Value Proposition of Participating Firms

The Four Journeys

Presented Sep 15 - 17, 2020

Center for Growth Markets

UC Berkeley’s Center for Growth Markets
Rural Economic Development
Smart Village Initiative

Our Objective: To showcase a Scalable and Sustainable Smart Village Working Model that incentivizes other villages within the state and beyond for adoption and create opportunities for businesses to expand their markets.

Our Approach: We have proposed an ecosystem approach where all participating firms deploy their solutions and will work together toward a specific mission in selected village clusters to showcase a measurable impact.

Benefits of an Ecosystem:
1. A purpose-driven effort toward a single vision by leveraging individual strengths of firms across industries
2. Scalable & sustainable solutions through collaborative efforts and ideation amongst participating firms
3. Time and resource-efficient ecosystem through sharing of costs, risks, assets and distribution channels
4. Holistic Smart Village Prototype that is scalable and benefits all stakeholders within the ecosystem
Village Ecosystems
The Four Journeys
(Presentations Attached)

1. Education - A Student's Journey
   - Ecosystem Corporate Participants
   - Student’s Journey S-Curve
   - Value Propositions of Ecosystem Participants

2. Healthcare - A Patient’s Journey
   - Ecosystem Corporate Participants
   - Patient’s Journey S-Curve
   - Value Propositions of Ecosystem Participants

3. Agriculture - A Farmer’s Journey
   - Ecosystem Corporate Participants
   - Farmer’s Journey S-Curve
   - Value Propositions of Ecosystem Participants

4. Household - A Household’s Journey
   - Ecosystem Corporate Participants
   - Household’s Journey’ S-Curve
   - Value Propositions of Ecosystem Participants
Education Ecosystem
From Access to Job Placement

1. Access
   Google Learn On Mobile, Pratham, Reliance, Potential.com

2. Basic Skills
   Pratham, Amazon, Google, Khan Academy

3. Creative Skills
   Zero, Amazon, VMware, Autodesk, Dell, Nvidia, Adobe

4. Technical Skills
   Amazon, VMware, Manipal Global, Autodesk, Dell, SAP, Microsoft, Oracle, IBM, Salesforce, Nvidia, Adobe

5. Certification
   Microsoft, Oracle, IBM, Salesforce, SAP, Amazon, VMware, Autodesk, Dell, Nvidia, Adobe

6. Job Placement
   VMware, Autodesk, Dell, Manipal Global, Adobe, Microsoft, Salesforce

Students
(Smart Village University)
Mr. Shadi Banna
Potential.com
A Student’s Journey

Early Education

Access
- Pratham
- Google
- Khan Academy
- Potential
- Reliance Industries Limited

Basic Skills
- Pratham
- Google
- Khan Academy

Creative Skills
- VMware
- Amazon
- Autodesk
- Adobe
- Microsoft
- Oracle
- Zero Code

Technical Skills
- VMware
- SAP
- Autodesk
- Adobe
- Microsoft
- Oracle
- Salesforce

Certification
- VMware
- SAP
- Autodesk
- Adobe
- Microsoft
- Oracle
- Salesforce

Job Placement
- Manipal Global Education Services
- Autodesk
- Adobe
- Microsoft
- Salesforce

Happiness Index

Time to Job Placement

Education: Click Zoom Link to Recordings of Executives Presentations

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Value Propositions of Participating Firms
Education & Skill Development

**Early Education**

**Access**
- Pratham: Foundational Skills
- Potential: Gateway to Smart Village University
- Reliance: Hi Speed Internet, Gateway to All platforms
- Salesforce: Affordable access to computer labs

**Basic Skills**
- Pratham: Activity based learning, Teacher training, curriculum dev, youth dev programs
- Google: Learning Tools, gamified approach
- Reliance: School Syllabus online with Support for exam
- Adobe: Teacher skills for future
- Salesforce: Affordable access to computer labs

**Creative Skills**
- VMware: Drag & Drop Coding
- Zero Code: Coding for school students
- Autodesk: 3D – Design Tool
- IBM: Block chain
- Dell: Drag & Drop Coding
- Adobe: Tinkering Labs, design education
- Microsoft: Hands on experience on tech

**Technical Skills**
- SAP: IT, data management
- AWS: • Knowledge Puzzles, • Math Games
- Autodesk: Design software, media tools
- IBM: Big data, AI, Cyber security
- Dell: Coding, Data management, cyber security
- Adobe: Cloud applications
- Microsoft: AI, Big Data, Tech Startups
- Salesforce: Blockchain, Administration

**Certification**
- VMware: Upgradation of skills esp for Women professionals
- SAP: IT, Sales, R&D
- AWS: Developer, DevOps, SysOps, Engineer, Arch
- Autodesk: Design certifications
- IBM: Big data, AI, Cyber security
- Dell: Cyber security, Big Data
- Adobe: Future skills for Teachers
- Microsoft: AI, Big Data
- Salesforce: Blockchain, Administration

**Job Placement**
- VMWare: Better jobs with upgraded skills
- Autodesk: More opportunities in Design area
- Dell: Skills in diversified avenues of hardware and security
- Adobe: Opportunities in Design applications
- Microsoft: Jobs in software and emerging tech
- Salesforce: Absorption in the company itself after due training

Time to Job Placement

Education: Click [Zoom Link to Recordings of Executives Presentations](#)
Healthcare Ecosystem
From Access to to Recovery

1. Preventive Healthcare
   - Govt Programs
   - Apollo Hospitals
   - Dr. Reddy’s
   - AWS
   - Reliance
   - Statwig
   - Janitri
   - Microsoft

2. Access & Logistics
   - Apollo Hospitals
   - Dr. Reddy’s
   - AWS
   - Reliance
   - Medtel
   - Redwing Labs
   - Microsoft

3. Diagnosis & Out-patient care
   - Apollo Hospitals
   - Dr. Reddy’s
   - AWS
   - Reliance
   - Gramin Healthcare
   - A3 RMT
   - Microsoft

4. Hospitalization & In-Patient care
   - Local PHCs and Facilities
   - Apollo Hospitals
   - Dr. Reddy’s
   - AWS
   - Manipal Hospital
   - Pi Health
   - Microsoft

5. Healthcare Services
   - Apollo Hospitals
   - Dr. Reddy’s
   - AWS
   - Intel
   - Xerox
   - Wipro
   - Johnson Controls
   - Microsoft

6. Recovery
   - Apollo Hospitals
   - Dr. Reddy’s
   - YourDOST
   - Tech Mahindra
   - Microsoft
A Patient’s Journey

Preventive
Access
Diagnosis
Hospitalization
Services
Recovery

Happiness Index

Time to Recovery

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VALUE PROPOSITIONS

Preventive

APOLLO
Total Rural Health Progs, Food & Nutrition.

DR. REDDY’S
Awareness Camps, Tests, Vaccinations.

Microsoft
Traceability solutions Input Mgmt.

AWS
AI : Cloud collaborations.

RELIANCE
Jio Health -tracking Health charts, profiles.

STATWIG
Predict, prevent supply chain failures,

JANITRI
Maternal & Child Healthcare.

Access

APOLLO
Tele-med, Regular checkups, Rural insurance products.

DR. REDDY’S
Affordable generic formulations, bio simulations.

Microsoft
Traceability solutions Input Mgmt.

AWS
eBook- Next-Gen BI for healthcare.

RELIANCE
Jio Health- tips, self-digitization medical reports.

MEDTEL
Remote patient monitoring, tel-med.

REDWING
Drone Logistics, virtual cold chain.

Diagnosis

APOLLO
Intervention-outcomes, Digital Dispensaries.

DR. REDDY’S
Pathology & Radiology, Home Sample Collection.

Microsoft
Traceability solutions Input Mgmt.

AWS
Interoperability - Data exchange.

RELANCE
Jio Health-Diagnostic tests, doctor consultations.

GRAMIN
Primary Access, monitoring diagnosis.

Hospitalization

APOLLO
Reach Hospitals, Pharmacies, consultations.

DR. REDDY’S
Physician consultation, Pathology labs.

Microsoft
Traceability solutions Input Mgmt.

AWS
Cloud-based for health analytics.

RELANCE
Jio Health-Diagnostic tests, doctor consultations.

XEROX
ML & Data Analytics Digital Patient service security.

Services

APOLLO
Consultations, Management, e-ICU, Insurances.

DR. REDDY’S
Health Check-ups, Counseling, Biometric screening.

Microsoft
Traceability solutions Input Mgmt.

AWS
Advanced analytics, AI/ML.

XEROX
ML & Data Analytics Digital Patient service security.

WIPRO
Systems Integrating, Blockchain chips.

XEROX
ML & Data Analytics Digital Patient service security.

Time to Recovery

LOCAL FACILITIES
Function as primary care center.

Recovery

APOLLO
Recovery, Counseling, Detox Programs.

DR. REDDY’S
Psychologist consultation, awareness.

Microsoft
Traceability solutions Input Mgmt.

AWS
Emotional wellness platform.

TECHMAHINDRA
SMART Academy-skilling paramedic personnel.

Healthcare – Click Zoom Link to Recordings of Executives

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Village Household Ecosystem
Housing to Sanitation

1. Affordable Housing
   ATUM, Kaushal Bhaav

2. Water
   Zero Mass water, OCEO Water, ECoSTP, Rainy, Maithri Acqua

3. Energy
   ENEL, TATA Power, Cygni, Hygge Energy, Indian Oil, Atum

4. Connectivity
   Reliance Jio

5. Transportation
   Hero Cycles, MeeBuddy

6. Sanitation
   Recykal, Mr Clean Kabaddiwala
A Household Journey

- Housing
- Water
- Energy
- Connectivity
- Transportation
- Sanitation

Daily requirements

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