



Corporate  
Social  
Responsibility

# Project Samudaya

Cisco "Adopts" Villages Devastated by 2009 Flood in India, Delivering Quality Healthcare and Education Through Network Technology



## The issue

Even before floods swept away their homes and possessions, rural villagers in Karnataka, India lacked services available in urban parts of the developing country



Through technology and public-private partnerships, Cisco and its employees helped turn a natural disaster into a chance to close the rural-urban divide.

Cisco invested US\$10 million in cash, services, solutions, and equipment for reconstruction and rehabilitation in five villages. Through Project Samudaya ("community" in Sanskrit), Cisco built two schools, one primary healthcare center and 3223 homes. The Cisco HealthPresence® solution connects villagers to a modern hospital 400 kilometers away for affordable, quality healthcare and specialty consultations. The Cisco® Education Enabled Development (CEED) platform enables remote education to schoolchildren, imparting lessons in English, math, science, and social sciences.



## Networks

### Human Networks:

Government officials; healthcare professionals at RxDx Hospital; non-governmental organization Children's Lovecastles Trust; local telecommunications provider Bharat Sanchar Nigam Limited; systems integrators, property managers, and other service providers; suppliers of building materials; Cisco employees

### Technology Networks:

Networked applications, Internet connectivity, computers for schools, Cisco HealthPresence solution, Cisco Education Enabled Development (CEED) platform, Cisco TelePresence® solution

## Healthcare



1

healthcare center built and networked with Cisco HealthPresence



6000

patients seen via remote telemedicine\*

## Education



4

schools networked for remote classroom sessions



850

students received remote classroom instruction five days per week\*

## Community



3223

houses built for displaced families in five villages



2700

volunteer hours by 250 Cisco employees

\* As of February 2013

you + networks = impact<sup>x</sup>



## The Issue

In September 2009, flooding in the southern Indian state of Karnataka left more than 1 million people homeless. In five hard-hit villages in the district of Raichur, the flood swept away homes and livestock, destroyed schools, and ruined crops. But even before the flood, it was a challenge to get quality healthcare and education in this part of India. The district's doctor-patient ratio is 1-1700 and village residents had to travel two hours just to have their vital signs checked. After the floodwaters receded, villagers were more isolated than ever.

## Human Networks

Cisco partnered with RxDx Hospital in Bangalore, 400 kilometers from Karnataka, to connect village residents to specialists in cardiology, internal medicine, gynecology, and pediatrics through Cisco HealthPresence. Children's Lovecastles Trust, a non-governmental organization, delivers remote courses in English, mathematics, science, and social science five times a week to students at four village schools. Cisco employees in India also contributed 2700 volunteer hours to Project Samudaya, providing in-person and remote sessions on personal health and hygiene, computer use, arts and crafts, and more.

## Technology Networks

Cisco HealthPresence connects rural residents with physicians in Bangalore. Patients discuss symptoms with these remote physicians and are connected to medical devices such as thermometers, blood pressure cuffs, and stethoscopes, which provide real-time information. At village schools, students interact with teachers hundreds of kilometers away through the CEED platform, learning subjects in an interactive, dynamic environment. Cisco donated computers to 11 schools in the five adopted villages, and a public sector telecommunications company provided broadband Internet access—giving hundreds of students a gateway to the world outside their villages for the first time in their lives.

## Impact\*

Village residents can now see physicians and specialists affordably and without traveling a great distance. Physicians in Bangalore conducted more than 2000 remote patient visits through Cisco HealthPresence in the first year alone. One young patient was diagnosed with a heart problem during a remote consultation, and doctors at RxDx Hospital sponsored her travel to Bangalore so she could be treated. Karnataka government officials were so impressed with the positive impact of technology on students that they partnered with Cisco to deploy the same model to five additional schools and four hostels run by the state social welfare department.

"Telemedicine is the solution to the whole urban-rural divide that is really the crux of our healthcare dilemma today. We have a major issue with providing medical services to the periphery of the country, and technology is the answer. We find the Cisco platform to be extremely robust and versatile for the delivery of such high-end telemedicine services as we hope to provide."

– Dr. Arjun Kalyanpur, Chief Radiologist & CEO, Telerad

## More Information

For more information about Project Samudaya, visit:  
[csr.cisco.com](http://csr.cisco.com)

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## Cisco Corporate Social Responsibility

We believe that businesses have a responsibility to operate in ways that respect and ultimately benefit people, communities, and the planet we live on; we call this Corporate Social Responsibility (CSR). Our core CSR philosophy is that impact multiplies whenever human and technology networks combine to solve a problem.

This is why we approach CSR the same way we approach business—by applying our technology, employee expertise, and partnerships. We are focused on four primary goals: improving the well-being of people and communities around the world, reducing our environmental impact and helping our customers do the same, conducting our business ethically, and creating a workplace where our employees thrive.