Celebrate
Innovation

Forum NOKIA - USID FOUNDATION
Design Challenge 2008

Design a Mobile Application to Empower the Farming Community of India!

The spread of mobile phones in India is growing rapidly and the number of 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?

Design an easy to use mobile application (Concept & the UI) that can help in the agriculture productivity and socio economic development of the rural population.

Eligibility
Students and Professionals

Jury and Selection Criteria
The entries will be judged by a jury composed of members from NOKIA and eminent designers from industry & academia. The Jury will choose three winners who will be awarded 1st, 2nd and 3rd ranks. Each entry will be judged based on the Creativity, Ingenuity, Innovation, Usability & User Experience and Feasibility of implementation.

For details visit
www.usidfoundation.org/usid2008/designchallenge/

Prizes
1st Prize: Rs. 40,000*
2nd Prize: Rs. 25,000*
3rd Prize: Rs. 15,000*
*Gadgets/Products of approx. value

Important Dates
Registration: July 31, 2008
Submission: August 17, 2008

For registration send email to usid_designchallenge@usidfoundation.org with your name and institution/organization.

Team Size
Individual or upto 4 members in each team.

Design Challenge Sponsored by:
Forum NOKIA
Driving mobile innovation

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