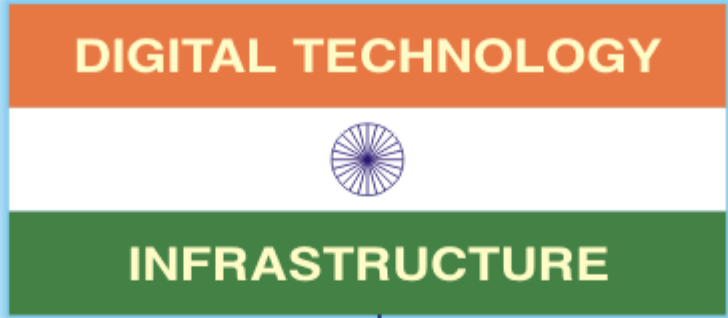


IT for the Common Man

*Building India's Digital Infrastructure –
not between Two Generations,
but between Two Elections!*

Rajesh Jain
Netcore Solutions

Email: rajesh@netcore.co.in
Blog: <http://www.emergic.org>
Tel: +91 (22) 5662 8000



1 : 1 Computing

- ◆ one family : one computer
- ◆ one employee : one computer
- ◆ one business : one server

Rs 200-1,000 Per-Person-Month

- ◆ hardware
- ◆ software
- ◆ communications
- ◆ support

20 Million New Users Per Annum

- ◆ homes, government
- ◆ schools, colleges
- ◆ SMEs, rural markets

AFFORDABLE COMPUTING ECOSYSTEM

**Fixed-Price, Always-On,
Broadband Bundles**

**Access
Infrastructure**

INDIA
INTERNET INFRASTRUCTURE

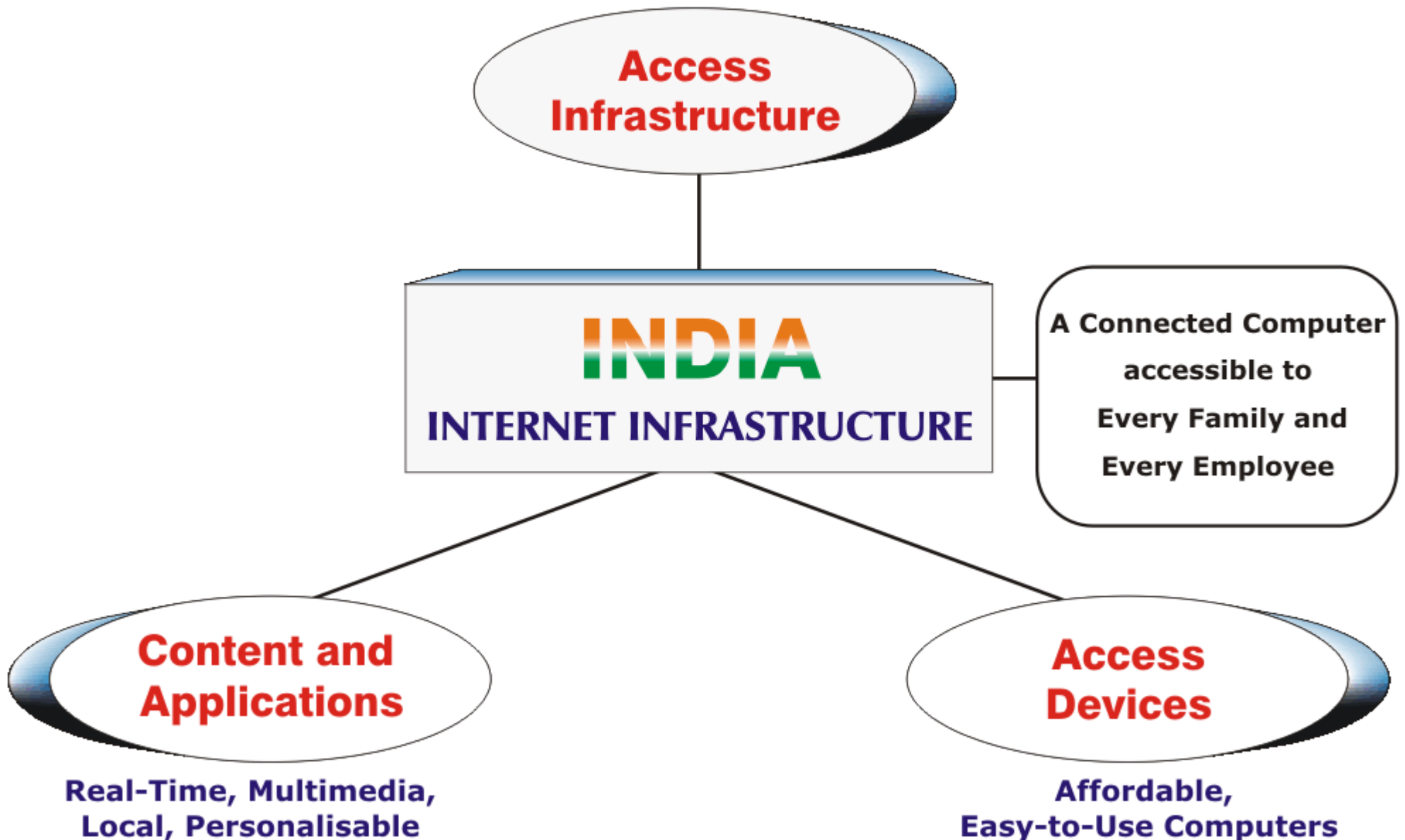
**A Connected Computer
accessible to
Every Family and
Every Employee**

**Content and
Applications**

**Real-Time, Multimedia,
Local, Personalisable**

**Access
Devices**

**Affordable,
Easy-to-Use Computers**



100,000 * 100 Per = 10 Million

1 Million * 10 Per = 10 Million

3 Million * 10 Per = 30 Million

**10 to 100 Million
Computers in 5 Years**

Colleges

Schools

SMEs

Homes

Govt

Rural

**40 Million
in Urban and
Semi-Urban India**

5 Million

5000 Hubs * 100 Per = 5 Million

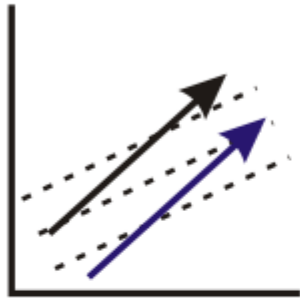
The Great Leap

Driving Innovation from the Bottom

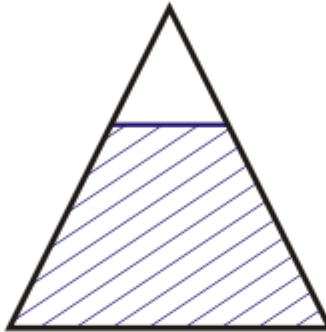
- Disruptive Innovations compete against non-consumption – that is, they offer a product or service to people who would otherwise be left out entirely or poorly served by existing products and who are therefore quite happy to have a simpler, more modest version of what is available in the high-end markets.

- Stuart Hart and Clayton Christensen (Sloan Management Review)

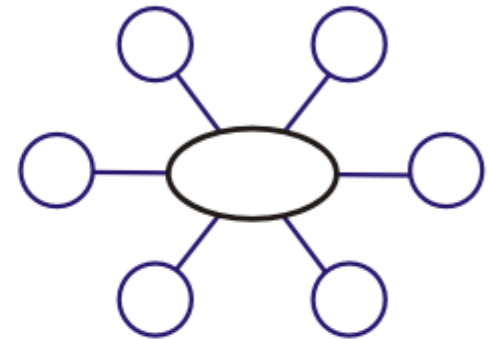
THINK !



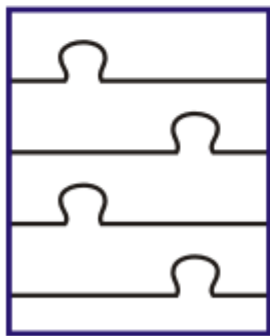
**Creating
DISRUPTIVE
INNOVATIONS...**



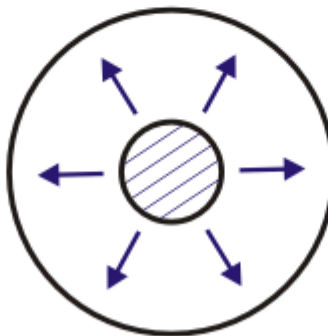
**...for the BOTTOM
OF THE PYRAMID...**



**...to create
ECOSYSTEMS...**



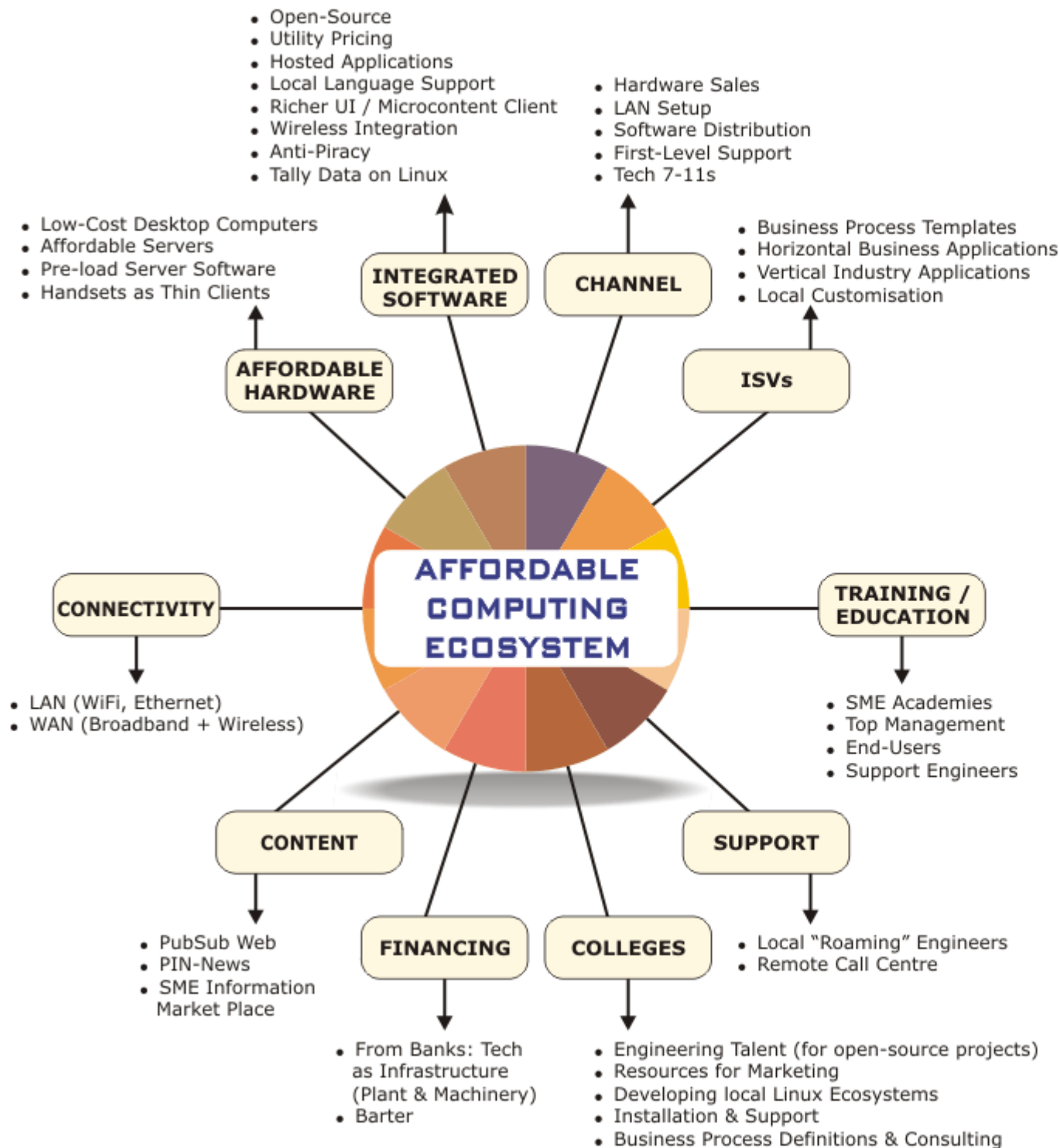
**...of INTEGRATED
SOLUTIONS**



**...with LOCAL
DISTRIBUTION...**



...to BRIDGE DIVIDES.



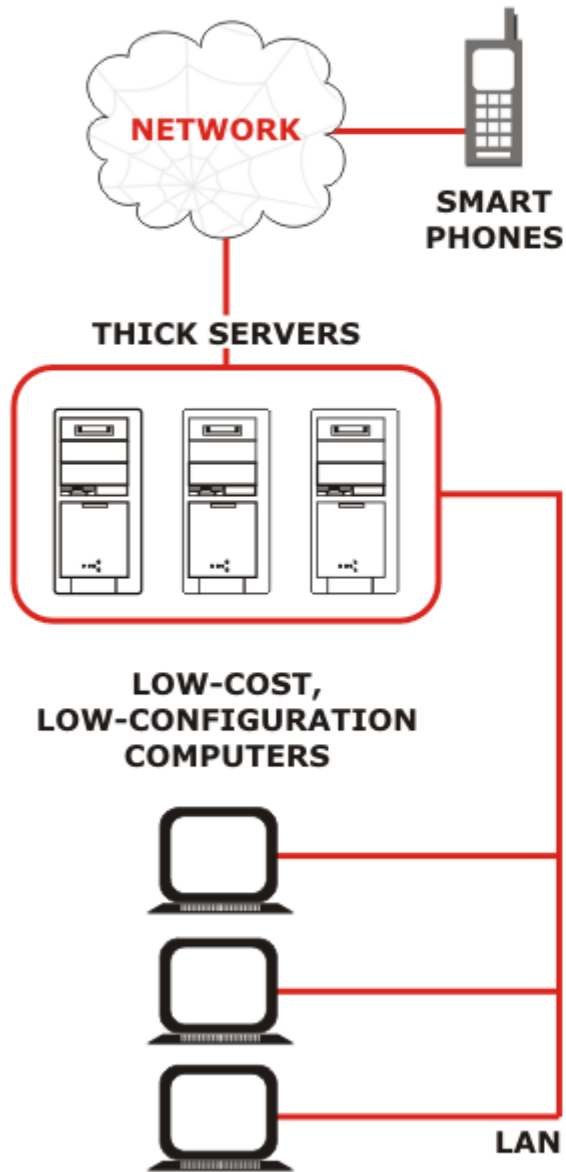
NEEDED

10 KEY INNOVATIONS

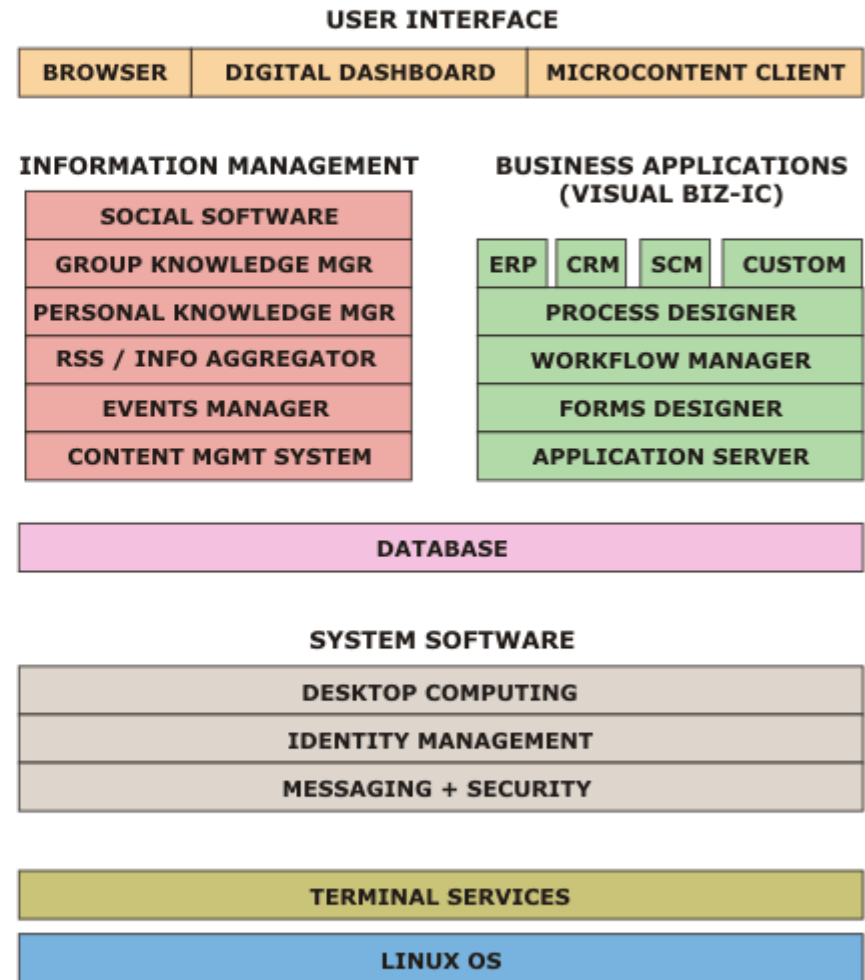
- **All-In-One Server-Software Solutions**
- **Linux Biz PC, Dev PC**
- **Rs 5,000 Computer**
- **Local Languages Support**
- **Next-Generation Desktop**
- **Visual Biz-ic for BPM**
- **Publish-Subscribe Web**
- **Solution Distribution Network**
- **Fixed-Price Broadband Bundles**
- **Remote Management**

REFERENCE ARCHITECTURE

THIN CLIENTS & SERVER-CENTRIC COMPUTING

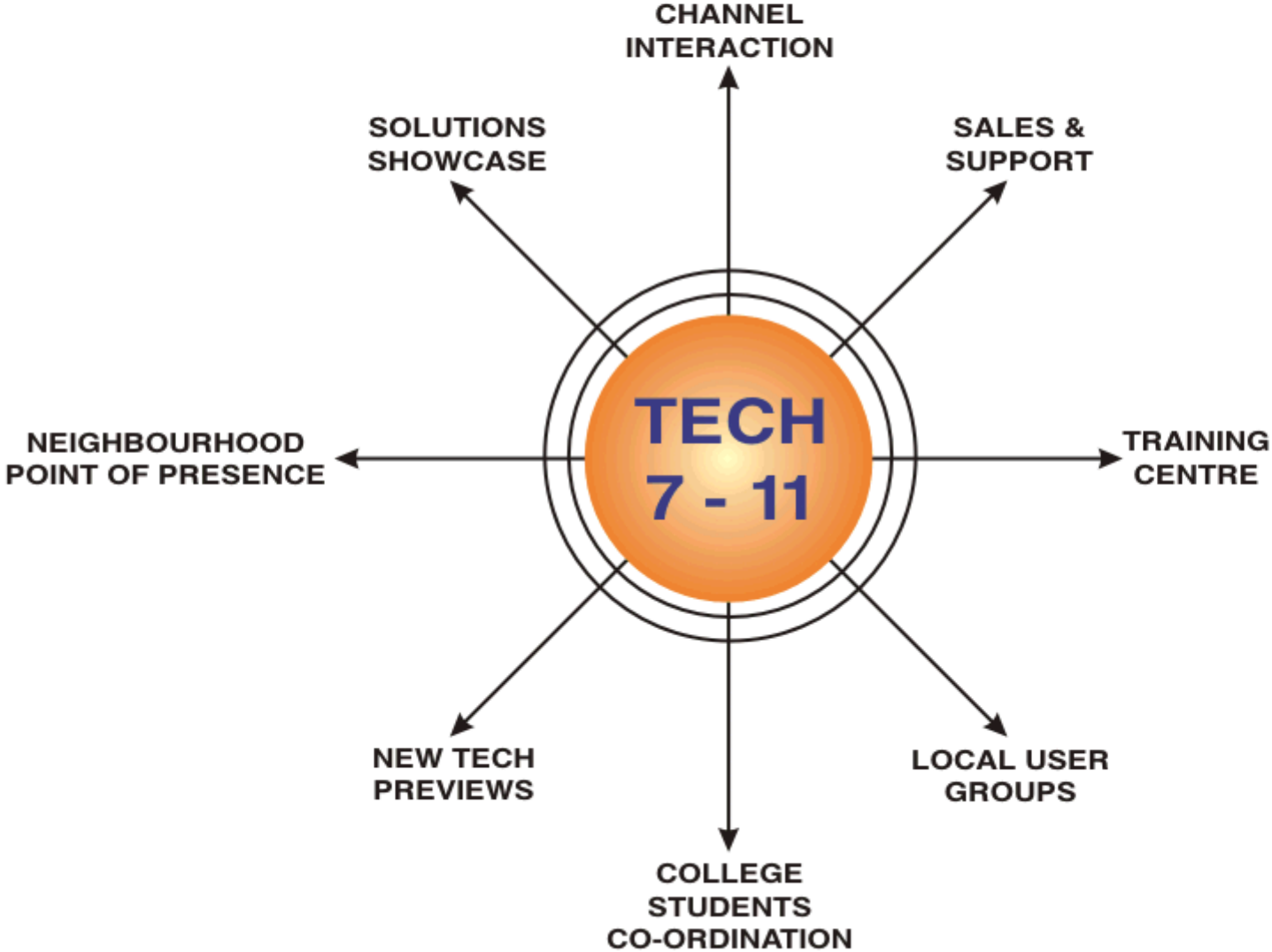


HARDWARE ARCHITECTURE

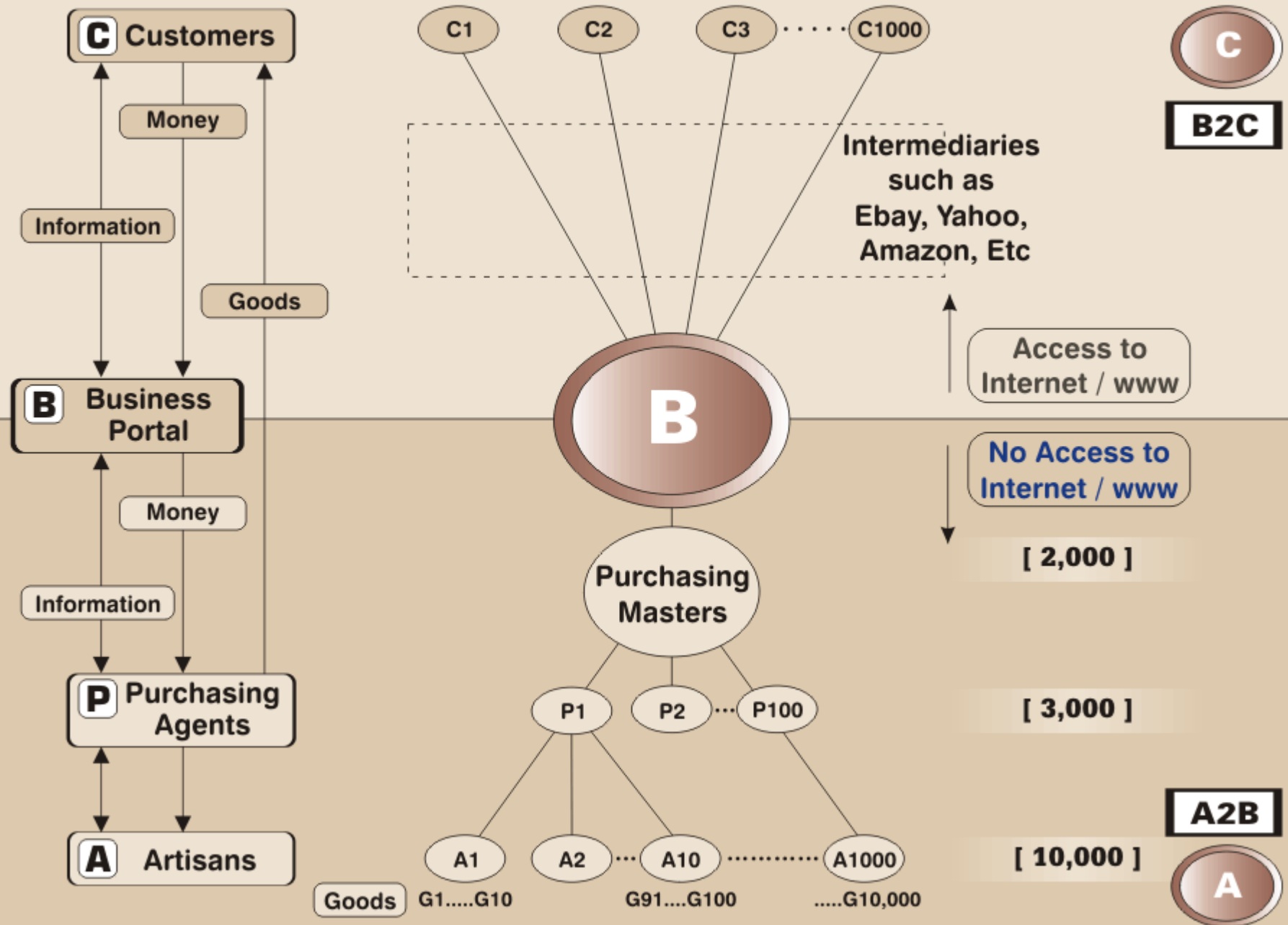


SOFTWARE ARCHITECTURE

TECH DISTRIBUTION



ABC : The Mediated Marketplace Model



RISC : Rural Infrastructure & Services Commons

An Economic Model for the Development of Rural India

