Entrepreneurship in India

Its Current and Future Impact on Competitiveness
Amit Kapoor — PART 6 of 6
VALUE CHAIN INNOVATION CONTINUED

TATA SWACH

1. Research & Product Development
   - Swach Bulb replaced UV/RO
     - Uses paddy husk ash coated with silver nanoparticles
     - Removes disease causing water borne bacteria and viruses
   - Sedimentation filter, no electricity is required
   - Portable device

2. Sales, Distribution & Marketing
   - Tie ups with NGOs and MFIs for sales through small level entrepreneurs at the village levels
   - 'Society/School contact program'
     - Safe drinking water awareness campaign
     - Reached 20,000 households within 3 months

HUL PUREIT

1. Research & Product Development
   - 4 stage purification
     - Microfibre mesh removes suspended particles
     - Compact carbon trap removes parasites
     - Germkill processor replaced UV/RO kills bacteria and viruses
   - Polisher removes chlorine and odour

2. Sales, Distribution & Marketing
   - Awareness Program
     - Direct to home Demonstration program
     - Doctor partnership
     - Kiosk Demonstration program
   - Project Shakti
     - Network of 70,000 and 50,000 micro示范 show in their homes and in local villages

More publicly funded
UK
Japan
Germany
France
Italy
Spain
Saudi
Turkey
Indonesia
China
Brazil
Vietnam
Large underserved population, event based care
India
More private out of pocket
A COMPETITIVE ECONOMY HAS A COMBINATION OF HI-TECH AND LOW TECH FIRMS
Thank You