spread awareness about cases of human rights violations and mobilise support. It also use social media pages to regularly spread awareness on the urgent need for as well as the ways to save the environment.

# Advocating gender equality among educated people

**ORGANIZATION**
INDIAN CENTRE FOR DEVELOPMENT AND RIGHTS

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Indian Centre for Development and Rights is using social media like Facebook and Twitter to raise funds and generate awareness for three projects: Supporting a School, Library Campaign and We Need Feminism – Stand for Equality campaign. Under the first project, ICDR is supporting a rural school near Dataganjtown of Badaun district of Uttar Pradesh. The school has minimal infrastructure and only 12 classrooms for 450 students enrolled in Classes 6 to 12. There are 3 labs which are being upgraded, primary school rooms are being built and classrooms are being provided with necessary furniture. Under the Library Campaign, ICDR is setting up a school library equipped with books for both students as well as teachersto inculcate a sense of learning and knowledge.ICDR has launched a campaign using social media and its website to raise the required funds. Under the We Need Feminism – Stand for Equality campaign ICDR is using social media to reach out to educatedpeople in both urban and rural areas and generate awareness against gender biases. More than 550 students from 20 villages are benefiting from the school and library. The feminism campaign has got 900 likes on Facebook and 35 followers on Twitter.

# Traditional skills for empowerment

**ORGANIZATION**
NANDINI SOCIAL WELFARE SOCIETY

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"Nandini Social Welfare Society" works towards the betterment of the quality of lives of very poor people through women and adolescence groups. It strongly believes that change can be brought about through building capacities of communities. NSWS provided various awareness and training on Handicraft and Handloom textiles to the rural and urban poor especially women, tribal and scheduled caste for their economic self sustenance. The mission of NSWS is to improve the quality of life of the poor and underprivileged rural people through social action. They have been working in the field of community development, health awareness, Adult Education, Child Labour, Child Adolescence, Disaster Management, Agricultural, Fishery, Veterinary, Handloom Textiles, Handicraft, Group Formation and Skill up Gradation etc. since last few years; the organization had also completed a successful survey at Rangapara, Balipara, Gabhoru, Sootea, Dhekiajulie and Naduar Development Block. The organization meets all the peopl resided at the said localities and arranged meetings with more than 200 self help groups and other communities and tried to find out the current problems of the locality. .

# Making tribal women shed inhibitions, take bold steps

**ORGANIZATION**
CENTRE FOR YOUTH AND SOCIAL DEVELOPMENT

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Established in 1982, CYSD is a non-profit development organization working to improve the quality of lives of tribal, rural and urban poor in Odisha. The centre's primary focus is on eradicating extreme poverty and hunger, ensuring social inclusion and justice, good governance and citizen's rights. The major initiatives of the centre include helping communities identify and initiate development measures; providing training and other capacity-building support to pro-poor organizations and individuals; and carrying out research and advocacy in favour of the poor people especially the tribals. It works at both the grassroots level - directly with communities - and through NGOs partners. At the national level, CYSD played a pivotal role in the establishment of a civil society coalition called National Social Watch (NSWC) and a number of campaigns like Wada Na TodoAbhiyan (Government, Keep Your Promises) and Nine is Mine (9% of public expenditure is for our health and education) for monitoring the performance of the key institutions of governance. The centre is also involved in several international networks including Social Watch, Transparency International and CIVICUS. In recent times it has been intensively using mobile phones to track the progress of activities, movement of field staff, as well as the behavioral changes in the beneficiaries.

# Using mobiles to make large surveys more accurate

**ORGANIZATION**
ALL INDIA INSTITUTE OF SELF GOVT.

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Planning and Resources on Urban Development Affairs (PRUDA) is the R & D wing of All India Institute of Local Self Government (AIILSG). It was established in June 2004 with the aim of training people on sustainable development planning. The organization is involved in large scale survey projects through mobile based applications and developing Management Information System (MIS). A survey process defines different categories in respect to individual projects like Survey and Assessment of Groundwater Utilities in 18 districts of Gujarat; Survey of Street Vendors in cities like Ahmedabad, CIDCO Area - Navi Mumbai, Kolhapur and Latur; Survey of BPL families across various towns of Gujarat; Property Tax Survey in City of Kohima and Third Party Inspection of Individual Toilets constructed under Nirmal Project in Gujrat. Under all these projects mobiles where used to capture important information through a pre-designed questionnaire and capturing location of individual entity (through Geo-Coordinates using GPS), photographs and video of respondents for the authentication of the survey process. The entire database is uploaded on a server & is accessible to clients for their regular monitoring. This system of paperless survey and onetime database capturing has brought a revolution in some of the departments and respective Municipal Corporations/ Municipalities.

# Helping children learn spoken English chatting on Skype

**ORGANIZATION**
PRAGAT SHIKSHAN SANSTHA (PSS)

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Pragat Shikshan Sanstha started work primarily in the area of literacy and education for out-of-school children in Phaltan region of Maharashtra. Over the years it has evolved into an organisation devoted to research and advocacy on teaching techniques and instruction methods to improve the standard of education of government and private schools. At present it runs an inclusive Marathi medium school following innovative practice for grades 1 to 10 like an Early Childhood Education (ECE) programme. Since September 2013, PSS has been using Skype as part of the Granny Cloud Programme where every day a group of students connect to a granny or grandpa from another country through the medium of Skype. They chat with each other in English which has led to a remarkable improvement in the English speaking proficiency of the children 45% of whom come from underprivileged background. It uses YouTube to make available to the public all the educational films it has created. It is also a part of a WhatsApp group of active teachers from different regions of Maharashtra. PSS uses this platform to share ideas, knowledge, links to educational articles or blogs and give inputs based on its research and practices.

# Crossing borders with social media to foster Indo-Pak friendship

**ORGANIZATION**
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Mission Bhartiyam (MB), established in 2007, is a social outfit of young professionals and students. Its development work primarily focuses on peace and communal harmony, protection of human rights and environment at the intra-national, South Asian and international level. It advocates communal harmony through programmes like Sadbhavna Diwali, Sadbhavna Holi, Sadbhavna Eid etc. where it tries to include people of diverse faiths while celebrating festivals. It also sends Sadbhavna Dal or peace delegation to riot-hit or communally sensitive areas. For these ground activities, the organization uses digital tools to connect with people and encourage them to join various programmes. At the South Asian Level, the organisation at present has two major Initiatives: Bharat Nepal Paraspar Samvaad and Aaghaz-e-Dosti (Indo-Pak Friendship Initiative). For both Initiatives, MB has used ICT and Digital tools to find collaborators across the border and to coordinate activities. It has extensively used social media to launch several campaigns to promote Indo-Pak friendship and for other activities like encouraging participation of people in its Tree for Harmony initiative and spreading awareness about human rights violations, sustainable environment and peace.

# Using social media to promote data-led discussion of issues

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IndiaSpend is a project of The Spending & Policy Research Foundation, Mumbai. It is the country's first data journalism initiative. It uses open data to analyze a range of issues with the broader objective of fostering better governance, transparency and accountability in the Indian government. Founded in 2011 as a non-profit, IndiaSpend is rapidly growing to become an 'agency of record' when it comes to data and facts on the Indian economy, particularly in areas like education and healthcare as well as data on the states of India. The initiative identifies a need and an opportunity to focus on critical data that can help the country at large to take objective views on important policy issues and foster data-led discussion and analysis. It believes this will become more important in the coming years as citizens become a more active part of the governance process. Another objective is also to make the use of data exciting and a first recourse for young India, rather than opinion, by utilizing various social media sources to reach this population. IndiaSpend publishes its news articles and analyses on its website and uses social media to promote them effectively.

# Reaching many quickly using social media

**ORGANIZATION**
**PRAVEEN LATA SANSTHAN**

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Jaipur based PraveenLataSansthan is involved in children's education, women empowerment and youth services. Its programmeBalsabha conducts group activities for underprivileged children with the aim to identify their needs and talent, identify drop outs and send them back to schools. Apart from its other educational programmesMahatva and Masti Ki Patshalla, it has launched a programme called Jagriti aimed at educating adolescents, women and society at large the need to save girls, educate them and ensure safety for them. It also runs a programme called Ajivika which is a placement service for young people. It has extensively used social media to campaign for girls' safety under its Jagritiprogramme. As a result of the social media campaign, in 2013 it was able to organise 14 awareness sessions in different schools and reached more than 1900 adolescent girl students. Through social media the organisation was also able to organise a free movie screening for underprivileged children and managed to reach 1500 children for the screening. For the first time in their lives, the children got an opportunity to watch a Movie – Krish 3 - on the big screen at Cinepolis International Chain of Multiplexes in Jaipur city.

# Strengthening democracy by creating a more informed electorate

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The Informed Voter Project (IVP) founded in 2004 focuses on voter education and informed tracking of elected representatives/election candidates. The objective is to create educated citizen engagement in the governance of cities in a bid to spawn a progressive democracy in India. As of now, however, the organization operates in Mumbai and has two flagship initiatives: 1. Prior to every election (MP, MLA and Municipal Council), it creates detailed candidate profiles for each candidate in each constituency of Mumbai. Each profile lists the candidate's education & work history, criminal records, financial records, legislative records, and most importantly a video interview where he/she outlines plans if elected. These profiles are aimed at helping voters make an informed choice on whom to select as their representative. 2. Post elections IVP tracks the performance of each of the elected representatives by mapping their performance against promises made and releases regular report cards. IVP operates primarily through its website (www.mumbaivotes.com) which is linked to several social media channels such as Facebook, Twitter and Youtube. IVP also sends e-mails and newsletters to keep its users updated of all new content. The IVP has no brick and mortar office and operates in an entirely virtual environment.

# Expanding knowledge sharing by using ICT tools

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Practical Answers Sri Lanka (PASL) is a part of the global NGO Practical Action. It is an innovative ICT and non-ICT based platform designed to facilitate sharing of development information, especially on appropriate technologies among development workers, extension staff, students, academics, entrepreneurs and various community people. PASL's service consists of an enquiry service, an appropriate technology resource center, a digital repository, a web portal, a consultancy arm, a publishing unit and a book shop. The Technical Enquiry desk is the public interface of PASL which answers enquiries received from different audiences, maintains enquiry databases and does follow-up services. The Consultancy arm provides training and advisory services and technological solutions. The knowledge hub comprises online knowledge services, publishing and bookshop, and Knowledge Avenue - a physical library. PASL uses its web portal, digital repository and social media for outreach and marketing nationally and internationally. Using various ICTs and digital tools to communicate with all stakeholders has helped PASL to reach more than 1.5 million beneficiaries, answer more than 9000 technical enquires, disseminate more than 150000 knowledge materials, develop more partnerships and generate income of Sri Lanka Rupees 900000 during the 2013-2014 financial year to contribute towards its dream of becoming a self-sustainable social enterprise.

# Helping tribal women overcome health-related ignorance

ORGANIZATION
**WOMEN'S ORGANISATION FOR RURAL DEVELOPMENT**

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Initiated in 1991 by a group of grassroots women from Koraput district, Women's Organisation for Rural Development (WORD) works with socially excluded dalits, tribals and economically deprived communities of Odisha for their development and empowerment. Its work involves strengthening of community-based organisation to work in areas of education, digital literacy, livelihood, health and food security, advocacy etc. Its target group is pregnant women, lactating mothers, adolescent girls, infants and young children with special focus on food and nutrition practices. Through its website www.wordodisha.org , the organization communicates its activities and information to its donor agencies and other stakeholders. While it maintains a MIS for more efficient operations, it uses videos, mobile applications and other digital communication tools to try and bring about behavioral change among the tribal women in relation to food and nutrition practices. The organization conducts video shows to propagate the importance of breast feeding, nutritious food during pregnancy, consumption of folic acid for adolescent girls etc. WORD also uses mobile phones for sending SMS for the government's ambulance service to facilitate institutional delivery of pregnant women. This intervention has helped improve the rate of institutional delivery in remote villages from 21% to 56%.

# Helping children with cancer and their parents

**ORGANIZATION**
**EESHWAR CHILD WELFARE FOUNDATION**

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Established in 2005, the Eeshwar Child Welfare Foundation strives to link poor unprotected children and their parents with the mainstream of society by providing solutions relating to their health problems and educating them, encouraging a positive attitude in them to fight against the deadly disease of cancer and not to fear it as childhood cancer is curable if detected earlier. It is also working towards setting up a rehabilitation center for children suffering from Cancer and an old age home. ECWF has established a "Home Away from Home", named "Aasra" for children suffering from cancer. It is a link between hospital and home. Children and their parents are given free accommodation and food by the organization. The organisation has offices in the Pediatric Cancer Unit of the Chhatrapati Shahuji Maharaj Medical University and in the Children's Ward of Balrampur Hospital, Lucknow. The organisation also provides medicine support, ration support, nutrition support, education support, counselling, medical and hygiene kit support to the patients and holds blood donation camps. It is using its website and social media platforms for communication and outreach to raise funds and to highlight their work. It is also using ICT tools to enhance its operational efficiency and effectiveness.

# Using MIS for more efficient developmental work

**ORGANIZATION**
**AZAD INDIA FOUNDATION**

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Azad India Foundation, registered as a non-profit society in 2001, works in the fields of female literacy,formal and non-formal education for children, generation of rural employment and livelihoods, training to impart income generating skills,SHG formation,community health and awareness programmes and on various other relevant social issues in the district of Kishanganj, Bihar. The activities reach out to poor and marginalized women,adolescents and disadvantaged and marginalized children from rural and urban areas of the district. Its activities are supported by both domestic and international partners. It is an accredited member of Credibility Alliance and follows the mandate of transparency and accountability in governance. The website has given the activities of the organisationworld-wide exposure and helped in generating donations and support from individuals, donor agencies and volunteers. It has a head office in Kishanganj town and field offices in the villages of Chattargach, Karkari, SinghiaMastanChowk and Thakurganj. The head office and field offices of Chattargach and Thakurganj are equipped with computers and Internet connection. Two of the program heads have been given laptops. All the program heads have digital cameras for documentation purposes. Most members of the field staff use smart phones to send reports and photographs directly from the field. The program heads send SMS to send short reports on daily basis to the Project Manager and Executive Director. It maintains all its MIS data on computers. It also uses Tally accounting software. The use of the computers and ICT has improved the efficiency of the program teams and knowledge of basic computer applications is now mandatory for all its coordinators. The field staff use video recording on their mobiles to record the working of Anganwadisand dealings with village level officials.This is shared in community meetings and help in getting desired response from block officials.

# Using ICT tools to run grassroots social enterprises

**ORGANIZATION**
**NETWORK FOR INFORMATION AND COMPUTER TECHNOLOGY (NICT)**

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Founded in 1995 Network for Information and Computer Technology (NICT) has been engaged in bridging the digital divide and providing e-commerce, e-learning and distance education services. Since 2006, it has also set up 4900 Community Service Centre kiosks in Madhya Pradesh to provide services to citizens under the National e-Governance Plan. These kiosks are ICT-based and Internet enabled and are run by village level entrepreneurs. NICT is also engaged in financial inclusion work and has set up a system of banking correspondents working for several banks such as State Bank of India, Bank of India, Bank of Baroda etc. It has also set up an NICT Skill Development Centre in partnership with Indira Gandhi National Open University (IGNOU). In the field of education, NICT has launched a foundation school for children and Montessori Teacher Training Centre. It has helped to open more than 33 lakh micro accounts under the Pradhan Mantri Jan Dhan Yojana. It extensively uses its own website as well as portals of various service providers such as the state and central governments and various commercial entities and social media such as WhatsApp, Facebook and Skype to connect with the various entrepreneurs who provide services to citizens. It also uses ICT tools for managing its operations. All its operations are based on sustainable social enterprise model.

# Using social media to market rural products

**ORGANIZATION**
**ACTION OF HUMAN MOVEMENT (AHM)**

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The Action of Human Movement (AHM) is a non-profit established in 2004. The organization works for the development and welfare of deprived sections of rural youth, women, children and Below Poverty Linecommunity in India. At present it is operating mainly in the rural areas about 37 kms from Kancheepuram. It is also involved in creating health awareness, protecting human rights and all kinds of community development works. It has launched a social enterprise for marketing low-cost water filters, solar lanterns, herbal products, organic products and products made by various women's Self Help Groups. The organisation also provides all kinds of skill development training to women's Self Help Groups and rural youth AHM uses blogs, Facebook, Twitter and LinkedIn to promote and market its products. Their use of social media has enabled the organisation's social enterprise arm to increase its sales revenue from Rs 1 lakh to Rs 3 lakhs during the last financial year.

# Funding education by online marketing of student-made products



**ORGANIZATION**
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Sant Singa ji Institute of Science and Management at Sandalpur, Madhya Pradesh was established in 2010 to provide quality education to rural youth. This government-recognized college affiliated to Vikram University, Ujjain provides graduate courses in arts, commerce, management and science. The non-profit institute's vision is not only to provide quality education to rural youth but also to be a vehicle for complete transformation. As the institute provides education primarily to youth from economically disadvantaged backgrounds, it is using ICT tools in various ways to provide financial assistance to students and to remain sustainable. It is also using an Android-based mobile application for better marketing and admissions tracking. Apart from an online donation module, the website also has an online store called Kalakash for selling handmade products produced by the students, especially girl students. The institute also uses social media to promotion and marketing. The website also has a Resume Module to assist students in writing resumes and sending links of resumes for internship & placements purposes to various companies and consultants. So far, the institute has achieved more than 720 enrolments, produced 13 university toppers, and has placed over 10 students in MNCs.

# Encouraging organic farming and raising environmental awareness



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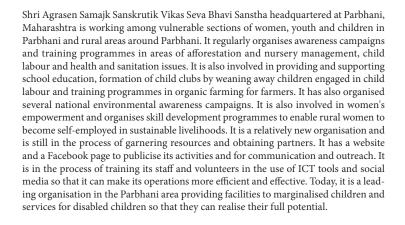
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Shri Agrasen Samajk Sanskrutik Vikas Seva Bhavi Sanstha headquartered at Parbhani, Maharashtra is working among vulnerable sections of women, youth and children in Parbhani and rural areas around Parbhani. It regularly organises awareness campaigns and training programmes in areas of afforestation and nursery management, child labour and health and sanitation issues. It is also involved in providing and supporting school education, formation of child clubs by weaning away children engaged in child labour and training programmes in organic farming for farmers. It has also organised several national environmental awareness campaigns. It is also involved in women's empowerment and organises skill development programmes to enable rural women to become self-employed in sustainable livelihoods. It is a relatively new organisation and is still in the process of garnering resources and obtaining partners. It has a website and a Facebook page to publicise its activities and for communication and outreach. It is in the process of training its staff and volunteers in the use of ICT tools and social media so that it can make its operations more efficient and effective. Today, it is a leading organisation in the Parbhani area providing facilities to marginalised children and services for disabled children so that they can realise their full potential.

# Making Noida safe for women and young girls

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SOCIAL AND DEVELOPMENT RESEARCH AND ACTION GROUP

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**WWW**
WWW.SADRAG.ORG

Social and Development Research and Action Group (SADRAG) is a non-profit established in 2004. While in the north, it has operations primarily in District GautumBudh Nagar and Western Uttar Pradesh, in the South it is in Bangalore city.SADRAG began by taking up the cause of childrights in September 2007 when during a survey, hordes of 'out of school' children were found in Noida city. They belonged to the migrant communities whose parents had migrated to Noida in search of livelihood and employment. The UgtaSurajprogramme was devised to provide education for out of school children from migrant communities. What started as a program with two children in a rented basement in one of the residential colonies is today a program for 200 out of school children operating out of their own community space. The organisation has in the meantime launched various other programmes in the fields of higher education for migrant children, empowerment of women labourers and migrants, child protection, helpline for women in distress and community well being. The organisation has recently adopted ICT tools and has launched a website and also has social media presence. It uses its website to make women aware of their rights and entitlements, to spread the message of women's safety and to showcase its work. It has also launched a social media campaign on Facebook called Safe Noida to try and induce youth in GautumBudhNagar district to join an endeavor to create a safe environment for women and young girls living and working in the district. It highlights events, news and opinions on issues of violence against women. It is trying to create a district specific online-community that is aware, feels, participates and is engaged in creating an enabling environment for women in the district.

# Mobiles making Varanasi women upwardly mobile

**ORGANIZATION**
HUMAN WELFARE ASSOCIATION -INDIA

**CONTACT PERSON**
DR. RAJANI KANT

**COUNTRY**
INDIA

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HWA@REDIFFMAIL.COM

**WWW**
WWW.HWAVARANASI.IN

Established in 1991,HWA works to address the needs of vulnerable dalits, OBCs and the minority community as well as the most disadvantage sections of society with a special focus on women and children. It operates in the rural areas of several districts around Varanasi. Over the years it has implement several projects at the grassroots level with the support of both national and international donor agencies. It has worked in the fields of women's education and empowerment; creation of livelihood opportunities through training in vegetable and flower cultivation, dairy, zari-zardozi, hand embroidery, piggery, goat rearing, small shops and various other income generation activities according to the needs and preference of the people; and developing the capacity of women as facilitators and motivators on the issue ofwomen and child rights, girls' education, need for skill development etc. The organization has both men and women workers and more than 55% of its staff are women. The organisation has a website and uses social media for communication and outreach. It has made good use of mobile phones to train and empower women so as to make them self-reliant. It has enrolled 2757 marginalized women from 53 villages under the MahilaAdhikarManchwho keep in touch with other mainly through mobile phones. It has also used mobile phones, computers, laptops, Internet connectivity and other digital tools such as cameras and videos to help 1357 women get proper education from 1st to 5th standard of education through 46 education centers all of which are run by women. The organisation feels that the use of mobile phones as aninnovative tool in educational and livelihood initiatives is one of the most important means of empowering women with the knowledge, skills and self-confidence necessary for them to participate fully in the development process.

# Helping marginalised youth to get vocational training

**ORGANIZATION**
**Aakash Maindwal Foundation**

**CONTACT PERSON**
**Anupama Saxena**
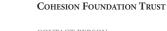
**COUNTRY**
**India**

**EMAIL ADDRESS**
**aakashmaindwalfoundation@ yahoo.com**

**WWW**
**www.amfindia.org**

Established in 2009, AakashMaindwalFoundation works in the Gaziabad region of western Uttar Pradesh. At present it has three projects, namely NirmalAakash-BalVikaswhich works on children's welfare, HariyaliBadhaoBimariBhagaoowhich focuses on plantation of trees and environmental protection and the Deep SevaService which offers ambulance services. The organisation focuses on marginalised communities. It also offers academic counseling and other job-related training programs for youth (13-19 years). It prepares students for the Class 10 Board examination so that they can obtain formal academic certification. Since not all pass the Class 10 academic certification, the organisation also provides career counseling and job-related training in fields such as basic computer skillsso that these young people can directly enter the workforce and pursue sustainable employment opportunities. It uses its website and social media for communication and outreach purposes. The website enables them to 1) let others to know about the organisation'sactivities; 2) provides information on year-wise progress of the organisation; 3) highlights the organisation's charitable activities.

# Providing key support services to developmental work

**ORGANIZATION**
**Cohesion Foundation Trust**

**CONTACT PERSON**
**Rajesh Kapoor**

**COUNTRY**
**India**

**EMAIL ADDRESS**
**cohesionfoundation@gmail.com**

**WWW**
**www.cohesionfoundation.org**

COHESION Foundation Trust was set up in 1996 by a multi-disciplinary team of professionals. Initially the team worked as a support body, providing professional services to other non-profit organizations that included services like community organization; project finance & management services including planning, monitoring & evaluation; designing & maintenance of impact assessment and management information systems; research, capacity building, democratization of development process & empowerment; advocacy works etc. As a strategic move in the year 2000-01, Cohesion initiated its implementation units, with a view to enrich the exchange of learning through support activities. The organization got formally registered in 2001 under Bombay Public Trust Act, 1950. It is working in Kutch, Rajkot and Patan districts of Gujarat. It has projects in social sectors and economic sectors. In the social sector it runs projects on drinking water and sanitation; disaster management and preparedness and infrastructure development in impoverished regions. In the economic sector it works in the areas of creating farm-based livelihoods, non-farm based livelihoods and micro-finance and micro-credit. It is also working in partnership with UNICEF and other non-profits in the areas of education and women empowerment. It is also promoting sustainable agriculture. It uses its website and social media for outreach and communication.

# Traditional artisans using ICT tools for business expansion

**ORGANIZATION**
**CONSORTIUM OF HANDICRAFTS AND ARTISANS SOCIETY**

**CONTACT PERSON**
**NOUSHABA**

**COUNTRY**
**INDIA**

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**WWW**
**WWW.KASHICRAFT.COM**

Consortium of Handicrafts & Artisans Society has been working with artisans producing various types of handicrafts made from metal, wood, stone, clay and textile materials using traditional skills. The project involves enabling these artisans to market their products worldwide through their website apart from spreading digital literacy and imparting various types of skill building training to create livelihoods and augment the incomes of artisans and their family members. The project also entails use of ICT tools for dissemination of information among artisans on modern design concepts and ways to improve traditional production techniques. More than 450 artisans have already been associated with the project while more are joining every day. Under the project some 3700 women and girls have also been given training under various skill upgradation programmes in traditional as also new skills such as beautician and beauty clinic, fashion design etc. Artisans have been benefited from higher sales of their products in both domestic and global markets. The organisation is also working on getting GI registration that will further boost exports of the handicrafts. At present artisans come from Chiraigaon and Cholapur developmental blocks in Varanasi district and the project aims to ultimately benefit some 3.5 lakh artisans.

# Giving rural children quality education via digital classrooms

**ORGANIZATION**
**eVIDYALOKA**
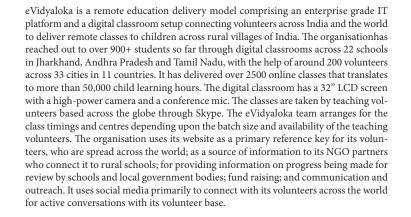
**CONTACT PERSON**
**VENKAT SRIRAMAN**

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**INDIA**

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**WWW**
**WWW.EVIDYALOKA.ORG**

eVidyaloka is a remote education delivery model comprising an enterprise grade IT platform and a digital classroom setup connecting volunteers across India and the world to deliver remote classes to children across rural villages of India. The organisation has reached out to over 900+ students so far through digital classrooms across 22 schools in Jharkhand, Andhra Pradesh and Tamil Nadu, with the help of around 200 volunteers across 33 cities in 11 countries. It has delivered over 2500 online classes that translates to more than 50,000 child learning hours. The digital classroom has a 32" LCD screen with a high-power camera and a conference mic. The classes are taken by teaching volunteers based across the globe through Skype. The eVidyaloka team arranges for the class timings and centres depending upon the batch size and availability of the teaching volunteers. The organisation uses its website as a primary reference key for its volunteers, who are spread across the world; as a source of information to its NGO partners who connect it to rural schools; for providing information on progress being made for review by schools and local government bodies; fund raising; and communication and outreach. It uses social media primarily to connect with its volunteers across the world for active conversations with its volunteer base.

# DIGITAL LITERACY, SAFETY & SECURITY PROGRAMME

Is the first of its kind initiative of Google India and Digital Empowerment Foundation that aims towards imparting digital literacy and promotes ways and means for users to stay safe online; and advocating towards digital security and privacy needs in India.

Google    DEF

Regional Partners:    SMSONE    IDAF

# ENGO CHALLENGE AWARD
## Grand Jury Members 2014

### Osama Manzar
*Director, Digital Empowerment Foundation*

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.

### Amir Ullah Khan
*Senior policy advisor, Bill and Melinda Gates Foundation*

An economist working as a Senior Policy Advisor with the Bill and Melinda Gates Foundation, he holds a PhD in Commerce and Business Studies from the JamiaMillia Central University at New Delhi. Additionally, he is a Post Graduate Diploma holder in Rural Management from the Institute of Rural Management (IRMA), Anand, Gujarat. An erstwhile officer of the Indian Civil Services, Dr. Amir has worked as a researcher for the Ministry of Finance, Government of India and the UNDP at Project LARGE (Legal Adjustments and Reforms for Globalising the Economy). Besides these, he has worked in various capacities with EU, British High Commission, OXFAM, Ashoka Foundation, USAID and Deutsche GesellschaftfürTechnischeZusammenarbeit (GTZ).

### Rajen Varada
*Founder & Director, Technology For The People*

RajenVarada 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.

### Ashis Sanyal
Independent Information Technology and Services Professional

AshisSanyal, currently working as an Independent Consultant in the areas of e-Governance, Capacity Building and ICT4D for various e-Governance projects in India and abroad supported by World bank and its sister entities, is former Senior Director in the Department of Electronics & Information Technology, Government of India and was a significant contributor in firming up government policy guidelines, strategy and framework for core e-governance infrastructure related to e-governance.

### Sanjeev Kumar Gupta
Chief Executive Officer, E&H Foundation

Sanjeev Kumar Gupta works at E&H Foundation as CEO and has 25 years of experience in the development sector. Sanjeev studied Physics at Delhi University and Rural management at Institute of Rural Management Anand. Sanjeev has significant experience of working at the grassroots and has implemented large-scale development projects in India, Afghanistan and Nepal. Sanjeev worked with Aga Khan Foundation and Afghanaid in Afghanistan for more than five years and led large
scale, multi sectoral development projects in conflict prone central and Northern Afghanistan in challenging conditions. Sanjeev also worked as a consultant and researcher on diverse livelihood and development issues with UNDP, IFAD, Fair trade Original (Netherlands), ICCO-Netherlands, OXFAM-Bridge, Central Tibetan Administration (CTA), Small Farmers Agriculture Consortium (SFAC), India-Canada Environment Facility (ICEF),), Center of Development studies (CDS) – University of Wales, ASA (Action for Social Advancement), ACP (Association of Crafts Producers), Sasakawa Peace Foundation, ARAVALI, Atkins UK (on a DFID project)

### Aparna Mahajan
Director, Resource Mobilization and Partnerships, S M Sehgal Foundation

Aparna is an experienced management and development expert.  She has been a UNDP International Technical Expert, UNDP Somalia, Kenya; UNDP/UNV India Country Specialist and UNDP Consultant in Private Sector/CSR; Advisor, Corporate Communications, TERI India, and CSR Programs Specialist, Dubai Chamber of Commerce and Industry, UAE. Initially, Aparna worked on leadership roles and specialized assignments with FICCI, IIT Delhi and Nestle India Ltd. She holds M.B.A. degree and has several key publications to her credit including India Country Report on CSR/Business-Community Relations published by UNV, Germany, TERI India and New Academy of Business, UK, 2004; The World Guide to CSR, Greenleaf Publishing U.K. 2010 (expert contributor for India and UAE country chapters); Rise of CSR in Emerging Economies in a book on *Social Responsibility- Making CSR an actionable business agenda*, by Institute of Directors, launched at Dubai Global CSR Convention 2012 ; and Corporate Social Responsibility Today in a book on *Leveraging CSR for Competitive Advantage*, by Institute of Directors, for International CSR Conference, Bangalore, 2014.

### Manju Dhasmana
Lead - Community Affairs/Corporate, Social Responsibility, Microsoft India

ManjuDhasmana is Lead – Community Affairs at Microsoft India, where she drives Microsoft's CSR mandate of building skills and employment opportunities for youth. She also leads the portfolio of partnerships with NGOs on technology, employee engagement and disaster response. Manju has worked extensively in the development sector for 15 years on issues of health, gender, rights and access.

### Stan Thekaekara
Director - Just Change India

Stan Thekaekara, activist, thinker and social entrepreneur has worked for nearly 40 years in the field of human rights and development. In 1986, he co-founded ACCORD, to mobilise the adivasis of the Gudalur Valley, Tamilnadu to fight for their social, political and human rights. In 2000, Stan founded Just Change, an international cooperative linking producers, investors and consumers in mutually beneficial ways – rebuilding the notion of community and regaining power in the marketplace.Stan has served as a trustee of Oxfam GB and was Visiting Fellow at the Skoll Centre for Social Entrepreneurship at the Said Business School, Oxford University. Stan has straddled the entire gamut of human rights and development work - from grassroots activism and long term development, to disaster management and rehabilitating youngsters with addiction problems. He sits on the Board of various non-profits and has been instrumental in founding a number of development organisations in India and abroad.

# PARTNERS & ASSOCIATES

# NOTES

# NOTES

# NOTES

# EMPOWERING
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deployment
advocacy

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## Mission

To constantly make efforts in sustainable
solutions for knowledge and economic
empowerment of the people living at the
edge of information and economy through
the use of Information Communication
Technologies and Digital Media.

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| Total Nominations | Shortlisted Nominations | Finalists & Winners |
|---|---|---|
| **307** | **102** | **49** |

*Celebrating*
## DIGITAL INFORMATION TOOLS
### FOR COMMUNITIES