

Mobile Solutions Center

Emerging Market Solutions



HP delivers vital i-community services and solutions to the remote corners of a rural community in India.



Kalavati, a resident of Kuppam, a rural community in Andhra Pradesh, India, had been waiting for a ration card for 5 weeks.

“I had made so many efforts earlier, talking to my village president, making numerous trips 10 km away to Kuppam town, but all to no avail,” she said. When HP’s Mobile Solutions Center – a high-tech van with on-board i-community solutions – made a routine visit to her village, Kalavati finally saw results.

“They made the whole process seem so simple,” she said. “Soon after, I had my ration card.”

The Mobile Solutions Center (MSC) is one of two delivery channels for Kuppam HP i-community solutions and services. While 13 fixed Community Information Centers serve residents of larger towns, citizens from even the most remote parts of Kuppam can avail themselves of a broad suite of solutions through the MSC. Services include mobile health and education solutions such as vision testing, literacy testing and development, and computer literacy training and certification. Agricultural and vocational services, including an electronic employment exchange, a farming information system and a soil testing solution, are also available. The MSC also links citizens to the Yojanalu Community Portal and a Public Grievance System, which allows direct feedback on various government services.

There are three Mobile Solution Centers in Kuppam, two of them run in partnership with the PES Institute for Medical and Scientific Research. The equipment on board each van is powered by solar panels mounted on the roof. The key to the MSC's success is eliminating the cost of travel to the district's urban centers, a prohibitively expensive day journey for many rural villagers.

To date, over 100,000 citizens have been helped by the MSCs – an average of 15,000 people per van, per month. Services and solutions are available on a "pay per use" basis, allowing HP to determine the potential for long-term sustainability of the MSC solution delivery model. Early results indicate that general awareness about the role and usefulness of technology in delivering essential community services has increased significantly in rural areas – a major advance for one of the principal objectives of the i-community program.

The Mobile Solutions Center is part of a broad spectrum of solutions and services developed at the Kuppam HP i-community in India. Located east of Bangalore, the i-community is a public/private partnership created to identify and understand local development challenges and create ICT solutions that address them.



HP has long believed that "doing good" is good business. HP's worldwide "e-inclusion" initiative provides people with access to greater social and economic opportunities by closing the gap between technology-empowered and technology-excluded communities – with a focus on achieving sustainable solutions. The i-communities in India and South Africa underscore HP's commitment to discovering and commercializing products and services that fuel economic growth for local communities. Through its partnerships with government agencies, non-governmental organizations and other companies, HP is increasing access to technology, ensuring integration with existing vital systems, and positively impacting the transformation of emerging market economies.

For Kalavati and many others in rural Indian villages, ration cards not only help in obtaining provisions like cereals, edible oil and sugar at affordable rates, they also serve as identification cards that ensure free medical care at the local government hospital. HP is proud to put its technological and financial muscle to work for people everywhere.

For further information about the HP i-communities and other emerging market initiatives, please contact Pamela Livingston at +1 650 857 8220 or e-mail livingston@hp.com

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