Microsoft Starts Drive to Create 100+ Commercial Apps in 6 Months

Launches Code for Honor contest for ISVs and tech start-ups; contest supported by NIC, NASSCOM, TiE, Intel and Nokia

New Delhi, December 19, 2013 — Microsoft India, today, launched a one-of-its-kind contest for independent software vendors (ISVs) and technology start-ups that is expected to result in the creation of over 100 applications (apps) and solutions for businesses and governments in six months. The contest is supported by an elite panel of organizations including National Informatics Centre (NIC) of the Government of India, NASSCOM, TiE, Nokia, Nokia App Campus, Intel and BarrierBreak.

ISVs and technology start-ups can win **nine awards** in four categories – **Enterprise, MSME, Government Enablement and Citizen Services.** Special credit will be given to apps and solutions that are accessible to differently-abled people and/or are created to promote social good. An NIC-backed, exclusive award is earmarked for the '**Best solution for social good using Open Government Data**'. Thousands of Datasets in open format pertaining to different sectors have been published on the Open Government Data Platform India - http://data.gov.in by various Ministries/ Departments/ Organizations of the Government of India. NIC is encouraging ISVs to develop applications using these data sets.

Launching the contest**, Bhaskar Pramanik, Chairman, Microsoft Corporation (India) Pvt Ltd,** said, "With the proliferation of devices and cloud-based services, governments, businesses and other organizations are seeking to interact with customers, partners and other stakeholders securely and reliably. There is an opportunity to create commercial apps beyond the traditional ERP and other transactional systems."

"Code for Honor will kick-start the creation of apps and solutions that are scalable, reliable and secure and that can be used over public, private and hybrid clouds," he added.

Code for Honor, the contest, will run over six months and is open to over 5000 ISVs and tech start-ups in India. Any Indian ISV or tech start-up that is less than eight years old is eligible to participate in the contest. They may develop apps and solutions in four broad categories:

1. Enterprise apps and solutions – these could be in the areas of HR, Finance, Marketing, Sales etc.
2. Micro, small and medium enterprise apps and solutions – these may be in all the areas of operations of a small company and the apps and solutions need to be simple to deploy and cost effective.
3. Government Enablement – these could be applications that help government departments improve their internal operations.
4. Citizen services – these can be apps and solutions that help make government services more accessible to citizens and that benefit a large section of society.

"The reality of multi-device, multi-screen experiences is reshaping how developers think, build and monetize apps for consumption across the world. Windows is playing a key role in giving wings to their aspirations by providing the most flexible and comprehensive platform. With best-in-class guidance, Code for Honor will challenge developers to build apps that have large-scale impact both for India and the world," stated **Steve Guggenheimer, Corporate Vice President and Chief Evangelist, Microsoft.**

Joseph Landes, General Manager and Chief Evangelist, Microsoft India said, "Over the last two years, developers and ISVs in India have contributed significantly to the Windows and Windows Phone stores. The rich developer ecosystem in India makes it the ideal place for developing commercial applications."

Code for Honor

Registration for the Code for Honor competition is now open on www.codeforhonor.com. The contest will run between December 2013 and June 2014.

In addition to winning cash awards of INR 2,00,000 the winning teams will have access to mentoring from an elite panel, and will have the opportunity to connect with potential investors and customers.

Second largest developer population

India has the second largest developer community after the United States with 1.6 million professional developers. Microsoft has had a relationship with Indian developers for over two decades. In the last 12 months the company has reached out to more than 8,00,000 developers across the country with in-person and online engagement programs. Last year, the company set a Guinness Record with 2567 developers coding non-stop for 18 hours on the Windows platform.

About Microsoft

Founded in 1975, Microsoft (NASDAQ "MSFT") is the worldwide leader in software for personal and business computing. The company offers a wide range of products and services designed to empower people through great software - any time, any place and on any device. Microsoft Corporation (India) Private Ltd is a subsidiary of Microsoft Corporation, USA. It has had a presence in India since 1990 and currently has offices in nine cities - Ahmedabad, Bangalore, Chennai, Hyderabad, Kochi, Kolkata, Mumbai, New Delhi and Pune.

About the Contest

Code for Honor

Code for Honor is a contest to recognize excellence in the development of commercial cloud apps and solutions on the Windows platform

Eligibility:
The competition is open to ISVs in operation for less than 8 years having less than 200 employees.

Contestants will be grouped into two segments based on organization size:
1. Small: 1 to 50 employees
2. Medium: 51 to 200 employees

Award categories:
Contestants will be required to build market-ready software in any of four categories:
1. Large Enterprise Solution
2. MSME* Solution
3. Government-enablement Solution
4. Citizen Services Solution
Note: *MSME = Micro-Small-Medium-sized Enterprises*

Solutions can earn bonus points by being Cloud-enabled and/or addressing Accessibility issues and/or addressing Social Good.

Prizes will be awarded to the best solution in each category for each segment. Organizations can submit multiple entries, but not more than one for each category.

Companies can also contest to win one exclusive award, common to all participants independent of organization size:
- Best Solution for Social Good using Open Government Data

Competition Schedule:

The competition will run from 19 December 2013 to 15 June 2014.

Competition Round	Start Date	End Date	Qualifiers
1. Solution Synopsis	19 December 2013	31 January 2014	Max. 1000 Participants will be chosen to move to the next Round.
2. Solution Detail	10 February 2014	10 March 2014	Max. 200 Participants will be chosen to move to the next Round.
3. Zonal Finals	1 April 2014	11 April 2014	Max. 30 Participants will be chosen to move to the next Round.
4. National Finals	June 2014	June 2014	Max. 9 Winners will be chosen.

Prizes:
Competition winners will receive:
- Code for Honor Award for best solution in their category
- Access to potential customers
- Opportunity to establish meaningful mentor relationships
- A chance to showcase their solution to potential investors
- Prize money of INR 200,000/- per team
- Windows 8 and Windows Phone device
- Winners of "Best Solution for Social Good using Open Government Data" will be able to promote their App through the http://data.gov.in

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