Industries Innovation Aug 06, 2025

## **PROBLEM**

- Lack of smart infrastructure (transport, energy, internet) Limited access to: -
- Government/private funding
   Mentorship and tech support

#### SOLUTION

- Affordable smart kits (solar, IoT, monitoring)- Innovation toolkit (training, low-cost tech)
- Mobile platform for connecting entrepreneurs to: - Tech experts -Mentors - Funding

## UNIQUE VALUE PROPOSITION

- $1 \boxed{\boxtimes} \ \mbox{Access to mentorship \& funding}$
- $3 \boxed{\boxtimes} \boxed{\boxtimes}$  Increased productivity & inclusion
- 2⊠⊠ Scalable rural infrastructure

## **UNFAIR ADVANTAGE**

- Local innovation labs tailored to rural needs- Strong partnerships with impact-focused tech startups- Deep collaboration with grassroots orgs
- Prioritize inclusion of marginalized castes in training, funding, and mentorship.- Work with NGOs focused on caste equity to ensure fair access.

## **CUSTOMER SEGMENTS**

- \*\*Primary:\*\* Local governments & development agencies- NGOs in rural development
- \*\*Secondary:\*\* -Tech startups offering rural smart solutions

# EXISTING ALTERNATIVES

RharatNet (India)

A government initiative to bring high-speed broadband to rural villages.

Enables digital services like e-health, e-education, and online commerce

Husk Power Systems

Uses renewable microgrids (solar + biomass) to electrify rural areas in Africa and Asia.

Smart meters and remote monitoring improve energy efficiency and billing.

## **KEY METRICS**

- \* of rural businesses onboarded\*
- \*Productivity/output increase\*- in target sectors
- \*Infrastructure gap reduction\* (power, water, broadband)- \*
- \*Funding/tech support\*
  -disbursed

# HIGH-LEVEL CONCEPT

- \*\*Smart Rural Infrastructure\*\* → Scalable access to power, broadband, IoT, solar, mobility
- \*\*Digital Enablement of Rural Industries\*\* →

Tools and platforms for productivity, market access, and quality control

# **CHANNELS**

- \*\*Partnerships:\*\* Local NGOs, SHGs, rural banks, MFIs- Government rural development schemes
- \*\*Outreach:\*\*- Online campaigns-Mobile vans and field visits

# **EARLY ADOPTERS**

- ☑ Progressive Rural Entrepreneurs
- Rural Innovation Hubs or NGOs

⊠⊠ District or Panchayat Officials Supporting Digital India or Smart Village Missions

# **COST STRUCTURE**

- \*\*Technology Development\*\*: Building and maintaining the app/portal, data infrastructure.
- \*\*Hardware Procurement\*\*: Manufacturing or sourcing smart kits and devices (solar, IoT).
- \*\*Training & Outreach\*\*: Conducting workshops, campaigns, and field visits.
- \*\*Personnel Costs\*\*: Salaries for tech experts, mentors, support staff.
- \*\*Logistics & Distribution\*\*: Delivering kits and setting up local infrastructure in remote areas.
- \*\*Partnership Management\*\*: Cost of collaborations with NGOs, rural banks, and government agencies.
- \*\*Maintenance & Customer Support\*\*: After-sales service and technical assistance in rural areas

## REVENUE STREAMS

- \*\*Hardware Sales\*\*: Revenue from selling affordable smart kits (solar, IoT, sensors).
- \*\*Subscription Fees\*\*: Monthly/annual payments for accessing the digital platform and advanced tools.
- \*\*Government Contracts\*\*: Revenue through public-private partnerships for rural tech deployment.
- \*\*Training & Certification\*\*: Paid courses for rural entrepreneurs, SHGs, and FPOs.