



Entrepreneurship Making a Social Impact

Microsoft Leadership Conclave 2011

Shaffi Mather



- **Entrepreneurship vs. Social Entrepreneurship**
- **The ZIQUITZA Story**
 - **Dial 1298 for Ambulance / 108 Emergency**
 - **Newton Schools and E-Tutor Learning Support**
- **www.bribebusters.com**
- **Path Forward**



SOCIAL ENTREPRENEURSHIP

Social Mission Driven Organizations

Primacy for Social Good

Triple Bottom Line

Social, Financial and Environmental Performance Targets

Integrate social values / objectives more deeply than enterprises that practice corporate social responsibility

Arvind Eye Care System vs. Stan Chart India's Eye Care

Business itself accomplishes the social aim through its operation

IDE, Goonj, Lifespring, Moksha-Yug Access



Dial **1298** for Ambulance*

Dial **108** in Emergency**

Working together to help bring Ambulance Access to All

Service Operated by Ziqitza Healthcare Limited (ZHL)

**Dial 1298 for Ambulance in Mumbai, Kerala and Bihar

*Dial 108 in Emergency in Kerala, Bihar and Rajasthan



Why India needs Life Support Ambulance Service?

- **The ratio of Road Traffic Accidents** in the world is 0.75 accidents for 1000 vehicles while **in India** it stands at a staggering **16 accidents per 1000 vehicles**.
- **Heart Disease** is the #1 Killer of Indians
- India is one of the World's most **Disaster Prone** Areas. Almost 57% of the land is vulnerable to Earthquake, 68% to Drought, 8% Cyclones and 12% to Floods.
- Unfortunately, **Man-Made disasters** are also an occurrence in India, where emergency aid is needed.
- After an accident occurs, 30% of Indians die due to a delay in transportation or access to timely medical care.





Importance of Pre-Hospital Care

Out of all accidents leading to fatalities:

- **30% die due to delay of transportation** or during transportation, which is often primitive.
- 50% die in hospitals within 5 days of admission, due to infection & multi-system failure
- Only 20% die on the spot due to open skull injuries, major cardio-vascular injuries, multi organ injury or sudden acute blood loss.



A Difficult Operating Environment

- No Universal Access Number
- Few Equipped Ambulances
- Lack of Trained Ambulance Personnel
- Lack of First Responders
- Un-Integrated Resources
- 90% of Ambulances in India are Hearse Vans
- Response times can be very long
- Kickbacks and corruption are a reality in India



Many Indians do not consider calling an ambulance in an emergency situation – trust is very low. Other, less safe options are used such as rickshaws & taxis.



ZHL Vision:

Be the leading EMS Provider in the developing world

**To assist in saving human lives
by providing the leading network of fully equipped
Advanced & Basic Life Support Ambulances
across the developing world**

Founded by



The Founding Team



ZHL Commitment

- To meet international standards for quality in emergency medical service
- To be accessible to all persons regardless of income
- To be financially self-sustainable



ZHL Values

- Ethical
- Transparent
- Teamwork



Advanced Life Support State of the Art Ambulance



Cardiac Monitor
Defibrillator
E. C. G.
Portable Ventilator
Suction Machine
Syringe Pump
Resuscitation kit
Pulse Oxymeter
Oxygen – Portable & Jumbo
Emergency Medicines

**On board collapsible trolley stretcher and stair chair.
Air-conditioning, mild sound proofing and silicon sealing of joints.
Crew consists of EMT and Driver**

World's Best Ambulance Control Room Software



- ProQA Emergency Medical Dispatcher Software (Mumbai)
- Dispatch Life Support on telephone to victim based on internationally accepted protocols
- Trained EMDs (Emergency Medical Dispatchers)
- Computer Aided Dispatch
- Real Time Tracking of Ambulances using GPS
- Radio Trunking between Control Room and Ambulances (Mumbai)





1298: A Sustainable Model



1298 Concept

- Build on **International Standards & Benchmarks**
- Two types of Ambulances, **Advanced & Basic Life Support**
- A **24 x 7** Control & Dispatch Centre



Life Support Ambulance Service with EMT and Driver accessed through the Telephone **No. 1298** across all Telecom Networks



A Differential Pricing Model

- FULL RATES are applicable to patients who go to Private Hospitals
- SUBSIDIZED RATES applicable to patients who go to Govt. / Municipal Hospitals
- NO CHARGES for Poor Patients / Accident & Disaster Victims



1298 : Additional Financial Support

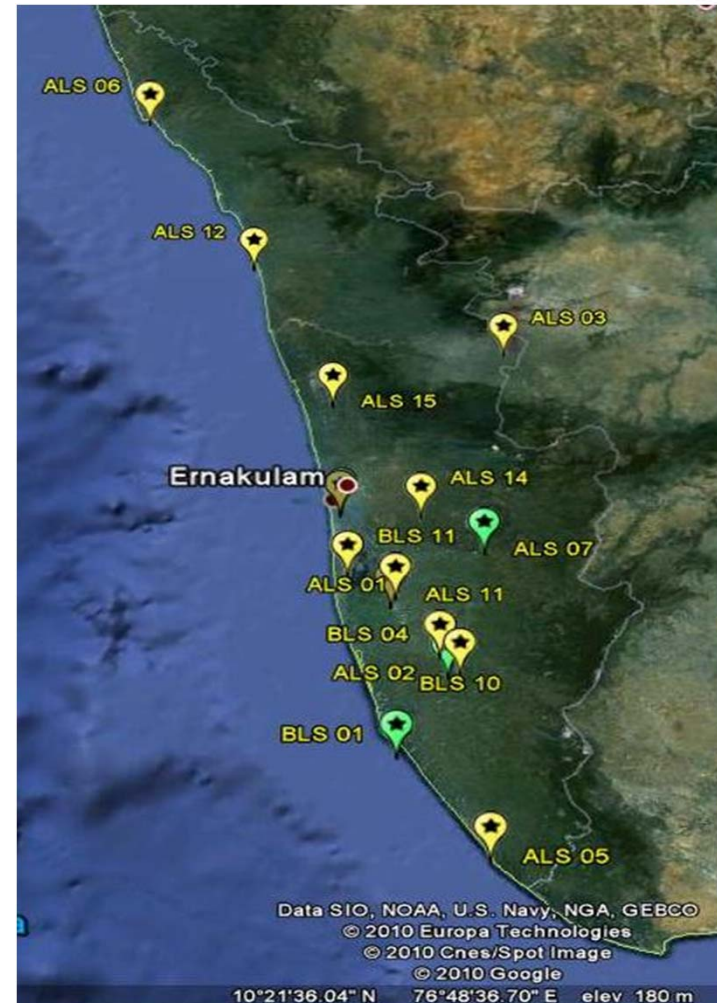


Use CSR Advertising on Ambulances for Additional Financial Support





Ambulance Network across Mumbai & Kerala



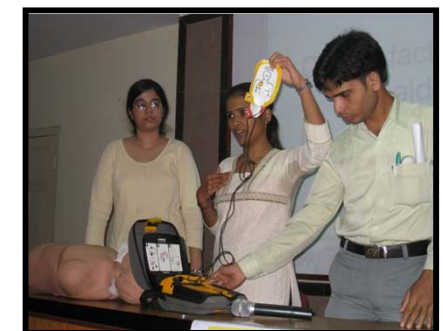
GPS Tracking Screen shot of Ambulances in Mumbai & Kerala

LifeSupporters Institute of Health Sciences (LIHS)

- International Training Center for AHA
- BLS, ACLS, PALS, Heart Saver First Aid
- Paramedic Training with New York Presbyterian and Hinduja Hospital (PGDEMS)
- Primary Care Paramedic Course with Mumbai University
- Associates of Times Foundation for Times Center for Disaster Management at Mumbai University
- Rated No.1 Training Institute in South Asia by American Heart Association



Authorized Provider
of CPR and ECC Courses





Dial 108 in Emergency: The Public Private Partnership Model



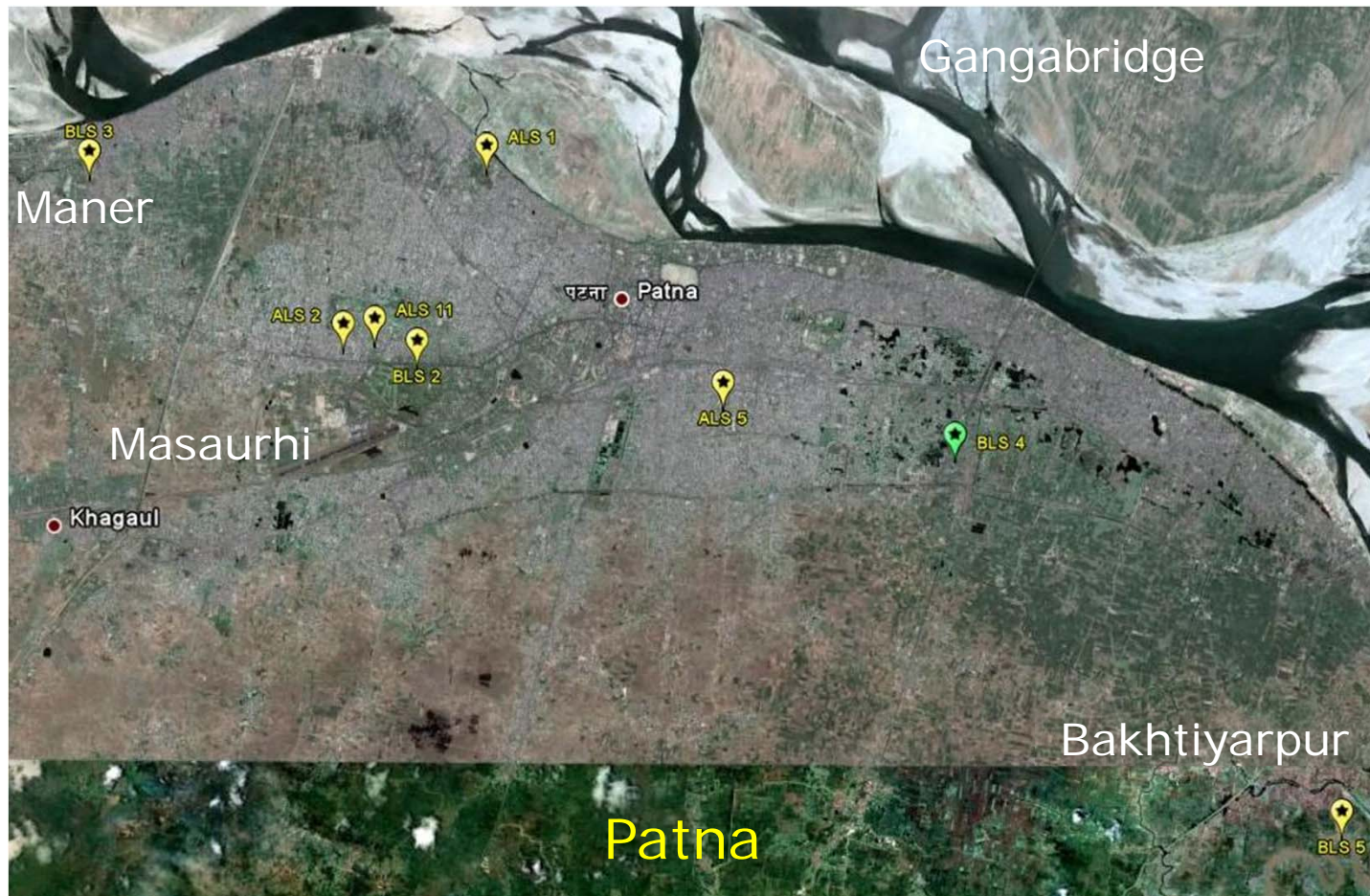
Bihar 108 Project

Established a quality emergency medical response system across Patna in Public Private Partnership (PPP) model as a pilot project with 10 Ambulances; Expanded by 45 Ambulances





Ambulance Coverage Area



Covers
Patna Municipal
Corporation Area &
its suburbs



Kerala 108 Project

- Full fledged Advanced Life Support Ambulances (of European Standards) to cover Thiruvananthapuram District (Capital City)
- Free service to the user
- World Class Ambulance Control Room set up in Thiruvananthapuram
- Service with 25 State of the Art (European Standard) Advanced Life Support Ambulances launched on 19th May, 2010



Rajasthan 108 Project

- Full fledged Basic Life Support Ambulances to cover the entire state of Rajasthan for Emergency
- Free service to the user
- World Class Ambulance Control Room set up in Jaipur
- Taken over operations of 214 Ambulances on 1st July 2010 from previous operator
- To be expanded to 450 Ambulances across Rajasthan soon

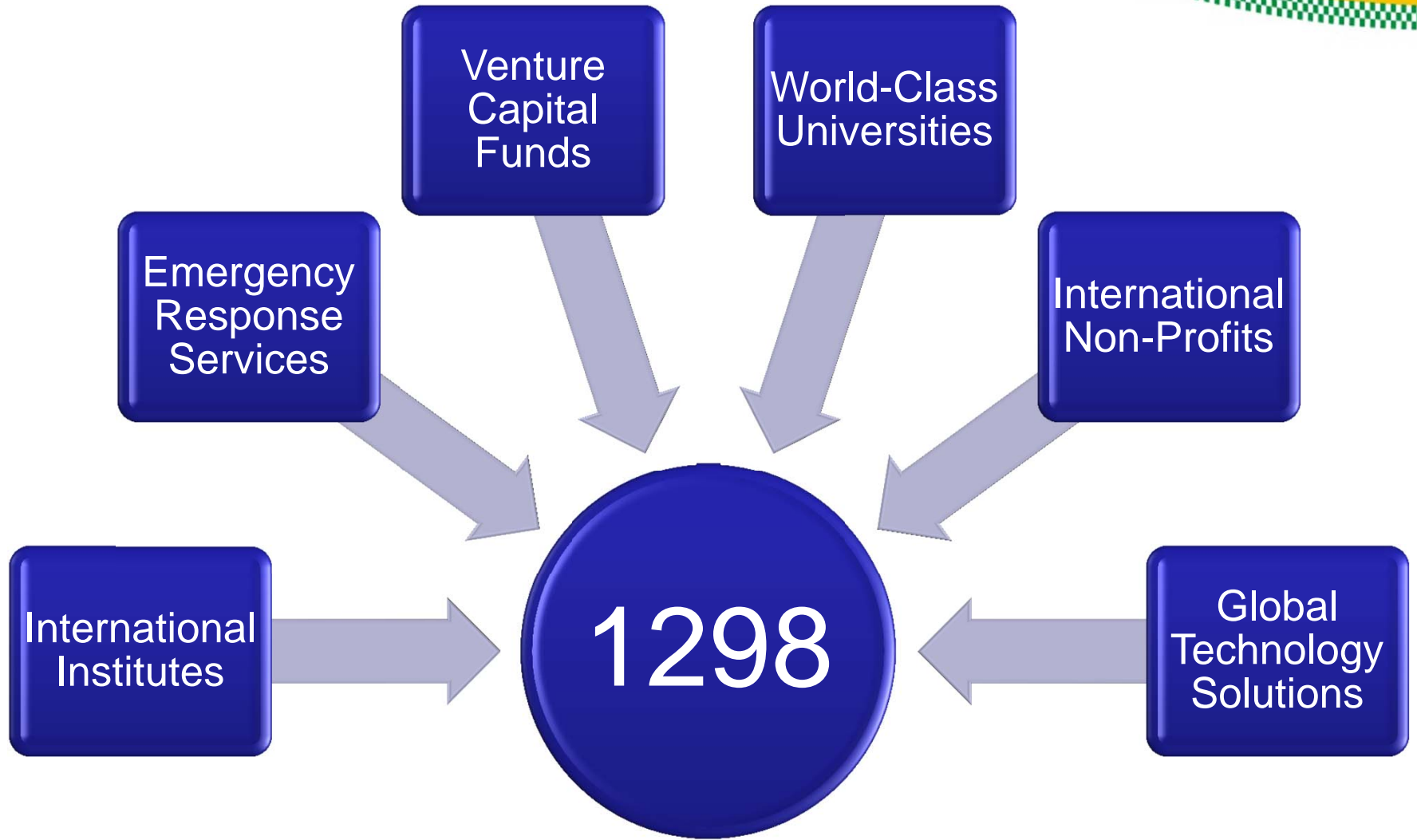


To be launched shortly

- Additional 325 Ambulances in Kerala
- 5th State - New 240 Ambulances in Punjab



ZIQITZA / 108 / 1298: Key Partnerships





Emergency Response Services



London Ambulance Service **NHS**
NHS Trust

- The London Ambulance Service (LAS) is the largest metropolitan emergency ambulance service in the world to provide emergency medical service that is free to patients at the time they receive it
- Total of 4,000 staff , covers seven million people in an area of about 620 square miles, and deploys 400 ambulances at any point in time attending to over 1 Million Calls per year, or 3,000 per day
- LAS provides extensive support to ZHL through an MOU between ZHL and LAS which was renewed in 2008 with the following key provisions:
 - Training Support to ZHL Team
 - Staff Exchange Program to strengthen each other
 - Transfer of Specialist Expertise



Emergency Response Services

 **New York-Presbyterian**
 The University Hospital of Columbia and Cornell

- The New York-Presbyterian Emergency Medical Services (NYP-EMS) is the largest hospital-based Ambulance Service in the City of New York, and has been one of the largest participants in the New York City 911 Emergency System since 1981
- NYP-EMS provides processes, protocols, consultancy and training support for ZHL in the field of Ambulance and Emergency Medical Services
 - Organized the Mumbai Emergency Management Exercise in November 2008, through multi-institutional public-private partnerships to harness the strengths and capabilities of regional emergency responders, hospitals, and state agencies



Venture Capital Funds



- Acumen Fund is the leading global not-for-profit social venture capital fund that invests in enterprises that sustainably serve the poor
- \$1.57 Million in equity investment to ZHL in 2007 used to support the rollout of additional ambulances as part of the scale-up strategy in Mumbai
- Provides hands-on management assistance
- Praises ZHL's model by saying that its "pay-per-use model has the potential to be replicated around the world."



Venture Capital Funds



- HDFC – Housing Development Finance Corporation
- IDFC – Infrastructure Development Finance Corporation
- India Value Fund Principals
- HDFC, IDFC & India Value Fund Principals are also co-owners



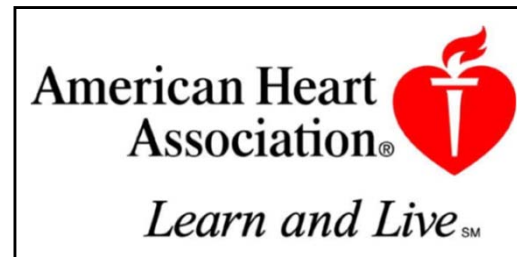
World Class Universities



- Case Studies and Research on Ziqitza Healthcare's (Dial 1298 for Ambulance) model have been conducted at numerous world-class universities:
 - Harvard Business School
 - Oxford University Said School
 - Columbia Business School /Columbia School of International and Public Affairs
 - University of Michigan
 - New York University



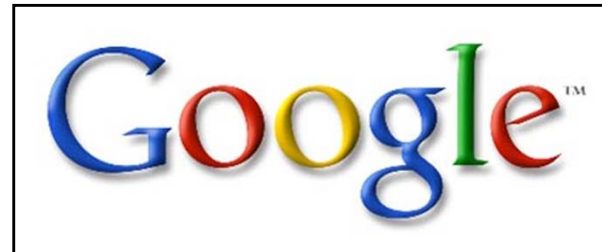
International Non-Profits



- The American Heart Association (AHA) is a non-profit organization in the United States that provides appropriate cardiac care in an effort to reduce disability and deaths caused by cardiovascular disease and stroke
- LIHS (Ziqitza's training arm), became one of the 10 International Training Centers for the AHA in India in October 2006.
- LIHS is rated No.1 Training Institute in South Asia by the AHA.



Global Technology Solutions



- Priority Dispatch (ProQA™) developed the premier Emergency Dispatch software package for medical, fire, and law enforcement agencies collecting vital information during the course of an emergency call
- Google Inc. is the world's largest multinational Internet search technologies corporation which runs over one million servers in data centers around the world, and processes over one billion search requests every day
- Tableau Software is a leading provider of data visualization and business intelligence software. The company has more than 30,000 licensed users



1298: Public Service Initiatives



The First Responder Program

- Provide practical knowledge on the principles of first aid and basic life support
- Conducted by trained **LIHS Doctors**



Program Vision:

To empower every Indian to act as a First Responder in the event of medical emergencies by providing them with training in First Aid and Basic Life Support Techniques.



Program Mission:

1. Empower the youth to help themselves & those around them in a medical emergency
2. To create public awareness about importance of First Aid & of calling an ambulance in a medical emergency
3. Training accessible to all in a self-sustainable manner



1298 Public Service

- During the **Mumbai Terror Attacks**, thirty 1298 Ambulances actively participated for 72 hours straight, transporting 125 injured to hospitals and released hostages to safety.
 - We are proud to have been the **first ambulance** to respond to this terrorist strike
 - All transfers from 26-29 November were done **free of charge**
- Working closely with the BMC's Disaster Management Center, which operates the No. 108
 - Coordination to determine sites that require the most immediate attention



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1298 Public Service

- The Kosi River flooded in Aug. 2008, leaving 2.5 million people stranded
- Five 1298 ambulances were dispatched to **Bihar to aid in the flood relief efforts**
- Coordination of relief collection in Mumbai with Times Foundation
- Rescue efforts during the **Mumbai Train Bomb Blasts** in July 2006 when over 700 people were injured & needed immediate medical aid.
- 1298 was Awarded the Godfrey Philip Bravery Award in 2007 for a Social Act of Courage
- Launch of the **1298 Women's Helpline** in partnership with Dr. (Mrs.) Indu Shahani, Sheriff of Mumbai.
- Creating a network of aid consisting of over 75 Women's NGOs
- Developed the Women's Resource Directory





1298 Awards & Recognition



Awards & Recognition



- Godfrey Philips Bravery Award for Social Act of Courage 2007 (with President of India & Governor of Maharashtra)
- Times Foundation Recognition Award for Life Saving Service '06
- Case Study at:
 - Harvard Business School
 - Oxford University Said School
 - Columbia Business School
 - University of Michigan
- Chevening Senior Scholarships at LSE (Shaffi Mather & Sweta Mangal)
- Global Social Benefit Incubator Fellowships at St. Clara University (Ravi Krishna)

Awards & Recognition



- Tata Group and TiE conferred the **Tata TiE Stree Shakti Award** to Ms. Sweta Mangal for leading Dial 1298 for Ambulance



Dial 1298 for Ambulance was awarded the '**Special Recognition**' for the outstanding work in Mumbai during 26/11' and '**Continuity & Recovery Initiative of the Year in Public Interest**' award for the 1298 First Responder Program by BCI and Deloitte



Newton Public Schools



- High Quality English Medium Schools in Small Town India
- Goal of moulding “International Minds with Indian Values”
- Self Sustainability with Access is the Key
- 2000 Students in 2 Schools
- Plans to scale in the coming years





E-Tutor Digital Learning Support

- National Curriculum based E Learning Support System
- Educational Training Content on CDs (accessible through USD 40.00 VCD Player)
- Pilot is currently on;



www.bribebusters.com



- an “anti-corruption” fee based BPO service
- for the common man and SMEs
- to battle individual demands for bribes (for claiming / getting anything that one is legitimately entitled to from Government / Government Agencies)
- within reasonable timelines
- using a set of legitimate tools
- made available on phone, web and through franchised physical outlets