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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.

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Facebook's Internet.org has announced winners of its Innovation Challenge in India. (Source: Reuters)

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Four people in each category were awarded the Innovation Challenge Award and two out of these have been given the Impact Award. The challenge was to design apps, website, service or generate ideas which would help in connecting people across India to the Internet.

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The Innovation Award winners in the Farmer category was eKutir, an app that provides farmers with tools and resources and other necessary help during farming. mySangham won the prize in Women category. The app provides vocational training for women empowerment in various identified communities and villages.

BodhaGuru won in the students category and it creates self-learning products, apps, videos and a book publishing platform to make learning interesting for children from KG till class 8.

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 with potential employers.

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 and the second supports women artisans.

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 lack guidance on basic engineering workmanship.

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

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Making Internet more relevant

Samir and Anubha Jain want to make learning more interesting and affordable through their award-winning start-up BodhaGuru

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Hyderabad-based EdTech start-up, BodhaGuru won Facebook's Internet.org Innovation Challenge in India in the Student's category. The goal of the challenge was to identify people who are working towards making the Internet more relevant to women, students, farmers and migrant workers.

The founders, Samir Jain and wife Anubha Jain, through BodhaGuru, are on a mission to make learning interesting and affordable.

The two apps submitted by them — Create Children Book and Read Children Book — won \$250,000 (₹1.62 crore). "We had to show how Internet could help the student community. We submitted the details of the app in May and after evaluating internally, each of the finalists had to pitch their app, the vision etc., over a video conference," says Samir. Facebook will also act as a mentor, who they can approach for support and technical help.

Samir, a former Microsoft employee, was teaching at a government school. Since then, he always wanted to give back to the society. He says, "I believed that through technology, everyone can learn. I wanted to come up with a solution; that was my way of giving back to the society." The movie *3 Idiots*, starring Aamir Khan, also acted as an inspiration. It was then that the two planned to start BodhaGuru.

"We wanted to teach through stories because it is the easiest medium to understand," says Anubha.

BodhaGuru, run by a team of eight, is accessible offline to students in government schools through an Android set-top box. "Not only students, but even teachers are learning from this platform," adds Anubha.

Our aim is to create a community where you can co-create books together

— SAMIR JAIN

Talking about the apps, which are available on all major platforms, Samir says, "We are trying to solve two important problems. Firstly, creativity is missing in schools right now where students are more into mugging up rather than learning. Secondly, good quality digital books are not available in all local Indian languages at affordable cost. We are trying to solve both the problems. Our aim is to create a community where you can co-create books together."

People from all ages and various spectrum can contribute to the app. Students can create comic-format books, story books, presentations, greetings and school newspapers. The required images, audio etc. are available on the app. The platform also has interactive books for students from

KG to Class VIII. "We are looking forward to reviewers, translators, voice-over artists and illustrators to contribute to the community," says Samir, adding that so far over 3,00,000 books have been downloaded and over 800 books have been published after being reviewed. They have users from across the world, the majority being from India, US and the Middle East. Anubha adds, "Our daughters Bhavya (6) and Anusha (12), are the ones who check before anything gets released and give us the feedback." The couple wants to utilise the prize money for research and development, community outreach and marketing. "We want to create workshops so people know about the app and contribute to it," says Samir.


Samir Jain with wife Anubha

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Mark Zuckerberg

Wednesday, 21 October 2015 (6 hours ago)



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After hosting PM Narendra Modi at Facebook's headquarters in Menlo Park last month, Mark Zuckerberg is headed to India again. During his visit, Zuckerberg will be hosting another town hall in IIT Delhi on October 28. Facebook has now announced winners of the 'Internet.org Innovation Challenge' that was launched last year when Zuckerberg visited India. The objective of the challenge was to encourage developers to build locally relevant apps, services and websites in local languages. Based on the submissions Facebook received, they have chosen 12 winners across four categories, students, women, farmers and migrants. In terms of rewards, one leading app, service or idea and website gets \$250,000 (approximately Rs 1.62 crore) Innovation Challenge Award and two \$25,000 (approximately Rs 16.25 lakh) Impact Award

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Facebook announces winners of Internet.org Innovation Challenge ahead of CEO Mark Zuckerberg's Delhi Town Hall on October 29

By Ritesh Bendre on Oct 21, 2015 at 3:08 PM

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

Students:

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 8th 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 businesses.

Women:

mySangham (Innovation Challenge Award): A step towards women empowerment 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.

Farmers:

eKutir (Innovation Challenge Award Winner): In India, due to lack of knowledge, tools and resources, a lot of farmers aren't able to make the most of the farming lifecycle. This is where eKutir helps them with knowledge from crop selection to nurture and sales process. This service converts the fragmented system into a connected and collaborative distributed model, thus empowering farmers and communities.

Family (Impact Award Winner): More often than not, farmers aren't able to make enough profits due to the involvement of middle-man. The Family portal helps farmers to reach new buyers and also negotiate better prices for their agricultural produce.

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

Migrants:

Helper4U (Innovation Challenge Award Winner): It's an online jobs database portal that is designed to match and present semi-skilled migrants to potential employers. It is built to focus on creating transparency to help migrant workers to easily find jobs. The portal also cuts out on middleman who generally takes a huge sum of employee's salary as a commission.

Mygram (Impact Award Winner): This is an SMS-based email service that aims 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 'user@sphonenumber@mygram.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 aims towards improving their skills by offering guidance on basic engineering through how-to tutorials.

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Facebook Announces The Winners Of The Internet.Org Innovation Challenge In India

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October 29, 2015 1:00 PM

Facebook has announced 12 winners for its Internet.Org Innovation Challenge in India challenge across four categories via farmers, women, students and migrants.

Facebook selected three innovators from each of the four categories. A cash prize of \$25K Innovation Challenge Award was given to one winner across each of four categories. Moreover, the rest two were awarded a cash prize of \$15K Impact Award in each category.

The challenge was judged by a jury consisting of Arun Bansal, SVP & Head of India, Facebook.

Chris Daniels, VP of Internet.org/Facebook, Amrut Patel, Partnerships Manager at Internet.org/Facebook and Raj Talwar, SVP of Product Management at Qualcomm.

Here Is The List Of 12 Winners Across All Categories:

Category: Farmers

Innovation Challenge Award Winner

AgriLife It provides farmers with tools and resources to support them throughout the entire farming lifecycle, from crop selection to the mature and sales process. The service empowers farmers and communities by converting a fragmented system into a collaborative and connected digital ecosystem.

Impact Award Winners

Farmerly The startup enables farmers to reach new buyers and negotiate better prices for agricultural products. Disintermediation of the middle man in the farmer and buyer interface.

AgriAnalytics The startups aim to make Precision Farming easy and affordable by providing state-of-the-art sensor technology with robust Analytics to help farmers make data-driven decisions like every other business of the 21st century.

Category: Women

Innovation Challenge Award Winner

AgriLife It provides vocational training and skill building geared for women empowerment in 100 rural identified villages and communities. The service aims to strengthen the economic and social stability of the nation by empowering India's women with vocational skills in a fast-paced, cost-effective, scalable way through an online platform.

Impact Award Winners

IndusLink It harnesses the power of mobile, internet, sensor, and big data technologies to cater to the need for new retail care in one urban tier (2) markets, where an app allows healthcare and medical professionals to extend their support from a central set of pooled resources to distant locations.

AgriLife An e-commerce for ethical 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.

Category: Students

Innovation Challenge Award Winner

AgriLife It creates self-learning products, immersive mobile-based learning apps, videos and a book publishing platform to make learning for children from K-12 grade interesting, relevant and affordable. Focuses on developing creative thinking in children through storytelling.

Impact Award Winners

IndusLink It uses gamification to build and instill life skills for young children in third through sixth grade. The service focuses on analytical, verbal, reasoning and critical thinking skills.

AgriLife It provides students from tier 2-3 cities with internship opportunities by connecting them with small to medium-sized businesses via an online portal.

Category: Migrants

Innovation Challenge Award Winner

AgriLife An online database of jobs that matches semi-skilled migrants to specific categories with potential employers. Focused on tackling a large need to create transparency, and help migrants workers find jobs by cutting out the middlemen who take a large portion of their salary as commission.

Impact Award Winners

AgriLife The startup empowers migrants by helping them secure a digital identity. The SMS-based email service is targeted for users who are new to the internet. Whenever somebody sends you an email, you will receive an SMS with a link to that mail. Their email address is your phone number-@agrilife.in











































AgriLife It provides an 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.

The Internet.org Innovation Challenge in India was started in October last year to recognize people who supported Facebook's vision of a connected world where more relevant to women, students, farmers and migrant workers in India.

Through this challenge Facebook encouraged the development of apps, websites and online services that would help in connecting people across India to the internet.

Facebook mentioned that only 18 percent of the population in India has access to the internet. To bring in 1.2B people online, internet needs to be accessible, affordable and most importantly, it needs to help people understand the possibilities available to them online.

While on the other side, Facebook's Internet.org has faced a lot of criticism in India from well-known companies including Airtel, MTN, Cleartrip, Khabar Gushki and more. Amidst the debate, Facebook managed to open Internet.org in May after it partnered with Reliance Communications to offer free access to about 30 websites.



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In India, only 18 percent of the population has access to the internet. To bring one billion people in India online, the internet needs to be accessible, affordable and help the people to understand the possibilities available to them online.

Facebook has announced the 12 winners across four categories: Farmers, Migrants, Students and Women. The winners are:

Farmers

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 and buyer interface.

Women

Impact Award Winner: Embrace Angel, harnesses the power 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.

Students

Impact Award Winner: Fundamentor, 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.

Migrants

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

The challenge was judged by:

- Arun Bansal, SVP & Head of Radio, Ericsson
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Facebook's Internet.org announce winners of Innovation challenge in India

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Facebook's Internet.org has announced winners of its Innovation Challenge in India. (Source: Reuters)
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Comments By: Tech Desk | Published: October 21, 2015 10:54 am
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Tech News Coverage

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



by www.indianexpress.com

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. Read Full Article On www.indianexpress.com

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- New Delhi, India, October 21, 2015:TheInternet.orgInnovation Challenge in India supports Facebook'svision 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.
- 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.
- Innovation Challenge Award Winner:mySangham, provides vocational training and skill building geared for women empowerment in 100 initial identified villages and communities.
- 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.

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NEW

Facebook continues fight for 'free internet' in India, hands \$1.2M to local startups

October 21, 2015 5



Facebook tried to bring "free" internet to India several months ago and was shot down for its violation of net neutrality. Internet.org was seen as the company's way of endorsing specific sites for those who were signed up for the scheme. Essentially, critics explained, Internet.org would turn the internet into a series of subscription-based channels and the grand, utopian vision that the 21st century held for the possibilities of the world wide web would be gone.

Life without net neutrality is colorless.

In response, Facebook last month renamed Internet.org to "Free Basics" and opened up the API to allow other developers to create apps that would work with its scheme.

The social network company also launched the Innovation Challenge, an initiative to encourage the development of apps that would work with Internet.org. The challenge was split up into four categories of people that Facebook decided could use help from online tools: farmers, women,

students, and migrants.

Facebook today presented one USD\$250,000 Innovation Challenge award and two US\$25,000 Impact awards across each of the four categories. The company handed out a total of US\$1.2 million. Here's the list of 12 winners:

Farmers category

The Innovation Challenge Award for farming was presented to Ekutir, which supplies farmers with information on how to enhance their farming practices. It includes a tool that analyzes soil and a program that provides information on crops, soil type, seed selection, and best practices for seed preparation.

Meanwhile, Farmily, a social marketplace for farmers, and Farmalytics, which uses things like soil sensors to provide analytics about farms, both won Impact Awards.

Women's category

The Innovation Challenge Award for women was won by MySangham, a crowdsourcing platform for skill development. It allows job-seeking women to learn new skills from online courses and connect with interested employers.

The two Impact Awards were won by Embrace Angel and Rang de Habba. Embrace Angel is an app that helps improve newborn care by providing access to online hubs of pediatricians across India and selling baby products. Rang de Habba is an online store for artisanal craftsmen to sell their goods.

Students category

BodhaGuru provides children from kindergarten to the 8th grade with self-learning products, learning apps, and videos. Its focus is on developing creative thinking through storytelling. It nabbed the Innovation Challenge Award in this category.

The Impact Awards went to Fundementor and LetsLearn. The first uses gamification to teach analytical, verbal, reasoning, and critical thinking skills to young children in grades three through nine; the other is a portal that connects students from smaller cities with internship opportunities.

Migrants category

Helper4U won the Innovation Challenge award in the migrants category. It is a job portal for semi-skilled migrants and focuses on removing the middlemen from employment interactions.

For the Impact Awards, Mygram and mHS City Lab emerged as winners.

Mygram is an SMS-based email service that informs people through text when they receive an email and creates a unique mailing address at @mygram.in. The startup focuses on helping migrants establish their digital identity.

mHS City Lab is a database of resources, tutorials, and technical tools to help those involved in low-cost construction improve their skills.

Will these apps help make Facebook's "Free Basics" more neutral? Or does it still continue to violate net neutrality?

Source: technasia.com

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

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Facebook CEO Mark Zuckerberg speaks on stage during a town hall with Indian Prime Minister Narendra Modi at Facebook's headquarters in Menlo Park, California September 27, 2015. REUTERS/Stephen Lam



Anirvan Ghosh
 @anirvanghosh
 anirvan@dealstreetasia.com

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 online tools.

The competition **was launched last October**, when Facebook founder and CEO Mark Zuckerberg was visiting India.

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 Migrants.

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 bigger cities.

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 Zuckerberg's second visit to India, during which he will hold a town hall event in IIT Delhi on October 28.

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October 21 at 2:49pm

Today we announced the winners of the Internet.org by Facebook Innovation Challenge in India. 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, Students and Women. Full details can be found here:

Announcing the Winners of the Internet.org Innovation Challenge in India

The Internet.org Innovation Challenge in India supports 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. [Read More](#)

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Facebook shared Internet.org by Facebook's photo.

If you are a developer who supports Free Basics for connecting India, please sign this letter to show your support. <http://internet.org/buildforindia>

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Oct. 20, 2015

Announcing the Winners of the Internet.org Innovation Challenge in India

The [Internet.org Innovation Challenge in India](#) supports 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 16 percent of the population has access to the Internet. To bring one billion people in India online, the Internet needs 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, Students and Women.

We are presenting four \$250,000 USD Innovation Challenge 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:

Farmers

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: [Family](#), enables farmers to reach new buyers and negotiate better prices for agricultural produce. Disintermediation of the middle-man in the farmer and buyer interface.

Impact Award Winner: [Farmalytics](#), aims to make Precision Farming easy and affordable by providing state of the art sensor technology with robust Analytics to help farmers make data driven decisions like every other business of the 21st century.

Women

Innovation Challenge Award Winner: [mySangham](#), provides vocational training and skill building 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 masses with vocational skills in a fast paced, cost-effective, scalable way through an online platform.

Impact Award Winner: [Embrace Angel](#), harnesses the power 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.

Students

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: [Fundamentor](#) 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: [Letsintern](#) provides students from tier 2-3 cities with internship opportunities by connecting them with small to media sized businesses via an online portal.

Migrants

Innovation Challenge Award Winner: [HelpertU](#), 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 SMS-based email service is targeted for users who are new to the Internet. Whenever somebody sends you an email, you will receive an SMS with a link to that mail. Their email address is <your-phone-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.

—

The challenge was judged by:

- Arun Bansal, SVP & Head of Radio, Ericsson
- Chris Daniels, VP, Internet.org/Facebook
- Ameet Surti, Partnerships Manager, Internet.org/Facebook
- Raj Talluri, SVP of Product Management, Qualcomm

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<https://press.internet.org/2015/10/20/innovationchallengeindia/>

Has Google's Nexus smartphone program lost its sheen?

Facebook announces winners of Internet.org Innovation Challenge ahead of CEO Mark Zuckerberg's Delhi Town Hall on October 29

By Ritesh Bendre on Oct 21, 2015 at 3:06 PM

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After hosting PM Narendra Modi at Facebook's headquarters in Menlo Park last month, Mark Zuckerberg is headed to India again. During his visit, Zuckerberg will be hosting another town hall in IIT Delhi on October 28. Facebook has now announced winners of the Internet.org Innovation Challenge that was launched last year when Zuckerberg visited India. The objective of the challenge was to encourage developers to build locally relevant apps, services and websites in local languages. Based on the submissions Facebook received, they have chosen 12 winners across four categories: students, women, farmers and migrants. In terms of rewards, one leading app, service or idea and website gets \$250,000 (approximately Rs 1.62 crore) Innovation Challenge Award and two \$25,000 (approximately Rs 16.25 lakh) Impact Award winners in each category. The challenge was judged by Arun Bansal, SVP & Head of Radio, Ericsson; Chris Daniels, VP, Internet.org/Facebook; Ameet Suri, Partnerships Manager, Internet.org/Facebook and Raj Talluri, SVP of Product Management, Qualcomm.

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

Students:

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 8th 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 businesses.

Women:

mySangham (Innovation Challenge Award): A step towards women empowerment 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.

Farmers:

ekuttr (Innovation Challenge Award Winner): In India, due to lack of knowledge, tools and resources, a lot of farmers aren't able to make the most of the farming lifecycle. This is where ekuttr helps them with knowledge from crop selection to nurture and sales process. This service converts the fragmented system into a connected and collaborative distributed model, thus empowering farmers and communities.

Farmlly (Impact Award Winner): More often than not, farmers aren't able to make enough profits due to the involvement of middle-man. The Farmlly portal helps farmers to reach new buyers and also negotiate better prices for their agricultural produce.

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

Migrants:

Helper4U (Innovation Challenge Award Winner): It's an online jobs database portal that is designed to match and present semi-skilled migrants in to potential employers. It is built to focus on creating transparency to help migrant workers to easily find jobs. The portal also cuts out on middleman who generally takes a huge sum of employee's salary as a commission.

Mygram (Impact Award Winner): This is an SMS-based email service that aims 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 "user@phonenumber@mygram.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 aims towards improving their skills by offering guidance on basic engineering through how-to tutorials.

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Posted on 22 October 2015

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

By Team TW
October 23, 2015
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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.

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 innovators across four categories: Farmers, Women, Students and Migrants.

Four people in each category were awarded the Innovation Challenge Award and two out of these have been given the Impact Award. The challenge was to design apps, website, service or generate ideas which would help in connecting people across India to the Internet.

The Innovation Award winners in the Farmer category was eKutir, an app that provides farmers with tools and resources and other necessary help during farming. mySangham won the prize in Women category. The app provides vocational training for women empowerment in various identified communities and villages.

BodhaGuru won in the students category and it creates self-learning products, apps, videos and a book publishing platform to make learning interesting for children from KG till class 8.

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 with potential employers.

Two Impact Award prizes were declared in each category and Family and Farmalytics won the same in the Farmer category. While, Family 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 and the second supports women artisans.

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 lack guidance on basic engineering workmanship.

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

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BodhaGuru Learning Private Limited, Ed-tech start-up in Hyderabad, has won Facebook's Internet.org Innovation Challenge of \$ 2,50,000 (INR 1.62 Crore) in the Student's category. The goal of this challenge was to recognize organizations that are working to make the Internet more relevant for students, women, farmers and migrant workers in India with the help of innovative locally relevant apps, websites and online services that provide real value for the members of these important communities.

Team BodhaGuruhas designed more than 1000 2D/3D animated videos (including short stories, detailed animated videos), 60+ practice apps and 250+ interactive books for Class 1-8 Science, Maths, which are delivered online (through YouTube and various app stores like Google

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