INVITATION TO BE A PARTNER/SPONSOR FOR

8th The manthan Award

Digital Inclusion for Development **South Asia 2011**

6TH INTERNATIONAL CONFERENCE & SUMMIT ON
DIGITAL CONTENT & SERVICES

FOCUS:

- **eNGO SUMMIT:** 200 Grassroots NGOs share their digital stories
- **WIRELESS FOR COMMUNITIES SUMMIT:** 3 communities from different clusters & states share their stories about empowerment through last mile cheap wireless connectivity
- **eMSME SUMMIT:** Meet MSME clusters how the Internet is benefitting them
- **DIGITAL PANCHAYAT SUMMIT:** 100 Panchayat representatives from 15 states showcase their digital life story

SPECIAL CONFERENCE & EXPOSITION ON MOBILE FOR WOMEN
One Day Summit & Showcasing of 50 Best Practices on usage of Mobiles for Women Empowerment

MANTHAN DIGITAL BAZAAR
Be a part of Showcasing of best practices from 10 countries demonstrating LIVE their Projects & innovations: [50 have confirmed]

More than 200 digital content & service providers converge to share their innovations

ABOUT MANTHAN AWARD

Manthan Award is a first of its kind initiative in India to recognize the best practices in e-Content and Creativity. It was launched on 10th October 2004, by Digital Empowerment Foundation in partnership with World Summit Award, Department of Information Technology, Govt. of India, and various other stakeholders like Civil society members, media and other similar organisations engaged in promoting digital content inclusiveness in the whole of South Asian nation states for development.

Reach:
- To 8 South Asian Countries
- To 28 Indian States & 7 Union Territories
- 2 Guest Countries
- To more than 2000+ Best Practices database
- To exclusive network of 12,000+ stakeholders including government officials, practitioners, innovators, application developers, academics, policy makers, industry players and investors.

MISSION

To create an information rich society where everyone, irrespective of caste, religion, race, region, gender etc., is empowered to create, receive, share and utilize information and knowledge through digital content for their economic, social, cultural and political upliftment and development

OBJECTIVE

The core objective of the Manthan Award process is: making visible the contents that already exist and thus demonstrating the richness and diversity of content creativity to those interested in understanding and planning an Information Society.

BENEFITS

BENEFITS OF MANTHAN AWARD PARTNERSHIP/SPONSORSHIP:

- A networking platform to promote and campaign *Sponsor's* Work through the 1500+ Strong Manthan fraternity
- A vast platform to showcase the best initiatives of **Sponsor** including to wider target audience during the Award, Conference and Exhibition
- Promotion of **Sponsor's** solutions especially addressing the specific needs of emerging markets in India & South Asia
- Spearhead **Sponsor's** new ICT solutions, services & technology leadership as a progressive player.

OTHER BROAD PARTNERSHIP COMPONENTS (Will vary depending on Level of Engagement / Investment):

- **Showcase pavilion for sponsor**- to showcase **Sponsor's** initiatives on the major event day of Manthan Awards having around 1000+ footfall of professionals across the 8 South Asian countries.
- **Representative from Sponsor-** would get a chance to be Speaker Guest / Honorable Guest during a main event of Manthan Award
- **People from sponsor**- Free registration entry for "n" persons from **Sponsor** during the gala event and all other related events during the said period
- **Sponsor** to be promoted and exhibited in all promotional activities during 2 days event through online and off line channels
- **Logo of Sponsor**- on each and every collateral and advertisements in all medium
- **Sponsor Feature-** in Manthan award book to be widely circulated, as many as 2000 during and post event.
- **Sponsor Advertising**
    1) **Regular Banner space** in all email newsletter of Manthan Award and DEF for one year which will be sent to more than 20,000 subscribers across India and South Asia
    2) **Special Display** in the event area **during the Manthan Award** carrying selective message of Sponsor and 3G as how it can enable rural India growth through high bandwidth and multimedia content;
    3) Sponsor collateral & other items will be provided in kit bag of the event
    4) **Editorial space** through visionary write-up in the Manthan Award book
    5) **Database mining and co-relating** to explore how Sponsor can work with various applications and initiatives in diverse parts of the country and region – through 1500 database of best practices that DEF has accumulated in the last 6 years
    6) **Complementary partnership and recognition** of Sponsor as a partner in all relevant events that DEF would organise in the next one year including various initiatives of DEF.

DATE & VENUE

The Awards will take place in **India Habitat Centre, New Delhi (India)**, on Thursday & Friday, 1st & 2nd December 2011.

PARTICIPANTS

Participants in MASA-2011 will be Government officials & Best identified project representatives & Entrepreneurs & ICT stakeholders from India, Sri Lanka, Nepal, Bhutan, Bangladesh, Afghanistan, Pakistan & Maldives.

FORMAT OF THE EVENT

First day of the Award Ceremony will start with an Inaugral session leading to the few parallel sessions during which winners & handpicked nominations from Manthan Award South Aisa-2011 will share & showcase their projects followed by a group or topic discussion.

The second day will start with the parallel sessions followed by a special Roundtable discussion. The evening session will be the Manthan Award south Asia Evening Gala-2011 where all the winners & handpicked nominations from MASA will be awarded.

4 dedicated Summits will happen along with the above session-
- eNGO Summit
- Wireless for Communities Summit
- eMSME Summit
- Digital Panchayat summit

This 2 day program will also hold-
- Special conference & Exposition on Mobile for Women
- Manthan Digital Bazaar

ORGANISERS

Masa-2011 is jointly promoted & organised by '**Digital Empowerment Foundation'** & '**Internet & Mobile Association of India'.** MASA-2011 is well supported by **Department of Information Technology, Government of India.**

With this DEF invites Sponsors to consider associating with the Manthan Award 2011 programme as Co-Presenter and taking appropriate and early action.

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