























TO INFINITY & BEYOND

Bharat launched its first sounding rocket from

Thumba

1963

the launch of INSAT (Indian National Satellite System) & IRS (Indian Remote Sensing) satellites)

GLSV rocket launched, GSAT

Mangalyaan mission in 2013 made Bharat the first Asian nation to reach Mars orbit.

2013

The

Chandrayaan-2 mission

1990's

1975 the first

satellite. Aryabhata. was launched

developed the PSLV (Polar Satellite Launch Vehicle) allowing Bharat to launch satellites into polar orbits.

Chandrayaan-1

2008

2000's

mission discovered water molecules on the Moon

2019 In 2017, Bharat set

a record by launching 104 satellites in a single mission.

2017

2023

Chandrayaan -3, launched successfully achieved a soft landing











Communication

INSAT (1983): Revolutionized broadcasting and weather forecasting. GSAT: Improved mobile networks, internet access, telemedicine, and online education.

Visual idea: Map of Bharat with satellite beams connecting rural and urban areas.



Satellite data aids crop monitoring. soil health analysis, and irrigation

supports initiatives like Fasal Bima during crop loss.

Callout: From fields to satellites, ISRO helps Bharat's farmers grow stronger.



Disaster Management

Predicting cyclones, floods, and droughts with weather satellites. Coordinating relief through the Disaster Management Support Program.





Empowering Healthcare and Education

Telemedicine: Connecting rural patients to urban hospitals. EDUSAT: Bringing quality education



Global Leadership in **Space Technology**

Mangalyaan (2013): First Asian nation to reach Mars orbit. Chandrayaan-2 (2019) Valuable lunar data from the orbiter.

Launched over 400 satellites for 40+



Rising **Employement**

ISRO has created thousands of jobs and supported many industries More than 20,000 people work directly with ISRO



the Indian space economy is valued constituting a 2% share of the global



The government envisions scaling the space economy to USO 44 billion by 2013, including US \$11 billion in exports amounting to 7-8% of the global share.

Weak Management

No Innovation (Boring products, no demand)

Weak Design

Strong Management

Over-Marketed (Good branding but weak products)

Wasted Potential

(Great ideas but no market reach)

Success

(Strong designs + good business strategy)



Design & Management A Perfect Balance for Success









































