

## Building Talent Through Incubation: The IIT-Madras Experience

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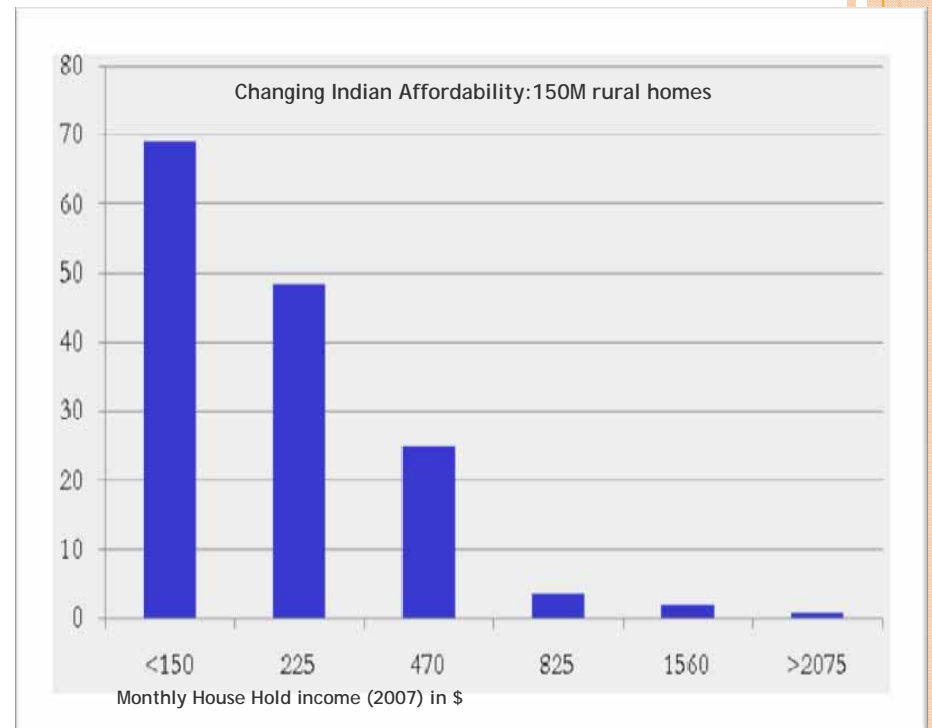
# India - a land of contrasts



- Dense urban areas
  - 10,000 people/sq. km
  - 350 m population
- Sparse rural areas
  - 600,000 villages
    - 3-10 km apart
    - pop. 1,000-25,000
  - 750 m rural population
- Large affluent population (Western levels)
- Much larger middle and lower-middle class

# India - a land of opportunity

- Telecom coverage:
  - 7m in 1990 to 350m today, growing at 10m per month
  - Optical fibre to within 25 km
  - ~85% urban pop., ~70% rural pop.
  - **Near universal coverage in 3-4 years**
- ARPU today for 350m subscribers: Rs. 350 (Eu 6) per month
- **ARPU for next 350m: Rs. 100 (Eu 1.7)**
- **Driven by innovation in technology and business models**





# Introducing the TeNeT Group

Incubating Entrepreneurs in a University  
Balancing Economic Growth & Social Development

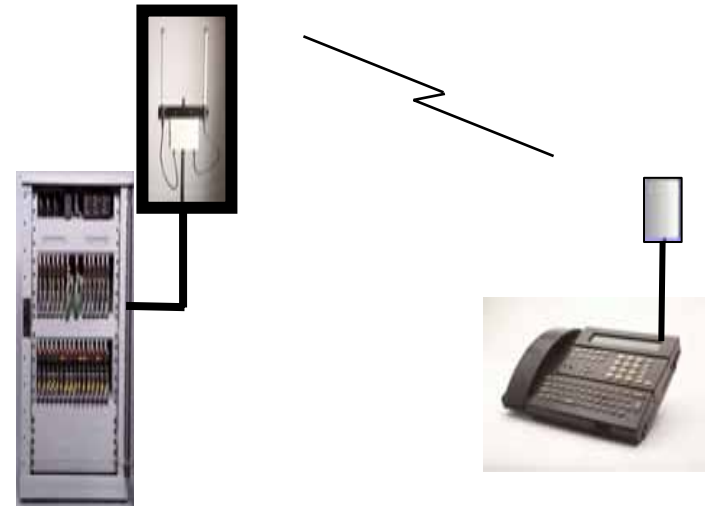
A group of 19 faculty members at IIT-Madras and about 15 companies incubated or nurtured by it with about 1200 engineers

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graph TD; A([Have a dream for India]) --> B([Incubate a S&T supported corporate entity which creates a business towards the dream  
Must function as a business entity]);
```

Have a dream  
for India

Incubate a S&T supported  
corporate entity  
which creates a business  
towards the dream  
Must function as a business entity

1994 TeNeT Vision:  
Connect India with 100  
million telephones

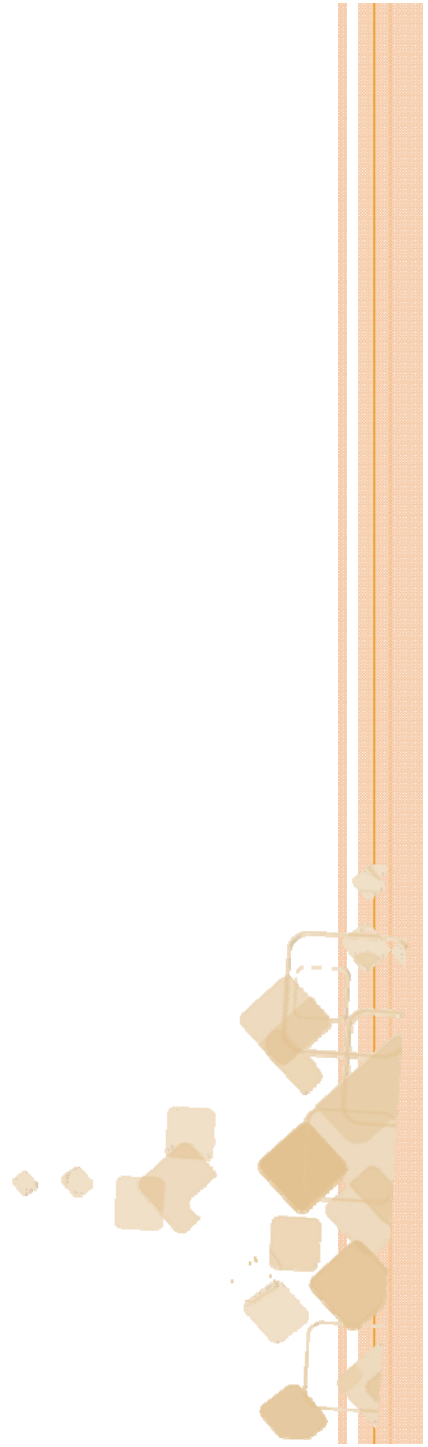


Identify Local Loop Capex as  
primary bottleneck:  
Incubate Midas: help develop  
Wireless in Local Loop  
technology

- 2005
  - India crosses 100 million telephone lines
  - corDECT WiLL sales cross Rs1,000 Crore (Eu 170 m)



# Startups for Rural Wealth Generation

- Leverage information and communication technologies (ICT) for social development
  - Support young entrepreneurs to evolve rural-specific business models
- 

# Desicrew Solutions Pvt Ltd



“ DesiCrew provides back office solutions through competent rural workforce ”

Key Differentiator: Provides access to a large untapped workforce with lower attrition rates

[www.desicrew.in](http://www.desicrew.in)

# Desicrew Solutions Pvt Ltd

In the last 12 months...

1,875,000 pages digitised

100,000 kms of roads traced on maps

20,000 mobile-user queries answered

80 resources

1500+ temporary staff

Services in 3 languages

6 offices

7 verticals

3 Awards

and counting ....

[www.desicrew.in](http://www.desicrew.in)

# ROPE Enterprises Pvt. Ltd.

## Natural Fibre Based Products

### Home furnishing:

Hand-woven natural fiber Mats, Carpets, Placemats

### Knits:

Banana Fiber Crochet Bags, Knotted Bags

### Accessories & Corporate Gifts:

Bags, folders, conference bags, back packs from natural fibres



[www.ropeindia.com](http://www.ropeindia.com)





# Capacity Building Initiatives

# SAMVIT Education Services

- Curriculum based courses
  - OnlineTT (9<sup>th</sup>, 10<sup>th</sup>, 12<sup>th</sup> std)
- Skill enhancement courses
  - Spoken English on video
  - Photoshop tutorials
  - html tutorials
- Conceptual learning
  - MS-Office
  - Computers and Internet
- OnlineTT: 1100 registrations with a pass % of 89
- Revenue of ~60K in 2.5 months
- 4 new courses in the pipeline



Online TT  
An Online educational service of IITB, IIT Madras

Home Choose subjects Question Types Take a Test Logout

You are here | Home

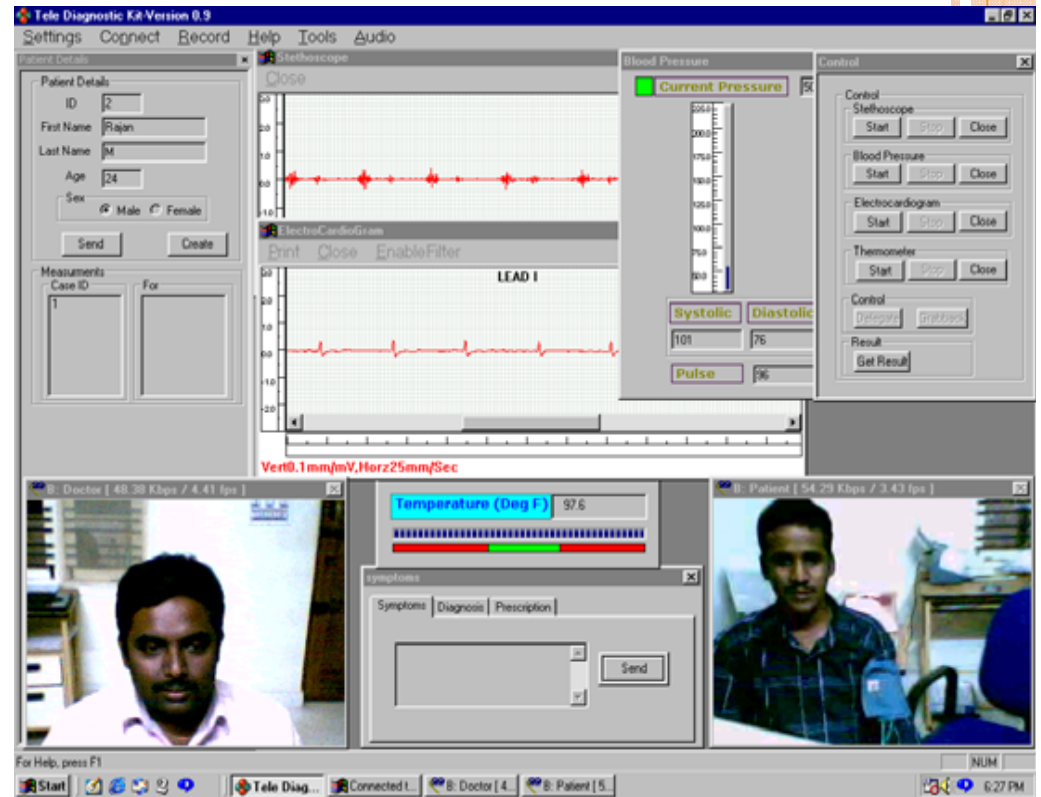
### Welcome to OnlineTT

The focus of the Online Tutorials is to enable rural students to pass examinations. Active teaching and learning strategies have been used in these tutorials. The highlight of the tutorial is the use of the Question and Answer format. This problem-solving approach is evident in its three-pronged format: Learn, Practice and Evaluate. In the learn mode, students learn the steps to answer a question and thus the concepts behind it. In the practice and evaluation modes, students can test their knowledge and understanding. Combined together, the elements of interactivity and problem solving have made the tutorials a healthy supplement to conventional classrooms.

Login ID:   
Password:   
Board:   
Standard:   
  
[Get an OnlineTT account](#)

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Tele Diagnostic Kit™ User Manual



□ 170 kit monitors temperature, blood-pressure, stethoscope, pulse count, ECG remotely

# Financial Inclusion

- Enabling rural banking via kiosk, Rural ATMs
- Enable Rural Business Correspondents
- Credit rating in rural areas
- Designing financial solutions for rural needs
  - Insurance products(Rainfall/life/crop) insurance

Vortex GramaTeller  
Reducing the cost of an  
ATM to Eu 900 (1/15<sup>th</sup>  
of existing)



## Others ...

- Intellizon -- affordable solar-power
- Unifore -- voice access to Internet and e-commerce
- eJeevika -- training for corporate jobs
- Agri ventures, water management, data analytics, ...
  
- Telecom infrastructure:
  - Broadband wireless
  - Utility computing based on \$100 NetPC
  - Telecom network management systems (NMS)
  - VOIP softswitch
  - Call centre software platform
  - ...

# THE PATH AHEAD

- The path to sustainable development through business incubation is not smooth
- In a nation where rapid urbanization is taking place to the detriment of rural areas, opportunities for social entrepreneurship have their own constraints
- The ICT based innovation system at IIT-Madras will hopefully provide some valuable lessons for scaling development initiatives and encourage greater participation of the private sector in rural India