

NASSCOM **FOUNDATION**

NASSCOM Foundation announces 2nd NASSCOM Social Innovation Honours 2010 for projects that bring about social change and development through technology

Mumbai, India, February 09, 2010: NASSCOM Foundation, the leading Indian development organization that works towards galvanizing the corporate social responsibility (CSR) space in the IT industry in India; and the social development arm of NASSCOM, today announced the winners of its second annual NASSCOM Foundation **Social Innovation Honours 2010**. The Honours were given to deserving projects that strive to bring about social change and development through technology at the NASSCOM India Leadership Summit 2010.

The Honours were judged by an eminent jury of Narayana Murthy (Founder-Chairman, Infosys Technologies Limited), T. N. Ninan (Chairman and Editorial Director, Business Standard Ltd.), Rama Bijapurkar (Independent Market Strategy Consultant), Jaithirth (Jerry) Rao (Chairman, NASSCOM Foundation) and Saurabh Srivastava (Trustee, NASSCOM Foundation).

Mr. Jaithirth (Jerry) Rao, Chairman, NASSCOM Foundation said, "The power of information and communication technologies (ICT) has been discussed widely by media, academics and practitioners alike. In the last two decades, it has changed the world as we know it. While gaps exist, ICT provides new age tools that can speed up sustainable development and enhance the overall quality of life. Recognizing the role of ICT in sustainable development, NASSCOM Foundation instituted the NASSCOM Social Innovation Honours (NSIH) in 2009 with the objective of nurturing and showcasing innovation in the use of technology that brings about positive and sustainable social change. We are glad with the quality of projects being submitted for this recognition".

Multi Commodity Exchange of India Limited, won the Honour for its Public Private Partnership (PPP) with India Post – MCX's Gramin Suvidha Kendra (GSK) entered into partnerships with various organizations to bring a gamut of services under a single window ranging from - price/market information, addressing technical queries regarding farming, providing scientific warehousing facilities, issuing warehouse receipts and credit lending, supplying quality agri and non-agri inputs, providing a platform for spot trading, and weather insurance services. By involving local people in the value chain GSK represents a collaborative approach that is vital when tackling pressing social problems. This low cost, revenue generating, sustainable model has the necessary flexibility for more services to be added, and is easily replicable.

About NASSCOM Social Innovation Honours

NASSCOM Foundation Social Innovation Honours recognizes excellence and encourages innovation in social development initiatives. The Honours showcases projects that demonstrate best practices through exemplary use of Information and Communication Technologies in areas of social transformation.

In creating the platform for Social Innovation Honours, NASSCOM Foundation aims to identify projects where innovation could be in the form of both a process and a result. For NASSCOM Foundation, a social innovation can be not only a product, a process, or a technology, but also a principle, an idea, a piece of legislation, a social movement, an intervention, or some combination of the above.

NASSCOM Foundation endeavors to recognize organizations that foster these social innovations with the hope this Honour inspires creativity and imagination to bring positive social transformations for ICT in development. The Social Innovation Honours 2010 have been supported by Genpact and Mphasis.

About NASSCOM Foundation

NASSCOM Foundation is a charity registered under the Indian Trusts Act, 1882 and under Section 12A of Income Tax Act. It was established to leverage information and communication technologies (ICT) to empower and transform the lives of the underserved. NASSCOM and its members are committed to social development through the application of ICT. NF today has the unique opportunity of leading the IT Industry towards changing the social development landscape of India. For more information, please visit www.nasscomfoundation.org