Be Trusted . Be Found . Raise Funds

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ICT, DIGITAL MEDIA & CONTENT FOR NON-PROFITS
Digital Inclusion for Social Good
Empowering Organisations with Digital Tools for Impact & Efficiency
ICT, Digital Media & Content for Non-Profits

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DEF is a not-for-profit organization with an aim to find solutions to bridge the digital divide with Information Communication and Technology.
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INTRODUCTION

Information and communication technologies (ICTs) play a major role in accelerating globalisation. The social, economic and cultural divides have greatly decreased with the increase influence of technology in every facet of life. Like never before, connecting with someone sitting miles away has become very easy, instantaneous and convenient. New information and communication technologies have opened new avenues and created greater possibilities of generating income, employment and support. New forms of interaction and communication have resulted in the increase in the participation in the public sphere.

Millions of youth and adolescents across the globe have embraced ICTs, particularly mobile, websites and social media. A true voice of an individual would fundamentally change the humanitarian concepts and would lead to development. Local voices weave different cultures together but using and creating a common language is very important. From hinterlands and cities alike, voices are to be heard and understood all across the world. Communication facilitates social and behavioural change in the environment of engagement and participation of individual and communities. Thus, it is a very important tool.

As we have learnt how to use various technologies and platforms, it is very important that we learn how to generate good and effective content.

The most important ICT tool is a mobile phone as it is widely use. It is necessary to understand the benefits of a mobile phone and how it can be used to find solutions to various problems in the society.

Wireless communication tools, especially mobile phones are crucial to finding solutions to health, social, environmental and development challenges. It can connect families separated by disaster, help emergency relief workers respond more quickly, empower farmers to ask for better prices in markets, help track the impacts of climate change, and so much more.

OBJECTIVE:

The objective of the module is to learn various types of digital content and different techniques to use each type in the most effective and efficient way which would inspire the audience and create an impact. Later, groundbreaking impact stories that have been by using mobile phone as a tool have been discussed.
The Web has become a highly visual medium these days with multimedia often being used often to attract attention and retain customers. However, the importance of text cannot be denied. Even though precise and limited, text content of any website is what provides the users with the actual information which images, graphics and videos may not be able to always depict.

Unfortunately, many websites these days just focus on the graphical and visual content, ignoring text. Making grammatical mistakes, writing text which is difficult to understand or find on the website and many-a-times inaccurate and outdated are only few of the mistakes website writers make. This leads to immeasurable losses in terms of reduced customer base and decreased credibility and respect in the eyes of users and ultimate loss in business.

Let us learn how to write effectively on the Web and help our businesses get the best from the huge online market.

**WEB MEDIA**

- Is dynamic and flexible.
- Can have various structures, formats and designs.
- Read quickly in short bursts. Just by looking at headings, sub-headings, highlighted text, links and keywords, user can understand the context of the content.
- No sequence is observed. Users can scroll up/down and go anywhere they want.

**CREATING A ROBUST WRITING PLAN**

To create a robust writing plan, let us understand what is meant by good content and what you should think of before starting to write content.

Good content will always take into account the following parameters:

- **Goals**: What is the purpose of writing this piece of text? What do you wish to achieve?
- **Audience**: Who are you writing this for? What do they need/want to know? What will look attractive and engaging to them?
- **Medium**: Is your medium of publishing print or Web?
MAKE TEXT EASY TO READ AND UNDERSTAND

1. Start with the outcomes: People are more interested in results of your work rather than how you managed to achieve them. Start with your wonderful outcomes to attract attention. Then provide details for the more interested audience.

2. Use simple language:
   - Establish a conversation with your audience by addressing them as ‘you’ and your organization as ‘we’.
   - Write short, simple sentences. Readers are not going to read too much. You can show off your excellent writing skills elsewhere.
   - Use active voice. E.g. “We have performed this experiment…..” and not “This experiment was performed by us”.
   - Use simple words. Don’t use this occasion to showcase your wonderful vocabulary. Write as if you are talking to your friend on the telephone.
   - Keep your paragraphs short. Write about only one idea per paragraph. Don’t write in more than 1-2 sentences.

3. Use clear language:
   - Avoid complicated sentences. Remove unnecessary adverbs, adjectives and prepositions. Provide full forms of acronyms and abbreviations.

MAKE TEXT EASY TO FIND

- Use organised text: Organise your text in bulleted lists or tables or diagrams to make it more attractive.
- Structure your document: Write about any topic in not more than 2-3 paragraphs with a short introduction, headings and sub-headings. Leave out prepositions and adjectives from the headings.
- Use multimedia: Use text only where necessary. Otherwise, make use of images, links and other media which are more impactful.
- Highlight text: Use ‘Bold’ or ‘Italics’ to highlight text where required. Do NOT overuse this. Do not underline words as people may confuse these to be links. Use Capitalization only to showcase abbreviation.

MAKE SURE YOUR TEXT IS CREDIBLE AND UP-TO-DATE

- Be accurate: Provide authentic information which can be verified via a reliable source. Do thorough research before claiming or quoting anything.
- Update content regularly: A big turn-off is obsolete and irrelevant content. Provide up-to-date information on the topic.
- Use references: Provide citations and links to Web pages you have used to write your content. Quote text and give due credit to authors whose content you have mentioned.
DON’T FORGET QUALITY CHECK

- Gap between writing and quality check: Keep the quality check on hold for 1-2 days after writing the document, unless urgent. If you immediately start checking for errors, you may miss out on some obvious mistakes.
- Check spelling and grammar. Proofread your document without fail. Mistakes can cost you a lot.
- Verify information: Check whether your references are correctly mentioned. Ensure all text follows standard company guidelines.
- Check links: Verify if your links are working and are correct.
- Preview document: See a live preview of your document before publishing it. This will help you understand how it may look.

EDITING AND REVIEWING YOUR FIRST DRAFT

- Start with a break: As learnt before, don’t write and edit your text at the same time. Take a break after writing to refresh your mind and clear the information. Only then would you be able to spot mistakes and look from a new perspective.
- Step into someone else’s shoes: Think from the point of view of your reader or customer and not as the author. Ask yourself:
  1. Is this meaningful to me? Does this make sense? Is it easy to understand?
  2. Is this interesting from start to end? Can I make it more interesting?
  3. Am I getting all information I need? Should I include anything else?
- Clean up your writing: Now is the time to remove extra words, sentences and difficult phrases from your text.
  1. Trim long sentences or cut them into two.
  2. Use simple words and phrases which can be easily remembered.
  3. Structure your text beautifully with bulleted lists, tables, white spaces, big headings etc.
  4. Use active voice at all places.
- Error-check: At this stage, go through your text word by word and find all mistakes.
  1. No spelling mistakes allowed. Check whether proper nouns, abbreviations, etc have been correctly spelled.
  2. Don’t fully rely on auto-check as it does not catch all grammatical errors.
  3. Check your formatting and make sure it is consistent.
- Read it again! This step may sound painful but is very useful. Print out your final draft and go through it line by line. Speak it out loudly to see how it sounds. Don’t skip this step even if you feel a strong urge!
CHECKLIST FOR PROOFREADING A DOCUMENT

Following is a simple check list for proofreading. Make sure you proofread the document once for each section to avoid confusion.

DONE GRAMMAR TASKS

☐ Tenses
  - Is the tense correct for all sentences?
  - Is the tense consistent throughout the document?

☐ Language
  - Capitalisation where required
  - Replace frequently used words with synonyms
  - Replace negative sentences with positive

☐ Line Spacing
  - Have guidelines been followed?

DONE DESIGN TASKS

☐ Line Spacing
  - Have guidelines been followed?

☐ Font size/type
  - Have proper legible fonts been used?
  - Is the size proper for Web viewing?

DONE REFERENCES TASKS

☐ Correct style
  - Are all references provided in proper style?
  - Are all of them consistent with one style?

☐ Citations
  - Are all references cited in the text?
INTRODUCTION TO NEW MEDIA

We have been using different kinds of media like newspapers, television, radio and books since ages. These mediums are now becoming less and less popular as the New Media sensation has started spreading everywhere. New Media was introduced at the beginning of the Digital Era where computers started being used in all homes and now they have reached a very superior level.

As defined by Wikipedia, New Media is the “on-demand access to content anytime, anywhere, on any digital device”, including interaction with users and creative participation via communities. New Media can be accessed by anyone at any time.

Content can be created not only by experts but even by any common man who has the interest and ability. New media helps connect strangers from across the world and bring them together to develop and share content.

TYPES OF DIGITAL CONTENT

Let us look at the different types of digital content which can be found on the Web. This tutorial will be covering some of them.
CONTENT CREATION FOR THE WEB

For an online content writer, the main job is to create digital content for the organisation’s benefit. The following are the main things that a content writer would have to work on:

- Website and blog updates
- Social media updates
- Creating images and graphics
- Editing and uploading audio-video files
- Email and instant messaging

HOW TO WRITE GOOD CONTENT

- A strong headline is most important. It will decide whether the reader dives into the article or closes your webpage.
- The main focus of each and every sentence in the article should be your reader or customer. They should derive benefits from reading your piece.
- The article should make promises to the readers which should be fulfilled later. Only then they would be attracted to read further and may actually end up buying something.
- Every fact and figure mentioned should have references. Spreading false information is the worst thing to do.
WRITING HEADLINES THAT GET RESULTS

As told before, the first sentence of an article is the most important and that is your Headline!

About 80% of all readers will only read the headline and only 20% will move on to read the text.

<table>
<thead>
<tr>
<th>S.N.</th>
<th>Example</th>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>■ Free CD with purchase of eBook&lt;br&gt; ■ 20% off on all online purchases</td>
<td>Provide simple relevant information</td>
</tr>
<tr>
<td>2</td>
<td>■ A stitch in time saves 39&lt;br&gt; ■ Spend more time, not money</td>
<td>Raise curiosity of audience</td>
</tr>
<tr>
<td>3</td>
<td>■ Introducing Facebook advertising&lt;br&gt; ■ Building collapses in Mumbai: 100 people feared trapped</td>
<td>Announcement, give out relevant information</td>
</tr>
<tr>
<td>4</td>
<td>■ How to stop hair fall forever!&lt;br&gt; ■ How to use Twitter for branding</td>
<td>Provide specific information</td>
</tr>
<tr>
<td>5</td>
<td>■ Do you want to get super rich in 10 days?&lt;br&gt; ■ Do you want to lose weight in a week?</td>
<td>Put forth a question which readers can relate closely to</td>
</tr>
<tr>
<td>6</td>
<td>■ Earn $1000 every day from the comfort of your home!&lt;br&gt; ■ Subscribe to our video list NOW!</td>
<td>Start with a strong verb to Call for Action from audience</td>
</tr>
<tr>
<td>7</td>
<td>■ 10 reasons why open source software is the best&lt;br&gt; ■ 5 top ways to get more Facebook likes for your posts</td>
<td>Structured way to give relevant tips and ideas to audience</td>
</tr>
<tr>
<td>8</td>
<td>■ “I love HP laptops”, says Justin Bieber&lt;br&gt; ■ “Facebook saved my business”, says Pinpoint CEO</td>
<td>Provide external authentication to your products and services</td>
</tr>
</tbody>
</table>
NGOs depend on funding from governments, foundations, and individuals in order to carry out their mission. Simply having a Web presence is no longer enough. NGOs must create a compelling story that resonates with its audience, which may include funders, government officials, and the recipients of their services. That story is told through content presented across all communication channels, and specifically websites. In the previous chapter, we have learned how to write a good heading. A heading is always followed by different types of content writing techniques.

**OVERCOMING ADVERSITY**

These stories tap right into the hardships faced by someone and tell a story of triumph in an uplifting way. These types of stories communicate the importance and the impact of the nonprofit involved.

**SOLVING A PROBLEM**

Every nonprofit is centered around a mission and often times working towards that mission requires solving problems along the way. Showcasing a story about how your organisation is solving one such problem is a great way to highlight your impact.

**CREATING A CONNECTION**

In this type of story, you will weave together seemingly unrelated subjects or people to illustrate the combined impact. This is a great way to reach out to people of different countries, sexes and communities.

Tell the stories of people who are impacted while providing a compelling call to action to participate.

**ORIGIN OF THE ORGANISATION**

A story can also be told to bring to life the history or focus of your organisation to ignite viewers’ attention and interest in the work you are doing. Explain how the organisation came into being.

It is important to mention what the organisation does, why and how the organisation is trying to overcome a problem in the society.
TIPS TO REMEMBER WHILE CREATING VIDEOS AND STILL IMAGES

Quick Tips:

1. Feature local culture
2. Powerful images create discussion
SHARE POSITIVE STORIES

EMOTIONS CREATE CONNECTIONS WITH THE VIEWERS
USE LOCAL SOUNDS. AUDIO CAN SPEAK FOR ITSELF
ADD DRAMA AND PREDICTABILITY

REPETITION INCREASES IMPACT
TYPES OF VIDEOS THAT INSPIRE AND INFORM THE AUDIENCE ABOUT THE CAUSE

The combination of images, dialogue and music makes video a uniquely powerful medium – one capable of capturing our imaginations and touching our emotions. It’s not surprising then that nonprofits have been effectively using videos to communicate with their supporters and the public for a long time. Nonprofit videos have the power to transport an audience from the screen to the fields.

LET PEOPLE KNOW WHO YOU ARE – PERSONALISE YOUR MISSION

- Explain the powerful story of how the organisation was founded and connect the audience to the symbolism behind the organisation’s name.

By combining the story of how the organisation came to be with a personal delivery from one of the founders, the video makes the cause more relatable than it otherwise might be. Short videos are a great way to give people insight into what your organization is all about. It lets you know exactly what the organisation does and also provides a nice glimpse into the character of the organisation. Audience gets a sense of the people behind the video, which is a great way to intrigue people and get them involved with your mission.

SPREAD AWARENESS

- Present the problem the organisation is focused on addressing.

You can also spread awareness by educating the audience on the scope of the wider problem and the corresponding the opportunity for impact. Creating awareness doesn’t have to be a depressing endeavour. Use Humour and creativity to playfully deconstruct stereotypes.

INSPIRE ACTION

- Urge viewers to take meaningful and manageable action towards a cause.

You can inspire action by introducing the viewer to people who risk their lives to take action. Each individual can share personal details, fears, and hopes that make it clear to viewers that this cause is impacting real people. By spotlighting the people taking brave action on the field, the video would challenge its audience to rise up and join the mission.
TELL THE STORY OF YOUR IMPACT

- Feature the people impacted by your organisation’s work

Several beneficiaries share testimonials of how a specific programme has improved their well-being, bringing viewers face to face with the organization’s impact.

CELEBRATE WINS AND BUILD COMMUNITY

- Always share successes! Celebrate achieved target goals

Make a video that tells what the organization has achieved. It is as important as talking of problem solving. It leaves the audience energised and ready to tackle the next challenge.
UPDATE YOUR ‘ABOUT’ PAGE ON THE WEBSITE OFTEN

The thing about nonprofits is that they all tell a story. That story should be told with an emphasis on emotion. The story could be why the organisation was started, how the organisation impacted the life of someone or a group of people, or what a future change will do for community members. The story needs to be impactful, convincing and should connect with the reader on an emotional level.

The page must tell what the organisation does and why it matters to the community. The ‘about’ page is likely one of the most visited pages on a website and is often the first place an organisation has the chance to convey its importance to visitors who want to learn more about the nonprofit.

TESTIMONIALS: REAL-LIFE EXAMPLES CREATE AN IMPACT AND INSPIRE

Your nonprofit should have an area of the site where you tell specific examples of how your organisation influenced an individual or a community in a positive way. Ideally, the examples will be directly from the people whose lives were improved in some way by your organisation. A nonprofit’s ‘case studies’ are often more effective because the result is a feel-good message to your audience. A few real-life examples are:
- A testimonial from someone whose life has improved by your organisation’s endeavours
- A volunteer spotlight to highlight the impact of one volunteer’s efforts
- A gallery of before and after pictures of a community that was helped by your work

IN THE ‘DONATE NOW’ TAB, SHOW HOW THE DONATION WOULD CREATE AN IMPACT

Your donation page should tell the potential donor how their donation will impact the world. It’s probably common sense that a bigger donation will have a bigger impact. If you can succinctly show that principle, you are more likely to get larger donations more frequently.

Here are two examples of donation pages:
By giving the specific ways that a visitor’s donation will make an impact, potential donors can connect an abstract amount with a concrete result.

UPDATE THE ‘WORK WITH US’ TAB. SPECIFY HOW VOLUNTEERS CAN CONTRIBUTE TOWARDS THE CAUSE.

Similar to donations, you should explain clearly how your volunteers will help the community by giving their time. Not only does this set realistic expectations for volunteers, but it gives
them an idea of the real-world impact they can make with their time. Instead of simply asking for a volunteer’s name, email address and phone number, break down the different ways that they can help out.

**INTEGRATE SOCIAL MEDIA WIDGETS ON YOUR WEBSITE**

The real power of social media is in harnessing its viral capabilities as an integrated channel with reach beyond the limits of your database and lists. Make sure your web design is action-packed with social media widgets. Social media widget Having a loop between all your social accounts can increase the online interaction with your supporters as well as help you build your brand awareness. It’s supposed to be simple for someone to connect with you on either platform, so keep them interconnected to assure a smooth flow of navigation. This way chances are your website visitors will leave for another page which is still yours so you won’t lose them.

**MEDIA COVERAGE SECTION**

If your nonprofit is being written or talked about, you can use this to your advantage. A good article or even a TV segment can do a lot to boost your professionalism and create more buzz. Whether you have one small article or 12 big ones – creating a page that is dedicated to this content alone is just good sense.

**NEWSLETTER SIGN-UP**

Having a direct signup for your newsletter on your website is a great way to win new leads and engage your visitors. Try to make the subscription as simple as possible. It’s not effective to ask a person tons of information for a single newsletter signup. An email will suffice and if they have an interest towards your organisation they will follow the newsletter and interact with you in future retention efforts.
MOBILE AND DIGITAL TOOLS

INTRODUCTION

Organisations are thinking in creative, innovative, and often very entrepreneurial ways about how mobile technology can advance their social impact. Creative partnerships are key to bringing promising mobile initiatives to scale.

Sharing information and technical exchanges reduces the amount of time it takes to launch a solution and reduce the associated costs. Smaller organisations, in particular, continue to exercise a great deal of trial and error when it comes to utilising mobile technology in their work.

More needs to be done to overcome the ‘innovation silos’ some organisations operate in, where advances and knowledge gained in the use of mobile technology do not necessarily transfer across organisational boundaries.

Mobile initiatives provide greater opportunities for social impact that other information and communications technology (ICT) projects do not necessarily share.

Physical access to mobile phones is much greater compared to computers and other less readily available technologies. With rapid mobile phone penetration in many areas of the globe and growing mobile network coverage, access is increasingly assured. Likewise, mobile initiatives can be more affordable but the skills and training necessary to implement them less so.

Around the world, mobile phones are being used to promote wildlife conservation and influence consumers about the environmental issues among other things. Mobile technology also plays an important role during various natural disasters, from early warning phase to long-term reconstruction efforts. Mobile technology is also used to curb health related problems. Today, remote diagnosis, consultation and treatment is being provided to people in villages where there is no other access. The efficiency of administrative system has increased manifolds with the use of this powerful technology – mobile phones.
MOBILE FOR SOCIAL CHANGE

MOBILE TECHNOLOGY FOR HEALTH
With rapidly increasing mobile coverage around the world and expansion to rural areas where Internet access is still years away, mobile technology holds great promise for making health prevention and medical care more effective for the world’s least accessible people and communities.

MOBILE TECHNOLOGY FOR HUMANITARIAN ASSISTANCE
Mobile technology plays an important role in communications efforts during various phases of a humanitarian catastrophe—from the early warning phase through the immediate disaster response and longer-term reconstruction efforts.

MOBILE TECHNOLOGY FOR ENVIRONMENT AND AGRICULTURE
Mobile phones can play a valuable role in community based conservation efforts which can engage stakeholders, sensitize local people and government agencies. Mobile phones are being used for efforts to promote wildlife conservation and environment conservation.

MOBILE TECHNOLOGY FOR GOVERNANCE
Mobile phones act as a good platform to deliver transparency and accountability in the public sector. Mobile phones are being used to bring a positive change in the basic governance and administrative mechanisms.

MOBILE TECHNOLOGY FOR EDUCATION
Mobile based learning has increased access for good quality education content and dissemination for those in remote areas. Mobile technology has demonstrative capacity to induce desired interest in education.
CASE STUDY:

PROVIDING CATTLE HEALTH SERVICES TO FARMERS IN REMOTE AREAS.

Issue: Livestock suffer from chronic disease

ICT-based Livestock Management System is a combination of a smartphone based mobile application linked to a Web interface.

Grassroots-level livestock workers use the smartphone application to deliver cattle health services to small holder cattle farmers living in remote rural areas. The livestock workers use the app to register farmers and their cattle upon which the system provides a unique ID for each farmer and the cattle. Successively, livestock workers make scheduled visits every month to each of the registered farmer’s house to provide regular follow up visits. During these follow up visits, the livestock worker captures the changes in health, production, rearing management of each cattle and takes relevant photographs.

On the other hand, through web interface, expert veterinarians sitting in urban areas can view individual cattle profile, including photos. Based on the data, the expert vets deliver their feedback for betterment of animal health and production that livestock workers then implement in their areas of operations in remote rural areas.

The primary benefit of the system is that cattle farmers even in remote rural locations can quickly get veterinarian services from experts at very affordable costs and without having to travel to distant urban areas to get such services.
CASE STUDY:
ENABLING THIRUVANANTHAPURAM CITIZENS IN PANIC SITUATION TO ALERT POLICE

iSafe is a mobile phone application for citizens of Thiruvananthapuram that enables an individual to alert the local police when one is in danger. The panic button of iSafe is incorporated into the Thiruvananthapuram City Police website and the TCP mobile app. With a long press (7 seconds) of the volume key or pressing the panic button of the app, an alert is sent to the police control room along with the location, subscriber ID and IMEI number of the mobile. This immediately for an action by the police department to send this information to the nearest police vehicle for rescue. Following are the benefits of iSafe:

- Quick access to the police in a panic situation
- Though the alert message reaches the Thiruvananthapuram police control room, the police can route the information to the nearest police vehicle from where the message was received
- In case of transit, the app sends messages with the updated location to the control room
- The volume key is enabled for easy access of the app instead of wasting time in unlocking and accessing the panic button from the application in a panic situation
- The app also provides a 7 seconds gap for the sender to cancel the alert in case it was triggered accidentally.
MOBILE TECHNOLOGY FOR ENVIRONMENT AND AGRICULTURE

CASE STUDY:

CROWDSOURCED ELEPHANT MONITORING AND EARLY WARNING SYSTEM

Mobile-based monitoring and early warning system for elephants and wildlife information collection system is the ‘crowdsourced elephant monitoring and early warning system,’ wherein selected volunteers, starting with field staff of the local forest department, look out for the presence of elephants and notify the Shola Trust team about the same through an SMS. Once such an alert is received by the organization, this information gets recorded in the organisation’s central system and is sent via text messages to the registered users of that particular region. Apart from the location of the elephant, the service also provides information like the direction in which the elephant is headed and the type of elephant it is. Those who want to avail of the services have to first register, which they can do by going to Shola Trust’s website. However, since many people are not very well versed with the internet and technology, they can also contact the beat guards at the forest department to get the registration done. A database, comprising of subscribers in villages prone to encounters with wild elephants, is maintained, which is used to send SMS alerts warning the villagers about elephant presence.
CASE STUDY:

ENABLING FARMERS TO ACCESS BUYERS, BANKS AND SHARE INFORMATION

Rainbow is a mobile solution to create a self-engaging network of farmers living in even the most remote rural areas in the country.

The application has five components – Rainbow Message and Rainbow Vet, Rainbow Buy, Rainbow Sell and Rainbow Groups.

Rainbow Message allows users to broadcast text and voice SMS to any mobile. prices of crops, dam water level and in scheduling various trainings and meetings.

Rainbow Vet is a variant of Rainbow Message and it has helped veterinary doctors in Gobi and Tiruppur districts in Tamil Nadu to complete FMD vaccination for cows ahead of their deadline and also to successfully organized state level events at a short notice. As many 2234 farmers have benefited from 15000 vaccinations.

Rainbow Sell connects the farmer with street vendors, small stores and shops to reach the end consumer. This eliminates middlemen. Rainbow Buy helps users to buy agriculture products and groceries available nearby using mobile phones.

Rainbow Group has been successfully deployed at the Salem Farmers’ Federation covering 400 farmer clubs, 1000 joint liability groups and 8000 farmers.
CASE STUDY:

APP HELPING MP ENFORCE RTE COMPLIANCE OF ALL SCHOOLS

Madhya Pradesh government to ensure that all schools in the state are RTE compliant.

RTE compliance requires state governments to ensure availability of a primary school within 1 km radius, middle school within 3 km radius and a high school within 5 km radius of each of the over 1 lakh habitations in the state. Moreover, it requires that all schools have a school building, one classroom for every 40 children, separate toilets for boys and girls, head master room, ramp for barrier free access, kitchen shed for mid-day meal, boundary wall, playground etc.

The mobile application allows capturing of geo-tagged and time-stamped photographs and information on various mandatory facilities/infrastructure in each school. The app functions in offline mode and synchronises with the online system when connectivity is available. The system has collected information on 1.25 lakh schools and has captured 13 lakh images by using crowdsourcing for data collection.

This database has now enabled the state government to ensure RTE compliance regarding school location, augment infrastructural facilities in different schools based on actual demand and enrolment, facilitate interdepartmental collaboration, coordination, and updating of key information in real-time, create a system for effective, timely, and reliable monitoring and implementation of various programmes (particularly SSA), monitor progress of work in all operations.

Now citizens too can get full information on each and every school, and this has reduced the need for them to make RTI applications to get such information.
CHALLENGES

- The costs of developing and deploying mobile technologies are often expensive for organisations, explaining, in part, why projects are small in scale.
- There needs to be clear and realistic programme goals and solid knowledge about the needs on ground and of the intended beneficiaries.
- Mobile solutions, as with any other ICT project, need to be appropriate to their environment to have impact, and be responsive to local needs and conditions.
- Users need to be involved in the planning and design of mobile systems and they need incentives (such as increased efficiency or time savings) to use the technology.
- Training for users needs to be a focus of mobile projects within an organisation.
- There needs to be a focus on the benefits of a given system rather than the technology per se.
Service Suites for NonProfits

**ECONOMY**
- .NGO Domain
- 24X7 Customer Support
- OnGood listing and Profiling
- NCOnAMA listing and profiling
- OnGood International Donation widget

**ECONOMY PLUS**
- .NGO Domain
- Website Hosting with unlimited Pages
- Social Media Tools Enablement
- 1 Web email account
- Website Security Checkups
- Website Content & Database backup
- Google Analytics Enablement
- 24X7 Customer Support
- OnGood listing and Profiling
- NCOnAMA listing and profiling
- OnGood International Donation widget

**PREMIUM**
- .NGO Domain
- Website Hosting with unlimited Pages
- Social Media Tools Enablement
- Content Development & Logo Designing Service
- 1 Web email account
- Website Security Checkups
- Website Content & Database backup
- Google Analytics Enablement
- 24X7 Customer Support
- OnGood listing and Profiling
- NCOnAMA listing and profiling
- OnGood International Donation widget
- Access to eNGO Workshops, Trainings & Events

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