.org

10 DEF

NGOs
empowered

Stories of NGOs using ICTs for impact

The eNGO Challenge

Your World
Your Domain

.NGO

a Public Interest Registry initiative

.NGO will be the exclusive domain for local and global non-governmental organizations looking to advance their missions or to inspire their communities. .NGO will provide immediate recognition for organizations to pursue a cause and make a positive impact. The Public Interest Registry is the non-profit organization managing .ORG – the domain that has served the non-profit community for more than 25 years – please come to our booth and talk to us about the .NGO domain.

Please visit www.ngotld.org or www.pir.org

NGOs
empowered

Stories of NGOs using
ICTs for impact

Contents

e-nabling NGOs for efficiency and impact

by Osama Manzar

INTRODUCTION

I always feel that in any developing country the most important knowledge is always gathered by the grassroot organisations who are known as NGOs, CBOs and Self Help Groups (SHGs). Considering that they are one of the most important knowledge holders at grassroot level where information usually goes top down, it is very important that how we involve these institutions to make information flow bottom up.

And, in an era of Internet, the medium which is not only interactive and democratic, but it is the only permanent medium, it is imperative that the voices which are not heard, content which is not aggregated, and the knowledge which is usually not considered get equitable chance to share.

There are more than 3.3 million NGOs in India according the government registration files. Other developing countries would also have equally high numbers if not as high as India. Most of the NGOs work at grassroots level, with shoe string budget, lots of them with very high level of dedication and passion, thus helping creating serious impact and in the process, great amount of learning, either through documentation, or through experience. Yet, the amount of information and knowledge an NGO creates and documents, never comes into universally accessible public domain. While it is not surprising as printing and publishing knowledge for wider

circulation could be costly. But considering that Internet is a permanent medium, it is economically cheap, accessible universally, open, sharable, and publishing is instant, it is extremely desirable that we bring forth our knowledge holders in the areas of social sector, dominated by NGOs, to come online, share their knowledge and wisdom, and let there be equitability of information generation by having bottom up content creation.

At Digital Empowerment Foundation, it was very important for us to include entire social sector, which I would say are usually represented by NGOs, should come online. And we found out that this could have multiple benefits because, on one side it will not only come online to share the information, but on the other hand having a website for any NGO will also spread digital literacy. And that is what we experienced when we started this programme called eNGO about 3 years ago by offering free websites for grassroot NGOs, who had neither heard of IT nor used computers or Internet.

It was very difficult to bring them to the website, so we brought the website to them. The way we did it was by identifying NGO partners in different parts of the country and region, and working with them to further enroll very small organizations to workshops on website building and then gradually bring them online. In a span of last 3 years, we have more than 2000

In a span of last 3 years, we have more than 2000 NGOs registered under eNGO network and about 1500 of them are online. They are not only from India, but also from Pakistan, Bangladesh, Nepal and recently we have expanded this programme to Kenya and moving forward to other African countries.

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In this entire endeavor, one of the most beautiful experience was to have the most appropriate organizations partnering with us into this journey, including 'Public Interest Registry' as one of three top level domain managers of '.ORG'. They came along and joined the journey and the movement by being very supportive in terms of organizing workshops, motivating NGOs, bringing them online and recently they have helped even institutionalizing an award for the NGO sector who could be identified and rewarded on the basis of their proficiency with digital tools.

We are identifying them on the basis of the utilization of digital tools and how effectively they use them to benefit themselves for organisational efficiency, outreach, communication and advocacy. This is the first time we are doing the eNGO Challenge, for which we received about 167 nominations across 5 categories. And we have finally chosen 12 winners and 4 special mentions who are going to grab special prizes and all of them will be digitally enabled. With these digitally enabled special prizes, they can empower their communities locally.

However, the biggest challenge is keep on motivating more and more NGOs to bring them online and take advantage of Internet, not only in terms of digital efficiency but also in terms of transparency, which will spread across NGOs and bring much better name than what they are usually known in general.

From next year, we are also going for having the possiblity of all the NGOs, who could opt for a domain lasting with '.NGO'. As a result, PIR is getting

> It was very difficult to bring them to the website, so we brought the website to them.

the license to operate .NGO as top level domain, especially open for genuine NGOs, CBOs and other not-for-profit entities. So from next time, when we will meet each one of you, hundreds and thousands new NGOs will come on .NGO and will have most appropriate identification of belonging to NGO community. And we are continuously putting our effort to make this eNGO network bigger to make them work together. All the best to the winners of the eNGO Challenge and you all are welcome to join eNGO Network at http://PIReNGO.Org.

Osama Manzar
Founder & Director, Digital Empowerment Foundation Chairman of Manthan
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Women solar engineers at Barefoot College, where digital inclusion thrive even though the organisation work only with those who are illiterate and unqualified villagers.

How Does This Work?

by Brian Cute

PARTNERS PAGE

The eNGO Challenge recognizes NGOs using ICT to the best of its ability across five categories: Communication & Outreach, Social Commerce, Advocacy, Organizational Efficiency, and Sustainable Development.

The eNGO program is a national movement and a joint effort of Digital Empowerment Foundation and Public Interest Registry. "At the core of the eNGO program is ICT enabled web training and development, as well as the creativity and determination of grassroots organizations – which include NGOs, CBOs, and SHGs." We have been witness to hundreds of these organizations utilizing the eNGO program to promote their mission and greatly increase their visibility at both the national and global level. A big step forward for these grassroots organizations who can now reach far and wide for support of their importantmissions.

Given the overwhelming success of the program, it is fitting that we recognize the many grassroots organizations that have excelled in such a visible way. With this in mind, we have created the eNGO Challenge. The eNGO Challenge recognizes NGOs using ICT to the best of its ability across five categories: Communication & Outreach, Social Commerce, Advocacy, Organizational Efficiency, and Sustainable Development.

Please join us in recognizing the organizations that have inspired us all, as we move into the first eNGO Challenge!

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An Eternal Journey of eNGO 2009-12

by Devendra Singh Bhadauria

VOICE OF IMPLEMENTATION

It was 2009, and we were enthusiastic of being provided the opportunity to partner with NGOs working in the domain of ICT especially in educational sector. We were looking for partners for our ongoing project 'gyanpedia' www.gyanpedia.in. We searched for the likely NGOs on the internet, about their domain of impact areas and expertise. We did find some big players working in the education domain but mostly settled in the metros. We knew there were many grassroots organisation doing very well in the remotest place of the country for various communities. But there were technical barriers in terms of technical access and language to reach to the wider audience. We were dismayed for not locating too many NGOs in the remote countryside.

It was a formidable challenge for us. We discussed this issue in detail and brainstormed as to how to enable the inaccessible NGOs electronically accessible? An idea struck and the outcome was the foundation of eNGO. To make it even bigger we discussed this idea with NIXI and they asked us to make 500 grassroots organizations online with first round of training so that their web presence could be made (www.engo.in). We did our first eNGO workshop with a well known organization called Barefoot College, working at grassroots level, at Tilonia, Ajmer in Rajasthan with 30 NGOs. We got an enthralling response. The workshop was an eye-opener for the lesser know NGOs and it boosted their morale and confidence. Some of the heads of organisations conveyed their thanks that eNGO program helped them make their presence globally. We received registrations from 28 NGOs and all of them went online with .in domain with first round of training to maintain their web sites.

> We did our first eNGO workshop with a well known organization called Barefoot College, working at grassroots level, at Tilonia, Ajmer in Rajasthan with 30 NGOs. We got an enthralling response. The workshop was an eye-opener for the lesser know NGOs and it boosted their morale and confidence

After eight workshops with hands-on training, we successfully completed the first phase of eNGO Programme with support of NIXI by helping move 500 grassroots organizations online. We partnered with NGOs from some of the remotest places like Jorhat in Assam and Phulbani in Odisha. After these workshops, we observed that the main hurdles that most of the NGOs face are poor drafting skills, quality content and improper digital documentation of their work. We took this as a challenge and conceptualized workshops to train them on developing regular content and digital skills for an effective outreach. This was a learning period for us in terms of mobilizing small groups to adopt ICT and train them to draft their content effectively.

In the second phase of eNGO Programme, we got valuable partnership of PIR (.ORG) to make the programme more efficient with an outlook to connect the NGOs globally. We continued the eNGO workshops in almost entire part of the country to network with some of the lesser known NGOs at a common platform and make their presence felt at global level by connecting them with ICT.

We organised eNGO workshops with PIR in Bhutan, Nepal, Bangladesh and Pakistan. Recently we had a workshop in Kisumu, Kenya, Africa with 230 participants from 127 organisations. It was a milestone for eNGO programme as we made our presence felt where even a simple website costs US$500 to $1000. We have now been making websites for all of the NGOs free of cost and setting up a nodal center at Kisumu to help them to learn ICT usage for their organization's sustainability & community development. We have planned to organize

second workshop in Africa somewhere in Zambia or Zimbabwe with double the number of organizations attended in Kisumu.

Now its been around three years with eNGO programme that our team has been directly assisting those groups who even cannot write an email properly to communicate with other organisations for technology and content sharing. But what is most promising is the overwhelming zeal of these organizations to learn the ICT tools and use it for their sustenance and community development.

It is the success of eNGO programme that around 60% nominees belong to places where people access internet through their mobile and email, update Facebook stories and get connected with outside the world. Filling nomination form was also a formidable challenge for non English knowing organizations, but on the ground, they have been using ICT better than we do to further the cause of their community. We helped each one of them on how to fill the nomination form and present the content in a proper format. Finally to our surprise we received 163 nominations, and out of them only 17 are in Hindi. "Those who could have filled the eNGO Challenge Nomination

form properly might be the winners! It took 15 days to fill that form" said one of our eNGO challenge nominees. We have some great plans to strengthen our eNGO network and its members with new and exiting ICT features soon. I salute my team members Satyendra Singh, Anand Kumar and Dhirendra Kumar who are working almost 24x7 for our eNGO members.

Devendra Singh Bhadauria
Head-eNGO Programme
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eNGO Challenge: Objectives

The eNGO Challenge aspires to create an ecosystem of NGOs who are using Information Communication Technology (ICT) and digital media for good governance practices benefiting societies and communities at large. The Challenge seeks to recognise, salute and honour best NGO practices using ICT in any parts of the world. The eNGO Challenge is a joint initiative of Public Interest Registry (PIR) and Digital Empowerment Foundation (DEF). The need for the eNGO Challenges is cited in key need based factors:

OBJECTIVES
The objectives of the eNGO Challenge includes:
*   To promote and encourage best ICT practices by NGOs for community development;
*   To create an ecosystem of NGOs who uses ICTs and digital media for good governance practice for community serving purpose ;
*   To create and build a network of NGOs into innovative ICT practices for learning, experience sharing and promote good practices;
*   To encourage bottom up NGO led local content development and population, information and community work experiences on ICT platforms through the web especially for wider access and partnership;
*   To advocate the wider need for good ICT practice among NGOs as the third sector working partner hand in hand with the public and the private sectors.

The eNGO Challenge @ a Glance

VALID NOMINATIONS
145

Category Wise Nominations

Advocacy
24

Sustainable Development
32

Communication & Outreach
42

Social Commerce
28

Organizational Efficiency
19

FINALISTS
31

1. **Advocacy:** Winner: 2, Finalist: 3, Special Mention: 1

2. **Sustainable Development:** Winner: 3, Finalist: 5, Special Mention:1

3. **Communication & Outreach:** Winner: 3, Finalist: 3, Special Mention: 1

4. **Social Commerce:** Winner: 1, Finalist: 4

5. **Organizational Efficiency:** Winner: 3, Finalist: 1

STATE WISE NOMINATION

Andhra Pradesh: 13
Assam: 2
Bihar: 19
Chhattisgarh: 2
Delhi: 13
Gujarat: 3
Haryana: 3
Himachal Pradesh: 2
Jammu & Kashmir: 1
Jharkhand: 5
Karnataka: 4
Madhya Pradesh: 3
Maharashtra: 19
Manipur: 2
Orissa: 10
Punjab: 1
Rajasthan: 9
Tamil Nadu: 9
Uttar Pradesh: 28
Uttarakhand: 8
West Bengal: 7

WINNERS
12

Advocacy: 2
Sustainable Development: 3
Communication & Outreach: 3
Social Commerce: 1
Organizational Efficiency: 3

Special Mention
3

Jurors' Distinction
1

New eNGO
Registration

327

Entries from
outside eNGO
network

30

Entries
Received in
Hindi

17

ENTRIES

Entries
from eNGO
Network

133

Entries
Received in
English

146

Total Entries

163

SUSTAINABLE
DEVELOPMENT

COMMUNICATION
& OUTREACH

CATEGORIES

SOCIAL
COMMERCE

ADVOCACY

ORGANISATIONAL
EFFICIENCY

NOMINATIONS : WINNERS

145:12
13 : 1

Advocacy

30

Sustainable
Development

35

Communication
& Outreach

48

Social
Commerce

28

Organizational
Efficiency

22

The eNGO Challenge: CATEGORIES DEFINITION

1. COMMUNICATION & OUTREACH:
Nomination being solicited for NGOs adopting innovative ICT approach and tools to reach out and publicize its activities and work with impact oriented outcomes for its organization or its stakeholder community or those who are being served by the organization. A key parameter here is number of visitors visiting the website on a timely basis.

2. SOCIAL COMMERCE:
Nomination being solicited from NGOs who have adopted ICTs in most innovative way to produce or promote and market local and community produce by local entrepreneurs or by the organization itself in a social enterprise model.

3. ADVOCACY:
Nomination being solicited from NGOs who have adopted ICTs including new and social media to advocate issues of wider civil society, development and governance concerns including education, health, livelihood, women issues, child issues, corruption, good governance, environment and other critical areas.

4. ORGANIZATIONAL EFFICIENCY:
Nomination being invited from NGOs who have deployed and used ICTs including mobile, web and other mediums to improve its organizational efficiency and effectiveness in its operation and functioning with demonstrable outcome in terms of reducing costs, time saving, better office and team management and so on.

5. SUSTAINABLE DEVELOPMENT:
Nomination being invited from NGOs who have deployed ICTs in most innovative way to promote sustainable development in a community context in any of the 3 spheres – social, economic and environmental. The social category would imply efforts to use ICTs to promote and develop social capital including capacities of human resource, local agencies, women, youth and others towards desirable outcome. The economic category would imply efforts to use ICTs to develop, to promote, scale up livelihood, entrepreneurship, market linkages, skill development and vocational training. The environment category would imply efforts to deploy ICTs innovatively to promote solutions, awareness, and advocacy on environment aspects in a community context on issues of pressing relevance.

JURY

The eNgo Challenge: GRAND JURY MEMBERS

S.No.	Name	Designation	Organization	Country
1	Mahesh Venkateswaran	CEO, Rural Enterprise	KGVK, Ranchi	India
2	Amitabh Singhal	Board Member	PIR.ORG	India
3	Rajen Varada	Consultant	UN Women	India
4	Rita soni	CEO	Nasscom foundation	India
5	Umesh Anand	Publisher	Civil Society Magazine	India
6	Munir Hasan	Secretary General	BdONS	Bangladesh
7	Ali Asghar	Developmental Consultant	Hyderabad	India
8	Manju Dhasmana	Corporate Affairs Manager	Microsoft India	India
9	Shriyananda Rathnayaka	Project Manager	ICTA	Sri Lanka
10	Sushil Pandey	ICT Specialist	ICIMOD	Nepal
11	Shahzad Ahmad	Country Coordinator	Bytes for All	Pakistan

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'e' helps scale-up

by Ali Asghar

ICTs enable NGOs to scale up their interventions as well as their impact rapidly and in a uniform manner. Maintaining standards and quality during scaling up phase makes processes sustainable. Techniques used by corporate in scaling up provide important lessons for NGOs in this aspect and ICTs play a major role in this scaling up phase.

Grassroot NGOs are the unsung heroes engaged in nation building through their dedicated and silent work. ICTs expose their work to the world and help in highlighting issues they and their constituencies grapple with on a day to day basis. Use of ICTs by grassroots NGOs is at a very nascent stage mostly limited to basic web sites if at all. Initiatives like eNGO by Digital Empowerment Foundation can play an important role in enabling these NGOs to use ICTs for scaling up impact, mainstreaming marginalised communities and most importantly in linking large numbers of small and micro producers to markets such that they can maximize value realisation of their products.

JURORS' VOICE

The non-profit sector exists to solve social, economic and environmental injustices, a tall order for often resource-strapped institutions. However, currently it is also seen as an inefficient solver of these ingrained, deep-rooted challenges. In comes the ICT revolution! Cliched wisdom deems ICT the magic bullet solution, in business as well as in development. The reality is that ICTs are tools that help with scale, efficiency, reach, and often times with innovation. It is this unique role which motivates me to promote technology for good and thrilled me to participate in the eNGO jury. The range of issues and approaches in the applicants along side the ICT solutions were inspiring and encouraging - that development issues are finding resolution with the help of technology. At NASSCOM Foundation, we are proud to partner with the Digital Empowerment Foundation in this journey. The potential is tremendous whether by leapfrogging technology or by collaborating across sectors.

by Rita Soni

ICT to Revolutionise NGOs

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eNGO as a Myth Buster

by Amitabh Singhal

JURORS' VOICE

During the initial stages of designing the eNGO campaign, spear headed as a partnership program between .ORG, The Public Internet Registry and DEF, we discovered that a majority comprising over 80% of grassroots NGOs do not have any online identity. They have never had a presence on the web, i.e. they do not have any website of their own and a vast number of these NGOs hardly even use email for communication purposes. On further enquiry, we discovered that the reasons for lack of web presence for them were many and which included lack of technical competencies, lack of financial resources, lack of proper maintenance even where websites were once created but fell into disuse shortly thereafter.

For this social nonprofit civil society sector, and possibly the eNGO program comes as a panacea whereby the first thing it does is to act as myth buster for the NGOs, who are surprised to find that setting up and maintaining their own web-sites is no rocket science and can be set up and managed even with meager in-house resources at disposal largest developmental spender of funds after the government itself, the veneer of

transparency and reliable working processes driven by adoption and use of modern technology still remain thin and sketchy and what follows is a general lack of credibility for the vast majority of the NGOs especially at the grassroots level. A good majority, therefore face suspicion when it comes to their financial transactions, and often live with the stigma of being called bad actors or fly by night operators, giving the sector a negative perception.

eNGO program, therefore, comes as a panacea whereby the first thing it does is to act as myth buster for the NGOs, who are surprised to find that setting up and maintaining their own web-sites is no rocket science and can be set up and managed even with meager in-house resources at disposal. The costs of doing so can be negligible but the outcomes and benefits derived are enormous. First, it makes the NGO and its profile globally visible and its work and achievements very transparent. This leads to establishment of credibility amongst the local government and other administrators and then amongst the global set of donor and funding agencies. Online transfer of funds and donations swiftly not only becomes possible but also creates the impression and rightly so, of the NGO being a reliable, honest do good agency working for the upliftment of the society. It makes it possible for many NGOs working to revive traditional industries and clusters by opening online outlets for products and services and creating new markets, so as to directly benefit the deprived or marginalized sections of society.

The results of the eNGO program, which started in August 2011, has now spread to many countries in south Asia and now launched successfully in Kenya, Africa, is showing all the potential signs of turning into a global movement in the times to come, thereby transforming the face of the NGOs worldwide.

Rajen Varada
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Digital Footprints for Development

by Rajen Varada

JURORS' VOICE

The eNGO program was initiated in 2009 with the above vision statement. It's feasibility was discussed in the ICTD knowledge community from whom it got a very supportive response.

I was fortunate to be associated with the eNGO initiative at the conceptual stage. I do recall that the responses and suggestions from grassroots practitioners were constructive and encouraging.

If the question be asked why did it become a success unlike some similar initiatives which were also there during 2009? The answer is that its simplicity to reach out to the the most needy NGOs and the transparency in its implementation. The eNGO program is a successful case study by itself and the momentum it gained by partnerships at all levels.

The digital footprint that NGOs require to make is inevitable -
regardless of the realities on the ground where many rural locations still have inconsistent power and connectivity. Even the limited connectivity is still important even if the active presence is intermittent. As NGOs gain experience they will find answers to overcome the persistent problem of power and connectivity. Innovation happens in adversity.

The fact that it now is a regional program extending to Africa
underlines the need it caters to. The eNGO program now needs to consolidate its delivery mechanism with state wise or region

wise support centers to further strengthen the work of NGOs. It needs to become a self sustaining body which will continue to evolve as it gains insights from its continuous experiences with NGOs. It also needs to keep doing what it does best - Reaching out to the unreached NGOs in the remotest corners of the Africa-Asia continent - Empowering NGOs.

"The vision of "E-NGO" is to help grassroots organisations have a virtual presence in today's Internet world and make their presencefelt in the global market."

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Internet, Mobiles, IVR & Innovation @ NGOs

by Mahesh Venkateswaran

JURORS' VOICE

Why do you think ICT is so important for NGOs?
ICT allows an organization to engage with multiple stake-holders involving the Government, donors, well wishers, and most importantly beneficiaries in a more proactive way. The different medium (internet, mobile, IVR, etc) provide the ability to make this engagement faster, more transparent, efficient and more engaging.

How can ICT and Digital Media help grassroots NGOs leapfrog and make better impacts?
ICT and digital media provide an excellent opportunity for NGOs to showcase their work, garner support and high-light impact to a much larger audience. Also innovations using mobile, internet and IVR-based platforms have leapfrogged manifold in the last couple of years, and have opened up opportunities to engage with beneficiaries in a more effective manner. Organizations that have adopted these low-cost models and made them part of their daily work flow have succeeded in translating the power of ICT and digital media into sustainable and measurable impact outcomes.

What are your observations in the jury process and learnings?
*The jury was very balanced in its composition and came with a lot of experience, knowledge and understanding of the challenges of using ICT in the development space. A fair and thorough deliberation was carried out across each of the award categories, and there was flexibility to move nominations to more relevant categories based on merits. All jury members were cognizant of the varying back-*grounds of these organizations, their region of work, ability to access talent, etc and the underlying principle remained encouragement of these organizations to adopt different ICT models over a course of time. This is in line with the spirit of the Manthan Awards and the DEF team's vision for the development space.*

What could be the role of civil society, NGOs vis-a-vis ICT?
With an increasing move towards higher accountability standards and transparency of expenditure and other relevant items among civil society and NGOs, ICT could play a vital role to fill this demand. Use and adoption of simple ICT tools for expense accounting, impact monitoring, service delivery, etc will help NGOs gain credibility among peers in a space that is also competitive in terms of fund availability. On the other hand, all stakeholders should demand for an implementation roadmap for use of ICT across different functional units.

Any idea, observations, learnings, advises, thoughts to share?
It would help to have multiple nomination application formats across different categories with a pre-approved set of outcome parameters for fairer judging by the jurors. While the amount of information available for jurors is quite rich, structuring this information would help make the process more efficient. Also a custom package on offering for NGOs with potential for high impact with use of ICT tools would be a welcome addition. Profiling best practices and sharing would be a good first step too.

> Use and adoption of simple ICT tools for expense accounting, impact monitoring, service delivery, etc will help NGOs gain credibility among peers

ADVOCACY

Womens Organisation for Socio - Cultural Awareness: winner
Deaf Children's Foundation: winner
Consumer Voice: special mention
Operation ASHA: finalist
Indian Academy for Self Employed Women: finalist
Anusandhan Trust - CEHAT: finalist

ORIGINAL TITLE
WOMENS ORGANISATION FOR
SOCIO CULTURAL AWARENESS

STATE
Odisha

CONTACT PERSON
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9437025119

WWW
www.tercoms.com

WOMENS ORGANISATION FOR SOCIO CULTURAL AWARENESS

WINNER

DESCRIPTION

TERcoms (Tracking livelihood Entitlements for Rural Communities), a project by Women's Organization for Socio Cultural Awareness (WOSCA), is a mobile phone based information management and monitoring system for tracking the efficacy of entitlement delivery under social protection schemes to rural poor to reduce corruption and increase access to services who have not been covered under the programmes due to access of "updated" information.

The initiative monitors three major social protection schemes namely PDS, Pension and the pension schemes.

The website, www.tercoms.com, has strengthened the service delivery mechanism at district level by helping left out beneficiaries gain access to PDS and Pension. It has implemented central reporting of closing stock of Targeted Public Distribution System (TPDS) and helped poor families in demanding livelihood entitlements to check loss of residual entitlements not claimed by the beneficiaries. Sharing of real-time service delivery information with local people and elected representatives has brought corrective measures at Panchayat Level thereby strengthening the local self-governance. People in more than 500 villages have been made aware of their livelihood entitlements through sharing of real-time information through mobile based MIS. More than 1200 community-based organizations are accessing information base and also receiving entitlement opportunities through Mobile. About 84,000 people have been made aware on livelihood entitlements in Keonjhar and Puri district of Odisha.

The website, www.tercoms.com, has strengthened the service delivery
mechanism at district level by helping left out beneficiaries
gain access to PDS and Pension.

DEAF CHILDREN'S FOUNDATION - VAANI

WINNER

DESCRIPTION

VAANI, Deaf Children's Foundation, uses its website, www.vaani.in, to advocate for the right of every deaf child to a full and complete life with respect and dignity. The website provides information for parents of deaf children who are the main beneficiaries. Along with that, it also provides information about projects and annual Reports can be downloaded from the website. VAANI extensively uses a variety of tools like newsletters, Facebook, Twitter, Linkedin and blogs to reach out to beneficiaries and their families, partners, professionals, potential donors and volunteers. The blog and the Facebook page are updated regularly with interesting activities and serve as a forum for discussions on issues around childhood deafness. Through these channels, a significant number of NGOs working with disabilities and parents of deaf children approach VAANI for support and advice.

VAANI is using teaching and learning materials like Flash Cards, Flip Charts, Powerpoint presentations, posters and participative training methods for training parents and professionals who work with deaf children. VAANI has helped bring language and communication into the lives of deaf children and their families across regions like Assam, Jharkhand, Meghalaya, Mizoram, West Bengal, Karnataka, Gujarat and Maharashtra.

VAANI extensively uses a variety of tools like newsletters, Facebook, Twitter, Linkedin and blogs to reach out to beneficiaries and their families, partners, professionals, potential donors and volunteers

ORIGINAL TITLE	STATE	CONTACT PERSON	MOBILE /	WWW
CONSUMER VOICE	New Delhi	Hemant Upadhyay	TELEPHONE	www.consumer-voice.org
		hupadhyay@consumer-voice.org	9811101961	

CONSUMER VOICE

SPECIAL *mention*

DESCRIPTION

Consumer Voice is a voluntary action group, working in the interest of Consumer Education. It provides suggestions to consumers as to how and what to buy, based on consumer tests conducted in house, gives advice on what to buy and provides legal aid and advice on consumer issues. The website, www.consumer-voice.org, helps gets real time reader response and facilitates immediate reply to customer queries, problems and questions.

A unique feature is the Consumer Voice Online magazine which showcases the best features of the English print edition with added value of several features available only online. It is an interactive site, where subscribers can participate in surveys, opinion poll, feedback, reports and access consumers news everyday. A blog is available for comments and inputs. The "read more" features of the online section stretches resources to the maximum to provide readers with reading material on every aspect of consumer information.

The online complaint mechanism gives advice, guidance and support to the subscribers for a quick resolution of their grievances on products and services. Subscribers get updates on many facets of consumer issues on a daily basis.A monthly newsletter updates the subscribers on consumer issues collecting from all over. Consumer Voice is successfully working towards protecting consumer rights by creating synergy between technological advances, traditional knowledge and right policies through its educational and research activities.

It is an interactive site, where subscribers can participate in surveys, opinion poll, feedback, reports and access consumers news everyday. A blog is available for comments and inputs

ORIGINAL TITLE	STATE	CONTACT PERSON	MOBILE / TELE-	WWW
OPERATION ASHA	New Delhi	Hitika Paul	PHONE	www.opasha.org
		hitika.paul@opasha.org	9310016004	

OPERATION ASHA

FINALIST

DESCRIPTION

Operation ASHA's website, www.opasha.org, acts as an information dissemination platform between the organization and it partners, potential donors, volunteers and other stakeholders. The website also acts as a knowledge portal for anyone interested in learning about tuberculosis in detail. The blog section give deep insights into the different aspects of TB prevention and treatment. The website has turned out to be a convenient platform reaching out to all individuals who wish to contribute to the cause.

OpAsha is using Youtube to broadcast videos, Flickr for online photo management and sharing and LinkedIn to connect with other like-minded professionals and groups and foster discussion with them. To monitor and track patients, OpAsha has partnered with Microsoft Research and Innovators in Health to develop eCompliance (formerly named eDOTS), a biometric identification system. The system consists of a netbook (a small laptop), a fingerprint reader and a low-cost SMS modem. Each center has one of these portable systems installed, and every time a patient visits a center, he or she scans a finger using the reader. This provides proof that the patient visited the treatment center and took the scheduled dose in the presence of the provider or counselor. At the end of each day, the eCompliance terminal automatically sends the attendance logs through SMS to a central database where reports are generated for analysis. eCompliance is the latest technology in TB treatment and is freely available on the website for download.

OpAsha is using Youtube to broadcast videos, Flickr for online photo management and sharing and LinkedIn to connect with other like-minded professionals and groups and foster discussion with them

INDIAN ACADEMY FOR SELF EMPLOYED WOMEN - SEWA

FINALIST

DESCRIPTION

The objective of SEWA Academy is to work for the betterment of the women form the informal sectors through training and capacity building, action-oriented research of its members, and by building strong communication channels, within the organization as well as with the outside world.

The wesbite, www.sewaacademy.org, serves as the focal point for all of SEWA's training, capacity building, research and communication efforts. The organization uses media and publishing tools for the purpose of effective communication with various publications and newsletters. Ansooya is a fortnightly newsletter for members, Akashganga is the monthly magazine published to ensure holistic development of the adolescents girls. E-newsletter titled "We, the Self Employed" reaches out to friends, colleagues and the organizers, nationally and internationally.

Video SEWA is the video production unit that uses video as a tool for developmental communication. The community radio called "Rudi No Radio" is as an effective tool of education and communication to the remotest villages. The crew members of VIDEO SEWA are also the producers, camera and sound persons, editors and repetitive shareholders. It has a wide and unique collection of films related to various issues concerning to self employed working women of the informal sector. The mobile vans and IT centers are used for propagating various human rights related programme. Thus the widespread usage of technologies is made to achieve the objective of the organization. This is a unique organization where the latest technologies are used by illiterate and marginalized community of the society.

The wesbite, www.sewaacademy.org, serves as the focal point for all of SEWA's training, capacity building, research and communication efforts. The organization uses media and publishing tools for the purpose of effective communication with various publications and newsletters

ORIGINAL TITLE
CEHAT RESEARCH CENTER OF
ANUSANDHAN TRUST

STATE
Maharashtra

CONTACT PERSON
Padma Deosthali
sanacontractor@gmail.com

MOBILE /
TELEPHONE
022-26673154

WWW
www.cehat.org

Anusandhan Trust - CEHAT

FINALIST

DESCRIPTION

CEHAT (Centre for Enquiry Into Health and Allied Themes), the research centre of Anusandhan Trust, is involved in research, training, service and advocacy on health and allied themes.

The website, www.cehat.org, helps in dissemination of information and serves the purpose of making research available to public, researchers, policy makers and the media. There are special pages on issues such as regulation of private sector, patients rights, abortion, resources on violence against women for survivors as well as health care providers. CEHAT has an audio-visual unit that houses various audio-visual material that is used for raising awareness as well as during capacity building trainings. Scientific Software for qualitative (AtlasTi) and quantitative research (SPSS) are used by all researchers. CEHAT maintains a database of various kinds of health indicators since 1951 which also is available. There is also an MIS for analysis of records of clients accessing counselling services for violence against women.

Information about health issues, particularly neglected ones such as violence and abortion, are often not easily available to people at large. CEHAT utilizes various digital media and tools in order to disseminate issues emerging from the research it conducts to a variety of stakeholders, including but not limited to civil society organizations, health service users, survivors of psychosocial trauma, health care providers, policy makers and other researchers.

CEHAT has an audio-visual unit that houses various audio-visual material that is used for raising awareness as well as during capacity building trainings. Scientific Software for qualitative (AtlasTi) and quantitative research (SPSS) are used by all researchers

SUSTAINABLE DEVELOPMENT

Rural Education And Development India: winner
Empower People: winner
ETASHA Society: winner
Udyama: special mention
Shohratgarh Environmental Society: finalist
Young Network Society: finalist
Siliguri Subhaspally Welfare Organisation: finalist
Sahaara Charitable Society: finalist
The Aangan Trust: finalist

ORIGINAL TITLE	STATE	CONTACT PERSON	MOBILE /	WWW
RURAL EDUCATION AND	New Delhi	Geeta Malhotra	TELEPHONE	www.readglobal.org
DEVELOPMENT INDIA		geeta.malhotra16@	9818193575	
		gmail.com		

RURAL EDUCATION AND DEVELOPMENT INDIA

WINNER

DESCRIPTION

Rural Education And Development (READ) empowers rural communities using a replicable model for sustainable education, economic and community development that pairs non-profit libraries with for profit ventures. Its website, http://www.readglobal.org/our-work/read-india, helps spread information about its work and seek donations.

Its activities include setting up Community Libraries and Resource Centers (CLRC), creating sustainable enterprises at each center for CLRC sustenance, conducting need based trainings for development of education, enterprise and overall community empowerment, providing market linkages to the products manufactured under sustainability programs like – apparel based, food based, handicraft based.

Each CLRC or READ Center maintains a (1) Library section with books, newspapers and magazines (2) Computer Section with Internet (where available) and computer skills classes (3) Early Childhood Development Section that includes child-friendly furnishings, learning toys and reading materials (4) Women's Empowerment Section that is a safe space for women and girls, featuring educational materials relevant to their needs (5) Communications Section with telephone, fax and copying services (6) Selection of audiovisual tools, including DVD player, CD player, projectors and television and (7) Training and meeting hall where staff and local partners conduct programs related to community development, literacy, health and more.

READ Centers are designed to serve whole communities and the resources are available for all – adults, children, students, teachers, women and even those who are illiterate. READ India envisions a world in which rural communities have access to the knowledge, skills and economic opportunities needed for sustainable growth and development.

READ India envisions a world in which rural communities have access to the knowledge, skills and economic opportunities needed for sustainable growth and development

ORIGINAL TITLE	STATE	CONTACT PERSON	MOBILE /	WWW
EMPOWER PEOPLE	New Delhi	Shafiq R khan	TELEPHONE	www.empowerpeople.org.in
		srkhan83@gmail.com	9990452079	

EMPOWER PEOPLE

WINNER

DESCRIPTION

Empower People works for disadvantaged women who are victims or potential victims of violence including domestic violence or other honor crime or killing and trafficking or other type of slavery, and provide them shelter, proper counseling legal support and any other help required.

A handicam and some hidden cameras are used for sting operations, recording events and statements. The website, http://www.empower-people.org.in/, showcases videos about various activities, programmes, workshops and information on issues and communities. There is a complaint section where people can send their complaint on any of the three core problems. This facilitates receipt of complaints of missing girls and feared to be victims of any sort of violence. The website helps in arranging online meetings with people in any sort of trauma, especially youth who are most vulnerable section for porn MMS and failed love affairs.

The community work involves sensitization of people related to Bride trafficking (BT) in different areas (Punjab, Haryana and Rajasthan), conducting livelihood programmes and creating awareness among people in source area of trafficking (Assam, Bihar, Jharkhand). The work includes prevention, investigation, rescue and rehabilitation work for the BT victims and efforts to address honour crimes as well as domestic violence and other crime against women.

A handicam and some hidden cameras are used for sting operations, recording events and statements. The website, http://www.empowerpeople.org.in/, showcases videos about various activities, programmes, workshops and information on issues and communities

ETASHA SOCIETY

WINNER

DESCRIPTION

ETASHA Society provides vocational training with placement as well as employability skills to young people from disadvantaged communities in India. ETASHA helps young people to develop new skills, by giving them access to relevant vocational training and connecting them with employers. ETASHA's website helps maintain relationship with donors, funders and prospective employers who are interested in recruiting their trainees. In terms of governance, all the financial information is available with details of all faculty, workers and governing council members.

After each class, each trainee writes a reflective journal outlining the successes and concerns of each class, including observations on the class content. This is posted online everyday so that every other trainee can read and reflect before taking the next class.

With over 60 reflective journals for each program a sequential diary is build up, which can be used to plan classes, assess student performance, and analyse the strengths and weaknesses of our syllabus. New volunteers have the opportunity to read the existing volunteers' stories and connect to the group.

Social media has been used with large beneficial impact establishing credibility with new funders / donors and supporters. New supporters, job candidates and donors have given feedback that engaging activity on social media pages demonstrated that the organisation is 'caring' and having good knowledge about its work and interacting with 'real' trainees was found be very useful.

ETASHA's website helps maintain relationship with donors, funders and prospective employers who are interested in recruiting their trainees. In terms of governance, all the financial information is available with details of all faculty, workers and governing council members

ORIGINAL TITLE STATE   CONTACT PERSON   MOBILE /   WWW
UDYAMA   Odisha   Pradeep Mohapatra   TELEPHONE   www.udyama.org
                          udyama.pradeep@gmail.com 06742475656

Udyama

SPECIAL *mention*

DESCRIPTION

Udyama is an action and advocacy oriented organization in Odisha focused on food security and sustainable rural livelihoods. Its major activities include improving the capacity of participating communities for drought mitigation through regulated water management, forest preservation protection and utilization.

The website www.udyama.org gives a good overview about the organization core values, its approach and strategy, activities/advocacy in addressing micro-macro issues and relationship building with others. The Facebook page shares about philanthropy, development updates from NGOs, Environment, Biodiversity, holistic resources, CSR connect to global expertise, resources, and knowhow. It is using the Social Media to raise issues and share views in dialogue and developments and building networking relationship with a noble cause across the world.

Udyama is using various communication tools for community development including local folklores, cultural events; it is collating local stories and case studies using in-house devices like video and projector and interacting closely with community members - youth, women and groups. Udyama has adopted sharing as a principle of development and change management and contributes to the empowerment process to enable improved quality of life through risk reduction and livelihood promotion interventions for lasting development solutions.

The Facebook page shares about philanthropy, development updates from NGOs, Environment, Biodiversity, holistic resources, CSR connect to global expertise, resources, and knowhow. It is using the Social Media to raise issues and share views in dialogue and developments and building networking relationship with a noble cause across the world

ORIGINAL TITLE
SHOHRATGARH ENVIRONMENTAL
SOCIETY

STATE
Uttar
Pradesh

CONTACT PERSON
Sandeep Srivastava
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MOBILE /
TELEPHONE
7607222976

WWW
www.sesindia.org

NGOs

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SHOHRATGARH ENVIRONMENTAL SOCIETY

FINALIST

DESCRIPTION

Shohratgarh Envirnomnetal Society (SES) is a development organization which was informally created beginning with the issue of local safe drinking water issue in 1985. Over the years, SES has evolved to be a comprehensive NGO which works in the field of agriculture, food security, livelihood, health, education, disaster mitigation, water & environment. Since its origin, SES has been engaged with various developmental programmes that address issues of children, women, youth and unprivileged group. These programmes are based on community, gender participation and ethical ecological values.

The website www.sesindia.org gives a good coverage of its activities. Annual reports, booklets and reports are easily available. Visitors can subscribe to the newsletter and easily connect to organization's presence on Facebook, Twitter and Linkedin. SES has conducted several capacity building programmes and publishes its quarterly newsletter "ECHO SES" which always maintains a standard of excellence regarding content over social and developmental issues.

Over the years SES has established its identity in Uttar Pradesh and its years of perseverance, dedication, determination of SES towards pious social cause was appreciated in 2011 when the Economic & Social Council of United Nation accorded SES Special Consultative Status.

The website www.sesindia.org gives a good coverage of its activities. Annual reports, booklets and reports are easily available. Visitors can subscribe to the newsletter and easily connect to organization's presence on Facebook, Twitter and Linkedin

YOUNG NETWORK SOCIETY

FINALIST

DESCRIPTION

Young Network Society aims to provide a platform for NGOs to share experiences and dialogue for concerted actions to promote various development issues and policies, especially at the community level. It is promoting cooperation among NGOs through information sharing, knowledge exchange and capacity building. All activities of the society come from the belief that without educating the younger generation of the society, the concept of grass root development, awareness and proper livelihood is very difficult.

The website, www.edstonk.org/young, contains registration details, meeting invitations and all meeting reports of young network and information dissemination regarding conference that are being organized or meetings scheduled for the network. The funding information for NGOs is available and list of supporting agencies with profiles of NGOs. The website also displays the total information regarding Eklavya development society and gurukul school.

A canon cyber shoot 150 camera is used for shooting pictures and videos of events and projects of young network. The society is working towards helping NGOs' access to global resources (knowledge, skills, networks, partnerships, funding, etc.) for developmental issues, policies and related activities.

The website, www.edstonk.org/young, contains registration details, meeting invitations and all meeting reports of young network and information dissemination regarding conference that are being organized or meetings scheduled for the network

ORIGINAL TITLE	STATE	CONTACT PERSON	MOBILE /	WWW
SILIGURI SUBHASPALLY WELFARE	West Bengal	Biplab Das	TELEPHONE	www.siliguriswo.org
ORGANISATION		secretary@siliguriswo.org	9434328881	

SILIGURI SUBHASPALLY WELFARE ORGANISATION

FINALIST

DESCRIPTION

Siliguri Subhaspally Welfare Organisation provides medical services, empowerment of the women, handicapped weaker section including awareness campaign of various types like awareness on RTI Act and awareness against superstition.

The website www.siliguriswo.org, serves to highlight the objectives and functions of the organization, contact information and day to day activities. Activities listed include regular medical awareness camp for the poor people, empowerment of the weaker sections, artisans and women and to make them aware about the welfare schemes of the Government.

Facebook is used to help spread the mission of the organization, announce ensuing programmes and upload photos, videos, newspaper clippings of activities and programmes of the organization. Facebook is also used to highlight the important and beneficial schemes provided by Government for the poor and common people.

The society provides computer training to financially needy students, evening classes for the young people engaged in different professions who have no scope for getting proper trainings in any other Institution, adult people of the society who interested in computer operations and housewives interested in Computer education during day time.

Facebook is used to help spread the mission of the organization, announce ensuing programmes and upload photos, videos, newspaper clippings of activities and programmes of the organization. Facebook is also used to highlight the important and beneficial schemes provided by Government for the poor and common people

SAHAARA CHARITABLE SOCIETY

FINALIST

DESCRIPTION

The objective of Sahaara Charitable Society is to gift dreams to the most underprivileged of society. Their website www.sahaarasociety.org lucidly illustrates the interventions carried out by different projects of the organization which help in changing lives of the underprivileged thereby gifting their unfulfilled dreams.

The website also has videos of each of the projects uploaded which gives a audio-visual description of the interventions. Statutory documents have been made available on the website for transparency and credibility. Newsletters with monthly updates, Facebook and Blog posts are also used to disseminate information to the public, publish updates on the interventions carried out among the underprivileged and share impact stories to increase visibility of the organization's activities and engage people into participation and online donations. Sahaara works with different underprivileged groups and provides services in the communities where the underprivileged reside. It conducts campaing activties and training programs with video recordings that are shared with donors and volunteers and other well-wishers. Sahaara services for the underprivileged communities help in improving the living conditions of the underprivileged population. Sustainable development has been initiated by providing livelihood options to the underprivileged residing in Sahaara's rehabilitation homes thereby bringing about paradigm shifts in the lives of the people undergoing the rehabilitation programs and helping them to become positive contributors to society.

Newsletters with monthly updates, Facebook and Blog posts are also used to disseminate information to the public, publish updates on the interventions carried out among the underprivileged and share impact stories to increase visibility of the organization's activities and engage people into participation and online donations

ORIGINAL TITLE
AANGAN TRUST

STATE
Maharashtra

CONTACT PERSON
Erin Little
erin@aanganindia.org

MOBILE /
TELEPHONE
9167012486

WWW
www.aanganindia.org

THE AANGAN TRUST

FINALIST

DESCRIPTION

Aangan works towards improving the dismal conditions of Children's and Observation Homes. Its expanded scope of activities includes community-based prevention and reintegration programs to reduce the children's exposure to risk on entering these institutions as well as supporting them on their re-entry into their community. The slick website www.aanganindia.org is well organized our three programs: Effective Institutions, Chauraha, and Shakti which uses Flash-based programming.

There is a donation platform and easy access to Annual Reports, Impact Reports, and other downloads which provide partner-level access to members and supporters. Twitter, Linkedin, Facebook, and Pinterest are used to engage different categories of audience. Posts frequency is around 3 times a day that range from inspiration quotes, information about online campaigns and promtion of partner initiatives.

Social Media has helped connect with many interns, volunteers, and in-kind supporters who believe in this work. Communication and outreach is enhanced with tools like email, video-conferencing, Dropbox, and Google docs. The Chauraha program uses a MIS system to collect data, exchange reports and handle the influx of invidual cases of children.

Twitter, Linkedin, Facebook, and Pinterest are used to engage different categories of audience. Posts frequency is around 3 times a day that range from inspiration quotes, information about online campaigns and promtion of partner initiatives

COMMUNICATION & OUTREACH

ChildRaise Trust: winner
Prakriti: winner
Slum Soccer Krida Vikas Sanstha: winner
DISHA Odisha: special mention
Gramin Jan Kalyan Parishad: finalist
Alexis Society: finalist
Avanti Fellows: finalist

ORIGINAL TITLE	STATE	CONTACT PERSON	MOBILE /	WWW
CHILDRAISE TRUST	Maharashtra	Kavita Shanbhag	TELEPHONE	www.childraise.com
		childraisetrust@gmail.com	9820256731	

CHILDRAISE TRUST

WINNER

DESCRIPTION

ChildRaise.com works toward empowering "Special Children" and their parents, caregivers and well-wishers. Childraise Trust has a unique acronym to explain its goals and objectives - RAISE: R=Rehabilitation, A=Awareness, I=Information, S=Support and E=Education to maximum population having special needs & focus on disability issues. Through ChildRaise information Services (CRIS) the trust endeavours to reach the target group via various telecommunication means, that is, internet, telephone, mobile phones ,radio, and also reach via print, walk-in services thus leaving little scope for service gaps to reachout and empower them.

The website www.childraise.com has a huge database of over 100 webpages providing links to over 300 other disability related organizations, divided into different sections including basic information on disabilities, lists of special schools, counselling centres, training courses, legal issues and many more. There are sub-sections like Govt. schemes, Awards, Quotes and stories, Other features are editorial sub-sections, quick links, events, news, photo gallery, films, books etc. It has a Marathi section not requiring a separate font installation.
The trust has a vision to provide full-fledged onsite support to persons with disabilities, for example - filling forms, getting signatures from authorities etc. and assist them in the procurement of documents like disability certificate.

The website www.childraise.com has a huge database of over 100 web-pages providing links to over 300 other disability related organizations, divided into different sections including basic information on disabilities, lists of special schools, counselling centres, training courses, legal issues and many more

ORIGINAL TITLE	STATE	CONTACT PERSON	MOBILE /	WWW
PRAKRITI	Uttarakhand	Kashinath Vajpai	TELEPHONE	www.chimalaya.org
		vajpai@chimalaya.org	7607481242	

PRAKRITI

WINNER

DESCRIPTION

To deal with the climatic changes and their impacts in Himalayan Mountains, Prakriti, a mountain environment group based in Rudraprayag district of Uttarakhand, India founded a Pan-Himalayan initiative called 'Climate Himalaya' to focus on Climate Adaptation and Sustainable Mountain Development. The Climate Himalaya initiative works towards the need of closing the knowledge gap in the Himalayan region by developing a knowledge sharing platform, strengthening the capacities of people and organizations, generating awareness and developing leadership.

The Knowledge Portal www.chimalaya.org contains 4800 articles, researches and publications in 80 different categories of Climate and mountain linked issues. Daily and weekly newsletters are sent to over 700 members. The "Mountain 2020 (M-20)" campaign works on strengthening knowledge networking efforts at multi- stakeholders level, working with prospective leaders and youth groups, generate larger awareness, policy advocacy on climate adaptation, capacity building efforts, community outreach actions, develop and showcase a compendium of available best adaptation knowledge and network. The opinion column: Over 80 blogs written by experts, youth and guest practitioners and scientist from India, Nepal and Pakistan. The Climate Himalaya is a network over 1200 individuals and institutions.

The Knowledge Portal www.chimalaya.org contains 4800 articles, researches and publications in 80 different categories of Climate and mountain linked issues. Daily and weekly newsletters are sent to over 700 members

ORIGINAL TITLE	STATE	CONTACT PERSON	MOBILE /	WWW
SLUM SOCCER KRIDA VIKAS SANSTHA	Maharashtra	Abhijeet Barse abhijeet.barse@ slumsoccer.org	TELEPHONE 9890727932	www.slumsoccer.org

SLUM SOCCER KRIDA VIKAS SANSTHA

WINNER

DESCRIPTION

Slum Soccer uses football as a tool to achieve the end of providing impetus and opportunities to the marginalized adults and youth. It aims to provide sufficient life skills(both football and other) training to participants to enable them to attain a respectable career and be able to be responsible members of society.

The website www.SlumSoccer.org allows its visitors to keep in touch with the latest news through its news section and the media gallery section. Website visitors can subscribe to feeds and newsletters. Volunteer submissions are accepted through the website, and site visitors can make donations through the website. The website showcases its work to donors and other agencies, and, in addition to serving as a comprehensive source of information about Slum Soccer, it has also received well over fifty volunteers every month offering their support.

YouTube has been used as the primary platform to keep latest videos posted. Linkedin has helped spreading the word to several professional individuals and organizations thereby attracting high quality individual to give inputs to improve the quality of various programs.

YouTube has been used as the primary platform to keep latest videos posted. Linkedin has helped spreading the word to several professional individuals and organizations thereby attracting high quality individual to give inputs to improve the quality of various programs

DISHA ODISHA

SPECIAL *mention*

DESCRIPTION

Development Institute for Scientific Research Health and Agriculture (DISHA) aims at providing basic and life-skill education to the poor children and youth in alignment with the Millennium Development Goals (MDG) towards empowering individuals and communities. The website www.dishaodisha.org gives a detailed review of it work with photo galleries and links to social media.

Social Media is used to spread real grassroots work and generate awareness and motivate subscribers to understand their role in nation building. Inspirational quotes and messages from globally well-known individuals relating to developmental philosophy play an important role in reaching to varied segment of users. Information on the news and updates of the organization along with festival greetings are few amongst the posts. Lastly being an ICT driven charity spreading awareness on technology and health is also a part of the posts.

The communities have already started getting the benefits of ICT. The rural population benefits through the information shared through technology and internet for better, healthier and a secured living. Their plight is being addressed by volunteers, supporters and corporate groups and simply by getting views from social media, these beneficiaries get motivated. Through community news and local channels queries and support is received in behalf of beneficiaries and also educate them on health, education and livelihood.

Social Media is used to spread real grassroots work and generate awareness and motivate subscribers to understand their role in nation building. Inspirational quotes and messages from globally well-known individuals relating to developmental philosophy play an important role in reaching to varied segment of users

ORIGINAL TITLE	STATE	CONTACT PERSON	MOBILE / TELE-	WWW
GRAMIN JAN KALYAN PARISHAD	Bihar	Maqbool Ahmad	PHONE	www.gjkp.org
		gjkp2_maqbool@yahoo.com	9334910454	

NGOs

GRAMIN JAN KALYAN PARISHAD

FINALIST

DESCRIPTION

Gramin Jan Kalyan Parishad works towards its mission to help establish a society where the poor, resource-deprived and underprivileged sections of the society may be valued and provided with a prospect to grow and become prosperous by initiating the values of an egalitarian society in existing social structure. It uses its website http://www.gjkp.org for information dissemination, publishing information about project activities, advocacy on its core issues and extend its outreach to wider audience. The extended network is actively engaged with newsletters and periodic surveys and opinion polls.

The parishad promotes various social issues and regularly posts event photographs on social media; video camera is used for recording the events and speeches and maintaining their archives for further spreading of ideas and insights. Scanners are used for digitalizing useful information available only in print format and spreading them via email messages and social media. Television and projectors are used widely during campaigns for displaying the events and social causes on streets. The Parishad has organized workshops on youth leadership, adolescent girls, women's empowerment, science & bio-technology development, crèche, panchayati raj institutions and capability development.

The parishad promotes various social issues and regularly posts event photographs on social media; video camera is used for recording the events and speeches and maintaining their archives for further spreading of ideas and insights. Scanners are used for digitalizing useful information available only in print format and spreading them via email messages and social media

ALEXIS SOCIETY

FINALIST

DESCRIPTION

Alexis Society is an international Not-for-Profit and Non-Political Youth Organization with Passion for Excellence. It promotes creativity, innovation, peace, harmony and inclusive development. It works towards developing and encouraging all types of cultural and literary activities like Music, Literature, Painting, Sketching, Graphic Designing, Photography, Film Making, Journalism so on by providing education and training in above mentioned respective fields.

The website, www.alexis.co.in, features a slideshow, details of programs and featured posts. Also listed are the online courses and various centres - Centres for Excellence for Agriculture, Law, Public Policy & International Relations and Photography. The organisation has 16 pages and 15 groups with about 5000 people connected on Facebook. Alexis runs two online courses - one on Right to Information and other on Public Accountability. Both the topics are importance in today's scenario. A nominal fee is charged for pursuing these courses. The amount collected as fee is used in social welfare such as working with orphan ages, old age homes and deaf & blind schools.

Use of ICT has been critical for organization's growth, collaborations and expansion. This young organisation has new age technologies for social initiatives and for inspiring people to work for positive change.

Use of ICT has been critical for organization's growth, collaborations and expansion. This young organisation has new age technologies for social initiatives and for inspiring people to work for positive change.

ORIGINAL TITLE	STATE	CONTACT PERSON	MOBILE / TELE-	WWW
AVANTI FELLOWS	New Delhi	Tannishtha Sanyal	PHONE	www.avantifellows.org
		tannishtha@avantifellows.org	9650333758	

AVANTI FELLOWS

FINALIST

DESCRIPTION

Avanti is a non-profit organization that helps disadvantaged high-school students clear college entrance exams through mentoring and affordable, high quality after school programs. This year, over 300 students in seven cities will be enrolled in the after-school programs. The learning centers provide students access to technology-based learning tools and encourage them to learn collaboratively and effectively.

Avanti uses its website www.avantifellows.org as a core part of their communication & outreach strategy for programs like "Adopt a child for 10 years". The organizations reaches out to networks with updates and appeals through Facebook, Twitter, Linkedin, Youtube and publication of newsletters through Mailchimp. Relationship management and co-ordination with student volunteers & fellows is done through chapter wise Facebook groups.

Avanti leverages all information and technology tools possible – social media, mobile services, email, video chats, time and task management tools, online fundraising websites - to strengthen their communication and outreach with fellows, team and supporters. To scale up their operations Avanti is in the process of establishing more video-conferencing based learning centers, encouraged by the results from our pilot center in Pondicherry, as it is a cost effective impactful way of delivering high quality content to a large number of students. The students are supported by India's largest student mentor organization. Over 350 student mentors from India's top undergraduate colleges help tutor and mentor the fellows – helping them take their first and most important step into India's future leadership.

Avanti uses its website www.avantifellows.org as a core part of their communication & outreach strategy for programs like "Adopt a child for 10 years". The organizations reaches out to networks with updates and appeals through
Facebook, Twitter, Linkedin, Youtube and publication of newsletters through Mailchimp

SOCIAL COMMERCE

Vidya Deep Foundation: winner
**The Banaras Metal Craft
Development Society:** finalist
Banaras Bunkar Samiti: finalist
**Consortium of Handicrafts and
Artisans Society:** finalist
Kutch Nav Nirman Abhiyan: finalist

VIDYA DEEP FOUNDATION

WINNER

DESCRIPTION

VidyaDeep is a reputed social organization of Western Maharashtra working in areas of Scientific Awareness, Entrepreneurship Development under the leadership of Prof. Dipak Tatpuje, recipient of U. P. Govt. National Award, for socio-economic up-liftment of the rural youths. Since 1998, VidyaDeep Foundation is also contributing significantly in the area of Information Technology and research.

Vidyadeep is using its website www.vidyadeep.org to create educational resources, spread Technical Knowledge, provide career guidance & counseling in regional languages and facilitate resources to develop entrepreneurship skills. There are several e-modules to achieve organization's objectives – (1) www.teconline.org.in has e-learning Modules in 8 trades that are helpful to set up micro-enterprises (2) www.sctdm.com for science communication through digital media to create scientific temperament and (3) www.careervedh.vidyadeep.org for Marathi Unicode web on career guidance.

Facebook, Twitter and Youtube have helped networking with stakeholders and trainees and communicating with partners, stakeholders and public. These efforts have significantly contributed to help empower youth through education and imparting related skills amongst them, enabling them towards self reliance and create awareness about ICT among rural community.

There are several e-modules to achieve organization's objectives – (1) www.teconline.org.in has e-learning Modules in 8 trades that are helpful to set up micro-enterprises (2) www.sctdm.com for science communication through digital media to create scientific temperament and (3) www.careervedh.vidyadeep.org for Marathi Unicode web on career guidance

THE BANARAS METAL CRAFT DEVELOPMENT SOCIETY

FINALIST

DESCRIPTION

This society is working for the livelihood and promotion of artisans and promoting the craft to wider markets at domestic level as well at international levels though various stakeholders. The society is helping conserve and promote traditional heritage of artisans by providing market promotion, skill development, livelihood opportunity and GI Registration of the handicraft products.

The website www.metalvaranasi.com has helped the society to connect to members of young generation who are involved in the cluster and taking the work orders from many part of the country for metal work in temple, palace, hotels and other important places for various type of decorative works. Women are actively involved in the craft and nearly 100% artisans are from the OBC community. Nearly 120 new artisans are involving in the federation work taking the total to 332 artisans who are now associated with the federation.

Digital cameras are used for photo documentation of all related activities and uploading them on the web pages, reporting to stakeholders and research work for the various purposes. The organization is preparing a number of video documents to capture its interaction with community, NGOs and CBOs. Nearly 100 artisans are using artisan credit card @ Rs.25,000/- each which is given by the Allahabad Bank and Kashi Gomti Sanyukt Gramin Bank, Varanasi. The society has helped accelerate the export potential of handicraft goods and conducted campaigns to help adopt handmade products culture in place of machines, involve more women power in the handicraft sector and improve socio – economic condition of the artisan community.

Digital cameras are used for photo documentation of all related activities and uploading them on the web pages, reporting to stakeholders and research work for the various purposes. The organization is preparing a number of video documents to capture its interaction with community, NGOs and CBOs

BANARAS BUNKAR SAMITI

FINALIST

DESCRIPTION

Banaras Bunkar Samiti (BBS) is a self help group based federation established with the facilitation of Human Welfare Association under Tana Bana Project with the support of Find Your Feet for socio-economic empowerment of handloom weavers at Varanasi rural area. BBS functions as a decentralized production and centralized marketing agency, plays the role of an intermediate channel for forward and backward linkages, provides raw material, design and technical support to the weavers. It works towards economic empowerment and livelihood through Micro Credit (Saving & Credit Activities) program by helping create and sustain self-help groups since last 12 years.

BBS is using camera, video camera, electronic reports, newspapers clippings, video footage from electronic channels related to the various programs like digital minority, e-NGO, e-MSME, e-Panchayat, women empowerment, child rights, vocational training of young girls, convergence of various govt. schemes, issues of handloom weavers and handicraft artisans, WTO and IPR issues, MNREGA and other livelihood issues and sharing it.

The work has expanded to include 90 self help groups scattered in 60 villages of Chiraigaon and Cholapur developmental blocks having membership of 1250. These self help groups are further linked to 8 clusters based on the Geographical area basis. The total inter loaning of these SHGs has touched the amount to more than one crore in just 8 years. The SHG members has expertized them in exploring new Income Generating Activities (IGAs) like floriculture, horticulture animal husbandry each.

BBS is using camera, video camera, electronic reports, newspapers clippings, video footage from electronic channels related to the various programs

CONSORTIUM OF HANDICRAFTS AND ARTISANS SOCIETY

FINALIST

DESCRIPTION

The Kashi Craft initiative seeks to improve socio– economic condition of the artisan community by protecting India's traditional culture and heritage through promotion of handicraft and promote livelihood opportunities for Artisans. Its efforts have led to acceleration of the Export potential of handicraft goods and has helped adopt handmade products culture in place of machines and encourage involvement of more women power in the handicraft sector.

The website www.kashicraft.com helps promote artisans involved Metal Repozy work, Gulabi Meenakari, Wooden lacker wear, Banarsi Kundankari (jadai – tharadi – garahi), stone under cut-work, traditional Brass Utensils, Panja Dari, Chunar Sand Stone Carving (Balua Patthar Ka Kam), Chunar Red Clay Pottery, Nizamabad Black Pottery, Moonj decoratives and toys work , handmade Glass Beads, Jari –Jardozi & Embroidary, Hand Block Printing, Wood Carving craft , Painting on Metalware and Stone Carving work.

Various ICT tools are used for communication for internal and external purposes, outreach for extending services to domestic and international buyers, advocacy campaigns across various stakeholders and providing various services to community and buyers. In a significant event, the Chairman of Allahabad Bank has distributed 200 Artisan Credit Card at Varanasi, in a program organized by Human Welfare Association who is facilitator of in Metal Craft Cluster at Varanasi.

The website www.kashicraft.com helps promote artisans involved Metal Repozy work, Gulabi Meenakari, Wooden lacker wear, Banarsi Kundankari (jadai – tharadi – garahi), stone under cut-work, traditional Brass Utensils, Panja Dari, Chunar Sand Stone Carving (Balua Patthar Ka Kam), Chunar Red Clay Pottery, and so on

ORIGINAL TITLE	STATE	CONTACT PERSON	MOBILE / TELE-	WWW
KUTCH NAV NIRMAN ABHIYAN	Gujarat	Manoj Solanki	PHONE	www.klink.co.in
		knnaklink@gmail.com	9374343143	

KUTCH NAV NIRMAN ABHIYAN

FINALIST

Abhiyan has implemented project Mahiti-Mitra and established 17 rural ICT kiosks to facilitate information and services to the community. Several in-house standalone and web based applications have been developed for rural development and these are accessible through Mahiti-Mitra centers

DESCRIPTION

Kutch Nav Nirman Abhiyan, better known as Abhiyan, is a collective of Kutch-based development organizations who collaborate to develop the Kutch region with community involvement. Member organizations fuel the overall objective of the network with specific focus on women empowerment, Micro Credit, Agriculture, Health, Education, handicraft, Water and soil conservation, Renewable energy etc

The website www.kutchabhiyan.org has helped spread information about the issues, activities and projects of the region to citizens and stakeholders. The site allows the downloadable monthly publications "Pratibimb". There are separate websites and blogs (http://klink.co.in, ,setupanchayat.wordpress.com) for other offshoots of the network with more specific objectives of their domain.

Abhiyan has implemented project Mahiti-Mitra and established 17 rural ICT kiosks to facilitate information and services to the community. Several in-house standalone and web based applications have been developed for rural development and these are accessible through Mahiti-Mitra centers. A system of Netbook Library has been made available to elected PRI (Panchayati Raj Institution) members which allows panchayat members to use Netbook and wireless internet device to post the development stories of the Panchayat. In-house developed GIS based web based application (lgss.klink.co.in) is used by Panchayat for better planning and budgeting. Project Mahiti-Mitra (ICT enabled rural kiosk) has benefited more than 2 lakh rural people including children and women folk.

ORGANISATIONAL EFFICIENCY

VChange U: winner
Aroh Foundation: winner
Peer Water Exchange: winner
Global Prosperity Foundation: finalist

VCHANGE U

WINNER

DESCRIPTION

VChangeU is a non-profit organization based in Hyderabad helping young people by educating them what tobacco and alcohol really are, how occasional tobacco and alcohol consumption can lead to regular use and then to addiction that can wreak havoc with health and well-being of entire family. Through school-based education programs and public information programs on tobacco, alcohol and drugs VChangeU endeavours to keep the young generation away from these activities for lifetime.

The website www.vchangeu.com has been used to reach out to a large section of people and spread awareness and inspiration on the core issues with good compilation of information in the form FAQ, statistics and analytics. A tool called Stat Counter is used for analysis and monitoring of website visitor activity in real-time. Usage of Social Media, Blogs, YouTube, Skype and Flickr has helped reachout to the younger generation. LinkedIn is used as a channel to connect to the senior people and professionals from different sectors.

Various software tools have been used for designing a number of Anti-Tobacco & Alcohol posters and campaigns with innovative ideas to bring awareness among younger generation. Production of Live, 2D & 3D animated short films on Tobacco awareness were undertaken and they were showcased during presentations in schools and colleges. More than 300 domains were registered and hosted to create massive awareness on various social causes with more than 150 Facebook pages.

A tool called Stat Counter is used for analysis and monitoring of website visitor activity in real-time. Usage of Social Media, Blogs, YouTube, Skype and Flickr has helped reachout to the younger generation. LinkedIn is used as a channel to connect to the senior people and professionals from different sectors

AROH FOUNDATION

WINNER

DESCRIPTION

AROH works with the core objective of empowering the rural and urban poor, including backward communities, especially women, so that they create a model society for themselves. Aroh endeavours to develop the traditional and vocational skills of the target communities for gainful vocation, better income opportunities and sustainable livelihoods.

The website www.aroh.in seeks to enhance the brand image of AROH and to disseminate information regarding the projects, news and activities taken up by the foundation. This has helped the foundation reachout to organisations and individuals who can easily collect relevant and up-to-date information about the organisation, its credentials and achievements, vision and mission, aims and objectives, projects being handled, current activities, news and events, and partnerships. Latest photos and videos are uploaded on the website on regular basis.

The website also facilitates recruitment of employees, interns and volunteers through career and volunteers' section. Aroh is documenting all project work and outcomes, along with case studies and success stories in both still and video formats which are used to showcase the work to donors and funding agencies.

Aroh has also developed a dedicated website and MIS for a project called SGSY, which aims to provide placement-linked vocational training to more than 20,000 poor rural youth. The entire database is made available online which can be accessed by all stakeholders.

Latest photos and videos are uploaded on the website on regular basis. The website also facilitates recruitment of employees, interns and volunteers through career and volunteers' section

PEER WATER EXCHANGE

WINNER

DESCRIPTION

The Peer Water Exchange (PWX), is an innovative global online network, that empowers water groups to increase capacity and collaborative on funding and initiatives, enforces collaboration and transparency through open peer review, creates a global clearinghouse for all water transactions; and leverages this information to increase water project effectiveness and sustainability.

PWX addresses the challenge of scale by creating an internet platform (www.peerwater.org) to connect, empower, and leverage field resources using a radically different peer review process. PWX reduces bureaucracy while increasing transparency, efficiency, and effectiveness and by enforcing collaboration and cooperation. Through crowd sourcing, PWX also increases the resources available for monitoring and evaluation at very low costs to show long-term impact and results. PWX aggregates and facilitates many diverse solutions and resources targeting the global water and sanitation crisis.

The portal helps manage funding for water and sanitation projects in 27 countries to serve the poorest who lack access to safe drinking water and sanitation. Peer reviews are used for sharing, learning, and improving. All of the proposals, reviews and funding are 100% transparently managed. Since 2005, Peer Water Exchange has been using maps, peer review, crowd-sourcing, transparency, decentralized decision-making, and participatory decision-making to grow into the world's largest repository of water and sanitation projects.

Through crowd sourcing, PWX also increases the resources available for monitoring and evaluation at very low costs to show long-term impact and results. PWX aggregates and facilitates many diverse solutions and resources targeting the global water and sanitation crisis

GLOBAL PROSPERITY FOUNDATION

FINALIST

DESCRIPTION

Global Prosperity Foundation works in area of rural education through its education facility titled 'Global Discovery English School' at Village Mahiravani, Nashik District.

The website www.globalprosperityfoundation.org provides a good pictorial view of its activities. It uses social sharing (Facebook, Twitter, GooglePlus etc.) to allow visitors to easily connect with the cause. RSS (Really Simple Syndication) feeds are enabled to help readers get news delivered directly to their desktop. The site uses dynamic views to present content in several new and exciting ways. Navigation is user friendly and search is enabled with keywords, topics and labels.

The foundation is running "Language-Friendhsip-Workshop" in schools & colleges of rural area. Mobile and web dictionaries are distributed to students free of cost. This helps them learn languages on their mobile phones at no cost. This not only creates language-confidence but creates ICT awareness about how effectively they can make use of their mobile phones in education.

ICT has been used by the team for cost-effective internal and external communication, to reachout to maximum supporters, to promote and create awareness about its work, to create trust and confidence among stakeholders and to engage people in social services.

The website www.globalprosperityfoundation.org provides a good pictorial view of its activities. It uses social sharing (Facebook, Twitter, GooglePlus etc.) to allow visitors to easily connect with the cause. RSS (Really Simple Syndication) feeds are enabled to help readers get news delivered directly to their desktop

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