

It Starts With a Link

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Meet Sandhya



The Challenge

- Lack of Information
- Lack of Awareness
- Lack of Demand
- No Equality



Our Assumptions

- Cell phone infrastructure is available
- A partnership with Self Help Groups (SHG)
- Target: Developing Nations
- Change from the Ground Up



WHY?

Developed Nations

Information → Awareness of social responsibility → Contribution

Non-Developed Nations

Information → Awareness → Demand → Equality



- Disseminating Information
- Accessibility to Usable Water
- Sanitation (Hygiene & Soap)

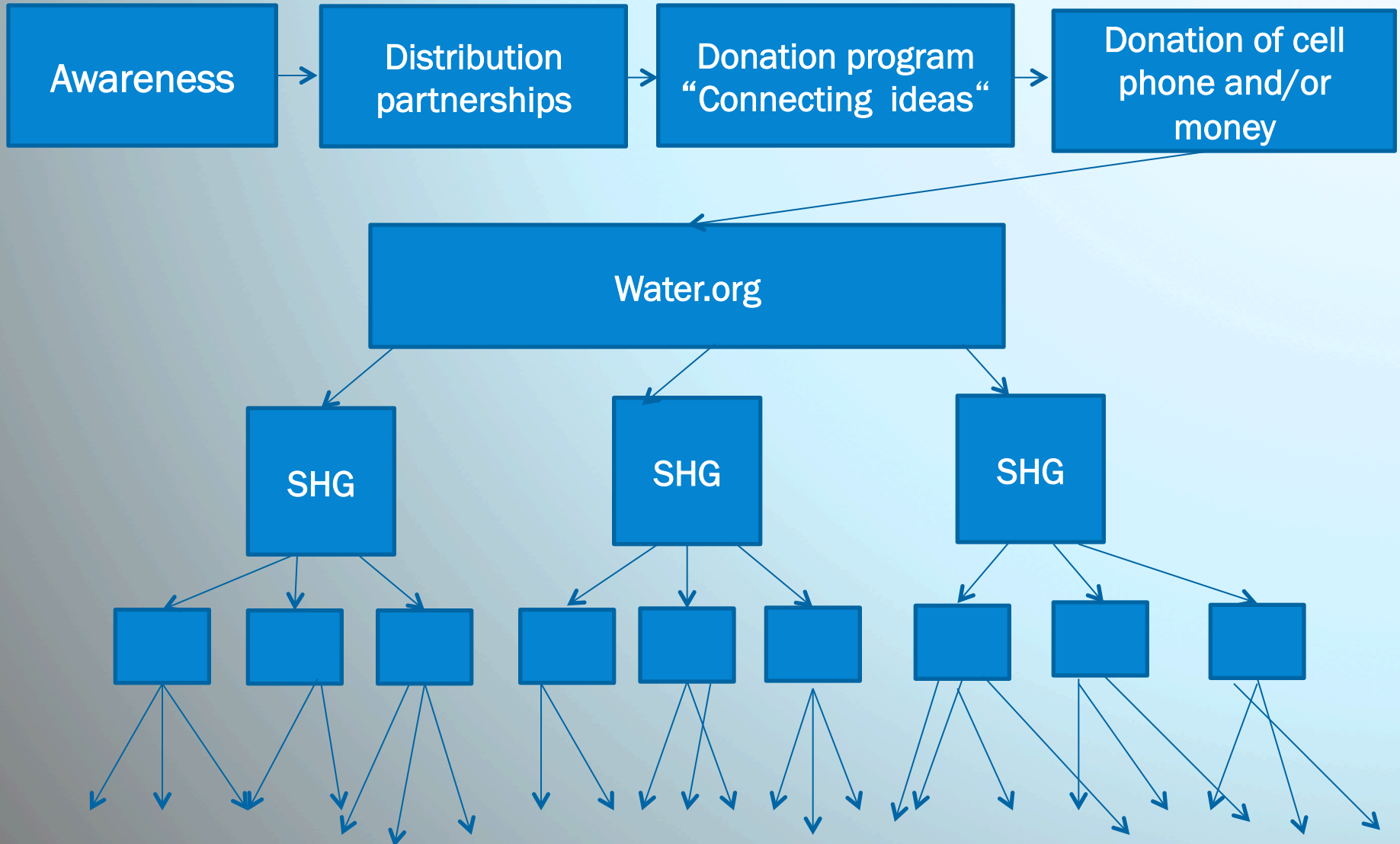
Best Approach



- Cell Phones
 - Communication Channel
- Buy-In
 - Formal
 - Informal
- Capital

What is Required?

Recommendations



For Sandhya, Hope Starts With A Link

