DIGITAL DIVIDEND

Cisco Digitizing India Awards 2016 focused on bridging the gap between urban and rural India

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The much awaited Digitizing India Awards 2016 started off on a musical note this year at the Taj Palace Hotel in New Delhi with a performance by Dr Prakash Sontakke and Gerard Machado, the mellifluent duo who make up the 'Kalyani Blues', which brought on an atmosphere of grandeur to the event. IT and Communications Minister Ravi Shankar Prasad flagged off the Digital India journey in April and had emphasized on three key points—creating a digital environment, focusing on digital delivery and working towards digital empowerment. These indeed were the key themes in the event as Chief Guest and Minister of Urban Development Venkaiah Naidu and Guest of Honour and Chief Minister of Andhra Pradesh N Chandrababu Naidu, graced the digiterati-studded Darbar Hall in person and over satellite, respectively. The categories were a tight set, which comprised a total of 10 awards up for grabs, excluding the special categories this year.

The panel discussion was a powerful take on Digitizing India in all sectors of the country and was moderated by Shereen Bhan from CNBC TV 18 on the topic 'What digital India truly means on the ground', comprising veterans, including Dinesh Malkani, President of Cisco-India and SAARC, R Chandrashekhar, President of Nasscom, Hari Prasad Vemuru, E-governance Council, Andhra Pradesh, Akhilesh Mishra, Director of MyGov.in and Neel Ratan, Regional Managing Partner, North and Government Leader, PWC.

"Business, Banking, chequebooks, Education, Manufacturing, E-governance; if you don't digitize all of these, you will fail," said Dinesh Malkani. R Chandrashekhar from Nasscom emphasized on "the idea of existing and energizing", which would make demonstration on the ground simpler making a remarkable difference in the digital journey. Statements made by Hari Prasad Vemuru and Akhilesh Mishra on citizen partnership and making Digital India affordable to the rural sector was echoed by Chief Minister of Andhra

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(From left) **Hari Prasad Vemuru- E-governance Council Andhra Pradesh, Neel Ratan-Regional Managing Partner North and Government Leader PWC, Akhilesh Mishra-Director of MyGov.in, the moderator Shereen Bhan , Dinesh Malkani-President Cisco India and SAARC, and R Chandrshekhar- President , NASSCOM**

(Left) Guests in rapt attention as the panel discussion at the Digitizing India Awards gets underway; Drums, keyboard and tabla create a fusion blend from the trademark Kalyani Blues band.

SPECIAL CATEGORIES

Young Achievers Award
Sanjay Kumaran & Sharavan Kumaran

Special Achievement Award
Imran Khan

Digital Transformation of State
Government. Of Andhra Pradesh

Digital Innovations Driving Social Impact Award
Parikrma Humanity Foundation

Digital Pioneer Award
Sai Institute of Rural Development.

day. Youth, Businesses, Companies are going to be awarded. Real-life examples are showcasing businesses in our country." There was scrutiny on safety measures and the role of digitization with instances like the Kumbh Mela, which he pointed out had 70 million people attending it. "There were cameras set up everywhere for constant vigilance, with smart parking and health camps, which made it successful," he added.

The awards ceremony started off beginning with the special category awards

Smart Campuses in the Education Sector prize went to the Ahmedabad Municipal Corporation. Digital Innovation in the SMB sector was taken by the CEO of Avenues, Vishwas Patel. Wipro (Assam project) picked up the Digital Innovation in Citizen Services (E-governance). Kellton Tech Solutions bagged the Digital Innovation in Service Provider— Telecommunications, while Digital Innovation in Service Provider —Industry went to Persistent Systems. Uber had a big win as the company picked up the Digital Innovation in E-commerce and Startups. HDFC Bank was awarded with the Innovation in the Financial

to realise that the world is looking at India, our country. Half the professionals in Silicon Valley are Indians. We need the same here," he said.

The Digitizing India award ceremony this year definitely took it up a notch, turning out to be entertaining and resourceful at the same time. The focus on people participation and strategies to bridge the gap between the two domains of the country had the desired effect, creating a solid impression on the audience.

Business, Banking,

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Pradesh N Chandrababu Naidu in his address from Vijayawada. Vemuru said that the state of Andhra Pradesh took the first step towards Digital India and had succeeded in connecting almost 95% of the state. Mishra, on the other hand, championed citizen partnership. In his opinion, citizens only stand to gain through free flow of data. "There should a focus on getting information real time," he said. Chief Minister Chandrababu Naidu was applauded with much gusto as he spoke about digital development in his state and the promise of a bright future ahead for Andhra Pradesh in its digital journey. "Technology has the power to impact all walks of life and IT has a way to impact the common man," he said. Cisco Chief Dinesh Malkani, in his speech before the distinguished audience, commented on the impact of digitization in India echoing Chandrababu Naidu's take on state-wise development and people interaction. "Here, we have pioneers who make digitization a reality. We have 450 real stories to-

with the Young Achievers Award going to brothers Sharavan Kumaran and Sanjay Kumaran from Chennai. The Special Achievement was won by Imran Khan from Rajasthan who was lauded for his visionary work by none other than Prime Minister Narendra Modi at his address in Wembley, London. The Digital Innovations Driving Social Impact was awarded to Parikrma Humanity Foundation. The Digital Transformation of State went to the Government of Andhra Pradesh and the award was received by an ecstatic Hari Prasad Vemuru. The last in the special awards category, the Digital Pioneer Award, was bagged by The Sai Institute of Rural Development.

The much-awaited Digitizing India Awards were announced in the presence of the honoured Chief Guest Venkaiah Naidu. The award categories this year went hand-in-hand with the theme of the event as it focused on companies that thrived on citizen partnerships and lauded initiatives in the rural and urban sectors. Up first, the

Industry and Digital Banking. The Digital Innovation in Manufacturing award was won by Vinfinet Technologies. Moser Baer also won big with the Digital Innovation in Enterprise prize. And Tech Mahindra polished off the Digital Innovation in Smart Cities award.

Chief Guest Venkaiah Naidu's keynote address was an engaging and entertaining one leaving the audience in splits from time to time. Despite the light note, he came to business by revealing the government's plan of action in speeding up the IT revolution in the country, commenting on Prime Minister Narendra Modi's vision. "The Prime Minister is determined that once you put in Rs 100, the amount should reach the destination. Digitization will reduce corruption in the country and new ideas and innovations will help in speedy growth," he said. He also emphasized on the importance of a skill-based economy. "All the innovations come from rural India and that proves that there is talent everywhere. We need

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>
> **DINESH MALKANI,**
> President,
> Cisco-India & SAARC

Winners' Gallery

Jagdish Mitra
Tech Mahindra
Digital Innovation in Smart Cities

"Converting cities to smart cities and homes to smart homes."

Muralidhara Honnur
Wipro Assam Project
Digital Innovation in Citizen Services (E-governance)

"We're honoured. One word, making the success commitment from stakeholders."

Arvind Kapil
HDFC Bank
Innovation in Finance & Digital Banking

"Our customers have always been a source of inspiration."

Yogesh Shukla
MoserBaer India
Digital Innovation in Enterprise

"We strive towards creating an awareness for people to switch to LED."

Prabhjit Singh
Uber Technologies
Digital Innovations in E-commerce & startups

"Our vision is to provide safe, affordable transportation."

Gautam Shah
Ahmd. Municipal Corp.
Smart Campuses in the Education Sector

"Ahmedabad has rich kids and poor kids. Both have the same right to education."

Krishna Chintam
Kellton Tech Solutions
Digital Innovation in Service Providers-Telecommunications

"We helped drive 30% of digital traffic in E-commerce."

Vishwas Patel
Avenues
Digital Innovations in the SMB Sector

"With our innovation 13,000 SMBs made one thousand crore last year."

Vijay Bhaskar Reddy
Vinfinet Technologies
Digital Innovation in Manufacturing

"We're trying to change the way agriculture is conducted in this country."

Mrityunjay Singh
Persistent Systems
Digital Innovation in Service Provider Industry-Others

"We have been changing the rules of the game by faster go to market."