



Mobile for Development - Reaching the Unreached

Mobile for Development (M4D) is a technology initiative to create practical and sustainable mobile solutions & services to enable social development by connecting them with people. M4D is a not-for-profit program, which presents a unique partnership opportunity for NGOs, government organizations, development agencies, and institutions to exploit the ubiquity of mobile phones to achieve their social goals. The solutions are designed with a holistic approach by integrating technology with a complete value chain system.

M4D assists organizations to increase the effectiveness of their social programs by integrating them with mobile technology

Why Mobile?

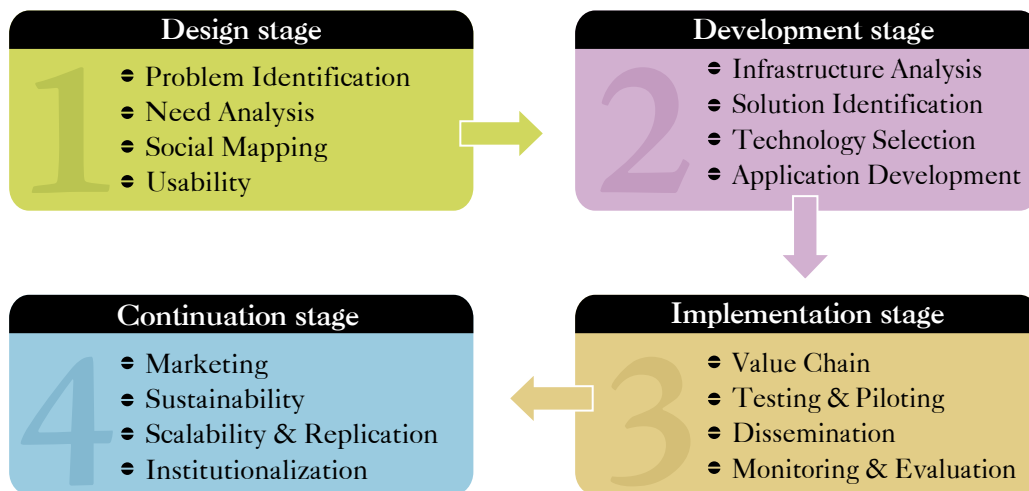
Mobile technology offers an effective means of bringing sustainable solutions and services to people in the developing countries. With low-cost handsets and increasing penetration of mobile phone networks globally, millions of people that never had regular access to computers or fixed-line telephones now use mobile devices as daily tools for communication and data transfer. Today, there are 3.5 billion mobile phone users in the world; more than 65% of them are in the developing world. This explosion of mobile phone usage has the potential to service delivery on a massive scale.

Reach of mobile phones in the developing countries is more than any other technology or infrastructures



M4D - A Holistic Approach

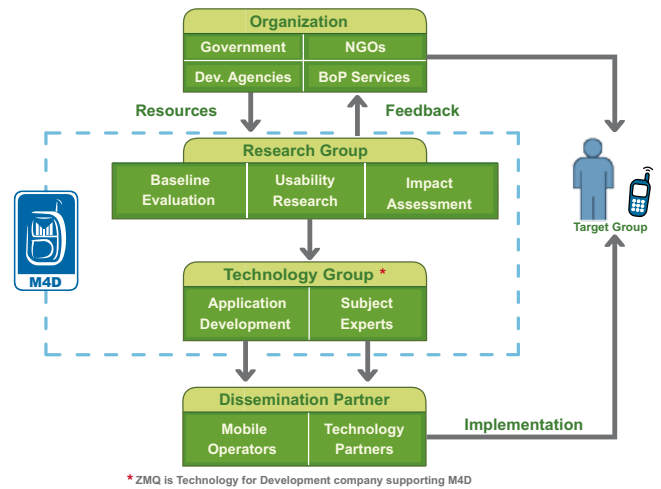
M4D provides mobile technology solutions for social and development programs with a holistic approach. It works towards creating a sustainable model by partnering closely with organizations, and understanding the key challenges they face in implementing the program. There are various challenges an organization faces in implementing a technology based social program at different project stages vis-à-vis – design, development, implementation and continuation.



One of the most crucial building blocks for a successful and sustainable mobile technology program is to forge strong partnerships across multiple sectors, and synchronize them, all in one. Seeing the complexity of partnerships, organizations usually find it difficult to achieve their target objectives, which involve stakeholders with multiple approaches.

M4D serves as a one-stop window for organizations to 'Go Mobile' and achieve their social development objectives. M4D does not only have expertise of developing mobile technology solutions, but also have immense experience of working with social sector and creating strong partnerships with different stakeholders.

M4D - A single window program

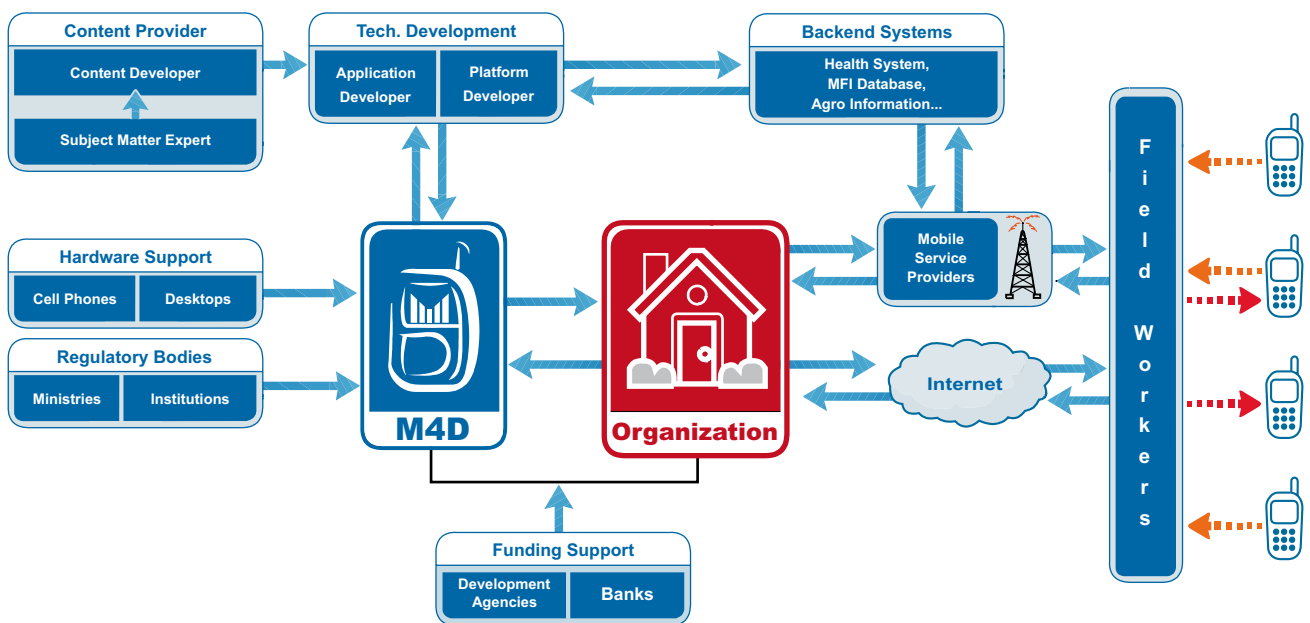


Due to high development costs and complexities of working with varied mobile technologies and telecom operators; organizations usually find difficult to implement or even pilot their dream mobile technology project.

M4D - Building a complete Eco-System

M4D provides integrated solution with a complete value chain model in the eco-system. In an institutional partnership approach, M4D evaluates the relationship between all stakeholders and steps in the delivery process of the program or its services.

M4D creates strategic tie-ups with multiple sector partners involved in the project like mobile operators, device manufacturers, government, private sector, research organizations, local NGOs and CBOs to ensure effectiveness of the program. M4D identifies organizations needs, study feasibility, develop solution, help in dissemination, train the communities & trainers, provide impact report, measure success, and assist in scaling the solution at a global level. It also prepares innovative business models to make solutions viable and sustainable over a period.



M4D - Value chain model

M4D - Key Focus Areas

M4D addresses critical challenges around the development sector and contributes in the realization of the Millennium Development Goals. The key sectors and their solutions are:

Healthcare

- o Education and awareness
- o Communication and training of health workers
- o Remote data collection
- o Remote monitoring and surveillance
- o Patient tracking
- o Disease management & outburst monitoring
- o Diagnostic and treatment support

Education and training

- o m-Learning
- o Educational games and awareness
- o Training the trainers (ToTs)
- o Learning management
- o Testing and exams
- o Infrastructure for mobile optimization

Livelihood solutions

- o Skills development programs
- o Business exchange solutions
- o Rural enterprise development
- o Employment exchange

Rural finance

- o Microfinance solutions
- o Monetary transaction model
- o Insurance and remittance
- o Client delivery tools
- o Surveillance tools

Agriculture and related information

- o Alerts & communication for farmers
- o Agro-advisory services
- o Services for soil & crop management
- o Market price information
- o Sales channel and business platforms

Sustainable development and environment

- o Education and awareness
- o Training of field workers
- o Disaster management and relief monitoring
- o Weather forecasts and alerts
- o Remote data capturing
- o Location based surveillance and GPS

Overview of solutions

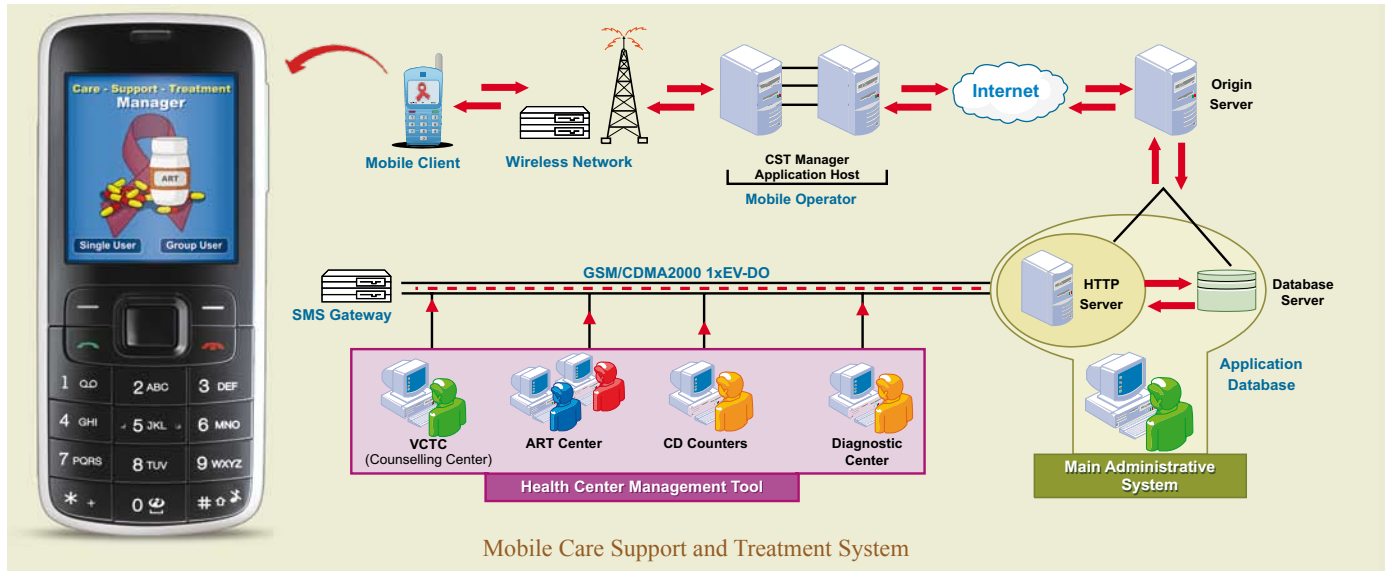
Solutions types	Examples
Awareness & Communication	Mobile phone games, Embedded applications, 1-way SMS, Interactive SMS response system(2-way), IVR systems.
m-Training for field workers	M-Learning platform for Field officers with backend monitoring and evaluation system - Health Workers, Research Scholars etc.
Remote Date Collection	SMS with a backend database integration, mobile client-server application for data capturing with Audio, Videos and Image capture.
Remote Monitoring	SMS Alerts, IVR Solution, Client-Server Monitoring Applications and Surveillance tools.
Mobile Enterprise Solutions	Mobile Client/Server application for Care, Support & Treatment to Financial & Logistical Services.
Payments & Transactions	Secure m-Payment System, mobile Client-Server transaction Solutions, m-Banking, SMS based Voucher Validation and Scratch-Cards.

M4D: Technology, Solutions and Expertise

M4D team comprises of highly qualified professionals, developers and experts with immense experience of building variety of solutions for development sector.

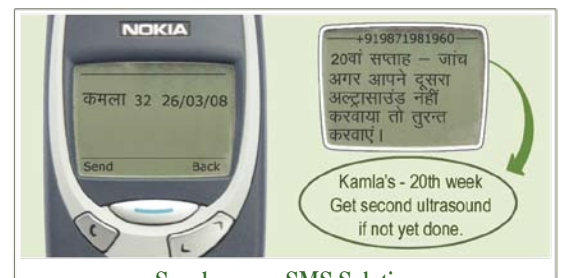
Mobile Client-Server Enterprise Solutions:

M4D develops complex mobile enterprise solutions, and provides turnkey multi-level hierarchical solution for cross platform deliveries.



SMS Solutions

- One-way SMS communication tools
- Synchronous and asynchronous SMS solution
- SMS based input system for remote data capturing
- Two-way SMS based response solution integrated with backend system and database



Synchronous SMS Solution

Standalone Mobile Applications

- Apps like Health monitoring tools, m-Training kits & Games
- Apps with backend monitoring and evaluation system
- Apps for remote data capturing/ information delivery
- Embedded event driven applications such as:
 - Alerts and forecasts
 - Synchronous health monitoring apps like m-Check
 - Enterprise apps like m-Payroll & m-Inventory tools



Mobile Applications

M4D expertise in developing mobile solutions in Java/J2ME, BREW/C++, Symbian/C++, Windows Mobile, Android, iPhone and WAP/WML with PHP/MySQL, JSP /ASP and SQL

Other Services under M4D

- | | | |
|---|--|---|
| <ul style="list-style-type: none"> ○ Consulting services ○ Localization ○ Training and capacity building | <ul style="list-style-type: none"> ○ m-Content development ○ Field testing and piloting ○ Interface and iconic language designing | <ul style="list-style-type: none"> ○ Need analysis ○ Monitoring and evaluation ○ Porting |
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Partnering with M4D

In spite of the huge penetration of mobile networks, majority of development programs suffer from inadequate access in terms of content, applications, solutions and services. M4D presents an opportunity for development organizations to leverage from mobile revolution by effectively reaching to their target groups in huge numbers, empowering them with information and enabling them to access the world by setting up BoP services.

M4D invites social development organizations to partner in this initiative to implement new programs or scale their existing programs using mobile technology. Send your needs and requirements to us and our team will get back to you with ideas and ways of working together for creating a viable mobile technology integrated program for your initiatives.



ZMQ is a Technology for Development organization, which specializes in developing sustainable solutions using ICTs and mobile phones to empower people and enable development. ZMQ focuses on new markets at the bottom-of-the-pyramid (BoP), and develops practical tools and solutions based on viable and self-sustaining business models. ZMQ is a winner of UNDP's World Business and Development Award 2008 in recognition of its works in improving lives of the world's most disadvantaged people and efforts aimed at reaching the UN Millennium Development Goals through technology.

Mobile 4 Development

(A ZMQ initiative)

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