Value Proposition of Participating Firms

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

Higher Education
- Technical Skills
  - VMware
  - SAP
  - Autodesk
  - IBM
  - NVIDIA
  - Dell
  - Adobe
  - Microsoft
  - Oracle
  - Salesforce
- Certification
  - VMware
  - SAP
  - Autodesk
  - IBM
  - NVIDIA
  - Dell
  - Adobe
  - Microsoft
  - Oracle
  - Salesforce
- Job Placement
  - Manipal Global Education Services
  - Autodesk
  - Adobe
  - Microsoft

Time to Job Placement

Happiness Index

Education: Click Zoom Link to Recordings of Executives Presentations

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A Patient’s Journey

Preventive
Access
Diagnosis
Hospitalization
Services
Recovery

Happiness Index

Time to Recovery

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Agriculture Ecosystem
From Market Access to Inputs

1. Agro Advisory
   Microsoft, NaPanta, AWS, eFresh, Farmer Analytic System, IBM Weather

2. Credit Linkages
   Food Lens, eFresh Global, Microsoft

3. Input Purchases
   Food Lens, eFresh Global, TATA Chemicals, Agrinos, BigHaat, Microsoft

4. Growth & Maintenance
   Farmer Analytic System, eFresh Global, NaPanta, Rallis India, Microsoft, Praksheep

5. Post Harvest
   Farmer Analytic System, Kisan Saathi, eFresh Global, Janani Foods, Microsoft

6. Market linkages
   Kisan Saathi, Agrifresh, Rallis India, Meebuddy, Janani Foods, Microsoft

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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

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A Household Journey

Happiness Index

Housing
- ATUM
  Affordable and energy efficient housing – built in 48 hours
- Kaushal Bhavv
  Traditional and Affordable housing

Water
- OCEO
  1rs 1 liter water
- EcoSTP
  Treatment of sewage water
- Rainy filters
  Rainwater harvesting
- Zero Mass
  Water from Air
  No need for plastic bottles
- Maithri
  Water from Air
  at 50% cost of bottled water
- Ketos
  Water Management

Energy
- Indian Oil
  Charging stations
- Cygni
  Solar inverterless DC solutions
- TATA Power
  Solar Micro grids
- Enel
  Renewable energy
- Hygge Energy
  Facilitating Energy Marketplace

Connectivity
- JIO
  High Speed Internet with uninterrupted service

Transportation
- MeBuddy
  Reducing delivery charges, Delivery in rural areas
- HERO Cycles
  Enabling Rural transportation

Sanitation
- Kabaddiwalawala
  Collection of waste
- Mr Clean
  Decentralised waste management solutions
- Recykcal
  Digital transactions for waste,
  Built in waste value chain, Traceability, enabling circular economy

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**SVM Ecosystem**: Participating Companies

- **Safety & Security**
  - Digital Twins
  - 3rd Eye
  - Johnsons Control
  - Tyco

- **Energy & Connection**
  - Enel - Indian oil
  - Hygge - Ericsson
  - Atum - Cygni

- **Water & Sanitation**
  - Ketos H2O
  - Kabadiwala connect
  - OCEA Water
  - Eco STP

- **Logistics & Transportation**
  - Hero Cycles
  - Meebuddy
  - Maruti - Trringo

- **Farming & Agriculture**
  - Agrinos - Natural Capital
  - Janani Foods - Kisan Saathi
  - Bighaat - Argikal - Napanta
  - Fascrop - Ninjacart
  - KRATOS - eFresh
  - TechMahindra

- **Health Care & Public Health**
  - A3 RMT
  - Dr. Reddy's Labs
  - Gramin - YourDOST
  - Medtel - Redwing
  - StaTwig - Apollo

- **Education & Livelihood**
  - Microsoft - Amazon
  - Footprint - VMware - Dell
  - Wipro - IBM - Salesforce
  - Pratham - SAP - Nvidia
  - Autodesk - Oracle
  - Avanti - JIO - Intel
  - Adobe - Google

**Entrepreneurship Ecosystem**: Launch to Profitability

1. **Evaluation, Roadmapping, Education**
   - Smart Village University

2. **Profitability Analysis**
   - TBD

3. **Entrepreneur**
   - Handloom, Handicraft
   - Waste Management
   - Healthcare, Water, Tourism, Horticulture
   - Transportation

4. **Logistical Analytics**
   - Statwig, Kratos

5. **Market Linkages**
   - Efresh Global, Kisan Saathi, Napanta, Agrifresh, StoreKing

6. **Supply Chain**
   - Procurers, Traders, Buyers, Sellers

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