Ecosystem Aware

Global Supply Chain Management

Pochampally Village
Pochampalli Village

- Pochampally is a village 40kms outside of Hyderabad, called Bhoodan Pochampally. Acharya Vinobha Bhave started Bhoodan Movement (Land Donation) from this village.

- Famous for **Pochampally ikkat tie-and-dye weave art**, Won IP Rights in the Geographical Indications Category (Equivalent of a Copyright or Trademark).

- Pochampally is one of UNDPs 36 rural tourism sites, and is supported by the Ministry of Tourism.

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Number of Families</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weaving</td>
<td>1448</td>
</tr>
<tr>
<td>Sari Shop Owners</td>
<td>102</td>
</tr>
<tr>
<td>Agriculture</td>
<td>402</td>
</tr>
<tr>
<td>Toddy Tapping</td>
<td>109</td>
</tr>
<tr>
<td>Washing</td>
<td>93</td>
</tr>
<tr>
<td>Fishing</td>
<td>79</td>
</tr>
<tr>
<td>Basket Weaving</td>
<td>28</td>
</tr>
</tbody>
</table>
Pochampally Village

- Pochampally does more than $22 Million annual business in terms of yarn sales, purchase of handloom products and sales.
  - The marketing is done through the cooperative society and APCO, the master weavers and the business houses in Pochampally.
  - Pochampally weavers association sell their products online through pochampally.com.
  - The products reach the market though various channels operated by Middlemen.

- Though there are vocation training institutes like Swamy Ramananda Thirtha Rural Institute (SRTRI) near Pochampally, they do not cater majorly to the weaving community at Pochampally strategically.
Recommendations from Ecosystem

- Though Pochampally is claimed as one of the model villages by the tourism department, our analysis finds that there is no strategic growth orientation.
- Current focus is on Sarees and local markets but their competencies are in Design. Should focus on other dresses: Men, Women and Children (both Indian & Foreign) and link into the global value chain.
- Protecting the heritage, the occupation and skill of weaving pochampally sarees by training people in other villages and encouraging more innovation rather than keeping it in house.
- Vocational training of the latest advances in design and weaving automation and environmentally friendly techniques.
- Governance follows classical Panchayat model supported by Government and UN agencies and is not entrepreneurial & this needs to change.
There is no denying fact that we need smart villages. This is the biggest challenge facing all developing countries today.

There are technologies available and they are successful elsewhere. But the failure comes from lack of strategy, integrated planning and above all monitoring and execution of the activities.

We need to develop the ecosystem for each village and city depending on its location and investment climate.

They can be replicated to millions of villages and towns around the World and this is in line with the inclusive growth initiatives.

Biggest stumbling block is the legacy Infrastructure
Applying STERM Framework to build a Smart City
The Largest Urban Migration in History

- Each week, nearly one-and-a-half-million people move to cities, almost all in developing markets.
- More than 70 million people are crossing the threshold to the middle class each year, all in emerging economies.
- By the end of the decade (2020), roughly 40% of the world’s population will be middle-class (20% today).
- Urban poor need food, housing and others.
- To tap these new markets, organizations must reinvent business models, innovate new products and services and Build smart cities.
Unbundling a Smart City

- Smart Living City
- Smart Industrial / Tech City
- Smart SEZS
- Smart Universities
- Smart Medi Cities

Each of the above in a smart city can be considered as a smart village and can be developed using the above mentioned ecosystem, STERM frameworks and analyzed through GRIP models.
Ecosystems Need to be built for each of the Services

- All the service sectors need to be given attention to make them smart.
- We briefly deal with two service sectors
  - Health Care
  - University
- Others can be done similarly
Health Care Ecosystem
City Healthcare- Smart Service Network

- City Health Care system is an example of System of Systems connecting Patients to Diagnostics Centres, Wellness Centres and Hospitals, R & D labs and Universities.
- They should be connected Logistically and should be able to share information.
- The Governance followed generally is cooperative society model with an elected board managing the network.
University Ecosystem
Recruiting Companies

Governing Board & Executive Board

Govt. Regulations & Policies

Online Education

Communication department

Imedia Support for Online Education

Face-face Classrooms, Seminars, Workshops

e-Classrooms, Webinars

Integrating Technologies

Transportation

Institutions

University Ecosystem

Programs

Undergraduate Programs

Graduate Programs

Post Graduation Programs

Executive Programs

Correspondence Programs

Research and Development

RESOURCES

Business Development

Faculty

Resident/Visiting

Staff

Centers of excellence

Supporting Departments

Library, Campus facilities

Security

Banks
Plan Campus with Digital Technologies

- Dominant University model is asset intensive with Class rooms, Libraries.. Etc, needs redesign
- Digital campus with e-class rooms, video conferencing facilities, On line facilities, Broad casting facilities are the need of the hour so that they can used for on line courses.
- Degree Education in the University of the Future would be via media channels
Integration with industry

- A top tier University should be the breeding ground for technology innovations & need to build significantly deeper relationships with industry and organize Higher degree Research programs in partnership with industry.
- Research commercialisation can become a core source of funding for the research programs
- Technologically Innovative, Socially Relevant Research
- Encourage Start-ups with Industry mentoring
Third Service Revolution
India needs to Usher in the Third Service Revolution

- The first service revolution was led by growth in the standard of living and the retail sector.
- The second one was driven by globalization and outsourcing, where the talents are diverted to improve the service and manufacturing sectors in the western countries.
India needs to Usher in the Third Service Revolution

- We need the third service revolution which concentrates on services, manufacturing and agriculture.
  - Streamline and upgrade the service chains using modern technologies
  - Initiate education, research and entrepreneurial programs in service sector innovation
  - Re-innovate manufacturing and agriculture using recent advances in services
  - Improve the investment climate
  - Plan and Build integrated service systems or systems of systems such as smart Cities, SEZs, Villages.

N.Viswanadham
We need to develop *Services Systems Science and Engineering* using recent ICT technologies, sensor networks generating *Big data*.

*We need analytics* with predictive and governance models with databased decision making techniques for better operations and execution.
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Fig. 10.1 Smart village ecosystem