

# Facebook's Internet.org announce winners of Innovation challenge in India

The winners of Facebook's Internet.org Innovation Challenge in India were announced on Tuesday. Winners will get \$2,50,000, and Facebook has picked 12 people in four categories.



Internet.org/Facebook), Raj Talluri (SVP of Product Management, Qualcomm).

lack guidance on basic engineering workmanship.

Helper4U was declared the winner in the Migrants category. The app creates an online database of jobs that match semi-skilled migrants in specific categories

Two Impact Award prizes were declared in each category and Farmily and Farmalytics won the same in the Farmer category. While, Farmily enables farmers to reach new buyers and negotiate prices for their products; Farmalytics aims to make precision farming easy with the help of sensor technology.

Embrace Angel and Rang de Habba won the Impact Award prizes in the Women category. The first provides healthcare in rural areas by medical professionals

In the student category, Fundamentor won the Impact Award. It helps class 9 students in increasing their analytical, verbal, reasoning skills via games. LetsIntern is the second app to win in the student category and it provide students from 2 and 3 tier cities with internship opportunities.

In the Migrants category, the first Impact Award was announced for Mygram, which helps in securing the digital identity of migrants by sending them a message on their phones whenever they receive an e-mail. The second winner was mHS City Labs, which provides technical assistance to migrants who may

The challenge was judged by Arun Bansal (SVP & Head of Radio, Ericsson), Chris Daniels (VP, Internet.org/Facebook), Ameet Suri (Partnerships Manager.

with potential employers.

and the second supports women artisans.







http://newsr.in/n/Technology/7559y1u7x/Facebook-announces-winners-of-Internet-org-Innovation-Challenge.htm





After hosting PM Narendra Modi at Facebook's headquartiers in Merio Park last month. Mark Zuckerberg is headed to India again. During his visit. Zuckerberg will be hosting another town hall in ITD behadded no octable 28 Facebook has now announced wirmers of the "Internet org Innovation Chillenge" that was slunched last year when Zuckerberg visited india. The objective of the challenge was to encourage developers to build locally relievant apps, services and websites in local languages. developers to build locally relevant apps, services and websites in local languages. Based on the submissions Facebook revelowed, they have horeon 12 winners across four categories, students, women, firmers and migrants. In terms of rewards, one leading apps, service or idea and website pets \$25,000 (approximately Rs 16.2 cross) Innovation Challenge Award and two \$25,000 (approximately Rs 16.2 shibl) Impact. Award winners in each category. The challenge was judged by Arm Bannal, 5VP & Haad of Ratio, Ericsson: Chris Daniels, VP, Internet cryf-Facebook; Armeet Suri, Partnerships Manager, Internet.org/Facebook and Raj Talluri, 5VP of Product Management, Qualcomm.

### Here's the complete list of winners of Internet.org Innovation Challenge:

BodhaGuru (Innovation Challenge Award Winner): It focuses on developing creative thinking among children with the help of storytelling via videos, books and mobile based learning apps. The platform is designed to make learning interesting for children from KG to 8m grade.

Fundamentor (Impact Award Winner): This service is designed to help children from third to ninth grade to develop life verbal, reasoning, analytical and thinking skills via gamification.

LetsIntern (Impact Award Winner): After completing college or mid-way through graduation, a lot of students often look for internship to gain knowledge and experience. LetsIntern taps on to provide students with internship opportunities. It is an online portal that is designed to connect students with small and medium sized

### Women:

mySangham (Innovation Challenge Award): A step towards women empower in 100 initially identified communities and villages, this online platform offers skill building and vocational training to women. The service also aims towards strengthening the social and economic stability of the country.

Embrace Angel (Impact Award Winner): It's an app designed to help medical and healthcare professionals to offer extended support for neo-natal care, especially the tier 2/3 markets at a distant locations.

Rang de Habba (Impact Award Winner): It's essentially an ecommerce portal that aims towards women empowerment. It offers local women artisans with a platform to showcase and sell their products. The main goal behind this portal is to increase value retention of local artisans and promote their hard work, rather than promoting commercial brands.

eKustr (Innovation Challenge Award Winner); in India, due to lack of knowledge, tools and resources, a lot of markers aren't able to make the most of the farming lifecycle. This is where edikit helps them with movedegle from crops election to nutrure and sales process. This service converts the fragmented system into a connected and collaborative distributed model, thus empowering farmers and communities.

Farmalytics (Impact Award Winner): We're in the 21st century, with dependence on automated technologies, yet, farming is still following the age off methods. The Farmalytics portal aims towards precision farming by providing farmers with robus analytics, and state of the art sensor technologies, thus helping them to take data-driven decisions fare of the providing farmers with robus analytics, and state of the art sensor technologies, thus helping them to take data-driven decisions fine other businesses.

Helper4U (Innovation Challenge Award Winner): It's an online jobs database portal that is designed to match and present semi-siklled migrants in to potential employees. It is latt to facus on creating transparency to high migrant workers to easy find jobs. The portal also cuts out on middleman who generally takes a huge sum of employee's salvay as a commission.

Mygram (Impact Award Winner): This is an SMS-based email service that aims regular (impact. Awar Vinter). This is a Schoolsed remain is severe tisted into its specially designed for towards helping migrants with a secure digital identity. It is specially designed for users who are new to internet. So, when someone wants to send them an email, It can be sent on 'times' sphoneounabed "timeyam.in," whereas the recipient receives an email as an SMS with the link to open that.

mHS City Labs (Impact Award Winner): It's a tool on basic engineering workmanship that offers migrants with an online repository of technical tools and resources. It aim towards improving their skills by offering guidance on basic engineering through how-to tutorials.

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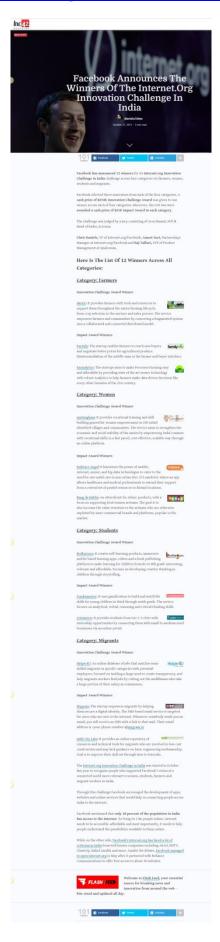
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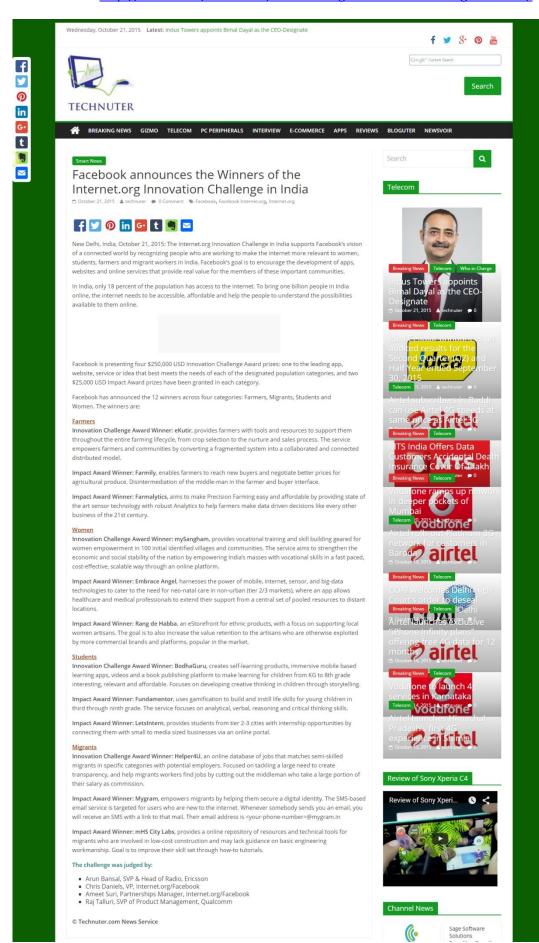
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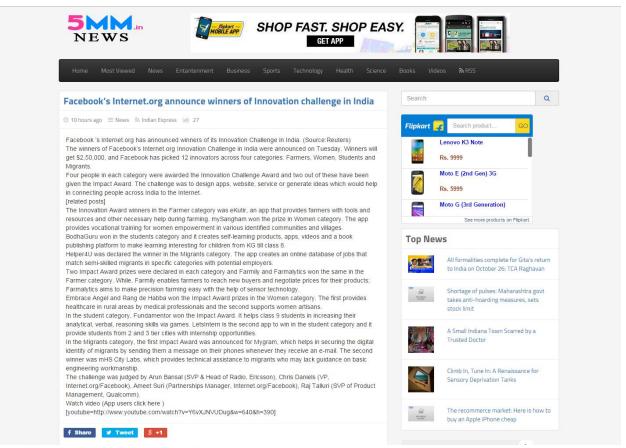
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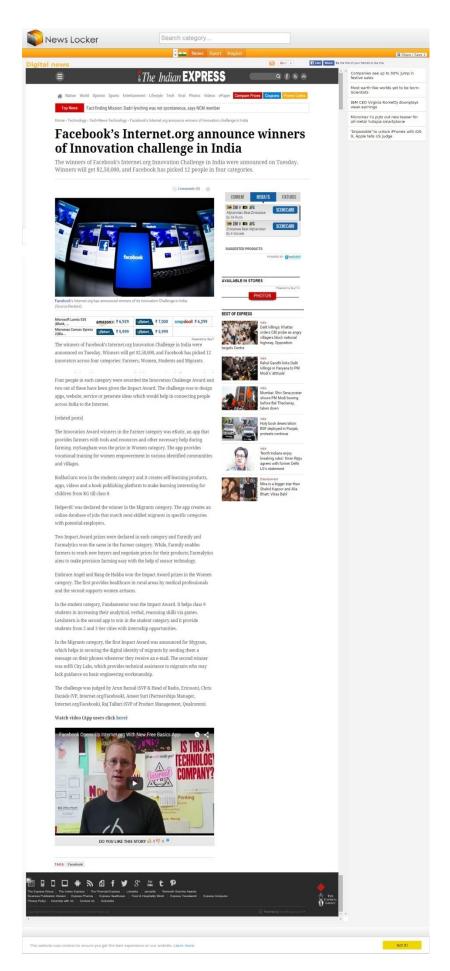


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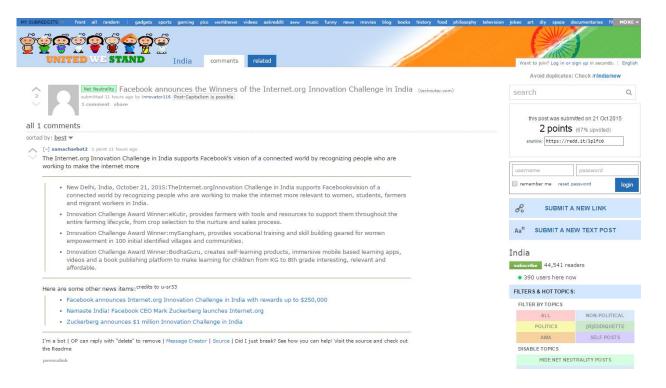


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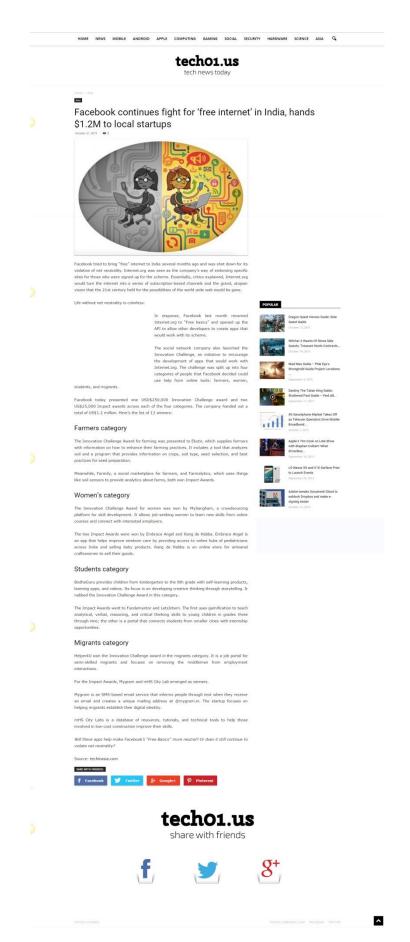
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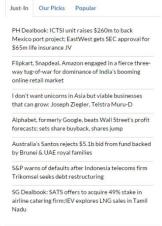
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INDIA INTERNATIONAL

### India: Facebook gives away \$1.2m to 12 startups in 'Innovation Challenge'





October 21, 2015: Facebook Inc. had landed in a controversy in India over its push for Internet.org, which was accused by critics of undermining net neutrality. Undeterred, it renamed Internet.org to 'Free Basics' and opened up the API for developers who would make apps in that ecosystem.

It has been encouraging startups to work towards that by holding the Innovation Challenge, in which software companies made apps that would work with Internet.org, and get help from Facebook's

The competition was launched last October, when Facebook founder and CEO Mark Zuckerberg was

Today, the world's biggest social network presented one \$250,000 award under the Challenge and four Impact Awards worth \$25,000 each, across four categories - Farmers, Women, Students and

Here are all the winners:

Farmers: The winners of the innovation challenge was Ekutir, which provides information to farmers on soil, crops, and seed selection. Farmily, a social marketplace for farmers, and Farmalytics, which converts soil information into analytics.

Womens: MySangham, a crowdsourcing platform for skill development, won the innovation challenge. Women can use the platform to learn new skills and connect with potential employers. The Impact awards were won by Embrace Angel, an app that allows parents of newborns to access hubs of pediatricians and buy baby products, and Rang de Habba, an online marketplace for traditional artisans and craftsmen.

Students: The winner of the Innovation Challenge was BodhaGuru, which provides school kids up to eighth grade with self-learning tools such as apps and videos to develop creative thinking. Impact awards were won by Fundementor, which uses gamification to teach analytical and critical thinking skills to children in school, and LetsIntern, which connects students to internship opportunities in

Migrants: The innovation challenge was won by Helper4U, a site that brings migrants and employers together. Mygram, a site that helps provide a digital identity through SMS-based email accounts to migrants, and mHS City Lab, a database of resources and tools to help migrants in the construction industry learn new skills, won the Impact Awards

The awards have been announced just before Zuckerburg's second visit to India, during which he will hold a town hall event in IIT Delhi on October 28.

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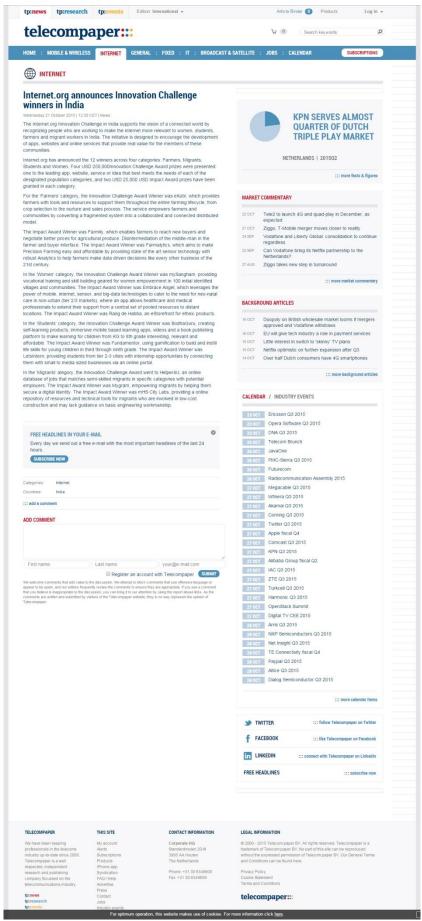


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The Internet org Innovation Challenge in India supports The <u>Internet organizations and among a supports</u> our vision of a connected world by recognizing people who are working to make the internet more relevant to women, students, farmers and migrant workers in India. Our goal is to encourage the development of apps, websites and online services that provide real value for the members of these important communities.

in India, only 18 percent of the population has access to the internet. To bring one billion people in India online, the interneeds to be accessible, affordable and, most importantly, we need to help people understand the possibilities available to them online. Each of the submissions we received has a part in creating a connected India and we are excited to announce the 12 winners across four categories: Farmers, Migrants,

We are presenting four \$250,000 USD Innovation Challenge we are presenting our szou,000 GSD initionation characterize Award prizes: one to the leading app, website, service or idea that best meets the needs of each of the designated population categories, and two \$25,000 USD Impact Award prizes have been granted in each category. The winners are:

Innovation Challenge Award Winner: eKutir. provides farmers with tools and resources to support them throughout the entire farming lifecycle, from crop selection to the nurture and sales process. The service empowers farmers and communities by converting a fragmented system into a collaborated and connected distributed model.

Impact Award Winner: Farmily, enables farmers to reach new buyers and negotiate better prices for agricultural produce. Disintermediation of the middle-man in the farmer

Impact Award Winner: Farmalytics, aims to make Precisi Farming easy and affordable by providing state of the art sensor technology with robust Analytics to help farmers ma data driven decisions like every other business of the 21st

Innovation Challenge Award Winner: my Sangham. Innovation Challenge Award Winner: my sangham, provides vocational training and skilb luiding geared for women empowerment in 100 initial identified villages and communities. The service aims to strengthen the economic and social stability of the nation by empowering india's mas with vocational skilbs in a fast paced, cost-effective, scalable way through an online platform.

Impact Award Winner: Embrace Angel. harnesses the powe of mobile, internet, sensor, and big-data technologies to cater to the need for neo-natal care in non-urban (tier 2/3 markets), where an app allows healthcare and medical professionals to extend their support from a central set of pooled resources to distant locations

Impact Award Winner: Rang de Habba, an eStorefront for ethnic products, with a focus on supporting local women artisans. The goal is to also increase the value retention to the artisans who are otherwise exploited by more commercial brands and platforms, popular in the market.

Innovation Challenge Award Winner: BodhaGuru, creates self-learning products, immersive mobile based learning apps, videos and a book publishing platform to make learning for children from KG to 8th grade interesting, relevant and affordable. Focuses on developing creative thinking in children through storytelling.

Impact Award Winner: <u>Fundamentor</u>, uses gamification to build and instill life skills for young children in third through ninth grade. The service focuses on analytical, verbal, reasoning and critical thinking skills.

Impact Award Winner: <u>LetsIntern</u>, provides students from tier 2-3 cities with internship opportunities by connecting to with small to media sized businesses via an online portal.

Innovation Challenge Award Winner: Helper4U, an online innovation Challenge Award Winner, HelperdU, an online database of jobs that matches semi-skilled migrants in specific categories with potential employers. Focused on tackling a large need to create transparency, and help migrants workers find jobs by cutting out the middleman who take a large portion of their salary as commission.

Impact Award Winner: Mygram, empowers migrants by helping them secure a digital identity. The SIMS-based email service is targeted for users who are new to the internet. Whenever somebody sends you an email, you will receive an SIMS with a link to that mail. Their email address is <yourphone-number>@mygram in

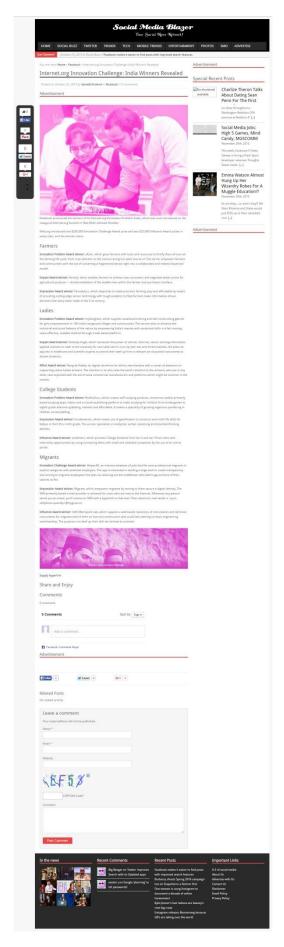
Impact Award Winner: mHS City Labs, provides a online repository of resources and technical tools for migrants who are involved in low-cost construction and may lack guidance on basic engineering workmanship. Goal is to improve their skill set through how-to tutorials.

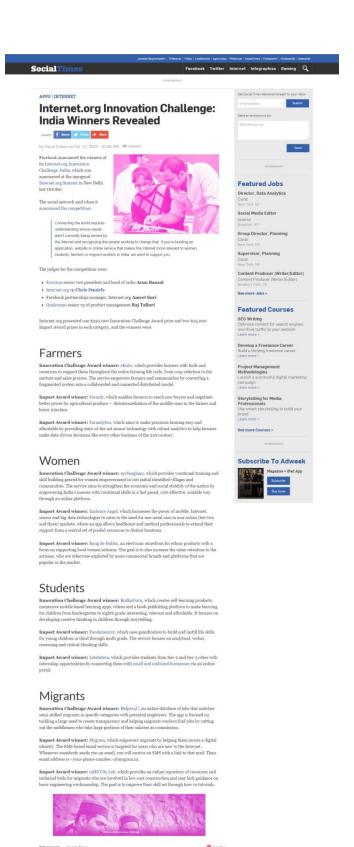
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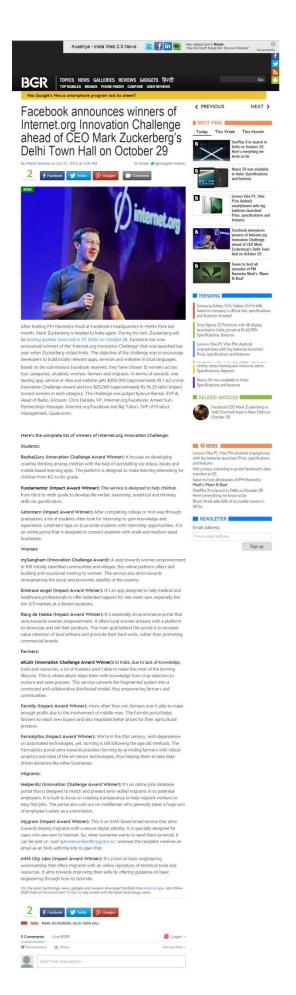
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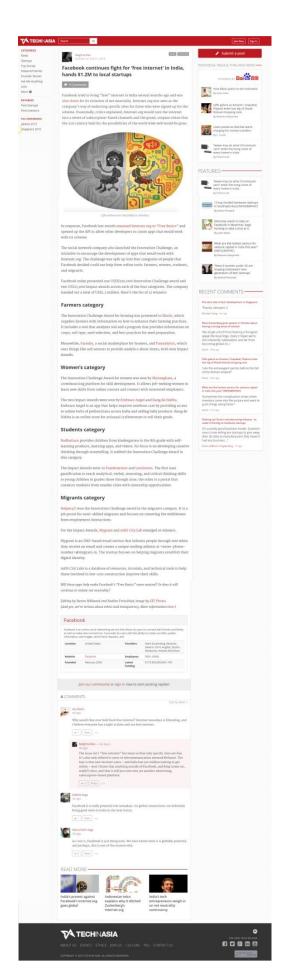










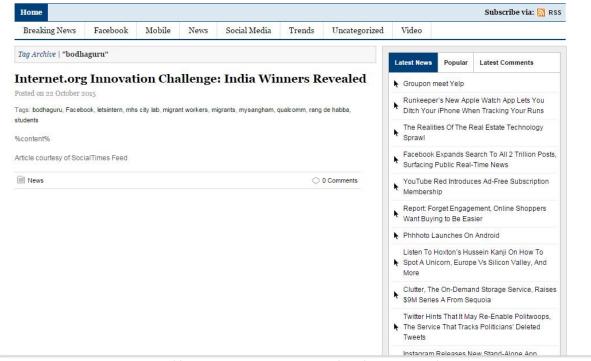




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Talluri (SVP of Product Management, Qualcomm).

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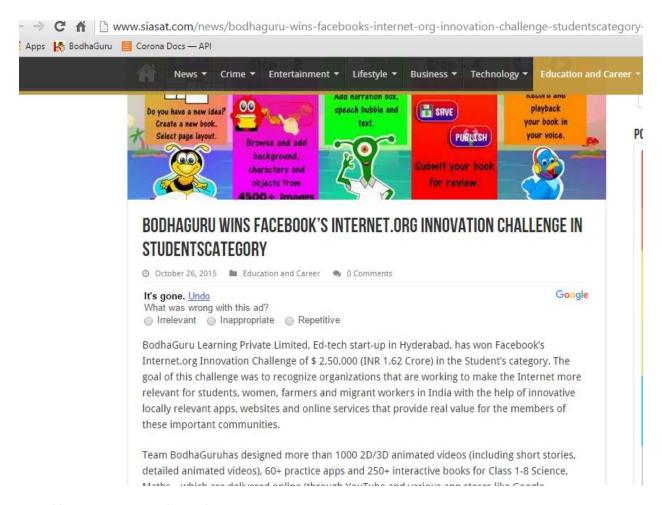
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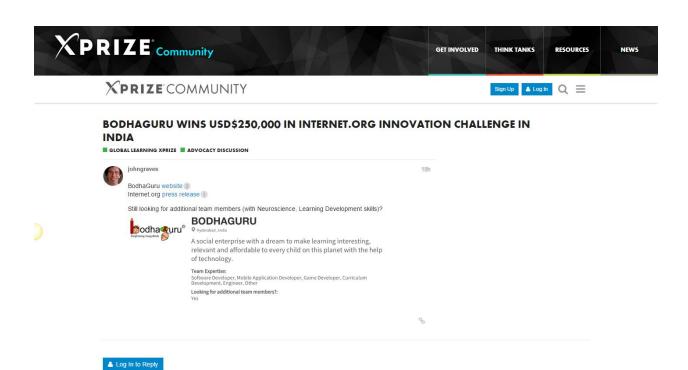
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