

Introduction

Social Issues are rarely isolated problems. They involve political, economic, communal, and personal causes and consequences. Solutions to these issues that exist in isolation and in disregard for these other factors, find it much harder to take root and succeed.

Our solution aims to understand the needs and circumstances of the people we're designing for, who they are, what their dreams are and create a solution that encompasses this instead one that talks down to them.

The Players:

- Our solution aims to involve the communities in need of clean water and sanitation solutions, as well as individuals, corporations, and other players that make up the ecosystem needed to support this solution.
- The Trends that will underlie this:
 - Mobile
 - Social Networks
 - Gamification
 - Millennial generation : Value driven. Want to effect change.

The Idea:

- Interactive game – CityVille “esque”
 - Psychology of co-operation and competition
 - Focus on water & sanitation parameters.
 - Participation from affluent & impoverished areas, public amenities, schools etc.



The Incentives:

- Neighborhoods compete on Point Systems
 - # of public toilets
 - Maintenance
 - Points of access
- Ratings
- Awards for participation
- Increased Awareness

What is my role?

I am a 46 year old woman living in Dharavi (Bombay slum). I work as domestic help, I have 2 children who are studying and I'd like them to go to the "big private school" and become "big people" who are respected by society. What is my role?

I am motivated by:

- reward system,
- peer pressure
- "status" to practice good hygiene,
- pay back loan money
- facilitate awareness and change in my community.



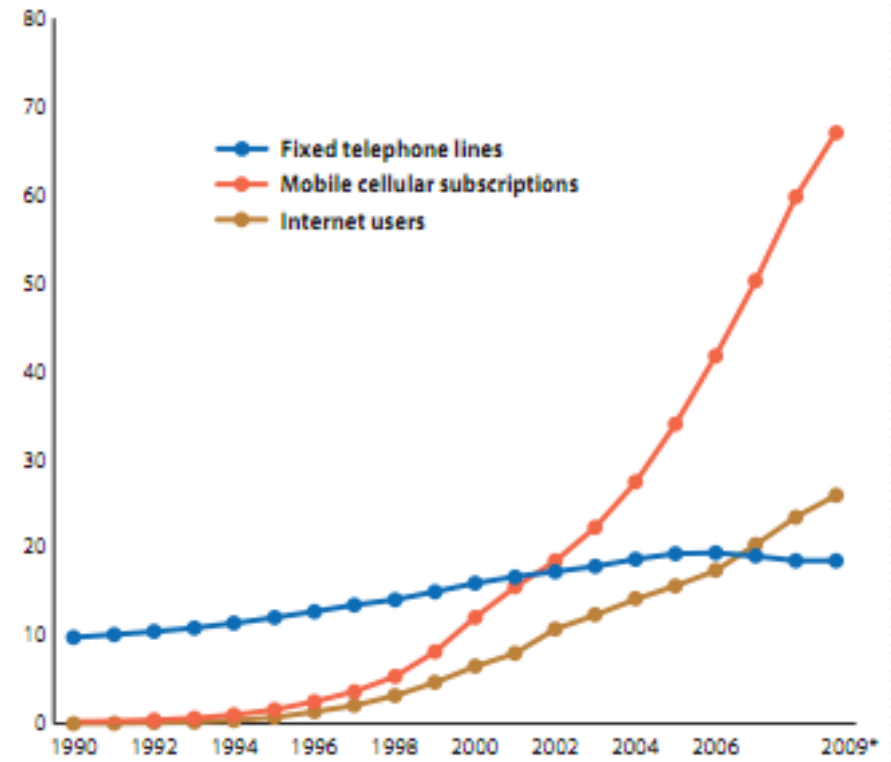
Mobile Technology connects communities worldwide

- 5 Billion worldwide access to mobile phones
- Strong growth in emerging markets
 - SMS applications targeted to BOP



More people in the world have cell phones than access to a toilet.

Number of fixed telephone lines, mobile cellular subscriptions and Internet users per 100 population, world, 1990-2009



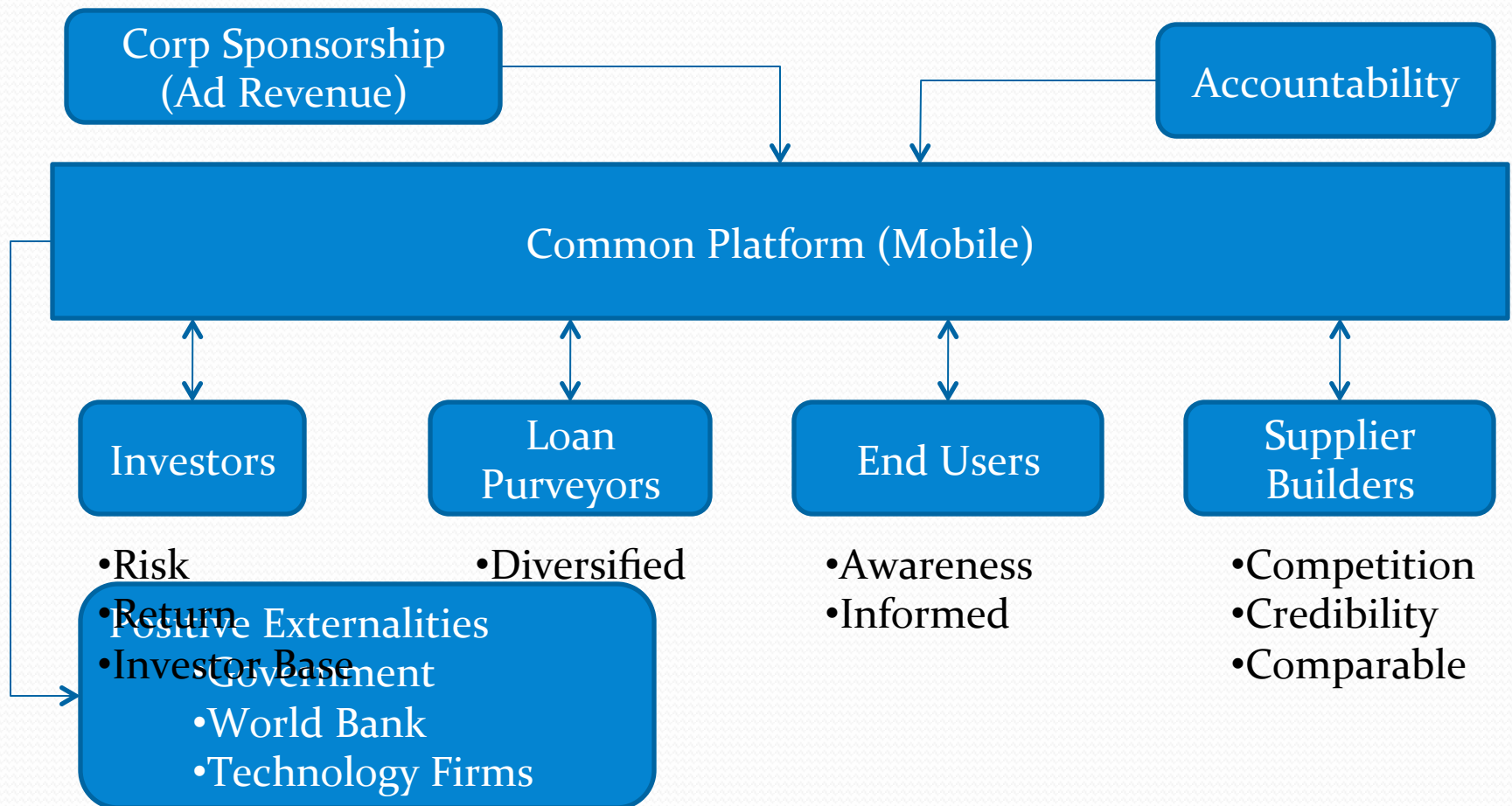
Note: * Data for 2009 are estimates

Implementation and Execution Plans to move forward:

- **Product:** build the gaming platform
- **Place:** pick 4 test cities
- **Price:** mobile banking participation
- **Promotion:** leverage relationships of peer organizations
 - Women's networks and self help groups
 - Lead the marketing and spread the message



Players in the Ecosystem:



Drive Demand & Facilitate Sustainability

- Educate Populace
 - Raise awareness of health & safety issue
 - Provide testimonials about relevance
 - Impact policy decisions of elected local officials
 - Promote cross-learning
- Increases Accountability
 - Peer pressure and social groups
 - Decreases corruption
 - Decentralizes decision-making process



Questions & Answers