

LifeNet Mobilizing communication in disasters

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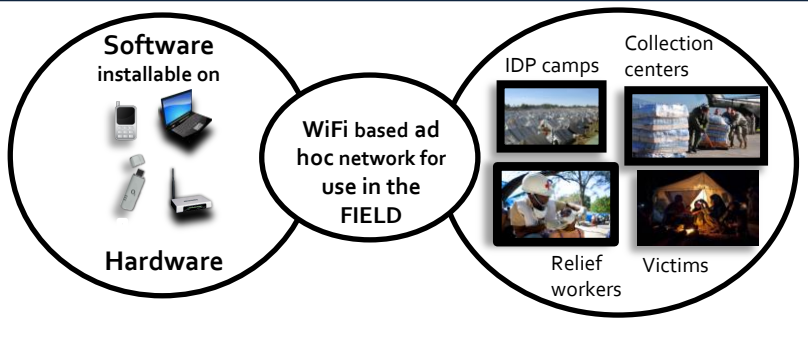
Problem

- Early warning systems are not robust
- Lack of effective communication technology in the immediate aftermath of disasters
- Lack of a robust data communication during rehabilitation

Opportunity

- Average disasters = 350 to 400 per year
- Humanitarian Funding (2010) = 6 Billion USD
- Expenditure on Planning, Communication, Coordination = 15%

What is LifeNet



Stakeholders

- End-users – Disaster relief agencies, technicians, disaster victims
- Field partners – JTCDM
- Technology partners – Hardware manufacturers, retailers,

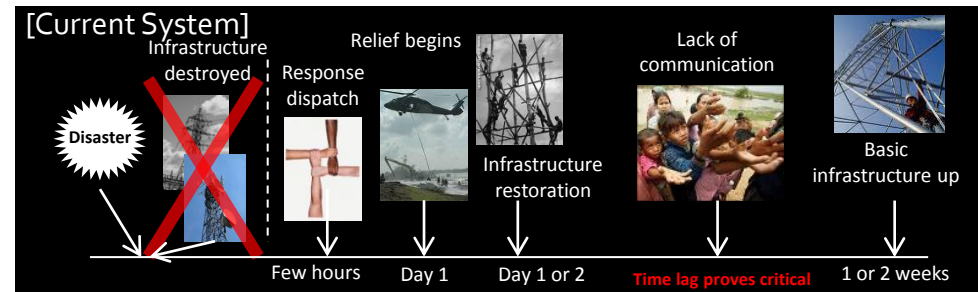
Status

- Partnered with Jamshetji Tata Centre for Disaster Management (India)
- Deployment Area selected – Guhagar, India (cyclone-prone zone)
- Preliminary field trips and data collection conducted
- Deployment will commence in April 2011

Value Proposition

Feature	Value
Requires no infrastructure	Hassle-free, instant deployment
Runs on consumer devices	No extra hardware required
Hardware is compact	Convenient and users can be mobile
Ad Hoc Communication	Users can be flexible / mobile, Increased reliability, no single point of failure
Low cost	Even small organizations can afford
Since LifeNet is layer 2.5, it can support changing technologies	Users do not have to rely on specific hardware if they do not want to
Gateway functionality	All users can access internet even if only a few users have direct internet connectivity

Why LifeNet



[Why LifeNet]



[Current System]



[Why LifeNet]

