Social Media
@ your service
Social Media Innovators across South Asia
Social media 4 empowerment.net

A new home for people using social media for empowerment!
Social Media @ your service

Social Media Innovators across South Asia
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**Winner**

**Most Innovative Entry of the Year**

**Special Mention**

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  Ethinos Digital Marketing  38
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Communication, Advocacy & Development Activism  42
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Runner ups  47
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  Baztab (Mega Sharks/AKA Tech Sharks)  48
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  Sankalp Forum by Intellecap  49
  Gurgoan Police app by FoteronInc  50
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India's low Internet penetration level at only 19 percent of the population and a dismal 117 ranking in terms of average broadband speed are matters of great disappointment for digital inclusion evangelists like us at the Digital Empowerment Foundation (DEF). Owing to these two factors, social media penetration in India remains at just 8 percent although the country is Facebook's second largest market worldwide.

But there are positives. Internet users in India spend almost 5 hours on the net every day, with 40 percent of that time spent on social media. Additionally, mobile drives social media usage, with almost 9 in 10 Facebook users accessing the platform via mobile. In absolute numbers, 30 million people in India access Facebook through a feature phone and 66 million via smart phones. And these numbers are growing smartly at around 50 percent annually thanks to more and more Internet enabled but affordable mobile phone models hitting the market each passing day.

With mobile phone penetration in terms of unique users more than double that of Internet penetration and growing rapidly, one can easily see that over the next few years Internet and social media usage even in rural India will shoot up to significantly higher levels than the abysmal 7 percent now. As it happens, this story is true for most of the other countries in South Asia and Asia Pacific where Internet and social media usage, especially among the rural poor, is currently at extremely low levels.
We at DEF have been at the forefront of recognising how the digital revolution is now becoming a mass phenomenon. We have also been among the first to see that the story of social media is the story of empowerment across the board for individuals, activists, businesses, civil society organisations, political parties, governments, poor and marginalised communities - in fact, everybody.

Thanks to the generous support and encouragement of the American Center, we were able to launch last year the Social Media for Empowerment Awards to identify and reward social media initiatives and best practices that have brought about positive social change and empowered women, differently abled people and other marginalised communities. And we received as many 125 entries in the very first year of the awards although nominations were restricted only to India.

In this second year, the scope of the awards have been expanded and we have invited entries not only from India but eight other countries of South Asia and Asia Pacific. This year we have received a phenomenal 161 nominations out of which as many as 26 have come from Afghanistan, Bangladesh, Bhutan, Nepal, Pakistan, Sri Lanka and even from South Korea and the United States.

I take this opportunity to not only thank the American Center for enabling us to identify, honour and reward excellence in use of social media to bring about empowerment and positive social change but the entire DEF team that has worked so hard to make the entire awards process and the publication of this booklet documenting these initiatives such an immensely satisfying experience. I am sure that in the coming years we will be able to further expand our international coverage and will continue to encourage more and more individuals and organisations to launch innovative social media initiatives that empower and benefit people.
Social media is a tool for education, for engagement, and for expression. With the advent of online networks, people around the world are finding their voices in ways never before thought possible. Through digital platforms, government officials, activists, thinkers, students, educators, journalists, and policymakers are able to collaborate and share ideas with greater ease. Governments around the world use social media to better inform their people about government services and policies, and to help to create more transparency and accountability. More and more people are able to express themselves, whether it be through words, images, or videos. Social media is an especially powerful tool for young people to engage with their communities. Rather than be just a passive recipient of information, social media platforms allow people to generate and share content, and to connect with people both near and far.

The U.S. Embassy New Delhi uses social media as a way to expand our traditional means of communication, and to connect with larger audiences throughout India. Through our social media platforms, we can interact with the public in new and innovative ways, sharing more information about our programs while learning about the issues that are of interest to our viewers, fans, and friends. Via webchats, online discussions, tweets, and other tools, we actively seek to engage the public in conversations on a range of topics that are important to the U.S.-India relationship.

At the U.S. Embassy, we have engaged with millions of people through social media, and have over 420,000 fans and friends on our various social media platforms. We interact with large audiences on Facebook, share information about U.S. policy and programs on Twitter, and post photos and videos on our Flickr, Pinterest, YouTube, and Instagram pages. Through these mechanisms, we are able to be more open and involved with the community, and as a consequence, are constantly building better people-to-people relationships in India and beyond.
STATISTICS

Total Nominations: 161
Total Nominations after Pre-Screening: 98
Finalist: 32
Winners: 16
Special Mentions: 07
Most Innovative Nomination: 01
Runner Ups: 08
Country Wise Nominations

Afghanistan 03
Bangladesh 06
Bhutan 05
India 135
Nepal 02
Pakistan 03
Sri Lanka 05
South Korea 01
Washington 01

Country Wise Finalists

Afghanistan 02
Bangladesh 01
Bhutan 01
India 23
Nepal 02
Sri Lanka 01
South Korea 01
Washington 01

Country Wise Winners

Women Empowerment 01
Crowd funding 02
Communication, Advocacy & Development Activism 03
Public Relations 00
Social Games & Entertainment 01
Citizen Journalism 03
Community Mobilization 03
Social App 03
Social Commerce 00
Category Wise Nominations

Women Empowerment 21
Crowd funding 15
Communication, Advocacy & Development Activism 41
Social Games & Entertainment 05
Social Commerce & Enterprises 13
Citizen Journalism 18
Community Mobilization 27
Social App 16
Public Relations 05

Category Wise Finalists

Women Empowerment 04
Crowd funding 04
Communication, Advocacy & Development Activism 04
Social Games & Entertainment 01
Social Commerce & Enterprises 01
Citizen Journalism 06
Community Mobilization 05
Social App 05
Public Relations 02
The Social Award South Asia 2014

Winners 16

Women Empowerment - 01
Quasar - The Whisper Campaigning - India

Crowd funding - 02
Send Shiva to Sachi - Ethnos Digital Marketing - India
PandaFishing Facebook Page Bhutan - Bhutan

Communication, Advocacy & Development Activism - 03
Yunh Net, Nagaland - India
Sherob.com - Bangladesh
Board the Bus-Breakthrough - India

Social Games & Entertainment - 01
Mera PM Kaun by Neeti Solutions - India

Citizen Journalism - 03
Videologue Volunteer - India
The Better India - South Korea
Equal Access Nepal by Digital Broadcast Initiative - Nepal

Community Mobilization - 03
Blood Connections by Social WaveLength - India
GhoaChaanda by Zizo Technologies Pvt. Ltd - India
Facebook Dinli by Swapot More - India

Social App - 03
IMC Pune - India
Thiruvannamalai City Police App by IUST Global - India
DIT, Government of Maharashtra - India

Most Innovative Nomination of the year

Social Commerce & Enterprises - 01
ERD India Financial Services Pvt. Ltd. - India

Special Mentions 07

Women Empowerment - 02
MARK by EveryMedia Technologies
Jharkhand Mobile Van by Breakthrough

Crowd funding - 01
Tweet for Causes - Nepal

Communication, Advocacy & Development Activism - 01
Nutibol by Accountability Lab - Washington

Citizen Journalism - 01
Impassion Afghanistan

Community Mobilization - 01
Onnpic by Hyderabad Traffic Police - India

Social App - 01
Shout App - India

Runner Ups 08

Women Empowerment - 01
FightBack by Tech Mahindra - India

Citizen Journalism - 02
Bacude by MegaQuarks - Afghanistan
POOH by Light Information System Pvt. Ltd. - India

Community Mobilization - 01
Intellicap - India

Social App - 01
Gurgaon Police App by Febron Inc. - India

Public Relations - 02
Thomson Reuters Foundation - India
Maharashtra Housing and Area Development Board (MHADA) - India

CrowdFunding - 01
AugoSali - Sri Lanka
Women Empowerment

Social media has emerged as a wide empowering tool for excluded groups and communities. It has emerged as an equitable media platform where one can see many women related issues being taken seriously and effectively. This category acknowledges those social media practices that are breaking the stereotypes of the society and projecting women related issues to find a solution.
Getting urban women break free of period taboos

Organisation/Project Name
Quasar- The Whisper Campaign

The Whisper Campaign on Facebook was aimed at breaking period-related social taboos among women. A 2013 survey showed that as many as 65% of urban women perceived ‘monthly period’ as coming in the way of achieving their full potential, while more than half practice menstrual taboos such as not touching pickles during periods, not watering plants and so on. The campaign, therefore, picked on the metaphor ‘Touch the Pickle’ to stand for not just touching the pickle but breaking free from all period related taboos. The campaign was run for 10 weeks and was broken down into several phases. The campaign used a Facebook application to introduce a video #Touchthepickle and enlisted the support of celebrities such as Dr. Suneela Garg, Mandira Bedi, Kalki Koechlin etc. to show that while there were some valid reasons for period taboos in the past, those reasons are no longer true with new technologies, new products, proper sanitation facilities and new lifestyles. The campaign managed to reach more than 43 million people and generated more than 96.7% positive sentiment for the campaign and the brand.
Raising awareness against rape and discrimination of women

Organisation/Project Name
MARD by Every Media Technologies Pvt. Ltd.

The Men Against Rape and Discrimination (MARD) campaign was conceived after the brutal murder of Pallavi Purkayastha, a Mumbai lawyer, in August 2012 by her watchman for fighting for her dignity because he tried to sexually assault her. Farhan Akhtar launched the campaign in March 2013. The campaign aims to raise social awareness against rape and discrimination of women by trying to change the popular meaning of MARD or masculinity and gives it a new definition. The offline and online campaign was majorly supported by digital marketing on Facebook. The objectives were to increase social awareness about the cause, create buzz and excitement around the IPL event and make MARD a talking point across social media platforms. A self-propelled active community was built for members to discuss, share and promote relevant content. Young guns were invited to take charge who pledged to be a real MARD. Every MARD post crossed 500+ views with the highest being the ‘Believe in equality for everyone’ which currently stands at 3,583 views. South superstar Mahesh Babu and renowned cricketers like Sachin Tendulkar and Yuvraj Singh rendered their voice for a MARD poem. The campaign succeeded in creating a community of 2,65,000 + members.

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Mobile Vaani, a project of GramVaani, is a voice-based social media platform specifically meant for rural and low-income communities. As part of Mobile Vaani, Jharkhand Mobile Vaani (JMV) in partnership with Breakthrough ran a month-long mobile-based radio campaign to generate awareness among people about the perils of child marriage. The objectives of the campaign were to generate awareness regarding the hazards of early marriage; solicit people’s responses for the reasons of early marriage in their community; elicit case studies of early marriage from the community and generate a discussion on the issue of early marriage and its implication on the lives of the girl child; and elicit recommendations from the people as to how to put an end to the malpractice. JMV created two radio programs with weekly episodes that were repeated twice a week. Content was sourced from listener feedback and opinions received on JMV and stitched together with drama/song/expert interview (when available). Promotions were created to inform people about the campaign, provide latest updates, giving episode related information, comment/opinion solicitation. The campaign reached 17 Jharkhand districts with over 150,000 voice and SMS in four months (September to December 2013) and attracted more than 35,000 unique callers.
Social Commerce & Enterprise

There is a lot of action on social media where small-time entrepreneurs or groups are generating leads for their products and services, and even showcasing their entire e-commerce shops. This category is dedicated to recognizing those pioneers who are using Social Media to attract large audience and leveraging them for their socio-commercial products and services.
Eko India is a financial service provider that has developed a mobile-based application for providing last mile banking services to low wage earners and rural folk. Local kirana stores or any other retail outlet ties up with Eko to become a customer service point. At these service points customers can use a mobile application to open a no-frills bank account, buy an insurance policy, deposit cash, withdraw cash and transfer money to even remote places in the rural hinterland - all in a matter of seconds. It also helps immigrant workers to better manage their wages. All the customer requires is authentic proof of identity. The company has now developed an application for money transacts through social media such as Twitter and Facebook. The application enables the user to tweet and send money/pay or to comment on a Facebook post and send money/pay. For example, you can donate or shop online simply by tweeting or sending a Facebook message. The objective is to empower the customer to be able to send money or pay using any kind of social media as almost everyone is now using social media like Facebook and Twitter. Although fully developed the product is yet to be launched.
Citizen Journalism

Social media is also citizen media, and often citizen media is also citizen journalism. This category acknowledges initiatives by open media enthusiasts that use social media platforms as a channel to broadcast their views, real-time stories and views and picture of those who are voiceless and may not have any mainstream media platform.
Giving voice to marginalised communities via news videos

Through its flagship programme India Unheard, Video Volunteer has built up a network of 206 Community Correspondents who work in 23 of India’s 28 states covering more than 2,000 villages. VV’s videos capture the reality of marginalised communities in rural and urban India and gives voice to issues that are relevant to them. It is the largest and most diverse network of salaried community producers in the world. Till date the network has produced over 2,000 videos on topics like child marriage, forced evictions, violence against women, atrocities against Dalits, people breaking the social boundaries laid out for them and peace between Hindus and Muslims. More than 300,000 people have seen these videos in live outdoor screenings in slums and villages. These videos are published on a daily basis on VV’s website www.videovolunteers.org and distributed via networks like Facebook, Twitter, and online and TV news platforms. VV’s content is regularly featured on various news portals and TV channels such as Huffington Post, Tehelka, Youth Ki Awaaz, CNN-IBN, Headlines Today etc. So far, more than 1.10,000 people have taken concrete action after seeing VV’s films directly benefitting more than 12 million people. It has notched up 1,000,000+ YouTube views doubling its viewership in 2013-14.
Know about people and projects bettering India

Organisation/Project Name
The Better India

Founded in 2008, The Better India (TBI) meets the scarcity of positive and developmental news in conventional media. TBI publishes reports on people, ideas and projects that have impacted communities and brought about desirable social change. It publishes stories about unsung heroes, changemakers, innovations, education, children, women empowerment, travel, history, arts & culture, social development, etc. Starting with the founders as a team of two doing all the writing, today TBI has more than 100 writers contributing from all over India. TBI got onto social media like Twitter and Facebook early-on and invested a lot in having conversations with its audience all the time. This helped them get leads for many articles and also acquire a readership of more than 500,000. By showcasing positive stories, TBI has catalyzed significant on-ground social impact. For example, its report on Help Desk, an innovative solution by NGO Arambh went viral on the web. Around 140,000 people watched the video in 6 days and the NGO received over 600 calls on the day it was published. A story about a child-care centre run by a 95 year old led to readers visiting the place and contributing Rs 5 lakh. There are many other such examples.
Meroreport - Equal Access (DBI, EA) Nepal

MeroReport (www.meroreport.net) is a citizen journalism-cum-social networking platform created for the citizen journalists and bloggers of Nepal. MeroReport users can express their views, ideas and news as well as interact with other users. This platform is open to all, who, after becoming a member, can immediately start posting content such as blogs, discussions, status, pictures, audio and videos. MeroReport initiated a series of discussions with blog users and journalists, as a result of which, a code of conduct and Best Practices Guidelines for Blog Users was developed in 2011. MeroReport also features ‘Blogger of the Week’, a weekly section where youths are nominated for their contribution to citizen journalism and blogging in various issues, to further recognize and motivate youths for blogging practice. MeroReport project also has outreach activities such as ICT and new media training offered to youths, women, underserved communities and emerging journalists. It was also the Nepal partner for World Bloggers Day 2012. At present it has 1611 members who continuously contribute news, views and blogs for the website. There are 5,375 blogs posted on various issues such as politics, society, gender equity, violence against women, peace building, local development issues and good governance among others.

Dipendra Aryal

www.equaleaccess.org

Nepal

www.facebook.com/EquaAccessNepal
Citizen journalist platform for Afghan citizens

Paiwandgah, is a social media and mobile technology-based platform that allows Afghans to connect and contribute to the national dialogue about the most important issues facing the nation. Using Paiwandgah, all citizens can send in stories, opinions, and reports through a call, SMS, or social media. The site provides a critical voice for people to be heard using various social media platforms as well as an interactive map that allowed everyone to see what was happening in each of the 34 provinces and read live reports from people on the ground. Paiwandgah.af debuted in February as an interactive platform for Afghan citizens to report before, during and after the historic April 5 presidential election. We heard from people in 27 of the country’s 34 provinces who sent reports to the Paiwandgah.af citizen journalism platform about the elections. Since its debut Paiwandgah has given out 41 reporting assignments and received 1,334 reports between February and mid August. It has developed a database of 129 citizen journalists and are adding to it with more details about who they are to provide context to their reports. It is also working with civil society groups to get more women to contribute reports. It also trains people in citizen journalism.

Organisation/Project Name
Impassion Afghanistan

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Community Mobilisation

Mobilisation is a hallmark of social media. This category recognizes group and community efforts and initiatives that use various platforms of social media effectively for social and developmental purpose. It also aims at recognizing a cause, or empowering citizens, groups and communities.
“Blood Connections” is a web-based platform that brings together blood recipients and donors from all over India. Anyone who is in need of blood can use this service. The site allows users to easily find blood donors around them by search options like city, maps, or pincode. Through one click users can send in SMSs, e-mails, tweets or Facebook comments to people in their network. Segregating the list blood group wise and location wise helps the user to find blood at the right place at the right time. The user needs to key in the pincode or just search city-wise to generate a list of blood donors in the city. He can also run a search blood group-wise in a particular city. The consumers can find blood for their near and dear ones at a click of a button. Users have to login to the website, search for a particular blood group in the map and the donors list comes up. Users can also send an automated message to everyone on Facebook and Twitter. So far, the site has more than 7,400 registered donors while 715 people have been contacted through the platform.
Order and pay online, get tea at your doorstep

Chotu Chaiwala, Zepo Technologies Pvt Ltd

Zepo Technologies which helps small and medium businesses set up e-commerce websites have launched an e-store where you can order and pay online for a cup of tea to be delivered at your doorstep if your office or home is in the Bandra area of Mumbai. Launched in June 2014, the web-based e-shop called chotuchaiwala.com has tie ups with 5 chaiwalas who deliver tea to select locations in Bandra after receiving orders online. Users can subscribe and pay online for one week, two weeks or one month and tea will be delivered once a day to the user’s address, from Monday to Friday, every week. In three months since June, 2014 the website has received more than 200 orders. Zepo used social media such as Facebook and Twitter to promote the concept. A video that was created for the purpose went viral on Facebook with over 1,400 shares and 30,000 plays. On Twitter, the concept trended for an entire day across India. The initiative got covered in newspapers, blogs and news channels like The Hindustan Times, Mid Day, etc. Zepo has also provided the chaiwala’s customised T-Shirts and paper cups to help them market their online store to their customers.

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Dindior Wari is a centuries-old palkhi procession of pilgrims from Dehuand Alandito Pandharpur in Maharashtra. The pilgrims are worshippers of Lord Vitthala and are called Warkari. The procession is held every year during the months of June and July. Every year 5-6 lakh people participate. Facebook Dindi is an initiative to connect people scattered around the globe who are unable to participate in the actual procession due to their work, illness or other commitments. Since 2011, a Facebook event page has enabled about 10 million people to participate in the procession virtually through live updates of images, written description of events, videos etc. The people running the Facebook event page cover the procession right from the beginning till the end constantly updating the page with posts in real time with captions and descriptions aimed at making the virtual Warkars feel that they are actually taking part in the palkhi procession.

Organisation/Project Name

Facebook Dindi

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India
Facebook helps Hyderabad police implement commuters’ suggestions

The Hyderabad Traffic Police launched in August 2011 a social media project to connect with citizens to resolve commuters’ queries, take suggestions from them and implement them, take complaints, improve the image of Traffic police, connect with youngsters, and improve knowledge of traffic rules among commuters. The project involved launching a Facebook page and a Blog and it has resolved many queries of the public at large and the forum has helped them to raise questions and suggest changes on the ground which can help ease the traffic in Hyderabad. With more than 151,000 people liking the page, the community is one of the biggest for any government department Facebook page. Most of the general queries were answered in the form of blog posts. The Facebook page was promoted with activities such as Contests, Banner creation, etc. Suggestions from the public for road transport etc were taken and passed on to the Commissioner, Traffic police for speedy implementation. Many suggestions have been implemented. The blog still gets 2,000 people everyday which helps provide answers for most citizen queries. As a result of the campaign, traffic awareness has increased, corruption among traffic cops have come down and commuters have become more disciplined.
Social Apps

Entire gamut of social media platforms and its popularity has encouraged a large number of apps being developed which are either independent apps or they reply as plug-ins on existing social media platforms. This category recognises innovative apps that ride on the social media, its methodologies and its principles for greater impact.
A group of students and professionals residing in Pune developed and launched in March 2014 a free Android smart phone application called Improve My City Pune (IMC Pune) that enables citizens to report local problems such as potholes, illegal trash dumping, faulty street lights, broken tiles on sidewalks, and illegal advertising boards to the local government (municipality). The application also traces the location of the submitted issues using GPS and these issues and locations are displayed on the city’s map. Users may add photos and comments. Moreover, they can suggest solutions for improving the environment of their neighbourhood. Grievances are accepted and reported through social platforms like Facebook and Twitter as also their website. The system is connected to the user’s municipality so that after registering the grievance of a user it is forwarded to the relevant authorities by the organisation’s volunteer team for resolution. Volunteers also keep track of all reported issues and timely reply to citizens about their grievance. So far the application has been downloaded by over 250 users, 156 issues have been reported of which 75 have been resolved. The solution has also attracted over 20,000 likes on Facebook.
The Thiruvananthapuram City Police Commissioner’s office launched in July 2014 an Android smart phone application called the Thiruvananthapuram City Police App or the TCP App which helps citizens to become aware of various traffic rules and penalties as well as report any violations of laws they encounter. This app is for free and also assists people with connecting to emergency services like control room, ambulance, hospitals, and fire services in and around Thiruvananthapuram city, Kerala, India. The app also provides directions to the nearest police station from a citizen’s current location. Additionally, new features planned include traffic alerts, other alerts to the public from the police, and integration with WhatsApp. The application can be downloaded from the official website of Thiruvananthapuram City Police or Google Play Store. Major features of the current version include information on traffic violations and respective fines to be paid, reporting an offence with image, information on emergency numbers, map of police stations in Thiruvananthapuram, road safety measures and speed limits in the city. So far the app has been downloaded by 1.600 users.
Use your phone, know traffic rules, report violations

Organisation/Project Name

Accessible Places, DIT, Govt. of Maharashtra

Launched in August, 2014 by the Government of Maharashtra, Accessible Places is a free Android application that enables people to find disabled-friendly places in Maharashtra. It is available from Google Play Store as well as the Maharashtra government’s app store. The app enables citizens to not only find disabled-friendly places but also add new places from the convenience of their phones.

The app categorises disabled-friendly places by type of amenity or service such as banks, ATMs, libraries, hospitals, schools, parking lots, restaurants and parks. To search for a location, users can select a type of service from the top menu of the home screen and the application shows all the places in that category on the map. The user can also enter the address directly in the search address field in case they know the address. To add a new place, users can click on add a place button on the home screen. On the add-a-place screen, users can long press on the location they wish to enter and then add relevant details by clicking on the pop up over the marker. Users can also add photos of the new place they are adding. So far, there have been 379 downloads.

Rajesh Dhome

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www.facebook.com/eGov.Maharashtra

India
The Shout mobile application launched in June 2014 helps to connect people living in the same locality to provide or share information, help each other, discuss various issues or form teams or groups to do things together. The users who download the application do not have to add friends or build a network as anybody who downloads the app becomes a part of the free social network. According to the developers, people across the world are using it for Ask, Help, Find, Share, Discuss and Connect with people in their locality. Users can “shout” and interact with others in the network by using their normal profiles or by creating an Alter Ego profile which allows the user to “shout” anonymously. The app can be used for such things as informing people about a break-in, organising a neighborhood crime watch, finding out who does the best paint job in town, meeting people of similar interest to get company for daily jogging, swimming, etc., getting blood in case of an emergency and soon. The Alter Ego anonymous social network feature allows people to express themselves and connect with like-minded individuals. So far there have been over 10,000 downloads of the app across the globe.
Social Games & Entertainment

Social media has been successfully engaging a group of people and friends playing games and enjoying many other entertainment tools both virtually and in real time. This category recognises innovative initiatives on social media, which may have enabled joy, fun, entertainment and gaming possible and made it popular.
Enabling Indian voters to virtually elect their PM

Organisation/Project Name

Mera PM Kaun by Neeti Solutions

Developed and launched by Neeti Solutions, Pune, in March 2014, the Mera PM Kaun is a web-based game that empowers voters to express their views and opinions about social issues and the political leaders who can best handle them. When a player opens the www.meraqpmkaun2014.in website, caricatures of Rahul Gandhi, Narendra Modi jump about on either side of the Prime Minister’s chair while caricatures of Arvind Kejriwal, Jayalalitha, Mamata Banerjee - the ‘others’- grace the lower half of the screen. The ‘voter’ is presented with a socio-political-economic issue in the form of a hot burning ball of fire that he or she has to throw into the lap of the candidate who might best handle it. The game tries to capture the perception of people about the ‘burning’ issues of India and who they think can best deal with them. At the end of the short game, a quick info-graphic informs the ‘voter’ who is most suitable for the chair and what is the aggregate opinion of other players across the world. Since each player is made to enter their sex, age group and location, the game has analytics engineered into it. Over 60,000 people from India and NRIs have played the game.

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parag@neetisolutions.com  
www.meraqpmkaun2014.in  
www.facebook.com/MPK2014  
India
Crowd Funding

Raising funds for a cause or mission is never easy. This category recognizes efforts, which are giving a kick-start to ideas and initiatives that look at raising funds through the use of social media platforms. This category also recognizes efforts to crowd source funds by using privately developed platforms.
Crowd sourcing Shiva Keshavan’s funding for Winter Olympics

Organisation/Project Name

Ethinos Digital Marketing

Shiva Keshavan, one of the athletes supported by Olympic Gold Quest (OGQ), was representing India at the Winter Olympics 2013 at Sochi. ‘Send Shiva to Sochi’ was an initiative to raise Rs10 lakhs to fund his participation. The campaign integrated all forms of digital marketing like social media, crowdsourcing, content marketing, infographics, email marketing, etc. to create awareness about Shiva’s participation in the Winter Olympics of 2013 and raise Rs10 lakhs in donations to fund it. Ethinos collaborated with Ketto, an organization that connects NGOs to donors, and used a crowdsourced funding model. The campaign raised Rs 1,014,681 in 60 days and sent Shiva to Sochi with no government funding. This resulted in Times of India and other publications picking up the story, and reporting about the other two athletes who were not being funded either, which eventually led to the government funding the participation of those two athletes. The campaign achieved a total reach of 133,722 active members; support and mention from celebrities like Abhishek Bachchan, Kunal Kapoor (co-founder of Ketto), Harsha Bhogle; reached out to 1,883 HNIs; reached 1,30,219 people on Facebook; generated 420 retweets and 138 favourites on Twitter and 1,062 clicks on the Ketto fund raiser link.
Crowd sourcing to fund a poor class topper’s education

Organisation/Project Name

Nima Tshering's Facebook page

During three years of active service to the King of Bhutan to help the poorest of the poor, Nima Tshering walked on foot to about 300 remote villages in Bhutan and listened to the unspoken and hidden stories of marginalized and vulnerable section of Bhutanese society. He conducted interviews with impoverished families and sought to understand their hardships to give voice to their concerns. He has been doing that for several years through his Facebook page which has over 5,000 followers, mostly youth of Bhutan. This enabled him to conduct a crowd funding campaign on Facebook to fund the education of a poor and vulnerable babysitter who topped his class but was on the verge of dropping out due to financial constraints. Within hours of starting his Facebook crowd funding project campaign, people started sharing the story of the “babysitter who topped the class,” and it went viral with 334 shares reaching over 300,000 people. This was almost half the population of Bhutan, which is over 700,000. The campaigned helped Nima to successfully raise more than Rs 1 lakh in a couple of weeks enabling him to send the babysitter back to his school in the remote village of Nabji, Trongsa, in central Bhutan.

Nima Tshering

www.facebook.com/#!/goodnima

goodnima@yahoo.com

Bhutan
@tfcNepal is a completely voluntarily run not-for-profit loose network of Twitter users of Nepal that collects funds from people within the network to help social organizations such as orphanages, old-age homes, schools for HIV-positive people as well as other schools. The aim is to bring smiles on the faces of underprivileged people, especially children. The Twitter group’s first fund raising project was in 2011 with a few dedicated youths. Since then the network has grown and has so far raised funds for 14 missions. In the first stage the group identifies needy organizations or individuals who are working to support deprived children from various backgrounds within Nepal. It then estimates or obtains their requirements/demands and fulfill them by supplying the logistics support as the group does not provide cash support. For providing such support a fund is collected from people within the network and no donations are taken from external sources. On average the group has raised about Nepali Rs 50,000 for each mission. The maximum it has raised so far is NR 250,000 for Nepal Bal Mandir when the group organised an hour long public crowd funding gathering in response to the news that the government orphanage in Kathmandu was lacking milk for children.

Organisation/Project Name
Tweet for Cause – Nepal

@Pramod Neupane
www.tfcnepal.com
Nepal

www.tfcnepal.com
www.facebook.com/tfcNepal
www.twitter.com/tfcNepal
Communication, Advocacy & Development Activism

Social Media provides tremendous value when it comes to propagating an issue or cause because it has a very high number of following. This category recognises those efforts and initiatives that use social media mechanism and platforms as a tool for advocacy, for building opinions and converting them as a tool for development activism.
YouthNet is a non-profit organisation launched by a group of young professionals in Kohima, Nagaland in February, 2006. In February 2011, it launched Nagaland’s only employment-oriented news weekly YouthNet Opportunity Express (YNOX). On March 6, 2011 the weekly also launched its Facebook page of the same name. The objective of the publication and also the Facebook page is to provide information to the youth of Nagaland about the different employment, education and skill development opportunities offered by the Government of Nagaland and other institutions as well as opportunities outside the state. Published every Friday, the weekly includes information on job openings, scholarships, recruitments, vacancies, admissions, etc. The publication also feature successful individuals in various fields and educational articles for students apart from some fun trivia and a page for readers’ discussions and debates on various issues. Its Facebook page is being accessed by more than 42,000 people including even those belonging to rural villages since people can access Facebook even from their phones. By profiling them, the page has promoted the brands and products of several local entrepreneurs. Over 350 people have got jobs through the Facebook page and by networking with different professionals, the organisation has successfully conducted two major job and career fairs.
Promoting positivism, plurality and democracy in Bangladesh

Organisation/Project Name
Shorob, Bangladesh

Founded in 2011, www.shorob.com (‘shorob’ means ‘vocal’ in Bengali) is a Bengali blog platform that promotes positivity, plurality and democracy. It also has a Facebook page (https://www.facebook.com/shorob.bd/timeline). The blog has over 250 writers and 12,000 monthly visitors. Within the last 3 years, Shorob has reached out to over 225,000 Bengali speaking youth all over the world.

Shorob published the first ever ebook on mathematics in Bengali and translated the ‘Charter of Compassion’ in Bengali for the first time. With its innovative header (which we call ‘banner’) for its blog Shorob promotes positivism and other ideas. Many of its writers are also active volunteers, so it promotes voluntary activism too. Shorob posted video blog about a philanthropist rickshaw-puller even before CNN later on featured him in the ‘CNN Heroes’. Shorob’s android application on the constitution of Bangladesh has been downloaded over 10,000 times. Unlike the other Bengali blog platforms, philosophically shorob.com remains completely neutral, untouched by factional infighting characterizing most of the other platforms. This gives it an amazing acceptability amongst the young and educated readers. It has also trained over 80 young online activists. Its android application on the constitution of Bangladesh has been downloaded almost 10,000 times.

Yaruddin Ahmed
www.shorob.com
nuruddin.ahmed@gmail.com
www.facebook.com/shorob.bd/photos_stream
Bangladesh
Facebook game to promote women’s safety in Delhi

Organisation/Project Name
Board the Bus Breakthrough

Breakthrough is a global human rights organization working to make violence against women and girls unacceptable. It tries to prevent violence against women and girls by transforming the norms and cultures that enable it through building a critical mass of change agents worldwide. In 2014 it launched a “Board the Bus” campaign to foster dialogue and action around making Delhi safer for women – focusing on the issue of safety on buses and challenges women face while using public transport. The main campaign tool was a Facebook game that engaged the user in creating their own bus and taking it on a virtual tour of Delhi by completing a series of quests. The players were then asked to invite their friends, board other people’s buses and try to score the most points. Once all stages of the game were overcome, the player got Breakthrough’s invitation to board the bus at Jantar Mantar on 8th March 2014. The campaign reached over 9,100,000 via Twitter, 3,047,360 via Facebook, there were 7,794 visits in one week on the campaign website, 2,132 calls were received on IVRS and 2,120 people showed up for the final on-ground event.
The Accountability Lab is a global not for profit organisation which empowers citizens to build creative tools for integrity and anti-corruption in their communities. The Lab’s Nepali team launched the Nalibeli project comprising an online crowdsourcing platform and various offline activities to help citizens in Nepal navigate complicated public services and make more informed decisions about issues that affect their lives. The online platform is an open-source wiki containing hundreds of organized pages of information on government processes all the way down to the municipal level in all areas of Nepal. It provides step-by-step instructions on how to access basic services, including: how to obtain a birth certificate, citizenship or disability card, marriage license or passport; renew a driver’s license, apply for university; receive a pension; sell land etc. The platform is designed to be user-friendly and easily navigable, and can be read in English or Nepali. Nalibeli serves as a platform for gathering, synthesizing and disseminating knowledge essential to people’s quality of life. It includes several offline components, from support networks to discussion series, designed to increase its reach and impact in the community. So far, in just over a year the wiki site has received over 200,000 hits.
All Runner-Ups
FightBack is India’s first web and mobile application for women’s safety which sends SOS alerts to users on the tap of a button along with location information to security agencies, police and user’s family and friends via SMS and e-mail. It also intelligently analyzes alert data and highlights the unsafe places, based on alerts data captured over a period of time. The solution uses mobile capabilities like GPS, SMS, location maps, GPRS, etc. The user can also send the alert to her Facebook page so that others can get informed and provide help. The mobile application is linked to a web portal which shows live alerts data overlaid on Google maps. It provides daily movement track to the user on the portal dashboard. The dashboard also shows the vulnerable places across the globe based on alerts data captured over a period of time. As the alert can be posted on Facebook, it also generates awareness about the women’s safety issue. The application is now being accessed from 600 cities in 81 countries across the globe. In India it is being accessed from over 100 cities across 22 states. At present, FightBack has more than 100,000 downloads and over 52,000 registered users.

Deepali Mittal
www.fightbackmobile.com/welcome
www.facebook.com/fightbackmobileapp
India

Citizen journalists ensure transparency in Afghan elections

Baztab (Mega Sharks/AKA Tech Sharks)

The Baztab project was launched with the aim of ensuring free and fair polling and greater transparency in the 2014 Afghanistan presidential elections. It uses social media platforms such as Facebook, Twitter, blogs, YouTube etc to crowd source information about the elections from citizens. The social media channels are being used as an accurate and reliable information source for election coverage for the public, Afghan/international media, and social media users. The project also provided information in the form of records, statistics and graphs. It is published in three languages Pashto, Dari and English and people can share any content including image, voice, analysis, opinion and ideas regarding transparency, violations, security challenges etc regarding the elections. During one year of its social media activities, Baztab revealed many frauds and violations reported as images, videos, news, etc. by eye-witness citizen journalists and the Afghanistan election commission were informed of them. The Baztab Facebook page has more than 70,000 fans, over 10,000 are registered users and its social media sites have achieved over 100,000 hits per month. The young people from Kabul who developed the project and run it have been interviewed and referenced by BBC Persian, RTÉ and some Afghan media houses and channels.

Aizaeza Akbari
www.techsharks.aff/afghanistan-center-at-kabul-university/
www.facebook.com/techsharks.aiz
Afghanistan
Poochh is an automated answering service that tries to provide accurate and usable answers to questions. At present questions and answers are received and sent using the SMS platform. It will soon be available via mobile applications. The project uses technologies such as Natural Language Processing, Artificial Intelligence, Machine Learning, Context and Meaning based Resource Routing, Micro Content Crawlers, Cloud Computing, Man Machine - Hybrid etc.

The technology has the capability to analyse text information, understand relational and contextual references, and derive meaning out of that input, resulting in an almost human-like response to any query/data it is faced with. The Poochh service is completely free with users having to pay only their regular SMS cost for messages that they send to Poochh. The service is now available all over India. Poochh provides answers based only on information available in the public domain. At present it supports most mainstream Indian languages but is developing ability to support more regional languages. It has already serviced over 200,000 people across India with over 100,000 transactions a day with no publicity except word of mouth communication.

Organisation/Project Name
Poochh - Light Information Systems Pvt. Ltd

Poochh
Let there be Light

Category
Citizen Journalism

Engaging a global community of 23,000 via Twitter

Organisation/Project Name
Sankalp Forum by Intellecap

Sankalp Forum is an Intellecap initiative launched in 2009 which seeks to connect social entrepreneurs with impact investors. The forum organises an annual global summit and awards function in India which brings together over 1,000 entrepreneurs, investors, policy makers and academics involved in inclusive development. In 2011, the forum started a Twitter handle @SankalpForum which till April 2013 had only about 900 followers. Since then by implementing a new communication strategy, the number of followers has grown over three fold to reach 2,746 in 17 months. @SankalpForum has met critical business goals like driving 11.3% of the applications into Sankalp Africa Awards by reaching 563,839 accounts on Twitter. It drove 10.3% of the applications for Sankalp India Awards in 2014 by reaching 471,955 handles on Twitter. Together with Facebook, it drove 27% of the applications to Sankalp Summit's volunteer program in 2014.

In 2014, it initiated partnership with groups like Construct in India which helped them tap into entrepreneurs. Real Leaders is a US-based magazine that goes to over 20,000 C-level executives in 125 countries, and Intellecap reaches 10% of that through which they reached a highly targeted group in the financial inclusion sector. The Twitter handle supports and engages a global community of 23,000 people.

Category
Community Mobilisation

Charisma Murari
Use your mobile, connect easily with Gurgaon police

Gurgaon Police app by FoetronInc

As part of its Corporate Social Responsibility, FoetronInc has developed an app for Gurgaon Police with a view to make it easy and convenient for Gurgaon residents to connect with Gurgaon Police. The app, launched in May 2014, is available free across all platforms - Android, Apple and Windows. The app provides citizens contact details, phone numbers and emails of the beat officers, police stations, and district level officers to ensure that any complaint reaches the right person instantly. The app also includes features such as emergency police assistance, direct helpline numbers for women, senior citizens and children, auto fare calculator and easy connectivity with the traffic control room, allowing residents to report traffic jams without having to make a phone call. The app also provides a traffic helpline to users, in order to ensure that traffic-related complaints are received separately. The application is very user-friendly and a lot of the features do not even need internet access. For the more detailed features, like sending a direct email to the commissioner of police or senior traffic officials, a normal 2G internet connection is sufficient. Many features are being added constantly. So far, there has been more than 10,000 downloads of the app.

Sujoy Sharma
www.foetron.com
www.facebook.com/GurgaonPolice

India

Using Facebook, to highlight humanitarian and social news

Thomson Reuters Foundation

Using the expertise of global news agency and media content producer Thomson Reuters, the Thomson Reuters Foundation made a special effort in 2014 to use social media to highlight under-reported issues such as human trafficking, the human impact of climate change, child marriage, women’s rights, etc. Through Facebook and Twitter the foundation posted on a daily basis news reports, infographics, interviews, videos and photographs to reach a global audience and generate conversations around these issues. Most of the editorial content and news stories were those that were not picked up by mainstream media. As a result of this special effort, the number of followers of the Thomson Reuters Foundation’s Facebook page picked up from 8,000 in 2013 to over 27,500 in July, 2014 and over 90,000 followers across all social media channels. The analytics for the period March 2014 to June 2014 indicate that there were 2,400 additional followers on Twitter, a growth of 27.5% and 5,500 additional followers on Facebook, a growth of 28.7%. Throughout the same period, the Foundation’s Facebook account generated over 11 million total impressions.

Dhravik Davdaugal
www.trust.org
www.facebook.com/ThomsonReutersFoundation

India
MHADA goes online, makes lottery for flats transparent

**Maharashtra Housing and Area Development Board (MHADB)**

Maharashtra Housing and Area Development Board (MHADA) provides affordable housing to families belonging to various income groups through its regional boards based at Pune, Nagpur, Aurangabad, Amravati, Nashik. There are several schemes under which such flats are constructed and sold. Applications are invited from citizens and allotment of apartments to eligible applicants is done through a lottery. In 2014, MHADA implemented a web-based ICT application for accepting applications and conducting the lottery in a transparent and fair way. The entire process of lottery from application entry to submission, payment of fees, lottery draw and final allocation has been entirely computerised and made online. This has enabled MHADA to offer flexible and convenient 24x7 access to citizens through the Internet, real-time information to citizens with respect to application status, conducting the lottery within 2 weeks of closure/last date and refunds within 12 days through ECS. Through call centres, SMS and e-mails, MHADA has also been able to establish direct communication with the applicants.

**Organisation/Project Name**

**Mr. Anil AMkalji**

www.mhadamaharashtra.gov.in

India

**AiyoSalli**

AiyoSalli is a not-for-profit organisation that uses social media to raise funds to help needy people, especially patients who need funds to carry out crucial surgical operations. Apart from several smaller projects it has so far raised SRI 5 million and SRI 1 million for two major projects, namely Project Pahamand Project Hasiang. Paham was suffering from “Cerebrospinal Fluid Disorder” related to the brain and needed SRI 5 million for an immediate surgical operation. Paham’s family was not in a position to raise the money needed for the operation. AiyoSalli launched a Facebook page in Sinhalese to crowdsource the funding and followed it up with field fund raising as well. They opened a bank account and created public awareness of the need to help Paham. They provided certified medical documents and all other information that people wanted to know. In the Hasiang’s project, AiyoSalli was requested by her family to raise funds. Hasiang was also suffering from brain tumor and needed SRI 1 million for her operation. AiyoSalli used the family’s bank account for fund deposits. Most of the fund raising was done through Facebook promotions in Sinhalese language. Both projects successfully raised the required funds.

**Organisation/Project Name**

**Maneeshka Wijesekara**

Maneeshkwijesekara@gmail.com

Sri Lanka

www.sallik.blogspot.in

www.facebook.com/sallik
Jury Profiles

Mr. Ankit Vengurlekar
Gadgetwala - TechGuru
Ankit Vengurlekar is the Anchor of award winning Technology Shows - Tech Guru and Tech Toys (now SWITCH) on Network18. He is also a Photographer, Trained Chef, Yoga teacher and River Rafting enthusiast.

Ms. Karuna Nain
Manager - Public Policy, Facebook
Karuna Nain is the Public Policy Programs Manager at Facebook based in Delhi, India, where she works on the Politics and Government outreach and safety. She previously worked at the U.S. Embassy in New Delhi where she served as a Program Manager in the Public Affairs Section. During her tenure, she was responsible for successfully developing and maintaining the outreach strategy for U.S. Government exchange program alumni in India and Bhutan.

Ms. Mahima Kaul
Internet & Cyber Expert, ORF Magazine
Along with her role at ORF, Mahima is the India correspondent for Index on Censorship, a UK based magazine that focuses on freedom of expression issues. She has also written for The Indian Express, Sunday Guardian and Wall Street Journal and produced documentaries that have aired on PBS, Al Jazeera and CCTV. Earlier in 2012, she was awarded the Emerging Leaders fellowship by the Australia India Institute University of Melbourne, Australia, where she wrote and presented a paper on digital inclusion in India.

Ms. Sairee Chahal
Founder & CEO, Sheroes
Sairee Chahal is the CEO of SHEROES, Co Founder of Fleximoms and recently convened - SHEROES Summit - India’s first large format, Opportunity Scape for women - initiatives committed to connecting women with their careers, Fleximoms www.fleximoms.in is a career destination for women in India and helps connect businesses with female talent, Sairee is a finalist for the Cartier Women’s Award Initiative for 2012, a TED speaker, Business Today, Most Powerful Women in Indian Business 2012 and has been featured on shows like Young Turks, Pioneering Spirit and What Women Want.
Mr. Soumya Sarkar
National Editor, Mint

Soumya Sarkar is National Editor in Mint, a sister publication of the Hindustan Times published in partnership with the Wall Street Journal. He has been working in Media and Communications for over two decades and was previously with The Times of India, The Indian Express Group, the Telegraph and the Dawn to Earth magazine. He has also worked as development and communications consultant with organizations that include the World Bank and the Aga Khan Development Network.

Mr. Vikaas Bagri
Social Media Evangelist

Mr. Bagri has been a social media evangelist within the Government of India last 2-3 years; was the Government of India last 2-3 years; was the Adviser to Prime Minister’s office (Sanjiv Puri’s office). National Innovation Council and the social media department of the Planning Commission. Including conducting GoI’s first ever Hackathon, Hangouts and Twitter Conference.

Ms. Jyotika Malhotra
Senior Knowledge Manager, Blogworks in

Jyotika Malhotra is a Senior Knowledge Manager, Insights at Blogworks, a marketing, communication and research services company, and one of India’s most respected social media consulting firms. Jyotika’s role at Blogworks involves leveraging social listening tools for research and insights and environment mapping on the social web.

Ms. Meeta Sengupta
Fellow, Salzburg Global Seminar

Meeta is a writer, advisor and speaker on Education and Skills. She works to build bridges between policy, research and practice by creating platforms for sharing. She writes a number of columns and blogs (including the Times of India, The Daily Pioneer, Forbes etc.) where she shares ideas and solutions with the education community. Meeta Sengupta is a Fellow of the Salzburg Global Seminar.

Ms. Nirmala Nair
Country Manager - India, MTV EXIT

After a short stint at Video Volunteers where she trained young people from underprivileged background in using media for empowerment, Ms. Nair joined MTV EXIT - End Exploitation and Trafficking, a media awareness campaign against human trafficking. She continues to work there as the Campaign Manager for South Asia region. Utilising the power and influence of music, film, and celebrities; the campaign has produced award-winning On Air, On-The-Ground, and online components, that have successfully reached and educated over 20 million people since its launch 2004.
Partners

**Principal Partner**

**American Center**

American Center is U.S. Embassy’s cultural centre which supports Embassy’s mission to promote mutual understanding between the people of India and the United States. The U.S. Embassy in New Delhi is one of the largest U.S. diplomatic missions in the world, a reflection of the importance the United States places on its relationship with India.

**Country Partners**

**Bytes for All (B4A)**

Bytes for All (B4A), Pakistan is a human rights organization and a research think tank with a focus on Information and Communication Technologies (ICTs). It experiments with and organizes debate on the relevance of ICTs for sustainable development and strengthening human rights movements in the country.

**Pajhwok Afghan News**

Pajhwok Afghan News is Afghanistan’s largest independent news agency. With headquarters in Kabul, eight regional bureaus and a nationwide network of reporters and correspondents, Pajhwok delivers an average daily output of three dozen stories in Pashto, Dari and English. Pajhwok also provides photographs, video footage and audio clips to international wire agencies, television and radio stations.

**Social Media Partner**

**OMLogic**

OMLogic Consulting is a strategic and comprehensive online marketing service partner, founded by four serial entrepreneurs in 2007, on a shoestring budget. Since then, we have come a long way, helping business houses harness the power and magic of the web, to expand their reach and take on bigger players in the game.
Total Nominations 161
Total Nominations after Pre-Screening 98
Finalist 32
Winners 16
Special Mentions 07
Most Innovative Nomination 01
Runner Ups 08