Vodafone
Mobiles for Good

Concept Note 2012

'Vodafone Mobiles for Good' programme concept

Inspired by the great success in 2011, Vodafone Foundation along with Digital Empowerment Foundation (DEF) announces the 'Vodafone Mobiles for Good' programme for the second time. The 'Vodafone Mobiles 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 Mobiles for Good' programme, Vodafone Foundation and DEF announce funding grant to be allocated for the winners to help scale them and mentor them for the next one year. In 2011 out of 43 eligible nominations 10 mobile innovative practices were shortlisted and two NGOs were honoured as winners of Rupees 20,00,000 funding grant and also mentorship for one year. For 2012 Vodafone Mobiles for Good announces an aggregate amount of Rupees 40,00,000 for 4 best socially empowering mobiles initiatives.

Objective

The objective of the Vodafone Mobiles for Good programme includes:
a) To identify Mobile based initiatives in India driven, launched and practiced by not-for profit organisations 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) V o d a f o n e Mobiles for Good prize 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 guidelines for nomination are:
   a) Any NGO/NFP(Non Governmental Organisation/Not-for-Profit Organisation)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:
   o Health
   o Education
   o Governance
   o Business, Enterprise & Financial Inclusion

'Vodafone Mobiles for Good' programme Specifics 2012
   • Four winners will be feted for the Vodafone Mobiles for Good programme 2012;
   • The winners for the Vodafone Mobiles for Good programme will be awarded with an aggregate amount of Rs. 40,00,000 for their scaling up and sustainability of the ideas and innovations and a chance to collaborate for partnerships with stakeholders;
   • Winners and shortlisted nominees will be provided an international platform for showcasing their innovative ideas in front of more than 500 participants including industry players, government, civil society and other stakeholders during the mBillionth South Asia
   • International Conference & Award Ceremony on July 21, 2012 in New Delhi;
   • Will receive exclusive media appearance in the leading business news tabloid – Mint Live, reaches to more than 200,000 subscribers in India;
   • Appearance in an exclusive booklet in the Vodafone Mobiles for Good programme Booklet with extensive details of winning and shortlisted nominee organisations and biography of innovations;
   • Will be provided exhibition stalls at mBillionth Award event under the 'Mobile Innovation Haat' area for projecting winning innovations and can be part of MAD community (Mobile App Developers) for strategic partnerships;
   • Special announcement for the Vodafone Mobiles for Good programme winners at the mBillionth Award South Asia 2012 platform on July 21, 2012 in New Delhi.

Grand Jury
The Jury panel will consist of experts from government, industry, civil society and academia having stake in mobile for development in India. This jury could also consist of such diverse members selected from Manthan & mBillionth Award Jury list and the experts on the board of DEF and Vodafone India Foundation.

Selection of Winners - 2012

- The first round of selection of shortlisted nominees will be through screening of nominations determined by eligibility criteria;
- There will be 16 nominations selected for competing for final round of the Vodafone Mobiles for Good 2012 programme;
- All the shortlisted nominees will give a PPT presentation in front of the expert panel of the Grand Jury;
- The Presentation time is limited for 5-10 minutes for each nominee.
- The selection of best four mobile innovators for the Vodafone Mobiles for Good 2012 programme will be based on Jury voting;
- The decisions of the Panel cum Jury including but not limited to eligibility criteria, selection of nominees and winners and disqualification determinations would be final and binding and are not subject to challenge or appeal;
- The grade points of the each Jury member will be combined and minimum four entries will be decided as the winners of the Vodafone Mobiles for Good 2012 programme;
- The final number of winners will be minimum Four.

Organisers

Vodafone Foundation

[The Vodafone Foundation is a charity registered in England with registration number 1089625 and its registered office at Vodafone House, The Connection, Newbury, Berkshire, RG14 2FN, England. The Vodafone Foundation's constitution permits it to distribute its income towards any objects that are charitable in accordance with the laws of England and Wales, wherever situate in the world. One of the Vodafone Foundation's key focuses has been the reduction of digital and technological exclusion and bringing the benefits of mobile technology to communities or beneficiary classes throughout the world through the funding and/or execution of charitable projects.]

Vodafone India Foundation

The Vodafone India Foundation registered in 2008 as a public charitable trust was set up with an initial grant from the Vodafone Foundation, UK.

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

Digital Empowerment Foundation

Digital Empowerment Foundation (DEF) is a development agency, registered in New Delhi as a non-profit Society, promoting the cause of sustainable deployment and use of ICT tools and applications to bridge development and governance divides. Founded in 2002, DEF has since transformed itself into a South Asia entity pioneering in key grassroots and outreach programs using ICTs. Over the years, DEF has taken the lead in campaigning towards 'Digital Content for Development' and 'Digital Inclusion for Development'. (For details please visit www.defindia.net).