Inform, Involve, Empower
Information access for the Next Billion

How can the release of actionable information impact on consumer livelihood and lifestyle?

Global ICT Forum

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The “HAVES”

3.7 Bn
Have Mobile
Phones

But there is no equality among the “Haves”
The “HAVES” & the “HAVE NOTS”

1 Bn
Use Web for information access

Nokia’s strategic intent is to bring the benefits of Mobility to the Next Billion connecting them to Information & the Internet

3.2 Bn
Without a Mobile

1 Bn
Have browser, don’t use Web
Aspirations for Better Living are Paramount

I need market prices daily so that I can start trading commodities across the region.

I want to learn better farming methods so that I can start my own farm, improve productivity and become prosperous.

Health is wealth and being healthy allows me to do everything. Information on staying healthy is useful.

I want to give my children many opportunities, most importantly better education.

Livelhood

Life Improvement
Nokia Life: The 1st step in Connecting the Next Billion

- Built ground up for the emerging markets’ consumer
- Focus on Livelihood and Life Improvement (Education, Health and Agriculture information)
- Local information in one’s own language in an innovative graphical interface
- Pre-embedded in Nokia devices for ease of discovery
- Works anywhere with GSM coverage, GPRS not necessary

Co-created locally involving an ecosystem of partners
Nokia Life built with a **Multidimensional Ecosystem**

**KNOWLEDGE PARTNERS AND AFFILIATES**

[Logos of various partners and affiliates]

**ALL MAJOR MOBILE OPERATORS IN INDIA**

[Logos of major mobile operators]
Livelihood and Life Improvement Services Portfolio
High appeal and daily relevance in the lives of the Next Billion users

Know more, Live more.
# Nokia Life: Collaboration with our ecosystem

### Improving **productivity** and **market access** for vegetable and fruit farmers in Kerala

- 86% Useful
- 93% found info timely & accurate
- 1 x 15 Virality

### Diabetes Awareness & Prevention: Behaviour change project reaching 1 Million Indians

- 70% Recall
- 84% Useful
- 80% Advocacy

### Personal hygiene awareness & behaviour change drive across 1 Million Indians

- 80% Useful
- >50% Sharing info with friends and family
- >30% Change in habits
Nokia Life: Collaboration with our ecosystem

Hand wash & hygiene initiative with a Global FMCG major

- Personal hygiene awareness & behavior change drive across 1 Million Indians
  - 72% Useful & Actionable
  - >65% Virality
  - >60% confirm daily adoption

Increasing farm productivity with an agriculture equipment major

- Awareness and tips for proper use of farm equipment for increased productivity: 20K farmers across key locations in India
  - 68% found info practical
  - >50% farmers interacting regularly
  - >70% service retention

Teacher training initiative with MobilTrain

- A connect and enabling platform to improve teacher training skills
  - 86% Useful
  - >80% use it to supplement their EDU degree
  - 81% found content comprehensive

86% Useful
Value Proposition for the Ecosystem

Nokia Life has been built ground up with the Ecosystem

- **Nokia Life** ensures value creation across the ecosystem:
  - **Consumer:**
    - Access to relevant info
    - Positively impacts Livelihood & Wellbeing
  - **Operator:**
    - Helps consumer engagement & retention
    - Improves revenues
  - **Knowledge Partners and Affiliates:**
    - Scale & Efficient reach of information
    - Quality engagement
  - **Nokia:**
    - Reinforces trust in brand
    - Provides differentiation
    - Social responsibility

Nokia invites both government and private organizations to be part of this ecosystem in empowering citizens and influencing change.
Social & Behavioral change through mobile: Our Learning & Way Forward

- **Mobile used as a family device in rural & semi-urban India**
  - Highly encouraging behaviour in sharing and discussing information
  - Therefore, a promising tool for Social & Behavioral Change

- **Innovative approaches that move beyond simple SMS and IVRS solutions**
  - Improved usage and understanding through graphical format and local languages
  - Leverage anytime-anywhere and on-demand information capability

- **Mobile interventions as a reinforcement to programmes on the ground**
  - Need to shift users from merely “being informed” to “being actively engaged through participation”
  - Need to “acknowledge and accommodate” the power of mobile as a potential tool of change

- Experienced by more than 100 Million Users
- >12 million updates daily

India | China | Indonesia | Nigeria | Kenya