SOCIAL IMPACT IN INDIA

Healthcare

Coverage
mHealth offers the ability to extend coverage significantly by allowing healthcare workers to conduct consultations, diagnostics and treatment remotely.

A powerful tool
Raising awareness of healthcare, reducing mortality, extending healthcare to rural areas and to the low literacy audiences
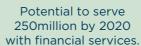
Policy
Policy making must keep pace with technological and mHealth developments. Scale will allow savings in the overburdened health systems.

Financial services

250 MILLION
Potential to serve 250million by 2020 with financial services.

In just one year(2011 to 2012) mobile financial transaction volumes doubled, with the value of those transactions tripling.

Policy missing that could boost mobile financial services

Align / reduce the financial requirements on mobile accounts to increase adoption, especially in rural areas

MNOs to negotiate commercial terms with banks directly

Raising the transaction limit on fully KYCed* m-money accounts. (*KnowYourCustomers)

Agriculture

Supply Chain Inefficiencies
Track and trace facility in the supply chain. Raw material sourcing enhancement

Productivity Loss
mAgri supports info services on weather, remote irrigation systems.

Poor market & price discovery
mAgri gives access to current price information, access to commodity trading platforms for farmers

Education

mEducation can address key affordability challenges apart from providing learning tools and help improve student proficiency.

To achieve full potential of mEducation, government support is critical through partnerships and promotions.

300,000
Potential to help 300,000 students to gain employment through grade improvement.