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Google to give Rs 21 cr funding to 10 Indian NGOs

Yuthika Bhargava

Internet search giant Google will give a funding of Rs 21 crore to 10 Indian non-profit organisations to help them in their efforts to make a positive impact on India and the world using technology.

The four winners of the Google's 'Impact Challenge in India' -- namely Digital Green Trust, Agastya, Janaagraha and Social Awareness-Newer Alternatives-- will get Rs 3 crore each, the remaining six finalists will get Rs 1.5 crore each.

The Global Impact Awards support entrepreneurial non-profits using technology to tackle some of the world's toughest problems. This is Google's second Impact Challenge initiative, the first one being held in the UK in the first half of this year.

The 10 finalists pitched their concepts to a panel of judges that included Google Chief Business Officer Nikesh Arora, Google board member Ram Shriram, Google Director of Giving Jacqueline Fuller, Social Worker and former Chairperson of Thermax Anu Aga and Omidyar Network India Advisors Managing Director Jayant Sinha.

Mr Arora said, "We launched the Google Impact Challenge to provide support to India's brightest social entrepreneurs who want to apply their innovative skills to usher in a social change."

Beasides, Rs 3 crore award, the four winners will receive a 10 Nexus tablets and support from Google to make their project a reality, Google Senior Vice President Nikesh Arora said here.

Mr Shriram said, "Technology is an intrinsic part of our everyday lives. Its potential, if harnessed effectively, could play a pivotal role in bringing positive change in society."

Agastya, Digital Green, Janaagraha and Centre for Citizenship & Democracy were chosen by the judges and Sana was selected by public voting.

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