Why Should we Care?



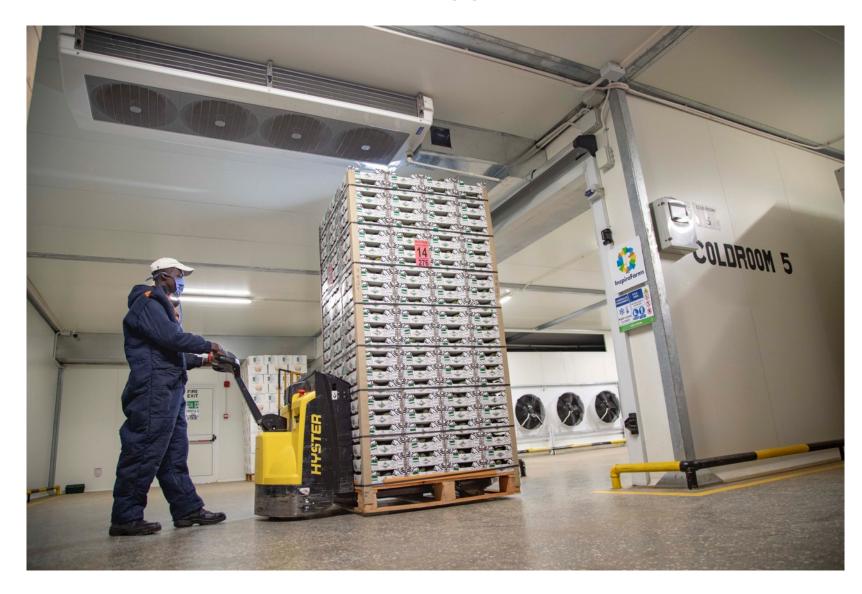


What is the Challenge?





What are the Opportunities?





Way Forward?

