### Business Model Canvas: Hybrid Commerce Platform for Rural India

#### **1. Key Partners**

* Local village heads, teachers, and community leaders (for trust-building)
* Small local vendors (differentiation from big e-commerce players)
* Large corporations through CSR funding
* Government agencies supporting rural development
* Logistics and delivery service providers

#### **2. Key Activities**

* Establishing small distribution hubs in target districts
* Building an online platform for order placement
* Partnering with local small vendors for product supply
* Recruiting local delivery agents and service personnel
* Running marketing campaigns through trusted community leaders

#### **3. Value Propositions**

* Affordable essentials in smaller packages to match rural spending power
* A hybrid model ensuring reach in remote areas where Amazon/Flipkart don’t operate
* Employment opportunities in rural areas
* Region-specific product offerings to suit local needs
* Low-cost delivery using local networks

#### **4. Customer Relationships**

* Trust-building through village leaders, teachers, and local influencers
* Community engagement programs
* Customer support via mobile phone and local service points

#### **5. Customer Segments**

* Rural households in economically weaker districts
* Small village shops that need affordable stock replenishment
* Local service providers (artisans, farmers, small businesses)

#### **6. Key Resources**

* Hybrid commerce platform (both online & offline)
* Warehouse & distribution hubs in select districts
* Network of small vendors and suppliers
* Trained local delivery workforce

#### **7. Channels**

* Mobile app/website for online orders
* Small physical hubs for direct buying and pickup
* Door-to-door delivery via local agents
* Community events for awareness and promotion

#### **8. Cost Structure**

* Technology development (app & website)
* Warehouse setup & stocking of essentials
* Delivery & logistics costs
* Salaries for local service and delivery agents
* Marketing & awareness campaigns

#### **9. Revenue Streams**

* Direct sales of essential products
* Commission from local vendors selling through the platform
* CSR grants and partnerships with large companies
* Subscription model for small rural businesses to access bulk purchasing options