

# INCLUDE EVERYONE IN THE DIGITAL SOCIETY

NEC aims to ensure that all people on earth are included in the digital society by helping to solve social issues through ICT.

The section presents the challenges of resolving poverty in India, the efforts of NEC Africa (Pty) Ltd. to tackle social issues, and solutions for managing elderly care facilities to overcome looming issues as China's population ages.

## Viewing the Solution of Social Issues as a Growth Opportunity, Creating New Business Models

### Using Japanese Technology to Help Solve Poverty in India

NEC is proceeding with trials toward commercializing an agricultural business in India with two aims. One is to help impoverished women in rural India to escape poverty by generating incomes from cultivating top-quality Japanese strawberries. The other is to establish support for agriculture as a business for NEC.

The business partners in this initiative are the Institute of Cultural Affairs Japan, an NPO that is helping to improve living standards in rural India, and GRA Inc., an agricultural production organization that helped the town of Yamamoto in Miyagi Prefecture revive the cultivation of high-quality strawberries by using ICT after it was devastated by the Great East Japan Earthquake. A test facility in western India has started steady shipments of strawberries.

As well as providing equipment, NEC is supplying information that is essential for developing cultivation expertise through cloud services.

### Fusing Simple Production Facilities and Advanced Cultivation Expertise

This project is using a Yamamoto strawberry variety that is renowned for its deliciousness and high quality. The strawberries are grown using a nutriculture system in fully enclosed greenhouses to reduce vulnerability to disease and insect damage and minimize the use of agrochemicals. The greenhouses use simple cooling devices incorporating water

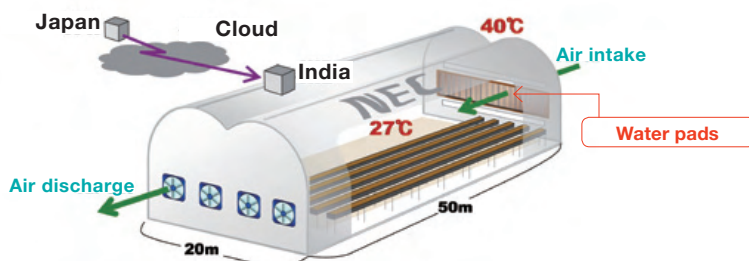
pads to maintain proper temperatures. Instead of soil, the growing beds comprise coco peat, from crushed coconut shells. A cloud service setup was deployed so villages could swiftly obtain cultivation guidance remotely directly from agricultural technique specialists in Yamamoto when unsure about decisions on cultivation methods. Using cloud services to easily link simple production facilities and advanced cultivation expertise has enabled rural women to grow high-quality strawberries without needing their own expertise.

### Solving Social Issues While Creating New Markets

In India, agricultural produce has to go through many intermediaries before shipping to market. Such an approach damages a lot of produce, resulting in large distribution losses. NEC resolved this problem by using ICT to manage cultivation, thereby ensuring planned harvesting of produce and stabilizing quality, and using direct contracts to enable direct deliveries to luxury hotels in urban areas. The hotels can thereby consistently sell fresh and tasty strawberries to wealthy customers.

NEC derives two types of value from supporting the development of markets for high-quality produce through its agricultural solutions. The first is that this approach is a means to people escaping from poverty. The second is that creating new markets can generate new business opportunities for NEC.

NEC will continue to focus on this project as an initiative for creating a new business model based on special local needs.



## NEC Africa Established to Develop Business in Africa in Earnest

NEC sees Africa as an important market and is thus strengthening business development there. NEC also took part in the Tokyo International Conference on African Development (TICAD), which was held in Yokohama, Japan, in June 2013 and was attended by more than 50 African nations. This is one way in which NEC is working to raise its presence in Africa.

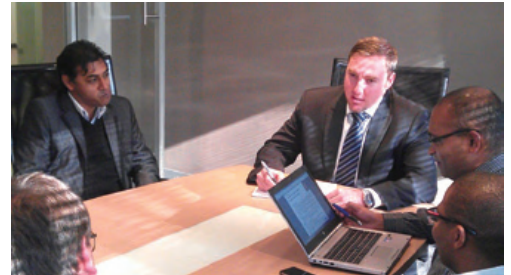
NEC's activities in Africa date back to the 1960s, when it delivered phone exchange equipment, microwave communications facilities, and broadcasting equipment. From the 1990s, NEC began supplying national ID systems employing fingerprint identification technologies. In recent years, NEC has been using monitoring and access control systems employing facial recognition techniques and other new technologies to contribute to safety in African nations.



National ID system

NEC established NEC Africa (Pty) Ltd. in the Republic of South Africa to oversee sub-Saharan businesses, and this company began operations in December 2011. In fiscal 2013, NEC set up the NEC Nairobi branch office in Kenya and NEC West Africa Limited in Nigeria to reinforce business development throughout the sub-Saharan region.

Africa is ethnically and linguistically diverse, making it important to ensure mutual understanding. NEC will focus on helping build communications infrastructure that will promote this communication, and on building secure and safe social foundations such as biometrics identification. In addition, NEC will contribute to the region by fostering local human resources.



The president of NEC Africa meets with his staff

## Helping China's Elderly Lead Graceful Lives

People aged 65 or over account for 8.5% of China's population. Estimates suggest that they will represent 11.7% of the total by 2020, making China an aging nation. There is an urgent need therefore to ensure safe and secure lifestyles for elderly citizens.

NEC is supplying comprehensive administrative solutions to the Huichen Senior Service Group, a leading elderly care entity in China. The solutions are designed to improve the efficiency of facilities management and nursing care operations drawing on ICT, sensors, and tablets and provide high-quality elderly care services.

Nursing home residents use an all-purpose card (a card key incorporating a contactless IC chip) to access all services and facilities. The card can be used for entry and exit management, location checks, and facility service guide displays, and facility usage records. Caregivers can use

tablets to check resident medical records and prescription information, manage diets, and place orders. Goals down the track include providing remote diagnoses by checking digitized medical information.

NEC will continue helping to create improved lifestyles for China's elderly in the digital society.



The wireless system control room of the Huichen Senior Service Group