



Entrepreneurial Skills in Digital Age

Prof. Alok Pandey

What is Entrepreneurship

01

Capacity and willingness to develop, organize and manage a business venture along with any of its risks in order to make a profit.

02

Entrepreneurship combined with land, labour, natural resources and capital can produce profit.

03

Entrepreneurial spirit is characterized by innovation and risk-taking, and is an essential part of a nation's ability to succeed in an ever changing and increasingly competitive global marketplace.

Digital Entrepreneurship

New socio-economic and technological phenomenon, enables traditional entrepreneurship to leverage new digital technologies through, internet, mobile, analytics, cloud and cyber-solutions,

Shifts the traditional way of creating and doing business in the digital era.

Embraces new ventures and the transforms existing business by creating and using digital technologies.

Digital Entrepreneurship

Digital Business

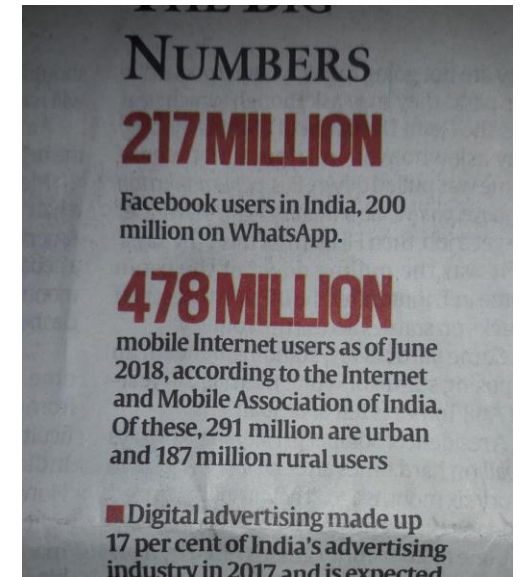
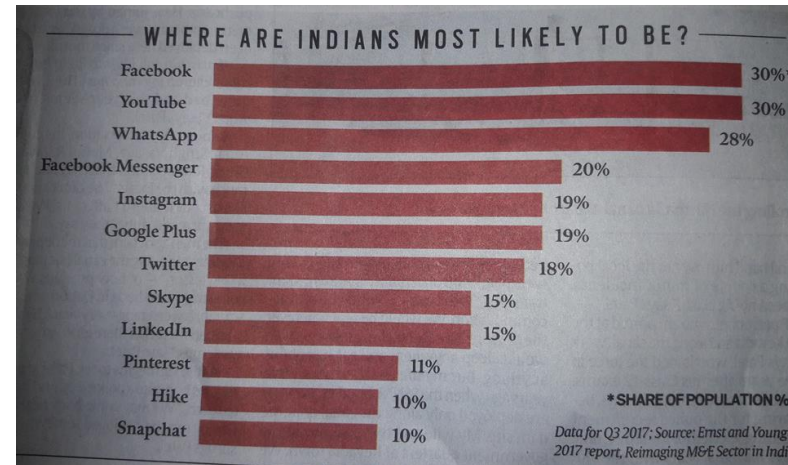
Digital start-ups

Digital scale-ups

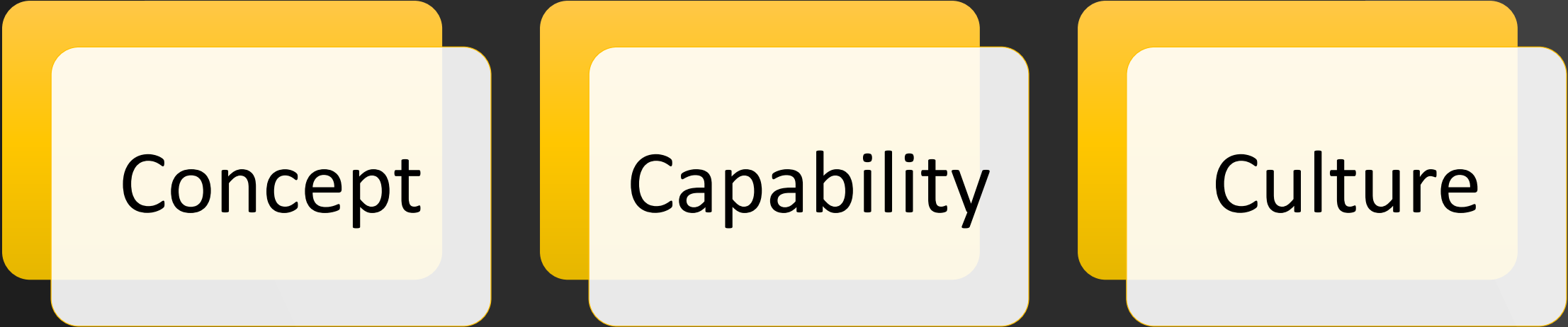
**All are different dimensions
of Digital Entrepreneurship.**

India: A mobile internet hub driven by social media

- Social Media is driving growth in data consumption.
- Data is the new petrol (Mukesh Ambani).
- Entrepreneurs must have the capability and skills to understand new consumer needs emerging out of this connectivity.



Key Characteristics of Successful Businesses



Concept

Capability

Culture

Key Skills for an Entrepreneur

Confidence on oneself but with humility

Passion for business

Risk taking ability

Ability to learn continuously (specially from mistakes)

Ability to lead a team

Discipline

Die hard attitude (willingness to survive at any cost)

Key
Characteristics
of Successful
Entrepreneurs
(5 Cs)

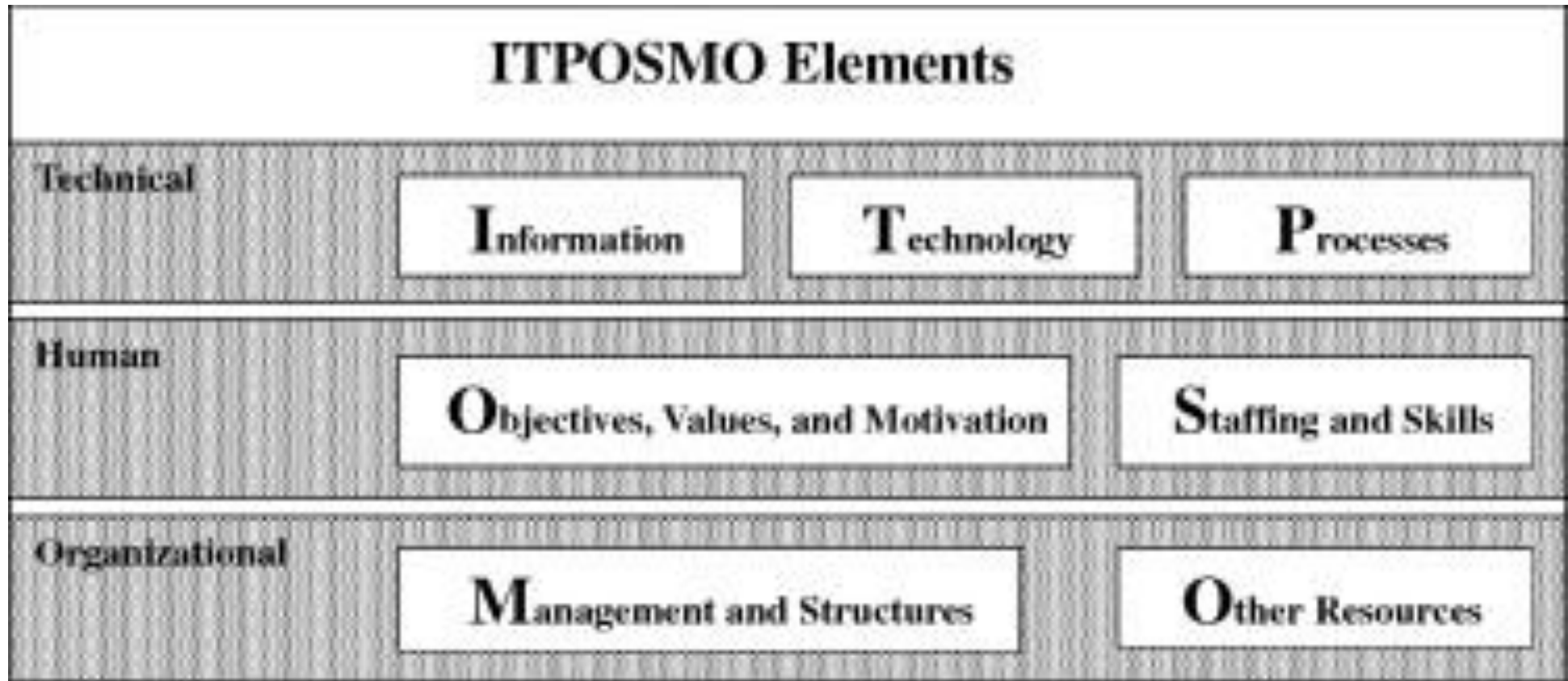
Courage

Character

Conviction

Compassion

Communication



How to Succeed as an Entrepreneur

Digital Entrepreneurship -Success Stories

Practo

Inmobi

Ola

Voonik

Paytm

Flipkart

CSC eGovernance Services India Ltd.



Shashank ND & Abhinav Lal-
Founders- Practo



- Domain: Healthcare
- Year established: 2008
- Current Revenue: Rs 210 crores
- No. of employees: 1500
- Area of operations: India, Latin America, South-east Asia, Middle East & Europe

- Practo matches doctors and the patients who want to consult them.
- Last year, 4 crore appointments booked with, it says, 2 lakh doctors on its platform.
- Expanded into pharmacies and preventive healthcare through acquisitions.
- Goal is to create a "Practo Hyperloop" that would put consumers and enterprises on the same platform: consumers will create and update personal health records that medical professionals will be able to access.
- Currently operating in 65 Indian cities, plus Latin America, South-east Asia, Middle East & Europe
- **Punchline: "Lifespans are increasing, and it's important to make sure that longer lives are also a lot healthier, that can only happen when patients and medical professionals have access to health-related data."**

Naveen Tiwari-Founder & CEO-Inmobi

- Domain: Mobile Advertising
- Year established:2007
- Current Revenue: Rs1800 crores
- No. of employees:1000
- Area of operations:12 countries,





inMOBI™

- InMobi arrived in the ad tech space with a bold vision and a product strategy that set out to make consumers love something they hate - advertising.
- The company's discovery platform, Miip, learns and refines its recommendations according to consumer response to conversational prompts.
- Users are able to purchase from within the platform, meaning that e-tailers can drive sales beyond their online stores.
- InMobi is in direct competition with Facebook, Apple and Google, and counts Ben & Jerry's, Kia and Spotify among its clients.
- It is now the biggest mobile advertising platform in China.
- Punchline: "If you focus on building the best product, profits will come,".

Bavish Agarwal- Founder & CEO-Ola

- Domain: Transportation (App based aggregator)
- Year established:2010
- Current Revenue: Rs 800 crores
- No. of employees:6000
- Area of operations: Across India



- Only three per cent of Indians own a car - its cities simply don't have the space to park them - and Ola's strategy is to offer cabs of all sizes (sedans, compacts and hatchbacks) as well as shuttle services and auto-rickshaws.
- The company claims to have a market share of 60 per cent, with more than 200,000 vehicles across 85 cities.
- With more than 65 per cent of the Indian population under the age of 30 and the economy growing quickly, accessible and affordable mobility is a key lever for development. Ola, which has raised \$1.5 billion (£1.04bn) in funding, was the first Indian company to develop the concept of driver-entrepreneurs, giving them access to training, technology and a livelihood.



Punchline: "We will leapfrog the phase of car ownership and instead consume transportation as a service,".

Sujayath Ali-Founder & CEO-Voonik

- Domain: Women's Fashion
- Year established: 2013
- Current Revenue: Rs150 crores
- No. of employees: 465
- Area of operations: Pan India





- Until recently, the fashion e-commerce market in India was dominated by e-tailers like Myntra that sell well-known offline brands to affluent online shoppers.
- However, a large market - women with limited budgets - was underserved. Voonik has created an online marketplace that brings together the limited-budget shopper with the unbranded supplier while delivering a high-quality service.
- It launched its Android app in September 2014 and, at February 2016, had eight million customers.
- Punchline: "Young Indians aspire to better lifestyles than their predecessors, So the best way to appeal to them is to combine value with a best-in-class experience."



Vijay Shekhar Sharma

Vijay Shekhar Sharma-
Founder-Paytm

- Domain: Payment System-Wallet based
- Year established:2009
- Current Revenue: Rs850 crores
- No. of employees:7000
- Area of operations: pan India

- With the world's second-largest amount of people accessing the internet - and 94 per cent doing so on mobile devices - Indians are embracing mobile wallets.
- Paytm is one of the fastest growing, with 120 million wallets in use.
- Paytm is gaining acceptance with small vendors and carries out more transactions than any other bank or card network in the country.
- The next step: taking on the banks.
- Punchline: "We're building a mobile bank to take financial services to half a billion - a little under 50 per cent of the population - by 2020".

The Paytm logo is displayed in a white circle with a blue outline. The logo itself consists of the word "paytm" in a bold, sans-serif font, with "pay" in dark blue and "tm" in a lighter blue.



Binny Bansal & Sachin Bansal-Founders-Flipkart

- Domain: E-Commerce
- Year established: 2007
- Current Revenue: Rs20000 crores
- No. of employees: 13000
- Area of operations: Worldwide





- Founded in 2007, when entrepreneurship was not yet cool.
 - Direct ecommerce was not the idea — aim was to launch a price comparison site.
 - But market research led them to the idea of an ecommerce site and thus Flipkart was born in October 2007.
 - And the rest is Indian startup and ecommerce history.
 - With Walmart acquiring Flipkart, the latter is now valued at over \$20 billion and the two founders are multi-billionaires. 77% of the company's shares have been acquired recently by Walmart.
 - When they started out, their parents gave them Rs 10,000 a month as allowance for almost 18 months and they had invested Rs 2 lakh each from their savings.
-
- Punchline : itne me ITNA milega,
shopping ka naya address

The VLE model of CSC eGovernance Services India Ltd.

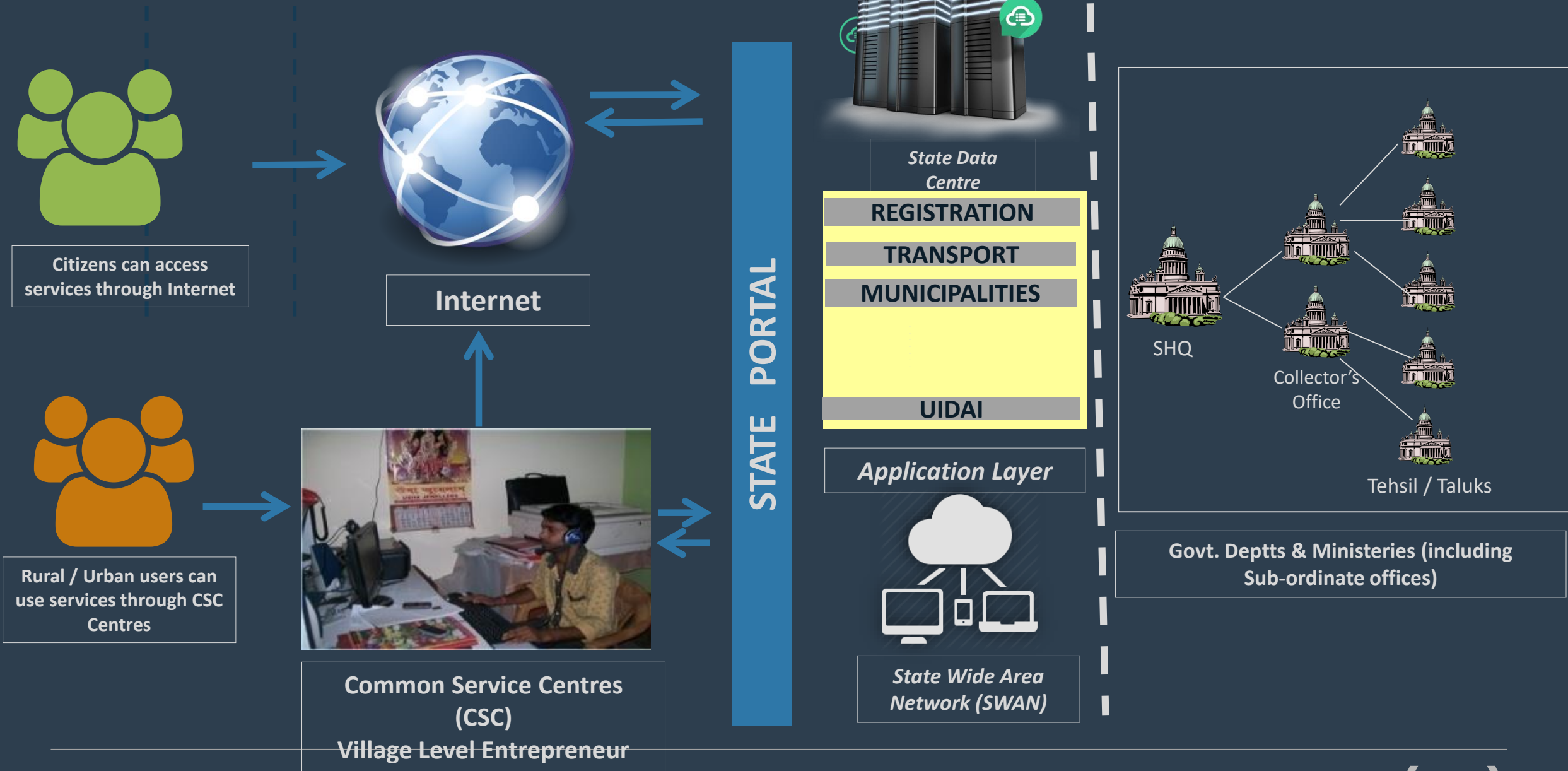
- Domain: E-Governance
- Year established: 2007
- Current Revenue: Rs 600 crores
- No. of VLEs: 2.80 lakhs
- Area of operations: Pan India





- Common Services Centers (CSC) scheme is one of the mission mode projects under the Digital India Programme.
 - Common Service Centres (CSC) are physical facilities for delivering Government of India e-Services to rural and remote locations where availability of computers and Internet was negligible or mostly absent.
 - They are multiple-services-single-point model for providing facilities for multiple transactions at a single geographical location.
 - CSCs are the access points for delivery of essential public utility services, social welfare schemes, healthcare, financial, education and agriculture services, and host of B2C services to citizens in rural and remote areas of the country.
 - A pan-India network catering to regional, geographic, linguistic and cultural diversity of the country, thus enabling the Government's mandate of a socially, financially and digitally inclusive society.
-
- **Punchline : Power to Empower**

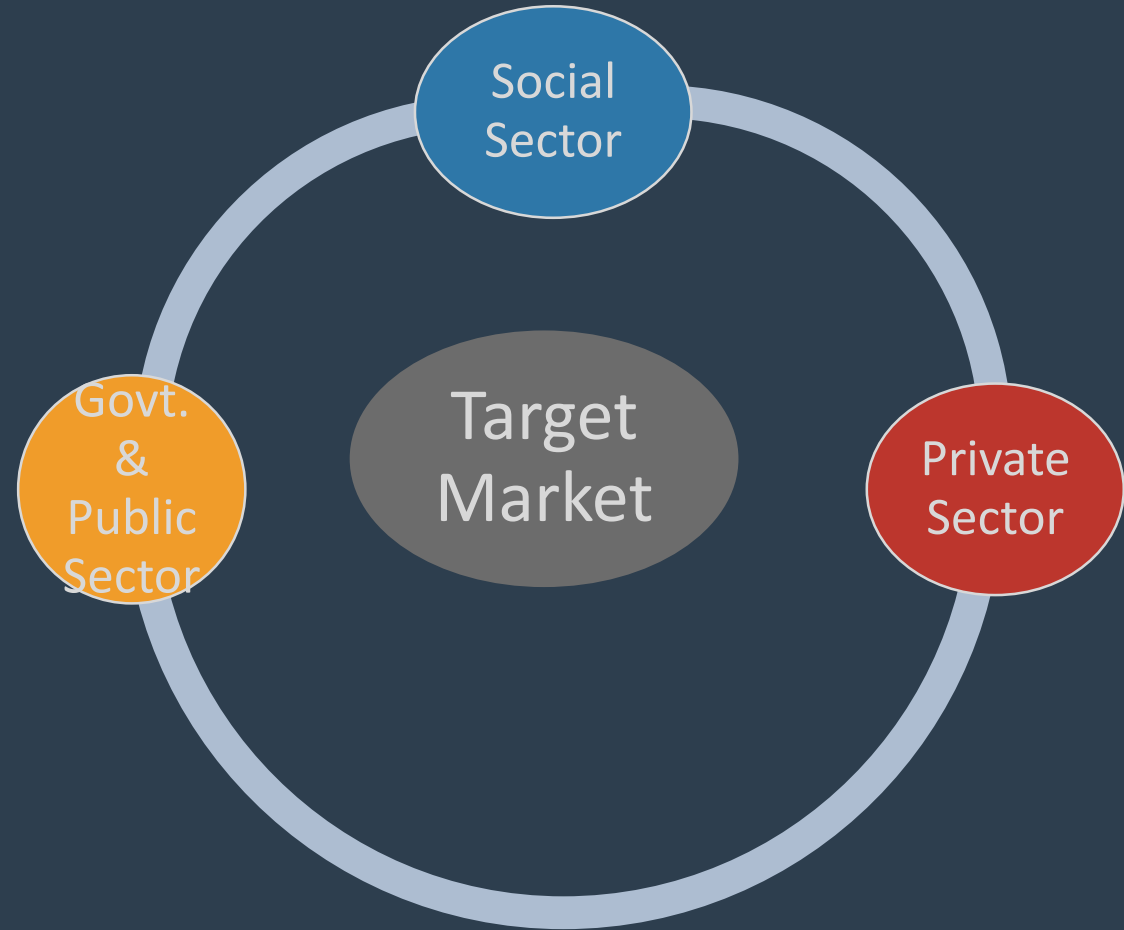
GOVT. SERVICE DELIVERY MECHANISM



PPP MODEL

Implementation through Public Private Partnership (PPP)

The PPP model of the CSC scheme envisages a 3-tier structure consisting of the CSC operator (called Village Level Entrepreneur or VLE); the Service Centre Agency (SCA), that will be responsible for covering a group of districts in a state; and a State Designated Agency (SDA) identified by the State Government responsible for managing the implementation over the entire State



Understanding key factors for better service in e-Governance

