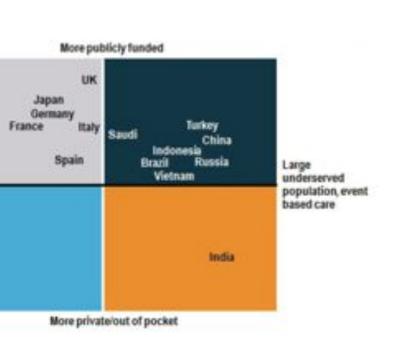
Entrepreneurship in India

Its Current and Future Impact on Competitiveness

Amit Kapoor — PART 6 of 6



CHAIN INNOVATION CONTINUED



3 VALUE CHAIN INNOVATION

TATA SWACH

HUL PUREIT

Research & Product Development

Product Sales, Distribution & Marketing

- > Swach Bulb replaced UV / RO
- Uses paddy husk ash coated with silver nanoparticles
- Removes disease causing water bome bacteria and viruses
- Uses sedimentation filter, no electricity is required
- » Portable device

- > 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

Research & Product

Development

- > 4 stage purification
- Microfibre mesh removes suspended particles
- Compact carbon trap mmoves parasites
- Germkill processor replaced UV / RO - kills bacteria and viruses
- Polisher removes chlorine and odour
- Battery run portable device

> Awareness Prog

Sales, Dist

& Marketin

- Direct -to-home Demonstration
- Doctor partners
- Klosk Demonst program

Project Shakti

 Network of 70,0 and 50,000 mer demonstrate the their homes and local villages

VALUE CHAIN INNOVATION

1

Research & Product Development

- > Simple one touch operation for acquisition, analysis and printing minimizes training needs
- > Battery operated Elimination of monitor enabled longer batery Ite, 500 ECGs in single charge of 3 hours
- > Use of small low cost bus-ticket kiosk printers and commercial chips instead of customized chips and microprocessors
- > Minimized no. of movable parts for fewer service needs
- > Ultra portable weight <1200 one by easy

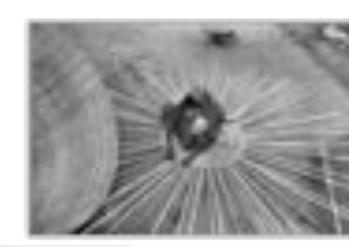
Sales, Distribution & Marketing

- > Direct sales into rural and sub-rural markets for befor outreach
- Collaborated with pharmaceutical companies, surgical companies and large pharmacies
- Conducted courses on technical aspects of an ECG for potential customers
- > Buyers can opt for EMI option of INR 27 per day over 3 years.
- > Tie up with SBI credit card to offer interest free installments for physicians

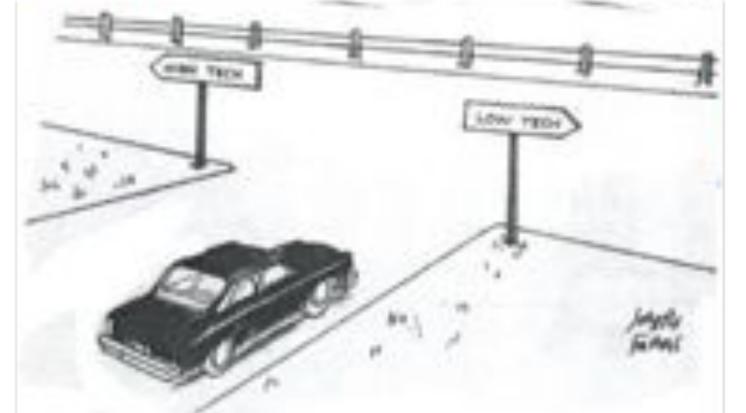
ETITIVE ECONOMY HAS A COMBINATION OF HI- TECH AND LOW TECH FIRMS



The Competitive Economy







Low Tech

Thank You