Mobile Plus

Proceedings

Mobile Plus | Proceedings

International Conference on Inclusive Growth through Mobile Applications

Chennai, 15-17 September 2011
www.mobileplus-india.net

Organised by
- International Institute for Information Design (IIID)
- Indian Institute of Technology Bombay (IITB)
- MS Swaminathan Research Foundation (MSSRF)

Supported by: IL&FS | Education

UNESCO
United Nations Educational, Scientific and Cultural Organization

With the support of
Participation Programme

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Mobile Plus
Programme

15-17 September 2011, Chennai, India

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15 September
The Emerging Mobile Landscape

The starting day of the conference will join the dots between the wide range of issues related to mobile development and set the scene of the emerging mobile landscape. Covering technology infrastructure and policy issues as well as application areas it will kick off a lively dialogue between all delegates and provide a shared context.

10:00–10:30	Registration, Tea
10:30–12:30	**Welcome and introduction** Setting the scene for this cross-disciplinary and cross-cultural experience. **Dr Ajay K Parida,** Executive Director, MS Swaminathan Reseaarch Foundation **Veronika Egger**, International Institute for Information Design **Kirti Trivedi**, Indian Institute of Technology Bombay **Ninad Vengurlekar,** IL&FS Education and Technology Services **Ashok Jhunjhunwala,** Member of the Prime Minister's Scientific Advisory Committee **Prof. M. S. Swaminathan,** Chairman, M.S. Swaminathan Research Foundation
12:30–13:00	**Visit "Technology Pavilion" and "Talking Points"** **Technology Pavilion** Indian Institute of Technology Bombay / International Institute for Information Design / Wireless Reach of Qualcomm / MS Swaminathan Research Foundation **Talking Point** Sasken Technologies / IKSL / Madhyamam daily News
13:00–14:00	Lunch
14:00–15:30	**Multi-Location Virtual Conference** Moderator: **Nancy. J. Anabel**, M.S. Swaminathan Research Foundation Coordinator: **J. Srinath**, M.S. Swaminathan Research Foundation Technical Coordinator: **Rajamanikkam**, M.S. Swaminathan Research Foundation The MSSRF will operate an 3G based video conference that will link Mobile Plus to several locations all over India in order to understand how they are using mobile phones for securing their livelihood. **Locations:** Puducherry (Union Territory), Bangalore (Karnataka), Nagapattinam (Tamilnadu), Ramanathapuram (Tamilnadu), Yavatmal (Maharashtra), Madurai (Tamilnadu), Chandigarh (Haryana) and Thanjavur (Tamilnadu)
15:30–16:00	Tea
16:00–17:15	**Theme-specific workshop sessions**

Design
Thematic Kick-off:
Sebastian Radford Gomez
taliaYsebastian: *The Bridge between People and Solutions*
Chair: **Kirti Trivedi,** IITB
Venue: Committee Room/ CAPART Hall

Technology
Thematic Kick-off:
Prof. Subbiah Arunachalam: *Mobile Phone - path out of poverty?*
Pawan Kumar: *ICT for Rural Prosperity* (remote link)
Chair: **Ashish Aggarwal**, Qualcomm India
Venue: Auditorium

Social Impact
Thematic Kick-off: **Peer Mohideen Sathikh**,
Nanyang Technological University: *Mobile Phones – adding a new design to the social fabric of India*
Chair: **Ninad Vengurlekar**, IL&FS ETS
Venue: Sambasivam Auditorium (Tech.Pavilion)

17:15–18:00	Outcome of the discussion: Design, Technology, Social Impact.

16 September
Strategies and Applications

10:00-11:00	**Session 1: Welcome and Introduction** **Veronika Egger**, IIID, *Recap of day one* **Ajay K Parida,** Executive Director, MSSRF **Peter Simlinger,** Director, IIID (via remote link) **Prof. Juzer Vasi**, Professor, IIT Bombay
11:00-11:20	Tea
11:20-13:00	**Session 2: Strategies for Technology, Design and Dissemination** Chair: **Prof. Subbiah Arunachalam,** Distinguished Fellow, Centre for Internet and Society, Bangalore **Kojo Boakye**, Commonwealth Telecommunications Organisation: *Mobiles for Development –* *Building Effective Partnerships Between Development Organisations and Mobile Operators* (remote link) **Sharbendu Banerjee**, Centre for Agricultural Bioscience International (CABI): *Delivering High Quality* *Content – A Critical Success Factor for Agro-advisories* **Ninad Vengurlekar**, IL&FS Education and Technology Services: *Strategies for dissemination of quality* *content to millions of users across India*
13:00–14:00	Lunch and selection of parallel morning sessions on 17 September
14:00–15:45	**Session 2 continued** Chair: **Dr. Ajay K. Parida,** M. S.Swaminathan Research Foundation **Pier Paolo Ficarelli**, ILRI-CGIAR: *Content Management Process in Selected ICT Platforms for Agriculture* *in India* **S. Senthikumaran**, M S Swaminathan Research Foundation: *Knowledge Connectivity through Mobiles* *to Farmers, Fisherfolk and Self-Help Groups* **Takashi Matsumoto,** National University of Singapore School of Computing: *Designing New Value:* *Integrated Media Design for Social Innovation* **Vinay Venkatraman**, Copenhagen Institute for Interaction Design: *Design Within Constraints –* *an approach to social innovation* **Vijay Pratap Singh Aditya,** Ekgoan Technologies: *A Case for Business Logic in Designing ICT Platform* *for Service Delivery*
15:45–16:15	Tea
16:15–17:30	**Session 3 Thematic Keynotes:** **Healthcare, Education, Rural Prosperity, Community** Chair: **Suchit Nanda**, Reliance Foundation **Kate Otto**, The World Bank: *Mobile Phones and Maternal Health – Measuring the Impact* (remote link) **Kirti Trivedi**, IIIT Bombay: *Enablers to Universalize Mobile Applications for Education and Healthcare* **Ganesh Chandra Shrotriya**, IFFCO Kisan Sanchar Limited (IKSL): *Mobile-based Agro* *Advisories for Enhancing Farm Productivity and Income – IKSL Experience* **Dr. N. Chattopadhyay,** India Meteorological Department: *Dissemination of Agromet Advisories through* *mobile phones*

09:45-11:15	**Session 4: Parallel sessions on key topics**

Session 4/1
Healthcare
Chair:
Veronika Egger, IIID
Venue: Auditorium
Pryia Jha, CycleTel: *An mHealth Solution for Using Family Planning*
Naveena Natarajan, Jawaharlal Nehru Rajkeeya Mahavidyalaya: *Integrated Health Development through E-Connectivity*
Mandar Rane, IITB, Industrial Design Centre: *Interactive Voice Response system to improve compliance with medication*
Judith Moldenhauer, Wayne State University: *Storytelling and a Doulas Intervention Project for Postpartum Depression*
Murali Shanmugavelan, Consultant to USAID: *Mobile Phones and Maternal Health in Bangladesh* (via remote link)

Session 4/2
Education
Chair:
Dr. Nanditha Krishnan, CPREEC
Venue: Sambasivam Auditorium (Technology Pavilion)
Gordon Akwera, Lab49: *The Knowledge Economy – Peer-to-Peer Applications* (via remote link)
Alakananda Rao, Alvari Systems Private Limited: *School in a Cell – Mobile based platform for inclusive education*
KS Ramakrishnan, Tamil Nadu Open University: *Dissemination of Open Resources through Mobile Platforms in Educating Rural India*

Session 4/3
Rural Prosperity
Chair:
Dr. N. Chattopadhyay, India Meteorological Department
Venue: Committee Room/ CAPART Hall
J. Rao Srinath, MSSRF: *Voice Messages and SMS Services through Mobile Phones for ensuring Livelihoods Security of Farming Families*
Surabhi Mittal, CIMMYT India-CGIAR: *The Role of Mobile Phones in Agriculture Growth*

11:15-11:30	Tea
11:30-11:50	Outcome of the discussion – Healthcare, Education, Rural Prosperity
11:50-13:15	**Session 5: Mobile Communities**

Chair: **Dr Phet Sayo**, IDRC
Rupesh Vyas, NID National Institute for Design: *Information Design Interventions in the country's largest data collection exercise taken up by Government of India using ICT.*
Chloé Zollman & Arpita Joshi, IT for Change: *Recasting the Potential of Mobile Phones for Gender Equality*
Aaron Marcus, Aaron Marcus & Associates Inc.: *Information Design + Persuasion Design + Mobile Apps = Behaviour Change*
Anuradha Viswanathan, AboutDesign: *I Contact - Icon Tact - iContact, Uni-Virtual Communication and Socialization*

13:15–14:00	Lunch
14:00–15:30	**Session 6: Summary and Outlook**

The closing session presents a summary and conclusions of the conference and an outlook on future opportunities and cooperations.
Veronika Egger, Review of the Workshop
Ajay K Parida, Executive Director MSSRF
Kirti Trivedi, Indian Institute of Technology Bombay
Peter Simlinger, Director IIID
Santhosh Babu, Dept. of Information Technology, Govt. of Tamilnadu
Prof. M. S. Swaminathan, Chairman MSSRF