2021 Ideal Village Conference at Stanford

Post Pandemic Normal – The Path Forward

Co-Chairs:
Dr. K.J.S. Anand, Professor of Pediatrics
School of Medicine, Stanford University CA
&
Dr. Sundar Kamath, Senior VP,
Sanmina Corp San Jose CA

IDEAL VILLAGE PROJECT UPDATE

Thanks to all the collaborators, supporters, volunteers dedicated to this mission

https://scienceforsociety.com

September 29 2021
Online Zoom webinar

Ideal Village: Enabling Essential Needs for the Rural Economy

Almost *two-thirds* of the world's population lives in rural areas with limited or no access to basic needs of human life

COLLABORATION

- LOCAL LEADERS
- VILLAGE RESIDENTS
- NGOs, FOUNDATIONS
- CORPORATE (CSR)
- ACADEMIC INSTITUTIONS
- SOCIAL AGENCIES
- STATE, CENTRAL GOVT
- STARTUPS

The **Annual Ideal Village Conference at Stanford** has served as an effective forum for collaboration, networking and sharing of rural development experiences and implementation of diverse projects.

OPTIMIZE RESOURCES, EFFORT AND INVESTMENT BY WORKING TOGETHER

HOLISTIC SOLUTIONS

- CLEAN WATER
- HEALTHCARE
- EDUCATION
- ENERGY
- LIVELIHOODS
- SANITATION
- ENTREPRENEURSHIP
- FOOD & HOUSING

Enable essential needs to uplift MILLIONS living in rural and underserved communities

SUSTAINABILITY

- ENVIRONMENT
- WOMEN EMPOWERMENT
- ORGANIC FARMING
- NATURAL PESTICIDES
- BIODEGRADEABLE
- NON-FOSSIL ENERGY
- RAINWATER HARVESTING
- WASTE RECYCLING

SOLUTIONS MUST WORK IN TANDEM

AVOID MISTAKES OF URBAN DEVELOPMENT

Collaboration Forum: Ideal Village Conferences at Stanford University

Dr K S (Sunny) Anand
Professor, Stanford School of Medicine,
Conference Co-Chair

Dr Sundar Kamath
Senior VP, Sanmina Corp. San Jose CA
Conference Co-Chair

1st Ideal Village Conference, June 15, 2016 — *Innovations for the Ideal Village*

2nd Ideal Village Conference, June 16, 2017 — *Collaborations for the Ideal Village*

3rd Ideal Village Conference, June 26, 2018 — *Empowerment of Women*

4th Ideal Village Conference, June 25, 2019 — *Corporate Social Responsibility*

5th Ideal Village Conference, Oct 13-15, 2020 — *Sustainability and the Pandemic*

6th *Ideal Village Conference, Sep 29-30, 2021* — *Post Pandemic Normal - the Path Forward*

Over 1500 participants from 30+ countries.
Over 70 companies, non-profits, universities, foundations
120 talks / presentations on Ideal Village related topics

Several Partner Organizations and Sponsors

VISION: IDEAL VILLAGE THINK TANK & CENTER OF EXCELLENCE

PARTICIPANTS in Ideal Village Conferences at Stanford: 2016 thru 2021

Leaders and experts covering all aspects of Ideal Village Holistic approach

HEALTHCARE, WATER, SANITATION

AMRITA UNIVERSITY (Telemedicine)
ANNAPOORNA TRUST (Nutrition, Bangalore)
APOLLO HOSPITALS (Healthcare)
ARKANSAS DEPT OF HUMAN SERVICES
BILL & MELINDA GATES FOUNDATION (Healthcare, Sanitation)
DESHPANDE FOUNDATION
DIVINE MOTHER & CHILD Program (Maternal & Child Wellness)
ENVIRONMENTAL QUALITY CONTROL (Sewage treatment)
EVOLKO: Health Radar
HARVARD UNIVERSITY (Global Health)
HD MEDICAL (Cardiac health)
SANITATION FIRST (UK)
SCIENTIFIC PRECISION (Water, Mumbai)
SOUTH ASIAN PURE WATER INITIATIVE (Clean water)
SRI SATHYA SAI SANJEEVANI HOSPITAL (Pediatric cardiac care)
STANFORD UNIVERSITY (Global Health)
TELE VITAL (Telemedicine)
WHO DIRECTORATE, Geneva (Child Health)
WISH FOUNDATION

RURAL DEVELOPMENT; CSR

AFRICAN-ASIAN RURAL DEVELOPMENT ORGANIZATION (AARDO)
AMRITA UNIVERSITY (Rural Dev – Live In Labs)
FACEBOOK (Social NW)
GENENTECH (Charitable Giving)
JOY VILLAGES, Nigeria
KAKATIYA SANDBOX (Nizamabad, Telengana India)
PROJECT MERCY (Ideal Village in Ethiopia)
REGIS UNIVERSITY (Global community development CO)
SANMINA (CSR)
SIERRA CLUB, CA (Native Indian Reservations)
TATA CONSULTANCY SERVICES (CSR)
WHEELS GLOBAL FOUNDATION, NJ (Smart Villages)

EDUCATION

E1E1 FOUNDATION, EDUCATION FOR ALL (Rural campuses)
EKAL VIDYALAYA FOUNDATION (Tribal Education)
GUMPERT FOUNDATION (Education, San Diego CA)
HOPE COLLABORATIVE (Boston MA)
KHAN ACADEMY, CA (On line Education)
PRASHANTHI BALAMANDIRA TRUST, India
PRATHAM (Education)
SKOLL FOUNDATION, CA
TEACHAIDS (HIV education)
UNITED WE REACH (Digital delivery of education in Pakistan)
UNIVERSITY OF DENVER
UNIVERSITY OF TORONTO
VIBHA (Education)

ENERGY, CONNECTIVITY

BLOOM ENERGY (Utility grade fuel cells)
ERICSSON AB (Rural connectivity)
HEWLETT FOUNDATION
IEEE SMART VILLAGE (Energy)
MICROSOFT (Rural Broadband)
MTUITY (Smart city management SW)
TESLA ENERGY (Storage batteries)
ZOLA ELECTRIC CA (Solar power)

LIVELIHOODS, ENTREPRENEURSHIP, SOCIAL IMPACT

AMERSI FOUNDATION, UK (Poverty, Social Impact)
ANHEUSER BUSCH INBEV (Agriculture)
CALIX NETWORKS (Women entrepreneurship)
CISCO FOUNDATION (Social Impact) CA
CROPIN TECH (Agritech)
DEVELOPMENT ALTERNATIVES GROUP (New Delhi, India)
DIGITAL GREEN (Agritech)
EKO FINANCIAL (Fintech, India)
EMPOWER Energy, UK (Rural Livelihoods)
GOODWILL SILICON VALLEY
INDIASPORA
INTREXON (Sustainable Agriculture)
MISSISSIPPI SOUTH DELTA ECONOMIC DEVELOPMENT, MS
MRIDA GROUP (Rural Women's Livelihoods)
MTUITY (Smart city management SW)
PEOPLE SHORES (Social Impact, San Jose CA)
RURAL SHORES (Rural BPO, India)
SALESFORCE (Inner Cities)
SAMHITA SOCIAL VENTURES, Mumbai
STANFORD UNIVERSITY (SEED)
STARBUCKS (Agriculture)
TATA CONSULTANCY SERVICES (Agritech)
UPAYA SOCIAL VENTURES (Livelihoods, Seattle)
WATERMARK CA

60+ organizations for Collaboration

PARTICIPANTS in Ideal Village Conferences at Stanford: 2016 thru 2021

Leaders and experts representing various stakeholders

ACADEMIA
AMRITA UNIVERSITY (Telemedicine, Live-In Labs)
HARVARD UNIVERSITY (Global Health)
INDIAN INSTITUTE OF TECHNOLOGY, Bombay (IIT-B)
REGIS UNIVERSITY (Global community development CO)
STANFORD UNIVERSITY (Global Health, SEED)
UNIVERSITY OF DENVER
UNIVERSITY OF TORONTO

FOUNDATIONS
AMERSI FOUNDATION, UK (Poverty, Social Impact)
BILL & MELINDA GATES FOUNDATION (Healthcare, Sanitation)
DESHPANDE FOUNDATION
GUMPERT FOUNDATION (Education, San Diego CA)
HEWLETT FOUNDATION
SKOLL FOUNDATION, CA
WHEELS GLOBAL FOUNDATION, NJ (Smart Villages)
WISH FOUNDATION

INT'L & GOVT AGENCIES
AFRICAN-SIAN RURAL DEVELOPMENT ORGANIZATION (AARDO)
ARKANSAS DEPT OF HUMAN SERVICES
MISSISSIPPI SOUTH DELTA ECONOMIC DEVELOPMENT
WHO DIRECTORATE, Geneva (Child Health)

CORPORATIONS
ANHEUSER BUSCH INBEV (Agriculture)
BLOOM ENERGY (Utility grade fuel cells)
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MICROSOFT (Rural Broadband)
SALESFORCE (Inner Cities)
SANMINA (CSR)
STARBUCKS (Agriculture)
TATA CONSULTANCY SERVICES (CSR, Agritech)
TESLA ENERGY (Storage batteries)

STARTUPS
CALIX NETWORKS (Women entrepreneurship)
CROPIN TECH (Agritech)
DIGITAL GREEN (Agritech)
EKO FINANCIAL (Fintech, India)
EMPOWER Energy, UK (Rural Livelihoods)
EVOLKO: Health Radar
HD MEDICAL (Cardiac health)
INTREXON (Sustainable Agriculture)
MTUITY (Smart city management SW)
TEACHAIDS (HIV education)
TELE VITAL (Telemedicine)
WATERMARK CA
ZOLA ELECTRIC CA (Solar power)

SOCIAL IMPACT ORGANIZATIONS, NGOs
ANNAPOORNA TRUST (Nutrition, Bangalore)
DEVELOPMENT ALTERNATIVES GROUP (New Delhi, India)
DIVINE MOTHER & CHILD Program (Maternal & Child Wellness)
E1E1 FOUNDATION, EDUCATION FOR ALL (Rural campuses)
EKAL VIDYALAYA FOUNDATION (Tribal Education)
GOODWILL SILICON VALLEY
HOPE COLLABORATIVE (Boston MA)
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UNITED WE REACH (Digital delivery of education in Pakistan)
UPAYA SOCIAL VENTURES (Livelihoods, Seattle)
VIBHA (Education)

60+ organizations for Collaboration

Case Studies / Examples of NGOs in the Ideal Village Collaboration Model

Rural Healthcare

Congenital Heart Defects

Rural Education

Nutrition

Startup Innovation

Livelihoods

Maternal and Infant Health

Corporate Social Responsibility

HEALTHCARE for the needy: free of cost

- Preventive and Primary **Healthcare Consultation, Medication, Monitoring & Counseling**
- **Micronutrient** Supplements for Women, Children and the Elderly
- **Referrals** to Local Government Hospitals for **Diagnostic Procedures, Surgical Interventions**
- Counselling and Awareness on **Health, Hygiene, Malnutrition, Feminine Hygiene** etc.

Rashtriya Bal Swasthya Karyakram (RBSK) Follow up Program covering:
5 Districts, 471,000 students, 2,900 Schools

Healthcare **for 102 Special Needs Children.** 21 month Ayurveda program

Healthcare Clinics, Screening:
Benefitting 266 villages, 6 States
200+ Government Schools
10 Indian States
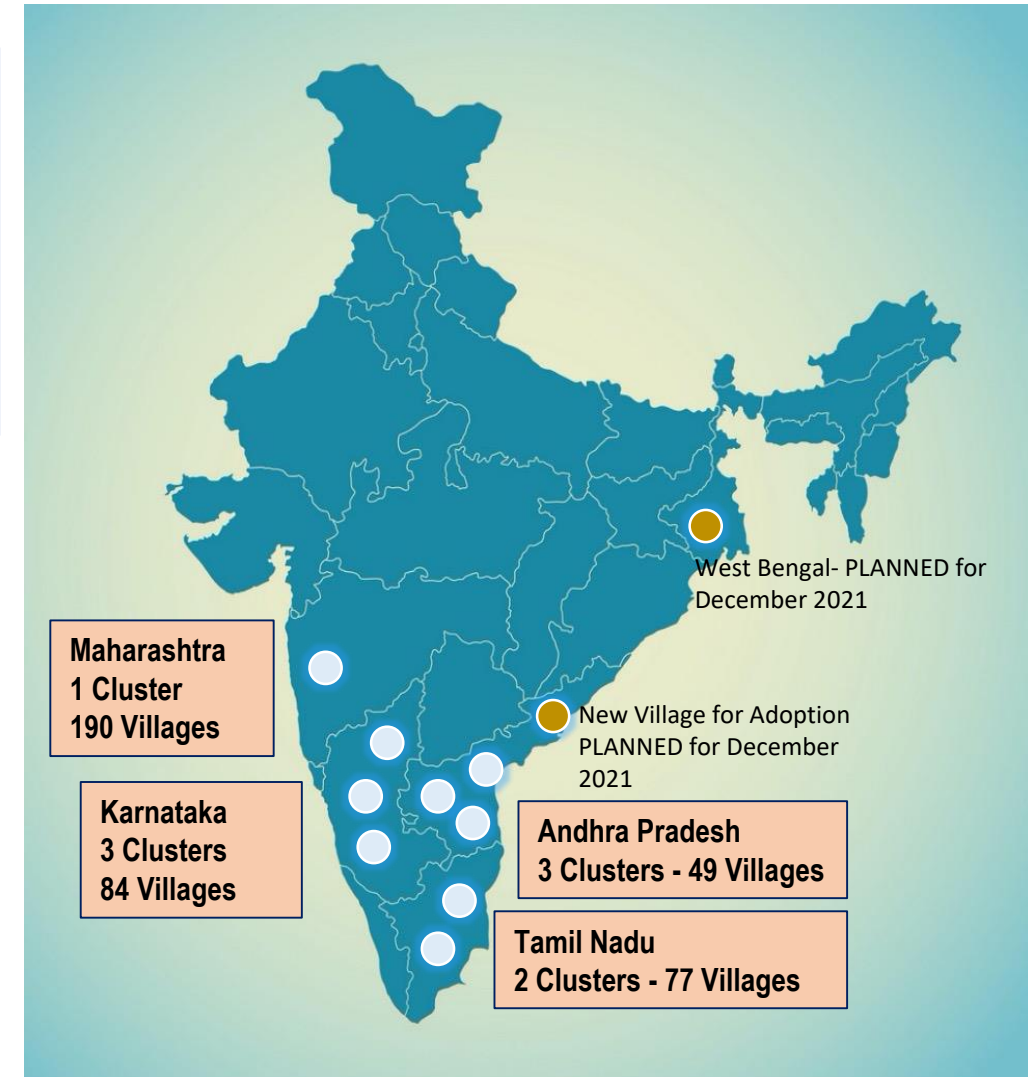**Outreach: 15,000+ students/year**

"Round the Clock" Healthcare Support for **155 Tribal Villages of Maharashtra,** Akole Taluk and Nashik.

IDEAL VILLAGE PROGRAM
Healthcare
Drinking Water
Sanitation
Education
Renewable Energy
Sustainable Livelihoods
9 Clusters of 400 Villages across 4 Indian States

State	Cluster / District	# Of Villages
Maharashtra (Monthly Healthcare program)	Akole	190
Andhra Pradesh (Weekly Healthcare program)	Bukkapatnam	18
	Hindupur	11
	Gorantla	20
Karnataka (Weekly Healthcare program)	Bagepalli	20
	Doddaballapur	24
	Chikkaballapur	40
Tamil Nadu (Weekly Healthcare program)	Kanchipuram	52
	Chengalpet	25
4 States	**9 Clusters**	**400**

West Bengal- PLANNED for December 2021

New Village for Adoption PLANNED for December 2021

Maharashtra 1 Cluster 190 Villages

Karnataka 3 Clusters 84 Villages

Andhra Pradesh 3 Clusters - 49 Villages

Tamil Nadu 2 Clusters - 77 Villages

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IDEAL VILLAGE INITIATIVE – DEMOGRAPHY EXAMPLES

Name of the Village	State	Year of Adoption	CSR Partner	Total Population	Main Occupation	No. of Houses/ Families	No. of Students	Distance to the Nearest Public Health Center
Channapura	Bangalore Rural **Karnataka**	2010	The Sheraton Grand Bangalore at Brigade Gateway (Marriott International)	435	Farming, cattle rearing	110	60	7 Km at Melekote
Elakkaimangalam	Kanchipuram District, **Tamil Nadu**	2017	Sanmina India	598	Farming, Daily Wage Labourers	170	54	8 Km at Chengalpet
Shingwe	Ahmednagar District, **Maharashtra**	2015	Independent	5000	Farming, cattle rearing	1300	300	3 Km at Wari
N Hosur	Chikkaballapur District, **Karnataka**	2019	Holiday Inn Express	600	Farming	135	60	7 Km at Melekote
Rajakrishnapura	Kolar District, **Karnataka**	2019	Marriott International	800	Daily Wage Labourers	170	45	7 Km at Melekote
Kuruvegere	Bangalore Rural, **Karnataka**	2019	Marriott International	400	Farming, Cattle Rearing, coolie	108	22	5 Km at Tubgere

Ideal Village model at Channapura
(Karnataka, India)

Health screening of residents and schoolchildren;
Improved classrooms, toilets and playgrounds;
English classes after school;
Clean drinking water (RO);
Solar power for lighting;
Electrical safety;
Waste collection,
Eliminated open drains;
Planting of saplings (greenery)
Temple renovation
CSR support (Sheraton/Marriott)

SSHT PLANS: IDEAL VILLAGES IN EVERY DISTRICT OF TAMIL NADU

- Shree Sai Healing Trust in talks with the Tamil Nadu Government on **"Ideal Villages in Each of the 38 Districts of Tamil Nadu"** program so that **all 38 districts** can be covered over a duration of **4 to 5 years**

- District Heads involvement may be sought **under the Prime Minister's Adarsh Gram Yojana**, so that more and more villages can be brought under our Program with support of the Administrative Heads

- **Relevant corporates** being approached to participate in projects of CSR focus, with **Shree Sai Healing Trust as the entity co-ordinating the entire program**

Seek and obtain approval of village elders to commence activities for Village Welfare

Commence HealthCare, Counselling and educational support for the villages

Simultaneously study the village and its needs (Water Conservation, Drinking Water, Sanitation, Alternative energy, Waste Management etc.)

Implement necessary programs to address the village needs over a period of time

Continuously Evaluate and monitor the progress

Include participation of Local people into the Ideal Village Program to ensure Sustainability so that the handover to the Government can be done once the Program is completely established and stabilised

Tamil Nadu - Districts

NIC - Chennai

Maternal & Child Health Program

Divine Mother & Child Health Program

Child Health Screening & Services following RBSK guidelines to screen for *Defects, Deficiencies, Diseases, Developmental Delays*.

Since July 2017

115,700+ Children screened

2000 schools & anganwadis

Antenatal Care and Nutrition Services for Rural Pregnant Women & Mothers following JSY guidelines.

Since August 2018

40,000+ Mothers screened

6 States in India

Mothers & guardians trained and counseled by medical & paramedical team on pre-op & post-op care. With their presence in the ICU & CCU right after procedures, we see less usage of drugs and faster recovery times.

EMPOWERING RURAL INDIA THROUGH QUALITY EDUCATION

each one educate one

*High quality educational institutions based on ancient Gurukula system in **every district of Karnataka**.*

**Holistic, Values-based system of Integral Education
Rural poor, irrespective of gender, caste, religion**

Multiculturalism and universal spirituality.
Love and respect for all faiths
Universal human values.
Balances academics, sports and arts
Character building as the end objective
Sense of duty towards their villages

650K villages, 30% illiteracy rate, a staggering **363 million**

250M BETWEEN 0-14 YRS

EXISTING CAMPUSES
Kalaburgi

Bijapur

Mandya

Chikamagalur

Hassan

Gadag

Chikkaballapur

Dakshin Kannada

Bagalkot

Hyderabad
Bellary
Koppal
Tumkur
Uttara Kannada
Belgaum
Shimoga
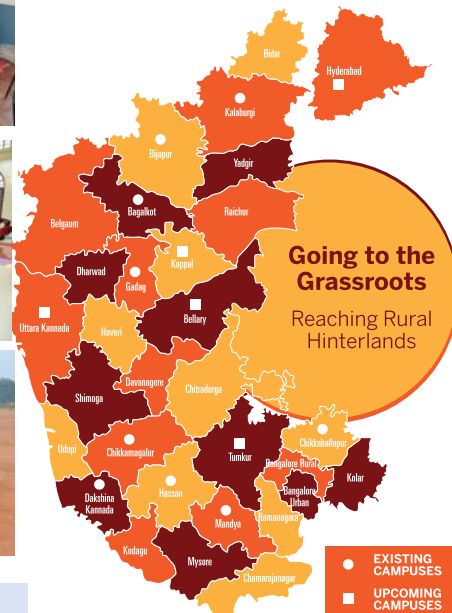Udupi
Mysore

Upcoming Campuses
Kolar, Haveri, Coorg, Doddaballapur
Madurai

Going to the Grassroots
Reaching Rural Hinterlands

EXISTING CAMPUSES
UPCOMING CAMPUSES

GIFT OF RESIDENTIAL EDUCATION
$30/MONTH - EDUCATES 1 RURAL CHILD

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Gift of Nutrition: Annapoorna Breakfast program for rural school children

Impact of Good Nutrition in the morning

- Better Cognitive Skills
- Higher chances of completing school

500,000	ACROSS 6,000+	MORE THAN 500	MORE THAN 5,600	40,000	300,000	100,000	5,000
Children served every **morning**	Schools In **17 states** and **3 Union Territory**	Volunteers	Support staff	Children screened for **health defects**	Villagers benefitted by providing **Clean drinking water**	Children benefitted by **water purifiers**	**Pregnant** mothers are screened every month

With support from Govt of Andhra Pradesh, Telangana, Kerala, Karnataka, Puducherry and 55 Corporate Companies

7 YEARS of Serving the Nation

$4 **covers** 1 child's breakfast for a month
$200/month covers an average school of 50 children

LET NO CHILD GO TO SCHOOL HUNGRY EVER

"SaiSure" - Annapoorna's Nutritious & Delicious Health Mix
Delivering enhanced nutrition to children in Government Schools

"SaiSure"

+

Ksheera Bhagya Milk

May 2018 MOU Signed with Education Department, Govt of Karnataka

SaiSure micronutrient health mix has been recommended for distribution to the many anemic children

Ref: page 75, 76 and 77

ABSTRACT
Recommendations from the High Level Expert Committee for Prevention and Management of COVID Wave-3 covering special requirements and various aspects of healthcare delivery.

Interim Report

INTERIM REPORT TO THE GOVERNMENT OF KARNATAKA

June 2021

Corporate Social Responsibility

CORPORATE PARTNERS
SUPPORTING PARTNERS

ORACLE | Kempegowda INTERNATIONAL AIRPORT BENGALURU | ADITYA BIRLA GROUP | TAFE | NAGARJUNA College of Engineering & Technology

FANUC | ANAROCK VALUES OVER VALUE | EHR END HUNGER RECORDS | RuralShores Countryside Nationwide | TESSOLVE

QVC REALTY CO. | feeds meone | ZOHO | SAPIENS | ASM Technologies Limited

FAI | VERNALIS | IVALUE Maximizing Value of Technology Investments | SIGNODE | STAR Health Insurance

KPMG | SRI DEEPA ROCK DRILLING TOOLS | Kellogg's | MICRO FOCUS | THE BREAKFAST REVOLUTION | SAMSUNG

McAfee

FOOD PARTNERS

Dabur | UNIBIC | BRITANNIA | EVEXIA

HEALTHCARE PARTNERS

drishti | ESSILOR VISION FOUNDATION | D A Pandu Memorial RV Dental College And Hospital | NARAYANA

OTHER PARTNERS

BNI | NASSCOM FOUNDATION | IOD Institute Of Directors Building Tomorrow's Boards

$10 covers micronutrients per child for a full year
(Milk provided by the State Govt)

Sanmina India CSR for Rural Healthcare

- **Women & Children's Home Support**
- **Smart Classroom**
- **Mobile Clinic**
- **Eye, ENT & Dental exams**

SANMINA MOBILE CLINIC

சான்மினா நடமாடும் மருத்துவமனை

As a Socially Responsible Organisation, Sanmina Provides Free Healthcare in Kancheepuram District (Tamilnadu) through its Customised Medical bus

- **50,000+** Beneficiaries Across **50 Villages**
- **35,000** patients given Free Consultation till date and Medication including **260+ Hypertensive and Diabetic patients each week**
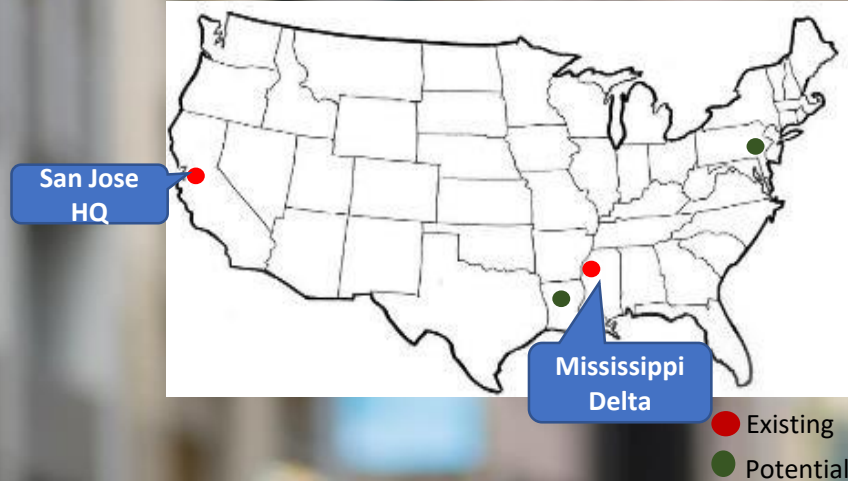- Free Annual Eye, ENT, Dental Screening

PEOPLE SHORES
Empowerment ★ Impact Sourcing

Modeled on the success of Rural Shores from India

PeopleShores is a for-profit social enterprise that brings technology-driven jobs to the "shores" of economically challenged communities in the United States.

Impact Investing: Investing in enterprises that are generating a measurable and visible social impact alongside a modest financial return

San Jose HQ

Mississippi Delta

● Existing
● Potential

EMBRACING the ambitions of **OPPORTUNITY YOUTH** in rural & inner cities

Opportunity Youth - Transformative Competencies:

Robotics Process Automation (RPA)

Artificial Intelligence / Machine Learning

Cyber Security

Digital Analytics

▪ Inner city Communities with high levels of unemployment

▪ Military Bases – Veterans and spouses looking for new professional career options

▪ Native Indian Reservations – Young adults who are keen to acquire professional skills

▪ Dilapidated (rust belt) Industry Towns – Adults open to re-skilling and starting new careers

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Dedicated to saving the lives of all children born with **Congenital Heart Defects (CHD)** by supporting **FREE** pediatric cardiac surgeries.

250+ Indian children die everyday from CHD.
Children from rural families cannot afford these surgeries.
H2H offers them free of cost,
thanks to Sri Sathya Sai Sanjeevani Hospitals

Heart Operation to Heart Transformation

Naya Raipur Atal Nagar
Chhattisgarh

Palwal
Haryana

Mumbai
Maharashtra

Children from:
28 States in India
17 Countries

140,500+
Consultations

16,347
Pediatric Cardiac Surgeries
& Interventions

Lives touched:
243,193
Nov 2012 – 11 Sept 2021

At Sai Sanjeevani Hospitals, a child's surgery
costs US$1,200 (or US$100 per month)

All services rendered TOTALLY FREE OF COST
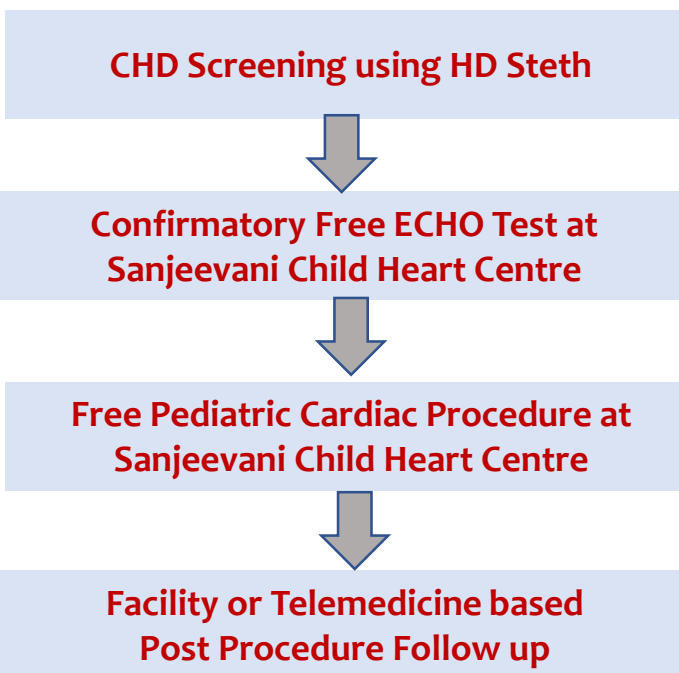
116

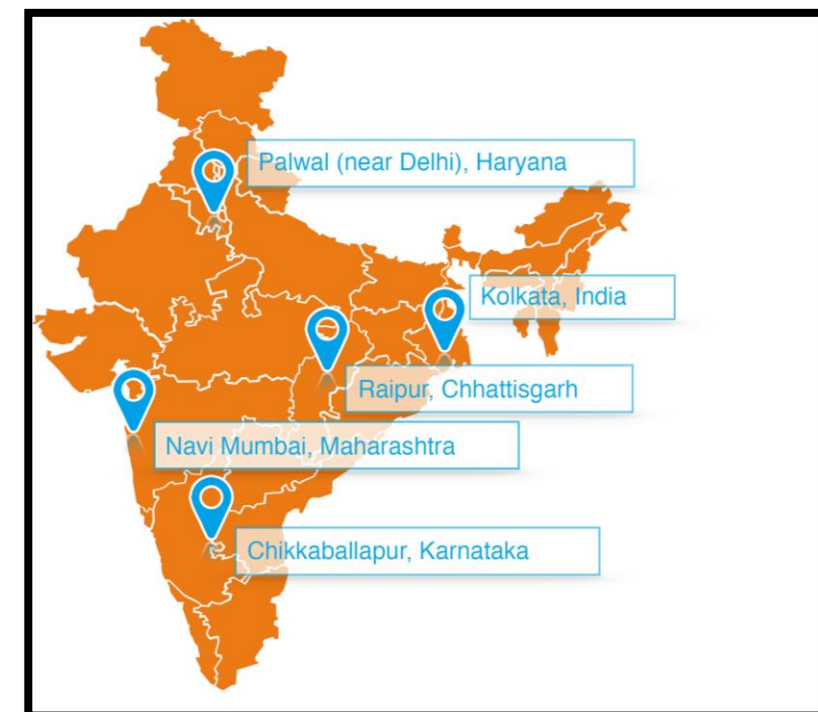# Technology & Innovation For Rural CHD Screening

HD Steth™

Startup Innovation

HD Medical

FDA U.S. FOOD & DRUG ADMINISTRATION

CHD Screening using HD Steth

⬇

Confirmatory Free ECHO Test at Sanjeevani Child Heart Centre

⬇

Free Pediatric Cardiac Procedure at Sanjeevani Child Heart Centre

⬇

Facility or Telemedicine based Post Procedure Follow up

Sensitivity 90% & Specificity 99%

SRI SATHYA SAI SANJEEVANI HOSPITAL — SAMASTA LOKAH SUKHINO BHAVANTU

Heart to Heart FOUNDATION

125 YEARS OF TATA TRUSTS — PRIVILEGED TO SERVE. SINCE 1892.

NATIONAL HEALTH MISSION — ആരോഗ്യകേരളം

75,000 +
Rural and Tribal children screened

- Palwal (near Delhi), Haryana
- Kolkata, India
- Raipur, Chhattisgarh
- Navi Mumbai, Maharashtra
- Chikkaballapur, Karnataka

- 75,000+ Children Screened since 2019
- 500,000+ Children to be Screened in 1 Year
- **Goal is to screen 50+ million children in 5 Years**
- **Train 3000+ healthcare workers**
- Reduce Infant Mortality rate (IMR & NMR)

75+ Children's LIVES SAVED

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Sri Sathya Sai Aarogya Vahini

Delivering Free of Cost Health Services At Rural Doorsteps

Amid Covid -19 Crisis

SAMASTHA LOKAH SUKHINO BHAVANTHU
AAROGYA VAHINI TRUST

> 600,000
Population getting access

> 225,000
Rural health screenings offered

> 139
Cluster villages provided access to services

> 950+
Outreach Health Camps

> 4000+
Monthly Beneficiaries Amid Covid Controls

> 600+
Referral Surgeries

> INR 500
Cost Per Beneficiary

ESSENTIAL CYCLONE RELIEF

> 35,000 Beneficiaries Supported

info@srisathyasaiaarogyavahini.org

09836669996

w w w . s r i s a t h y a s a i a a r o g y a v a h i n i . o r g

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The Ideal Village as the Path Forward

Pandemic has reminded us we live in a "Global Village"

Communities and countries are **mutually dependent.**

Climate change, pandemics and natural disasters do not respect (manmade) national boundaries.

Inequities in society seem to getting worse.

Almost **two-thirds of the world's population** lives in rural areas, with limited or no access to the essential needs of human existence.

Unconstrained **urban development** models and **consumptive lifestyles** have created **risk scenarios:**

Fossil fuels, polluted cities, processed foods, unmanageable waste, natural resource contamination by chemicals, pesticides, plastics, etc. **Rural programs should not repeat the mistakes of urban development.**

The **Ideal Village** concept focuses on enabling *essential needs* for underserved and rural communities globally.

Through *holistic* and *sustainable* solutions

By promoting *collaboration* among stakeholders and all organizations working on *social impact.*