

The Startup Culture

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Project Proposal

Start-up is a rising trend in the current status quo and tech-based start-ups have increased significantly in the past couple of years. The image of start-ups has changed over time and there is an increase in the impact of these start-ups in our society. These start-ups have a particular set of target customers and the services of these start-ups become a part of their day-to-day routine. Also, there is increase in the number of students who are taking up internships in these start-ups and are even continuing there as full time employees. Thus, as students and future ICT Engineers, this topic has gained our group's interest.

Why did we select this topic?

- The current increase in number of start-ups in our country has gained a lot of attention.
- The increasing number of tech-based applications have changed people's way of living.
- Also, there is an increase in the amount spent by government and private investors for encouraging upcoming entrepreneurs.
- Why do people get involved in social start-ups?
- How feasible an idea is on economic parameters and what are the possibilities of growth.

How do we plan to approach the questions?

- We have planned to talk to some co-founders of the start-ups of previous students of our institute as well as some local start-ups in Ahmedabad.
- We also want to focus on the start-up which have failed and know the reason why their start-up has failed, as the current ratio of unsuccessful start-ups to successful ones is fairly high.
- Talk to people who have associated with start-ups that got big. For example: Talk to employees of OLA about their experience with their employers and what are the pros and cons of working for such start-ups.

- Conduct a survey of people who actually use services of such start-ups on a regular basis and try to analyze a general pattern.

What are we going to analyze?

- Start-up as an economic entity.
- General overview of tech-based start-ups.
- The concept of Social entrepreneurship.
- How is the current scenario of start-up boom different from the Dot-Com Boom?
- What are the reasons for increasing number of start-ups recently?
- What are the revenue generation methods of those start-ups and how do they select their target audience?
- Analyze the reasons why most of the upcoming start-ups are more of services based and not goods based.
- What is the current changing image of start-up culture in today's society?
- How are these start-ups affecting the local vendors?
- Case Study of a few local start-ups.

Work Plan

Description and Research

Aspects we covered

- Introduction
- Economical Aspects
- Technological Aspects
- Problems faced by startups
- Factors affecting success and failure rates
- Government policies
- The DOT-COM Bubble
- Social Aspects
- Social Entrepreneurship

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Case Studies

- Introduction and Idea
- Business Model or Working Methods
- Undertaken Projects
- Employee and Customer Relations
- Digital Agrimedia

- Shreyas Bhanderi
- Nishtha Boda
- Akshay Miterani
- OLA
 - Amay Agrawal
 - Karthik Neelamraju
 - Praneeth Katragadda
 - Vinay Kumar Meena
 - Rudra Chandak
 - Nishtha Boda
- SocialCops
 - Sai Teja Vasireddy
 - Rudra Chandak
 - Preeti Minj
- Play Power
 - Sai Teja Vasireddy
 - Khushboo Chandwani
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Survey Analysis

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Report Compilation

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Analysis and Conclusion

- Why startups are popular now and difference when compared to the Dot-Com Bubble?
- What are the main economical and technological aspects of startups?
- What kind of problems do they face?
- What is the government doing to promote the recent startup trend?
- A brief description of social entrepreneurship.

Case Studies

- What is the idea behind the startup?
- What factors do they consider for their startup model.
- Their projects and how they affect the society.

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We would also like to thank our seniors who have worked and are currently working in startups for their interviews.

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Introduction - Startup

The term 'startup' has become quite popular and common these days, being associated with young professionals, tech companies and app based services. But what is a startup exactly?

'Is it a company to solve a problem where the solution is not obvious and the success not guaranteed', as said by Neil Blumenthal, co founder and CEO of Warby Parker? Or 'is it a state of mind where people join with a decision to forgo stability in exchange for the promise of tremendous growth and the excitement of making an impact, as said by Adora Cheung, co founder and CEO of Homejoy, one of the hottest startups of U.S. in 2013?

There is no exact definition of startups. "A company five years old can still be a startup", writes Y Combinator accelerator head Paul Graham. But several factors are taken into consideration while deciding whether a startup is still a startup or not, Factors like acquisition by a large company, having multiple offices, big revenues or employee workforce etc. i.e. it has become profitable generally suggest that a startup has graduated from being a startup.

So, If you are generating revenues below a certain amount, have less than a certain number of employees, and remain resolutely in control of the company you started, you're probably running a startup. Likewise, if you've just set up a tiny for-profit enterprise and are intent on it becoming big enough to take over the world - even if you're still working from your bedroom - you're probably a startup founder.

Start-ups as an economic entity

With the current increase in start-up culture of India and India coming up and taking over as the third highest start-up producing country after USA and UK, the role of start-ups in regular day to day life is continuously increasing. But still the number of tech based start-ups in USA are ten times more than what India currently holds.

There had been businesses before and there were reforms too but what is special about this current trend of start-ups is that it can shape up within a fortnight whereas a lot more time is required to get a proper, stable, profit making business cycle. Also, this profit may be even quite high sometimes.

At the time of fierce competition, where the number of students who are getting out of universities with an undergraduate degree is on a constant rise, it is difficult to land a job in well established companies. Also, these companies tend to employ fewer people so that they can remain flexible.

In this kind of status quo, startups are hiring qualified and talented individuals and thus providing good number of jobs for individuals. These students are from different fields and thus this has created open gates for talented students from all fields. According to a NASSCOM report, "India currently boasts of over 3,100 start-ups with an addition of 800+ new start-ups in 2014 alone. If the landscape continues to evolve at this pace then by 2020 more than 11,500 start-ups would get established in India, generating employment opportunities for over 250,000 people". This shows how increasing the impact of startups on the status quo is.

Startups tend to hire a handful of people in the initial phase but then those handful people are given good incentives! Scaling up and growth hacking-are key priorities for start-ups. Start-ups are able to hire best-in-class talent from the industry by offering above average compensation, stock options, enhanced growth opportunities and flexible work culture. According to the placement season of our seniors so far, we have not only seen the increase in number of startups coming to our campus for recruitment but also the increase in the package they tend to offer.

The startup culture has a tremendous impact on the change in quality of services provided as now the founders and co-founders tend to check, test and analyze their product a lot of times before hitting the market due to the immense competition in the market. Hence, a startup is not just about the idea but also about the execution of the idea. This helps in creating a good competition and hence a better end product for the society to use. Also the local economy gets a good boost as these startups are founded by people who live locally, shop locally and so hire individuals from the same locality. Even Giants like Google have agreed that startups tend to increase economic growth and are the future for innovations.

Why tech-based startups?

The prime growth drivers to thank for this huge growth of tech based startups include the large domestic market, the evolving ecosystem of investors and mentors and increased M&A (mergers and acquisition) resulting in more exits for investors.

Looking at the startup landscape, US ranks 1st with more than 41,500 startups, followed by UK and Israel. We see India emerging as the 4th largest startup location globally, with 68% of the startups in the technical / digital field.

In a study conducted by NASSCOM on the culture of tech based startups, it was found that majority of the founders of startups fall in the age group less than 36 years (73%), 52% are post graduates, and only 6% founders are women.

“Startups move at breakneck pace, under a lot of pressure to succeed bigger and faster than any normal company. And women don’t want to give up their personal life in exchange for the chance to be the next Google. Which is why the number of women who pitch is so small, and, therefore, the number of women who get funding is small.” - says Penelope Trunk, the founder of Brazen Careerist.

But in this largely growing industry, with so many new opportunities for startups come several challenges that the tech companies need to overcome to make a name for themselves in the field.

Problems faced by upcoming startups in India

Culture

The rise in number of startups in India is only a recent one. Most of the startups have come up in a decade or so. Even then, there is still a mindset of people targeting jobs over startups, many times the reason being supporting the family or sometimes opposition from parents or getting a steady job and an immediate income. Building a startup is hard and generally failure rates have been high, thus making people avoid indulging into a startup.

Mentoring

For having a successful startup, it is beneficial to have a mentor who has gone through the experience of establishing startups, who understands the market policies and the customer requirements and who can guide you through this rigorous path. There may be some big names in the industry but still, finding a good mentor is a tedious task for young entrepreneurs.

Fear Of Failure

Which task doesn't see failures? And when we go on with a new idea, a non-existent economic model into the market, there are many chances of a failure. But what many young entrepreneurs lack is to learn from their failures. Just because of the fear of failure, people refrain from establishing a startup. But what they need to know is that, these failures will be the learning experiences which will guide them in the future.

Funding

Finding the right amount and kind of investment in a new sector is an increasing challenge for entrepreneurs. Investors refrain from investing into uncharted domains due to fear of losing money. Even though, there has been an increase in the number of investors providing funds to startups recently, a large number of startups still grapple to raise funds.

Policies

Government policies and regulations are an important factor affecting the startup process. Long, tiring and time consuming government processes make startup founders struggle and demotivate many young entrepreneurs. Though India has risen up in the Ease of Doing Business rankings by World Bank from 142 to 130, it is still ranked 155 in the Starting Business rankings, taking approximately 29 days to start a business.

Why do Startups fail?

Dr. Smruti R. Sarangi, a professor at IIT Delhi expresses his views on “Why do Indian Startups Fail?”. Considering the definition of startup as a new venture in a hi-tech area, he says that most of the startups are undertaken by young graduates after the college, almost sacrificing their career, earnings, personal life and professional aspirations and that too involving too many risks when the failure rates are high.

The Important Factors:

Idea

The idea has to be new and innovative and socially acceptable and needs to have the potential to make a lot of money. But the people who indulge in startups, though full of enthusiasm and appetite to take risks, lack the experience. They are young professionals, not technical geeks or sociologists or legal experts.

Most of the engineering students, in the age of 16-18 years have enough pressure of clearing the entrance examinations to get into a premier institute. As a result, academics takes away most of the time, leaving little time for other things. Also, most students staying in hostels are cut off from the real world as the institutes have their own virtual world. Hence, this young budding talent does not get to see the ground reality of the society.

Also, most of the successful startups we have are based on online retailing, analytics and social media rather than technology, defense or aviation etc. The reason for this can be that it is easy to have a social media startup which can target a large customer base rather than have a hi tech software which can fetch a big deal in a single go. Also, developing a tech based startup requires a R&D experience which many of the students lack.

Talent

Take the example of Bill Gates or Larry Page. These people, the CEOs of Microsoft and Oracle respectively were also people of great technical skills who had spent their lives writing codes and developing software. While, most of the startups in India are founded by business school students who have little or no knowledge and connection with the technical department. Hence, the CEOs are generally ignorant to the technical work and a sense of kinship is difficult to develop even in a small company of 10-20 members.

Most of the people in the institutes are trained to get a job in an MNC after the graduation. Hence, most of the premier institute students prefer a job over joining a startup. After all, a good job provides them with a good salary compared to the struggles involved in a startup. Hence, the startup founders have to look for talent in the non-premier institutes where they find sincere students but lacking sufficient skills, while they need employees who are productive and can get on the work right from the start. And no startup can support training its employees.

Also, in the Indian education system, emphasis on practical skills is comparatively low. Except in some of the premier institutes, most of the students do not get opportunities to nurture and showcase their creativity. And not just technical skills. We also lack liberal arts skills. We want an engineer to, along with technical prowess, be proficient in English, able to articulate and present to a technically literate audience. Most people pick up such skills later in their life but still, very less people will be there who can be all-rounders.

Failure of the business model

One of the most common reasons for failure in the startup industry is that the entrepreneurs are too optimistic about how easy it will be to attract customers. They assume that because they will build an interesting website, product, or service, customers will come running to them. That may happen with the first few customers, but after that, it becomes an expensive task to win customers, and in many cases

the cost of acquiring the customer becomes higher than the lifetime value of that customer.

Exhaustion of funds

What frequently goes wrong that leads to a company running out of cash and unable to raise more, is that management failed to achieve their goal (that could be anything - catering to their customers and receive positive feedback, for eg.) before cash ran out. Many times it is still possible to raise cash, but the valuation will be significantly lower.

Weak management teams

An incredibly common problem that causes startups to fail is a weak management team. A good management team will be smart enough to avoid the above problems. Weak management teams make mistakes in multiple areas. Some of these could include a weak strategy, building a product that no one would want to buy, not being able to build a product on time, etc.

Government on Startups

Central Government

After the announcement of 'Start up India, Stand up India' by the Prime Minister Narendra Modi, to boost the startup ecosystem, the 'India Aspiration Fund (IAF)' of Rs. 2000 crore has been launched. Microsoft's Satya Nadella, after the PM's visit to Silicon Valley, has outlined the company's plans to set up wifi hotspots across the country. As a part of the project, the company will fund local entrepreneurs to develop devices to overcome India's bandwidth crunch.'

The government is working startup with co-founders like SoftBank President Nikesh Arora, Snapdeal Chief Executive Officer Kunal Bahl, Oyo Rooms founder Ritesh Agarwal along with former Infosys director Mohandas Pai to create a detailed policy to encourage startups. the Department of Industrial Policy and Promotion (DIPP) has held discussions to develop a 40-point action plan which will address key concerns of entrepreneurs.

NASSCOM has proposed setting up of an easier set of rules for startups seeking simpler norms for registration, taxation and exit. It has also proposed that the reasons for denial of permissions should be given in writing and there should be a greater reliance on self-certification and disclosure instead of audit and inspections. Such proposals are meant to help companies during the first seven years.

The industry body has recommended ease of incorporation, which would include pre-filing documents, reliance on certificate of incorporation and doing away with commencement certificate. It has also backed the idea of a single-window tax registration system, besides exemption from close to two dozen laws related to taxation, environment and pollution and labour legislations. There are several proposals related to easier exit norms to fast track the entire process given that the mortality rate in the segment is very high.

NASSCOM has also undertaken an initiative to have 10,000 tech based startups in India. It aims to enable funding, acceleration and incubation support to 10,000 technology startups in India over the next 10 years.

State Governments

While the central government is preparing a new policy for startups, state governments are also working towards their own startup policies. Karnataka has already come with its own startup policy for the time frame of 2015-2020. The policy entails setting up incubators in post graduate colleges, collaboration between R&D institutions and industry and technical business incubators in higher learning institutions. Along with this states like Rajasthan, Andhra Pradesh have also announced the plans for drafting their startup policies.

T-Hub

The Telangana government has launched India's biggest startup incubator, T-Hub with a campus of 100,000 square feet, for entrepreneurs from all over the country.

In its first phase, a 70,000 square feet campus, which can house 140 startups has been launched under the mentorship of the Indian School of Business and the National Law University, at a cost of Rs. 40 crore. It is open to any startup which can pay the rent, to use its facilities to start up their base. Once they are established, the startups have to move out to make space for new ones.

For the second phase, the government plans to set up a massive 300,000 square feet campus to accommodate 800+ startups. Telangana State IT Minister said, "By connecting startups to top mentors, investors, organizations and academia, T-Hub will help every entrepreneur realize their dream."

The government has assured all the tech professionals that T-Hub is open for entrepreneurs all over the country and not just to the entrepreneurs of Telangana state. Also, the government won't interfere with the working of T-Hub, making it completely 'autonomous' and 'free-spirited'.

The DOT-COM Bubble

The DOT-COM bubble was a period from the mid-1990s to the early 2000s which saw a large rise in the market stock prices, followed by a great downfall. Many of the then recently started companies had to close down and the U.S. stock market saw a loss of around 5 trillion dollars.

What caused this?

The year 1995 saw a great rise in the number of internet users. Companies saw them as a potential customer base and started targeting them. Many of these companies had a prefix-'e' or a suffix-'.com' thus the name DOT-COM. These companies followed a model of growth over profit, thinking that getting a large customer base early on would help them get profits later on.

Investors also responded to this by giving large investments, citing the soaring prices in internet based startups. Hence, many new startups, having just an idea with no proper business model came up. Money was being spent on advertisements and company promotions and lavish treatments to attract more people to it. Upcoming entrepreneurs were on a rise and were becoming millionaires within days. The DOT COM boom was the biggest since the PC revolution of the 80s.

But, the lack of experience of these young people, lack of advanced infrastructure required for this huge surge in technology etc. soon caused this bubble to burst. "On Monday, March 13, 2000, a large number of sell orders for technology stock were several billion dollars were processed at the same time. The stock market plummeted, triggering frantic selling."

By 2000-2002, most of these companies had to shut down as they had gone into debts. Companies based on technology-infrastructure like CISCO also lost a lot of stock as the infrastructure was never developed.

Only a few names like Google, ebay.com and Amazon.com survived. And even though they lost a lot of stock value, they later made many times their earlier investment, with stocks going from 107 to 7 dollars per share but rising up to exceed 500 a decade later.

How is it different now?

A great surge in tech based startups and increase in market for tech-based startups is being seen recently and many fear for it to be another bubble waiting to burst. But there are some factors which say otherwise.

Many of the tech based companies which are going public have been in the market for some time now and believe that along with a large customer base, cash inflows are equally important. Hence, even though the rise in stock values for a company may not double in one day as had happened in the dot com boom, there is a more sustainable and long term economic model.

Internet is a more practical and household thing than it was earlier. People use internet more than ever before having turned it almost into a necessity. Hence, there is a better IT infrastructure for new startups to come up. Hence, 'Consumerization of IT' can serve as a major factor in prevention of another bubble burst.

Social Aspects of Start ups

Effect of start ups on local vendors

Start-ups based on providing goods are affecting local vendors in both ways positively and negatively.

Positive Impacts:

There are many startups that provide services such as online shopping and delivery options. These start-ups advertise about commodities that they sell and the goods they supply are from local shops and vendors that they are tied up with. This tends to improve their sales and provide more publicity to the vendors.

As an example:

1) Online shopping sites like flipkart, amazon tie up with the local vendors or local suppliers of different cities so that their service can be as fast and impactful as possible and it helps local vendors in their business. This would mean an added layer of scrutiny on companies such as Flipkart and Amazon India, all of which are structured as marketplaces that facilitate trades between buyers and sellers.

Flipkart has two modes of doing business:

1. Via vendors: These are the suppliers that flipkart does business with and buys the goods from.
2. Via affiliates: Who link to the flipkart website and earn a commission by placing banners or links on their websites .

And Flipkart has now launched Marketplace, where you are not a "vendor" to flipkart, but are a seller and can sell your products directly on the website . So indirectly vendors and sellers's business are being increased.

2) Hello Curry is a Hyderabad based quick service restaurant (QSR) chain specializing in Indian cuisine. The company claims to be the only food chain serving Indian cuisine in a fast food format offering features like taste before order and pay

by weight. There are so many restaurants are part of this startup. The fast growing startup in the food space is fundamentally a home delivery brand which only has a brick and mortar outlet in Hyderabad. According to restaurants involved with Hello Curry, it gets 800 to 1,000 orders a day which is growing at 25 to 30 percent month-on-month basis.

3) There are also startups which are being helpful to the local vendors without getting involved in their business.

Eg. There are so many vegetable vendors in Vadodara, Gujarat. Not too long ago, they used to take orders on call and deliver wherever required. But now, they take a snap of whatever they have and send it to a group of customers on Whatsapp. Customers get to see what they have to offer and if the vegetables are fresh before they place an order.

Apart from communication, Whatsapp is turning out to be a tool that is empowering many small businesses in handling communication with users is another aspect that Whatsapp helps in achieving. Businesses have dedicated Whatsapp numbers where users can message to get answers to their queries. Also, businesses are using Whatsapp to spread the word to more users.

Eg. A couple of months back, Bewakoof.com started promotions via Whatsapp, and now they claim to be making 15% of their total sales through the instant messenger. Customers have to mention the product name, their name and address and send a Whatsapp message to get their delivery.

Negative impacts:

Startups like online shopping sites have negative impacts too on local vendors. Apparently the prices charged for products sold by the giants Flipkart and Myntra are very cheap. But if we take a quick look at these companies, we find that these companies are supported by the global investors who are funding them. The 'discounts given' by these companies and the 'free delivery to customers' totally eat up their profits. Basically these companies are eyeing to tap the customers by 'hook or by crook method'. If these companies stops giving discounts, then the price will get equal to the prices offered in the brick and mortar sales. So they keep giving

discounts. And it is also a matter of time so generally people prefer to shop online and this is a huge damping factor for the local sellers.

Effect of Startups on Employment

As the number of startups are increasing, employment opportunities for youth have increased and new employment patterns have come into picture. And we have an advantage here as India has a large number of youngsters (about 68% of the world). Demand and employment opportunities for engineers saw a steep rise. Local youth had new opportunities to pursue, and experienced talent started moving to the cities in pursuit of a challenging and high-growth career.

Eg :- SMSOne was honoured for a very innovative project of starting a local SMS Community Newsletter to promote self employment amongst unemployed youth. Typically a youth collects 1000 mobile numbers of local residents and starts an SMS based newsletter to alert, update and inform them about local/social happenings. It is a free service to citizens and yet the unemployed youth earns about 6000 - 10,000 per month through promotional messages

Social Entrepreneurship

Basic Definition

When it comes to the definition of social entrepreneurship then it is to make an effort to achieve an idea for a business technique to find probable solutions to the basic and crucial social problems. This concept may apply to a large number of companies which may be of any size and with any aim and any belief. The main objective must be to solve a problem pertaining to the society.

The above stated definition is such a definition about which there are still debates going on as to who counts as a social entrepreneur. Therefore, as of now there has not been much of a unique and universally approved definition of social entrepreneurship. This many conflicts arise due to the various fields and disciplines that are associated with social entrepreneurship. Philanthropists, social activists, environmentalists, and other socially oriented practitioners are referred to as social entrepreneurs.

Social entrepreneurship in modern society offers a selfless, concern for the well being of others, form of entrepreneurship that focuses on the benefits from whom the society may benefit, that is, the allotment of social capital and ideology which affects the society positively. Obtaining a larger understanding of how an issue relates to society allows social entrepreneurs to develop innovative solutions and mobilize available resources to affect the greater global society in the best way possible.

The Beginning

Although there are a lot of similarities between the ideas of social entrepreneurship and entrepreneurship but still there is a huge distinction between the concepts of the two. The difference between social entrepreneurship and

entrepreneurship has its roots strongly embedded into the fact that the purpose of creation of the business's are different. Many activities related to community development and higher social purpose fall within the modern definition of social entrepreneurship. Even today the definition has not been made clear only because this concept is one which has many forms of being. Like the whole careers of two social entrepreneurs can be two completely different.

No matter in which sector of society certain organizations are, social entrepreneurship focuses on the social impact that an endeavor carries. Whether social entrepreneurship is altruistic or not is less important than the effect it has on society. The terms *social entrepreneur* and *social entrepreneurship* were used first in the literature on social change in the 1960s and 1970s. The terms came into widespread use in the 1980s and 1990s, promoted by Bill Drayton, Charles Leadbeater, and others. From the 1950s to the 1990s Michael Young was a leading promoter of social entrepreneurship.

Types

Now that there is a lot of debateable confusion on the definition of social entrepreneurship, there was a considerable acceptance to these few distinctions given by John Elkington and Pamela Hartigan in *The Power of Unreasonable People*:

1. *The Leveraged Non-Profit*: This business model leverages resources in order to respond to social needs. Leveraged non-profits make innovative use of available funds, in order to impact a need. These leveraged non-profits are more traditional ways of dealing with issues, though they can be distinguished by their innovative approaches.
2. *The Hybrid Non-Profit*: This organizational structure can take on a variety of forms, but is distinctive because the hybrid nonprofits is willing to use profit to sustain its operations. Hybrid nonprofits are often created to deal with government or market failures, as they generate revenue to sustain the operation outside of loans, grants, and other forms of traditional funding.
3. *The Social Business Venture*: These models are set up as businesses designed to create change through social means. Social business ventures

evolved through a lack of funding—social entrepreneurs in this situation were forced to become for-profit ventures.

Role of Technology

The internet and social networking sites have been a very crucial and important entity for the success and the collaboration of many entrepreneurs. In the recent times of the society, the internet has become an especially important resource in spreading widely of the information in very short amount of time. the Internet allows for the pooling of design resources using open source principles. This helps various entrepreneurs to get together on their ideas and help each other out in case of problems. These media allow ideas to be heard by broader audiences, help networks and investors to develop globally, and to achieve their goals with little or no start-up capital.

Public Opinion

There have been many successful ideas that have had a really effective impact on the society positively. Himalayan Environmental Studies and Conservation Organization (HESCO) has come up with an idea that most of the fruit in the Uttarakhand hill regions is going waste due to the inaccessibility to market or lack of post harvesting technology(PHT).

PHT can help community to process the local fruits for off seasonal use and as well as product for local market. HESCO in association with local voluntary groups launched two food processing units within the community with the help of AID. It helped these communities semi process the products to avoid losses immediately after the disaster. This idea has helped a lot of people recover from the loss that they had faced due to the floods. This was one of many successful organisations that came up with solutions to society's problem. Works like these are a reason to the positive response from the people.

Case Study

Digital Agrimedia



INTRODUCTION

Started: 2005

Founders: Mr. Jagdish Dhanani

About the Founders:

Education: M.Sc. in Agriculture, MBA in Marketing

Prior work experience: Mr. Jagdish Dhanani, formerly worked for a TV channel, ETV.

What is Digital Agrimedia?



Digital Agrimedia is basically an Agriculture based service provider, which basically started as making Ad-films for the Agricultural Industries. These films were used to sell the agricultural product to farmers and making them understand the procedures to use those products.

Along with this, they started making films for farmers for helping them out in Agriculture initially. They made films regarding different crop productions, explaining the process in a more effective manner right from sowing seeds to the proper harvesting manner. They provided farmers this knowledge by selling them DVDs which became available to them via phone calls. Hence, by help from experts and the agricultural institutes they started digital agrimedia, which turned out not only more successful as business model but even helped the farmers of our society.

Motive for starting Digital AgriMedia

Mr.Jagdish observed the lack of advertisements and commercial reach in agriculture sector, while working for ETV television agency earlier. So to join the bridge between today's world and this unreached field, the idea for the company Digital Agrimedia was formed. The lack of ideas in such field made the Digital Agrimedia to boost in competition-free market. Even today, Digital Agrimedia not only keeps serving this area but also remains as the sole service provider to this field and hence has maintained its monopoly on the market for very long time.

Funding for the startup

The basic funding for the their model was by their own savings. He managed to make savings which, when enough, were used to start his own company in a small scale. Over period of time, after gaining profits he started expanding the trees of his company and it stands alone in its field today.

How do they work?

Digital Agrimedia worked as a provider of AD-films to big agriculture based companies in the starting of its period. However, even for those companies it was a difficult task to make these ads reach the farmers. They started selling this to the local and regional service providers who in turn started to show these ads to farmers through door to door service and through TV in the vendor's shop. They also adopted to TV vans which were used to be sent from villages to villages and farmers used to gather to see this.

Later on, this company shifted to address one of the increasing concerns of the society, the gap of current innovations made in agricultural sector and its reach to the proper users, initially the farmers. So they started making Educational films which showed farmers the proper farming techniques. These films included a new innovations like new irrigation techniques and proper methods of using fertilizers and pesticides. These films were made available through the telephone service. They provided this information from door to door in form of CDs, particularly VCDs.

Growth of Digital Agrimedia:

Digital Agrimedia started growing soon owing to no competition in market as they were the only company to understand this problem and address to it. They soon understood that Agriculture is not only sector which needs to addressed. So they grew over to more sectors particularly addressing the tertiary jobs. Some of the fields which they addressed are Horticulture, Epiculture, Animal Husbandry, Forestry and Agroforestry. This turned out to be a good decision and contributed greatly to their growth.

ई-साहित्य : हिन्दी : एग्रीमिडीया फिल्म डीवीडी... घर बैठे देखिए

iScanner iPhone App

कृषि बागायत पशुपालन जैविक खेती

सफेद सोना : बी.टी. कपास

ग्रीनहाउस: व्यवसायिक खेती

पशुपालन सफल व्यवसाय

जैविक खेती

किसान के लिए Rs. 105/-

DVD

संस्था के लिए Rs. 125/-

(१) सफेद सोना : बी.टी. कपास (७) केले की वैज्ञानिक खेती (१४) पोलीहाऊस में जर्बरा (२१) दुधारु पशुओं की देखभाल
(२) कपास को मिलाबग से बचाओ (८) अमृत फल : आम (१५) ओर्गेनिक फार्मिंग (२२) मिर्च की वैज्ञानिक खेती
(३) गेहूँ की उन्नत खेती (९) आलु की वैज्ञानिक खेती (१६) अनार की वैज्ञानिक खेती (२३) सोयाबीन की वैज्ञानिक खेती
(४) मुंगफली की उन्नत खेती (१०) गन्ने की उन्नत खेती (१७) प्याज की वैज्ञानिक खेती (२४) जीरे की सफल खेती
(५) ग्रीनहाउस: व्यवसायिक खेती (११) मधुमक्खी पालन (१८) टमाटर की वैज्ञानिक खेती (२५) पपीता की वैज्ञानिक खेती
(६) कुकुकट पालन / मुर्गी पालन (१२) समेकित चूहा नियंत्रण (१९) पोलीहाऊस में शिमला मिर्च (२६) चने की वैज्ञानिक खेती
(१३) ग्रीनहाऊस में गुलाब (२०) नेटहाऊस में संरक्षित खेती (२७) लहसुन की वैज्ञानिक खेती

एग्रीमिडीया फिल्म... बदल दें जिंदगी आपकी मो: 094270 50733, 094274 18235

डिजिटल एग्रीमिडीया

DIGITAL AgriMedia CREATIVE MEDIA HOUSE 605 शालीन कोम्प्लेक्स, सेक्टर-11, गांधीनगर-382011, गुजरात
agrimediafilm@gmail.com, www.digitalagrimedia.com

Another breakthrough which they had was shifting from VCD to DVD. This was a risky yet important plan which they adapted as DVD players became more useful than VCD players. Also DVD had technological benefits over VCDs. This was well received by the customers.

One major adaptation was to switch from just Gujarati CDs to Hindi CDs. However, as said by one of their employees, local languages were well more received by the farmers as reflected in their sales data. However these Hindi CDs were used to increase their sales outside the Gujarat state. One important factor they had to consider was to understand the crop patterns and analyze which region demanded which kind of CD.

Review of customers:

One of their customers, a cumin farmer said that he understood how to use certain pesticides and new techniques to sow seeds. He was very happy as he had a good crop that year and he credits its success to those CDs. He even suggested his farmer friends about these CDs. He believes that the awareness about these products is not enough and further believes that he is lucky enough to have a computer and enjoy these services but this is not the case with everyone. He even

explained that farmers still use old generation phones and not smart phones and even the few who own one have rare internet connectivity.



A farmer producing Drumsticks said that he was very happy with explanations done. More specifically, he emphasized the importance of details like proper timeline of procedures to be done and exact temperature of soil while sowing the seeds, which were well explained in the tutorials.

Furthermore, a farmer producing cotton said that there were new pesticides which he got to know from these CDs. Also these CDs guided him to purchase best quality of seeds.

Challenges and future endeavours:

Digital Agrimedia, even though having a monopoly in its field, still faces problems to make the target customers aware about their products. However, they plan to further associate with giants like flipkart, amazon and snapdeal in hopes to widen their reach. Also they understand the importance of local languages and their importance in society and so they have planned to dub their CDs in different local languages to increase their market.

Case Study OLA CABS



INTRODUCTION

Started: December 3rd 2010

Founders: Bhavish Aggarwal and Ankit Bhati

About the Founders:

Bhavish Aggarwal

Education: B. Tech in Computer Science from IIT Bombay.

Prior work experience: Worked in Microsoft Research, Bangalore for 2 years. While trying to chase his dream of entrepreneurship, he started an online holiday and tour planning service on the side, before changing that into Ola Cabs.

Ankit Bhati

Education: Dual Degree (M. Tech + B. Tech) from IIT Bombay.

Prior work experience: Worked in a number of startups before joining Ola Cabs.

Motive behind starting OLA

While trying to keep his holiday and tour planning business out of debt, Bhavish had to travel from Bangalore to some place, for which he rented a car. But, that ended in a very bad experience. The driver stopped the car in the middle of the journey and demanded a renegotiation of what Bhavish was paying. After being refused, he proceeded to abandon him. This was when Bhavish realized there might be a lot of customers across the country who were looking for a quality cab service, but couldn't find one. Thus, he changed his business from his earlier start-up to the

one today – Ola Cabs. This was in December 2010, when he was joined by Ankit Bhati.

Funding for the start-up

As OLA is one of the fastest growing startups and taking control over taxi market in India (almost 80%), it is easily getting funds from the Angel Investors and up till now they have raised their funding from \$330k to \$1000m. This raise in funding clearly shows how fast Ola is spreading and growing. Image shown below provides the complete overview of how OLA got its funding in various stages.

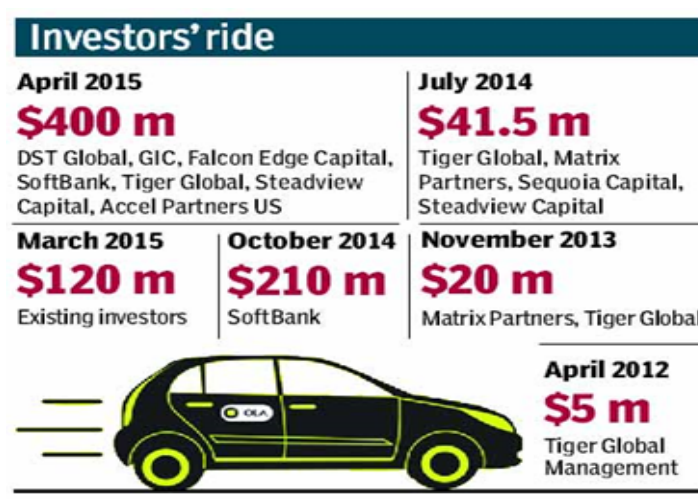


Fig: Shows the funds received by OLA

BUSINESS MODEL AND WORKING

KEY PARTNERS

- Private taxi owners
- Car distributors (to rent cars)
- Driving schools (to provide proper training)
- IT Companies (to provide pick-up and drop facilities to their employees)

REVENUE GENERATION

- OLA charges a small fee to the taxi drivers for them to access technological platform
- In-car advertisements (displaying ads on its cars)
- Ride based commissions, more of them on peak times and in season times
- Commissions for delivering groceries and couriers in some of the cities

In the initial days, OLA, unlike other cab companies, didn't buy any cabs (though they have initiated buying cars now). They tied up with various local cab vendors and also private taxi owners on a contract basis. OLA simply provides an online platform for the customers to easily meet the cab drivers.

Drivers have to work for some fixed amount of time per day. Incentives are given to him if he makes more than ₹2000 a day. In the case when a driver earns less than ₹2000, it pays them the difference amount i.e. if a driver made only ₹1200 a day, he will be paid $₹2000 - ₹1200 = ₹800$ so that they earn at least ₹2000 a day. Ola charges around 11-13% of the total bill amount per ride from the drivers. The fuel expenses are to be paid by the driver himself. Ola charges a small fee from the drivers for providing access to technological platform. They are supposed to accept a threshold fraction of total requests sent by OLA, or else they would get a pay cut.

OLA has acquired a large number of drivers. The main reasons behind getting such a huge driver base are the benefits provided for the drivers and their families – including scholarships for their children, and rewards based on their performances (rides completed).

OLA has not yet registered profits. They are not making money presently but are funded heavily by various private investors who see great potential in future.

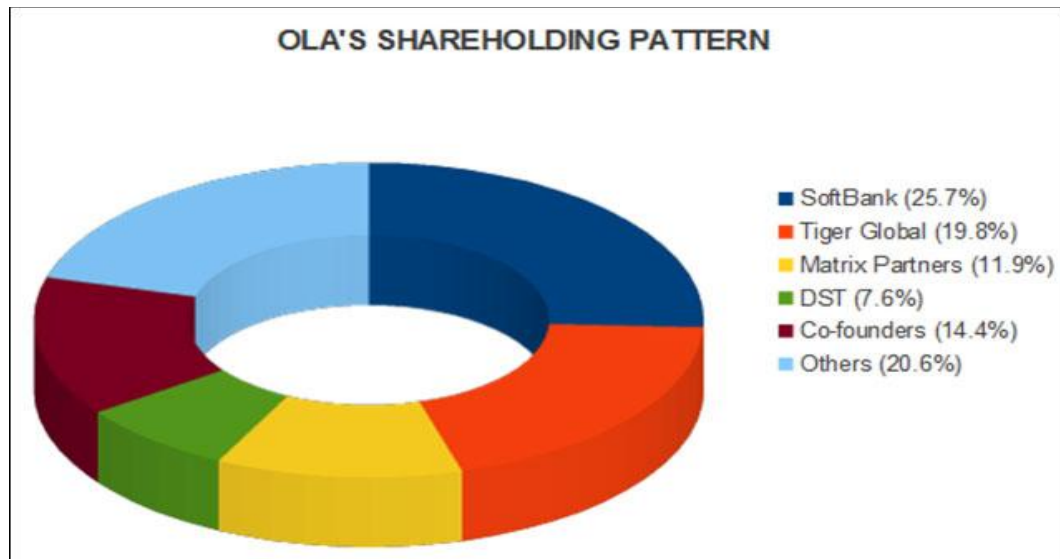


Fig: Shows the shareholding patterns of OLA

OLA Auto

Ola Cabs has also ventured into collaborations with auto drivers, with the launch of OLA Auto services, first in Bengaluru. This feature is now available on the OLA mobile application. The fare payable is the actual meter fare along with ₹10 as convenience charges, which has to be paid in cash as of now. OLA is offering fair monthly salaries to the auto drivers, along with mobile charges.

OLA starts purchasing its own cars

OLA has started purchasing cabs on its own and lending them to new drivers. The company, along with its investors, has decided to invest ₹5000 crore towards this initiative. Initially, an amount of ₹500 crore has been invested. OLA has decided to independently raise money for this unit later. All the funds will be used to purchase and maintain cars. Under this programme, a driver can lease a car for an initial deposit and then make monthly payments to OLA. They have also decided to put an option through which a driver can opt to own the vehicle after three years. OLA has been trying to sign as many drivers as possible to increase its market share.

Competition with fellow car service - UBER

Ola Cabs mainly competes with Uber, which has next highest share of voice in the market. Even though Uber charges less than Ola per km, Ola has the following advantages over Uber –

- Ola provides its customers with different types of services – namely, OLA Mini, OLA Sedan and OLA Auto. On the other hand, Uber provides only two – UberX and Uber Go. This makes it easier to find an OLA Cab compared to Uber Cab.
- Ola Cabs lets its passengers pay the fare in a couple of ways - OLA wallet, the other and the important one being payment through cash, whereas Uber allows its customers to pay only through e-wallets, which is a major drawback. (Realising this, Uber has started accepting cash from May this year, though it is available only in some parts of the country)
- An Ola cab can be booked through its Android and IOS mobile applications, its website and even with a telephone number. But, the bookings of Uber cab are limited only to the mobile application.

ACQUIRING TAXI FOR SURE (TFS)

Earlier this year, OLA has acquired Taxi For Sure for about \$200 million to increase its market. Now, there is an option to book a TFS through the OLA mobile application. TFS mostly works with cab operators unlike OLA which mostly deals directly with the drivers. With this deal, OLA got connected to all of TFS cab operators. As a result, its share of voice in market has raised. On acquiring TFS, OLA is now even more ahead of Uber in the competitive market.

EMPLOYEE RELATIONS

Benefits for the Drivers

OLA has launched a string of driver initiatives aimed at bettering the lives and social stature of driver entrepreneurs attached on its platform.

OLA PRAGATI

Ola in partnership with the State Bank of India (SBI) initiated 'OLA Pragati' to offer car loans to its drivers. The main feature of this scheme is to allow daily repayment. These loans are structured in such a way that a driver can pay the instalments on a daily basis instead of paying monthly instalments (EMI's). These loans are provided at around 14-17 % p.a. and only up to 80% of the loan amount is to be repaid. These loans are given only after proper verification of the drivers.

OLA STARS

Ola launched 'OLA Stars' program for the drivers and their family. This program is aimed at rewarding the best drivers. This initiative for drivers includes many personal and professional benefits such as scholarships for their children – which amounts to ₹1000 per month, medical insurance of worth ₹2 lakhs, skill development programs – Ola has decided to conduct personality and skill development workshops, for the women-family members of the drivers, to help them become self-employed or find jobs, discount in fuel prices and vehicle servicing benefits. These benefits are awarded based on the performance of the drivers every month.

OLA GURUKUL

Ola, on this year's Teachers Day, tied up with Avanti Learning Centres to provide free after school classes – called 'OLA Gurukul', for the drivers children studying in the 9th and 10th standards. The first batch containing nearly 500 students will be taught at Avanti's centres in Mumbai. This initiative is expected to expand to other parts of the country rapidly. Apart from teaching lessons, Ola has also decided to provide stationery, books and course material free of cost.

CUSTOMER RELATIONS

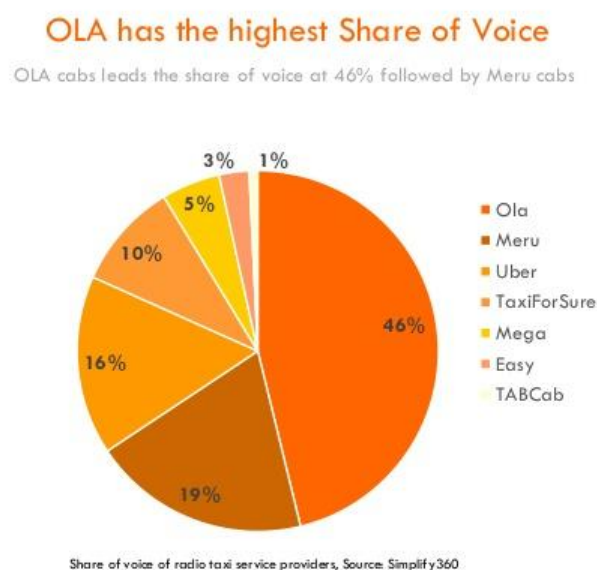
Impressive Deals by OLA

- Offers for first ride
- Referral Credit points
- Credit Points in case of delay or cancellation of the ride

OLA Cabs are very useful to -

- Business people who don't want to drive and save time for working
- Companies offering pickup and drop facilities to their employees
- Office going people (can share a cab using OLA Sharing option)

Ola has put forward many deals for its users to expand its share of voice. **Share of Voice** is a way of measuring how much is a brand talked about compared to its competitors.



To ensure complete safety, Ola has also initiated criminal check and police verification of all the drivers registered on the Ola app. To accomplish this, they have hired AuthBridge, one of India's background verification companies.

Ola has allocated \$20 million for safety and security initiatives that they are taking forward for all their customers. Apart from providing security features like live GPS tracking, continuous driver verification and training, Ola has recently introduced an *SOS button* in the app. Users can set their emergency contact's name, contact number and email id on the app. The set email and mobile number would require verification by the contact, after which this feature will be activated. The SOS feature can be used while the ride is in progress and on activation, an alert is sent to the verified emergency contact with the customer's details (name, email id and contact number), location where the alert was raised, cab and driver details.

CRITICISM

Technical Blunders

A girl from Chennai suddenly started receiving other customers personal information like Phone No., Credit Card No., etc. As a concerned customer, she rang up the Ola call centre and inquired them about the incident. Despite many emails, messages on Twitter, Facebook, and hours spent calling and explaining the issue to their customer care team, they ignored her.

Security of the Mobile Application

Earlier this year in March, a security firm have exposed vulnerabilities in OLA's mobile application through which one could enjoy unlimited free rides. Few software engineers claimed that hacking the OLA application was one of the easiest hacks and any programmer could break the logic. Later, OLA acknowledged these problems and said the bugs have been fixed ensuring the security of their users.

Hacking the OLA Servers

Some hacker group, in June 2015, has claimed that it had hacked the Ola servers, gained access to customer information including credit card information. The group has even put up few images showing the details of the users. Later, OLA confirmed that there was no attempt made by the hackers to hack the servers and said in a statement that there was no security lapse to any user data and those images contained some dummy details which were created for internal testing purposes.

SECURITY MEASURES

Technical

- Sensitive personally identifiable information related to customers profile like Login, Ride details, Contacts and Ola Money are transmitted over the Secure Network (SSL/TLS). This would mean that no one can snoop or tamper the requests over the wire.
- Sensitive information related to Ola Money are encrypted and stored securely.
- Ola use cryptographically strong salted hash functions to store passwords.
- To summarize, Ola have taken detailed measures to ensure that customer transactions with Ola are protected.

Social

- For the safety of women they have now introduced *PINK OLA* (Women drivers for women passengers only).
- Ola Cabs, has introduced a new feature in which drivers who call from their Ola mobile devices will not be able to see the consumer's mobile number. The call will be routed through a cloud-based telephony system, which encrypts the number, and sends the encrypted number to the driver..
- As all calls are archived and available for later analysis, Ola Cabs will be able to gauge driver behaviour by listening to conversations.
- Ola has also introduced features such as live GPS tracking as well as an in-app SOS button that can be activated in times of emergencies.
- For enhancing safety of its customers, Ola is investing \$20 million on safety initiatives this year.

UPCOMING ENDEAVOURS

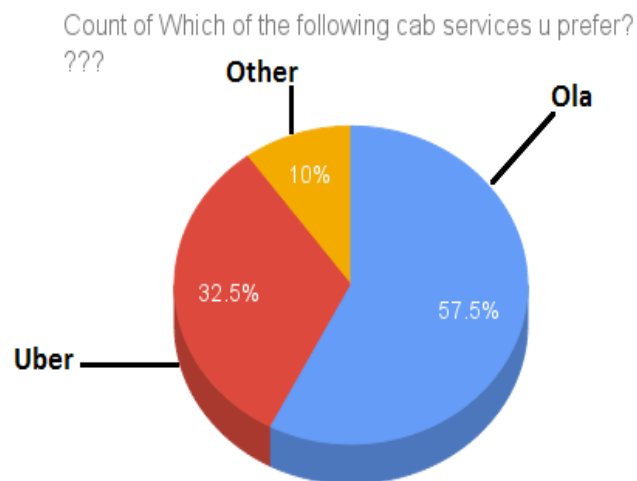
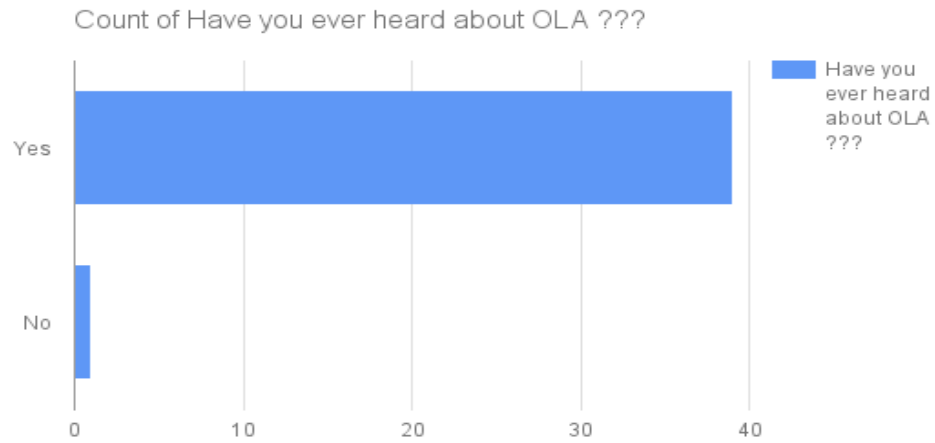
PINK OLA

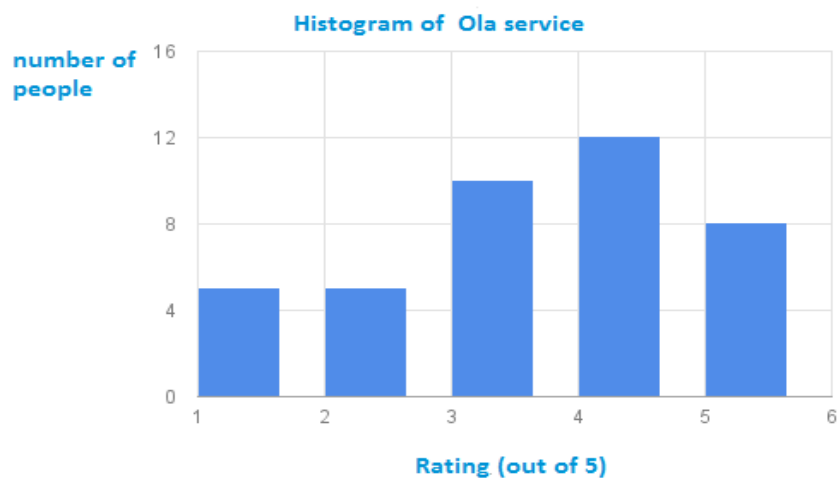
With emphasis on women safety starting to play a significant role on how well taxi companies do in the urban markets, Ola Cabs has initiated *Pink Cabs*. These cabs will be driven only by women drivers and allow only women passengers to board them. Ola Pink is one of those women-friendly measures being taken by major cab companies following the rape incident in Delhi last December.

OLA CAFE

Ola has launched Ola CAFE to provide food delivery services to its customers. The customers can order food from the restaurants in the near vicinity, through this newly introduced feature on the OLA mobile application. This facility was first started in some areas of Bengaluru, Mumbai, Delhi and Hyderabad earlier this year. The food ordered is expected to be delivered within 20-25 minutes from the time of order. It mainly targets employees who want to order food from their working places. The delivery address is the one which app registers based on GPS, exactly like in the case of a cab booking.

FIELD WORK - OLA





Case Study SocialCops



Introduction

Started: 2013

Founders: Prukalpa Sankar and Varun Banka

About the Founders:

Prukalpa Sankar: Worked at Goldman Sachs, ExxonMobil, Studied at Nanyang University Technological University

Varun Banka: Worked at Microsoft and Barclays Capital

The Beginning

“Even today, important national-level decisions about issues like vaccinations and medication affecting millions of people are made based on sample surveys of 100 people. Google Maps tells you the quickest route home, but what about the safest route home for a girl?”, says Prukalpa Sankar, co-founder of SocialCops.

Data is present everywhere, from the field surveys to documents. But how much and how effectively is that data used for making important decisions and undertaking various projects for the welfare of the society or the upliftment of the

country? There is a gap between the common man and the authorities and SocialCops wishes to bridge this gap.

“The census in many developing countries occurs only once in ten years and often the data is outdated before it can be used. We want to power even the census on a real-time basis by leveraging our nonprofit partners who reach the remotest parts of the world.”, says Varun Banka, another co-founder of SocialCops.

SocialCops collect data, analyze and represent it and provide it to organizations which then make decisions important for the society. But what's the catch? SocialCops does it using better technology. Their surveys are conducted using an app on mobiles, data sorted and analyzed using excel and presented using charts and maps. It collects data on issues affecting the daily lives of people, from potholes on roads to teacher attendance in government schools, mines insights on it and ensures those reach the decision makers.

Says Pankaj Jain, a venture partner in 500 Startups, which provided a funding of 320,000 USD to SocialCops, “SocialCops is taking big data in a direction that very few companies have been able to do: providing data and insights that can help solve real problems for most of the planet.”

Their success has earned them places in Forbes' 30 under 30 and Fortune's' 40 under 40.

Undertaken Tasks

Collect

Community Mapping for Villages - For collecting holistic data from the villages under a constituency under SAANJHI launched by Prime Minister Narendra Modi, the Vijaywada MP Mr. Kesineni Srinivas took the help of Tata Trusts, which used Collect - an application developed by SocialCops to collect the data. Various modifications in the app like, support of Telugu language, survey in the form of MCQs, real time data upload and analysis, tracking, saving drafts, using baseline

data etc. helped speed up the process, gaining a praise from the PM for a first of its kind 'village model' project.

The image shows two side-by-side screenshots of a mobile application interface for a survey titled "Village Overall Survey". The location is set to "Westend Marg, New Delhi, India".

The left screenshot shows question 15: "Has the govt. installed any water supply system?". The user has selected "No". Below this is question 16: "Is there a drainage facility in the village?", which is a multiple-choice question. The user has selected "Tap to answer". Below that is question 17: "Is there a solid waste management system?", also a multiple-choice question. At the bottom, there are buttons for "Options" and "SUBMIT".

The right screenshot shows the same survey, but question 15 has been answered "Yes". Below question 15, there is a "DATE" section with question 16: "When was it installed?". The user has selected "Tap to answer". Below that is question 17: "Is it still functional?", a multiple-choice question. The user has selected "Please answer". At the bottom, there are buttons for "Options" and "SUBMIT".

Using Mobile Technology to Optimise Disaster Relief Efforts - With Nepal witnessing one of the worst earthquakes in April-May 2015, relief processes were on full throttle. Goonj, one of India's leading disaster relief organizations needed to ensure an efficient and transparent method for tracking where and how the donated resources are used. And in came Collect. The donors would donate the resources in the collection camps along with their contact details and an e-receipt would be sent to them. Also, once the resources are delivered, the volunteers would update the status of the resources, thus reducing the time and efforts in managing resources and maintaining transparency.



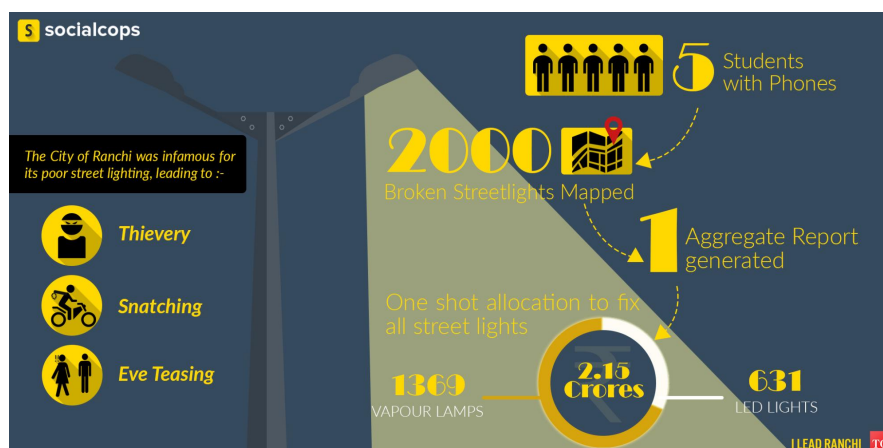
Capturing data for assessment of Primary Health Care facilities - Indian Health Education Trust (IHAT) needed a data collection method that could gather

large sets of data, in a situation where the system was very complex and each survey could take about 28 hours. With the technology team at SocialCops modifying the Collect app to adapt to their survey, like allowing pre set time interval data collection, linking of multiple surveys etc. IHAT now covers 1113 healthcare facilities across 150 blocks in Uttar Pradesh.

Visualize

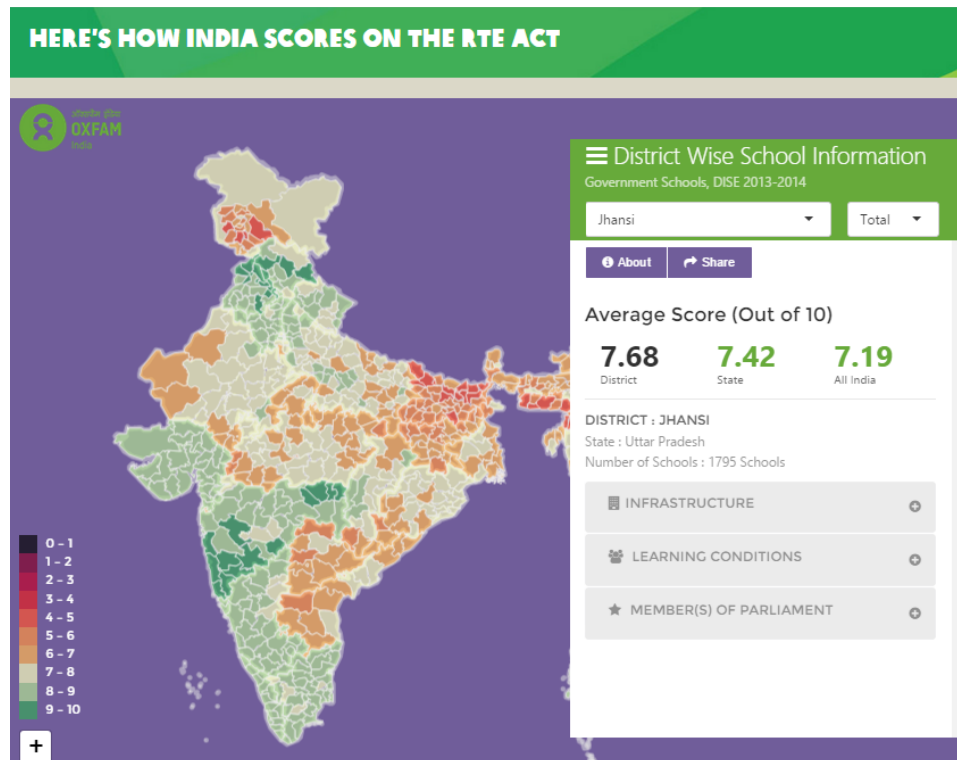
Mapping Household data in Odisha - To identify various household level issues in Odisha, Tata Trusts wished to visualize the data in a lifelike manner so that they could identify geographic patterns across various patterns. Instead of the earlier method of collecting data on paper, they created shape files of houses and directly mapped the data on the images which made identifying geographic patterns on socio-economic factors a lot easier.

Mapping street lights in Ranchi - Ranchi had street light issues and hence the crimes like robbery, snatching and eve teasing were on a rise. So five students started the work of mapping the places having street light issues using geotag and generated a report, leading to the deputy mayor deploying resources amounting to nearly 2.15 crore rupees.



Mapping the Education data by mining data - SocialCops took the data from the open government data covering all the eligible schools across most of the districts, then identified the parameters according to which rate the schools and

mapped on the map such that anyone searching for a district would be able to see the district score along with the state and country score and the concerned authorities.



Working and Products

SocialCops provide organizations with an efficient system to gather, process and represent data, the things which tend to be time-consuming and tedious. Rather than the traditional paper based forms and reports, SocialCops make the data collection digitized, the report formulation more easy to apprehend and easier to analyze and the representation more effective.



Collect

Organizations use Collect - a smartphone based tool to gather real time data from the field. It is mainly used for surveying, monitoring, tracking, market research, logistics, mapping etc. The app has been developed to work on low cost, low memory android phones without internet connection and in low resource settings and has many features which make designing the survey questionnaires easy.

With Collect,

- Collect data offline - Considering the field work to be done in rural areas with lack of proper internet, Collect gathers data locally and syncs it to the cloud when internet is available
- Exhaustive Question types - Collect allows question types in multiple choice, numerical scale, photo or video input, tabular questions etc. formats.
- Multiple Language Support - Considering the field workers or the survey audience might be comfortable in their regional language, Collect supports use of regional languages like Marathi.
- Analyze Data on the Go - Allows syncing of data and analyzing reports as it is collected, thus making download or filtering data on the go possible.
- Edit Questionnaires Real-Time - Allows you to save half completed surveys to submit later or editing the questionnaire when the actual work begins.

Search

Along with collection of data, SocialCops provides advanced processing capabilities to enrich and clean data on the basis of various parameters eg.

- Demographic data - Population, Birth and death rates, Gender, Age, Location, Occupation, Education , Economy etc.
- Education - School Infrastructure, Student-Teacher ratios, Enrolment rates etc.
- Health - Healthcare Infrastructure, Mortality rates, BMI etc.

It allows an excel plugin to download data directly in the excel format.

With Search,

- Easy Data Filtering - Sort, refine and mathematically manipulate large data sets.
- Powerful Indexing - Filter by topics, tag, source, organization type, collections etc.
- Analytics - Map relationships between columns and create visualisations.

Visualize

With Viz, we can represent the data collected in the spreadsheets using interactive maps, making the representation a lot more easy and effective.

With Viz,

- Make maps of any kind -Continent, country, even and city and district maps.
- Multi dimensional mapping - Using bubble map to represent multiple layers.

Case Study

Play Power



Basic Info

Playpower Labs Private Limited is a start-up that was first founded by **Kishan Maheshbhai Patel** and **Urmilaben Maheshbhai Patel** as the first active directors on 12th December in the year of 2011. This is a start-up which was started in DA-IICT only, where the founders came upon this idea to make an interactive gaming environment for the kids and helping them grow into a better tomorrow.

The Beginning

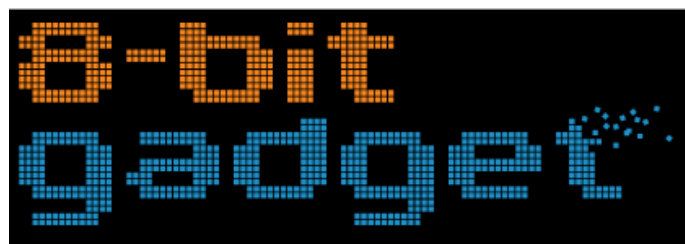
The idea of this start-up actually came out from the idea to solve a social problem of helping and aiding the small children in their education and their upbringing in an interactive way.

This began when the main founders of this start-up were working under a project under the Playpower.org.



Playpower Foundation is an open source community which can be accessed by anyone throughout the world. This was founded by Derek Lomas, Daniel Rehn and Jeremy Douglass along with the support of a few scientists from famous colleges/universities with a global mission of digital learning. They brought together many people like hackers, scientists, engineers and educators etc. They co-ordinated and came up with many new ideas for learning games. Their aim was to reach out to as many as underprivileged children across the world through these games and educating them with the help of these games. They initiated their idea by launching a very cheap - \$10 - educational computer which had a few basic 8-bit games that were being sold in many of the developing countries. Now these 10\$ computers are available in almost all over the world's developing countries like India, Pakistan and Brazil where the low income class and middle class families are buying them. Through this they are trying to introduce computing to millions of children in the developing world.

Now as a company which is selling out educational computers at so low prices, they won't be expecting any kind of marginal profits such that they can invest more money in research on educational games. This is the reason why the Playpower.org was founded. Their idea for Playpower.org was to open up the world to contribute into making their idea of digital education possible. They welcomed many programmers, engineers, scientists, etc, all those who were willing to help them improve the quality of the games and make better the software that they are using for the 8-bit computer.



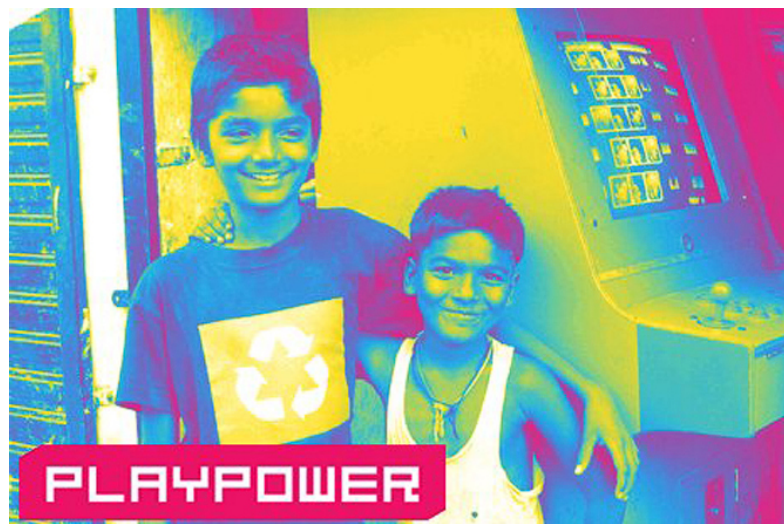
With this they were able to make the software much more convenient to work on and make the games more interactive for the children to relate them with their social lives and their surroundings. The regional developers help create the culturally

appropriate games to teach socially important skills and to create an awareness about the threats around them.

The founders of this start-up were working for this objective of making learning an easier task and more interactive for which they came up with an idea and they had thought that this idea would work as a start-up. That is how they ended up forming a group of few people who were interested in this idea and established Playpower Labs Private Limited.

Targeted Audience and Challenges in Implementing the Idea

As we have seen, this was an idea that aroused from the thought of implementing a better technological approach towards children's education. This was mainly thought of keeping in mind the lower class and the lower-middle class section children of the society in the developing and the underdeveloped nations of the world. But now they have also involved themselves into the corporate world by working on the websites in that field.



Their working methods have been subject to gradual improvements as per the technology of the present and they also have been researching on the topics like

making new tools to make it easy for programmers who program the educational games on the 8-bit educational computer and also open up the frontier of mobile applications and web applications as the world now has become a more modernised and we see a lot of improvement in the society and the way the things are. At the time of establishing the company there were people who could hardly afford mobile phones but now we can see that a smartphone is a must in everyone's hand. It has become an essential part of people's lives.

Initially the organisations under Playpower took over the distribution through the existing techniques of the cheap and affordable educational computer. Later on the improving technology and the ideology has shown that a start-up must adapt to the occurring changes around them in the society in order to survive in the economy. Now as a part of improvising, they started making JavaScript games with the same old ideology of helping children to learn from them. That is one perspective. The other is where the society changes their views as per the technology and the changes brought upon them.

At the beginning of the project the company as a start-up had the initial problems of investments and proper funding to the company. So they were developing the programs required for the initial Playpower project. Slowly they came into the field of mobile applications and web applications. They started making games for free and they developed many educational games on the Android and iOS backdrops. They have been coming up with ideas that make the games as close to the children so as to make them relate to the real world. Even though they had a few problems related to the financials and publicity they overcame them with proper planning and kept making changes to the working procedure so as to cope up with the recent trends. Now they have an authorised capital share of Rs.500,000 and a paid-up capital of Rs.100,000. They also have a few subsidiary projects that they work on like the maintenance of websites and helping other corporations with their multimedia presentations.

Work Experience And The Opportunities Provided To The Employees Working in Start-up



There are mainly 2 kinds of employees working in a Start-up: 1) Those willing to contribute to the idea and the working of the company and 2) Those who will be joining to experience a hands-on project and real life working atmosphere. When the interns of the place were asked upon the working atmosphere and the employee relations, they said that they were really satisfactory and also said that, most of them being college students, were working there to earn experience and learn about the concepts and implementation of the knowledge that they had.

They were really pleased about the working of the company and about the fact that they are able to learn new things and keep track of the recent technologies and the way the society is working. In a Start-up the people, unlike bigger corporations, don't have a specific job or aim to do in the company so they will involve themselves in almost all the aspects of the project and they also say that this

helps in improving their relations with the colleagues and they will also learn a lot of things.

Every employee says that the only reason that can make any intern/employee continue in the company is if they have faith on the idea of the company and have proper mentorship guidance so as to face the problems confidently. They also had a unanimous say about that the proper mentorship and the mind to accept any change are the two of the main requirements for the company to flourish and withstand in the economy.

When asked if anyone of them wants to establish a company of their own, we got a mixed set of answers, saying that a few would want to and a few of them saying that they would prefer bigger corporations and easing themselves with the flow. There were a few who said that they will be willing to do so with the proper guidance and support. This shows that the idea of, let alone a start-up, any business can be achieved by only those who are willing to take that leap of faith and the that too with the confidence that their idea will be the appropriate to the present society and their target audience.



The employee's point of view about the effect their company will have on the society is that there will be a really effective change in the lives of the people and the children who are being benefitted by it. They are in a thought that their work will help the children in such a way that they will be able to differentiate between an unskilled labourer and a skilled labourer and a white collared employee and that they will be able to make the best out of them which will show the difference between earning a dollar a day to earning a dollar an hour in the future.

Employee and Customer reviews

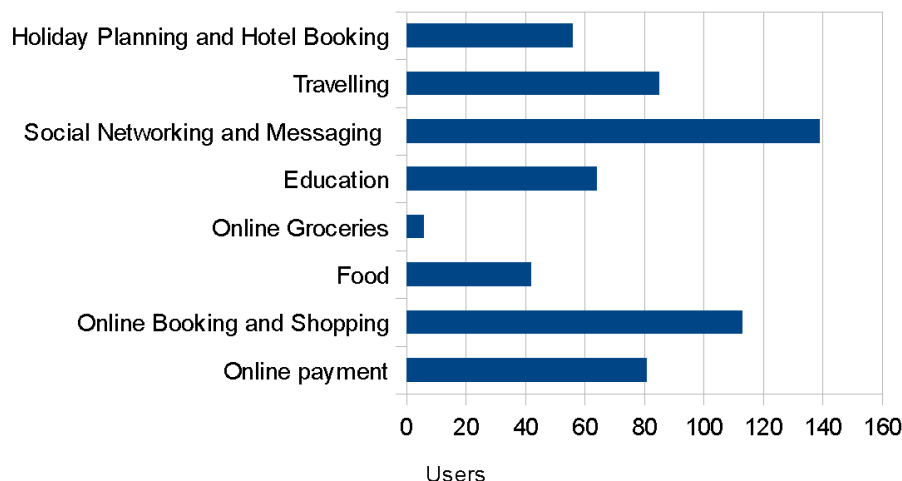
Most of the employees who've worked and those that are still working with PlayPower labs seem to be quite satisfied with the working environment offered to them. They are decently paid and say that it is a treat to be able to work with so many talented co-workers.



The customers seem to be greatly flattered by the services offered by this company. Those who use the apps made by Playpower labs which have math related games for kids from grades 1 - 8 say that these games have made learning maths fun for their children. They enjoy so much that they hardly realize they are actually doing math. Moreover, the fact that most of these apps are free just adds to the perks.

Survey Analysis

(1) What types of start-up services do you regularly use?



Here, we can see that even though most of the services are online or app-based, services like social networking, online shopping etc. are generally used more compared to the one like online groceries or food, considering that most of the people who answered this question belong to the age group of 16-25. What we can understand from this is that people still hesitate to buy groceries online. The main reasons for this can be concern for the groceries to be fresh as well as the easy availability of the same in their localities. An online grocery store, Grofers have been in been budding since last year. This company is trying to make their place in the market and has hired students from various campuses this year.

(2) Rate the following factors on a scale of 5 for - their contribution to the increase in the number of startups.

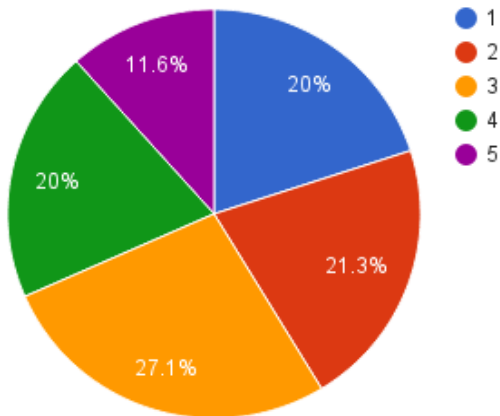
While people do not attribute the success of a startup to a particular factor, the ones like providing a service not fully available and increase in use of smartphones and internet seem to have a slight upper hand in people's opinion. This shows that increase in internet and smartphone usage has allowed the increase in app based startups to enter the day-to-day lives of the people.

People feel that, startups have increased for providing some services which were not fully developed. As the services were needed but not available, indulging in such startups paid off as there was less competition in spite of need or demand for that service. This can be understood easily like in the case of Digital Agrimedia, where there was certain requirement for a particular section of society. This is a great decision not just from business point of view but it provides a much required service in the society. Grofers is one the example as to providing door to door grocery service is a much needed service in many metro cities.

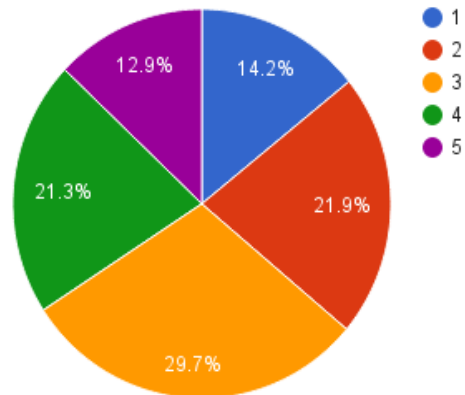
Also, we see a significant number of votes being given to the choice of breaking out of monotonous work routine. When we further tried to analyze as to why this happens, we could conclude that this happens because of the size of team of startup and a well established company. In a startup, there are less number of people and hence one employed there gets to interact with everyone, including the founders and co-founders. Also as a startup hires a lot less people, employees there must do various type of work. This increases this interest and their learning curve is exponential.

One other aspect of this idea of startup is that it is glamorous to quote some people. The feeling of having their own company is also a pushing factor to have a start up. One who is capable enough to have his work done would consider working in his own company than having a boss in a well established firm.

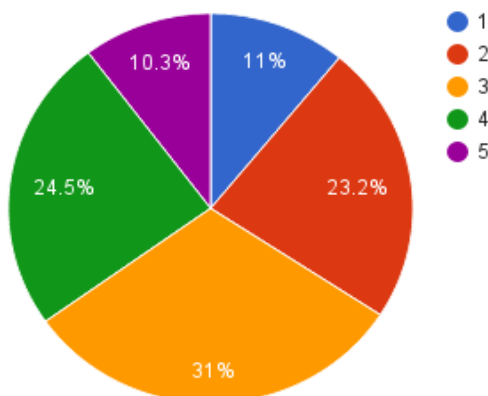
To break out of monotonous work routine



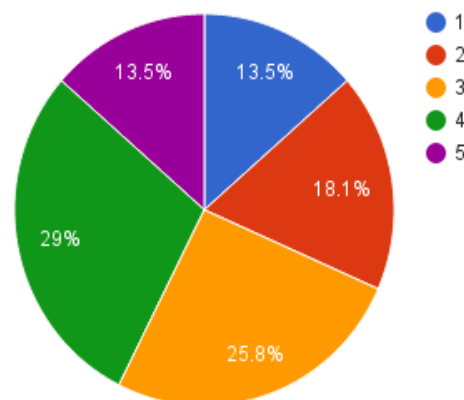
Feeling of owning your own company



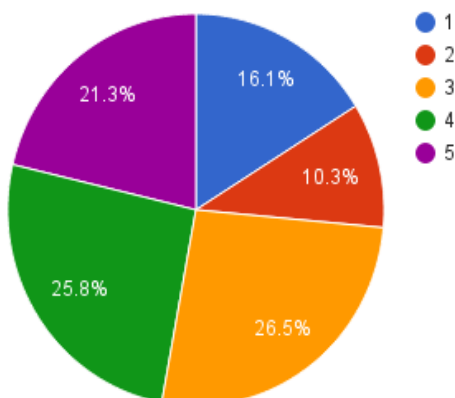
Increase in availability of investment



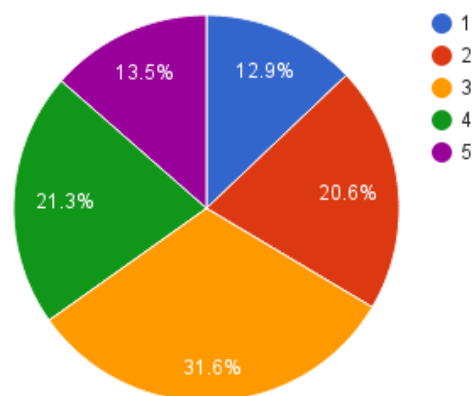
Increase in use of smart phones and Internet



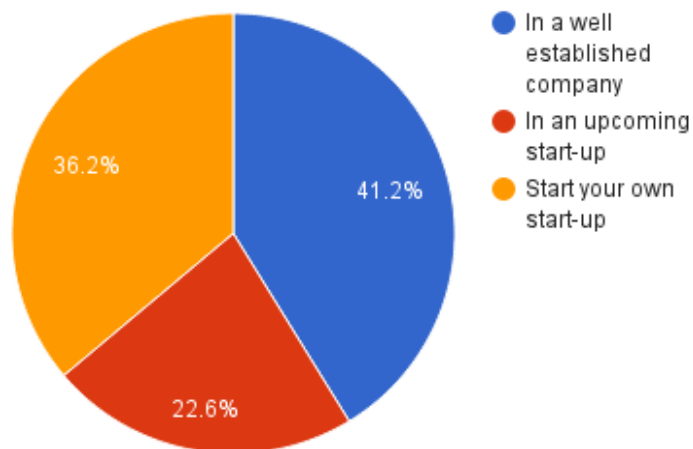
To provide a particular service which is needed yet unavailable



Possibility of faster growth in short time



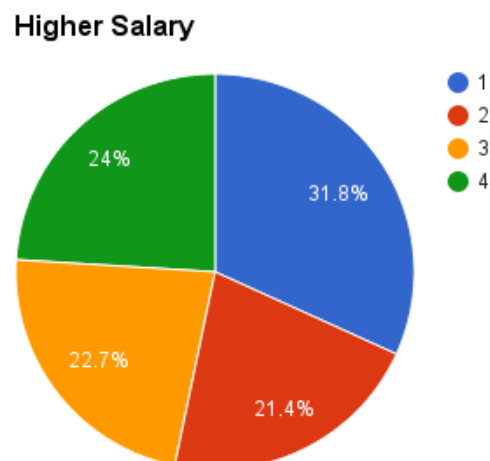
(3) Where would you like to work?



As can be seen, almost 41% people prefer to work in a well established company, which means they tend to prefer a secure job and a steady income. One of the reasons can be the need to support the family on an economic basis. Also, many people consider, trying to follow the west, consider that material wealth as a status symbol and hence prefer a job which pays a good salary.

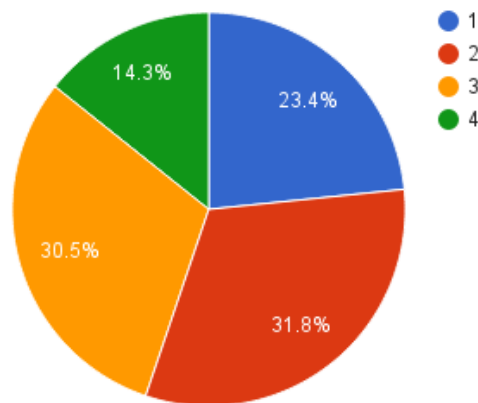
For those people who try taking risks, they prefer to have their own startup rather than joining one. We can say that, if a person is giving up a job for a startup, why shouldn't he work on his own startup - he gets to work on his own idea, he gets the ownership, he gets to plan his own business model rather than following one.

(4) Rank the following factors in order that you would consider while joining a startup.



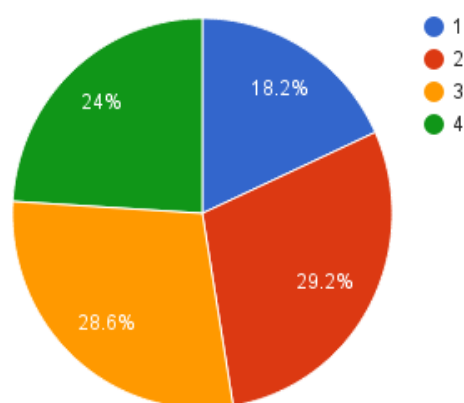
Around 32% people give the highest preference to higher salary, suggesting that people who wish to work in a startup still prefer to give their economic stability their maximum priority.

Good work culture



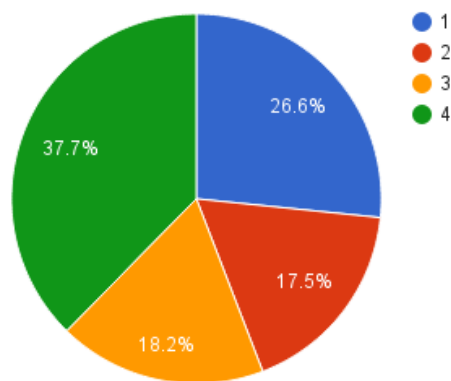
A good work culture occupies either the second or the third priority for most of the people, considering that people nowadays not only look for a sustainable job but give importance to job satisfaction also.

Smart Idea



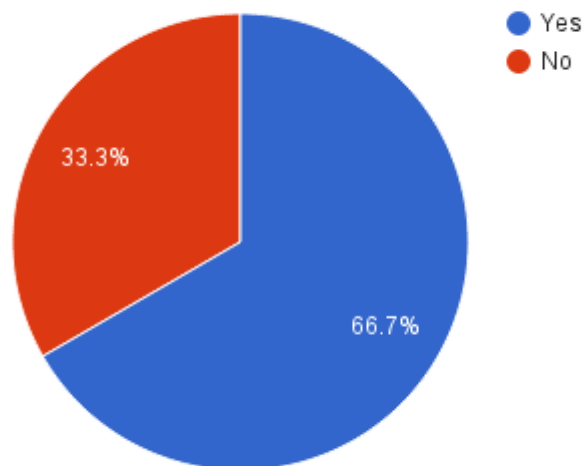
A smart idea also occupies a second or third priority, considering that if people don't find the idea interesting, they would believe that it would not be easily acceptable in the society or sustain in the market.

Impact on Society



For a majority of people, the impact on society still occupies the lowest priority when compared with the other factors.

(5) Are you aware about social start-ups?



Most of the people have heard about or have some idea about social startups. This shows that, the present young generation understands that along with the technological and economic development, there is also a need for upliftment of society and there is awareness among people about startups which engage in such work.

Conclusion

After understanding the case study of some startups, we could analyze that these startups are a classical example to the argument of 'technological determinism'.

There is a significant change in the ways shopping used to be done in the past and now. Also the way we used to interact has changed after social messaging apps and social networking sites are concerned. Hence, we can understand how these startups are shaping up our society today. These technologies are not just related to urban India but have started to slip into rural areas as well.

When we are so dependent on technology for our social we understand the relevance of Gillespie's argument of our 'Dependence on algorithms'. These algorithms have changed the way we interacted with our friends in the past and the way we do it now. These patterns of our social interaction, searches made and so on are some of the major things being used by the upcoming startups.

Also one of the major reasons for this startup boom is the ability of these startups to overcome objectivity and address to subjective requirements of people. When we say this, we mean that we are now able to see patterns and understand how people react to a particular product or service in a given region. This is an important data from business point of view for startups as I would like to show you things you want to see. Hence, these startups are able to service people better than what general services could do.

On a whole, this project was to realize that startups are simply more than business models and there is an impact on society and its interactions because of startup services.

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Interviews

Interview of Mr. Jagdish Dhanani, of Digital AgriMedia on 2nd november at their head office in gandhinagar.

Telephonic interview of some farmers who have used these CDs for agriculture.

For Play Power we had face to face interviews with the interns, and our seniors, who were working there (Sahil and Ankit).

Survey

Survey form for OLA

Questions we focused in the survey were -

- 1) Have you heard about OLA Cabs?
- 2) Which cab service do you prefer (OLA, Uber or Others)?
- 3) Rate the OLA service out of 5 on your experience.

We have recorded the responses of around 40 people to fill the form.

Report

Tech Startups in India - a Bright Future

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