



Mobile
for Good

Application opens from 15th April.

Mobile as a tool for empowerment

Mobile for Good

VODAFONE FOUNDATION IN ASSOCIATION WITH
DIGITAL EMPOWERMENT FOUNDATION
ANNOUNCES RS. 4 MILLION FOR BEST MOBILE
PRACTICES THAT DRIVE SOCIAL CHANGE



Vodafone
Foundation





ABOUT MOBILE FOR GOOD AWARDS

Over the years, Mobile has come to be the fastest growing information and communication tool in the developing nations connecting rural population, marginal and distant communities. The level of its penetration has shown a remarkable change in bringing culture, economy, education and health in one mobile device for public information service delivery, irrespective of their geographical and economic constraints. This gave scope for many innovative practices to emerge from the bottom of the pyramid backing by voluntary organizations for quality service and have influence policy and governance.

The Vodafone Mobile for Good Award is to honor and recognize the innovation of NGOs/NPFs for ideas and vision through mobile telephone platforms that facilitates mobile for community empowerment and inclusive growth for development.

MOBILE FOR GOOD 2013

Inspired by the great success in 2011 and 2012, Vodafone Foundation along with Digital Empowerment Foundation (DEF) announces the 'Vodafone Mobile for Good' programme for the third time. The 'Vodafone Mobile for Good' programme is to motivate and encourage innovations in mobile content and services delivery benefiting communities. It is imperative that the innovative practice must be from the Non-Governmental Organization / Not-for-profit organization / or educational institute in India with the motivation and purpose that the innovation would benefit the society and empower societal needs at large. This is to recognize talents from voluntary and education sector to enable them to take their project to next level for scaling up and implementation, and also provide them with mentor guidance.

Every year through the 'Vodafone Mobile for Good' programme, Vodafone Foundation and DEF announce funding grant to be allocated for the winners to help scale them and mentor them. In 2011 out of 43 eligible nominations 10 mobile innovative practices were shortlisted and two NGOs were honored as winners of Rupees 20,00,000 funding grant and also mentorship for one year. For 2012 Vodafone Mobile for Good honored an aggregate amount of Rupees 40,00,000 for 4 best socially empowering Mobile initiatives.

This year too, Vodafone Foundation will provide grant of Rs.4 million to 4 best mobile practices that is empowering society.

OBJECTIVES

The objective of the Vodafone mobile for Good programme includes:

- a) To identify Mobile based initiatives in India driven, launched and practiced by not-for profit organizations and must be for creating social good and address societal issues.
- b) To recognize best informative and communication practice through community concerned NGO practitioners which is empowering the masses at a large scale irrespective of their geographical situation and economic capacity.
- c) To enable and empower ideas and initiatives which can make the society more equal and sustainable with equity by bridging information divides.
- d) Vodafone Mobile for Good programme are for those who have outlined themselves to make information and communication – an access for all using mobile as primarily tool!
- e) To encourage and nurture innovative mobile practices by NGOs to carry forward its impact to the next level.





NOMINATION GUIDELINES

The determined criteria for nominations are:

- a) Any NGO/NFP(Non-Governmental Organization/Not-for-Profit Organization) having sound base on ground for more than 3 years working with focused communities in any part of India are eligible to apply.
- b) The project / initiative must be on ground for at least one year.
- c) NGO/NFP must be using mobile applications in innovative and sustainable way to deliver critical information and communication services to target communities and thereby ensuring sound impact to improve economic and life situations.
- d) The innovative practice should reflect a practical approach and is currently running or if the work has been tested and well implemented.
- e) The service delivery should have an accurate figure of beneficiaries' details and other relevant details of place, methods and criteria and so on.
- f) The nomination is open only to Indian entities.

CATEGORIES

Any NGO/NFP working in the said critical areas (or categories) using mobile devices (not limited to) are eligible to apply:

Business

The examples here would include those innovations which would be harnessing the endless possibilities of mobile technologies to promote economic empowerment and to foster and enable livelihood with several business opportunities. Possibilities include commerce, business, self-employment, micro-finance, banking, e-commerce, m-commerce, livelihood generation and so on.

Governance

Examples would include solutions in mobile which helps the government and administration in their schemes and plan to provide residents a healthy cycle of income distribution and sustain a societal harmony.

Education

Examples include innovations in mobile which focus on the education and learning sector at any level from primary school to higher education which impact Indian societies.

Health

Examples would include innovations which demonstrate best practice in healthcare which improve family life and well-being. This may include childcare and issues relating to family such as supporting women, the elderly members, independence etc. Identified innovations must be using the power of mobile to create positive impact.





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ORGANIZERS

About Vodafone Foundation



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At the heart of our foundation is the belief that mobile communications technologies can address some of the world's most pressing humanitarian challenges and our responsibility is to utilize our innovative mobile technology to improve people's lives. The Vodafone Foundation in India recognizes that education and women empowerment are critical catalysts for positive change. As part of its social investment programme, the Vodafone Foundation will fund projects in India which focus on both support and disaster relief. The Vodafone Foundation also supports the unique World of Difference programme.

www.vodafone-foundation.in

About Digital Empowerment Foundation



Headquartered in New Delhi, Digital Empowerment Foundation is a non-profit organization registered in 2002 under the "Societies Registration Act XXI of 1860" to find solutions to bridge the digital divide. Founded by Osama Manzar, DEF main aim is to uplift and empower the downtrodden and create economic and commercial viability using ICT and its components. DEF's main mission is to make the digital inclusion reach the masses, to create even opportunities and linkages between haves and have-nots so that the grassroots knowledge reaches the economic prosperity and vice versa through ICT and digital media.

www.defindia.net



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