

Perspectives for Technology Consideration



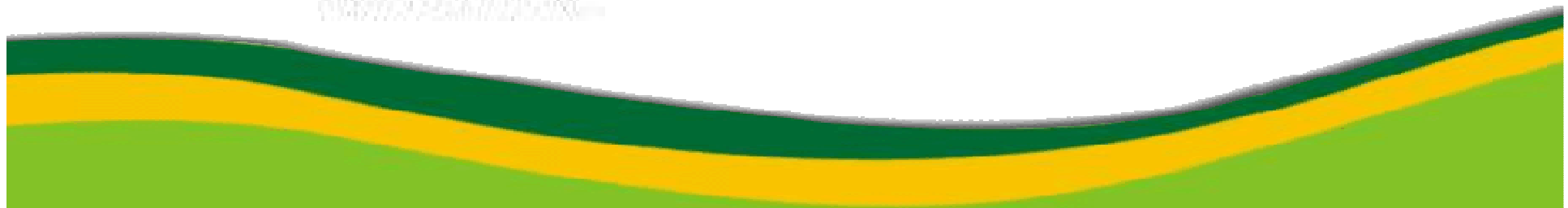
1978- Alma Ata Declaration-I.



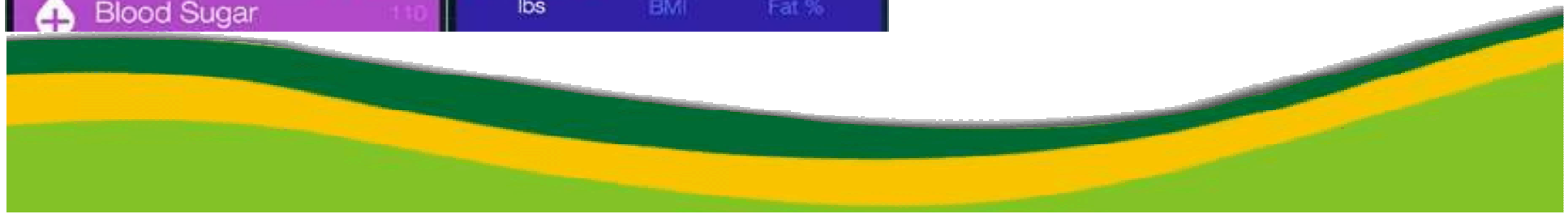
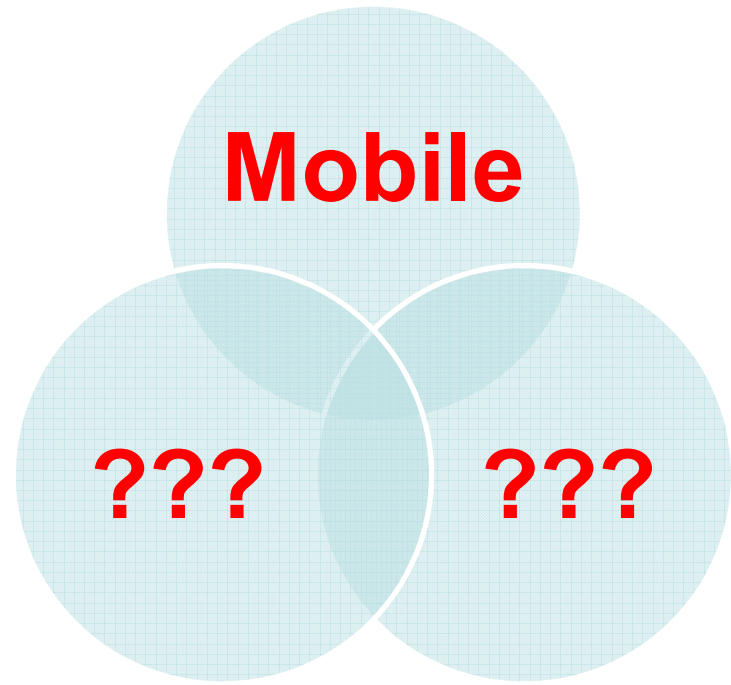
- Health for All
- Primary Health Care
- Health a Fundamental Human Right
- Equity
- Appropriate Technology
- Inter-sectoral Development
- Community Participation.

Alma Ata, 1978:

The International Conference on Primary Health Care calls for urgent action by all governments, all health and development workers, and the world community to protect and promote the health of all the people of the world by the year 2000.

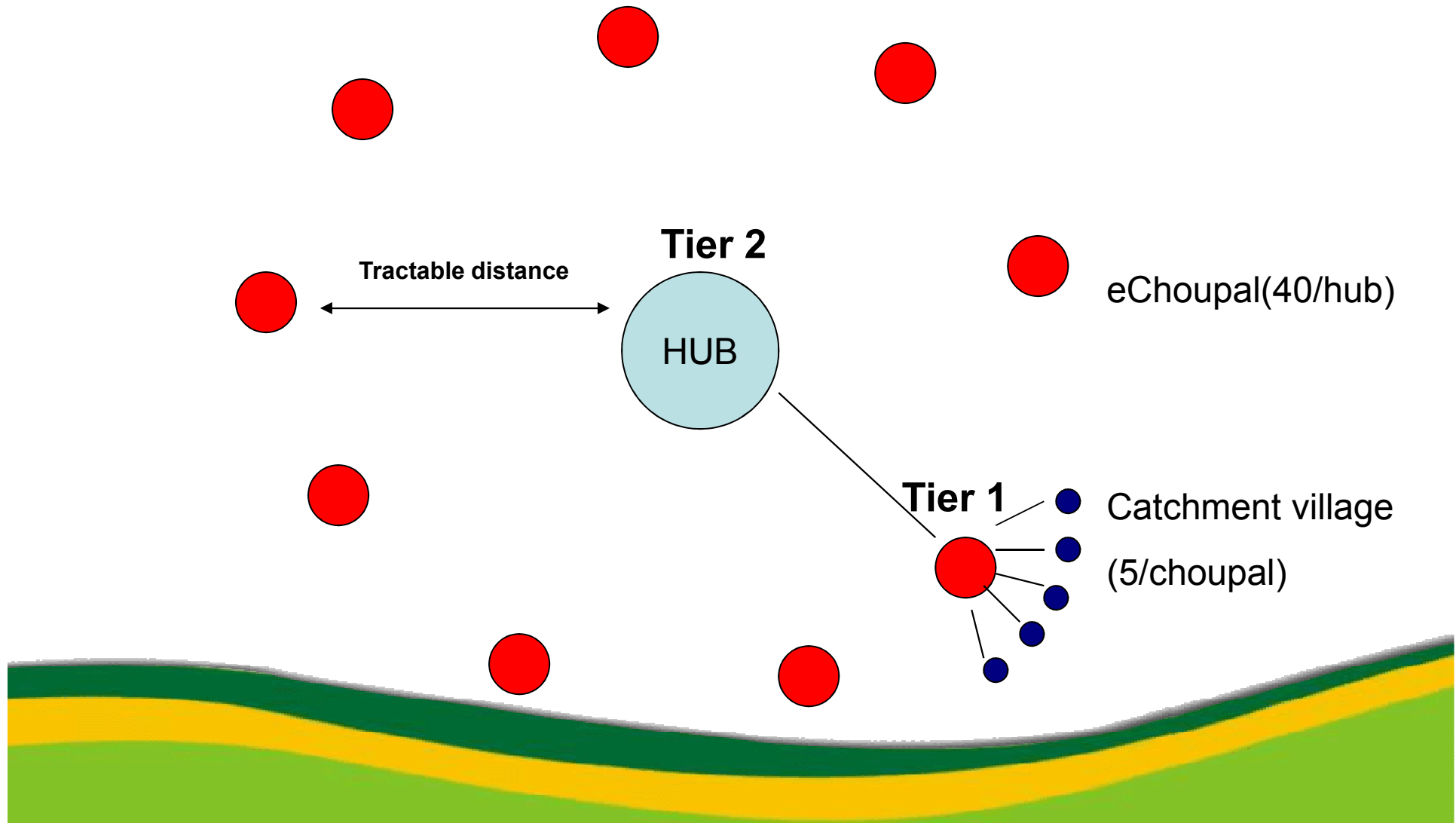


Technology is =



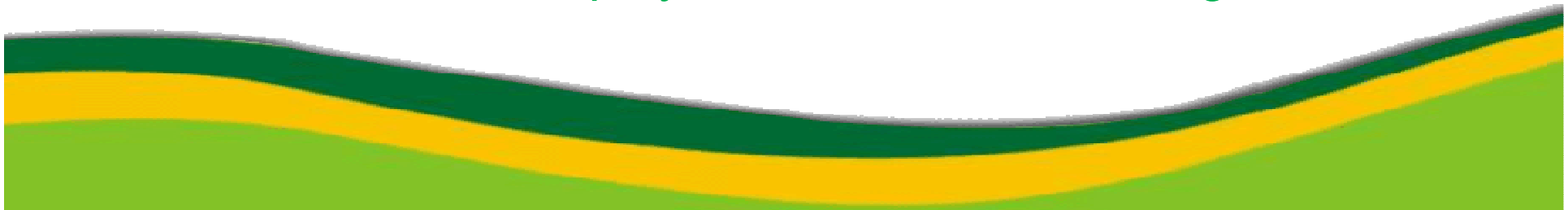


The Operating model



The Operating Model

- ICT Kiosk with Internet Access
 - In the house of one trained farmer, *Sanchalak*
 - Within **limited distance** of target farmers
- Warehousing Hub / Store
 - Managed by the erstwhile middleman, *Samyojak*
 - Within **tractable distance** of target farmers
- Collaborative Network of Companies
 - Orchestrated by *ITC*
 - With a **Pan-Indian** presence
- ITC Network of employees at Field and Management







Healthcare delivery in Rural India – ITC experience

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ACCESS Health International, Center for Emerging Market Solutions
Indian School of Business, Hyderabad

and

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Stephen Ross School of Business
University of Michigan, Ann Arbor, MI





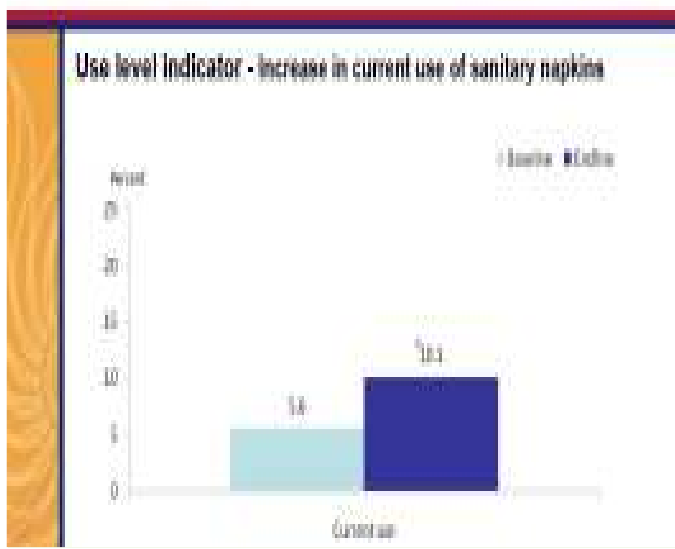


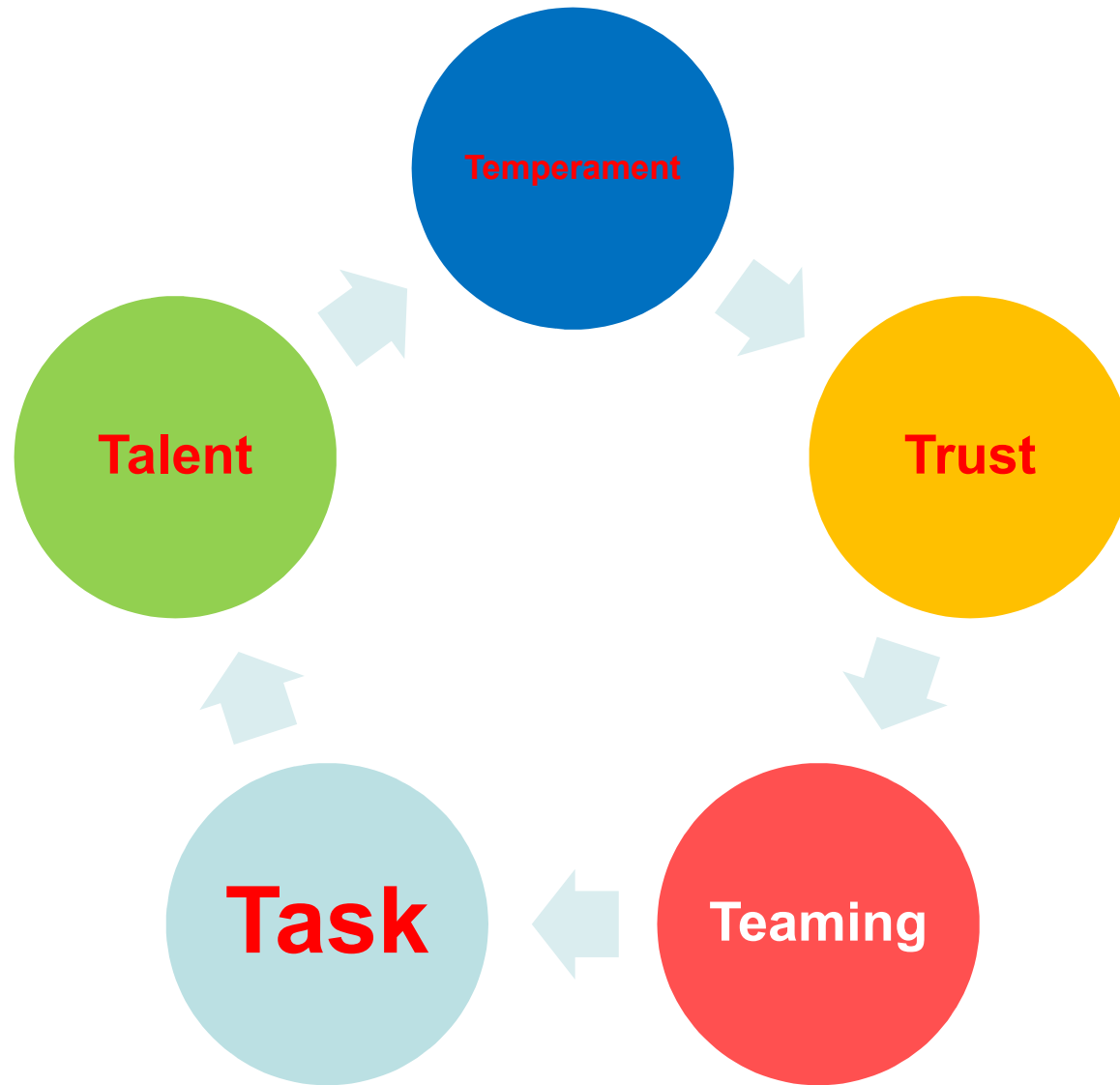
PEOPLE
PUBLIC
PRIVATE
PARTNERSHIP



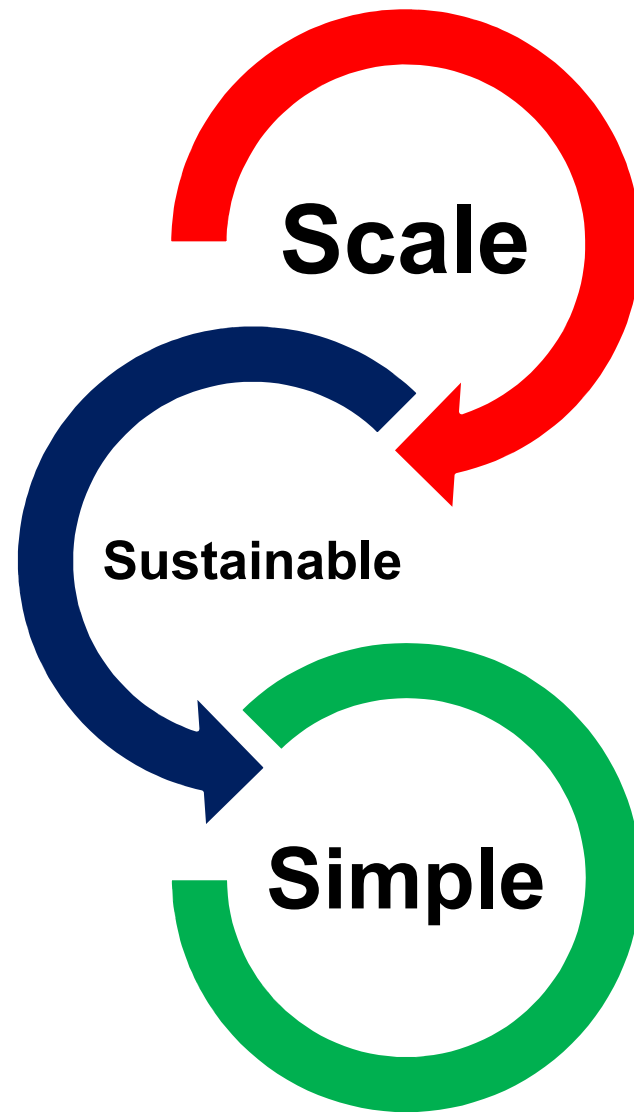


Market-based Partnerships for Health

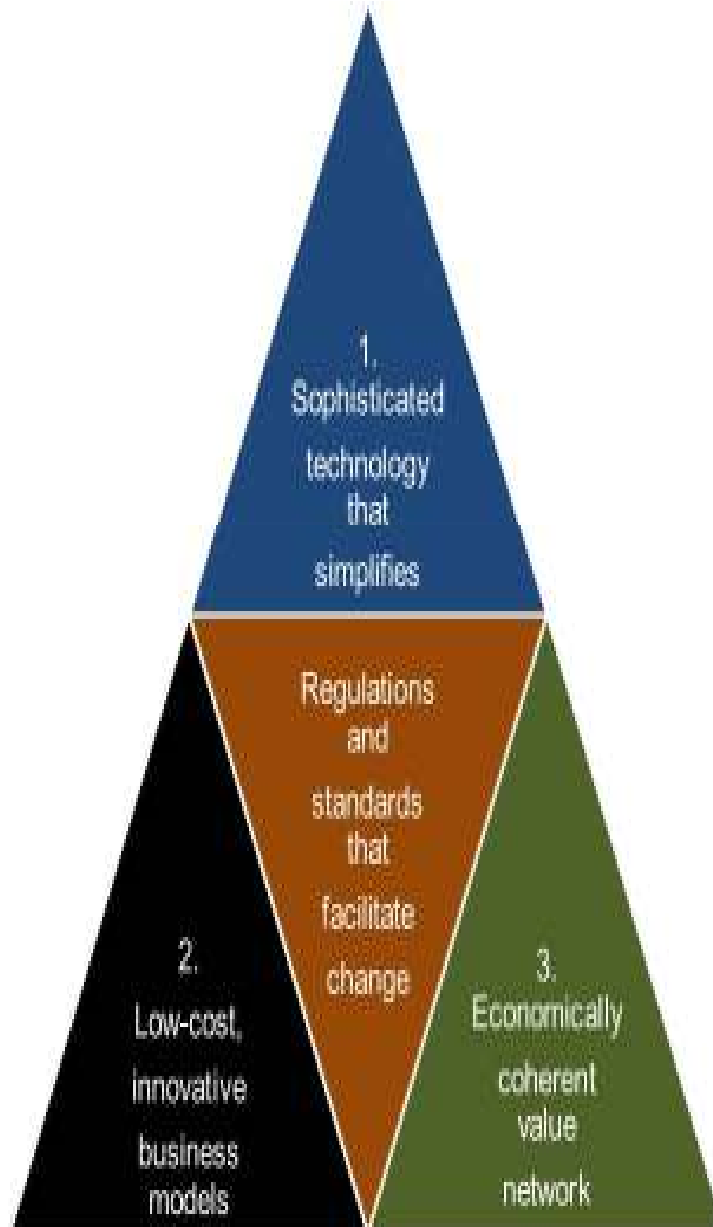




Technology



ELEMENTS OF DISRUPTIVE INNOVATION



Increase Access

Affordable ECG from 

Tech gives
the quietest
student a voice.

- JERRY ELLIMENGARTEN



" THE TECHNOLOGY YOU USE
IMPRESSES NO ONE
THE EXPERIENCE YOU CREATE WITH IT
IS EVERYTHING"

SEAN GERETY

Thank You