Jio Digital Champions Program

Training Presentation

Module A
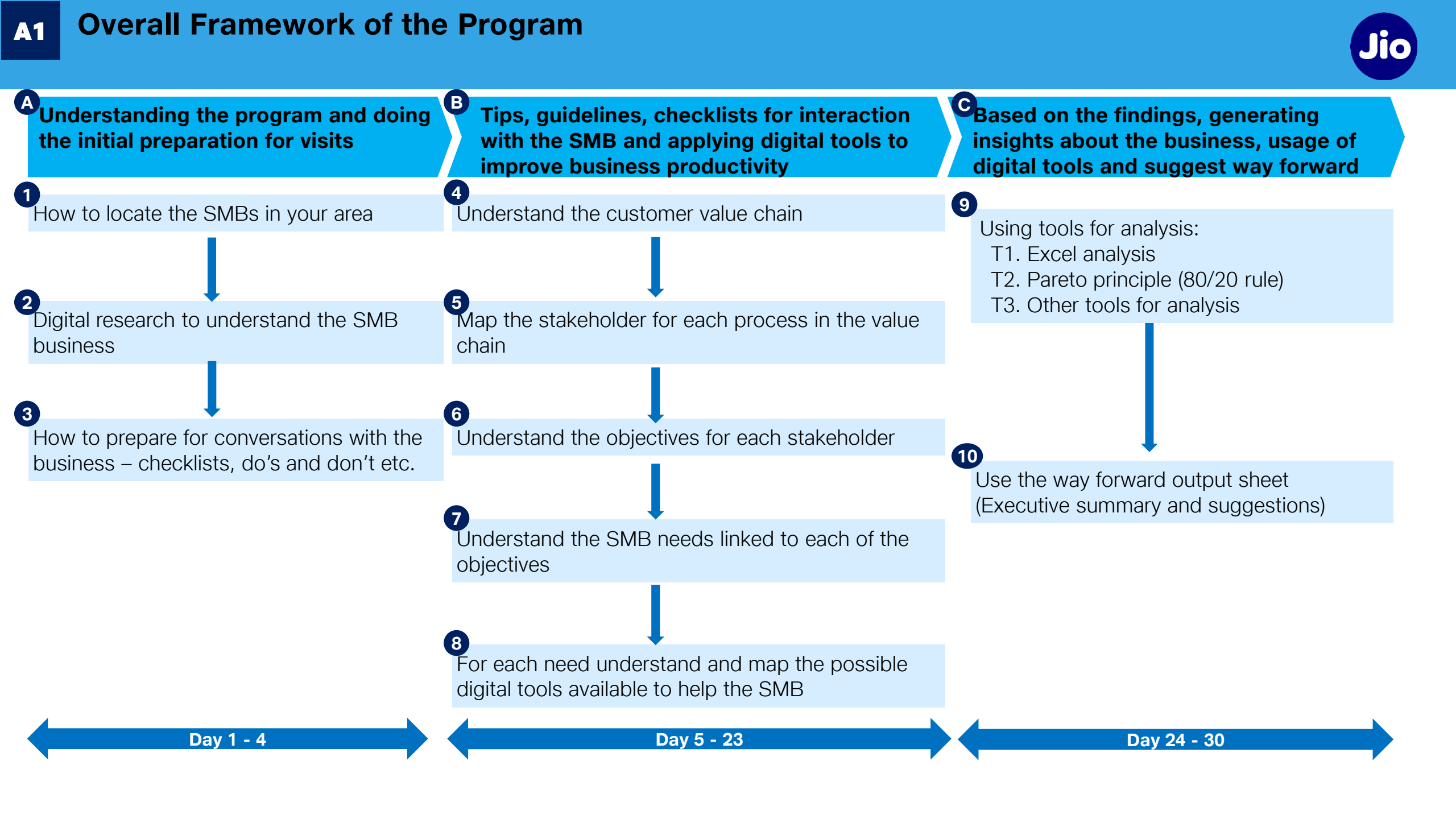
Module B

Module C

Jio

Module A

Module B

Module C

Jio

A **Understanding the program and doing the initial preparation for visits**

B **Tips, guidelines, checklists for interaction with the SMB and applying digital tools to improve business productivity**

C **Based on the findings, generating insights about the business, usage of digital tools and suggest way forward**

1 How to locate the SMBs in your area

2 Digital research to understand the SMB business

3 How to prepare for conversations with the business – checklists, do's and don't etc.

4 Understand the customer value chain

5 Map the stakeholder for each process in the value chain

6 Understand the objectives for each stakeholder

7 Understand the SMB needs linked to each of the objectives

8 For each need understand and map the possible digital tools available to help the SMB

9 Using tools for analysis:
  T1. Excel analysis
  T2. Pareto principle (80/20 rule)
  T3. Other tools for analysis

10 Use the way forward output sheet (Executive summary and suggestions)

Day 1 - 4

Day 5 - 23

Day 24 - 30

WEEK \ DAY	1	2	3	4	5	6	7
1	• Visit Jio Center **1** • Learn digital tools, problem solving • Collect digital kit, SIM card	• Locate SMBs in your area **2 - 4** • Identify the SMBs for interaction • Carry out digital research, gather information through websites • Understand the SMBs workflow, key stakeholders in the value chain • Call SMBs and fix up appointments/ necessary permissions			**5** Visit Day Starts	**6** Visit days →	
2		**7 - 12** During the visit days (Day 5- Day 23): • Visit and interact with SMBs and stakeholders (2-3 each day) • Call and fix up appointments with the SMBs / Stakeholders (for next days)					S
3		**13 - 18** • Fill and submit the daily/ weekly deliverables • Collate all data gathered while interacting with the SMBs and stakeholders • Fill in all workbooks for future reference and analysis					U N D
4		**19-23** ← Visit days			Last visit day	• Visit Jio office **24** • Learn about insight generation & synthesizing way forward for SMBs	A Y
5	**25**	**26** • Analyzing data* • Generating Insights • Synthesizing and proposing way forward for the SMBs	**27**	**28**	**29**	**30** • Final submissions	

* Day 25 – 30 will be explained in the next visit to Jio center

Legend:
- ▢ Jio Centre visit days
- ▢ Field visit days
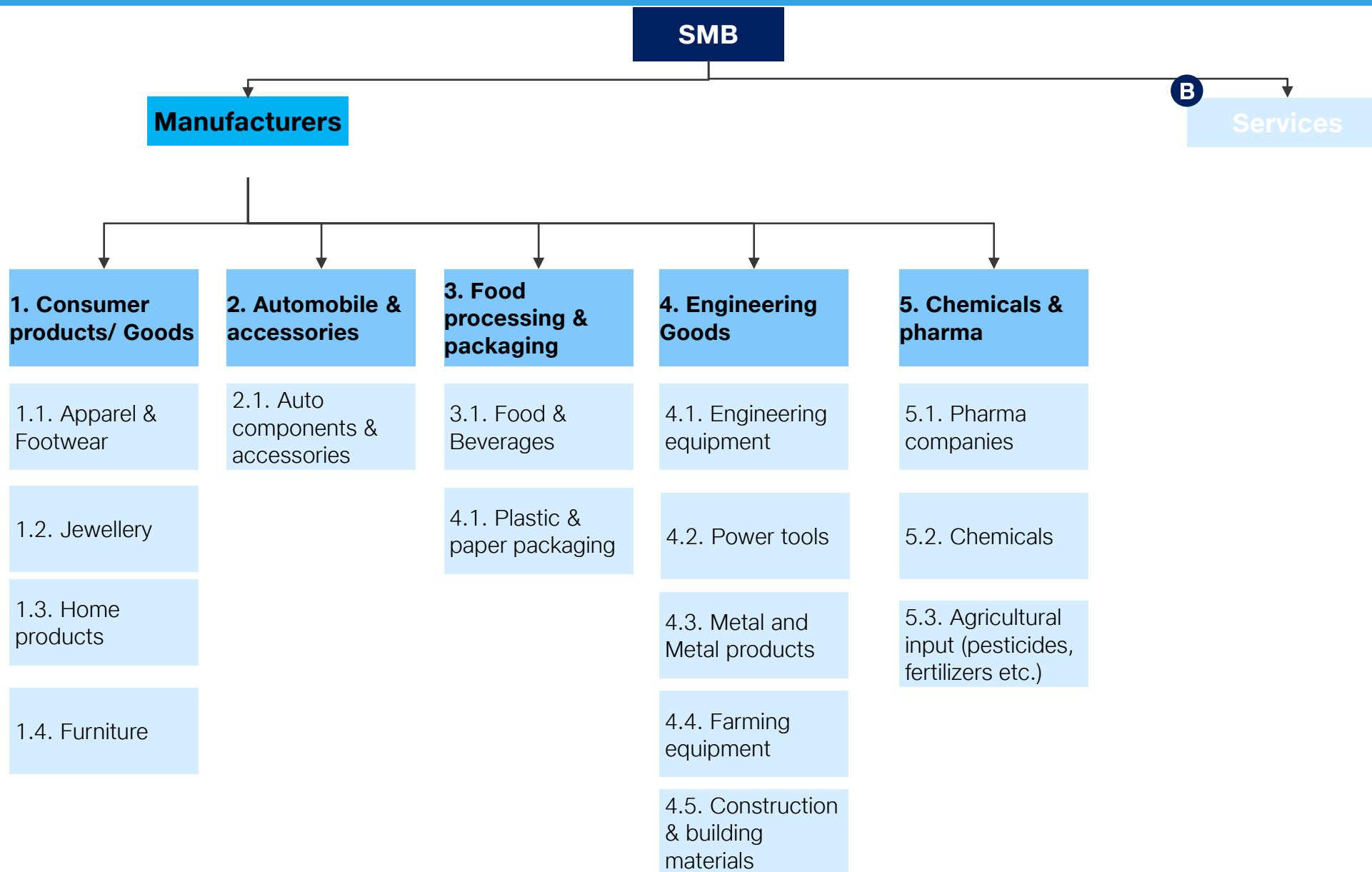- ▢ Insights and analysis generation
- **1** Day number

You are now aware of the program calendar and what you need to do throughout the program

Some important instructions which will help you successfully complete the program
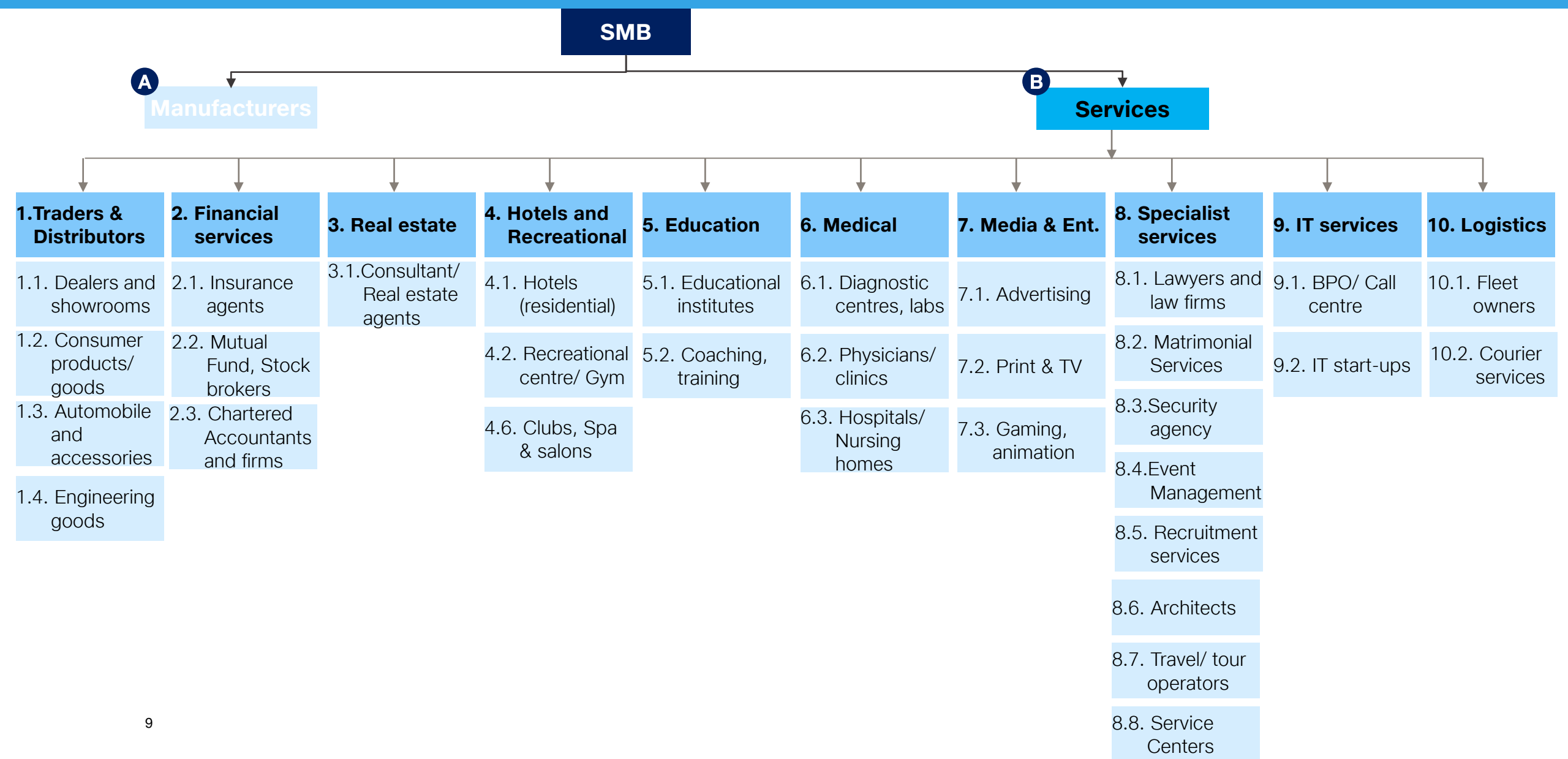
1. You have been allocated 19 days for the field visit where you will be interacting with various SMBs and the stakeholders. You have to carry out **at least 40 interactions.** However, you are free to approach more SMBs / stakeholders

2. Meeting and interacting more SMBs will help you gain more clarity on the problems that they are facing in their day to day operations. You will be able to draw more meaningful insights from the interactions

3. The **program calendar** must be kept handy. This will guide you through the activities to be performed throughout the internship period

4. **Kaizala** is a mobile app. You need to have this application installed in your mobile throughout the course of the program. We will take you through the app usage in subsequent slides

5. Videos and announcements will be posted through the Kaizala app. We would also be sending you surveys which needs to be responded through the app

6. All **submissions will be digital** and through the Kaizala app

7. At the end of the successful completion of the program, you will be awarded a **Digital Certificate**

8. Your **security** is of prime concern to us. In case of any emergency, please contact your respective **Jio Office**

9. FAQs have also been shared on your respective email IDs. Please read them thoroughly

10. All the queries should be posted on Jio Chat Channel. We would reply to all the queries promptly.

Type	Description

A

SMB/ SME/ MSME

A1. Stands for Small and Medium Business / Small & Medium Enterprises / Micro, Small & Medium Enterprises

A2. Business with 10 or fewer employees considered as Micro, 100 or less as small, while one with 100-999 employee is considered to be Medium-sized

Enterprise	Annual Revenue	No. of employees
• Micro • Small • Medium	• Less than 5 crores • Greater than 5 crores but less than 75 crores • Greater than 75 crores but less than 250 crores	• Less than or equal to 10 • Between 11 to 100 • Between 100 to 999

A4. SMBs are categorized into Manufacturing & services sector

B

Stakeholders

B1. A stakeholder is any person, organization, social group, or a society that has an ownership/ influence over the business or a part of it

B2. The stakeholders can be internal or external to the business & may impact the business and/ or be impacted through it

B3. For example, for an auto manufacturer, fuel tank is procured from external source. That fuel tank manufacturer becomes the stakeholder in the business

Note: Exclude Retailers and Merchants from SMBs

SMB

Manufacturers

Services **B**

1. Consumer products/ Goods	**2. Automobile & accessories**	**3. Food processing & packaging**	**4. Engineering Goods**	**5. Chemicals & pharma**
1.1. Apparel & Footwear	2.1. Auto components & accessories	3.1. Food & Beverages	4.1. Engineering equipment	5.1. Pharma companies
1.2. Jewellery		4.1. Plastic & paper packaging	4.2. Power tools	5.2. Chemicals
1.3. Home products			4.3. Metal and Metal products	5.3. Agricultural input (pesticides, fertilizers etc.)
1.4. Furniture			4.4. Farming equipment	
			4.5. Construction & building materials	

SMB Segments in the Services Sector

SMB

A Manufacturers

B Services

1.Traders & Distributors	2. Financial services	3. Real estate	4. Hotels and Recreational	5. Education	6. Medical	7. Media & Ent.	8. Specialist services	9. IT services	10. Logistics
1.1. Dealers and showrooms	2.1. Insurance agents	3.1.Consultant/ Real estate agents	4.1. Hotels (residential)	5.1. Educational institutes	6.1. Diagnostic centres, labs	7.1. Advertising	8.1. Lawyers and law firms	9.1. BPO/ Call centre	10.1. Fleet owners
1.2. Consumer products/ goods	2.2. Mutual Fund, Stock brokers		4.2. Recreational centre/ Gym	5.2. Coaching, training	6.2. Physicians/ clinics	7.2. Print & TV	8.2. Matrimonial Services	9.2. IT start-ups	10.2. Courier services
1.3. Automobile and accessories	2.3. Chartered Accountants and firms		4.6. Clubs, Spa & salons		6.3. Hospitals/ Nursing homes	7.3. Gaming, animation	8.3.Security agency		
1.4. Engineering goods							8.4.Event Management		
							8.5. Recruitment services		
							8.6. Architects		
							8.7. Travel/ tour operators		
							8.8. Service Centers		

9

Area

A **Leverage your contacts**

B **Discover on your own**

Step & description

A1. Family and Friends contacts (1st level)
- Connects with your family, relatives and friends who have any connects with any SMBs
- Explain to them the objective of your program and request them to set up an appointment with the SMB personnel

A2. Leverage your family's (Parents & relatives) work place connects (2nd level)
- Try and find out if any of their workplace connections have/knew any SMBs in their area
- Request them to set-up an appointment with the SMB personnel

A3. Convert point solutions to range solutions (1st level to 2nd level connects)
- Interact with your 1st level entrepreneur connects (local shopkeeper) to enquire about where they receive their products from (agency/ company/ distributor)
- Request to setup an appointment with them or get their contact information and connect for an appointment

B1. Use digital search (Google, IndiaMart, Fundoodata, etc.) to identify SMBs in your area, contact them and fix an appointment to meet

B2. Connect with various trade associations (national and local), connect with their secretaries to get information about SMBs in your area, contact the SMBs and fix an appointment to meet

Desired output

- This needs to be done extensively during the first 3 days of your learning program (digital research)
- **However, this is an ongoing process and you need to do this regularly throughout the project to find contacts**
- You'd be required to get appointments from a minimum of 8 SMBs in your area for the next 3-4 days of your business visits
- While discussing with these SMBs, you would be required to:
  - Understand the key stakeholders, get their contact information and finalize appointments with them
  - Get information about other SMBs in the area, get their contact information and finalize appointments with them

This would form the basis of you reaching 40-50 SMBs in the given time

Areas	Steps to be followed for Digital research	Expected understanding of the SMB
A **SMB overview**	A1. Search on Google about the SMB and type of business it is in A2. Let us take an example – If the SMB is in apparel manufacturing , search for the following • Process of apparel manufacturing • Operations of an apparel manufacturing unit • Challenges in the apparel industry	1. Get an overview of the steps involved in SMB business 2. Understanding about the operations of SMB and how they run their business 3. Broadly understand the challenges faced by these SMB's
B **Stakeholders**	B1. Search about different stakeholders involved in the entire process of SMB.(7-functions is explained in Module B) B2. As in earlier example, if you take apparel manufacturers , identify all the stakeholders in apparel manufacturing industry B3. Once you have identified all the stakeholders search about • The value that each stakeholder adds • Dependency/Influence on the business	1. Know about all the stakeholders involved in the SMB eco-system 2. Understand the exact role played by every stakeholder in each of the 7-functions (explained in Module B)
C **Value Chain**	C1. There is a particular value add at each and every step of the business – you need to explore C2. How does that particular industry works ? C3. What is the future of the selected industry in India ?	1. Understand about the industry of the SMB 2. Overview of the industry in India and future 3. Understanding of the drivers (value chain) for SMBs dealing with special emphasis on: • Growth and profitability • Customer focus and satisfaction

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Areas	Steps to be followed for Digital research	Expected understanding of the SMB
D **Challenges**	D1. Google search on the following topics • Current challenges in the industry in which the SMB is operating • Challenges in all the seven functions at the SMB	• Understanding about industry challenges and issues
E **Distribution**	E1. Search on the distribution of the product post manufacturing/design E2. How the product reaches the end consumer after production E3. Search if there are E-commerce options available	• Understanding about reaching the end consumer – Through distribution channels • Understanding the role of e-commerce in India as an enabler of distribution
F **Digital Impact**	F1. Research on the following • Digital technologies in the industry • Digital tools used in the industry	• Understanding the scope of digital technologies and tools in the industry and how it is transforming the same • How are these tools improving the productivity ?

Checklist to follow for a business visit to an SMB

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To do list for conducting the business interaction

Tools/ techniques required		To do list	Check (√/ X)
A **Physical readiness to do ground visits**		A1. Carry the welcome toolkit	
		A2. Wear business casuals during the visit	
		A3. Carry the Jio Introduction Letter to show the SMB personnel	
		A4. Research about the SMB to be visited and overview of the business (available through digital research)	
B **Running the discussion with the SMB (digital conversation)**	**B1** **Initial introduction**	B1.1. Visit the SMB location after taking an appointment whenever possible. Inform about the Jio Digital Champions Program	
		B1.2. Ask questions as written in the SMB details & questionnaire (These are mandatory information to be collected)	
		B1.3. If asked show your college ID card and Letter of Introduction	
	B2 **Understanding the business**	B2.1. As covered in the previous slides you already have an overview of the industry you can ask relevant question	
		B2.2. Based on the 7-functions explained in module B, you can gain more understanding to ask questions	
		B2.3. We will be providing you a questionnaire with will help to ask relevant questions	
	B3 **Digital tools**	B3.1. In module B, we would be sharing digital tools and their benefits- you can link these tools to solve the problems at the SMB	
		B3.2. Share the benefits of various relevant tools with the SMB	

A sample picture

List of items to be carried

1. Folder
2. Pen
3. Jio Letter of Introduction

Jio Introduction Letter

Name: Contact No.

College:

This is to certify that Mr./Miss _____

4. College ID
5. Smartphone with provided Jio SIM

List of items in the folder

1. SMB understanding
2. Digital questionnaire
3. Guiding questions to ask
4. SMB list (to be made by you)

How it will help?

1. Wearing business casuals during the visit will help you to meet the right person at the first go and provides a better impression on the SMB personnel

2. Carrying the guiding questionnaire in hand will keep the conversation on right track. It helps in asking relevant question without losing focus

3. Showing the Jio Introduction Letter makes you an authentic person and gives comfort to the SMB personnel in interacting about the business

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Steps	Description	Impact on your work
A **Initial Introduction**	A1. Visit the SMB location after taking the appointment .Inform about the Jio Digital Champions program A2. Ask questions in the SMB details form (Basic details about the SMB) A3. Make sure that you show him the College ID card and Letter of Introduction	• This will initiate the conversation with the SMB personnel • Makes you an authentic person representing Jio after the introduction and showing him the relevant documents
B **Business Understanding**	B1. Since, you already have an overview of the SMB industry through digital research , you can ask relevant questions B2. Based on the 7-functions, we are going to explain in Module B-you can have a better understanding on driving the conversation further	• It will make the SMB / stakeholder more interested in the conversation • Gives an overview of the business process, entire developments of the industry understand the challenges faced by the SMB
C **Digital tools**	C1. Through research you have a fair idea about the digital trends and its impact on their business C2. Share use-cases of digital tools being used across India which can make their business more efficient and effective	• It will help the SMB and the key stakeholders make their process more efficient (streamlining the repetitive tasks and reducing human effort) • More interested in providing few more details about their business

1. First industry exposure. An understanding of the outside world

2. You have an opportunity to explore yourself.

3. Understanding of the Digital World

4. Operations at an SMB which generate second largest employment

5. You can choose your career in days to come

6. It will help you in networking with some of the good businessmen in your area.

7. You will learn business tools which will help you analyze the responses and generate insights for the business

8. Writing reports and summarize the findings – a very important skill in today's world

9. A Digital Certificate from Jio on successful completion of project

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Module A

Module B

Module C

Hello Digital Champions!

Now we will take you through how Small and Medium Businesses (SMB) function in detail.

This document contains the following information:

1. **Digital Tools**: In the first part, we will introduce various digital tools that can simplify the processes for an SMB. We will talk about their benefits as well in detail.

2. **SMB Operations:** The second part covers the 7-functions in which we can broadly classify the operations of an SMB.
   - We will also define the people/ departments (Stakeholders) who are involved in this function and what are their requirements
   - You might find that these activities are being carried out in a traditional way at an SMB. Hence you can apply the learning of the digital tools to simplify or rehash these activities to increase efficiency and productivity

These slides will also be shared with you post session so that you can always have this document handy with you

So, let us get started.

Critical steps for a Typical SMB (7 steps)

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Steps

| **1** Design | **2** Procure / Source | **3** Manufacturing | **4** Marketing | **5** Sales & Distribution | **6** Supply Chain | **7** Customer Relationship Management |

Key activities

1.1. Product Design
- Understand the customer needs
- Take the industry expert feedback
- Define the product specifications

1.2. Process Design
- Define the step required to complete the production

2.1. Get the requirement from design team

2.2. Send the enquiry to vendors

2.3. Get the quotations from vendors

2.4. Make comparative statement

2.5. Negotiate, fix the price and terms & conditions

2.6. Place the order to the right vendor

2.7. Follow up with vendor

2.8. Receipts and inspection

2.9. Storage & record keeping

2.10. Invoice & payment

3.1. Set the machines to the desired conditions (temperature, pressure, etc.)

3.2. Putting raw materials into the machines

3.3. Run the m/c as per the defined standard during process design

3.4. Final product is inspected on quality parameter & is stored in warehouse or dispatched

3.5. Maintenance of machines

4.1. Utilizing the combination of relevant multi channels
- Advertising & broadcast media
- Direct marketing
- E-Mail
- Social media

4.2. Offer special discounts

4.3. Product assortment at stores

5.1. Generating leads & prospects for sales

5.2. Gross sell more products & services to existing customers as well new once

5.3. Plan logistic supply for finished goods & inventory

6.1. Supply chain focus on
- Reduction of
  – Transportation cost
  – Warehouse cost
  – Delivery time
  – Lead time
  – Cycle time
- Just in time purchasing

7.1. Offers home delivery & service warranty

7.2. Customize / personalize & scale for future

7.3. Offer points for repeat purchases to loyal customers

7.4. Exchange offer & offer sales service

7.5. System in place for addressing customer complaints

7.6. Launching targeted catalog newsletter

Tools	Description	Benefits

A1 **COCP - Company Owned Company Provided**	A1.1. The company provides devices (handsets, laptops, etc.) to their employees but ownership is with the company
	A1.2. Employees need to use only these devices for their day to-day activities and work
		• Important data of the company is secured as:
		  - Confidential data remains in the company provided device
		  - Data can't be transferred to another device without access/ permission
		  - In case of data breach, identification easy

A2 **Corporate MNP and Integrated Billing**	A2.1. The company is able to port all the numbers of their employees in bulk to the same network A2.2. An integrated bill is generated for all the services	• Porting to same network can be done online in bulk • Flexibility to define packs/ add-on services for the entire group of employees • One bill for all the services – reduces effort

A3 **Workforce Tracking (WFT)**	A3.1. This tool tracks the day-to-day activity of the workforce of any company
	A3.2. Provides real-time and historical data of the location
	A3.3. Locates and defines the area in which the sales personnel is working
		• Tracking of real-time and historical activities of the employee
		  - Better planning throughout the day
		  - Increases productivity
		  - Increases efficiency

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Tools	Description	Benefits

A4
Mobile Applications

A4.1. This is basically a set of mobile applications that can help the enterprise at every step of their operation
A4.2. These applications can increase the efficiency & improve productivity of the company
A4.3. Available for android and feature-phones

- Several applications which can do the following
  - Tracking and monitoring sales force
  - Lead management app for capturing leads & prospects
  - Collection app for collecting payment from customer
  - Apps for conducting market research, surveys and interviews
  - Apps for managing and expediting internal processes

A5
Enterprise App Development Platform

A5.1. Each enterprise has different requirements. This platform helps in developing applications as per the requirement
A5.2. Applications can be developed for mobile for each of the 7-step process

- Customized applications can be developed
  - Apps can be stored and accessed anytime, anywhere through cloud services
  - Increase in productivity and efficiency

A6
Enterprise App Store

A6.1. Like Google Play Store, this application store has lots of applications required for day-to-day enterprise activities
A6.2. It can be downloaded and used easily

- Pre-configured and basic applications can be downloaded
- Simplifies day-to-day enterprise activities/ processes

A7
Device Management

A7.1. This platform allows the enterprise to get security services installed in the employee owned devices
A7.2. With this, the employee can't share data externally without access/ permission

- Lesser cost since the device belongs to the employee
- Data security

Tools	**Description**	**Benefits**
B1 **Enterprise Wi-Fi**	B1.1. Wireless internet service for enterprise	• Provides high speed internet access • Cheaper in comparison to wired internet services
B2 **Internet Leased Lines (ILL)**	B2.1. Internet leased lines for connecting branch offices to the organization	• More secured than broadband services as not shared by anyone else other than the company • More reliable with low latency, jitter • Higher speeds as not shared by other users

B3 **Network, Security and Integration**	B3.1. Provides consulting services for :
	    a. Network and security
	    b. Design and implementation
	    c. Deploy and operation of information and communication technologies
		• Complete solution design, deployment and operation as per enterprise requirement
		  - Customization as per requirement
		  - Increased efficiency and security

B4 **Connectivity Services**	B4.1. Virtual private network (VPN) offers connectivity of interoffice across India and international locations
	B4.2. Provision of end to end solution for all equipment required at customer premises e.g. all electronic devices, monitoring devices, network devices etc.
		• One touch point for all equipment in the premises
		  - Reduces effort of interaction with multiple people for multiple devices
		  - Easy to plan for preventive maintenance
		  - Better upkeep of all equipment

Tools	Description	Benefits
C1 **Internet Protocol Phones**	C1.1.This is an internet protocol based voice and multimedia transmission tool C1.2.This tool allows to make voice calls using a broadband internet connection rather than a regular phone line	• Convenient to use • Allows the enterprise to connect through landline at a low cost • No physical wiring to the premises – lesser outages
C2 **Collaborating/ Conferencing App**	C2.1.This is an application that supports voice, videos and data C2.2.Allows the enterprise to do video calling and video conferencing with people at multiple locations	• Ease of connectivity for people at multiple locations • Ease of data sharing and presentation to people at various locations simultaneously
C3 **Hosted Campaign**	C3.1.Through this tool, the enterprise can capture the thoughts of large number of users through an app C3.2.The enterprise can take market feedback, customer ratings, reviews etc. through this tool	• The company can broadcast messages to a large population simultaneously • Record the response of end user and can do analysis

Tools	Description	Benefits
C4 **Virtual Receptionist**	C4.1.This tool acts as an IVR (Interactive Voice Response) e.g. Welcome to ABC ltd. Press 1 for support…. C4.2.Service is provided to the enterprise through cloud	• Running the reception services without operator • No monthly cost of managing human resource
C5 **One App for All**	C5.1.This tool allows the company to capture the client preferences, register and provide a call-back C5.2.It can play the required/ desired content C5.3.Acts as a single application for telephone, messaging and conferencing across devices	• Single application for all communication – voice, messages and conferencing • Customization of messages - Helps to address different client problems through a single application
C6 **Rich Media Channel**	C6.1. This tool provides a virtual TV / radio station that can provide entertainment at various locations simultaneously C6.2. It is used to broadcast free radio or video-on-demand to people with low TV penetration	• Free radio / video-on-demand to people with handsets • Can be used for broadcasting advertisements, marketing products

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Tools	Description	Benefits
D1 **Hosting, Backup and Storage**	D1.1. Backup is the additional storage of files to a secondary site for preservation of data D1.2. Storage management manages memory of the backup devices / platforms	• No physical device required 　- Cost is lower 　- Data recovery is faster 　- No device maintenance required
D2 **Cloud Applications**	D2.1. This tool helps in storing various applications on the cloud and can be accessed easily when required D2.2. This is located at a remote data center and operated by a third party D2.3. It is actually a market place for hosting various app for enterprise	• No requirement of physical storage 　- Anyone can use it in the organization 　- Easily accessible and downloadable 　- Available anytime 　- Unlimited capacity and so large number of applications
D3 **Cloud Services**	D3.1. Services like software, storage, platforms, infrastructure over a cloud or virtual location is called clouds services D3.2. There is no requirement of having a physical device to access this service	• Data is safe and secured • Unlimited capacity and so lot of data can be stored • Easy to recover data • No physical device required
D4 **Internet of Things (IoT)**	D4.1. Provides IoT vertical Applications in the area of connected car, logistics tracking, asset tracking, connected machines, healthcare, inventory management, etc. D2.2. Provides video surveillance service which is offered through cloud. Allows owners to keep check of operations in factory, warehouse, office premises etc.	• No manual intervention • Safety and security at important places • Easy monitoring

Stakeholders involved

Levers associated with each function

Possible digital tools for each lever

A **Product Design Team**

A1. Design based on market feedback

A2. Design optimization

A1.1. Capturing and analyzing market feedback

- **Hosted Campaigns** can capture the thoughts of large number of users through an app

- **Standard Mobile Applications** which can capture market feedback and consumer requirements

A1.2. Including market feedback into future product designs –

- **Standard Mobile Applications** that can capture and store the feedback and provide insights

A2.1. Tools and techniques to optimize product design – various engineering tools such as CATIA, ANSYS etc. can help optimize the design

B **Process Design Team**

B1. Lean manufacturing design

B1.1. Optimizing the manufacturing process based on the product design

- **Enterprise App Development Platform** can help developing applications as per requirements

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Stakeholders involved	Levers associated with each function	Possible digital tools for each lever
A **Suppliers**	A1. Selection of right vendor/ supplier	A1.1. Understanding the method of selecting the right vendor A1.2. Usage of digital tool for taking the quotation from different vendors • **Enterprise App** store for providing various apps for co-ordination with vendors
	A2. Cost and quality of the material procured	A2.1. Standard procedure for checking the right quality of material from supplier at low cost • Use of **Vendor Management App** under enterprise app store for procuring & maintaining record of all suppliers
B **Intermediaries**	B1. Co-ordination and management	B1.1. Handling the various processes like vendor payments, material ordering, vendor management tools etc. • Use of **Enterprise app / Mobile app** development platform catering to customized needs of t he SMB for managing different vendors / intermediaries
	B2. On- time logistics	B2.1. Understanding the logistics process and the associated challenges with it • **Use of Workforce Tracking, Fleet Management Solutions** (fleet/vehicle tracking) & optimization tools
	B3. Inventory management	B3.1. Maintaining the optimum level of stock (Raw materials, Work in progress and finished goods) every time to optimise the warehouse cost • **Standard Mobile Applications** for inventory management of different type of goods

Step 3: Manufacturing

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Stakeholders involved

Levers associated with each function

Possible digital tools for each lever

A
Planning team

A1. Production planning

A1.1. Planning the production schedule and material required for production
- **Enterprise App Store** for providing various apps for production planning

A2. Workforce management

A2.1. Measuring workforce productivity and upskilling the current workforce skills
- **Workforce Tracking App** for employee productivity monitoring
- **Standard Mobile Applications** to do online trainings, video shares etc.

B
Production team

B1. Process optimization

B1.1. Understanding the different ways of optimizing the process reducing the total time for manufacturing the product
- Use of process optimization tool under **Enterprise App Store**
- **Standard Mobile Applications** for displaying digital dashboards in real time

B2. Maintenance and operations

B2.1. Taking preventive maintenance and regular check of all machines on floor
B2.2. Reducing current downtime (i.e. machine breakdown time)
- **Standard Mobile Applications** for preventive maintenance
- **Internet of Things (IoT) Applications & Video Surveillance** for all the machines operating in the plant

Read about Internet of things (IoT) on internet

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Stakeholders involved	**Levers associated with each function**	**Possible digital tools for each lever**

A

Marketing Team

A1. Market Segmentation

A1.1. Segmenting markets, considering parameters for segmentation
  • Hosted campaigns can help in segmenting customer base t
  • **Enterprise App** Store will guide for online surveys, social media, CRM portal/ database and online reports

A2. Targeting the customer segment

A2.1. Deciding the target segment and ways to identify them
  • **Hosted Campaigns** can help in targeting the customer segment
  • Applications on **Enterprise App Store** can help capture the feedback from the customer and help providing the best product as per the requirement

A3. Promotional offers and discounts

A3.1. Making specific promotional offers & discounts through digital mode
  • **Standard Mobile applications** can help promoting products digitally
  • Through **Rich Media Channels**, promotions can be broadcasted simultaneously

A4. Converting a prospect to customer

A4.1. Generating and converting a lead into customer
  • **Hosted Campaign** can help gather feedback from the customer
  • Apps on **Enterprise App Store** can help in generating and converting leads
  • **Collaboration & Conferencing App** can help connect with the customer along with experts from various departments simultaneously

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Stakeholders involved

B.
Vendors and agencies

Levers associated with each function

B1. Quality and cost

B2. Selection of vendors

Possible digital tools for each lever

B1.1. Evaluation of each vendor and agency for printing, PR, marketing material etc.

- Online feedback through **Standard Mobile Apps** e.g. form based data collection

B1.2. Payment to the vendor made at the right time and securely

- Use of Network services through **Enterprise WiFi** and security and interaction app ensures that the money is transferred securely

B2.1. Selection of right vendors is important to ensure cost optimization

- **Standard Mobile Applications** for online reviews and feedback of vendors can be used to know about vendors

- **Mobile Applications** for vendor management system

Jio

Stakeholders involved	Levers associated with each function	Possible digital tools for each lever

A **Sales Team**

A1. Salesforce management

A.1.1. Measuring the productivity of the salesforce
A.1.2. Track and monitor sales people movements throughout the day
- **Mobile Apps** that can measure the productivity of the salesforce
- **Workforce Tracking App** for real time tracking, finding historical location, route planning
- **Geo-fencing App** that can help define the area of operation for sales person

A2. Sales operations

A.2.1. Optimization of sales processes
- **Digital Dashboards** which can help providing an overview of entire sales operations
- **Cloud Services** that can help optimizing the processes by analyzing the historical data

B **Distribution**

B1. Service level of end customer

B1.1. Measurement of service level for the customers
- **Service App, Form Based Data Collection App and Lead Management Apps** can help achieve the desired service levels

B2. Stock keeping unit (SKU) management

B2.1. Management and identification of most profitable product
- **Data Analysis Tool** to gather product performance data
- Real time **Inventory Management Tools** to determine SKU stock availability

Step 6: Supply Chain Management

Jio

Stakeholders involved	Levers associated with each function	Possible digital tools for each lever

Stakeholders involved

A Channel partners

B Supply chain managers

Levers associated with each function

A1. Providing finished goods to the channel partners

B1. Inventory management

B2. Selection of channel partners

B3. Thefts and loss

Possible digital tools for each lever

A1.1. On-time delivery
- Several **Tracking Tools** which can help track the material as well as persons responsible for it

A1.2. Safe delivery without any damage
- **Workforce Tracking** to know about real time location and update

B1.1. Managing the inventory so that all the channel partners receive the goods at the right time and in right quantity
- **Standard Mobile Apps** which can help managing the inventory and planning the materials
- **Inventory Analytics Tools** that can help analyze the inventory and manage the inventory levels

B2.1. Selection of right channel partners to deliver the product to the end consumer
- **Performance Management Tools** based on the delivery of product which can track the performance of each of the channel partner

B3.1. Tackle loss and theft of inventory from storage area or during transit
- **IoT (internet of Things) Applications** and video surveillance tool that can help in identifying and minimizing the theft

Jio

Stakeholders involved	Levers associated with each function	Possible digital tools for each lever
A **Customers**	A1. Customers complaints and feedbacks	A1.1. Capturing the customer feedback and complaints correctly and in right format • **Hosted Campaign** can help record the response of the end user • **Cloud Services** can help get the historical data for any customer and propose a solution
	A2. Guiding the customer correctly on call	A2.1. Guiding the customer to choose the right product or services A2.2. Easy navigation on the IVR • **Virtual Receptionist** which can guide the customer properly • **Unified Communication Service** can help send the details to the customer through multiple channels
B **Product managers/ Marketing managers**	B1. Interaction with the customers based on the feedback received	B1.1. The marketing team/ product team needs to interact with the customer based on feedback and propose right solutions • **Cloud services** where all the solutions can be stored and referred as & when required • **Collaboration & Conferencing app** which can connect all relevant teams simultaneously with client/ customer
	B2. Changes in Design/ offering based on requirement	B2.1. Customizing the product/ offering based on customer requirement or feedback • **Standard Enterprise Apps** that capture the feedback and generate insights

Module A

Module B

Module C

By now you have a fair idea about the SMBs and their businesses. You also know what are the businesses they are in and how do they function. You are also aware of the program calendar and what you basically need to do throughout the program.

So let us start with the instructions again:

1. You have been allocated 19 days for the field visit where you will be interacting with various SMBs and the stakeholders. You have to carry out **at least 40 interactions.** However, you are free to approach more SMBs / stakeholders

2. Meeting and interacting more SMBs will help you gain more clarity on the problems that they are facing in their day to day operations. You will be able to draw more meaningful insights from the interactions

3. The **program calendar** must be kept handy. This will guide you through the activities to be performed throughout the internship period

4. **Kaizala** is a mobile app. You need to have this application installed in your mobile throughout the course of the program. We will take you through the app usage in subsequent slides

5. Videos and announcements will be posted through the Kaizala app. We would also be sending you surveys which needs to be responded through the app

6. All **submissions will be digital** and through the Kaizala app

7. At the end of the successful completion of the program, you will be awarded a **Digital Certificate**

8. Your **security** is of prime concern to us. In case of any emergency, please contact your respective **Jio Office**

9. FAQs have also been shared on your respective email IDs. Please read them thoroughly

10. All the queries should be posted on Jio Chat Channel. We would reply to all the queries promptly.

1. **Kaizala** is a **mobile app** and service designed for large **group communications and work management**

2. It is one of the widely used app in industry for conducting surveys and collecting data

3. It makes **communication easier**. With Kaizala, you have access to the tools you need to stay informed and be efficient

4. Kaizala makes it easy to get **announcements**, send feedback via **polls or surveys**. Respond to task assignments with just a few taps and stay on top of your work by sorting the jobs assigned to you

5. Kaizala's unique **location-awareness feature** makes it easy to capture location, send geo-tagged location in one tap, or even **take and send a picture** with the location auto-tagged

6. Some examples of built-in Actions are: **assign jobs, conduct polls and surveys**, or share attachments. You can **upload files, documents, pictures, share live locations** and much more. We will take you through a guided tour in the subsequent slides

Steps to follow

Download Kaizala from Google Play Store for Android or App Store for iOS now
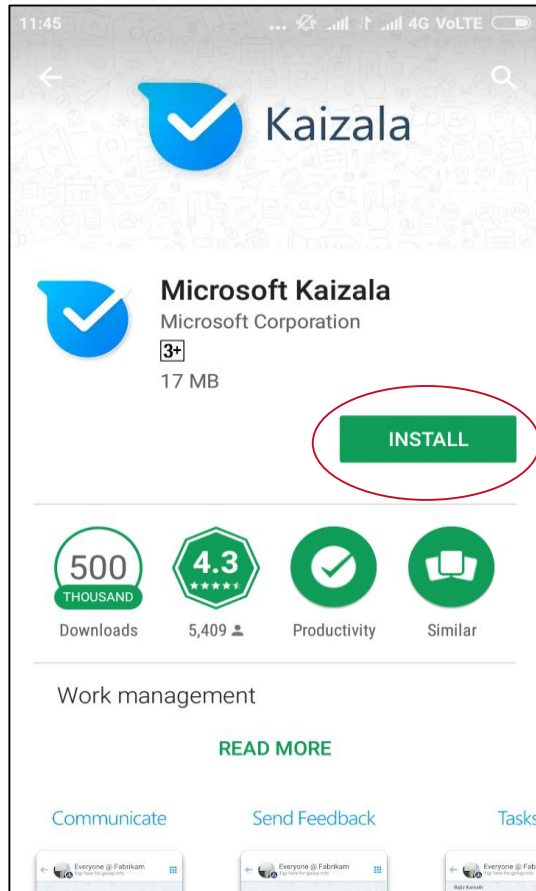
1. Click on the Install button to install the app in your Smartphone
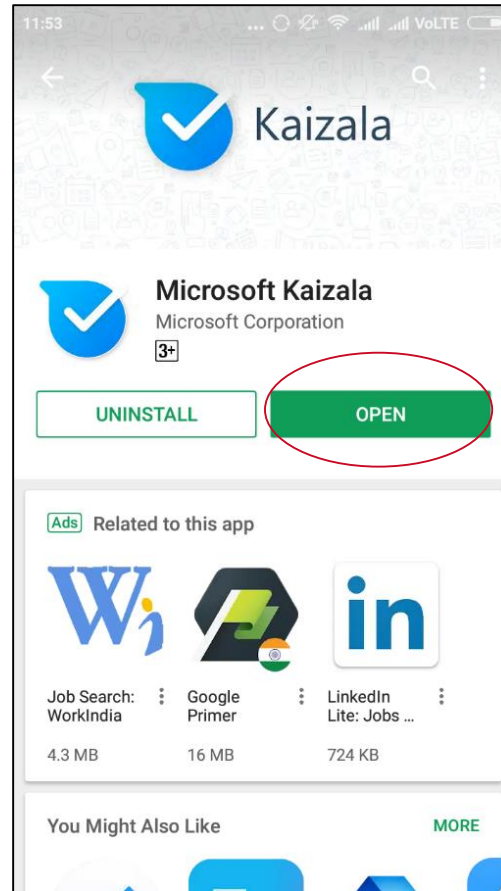
2. Click on the open button and open the app
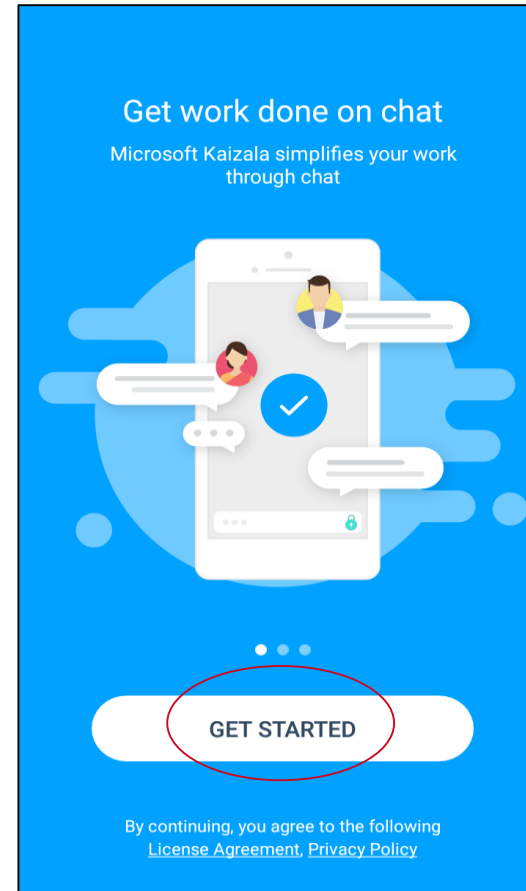
3. Click on the Get started button to start the App
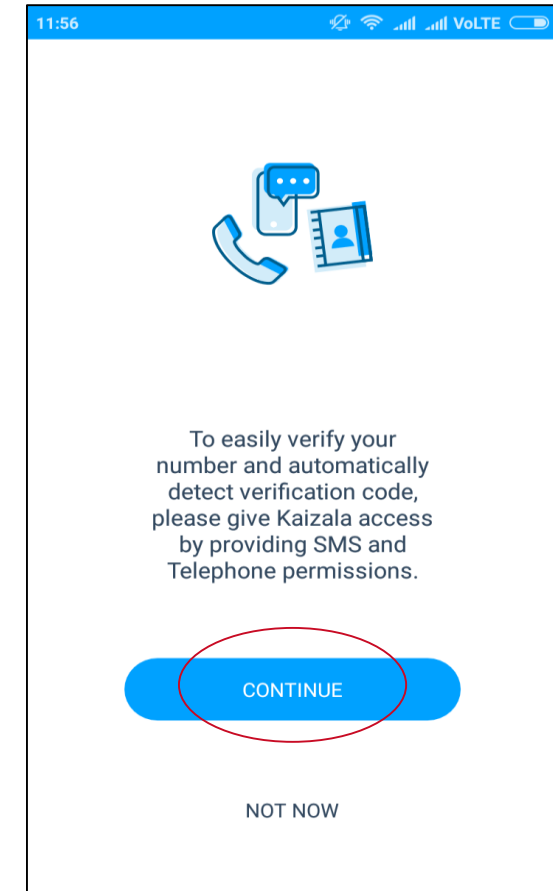
4. Click on the continue button

Steps to follow
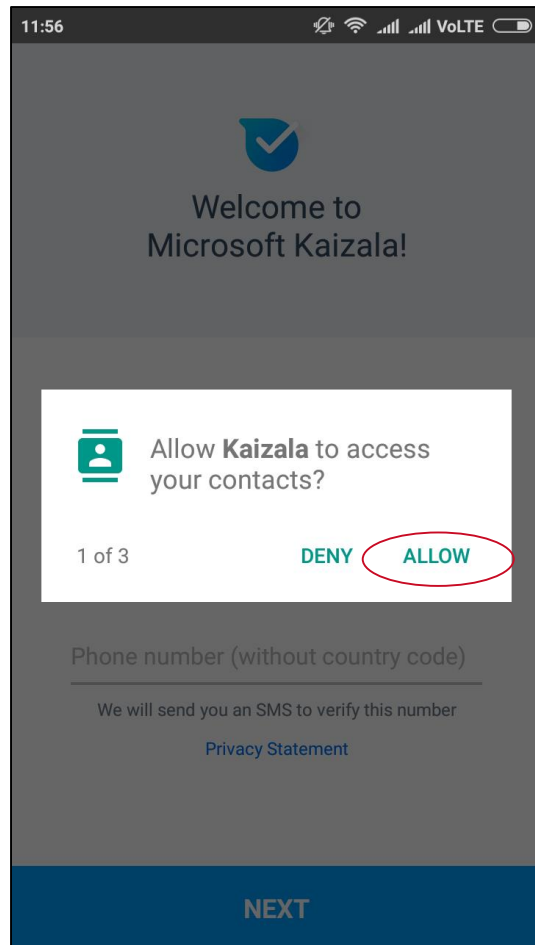
5. Click on Allow button to sync Kaizala with your saved contacts
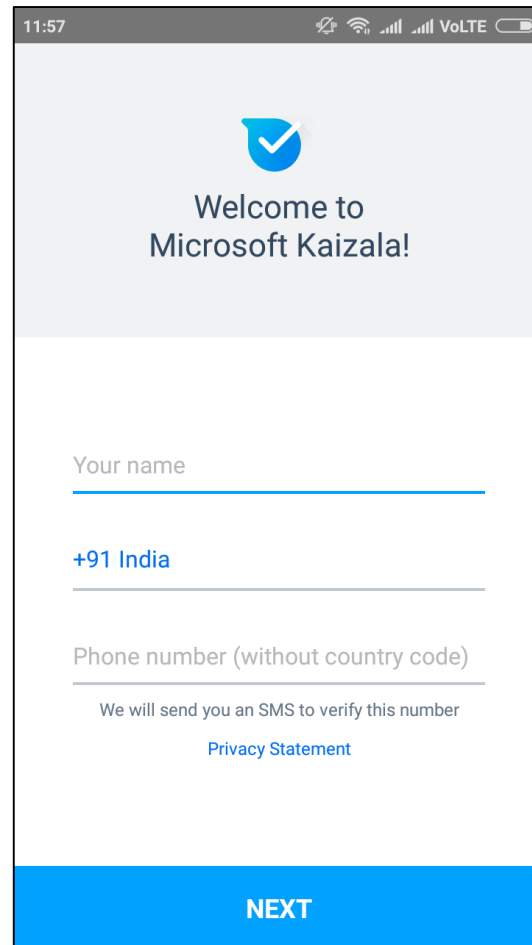
6. Write your name and this will be displayed to others with whom you will chat
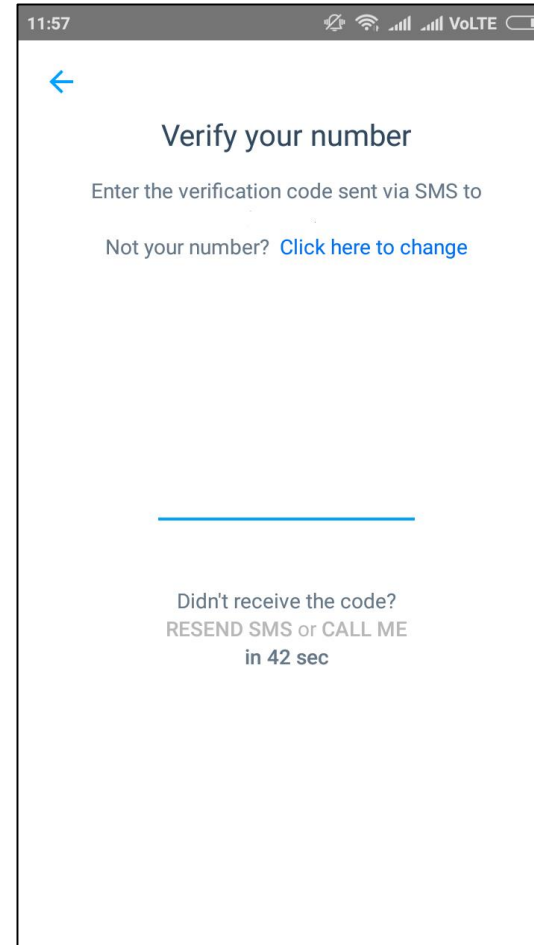
7. Enter your contact no. and an OTP will be sent on the same no. which you need to enter to complete registration
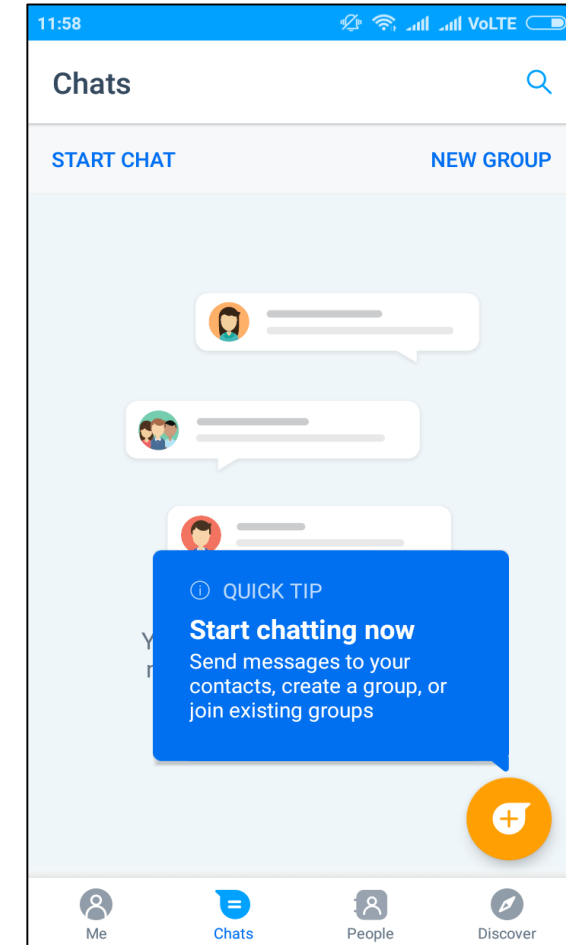
8. Start using the app

Jio

Deliverables	What you need to do?	When do you have to submit this?
A **SMB details with location** Capture the location	A1. Capture the location of the SMB you have visited A2. Fill in basic details about the SMB	• Just after the interaction with the SMB personnel • Must be done from the SMB location
B **Digital Maturity Questionnaire** Details of SMB	B1. There are 19 questions in the questionnaire B2. Fill in the details as asked	• This questionnaire you can submit after the interaction or by end of the day
C **SMB understanding** One page summary	C1. Fill the SMB worksheet template for each SMB, click a photograph and upload	• At home by end of day or end of week

In addition of this, we will also be sending you surveys on Kaizala only.

We will be sharing all the templates/ forms in pdf format, which you can take a printout and take it for interaction with the SMB

SMB Digital Maturity questionnaire

1. Name of the business

   _____

2. Business contact number

   _____

3. Business Address

   _____

4. City

   _____

5. Pin-code

   _____

6. SMB segment

   Manufacturing

   Services

7. Sub segment - _____

8. How many employees are working in the business?

   5 to 10

   11 to 50

   51 to 99

   100 to 499

   500 to 999

   More than 999

   To be filled after interaction on the Kaizala app

These forms are in the workbook. You can take a print-out of all these forms and note down the answers while interacting with the SMB

SMB Digital Maturity questionnaire

9. What type of internet connection do you use in your business?
   Dongle/ Mobile internet
   Broadband connection
   Fiber / Leased Line
   MPLS
   Do not use internet
10. How many computers / laptops / tablets connected to the internet for your business?
    None
    1
    2 to 5
    6 to 20
    Greater than 20
11. What is the speed of internet that you are using?
    Less than 1 Mbps
    2 to 4 Mbps
    5 to 10 Mbps
    11 to 20 Mbps
    Greater than 20 Mbps
12. Is your internet connection and speed currently matching your business needs?
    Yes
    No
13. Does your business have a website?
    Yes
    No

To be filled after interaction on the Kaizala app

14. Do you sell your products or services online?
    Yes
    No
15. How do you accept payments online? (Multiple selection)
    Credit / Debit cards
    Net Banking / Bank Transfer
    Digital wallets like PayTM
    Don't accept payments online
16. Do you currently utilize any of the following applications/ service?
    Audio conferencing
    Video conferencing
    Instant messaging
    Tele-calling
    Online employee attendance
    Employee activity tracking
    Broadcasting to the employees
    Self/ Employee skill enhancement
17. Does your employee get SIM Cards provided by the company?
    Yes
    No
18. Do you use cloud services for data storage or applications?
    Yes
    No
19. Would you like someone from the Jio digital team to reach out to you to explain more about these products?
    Yes
    No

Digital Questionnaire through Kaizala

Steps to access digital questionnaire on Kaizala
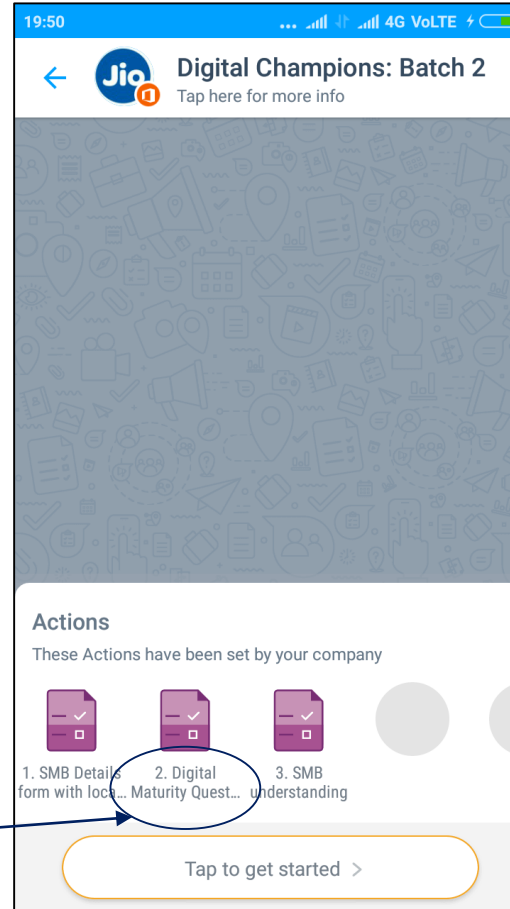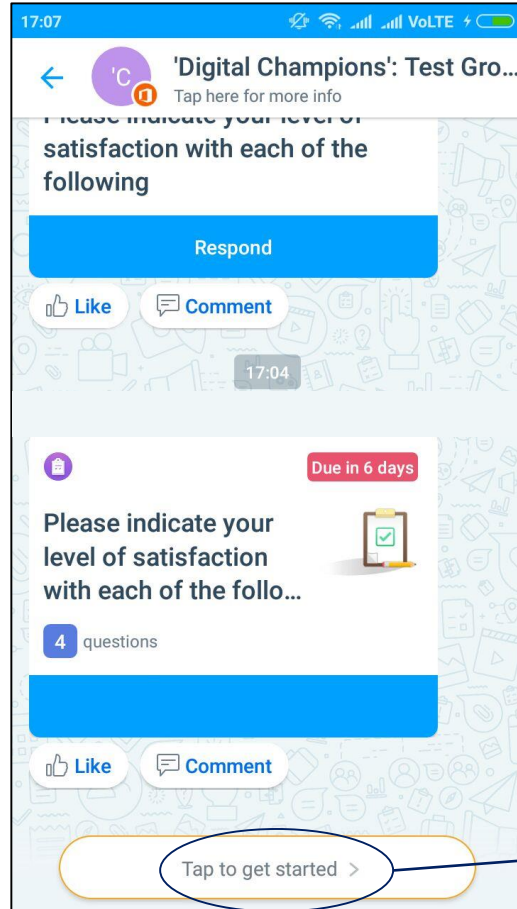
1. Click on the "Tap to get started" button

2. After clicking on the "Tap to get started button", you will see a screen with
   3 forms which are:
   a. SMB details with location
   b. Digital Maturity Questionnaire
   c. SMB understanding

Steps to access digital questionnaire on Kaizala
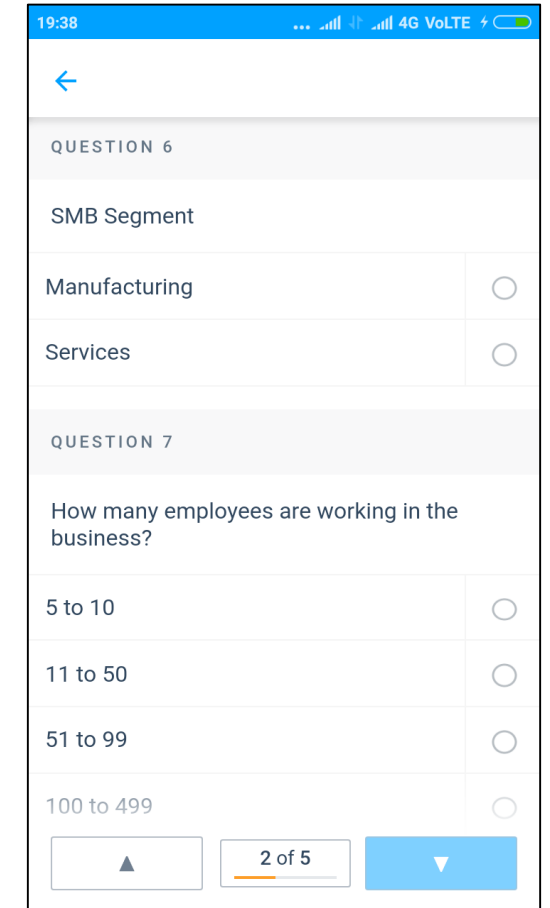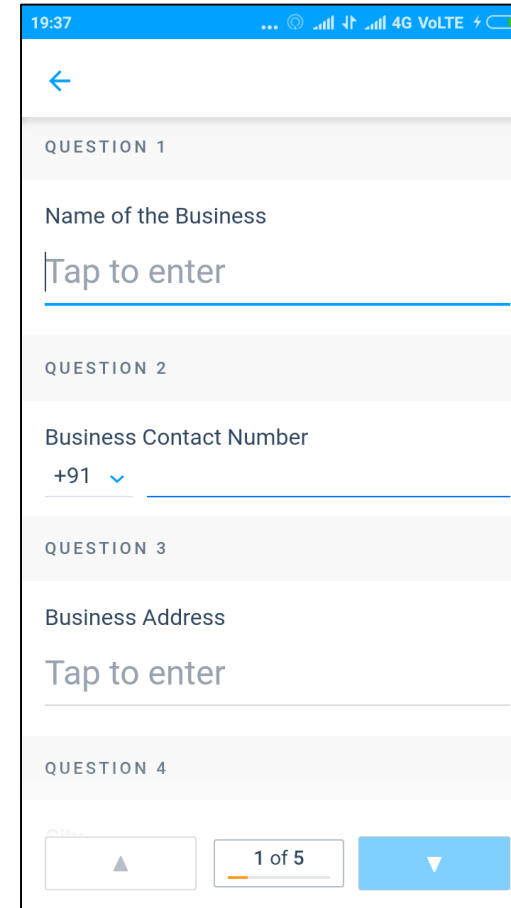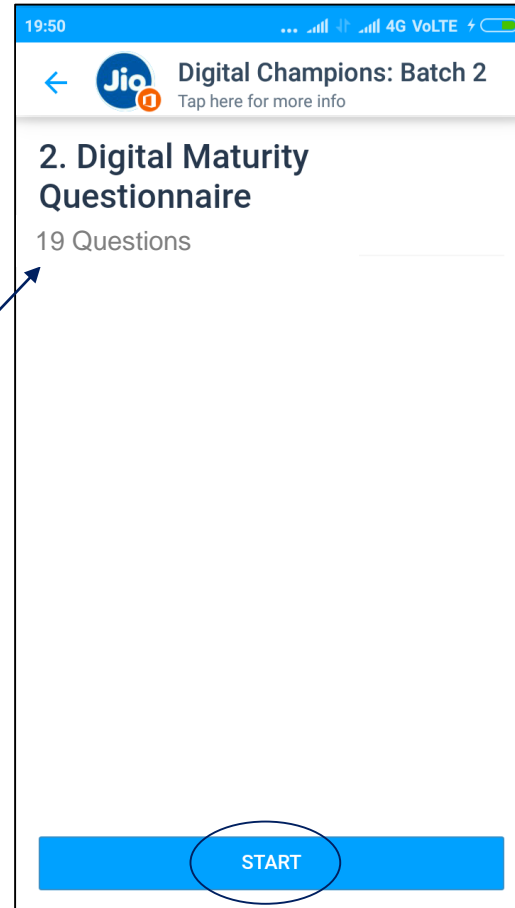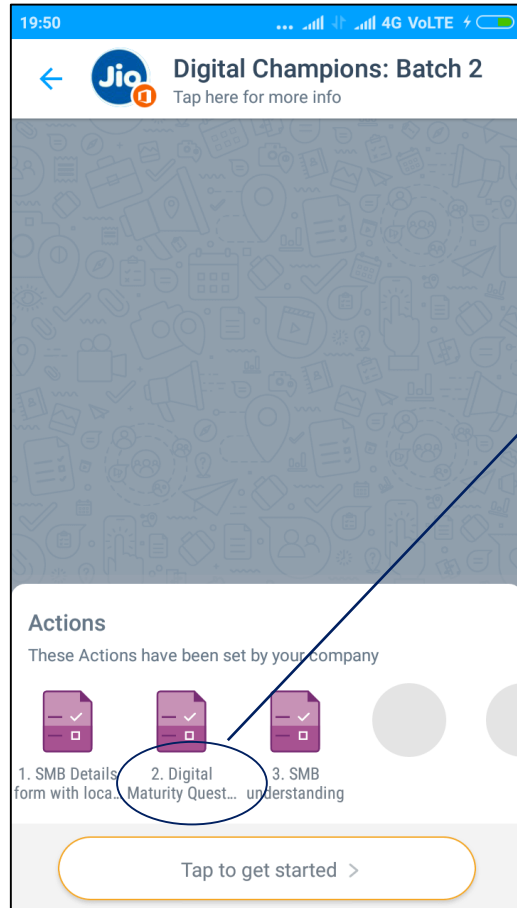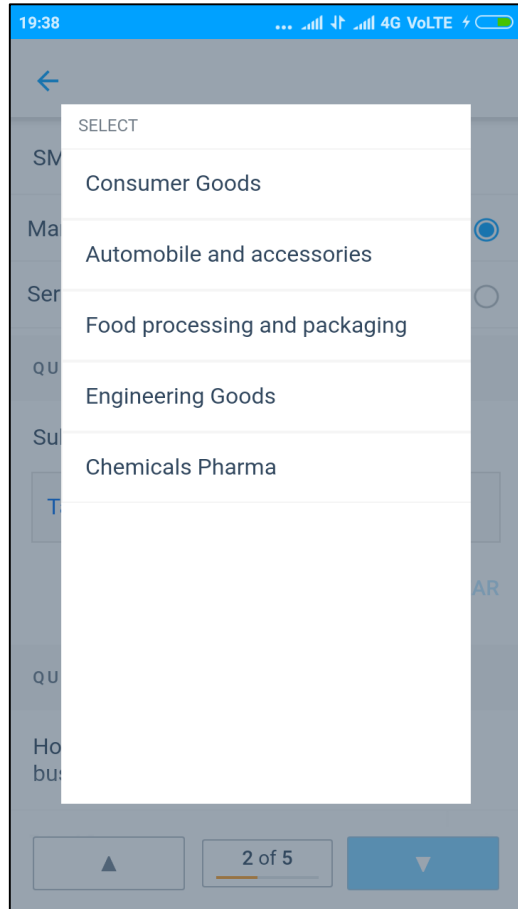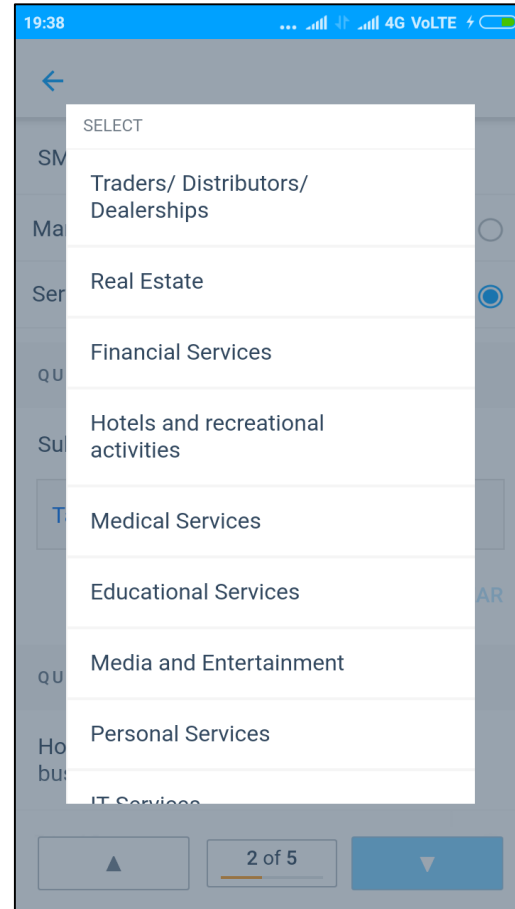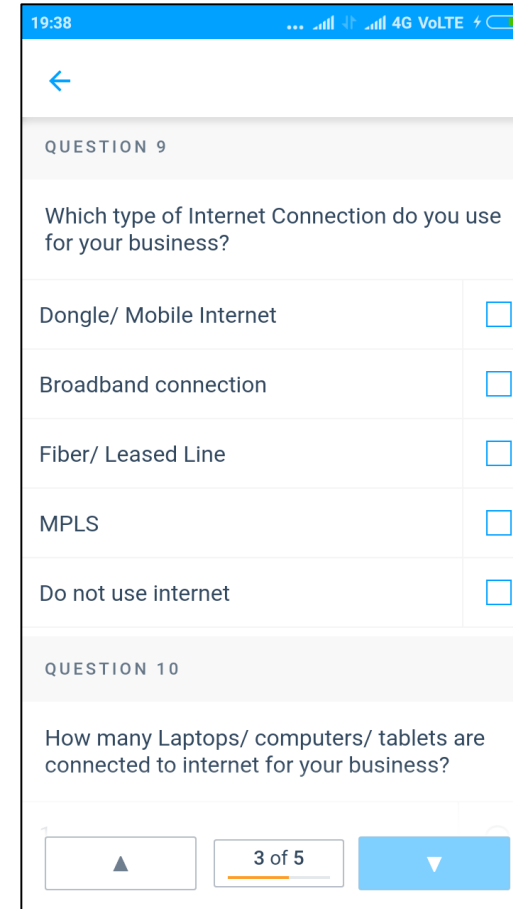

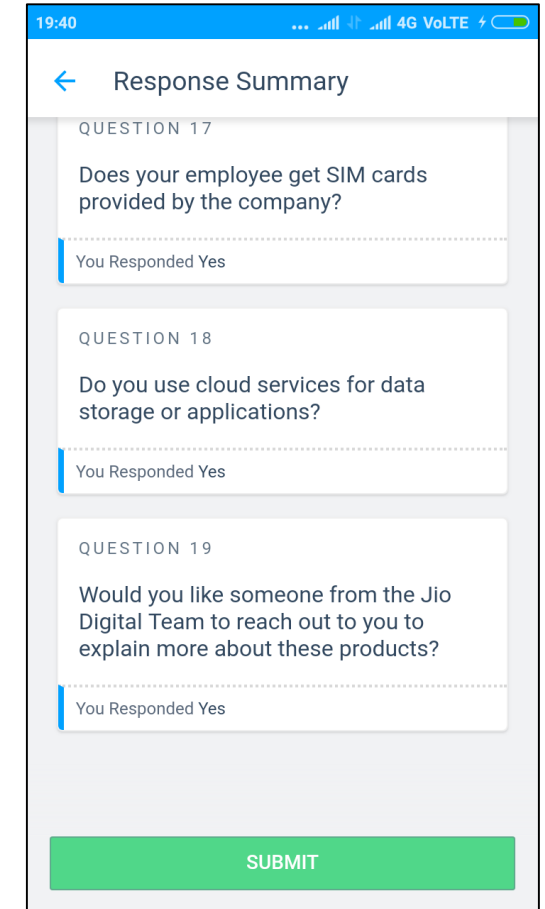3. Click on "Digital Maturity Questionnaire" button

4. You will see this screen. Click on the start button

5. There will be 19 questions. Click on the bottom arrow for the next question

6. Fill the details properly and know clearly under which SMB segment your SMB falls

Note: You can take the printout of "Digital maturity Questionnaire" while interacting with SMBs and can fill it online after coming from the location

Steps to access digital questionnaire on Kaizala

SELECT

Consumer Goods

Automobile and accessories

Food processing and packaging

Engineering Goods

Chemicals Pharma

2 of 5

SELECT

Traders/ Distributors/ Dealerships

Real Estate

Financial Services

Hotels and recreational activities

Medical Services

Educational Services

Media and Entertainment

Personal Services

IT Services

2 of 5

QUESTION 9

Which type of Internet Connection do you use for your business?

Dongle/ Mobile Internet ☐
Broadband connection ☐
Fiber/ Leased Line ☐
MPLS ☐
Do not use internet ☐

QUESTION 10

How many Laptops/ computers/ tablets are connected to internet for your business?

3 of 5

Response Summary

QUESTION 17
Does your employee get SIM cards provided by the company?
You Responded Yes

QUESTION 18
Do you use cloud services for data storage or applications?
You Responded Yes

QUESTION 19
Would you like someone from the Jio Digital Team to reach out to you to explain more about these products?
You Responded Yes

SUBMIT

7. You can see these are the sub segments if you choose Manufacturing as your SMB segment. Clearly fill these details and move forward.

8. These are the sub segments under Services segment

9. There will be multiple choice questions also

10. This screen will appear before the submission of the "Digital Maturity Questionnaire" form

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SMB Details
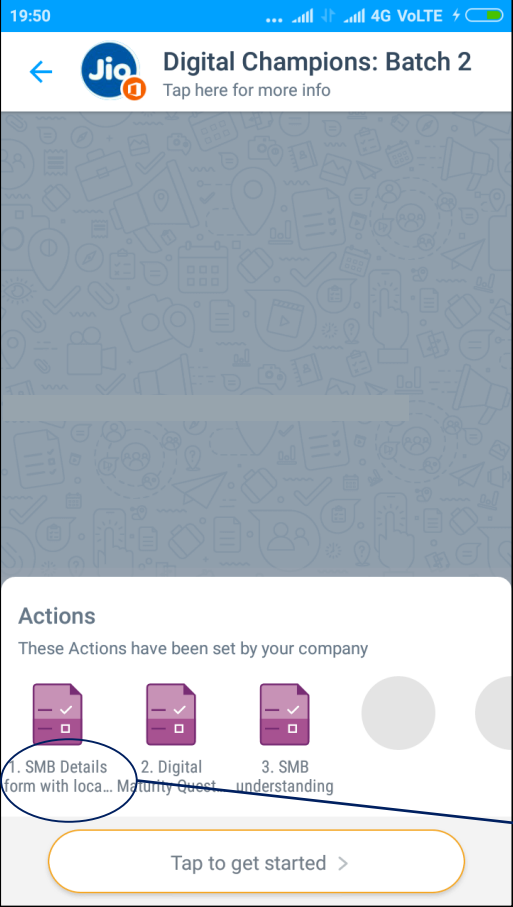
1. Capture location

   _____

2. SMB Name

   _____

3. Pin-code

   _____

4. Name of the person met

   _____

5. Mobile number of the person

   _____

6. Business contact number

   _____

7. Click photograph of the establishment (At the gate showing the company's name)

   _____

8. Any additional photographs (Person's visiting card etc.)

   _____

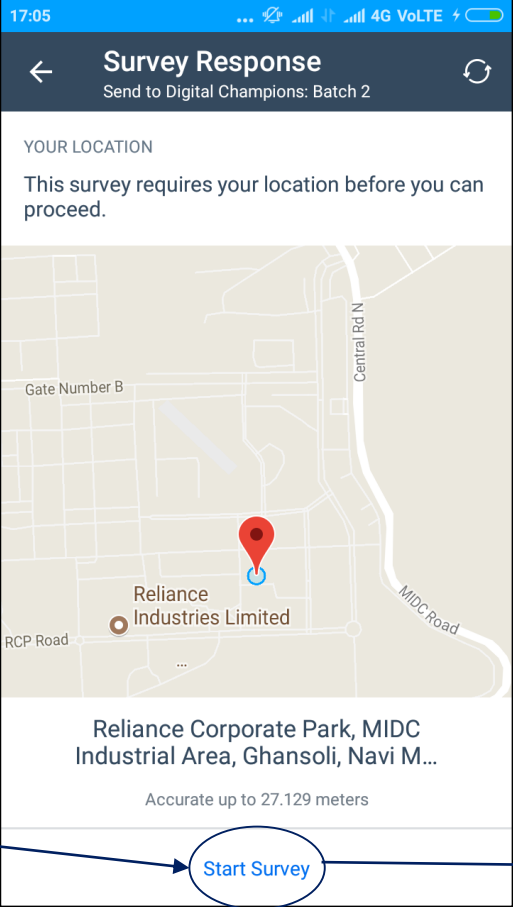***Ask for a business card. If received, upload a picture**

To be filled at the SMB location just after the interaction on Kaizala app

This form is in the workbook. You can take a print-out of this form and note down the answers while interacting with the SMB.

SMB Details with location through Kaizala
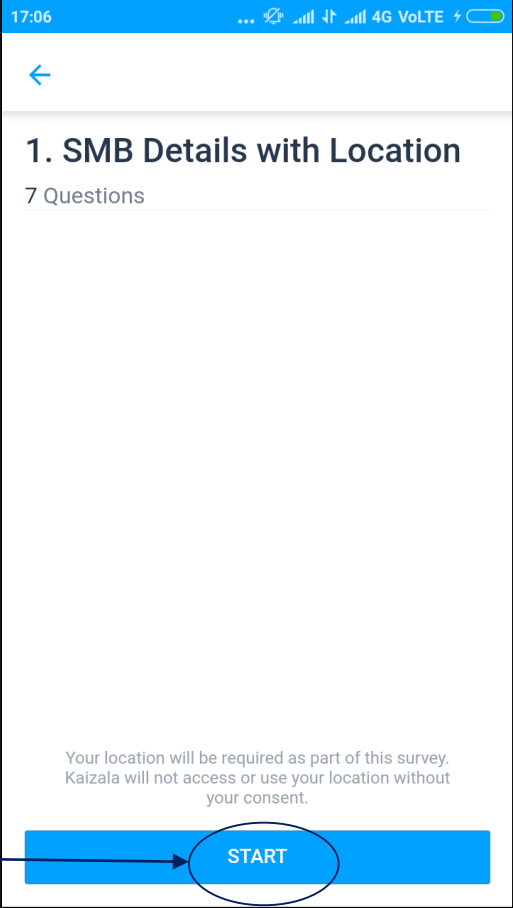
Steps to access SMB details with location form on Kaizala

1. Click on "SMB details with location" button

2. After clicking on "SMB details with location" button, you will be asked to share your current location. Click on start survey button to move further.

3. Click on the start button to fill SMB details

Note: **Fill the SMB details at the location only after the interaction with the SMB**

Steps to follow

4. Write the details as asked and keep moving e.g. Name of the SMB

5. There are total 7 questions to answer. Answer all the questions to complete this form. Fill the details of the person to whom you meet and the contact no.

6. Capture the photo by taking from your phone (The pic should capture establishment name) and upload the photo of business card (this is optional)

7. This is the screen before submitting the SMB details form

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Photograph clearly showing the name of the establishment

- You can take the photograph at the gate showing the name of the SMB
- Don't take picture of the person interacted

SMB Worksheet: To be filled for every SMB and stakeholder

For each SMB interaction

Jio

SMB Name:	**SMB Category/ Type:** _____

Generating insights for the SMB (Excel Analysis, Pareto Analysis) > Synthesizing the insights and identifying the required digital tools > Way forward for the SMB

Strengths:

Weaknesses:

Other insights:

Key identified/derived requirements of the SMB

Identified digital tool and how will it help the SMB

You can take a print-out of this sheet for each SMB. Click a photograph and upload daily/weekly

For each SMB interaction

Jio

SMB Name:

SMB Category/ Type: _____

Generating insights for the SMB (Excel Analysis, Pareto Analysis)

Strengths:

Weaknesses:

Other insights:

Enter the name and category/ type of SMB whom you have visited

Interact with the SMB and find out what are the strengths which has helped it grow / survive in the market. Identify the unique advantages it has

What are the weaknesses or challenges that it face daily? What are the factors that are stopping it to grow more strongly?

What are some other key findings? What are some of the salient features of that particular SMB?

SMB Worksheet – How to fill it (2/2)

For each SMB interaction

Jio

Synthesizing the insights and identifying the required digital tools

Way forward for the SMB

Key identified/derived requirements of the SMB

Identified digital tool and how will it help the SMB

Identify needs of SMB based on the interaction. What are the challenges that they face during daily operations?

How can these SMBs use the tools which you have learnt during the training? How can they solve their daily problems using digital technologies?

You need to fill this for each SMB visited. Take a picture and then upload through Kaizala on weekly submission day. Note that all the interactions made during the week should be uploaded.

Daily Deliverable: Jio Digital Champions: Workbook

SMB- 2

Jio

SMB Name: XYZ Limited

SMB Category/ Type: Manufacturer /Lifestyle products/Apparel

Generating insights for the SMB

Synthesizing the insights and identifying the required digital tools

Way forward for the SMB

Strengths:
a. Ability to manufacture large batch of orders in short duration
b. Large retail coverage
c. Keeps on preparing clothes as per the new trend

Weaknesses:
a. Unutilized inventory
b. Delay in sourcing of raw material and supply chain bottlenecks during peak time
c. Less control on prodⁿ time

Other insights:
• Looking to make online presence by opening own website and partnering with E-commerce player for covering large consumer base

Key identified/derived requirements of the SMB
1. Need of redesigning the plant layout for optimising productivity
2. Online training demos for workers to learn how to operate machines & equipments
3. Status update of each order
4. Co-ordination with customer (retailers)
5. Vendor and inventory management

Identified digital tool and how will it help the SMB
• Workforce tracking (WFT) for monitoring the day to day activities of the workforce
• Mobile Application for status update of orders and maintaining the Vendor & Retailers details
• Enterprise Wi-Fi / High Fibre for high speed internet
• Conferencing app for co-ordination with multiple vendors & retailers

Please capture your analysis for each SMB on a print-out of this sheet, click a picture of the same and upload it on Kaizala

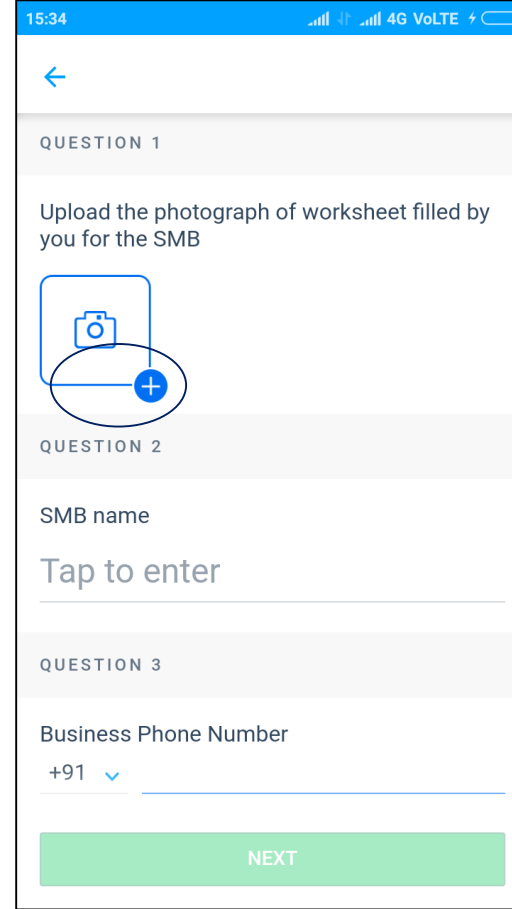# SMB understanding through Kaizala

Steps to access the SMB understanding on Kaizala
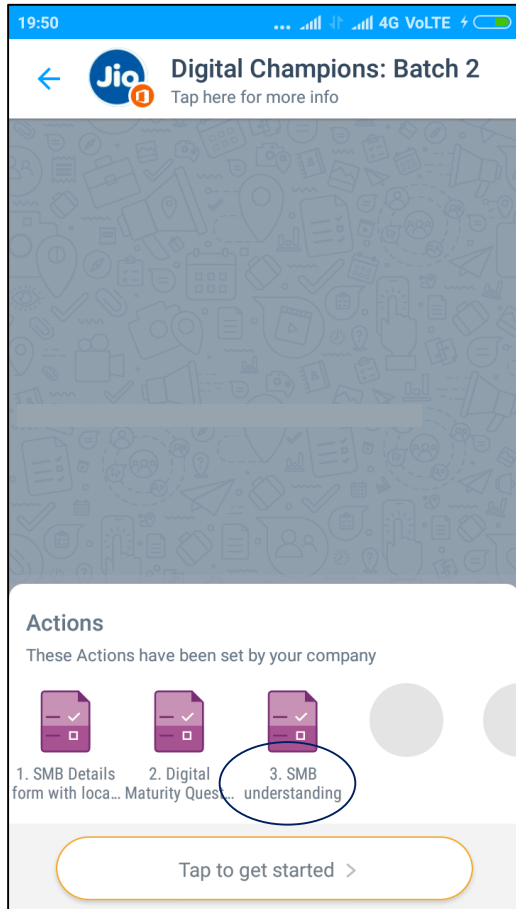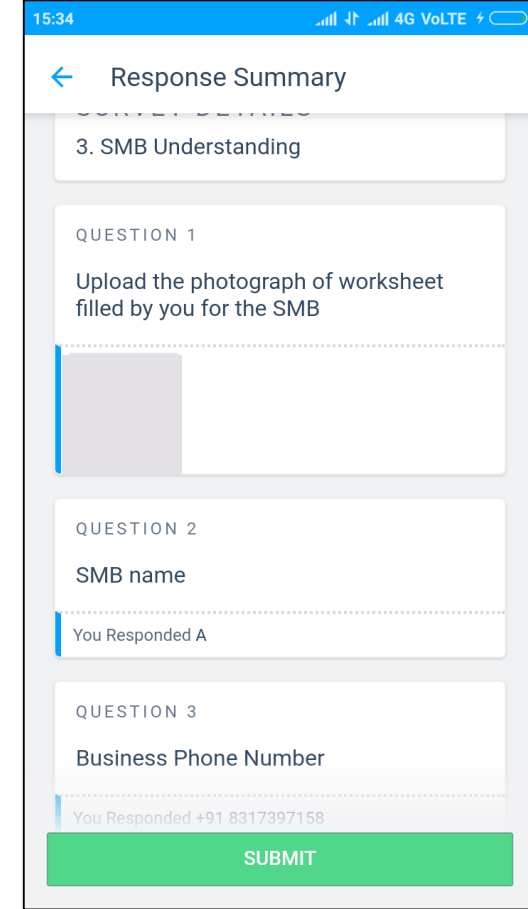

1. Click on SMB understanding
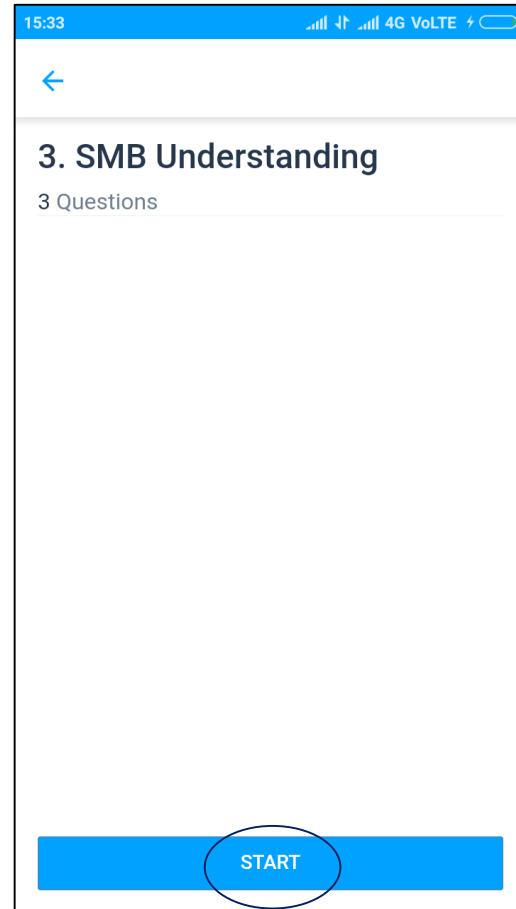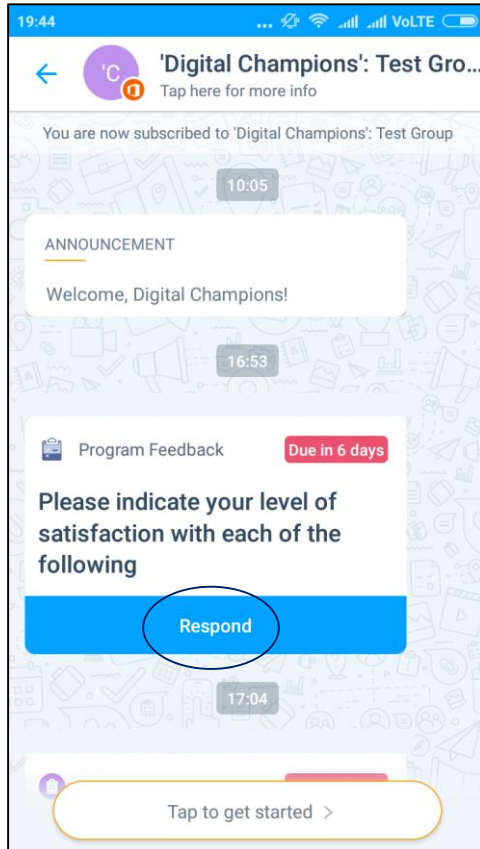

2. Click on Start button to attach worksheet photo

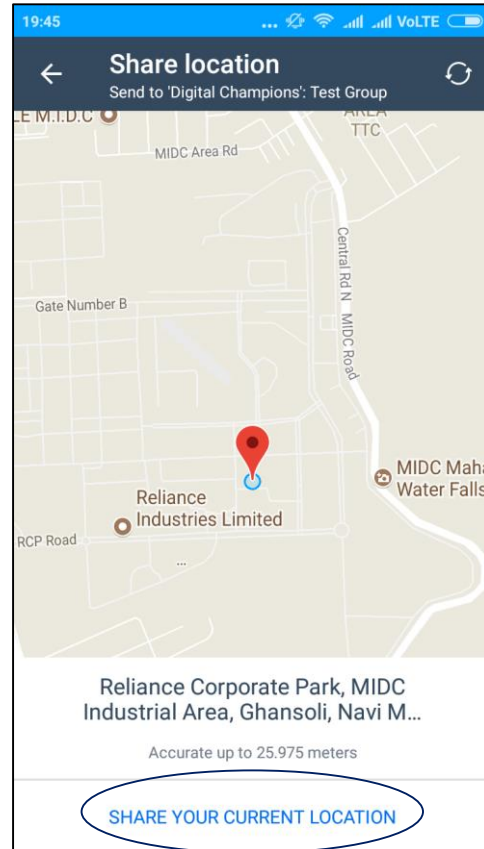3. Upload the photograph and fill the SMB Name and business phone number

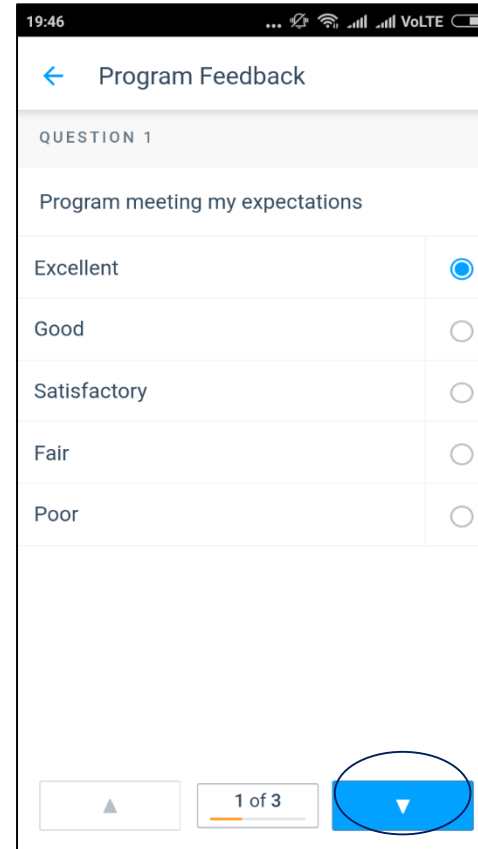4. This is how your screen will look before submission

Program Feedback/ Surveys through Kaizala
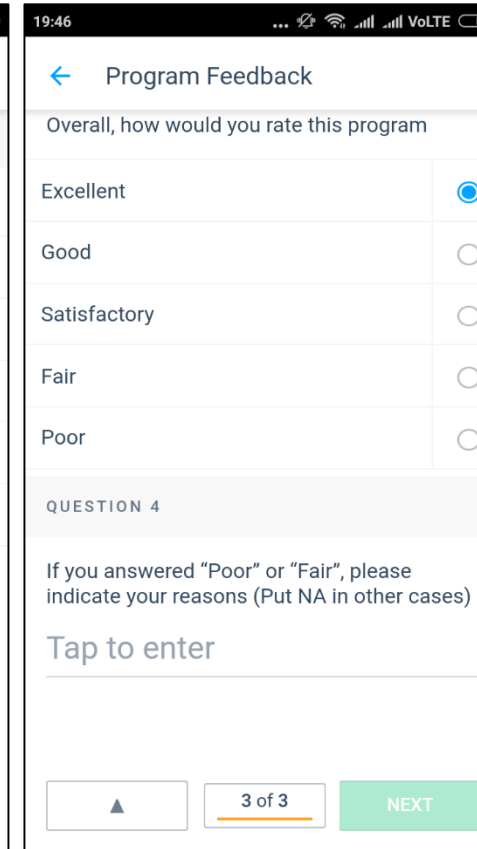
Steps to respond to surveys

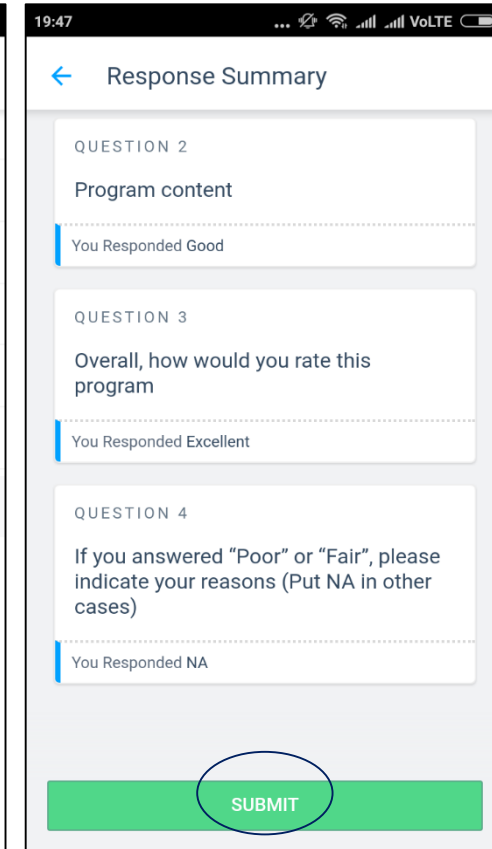1. Click on respond button for giving program feedback

2. Share your current location before answering the questions

3. Share the feedback as per your experience and move by clicking on bottom arrow button

4. Share the feedback as per your experience

5. Submit the program feedback after clicking on submit button

1. Timelines / Deadlines for submission – also mentioned in the calendar
   - The deadline for the weekly and final submissions is shown in the table below:

Batch Program start date	1st weekly submission	2nd weekly submission	3rd weekly submission	4th weekly submission	Final submission
21st May	26th May	2nd June	9th June	15th June	23rd June
4th June	9th June	16th June	23rd June	29th June	7th July
11th June	16th June	23rd June	30th June	6th July	14th July
18th June	23rd June	30th June	7th July	13th July	21st July

2. The weekly submissions to be made in the SMB Worksheet as shared with you. We recommend you to complete at least 8 interactions in a week and submit by dates mentioned above. This will help you smoothly complete the project

3. One successful submission includes submission of all 3 deliverables for an SMB

1. On successful completion of the project, you will be awarded with a Certificate of Completion. You need to complete the following to be eligible for a certificate:

   • We recommend at least 24 SMBs and 16 Stakeholders interactions. However, you can decide on the breakup of interactions between SMBs and stakeholders – total should be at least 40

   • There will be regular quality checks of the deliverables – If it is not found to be satisfactory, you won't be eligible for Certificate of Completion

2. Each SMB interaction will have three components that the intern needs to complete / upload on a weekly basis:

#	Interaction component	Description
1	SMB details with location	SMB details including Name, location and clear picture of establishment
2	Digital Maturity questionnaire	Asking about the digital usage, requirement and intent to use
3	SMB Understanding	Includes SMB Worksheet to be filled and needs to uploaded on Kaizala