Project Bridging the Digital Divide: A Case on HP India

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ABSTRACT

Having an experience of 80 years HP has built up its confidence to innovate and contribute to the humanity. Its technology has always been an instrumental in making a product and services portfolio of personal system 3-D printers etc., always inspires a meaningful progress. HP believes that there is no specific time to generate ideas, it depends upon how creative one can be, one creative idea can be bringing a change in this world. Bridging the Digital Divide is problem that needs a solution, solutions for accessibility, affordability, and digital skills that touch social economics, infrastructure, and technology, we can also say it is a gulf between those who are able to access the internet and those who do not. HP works through PATH (Partnership and Technology for Humanity), for the contribution in the digital equity, for underserved communities around India and world to enable equal access to education, healthcare, and economic opportunities and livelihoods within the digital economy. HP India, by its efforts are using two labs named "HP World on Wheels" and "HP-CLAP" in the PPP model. The main objective of these drives is to target digital literacy, e-education, entrepreneurship training and other citizen services for rural areas. HP is aiming to reach 6400 Indian villages which is going to target more than 15 million people for their digital literacy over next two years. HP believes in investing with a triple bottom line, which includes profit, people, and the earth. Triple bottom line investing, in HP's opinion, is the way to go after society as a whole has become environmentally aware. Genuine progress indicators, or GPIs, are the new barometer for a prosperous country, and HP recognizes the wisdom of conducting business while being socially responsible and mindful of long-term interests.

ORGANISATION PROFILE

HP (Hewlett – Packard) company is an American company founded in 1939. which is best known for its technology and creative innovation according to the trend, during the last three years HP has enjoyed impressive growth in its net revenue by stronger brand equity. It not only follows the path of making profit but also, they want to make this world a better place to live. HP put it efforts for climate action, human rights, and digital equity, many more whatever is possible for them to make this world a better place.

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HP follows the rule that technology creates the value for its customers, shareholders, and societies. The founder of HP David Packard believes the "goodwill of society in not a job of few people but each and every individual should participate". HP has ingrained these lines with a complete responsibility. This commitment is thoroughly followed by CSR (Corporate social responsibility) activity of HP, with

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responsibility of strategy and culture as HP CSR activity is classified under child-care, healthcare, skill development, environment, and community development.

HP contributing in CSR activity has become one of its most essential parts of its businesses they serve. HP India through its CSR initiatives offers technological solutions to this digital divide by bringing the world of information and knowledge to isolated and disadvantaged groups in rural India further helping to bridge the digital education gap encountered by those living in remote regions.

HP also invests itself in sustainability, with the support of top management and from its employees, for becoming more sustainable it requires innovation and ambition, and to maintain and increase its innovation it needs dedicated employees, that have the quality of being innovative and responsible towards the environment. At any multinational corporation, achieving substantial gains in sustainability performance requires buy-in from executives. A big reason for HP's recent success is that its CEO sees sustainability as an asset, rather than a cost. HP uses many ways to make its employee get involved in sustainability, one of the way it uses is, through its Eco –Advocate program, it's a webcast based which educates employee on green aspects of the HP products, operations and other assets, it also allows its employee to take off for doing community services. "HP wants employees to feel like they can make a positive difference in the community."

PROJECT OVERVIEW- BRIDGING THE DIGITAL DIVIDE

Bridging the Digital Divide is problem that needs a solution, **solutions** for accessibility, affordability, and digital skills that touch social economics, infrastructure, and technology, we can also say it is a gulf between those who are able to access the internet and those who do not.

We all know India is developing and innovating itself day by day with more youth getting involved into information and technology field. The people in the governance are very excited to see the fruitful result of getting access to the technology to the remote areas in masses, this is bringing happiness to millions of people who were living in the part of nation, where digital world remained inaccessible.   HP with its

continuous unwavering commitment to make life better for everyone and everywhere, it started its contribution through its various CSR activities. HP had recognized the gap between people who are able to access the digital world and who is not, HP is working to change this dynamic for people living in rural areas. HP Inc. and the Aspen Institute have announced a new initiative to accelerate digital equity. Led by the Aspen Digital program, the Digital Equity Accelerator will assist participating Nonprofits in scaling up their innovative approaches to aid underserved communities affected by the digital divide. HP is backing the Accelerator with innovative technology as well as more than $100,000 (USD) in capacity-building grants for each participating organization, progressing toward its commitment to advance digital equity for 150 million people worldwide by 2030.

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HP WORLD ON WHEEL

Dr. J. N. Singh, Chief Secretary, Govt. of Gujarat, inaugurated the HP WOW vehicle which is a 20 seated computer and IT enabled vehicle powered by green energy and backed by numerous software suites and cloud integration. The WOW (world on wheel) project by HP is focused to developed internet enabled digital inclusion and learning labs which would be easily accessible to the people living in the village. One of the greatest efforts made by HP is providing mobile computer labs (big multi axle buses with computer lab set up) the buses avail its services for 10 hours which is divided as,4 hours to school children, 3 hours to youth, 1 hour for dispensing common services like Aadhaar, MeeSeva services

etc. and most importantly 2 hours to making aware of the government services and schemes on various developmental themes. Locations where WOW project is working currently are Gujarat, Madhya Pradesh, Uttar Pradesh, Odisha and Jharkhand.

PROJECT HIGHLIGHTS

- A total of 12853 (direct beneficiaries) and 52505 (indirect beneficiaries) underprivileged youth covering 741 villages of five project states have been empowered with computer knowledge
- Five special purpose vehicles developed into a mobile computer lab to annually training over 14000 individuals including school students, youths, and women
- Extend awareness about digital literacy, water, sanitation & hygiene, innovations in science & technology, engineering & mathematics, health & nutrition, etc. and thereby bridge the digital education gap encountered by those living in remote regions.

Looking into the environment aspect HP vehicles are designed in such a way. Each HP World on Wheels lab is supplied with computing and printing technology, software suites and e-learning tools as well as IT literacy classes. They are powered by 10 solar panels and produce the least possible greenhouse gases, making them fuel-efficient and environmentally friendly.

CONTINUED LEARNING ACCESS PROJECT (CLAP)

HP CLAP targets students from India's economically weaker sections and low-income strata with no digital device to support their school lessons. The CLAP initiative will provide computers to these communities and schools attended by these students on a rotation basis following social distancing norms. The CLAP is mainly focused on the availability of digital learning in such areas where people cannot avail digital learning by any means. Our motive is to reach every person in the community and educate them about the computer, its functions, and conduct computer-based training. In schools most of the time we learn computers theoretically due to the unavailability of the IT infrastructure.

HP CLAP has a mobility Van loaded with 120 laptops Google Chrome books. It has a generator for power and a UPS inverter for power backup and laptop charging facility. With the help of vehicle, we aim to cover maximum number of schools as per the predefined schedule.

IMPLEMENTATION PROCESS

Since its founding, HP has consistently prioritized innovation. The concept for HP WOW and HP clap was developed with the digital gap that is common among marginalized and isolated communities in rural India as well as the constraints and low penetration of static centers. The idea was to link the underprivileged group to something that will be important to them in the future. Both initiatives address the need for computer literacy among rural populations, where resources are scarce and assistance is needed. HP created a comprehensive solution that includes everything needed to spread digital education, including electricity, smart classroom environments, the best modules, teachers, and most crucially mobility to ensure access to every student. The next stage was to create a model with a low cost, scalable solution and maximum production that could accommodate all these factors. The HP Wow and HP Clap programmers use fully equipped buses equipped with a variety of technology to deliver digital literacy to rural communities on-site. We connected the initiatives to the government of India's ambitious objective to provide digital literacy to one member of every Indian family who was still lacking in it in order to assure project scalability, high impact in the focus area, and acceptance within the local communities and stakeholders. HP India and the Indian government collaborated to develop a 20-hour digital literacy training package through HP WOW and HP CLAP.

After securing a partnership with the Indian government, the project's sustenance posed a significant obstacle that could only have been overcome with the help of numerous partners prepared to split the project's costs over the course of the full project.

In a tripartite agreement, wherein HP served as the CAPEX partner, another corporation served as the OPEX partner, and an NGO served as the implementation partner, HP floated their WOW concept to several corporations. The entire HP India team got involved in the projects, working closely

with our vendors over the course of 3–4 months to produce the BOM and vehicle specifications. HP first put a lot of time and attention into the design of the WOW project because they wanted to make it feel more like a classroom than merely a bus. The crew put every measurement to the test, including seat location, seat size, eye distance from the screen, speech quality, solar panel positioning, and many others. Building an IT environment was a significant effort; therefore, HP India enlisted the help of our solution architects, who carefully selected the finest solution that would work in the given context.

As sustainability spreads internationally, it influences corporate social responsibility. Leading businesses are taking the challenge of this obligation seriously in order to boost their reputations as well as their operational and financial performance. To solve the problem, HP collaborates with other businesses, local communities, non-governmental organizations, and government investors.

BY 2025 Climate Action

- Reach carbon neutrality and zero waste in HP operations2
- 100% renewable electricity in global operations Digital Equity
- Enable better learning outcomes for 100 million people

SUSTAINABLE IMPACT GOALS OF HP

BY 2030 Climate Action

- Achieve carbon neutrality with Supplies business
- Reduce HP value chain GHG emissions 50%3
- Reach 75% circularity for products and packaging4
- Maintain zero deforestation for HP paper and paper-based packaging5

- Counteract deforestation for non-HP paper used in our products and print services6 Human Rights
- Achieve 50/50 gender equality in HP leadership7
- Achieve greater than 30% technical women and women in engineering
- Meet or exceed labor market representation for racial/ ethnic minorities in the United States.
- Maintain higher than 90% rating on internal inclusion index for all employee demographics annually8
- Be universally ranked as employer of choice for underrepresented groups in the technology industry
- Reach one million workers through worker empowerment programs
- Assure respect for labor-related human rights9 for 100% of our key contracted manufacturing suppliers and higher risk next-tier suppliers Digital Equity
- Accelerate digital equity for 150 million people by 2030.

HP closely collaborates with committed partners in India, working across 18 states, and plans to reach 6400 villages and impact more than 15 million people over the next five years in order to maintain the initiative sustainable over time.

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