

Bharat

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Team Players:

Aneesh Jain (16ucs036)



Ayush Sharma (16ucc023) [wk]



Harshil Jain (16ucs074)



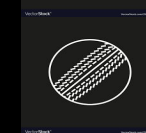
Nand Kishore Purohit (16ucs)



Paritosh Mishra (16ucs124)



Saurabh Gothi(16uec099)



Storyline

- India vs Bharat
- Why should we be concerned about Bharat?
- India and Bharat: economic comparison
- Potential of Bharat
- How to harness the power of Bharat?
 - Government
 - Corporates
 - Technology and Role of IR4
- Learnings and Conclusions

Bharat !!!

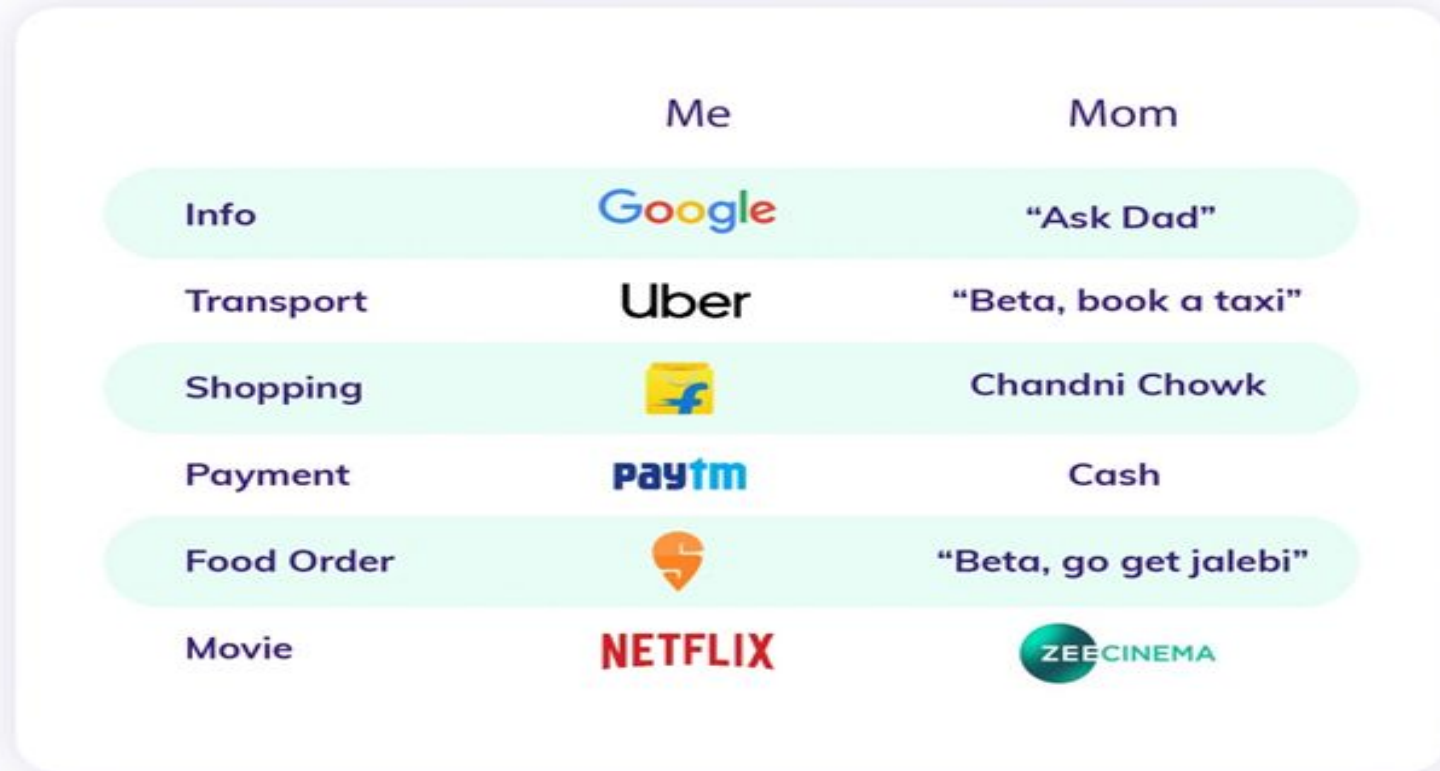
Yash's team be like: "Hey Idiot, we covered India last week."

- What comes to our mind when we hear India vs Bharat?
 - **Bharat** : Rural India
 - **India** : Urban India
- Analogy of G7 vs E7 economies to **India** vs **Bharat**
 - **E7** will grow twice as fast as G7
 - Similarly, **Bharat** will grow twice as fast as India
 - By 2040 **E7** will be major contributor in world GDP
 - Similarly, **Bharat** will be major contributor in India's GDP

India vs Bharat ?

- India aspires to be in the United Nations Security Council, **while** Bharat still craves for potable water.
- India spends around 300 crores on a single movie **while** Bharat mourns over farmer suicides.
- India is influenced by western culture, who is educated and unorthodox **while** Bharat still firmly believes in traditional practices.
- India reaps the benefit of development **while** Bharat is still waiting for the fruits of development to enter his fortune.

Defining Bharat behaviorally



*The company logos are used for representational purpose only

Defining Bharat behaviorally

- Indian user (Digital user): A person who prefers a digital lifestyle over a non-digital one.
- Bharat user (Non-digital user): A person who still prefers a non-digital lifestyle over a digital one.
- **Bharat is closer to us than we realize. Case in point, our Moms.** We live around our Moms without realizing how different their lifestyle preferences are from us.

Bharat in terms of digitalisation

- **Existing users**
 - Untapped market: 300Mn smartphone users not using digitalisation.
- **New Users**
 - By 2021, 800Mn new internet users.
 - 9 out of 10 will be Indian language users (Bharat users).
- **How to attract them?**
 - Information in regional language.
 - '*Chota coupon*' in terms of data pack.
 - Instead of recharge coupons of (Call + Data), create segregation. (One family -> multiple phones -> multiple use)

Why is potential of Bharat not exploited ?

- **Myth 1: Bharat Users Are Rural**
 - Reality: Bharat users reside also in Tier 1/2/3 cities.
 - According to the study 62% of people not using digitalisation come from urban pockets.
 - 50% from non-metros and 12% from metro.

Why is potential of Bharat not exploited ?

- **Myth 2:** Bharat Segment Is Relatively Small and Insignificant in terms of business
 - Reality: Less than 20% of mobile users are online transactors.
 - About 80% i.e over 500Mn people either do not use the internet yet or do not transact yet.



MOBILE USE: RURAL vs. URBAN

COMPARING MOBILE SUBSCRIPTIONS: PEOPLE LIVING IN CITIES vs. RURAL POPULATIONS



MOBILE
SUBSCRIPTIONS IN
URBAN AREAS



we
are
social

559 M

MOBILE SUBSCRIPTIONS
IN URBAN AREAS vs.
URBAN POPULATION



we
are
social

147%

MOBILE
SUBSCRIPTIONS IN
RURAL AREAS



we
are
social

417 M

MOBILE SUBSCRIPTIONS
IN RURAL AREAS vs.
RURAL POPULATION



46%



INTERNET USE: RURAL vs. URBAN

COMPARING ACTIVE INTERNET USAGE: PEOPLE LIVING IN CITIES vs. RURAL POPULATIONS



ACTIVE INTERNET
USERS LIVING IN
URBAN AREAS

INTERNET PENETRATION
AMONGST THE
URBAN POPULATION

ACTIVE INTERNET
USERS LIVING IN
RURAL AREAS

INTERNET PENETRATION
AMONGST THE
RURAL POPULATION



we
are
social

289 M



we
are
social

76%



we
are
social

61 M

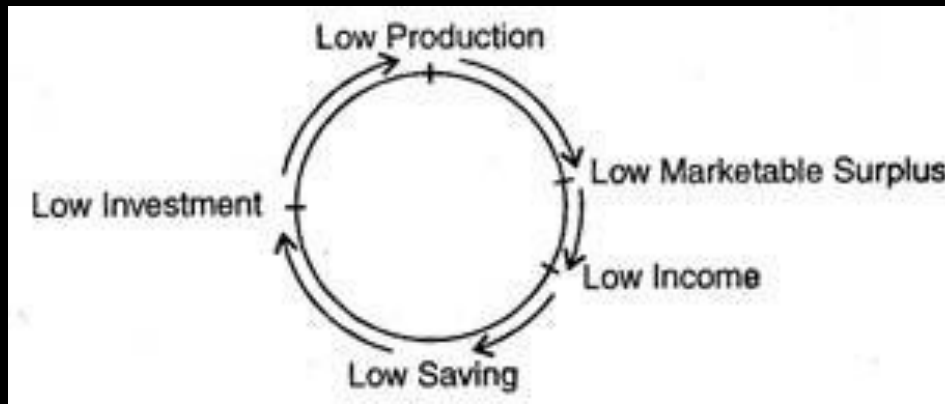


Issues faced by Bharat

- **Agriculture sector** : 45% workforce [Rural Areas]
 - **GDP contribution** : ~15%
- **Finance, Real estate** : 1% workforce [Urban Areas]
 - **GDP contribution** : ~13%
- **Infrastructure development** (Crucial for Rural India)
 - ~1300 government projects(dams, roads) delayed
 - RURAL INFRASTRUCTURE = RURAL DEVELOPMENT
 - These projects provide employment in rural areas
 - **35-40% of food is wasted during transportation**

Issues faced by Bharat !

- **Lack of basic amenities in Bharat**
 - Basic schooling, Healthcare, Water, Sanitation facilities
 - **RESULT:** unproductive youth, no motivation (Maslow hierarchy)
- **Underperforming agriculture sector**
 - Average size of holding is 2-3 hectares
 - No scientific advancements possible
 - Not using HYV(High Yield Variety) seeds, crop rotation



Issues faced by Bharat !

- **Problem: Jobless Economic Growth**

- India took leapfrog from agriculture to service based economy (SBE).
- SBE can not provide employment in Bharat.

- **Plausible Solution**

- Establish industries in rural areas.
- Employ people involved in disguised unemployment into these Industries.

- Programs like **Make in India**, to promote manufacturing sector growth

Disguised Unemployment : More people are engaged in work than required, with very low wages

INSIDE THIS WEEK: INTELLIGENT LIFE

The Economist

FEBRUARY 21ST-27TH 2015

Economist.com

Britain's coming political earthquake
Set Kurdistan free
How safe are Europe's Jews?
Deflation: the real reason to worry
The tech talent war

India's chance to fly



Australia.....A\$110 (inc. GST)
Bangladesh.....TK470
Cambodia.....US\$8.00
China.....RMB 75

Hong Kong.....HK\$80
India.....Rs220
Indonesia.....Rp77,000
Japan.....¥1143+Tax

Korea.....Won 11,000
Malaysia.....RM24
Myanmar.....US\$8.00
Nepal.....NR490

New Zealand.....NZ\$13.00
Pakistan.....Rs640
Philippines.....Pesos385
Singapore.....S\$12.50 (inc. GST)

Sri Lanka.....Rs1,000
Taiwan.....NT\$275
Thailand.....Baht 300
Vietnam.....US\$8.00

How to harness the power of ‘Bharat’?

- Three entities that would play viable role in harnessing the power of Bharat
 - Corporates
 - Government
 - Technology

Corporates : Targeting Rural Market

- Corporates realising huge market capabilities and scope in Bharat, started special product schemes to utilise it:
 - Coca-Cola :- Launched Coca cola in Rupee 5 ,a game changer move.
 - LG :- Launched new refrigerator for Rural and Semi urban market priced under 10,000.

Corporates : Targeting Rural Market

- Pepsi (Asha Scheme) :- Low cost snacks and beverages : especially for girls between age group 12-16.
- Cavin Kare (Chick scheme) :-CavinKare launched an aggressive campaign to educate people on how to use shampoo through live 'touch and feel' in rural folks.
- Hyundai (Panchayat scheme):- Runs a panchayat scheme wherein it gives Rs 2000, incentives on every buy of a spark car.

Government : Rural Development

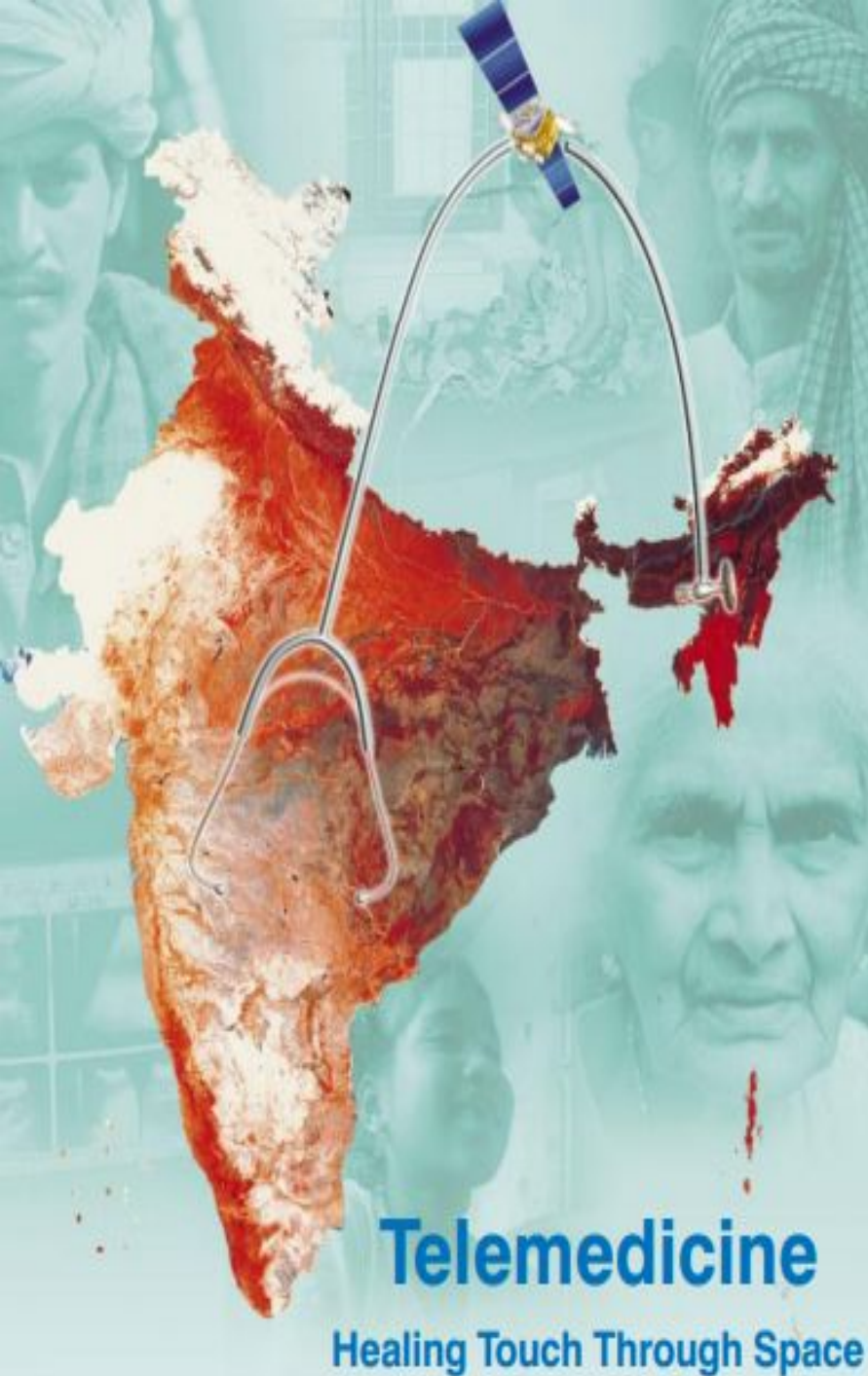
- PURA
 - Started in 2003 to check rural-urban migration.
 - It focused on economic connectivity.
- RURBAN
 - Started in 2014 to strengthen the infrastructure.
 - It focused on 300 rural clusters, to trigger overall development in the region.

Government : Rural development by ISRO

- Village resource centre
- VRC Services – Portfolio
- Satellite Communication
- Tele-Education
- Telemedicine
- Disaster Management Support
- Remote sensing applications



Tele-education



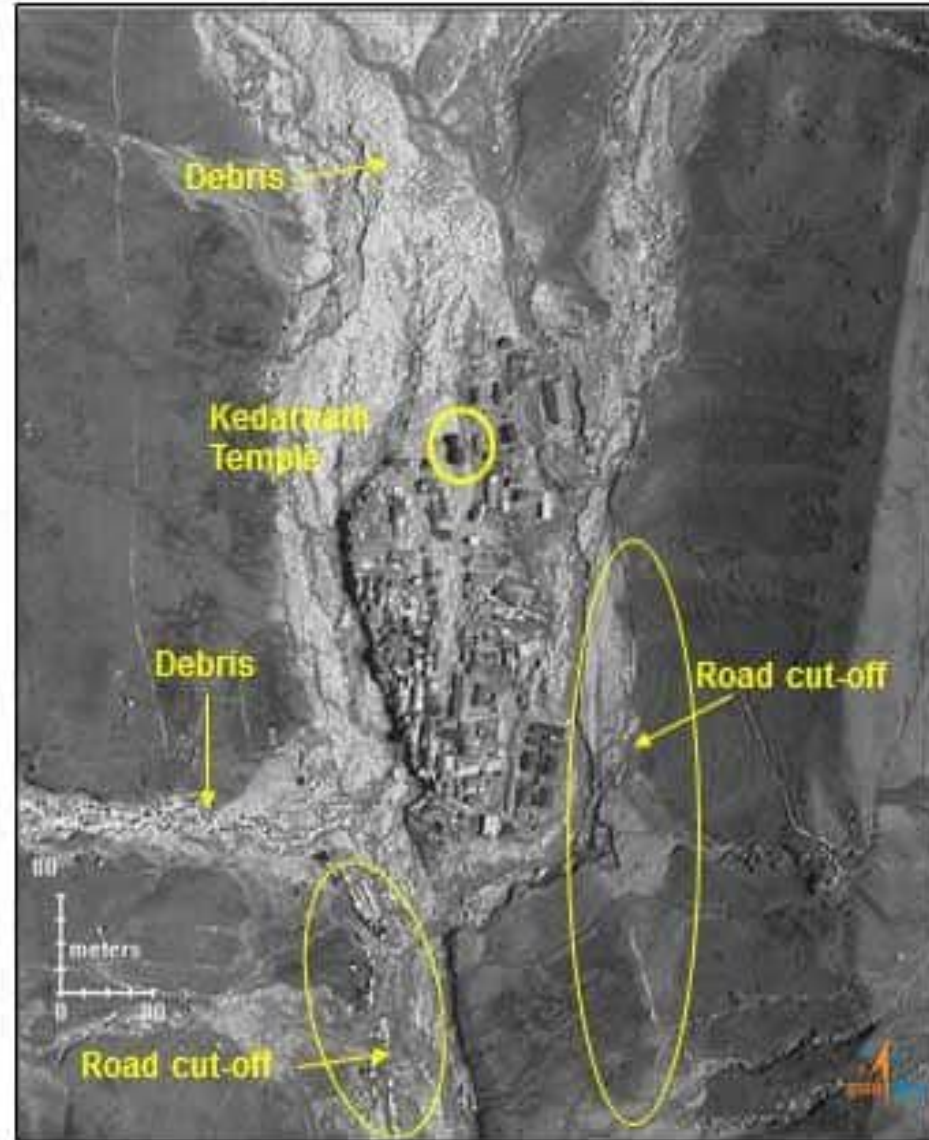
'EDUSAT', India's first thematic satellite dedicated to educational services, was used extensively to cater to a wide range of interactive educational delivery modes like one-way TV broadcast, video conferencing, computer conferencing, web-based instructions, etc.

How ISRO helps in disaster management

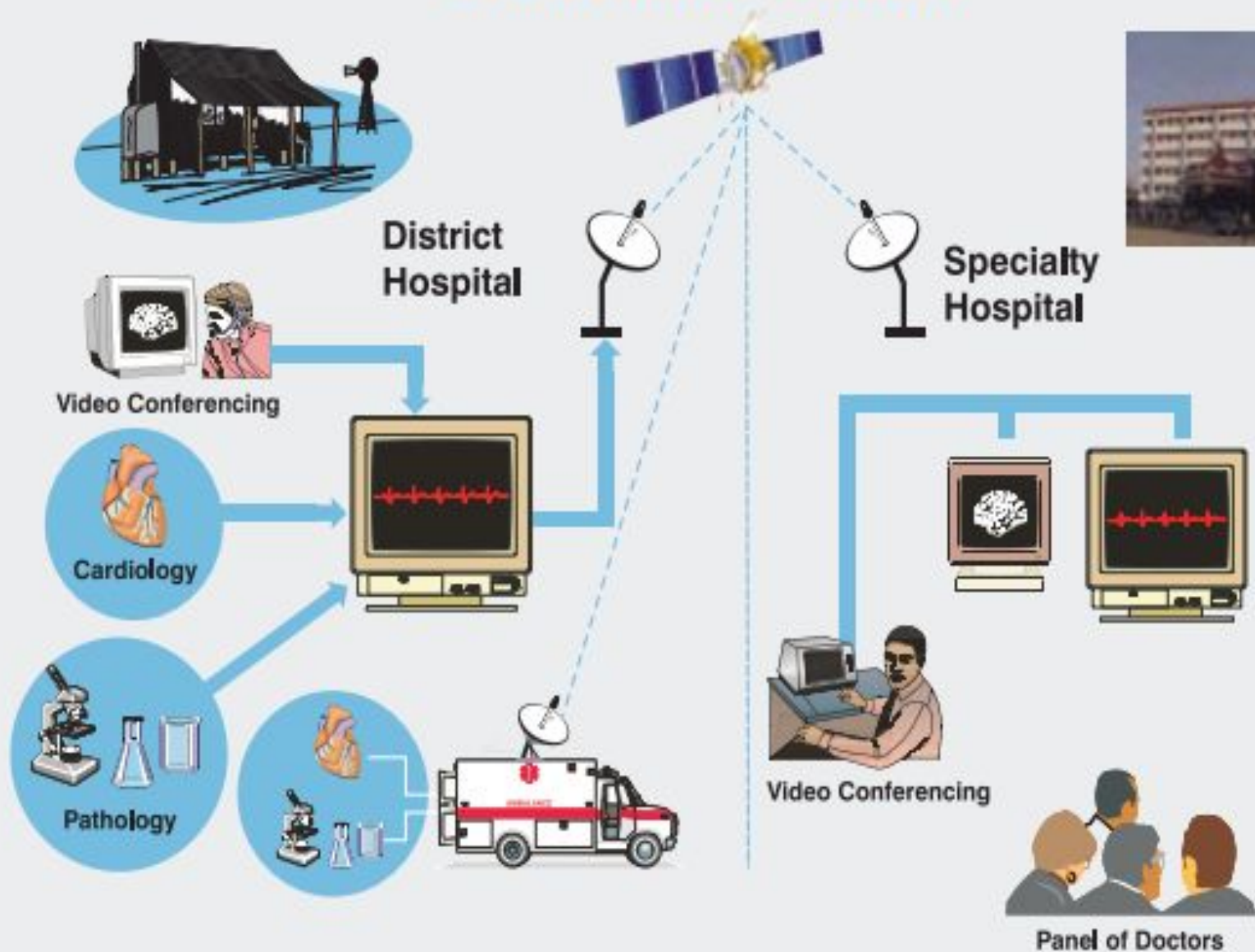
CARTOSAT-1 image showing pre-flood situation



CARTOSAT-2A image of 20-June-2013 showing post-flood situation



TELEMEDICINE CONCEPT



Reaching the un-reached
Extension of Education for Doctors in Rural/Remote areas...
General Doctors to learn from specialists and perform effectively...

Role of technology

- Rural Banking - How can we make Rural banking easier, more accessible, more simple and human?
 - Aadhaar enabled biometric Banking
 - Biometrics to access bank account linked to aadhaar card in ATM.
- Payment banking through SMS
 - Systems to do transaction through SMS or dial in number.
 - It will enable villager to do transactions easily.

Banking access

Almost all households in India today have at least one person with a bank account

- Households with bank account
 - Aadhaar card linked to the bank account
- (% households)



- **Hyper localized distributors**

- Rural india sparsely populated so difficult to distribute products.
- Group of hyper localized distributors to sell products directly to villagers and retailers.
- Will create livelihood opportunity for underprivileged.
- Basic smartphone app to take and bill orders, manage inventory and receive updates on promotional schemes.

- **Cost effective cold storage**

- Due to lack of post harvest facility India suffers post-harvest loss of Rs 2 lakh crore every year.
- *Ecofrost* is portable solar powered cold storage unit.
 - Simple app to select what is stored and automatically control temperature.
 - Will help in storing food for longer time and transporting without degradation.

- **Precision Farming :**
 - Using geographic information systems and data to guide planting, watering, and other activities
 - Increase productivity and prevent soil degradation.
 - Sustained agriculture development.
- Tools in Precision Farming:
 - Global Positioning System(GPS)
 - Locate exact position of field information such as soil type, weed invasion, water holes.
 - Sensor technologies
 - Used to measure humidity, vegetation, temperature, texture, nutrient level, etc.

Role of I.R. 4

- **More on Bharat**
 - 640k villeges,
 - 90 crore people
 - 50% below 30 years
- Imagine if this 90 crore people can reach their full potential !
 - India would fly on wings of fire

But why now, not 10 years back ?

- Because of rise in these 3 technologies
 - Big Data
 - Cloud Computing
 - Powerful Algorithms

Areas of change

- Agriculture
 - **IoT sensors** : Soil will tell you what it can grow best
 - **Drones cameras** : Early detect of parasite on plants
- Healthcare
 - Early detection of diseases (Dengue, Malaria)
 - Estimation of natural calamities
 - AI + IoT to monitor water quality

- Education
 - Better teaching & learning solution
 - Case study of Tacoma public school
 - Using of ML to provide feedback to students
 - Increase in number of graduates from 55% to 82%
- **Importance of Blockchain & Cloud**
 - Easing process of supply chain
 - Aggregation of small plots, to divide share among farmers
 - **Solves problem of small land plots production for farming**
 - Energy management
 - Harnessing energy is not a problem
 - Dividing profits among producers is

Strategy to capture markets

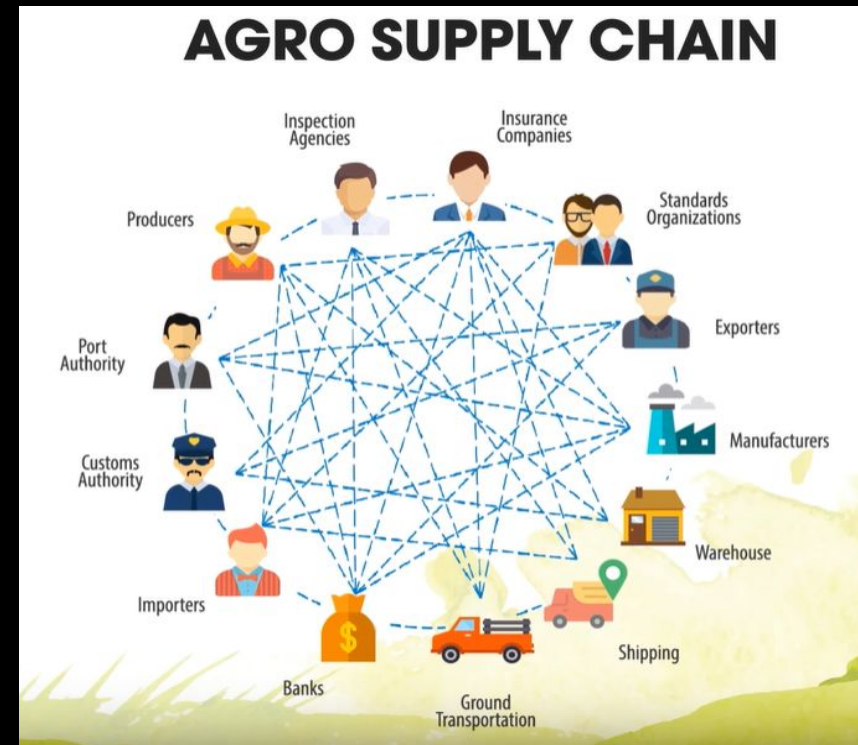
They Don't buy luxury, high prices goods

Marketing strategies (FMCG)

- 1 Rs. sachet
- 2Rs biscuits packets
- Refill packets

Finance Companies

- Distributed “general ledger” on Cloud (on Internet)
Real time update of transaction
- Product tracking & money payment
- Transparency in distributing profits along supply chain.



e-Commerce

- E-chaupal : inf. About climate, supply & demand of seeds in mkt
- Smart IoT solutions for irrigation, soil degradation, best crop rotation techniques from collected data

★ Role of IT engineers

- We are the one closest to these new technologies
- Will be working with big firms like Samsung, TCS, BNY Mellon etc

- Rural population (% of total population) in India was reported at 66.46 % in 2017
- Rural population (% of total population) in the world according to world Bank was reported at 44.729 % in 2018
- This indicates the model can be scaled up for whole world with slight adjustments and catering the socio-culture needs.

Conclusions

- Why Corporates?
 - Technology based low cost solutions.
 - Derived by profit not by charity.
- Public private partnership model in healthcare and education but it would take time.
- Deep penetration in market using low cost technology based solutions.

References

- Sites to visit:
 - ✓ <https://studymoose.com/india-vs-bharat-essay>
 - ✓ https://www.slideshare.net/vikramknvicky/the-future-of-rural-marketing?from_action=save
- Sites to avoid:
 - ✗ <https://yourstory.com/mystory/abfa6bdc4d-bharat-versus-india>
 - ✗ <https://www.quora.com/What-is-the-debate-of-India-vs-Bharat-about>

This presentation is dedicated to



The soul of India lives in its villages

— Mahatma Gandhi —

Thank you!