

GTU INNOVATION COUNCIL

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Uninor in cooperation with GTU – in Gujarat- launches the

”Internet for All”

Challenge in search of a mobile based social innovation

GTU appeals to interested students to participate and win cash prize of INR 1 Lac and an all expense paid trip to Oslo, Norway to attend the Telenor Youth Summit

Last date of submission of Idea: 31st August, 2014.

How to apply:

The competition is open to passionate young enthusiasts who aim to bring a positive social change by innovative use of mobile Internet. Interested participants can submit entries using the Internet for All Challenge application on the Facebook page of Uninor (https://www.facebook.com/uninorindia/app_697350207000497) or <http://uninor.in/ifachallenge>. The last date for submission is 31st August, 2014.

For any query write to

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N.B. The above IFA Challenge 2014 invites young people in the age group of 18-25 for an innovation and ideation platform that provides two young Internet enthusiasts a chance to represent India at the Telenor Youth Summit 2014, Oslo, Norway

The three finalists will get a cash prize to help them promote their idea for adoption. The Winner will get a cash prize of INR 1 Lac and an all expense paid trip to Oslo to attend the Telenor Youth Summit, the second winner will get a cash prize of INR 50,000 and an all expense paid trip to Oslo to attend the Telenor Youth Summit. The runner up will be awarded a cash prize of INR 50,000.

Uninor seeks youth to represent India at Telenor Youth Summit at Oslo

Launches the Internet for All Challenge in search of a mobile based social innovation

Ahmedabad, 7th August 2014: Uninor, the fastest growing telecom operator in India, announces the launch of a new platform – Internet for All (IFA) Challenge 2014 in cooperation with GTU in Gujarat Circle. The IFA Challenge 2014 invites young people in the age group of 18-25 for an innovation and ideation platform that provides two young Internet enthusiasts a chance to represent India at the Telenor Youth Summit 2014, Oslo, Norway. The Telenor Youth Summit is held in collaboration with the Nobel Peace Center.

The Internet for All Challenge calls upon this generation of digital natives to use technology innovatively and find solutions to pressing social needs, empower societies, drive inclusive growth and promote meaningful dialogue for peace across the globe.

Announcing the Internet For All challenge, Morten Karlsen Sorby, CEO, Uninor said, "Through the Internet for all Challenge, we aspire to get the youth to start thinking about Internet as a medium to address pressing social issues. Platforms like the IFA Challenge and the Telenor Youth Summit encourages exchange of ideas, build trade and fosters communication between people and nations, thereby allowing focus of energy from conflicts to resolutions".

The competition is open to passionate young enthusiasts who aim to bring a positive social change by innovative use of mobile Internet. Interested participants can submit entries using the Internet for All Challenge application on the [Facebook page of Uninor](#) or <http://uninor.in/ifachallenge>. The last date for submission is 31st August, 2014.

Jinesh Hegde, Circle Business Head- Gujarat, Uninor said, "Internet for All Challenge is a platform to engage and align youth to find innovative and meaningful use of Internet. Besides being an exciting contest to represent the country at a global summit, the young minds get a chance to interact, learn and voice their opinions for global social agenda for change."

After initial screening of entries, the first jury round will be held in seven cities - Delhi, Pune, Ahmedabad, Agra, Lucknow, Hyderabad and Patna, where one winner each will be chosen. The seven finalists will be competing in the final round to be held in Delhi on October 9th, 2014. They will be judged basis the potential of their idea, ease of commercial viability to ensure self-sustainability and the prominence of their oratory and presentation skill in creatively articulating their idea. An external jury including Top personalities from the fields of technology, social service, internet and telecom industries as well as the CEO of Uninor and Head of Telenor Asia will be drawn for evaluation.

The three finalists will get a cash prize to help them promote their idea for adoption. The Winner will get a cash prize of INR 1 Lac and an all expense paid trip to Oslo to attend the Telenor Youth Summit, the second winner will get a cash prize of INR 50,000 and an all expense paid trip to Oslo to attend the Telenor Youth Summit. The runner up will be awarded a cash prize of INR 50,000.

The Telenor Youth Summit hosted by Telenor Group's President and CEO Jon Fredrik Baksaas, is an opportunity for tomorrow's social entrepreneurs to engage with experts, thought leaders and fellow youth. It's a place to share ideas and discuss with peers how connectivity can improve lives, fuel growth and foster dialogue. The Telenor Youth Summit coincides with the Noble Peace Prize ceremony, the



1. FIND YOUR PASSION

We are looking for people with an idea or passion for transforming and improving society through mobile and digital communication. Tell us about yourself and what drives you!

2. SUBMIT YOUR APPLICATION

Interested participants can submit entries using the Internet for All Challenge application on the Facebook page of Uninor <http://bit.ly/ifachallenge> or visit <http://uninor.in/ifachallenge> for more info. The last date for submission is **31st August, 2014**. National finals will be held in Delhi on 9 October 2014



3. TELL US YOUR STORY

We want concise, clear presentations in 60 seconds (video) or 3 minutes (live). This is your elevator pitch!

4. TWO WINNERS PER MARKET

Two individuals, per market, with the most compelling and engaging ideas will be chosen to attend the Telenor Youth Summit 2014. Once selected, you, and the rest of the participants, will be invited to interact and begin preparations for the summit.



5. OSLO IN DECEMBER

As the eyes of the world are upon the Norwegian capital, 28 youth from Telenor's 14 markets will come to Oslo to find new ways on how mobile and digital communication can continue transforming and empowering societies.

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participants get a chance to attend the Noble Peace Concert held in Oslo.

For further information

Interested participants can get more information from the Internet for all Challenge website and from the facebook page of the company. Applications can be submitted using the facebook application of Internet for All Challenge. This is the second year in a row that Uninor will be sending participants to Telenor Group. Last year we had two participants who attended the week long gathering at Oslo.

1. Abhishek Gupta - from IIT Kanpur
2. Shikha Pathak - from SIMC Pune

About Telenor Youth Summit

The Telenor Youth Summit is organized in association with the Nobel Peace Center with a belief that the change enabled by mobile and Internet technology can drive socio-economic growth and development. The summit, hosted by Telenor Group's President and CEO Jon Fredrik Baksaas, is an opportunity for tomorrow's social entrepreneurs to engage with experts, thought leaders and fellow youth. It's a place to share ideas and discuss with peers how connectivity can improve lives, fuel growth and foster dialogue. The gathering aims to be an energetic arena where all participants can voice their ideas, be heard and be inspired.

Background:

1. India on the verge of an Internet boom: A tool that can boost GDP and has the potential to bring about inclusive growth:

- India is on the verge of an Internet boom with a projected user base of 330 million to 370 million by 2015, which will be the second largest in the world, and the largest in terms of incremental growth.
- India's likely Internet penetration of 28 percent in 2015 will be far less than the projected global average of 43 percent.
- Currently India has about 120 million people online today and offers a striking example of the Internet's growth potential. India is adopting the Internet at a much more rapid pace than advanced economies and even many developing economies, yet 90 percent of its population is currently not connected.

2. Inclusive Growth needs Relevant Content and Innovative Use of Internet

- Internet for All Challenge provides a platform to young enthusiasts to use Internet beyond social media for engagements with friends and family
- Internet can be innovatively used to address social issues like an applications or websites that can bring social change or benefit the society at large. Eg., Farmer to find the price of produce and selling online at good prices; Security for women – a specialised alert mechanism that sends SoS messages if the woman is in need, etc.

3. Uninor presents an opportunity for young people to represent India at Oslo

- Uninor launches Internet for All Challenge that is targeted at youth in the age group of 18-25 that invites them for an innovation and ideation challenge.
- Two young Internet enthusiasts will get a chance to represent India at the Telenor Youth Summit, Oslo.
- The summit hosted by Telenor Group's President and CEO - Jon Fredrik Baksaas, is an opportunity for tomorrow's social entrepreneurs to engage with experts, thought leaders and

fellow youth. It's a place to share ideas and discuss with peers how connectivity can improve lives, fuel growth and foster dialogue.

- We call upon the youth to start thinking about Internet, specially the mobile Internet as a medium to address the pressing social issues. From Health care, to environmental actions, to addressing issues like corruption, controlling crime or it can be an innovation, which can help empower women.

4. 'Internet for all' is helping reduce the social divide

- The IFA Challenge calls upon this generation of digital natives to use technology innovatively and find solutions to the pressing social needs, empower societies, drive inclusive growth and promote meaningful dialogue for peace across the globe.

5. Internet for all challenge will provide the participants a level playing field to compete and give India a worthy representation at the Youth Summit

- Interested participants can submit entries using the Internet for All Challenge application on the facebook page of Uninor. The last date for submission is 31st August 2014.
- After an initial screening of entries, the first jury round will be held in 7 cities - Delhi, Pune, Ahmedabad, Agra, Lucknow, Hyderabad and Patna, where one winner each will be chosen for the final round to be held in Delhi on October 9, 2014.
- The circle finals will be organized on xyz date, following which my team and I will be mentoring the winner for the finals.
- The participants will be judged basis the potential of their idea and the prominence of their oratory and presentation skill in creatively articulating their idea.

Phases of Challenge

1

Application Submission

- Ideas to be submitted online at www.facebook.com/uninorindia
- Call to action for Youngsters between 18-25 to submit applications for their ideas to address one of the pressing social issues
- Ideas can be submitted only by individuals.
- Applications that bring positive change and fosters community building

Selection & Support

- Gujarat Jury to select the top ideas
- Subject Expert to mentor top idea from Gujarat
- All circle winners compete in Delhi.
- Top winners participate in **Youth Summit in Oslo, Norway** and get cash prize.

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