

STOCKHOLM CHALLENGE

PRESS RELEASE

Social equality project at ASSET India Foundation is a finalist
in the prestigious Stockholm Challenge Award 2008

(Stockholm April 8, 2008) **"Achieving Sustainable Social Equality through Information & computer Technology"** has been selected as a finalist in the Education category of the Stockholm Challenge Award 2008. For this achievement the project team has been invited to Challenge Week, May 19 – 22 in Stockholm, featuring the award dinner and ceremony, a series of workshops, conference and exhibition of ICT for development projects from over 50 countries.

The project, which is initiated and operated by ASSET India Foundation (www.assetindiafoundation.org), has been chosen as a finalist for its achievements in teaching computer literacy to children, and teens in prostitution, victims of rape and incest in major cities in India. The goal is to help give an alternate livelihood and reduce the risks of HIV/AIDS in these groups. "Achieving Sustainable Social Equality Through Information & Computer Technology" now has a chance of winning the Stockholm Challenge Education Trophy plus a prize award of 5.000 Euros.

"The Stockholm Challenge programme 2008 has been targeting ICT for Development projects globally", says project manager *Ulla Skidén* and adds: "Great efforts have been put into the search for excellent examples of information and communication technologies, that show convincing benefits to people, to equality and personal and community growth. This ASSET India initiative is such a project and therefore it deserves its place among this year's finalists".

ASSET India's director *Ray Umashankar* describes the ambitions of his organisation:

"Our dream is to empower the communities through the computer literate children with value added skills. ASSET has partnered with a major U.S technology company to teach Software as a Service (SaaS) solution which automatically measures business process error rates and identifies the root causes of errors. ASSET will also be partnering with Cornell University's Sustainable Global Enterprise Program and its Bottom of the Pyramid (BoP) business model for establishing Social Businesses. We also wish to teach and demonstrate to them, how to most efficiently use the internet to improve the quality of their lives."

The winning projects in each of the six categories will be announced during the spectacular Gala Evening in the Stockholm City Hall on May 22.

The program for Challenge Event can be found here: <http://event.stockholmchallenge.se/>.

For more information, please contact Ulla Skidén, Project Manager, Stockholm Challenge
Telephone +46 (0) 70 678 72 82, E-mail: ulla.skiden@stockholmchallenge.se

The Stockholm Challenge is a biannual awards programme since 1994 when it was launched by the City of Stockholm. It is now owned by the Royal Institute of Technology (KTH) in Stockholm and sponsored by the City of Stockholm, Ericsson and Sida.