

Press Note

**USID Foundation is organizing
Forum NOKIA – USID Design Challenge 2008
“Design a Mobile Application to Empower the
Farming Community of India”
as pre-conference event of USID2008 Conference**

Hyderabad, July 23, 2008:

Forum Nokia – USID Design Challenge 2008 is organizing a National Design Challenge organized by the **USID Foundation** for the Professionals and Students as pre-event for the **2nd India International Conference USID2008 on HCI & Design** which is being organized at Hotel Leela Kempenski Bangalore from 4th to 6th September 2008. The registration for participating in the design challenge will be open till 31st July, 2008 and the entry submission will be accepted till 17th August 2008. **Mr. Raman Saxena**, the co-founder of USID Foundation informed that the Design Challenge 2008 is being organized in association with **Forum Nokia India**.

Mr. Raman Saxena also informed that the Theme of the Design Challenge is **“Design a Mobile Application to Empower the Farming Community of India”**

The spread of mobile phones in India is growing rapidly and the number subscribers had reached 261 million at the end of March 2008. By 2010 India will have 250 million people having mobiles with Internet capabilities & built-in cameras. 100 million people can watch video on their phones. 200 million can listen to music and 200 million can have radio capability in their Mobile phones.

In the same time the challenge of food shortage is being faced across the globe. Considering this, the role of productive and planned agriculture will play a critical role in bringing food to our tables. Since India's economy is driven by agriculture, the focus should be on empowering rural agricultural community – that is struggling to effectively grow, and sell financially viable produce despite the incessant demand.

Simply meeting the communication and entertainment needs will not mean much unless we answer the vital question, Is there a social responsibility while extending mobile connectivity throughout the world? We need to focus on how mobile phone can help the overall socio-economic development. There is also a need to focus on the kind of mobile user experience that must be delivered for these new consumers? How can you harness the power of mobile telephony to enhance the livelihood and quality of life of the farming community of India?

Forum NOKIA – USID Design Challenge 2008 is an opportunity for the professionals and students to showcase their talent by **designing an easy to use mobile application (Concept & the UI) that can help in the agriculture productivity & socio-economic development of the rural population.**

3 winners in both students and professional category will be awarded products /gadgets of total prize money of Rs. 160,000. The registration for participating in the design challenge will be open

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Driving mobile innovation

till 31st July, 2008 and the entry submission will be accepted till 17th August 2008. The entries will be judged by a jury composed of members from NOKIA and eminent designers from industry & academia. For more details on Forum NOKIA – USID Design Challenge 2008 visit www.usidfoundation.org/usid2008/designchallenge

About USID Foundation:

USID Foundation (formerly HCI-Hyderabad) www.usidfoundation.org is a community of Human Computer Interaction & Design enthusiasts. Formed in May, 2006 with an objective to serve students, researchers, professionals, and others in the academia and industry with a keen interest in Human-Computer Interaction (HCI), Usability Engineering, Interaction Design, User Research, Technical Communication, and Localization & Product Management. This community has grown to 250+ members now.

USID Foundation had organized India's first 3-days conference in HCI Domain from 18th to 20th June 2007 at Hyderabad International Convention Center (HICC) in Hyderabad. The theme of the USID2007 was "Living in a Digital World, Challenges for Designers and Engineers..." The conference was attended by 150+ professionals representing 40+ organizations including Nokia, Microsoft, Oracle, IBM, Intuit, SAP Labs, Google, CA, Yahoo, Philips, Motorola, OnMobile, ACL Tektronics, Hexaware, Honeywell, Invensys, Satyam, Cognizant, Infor, Progress, Pramati Technologies, Human Factors, NID, IIT and others. More details about USID2007 can be found at www.usidfoundation.org/usid2007

About Forum Nokia:

Nokia's global developer program, Forum Nokia, connects developers to tools, technical information, support, and distribution channels to assist them in achieving their goal of successfully launching applications and services to consumers and enterprises worldwide. Forum Nokia provides technical and business development support to developers and operators from offices in the U.S., Europe, Japan, India, China, and Singapore. There are now more than 3 million members registered at www.forum.nokia.com and the site receives over 14,000 unique visits per day.

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