



**Computer Society of India, Chennai Chapter
IEEE Computer Society, Madras Chapter
IEEE Madras Section**

*Cordially invite you to a presentation
on*

Rural Upward Mobility: Ultimate Android Solutions for Social Impact

by

R. Sampath

CEO & MD

BeWo Technologies

www.BeWo.in

on Monday, 3rd Feb 2014 at 6.00 p.m.

at CSI Education Directorate, Taramani, Chennai – 600113

(Situated in the opposite lane to Indira Nagar MRTS Railway Station.
About 100 meters away from the Dharmambal Women's Polytechnic &
Opposite to the Institute of Mathematical Sciences and Institute of Hotel Management)

Mr. P. Kumar
Chairman
CSI Chennai

Mr. H.R. Mohan
Chairman
IEEE CS Madras

Mr. T.S. Rangarajan
Chairman
IEEE Madras

Programme: 6.00: High Tea & Fellowship :: 6.30: Presentation :: 7.45: Fruit & Bread

About the presentation: Join us for an interactive session on rural mobile ICT for poverty alleviation. Extending basic services to the door-step of any citizen anywhere. Case studies include Financial Inclusion, eGovernance, and Rural Mother & Child Healthcare. Holistic solutions cover integrated rugged multi-authentication devices and software incorporating UIDAI Aadhaar & MicroATM standards, for use by the semi-literate. Come play with the technology we have developed. Our success in this challenging space stems from a deep awareness of rural needs - and partnerships with NGOs, governments and global institutions. Please join us in the cause of leveraging technology ...for a Better World

About the Speaker: Mr. R. Sampath is Co-Founder & CEO of BeWo Technologies, an enterprise with a mission to drive change in the Below-Poverty-Line segment using innovative technology and business models. BeWo, short for Better World, is based in Chennai (India) and was originally incubated by Qualcomm, San Diego, USA.

From personally connecting with Tamil Nadu (India) rural poor and farmers in gram panchayats over the years, Sampath truly understands the systemic problems they face. Towards addressing these issues, he has helped cut governmental red tape and partnered with social organizations in southern India. Additionally, he has focused on sustainable long term development through transparency, innovation, and awareness building.

Sampath holds an MBA from the University of Southern California, and a BE from NIT, Trichy, India. He brings decades of experience and global leadership to transforming the rural space. An author of pending patents, he spearheads the IEEE Rural Mobile Technology Initiative. Previously, he has helped steer US & California public policy in education, innovation, and economic development. He was also Adjunct Professor for MBA Global Business at the University of California Irvine.

To facilitate logistics, pl. pre-register at <http://goo.gl/GTzKg>