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INDIA 2020

A Vision for the New Millennium

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I have 3 visions for India.

In 3000 years of our history, people from allover the world have come and invaded us, captured our lands, conquered our minds. From Alexander onwards. The Greeks, the Portuguese, the British, the French, the Dutch, all of them came and looted us, took over what was ours. Yet we have not done this to any other nation. We have not conquered anyone. We have not grabbed their land, their culture, their history tried to enforce our way of life on them. Why? Because we respect the freedom of others.

That is why my first vision is that of freedom.

I believe that India got its first vision of this in 1857, when we started the war of independence. It is this freedom that we must protect and nurture and built on. If we are not free, no one will respect us.

My second vision for India is development.

For fifty years we have been a developing nation. It is time we see ourselves as a developed nation. We are among top 5 nations of the world in terms of GDP. We have 10 percent growth rate in most areas. Our poverty levels are falling, our achievements are being globally recognized today. Yet we lack the self-confidence to see ourselves as a developed nation, self reliant and self assured. Isn't this, right?

I have a third vision. The India must stand up to the world. Because I believe that unless India stands up to the world, no one will respect us. Only strength respects strength. **We must be strong not only as a military power but also as an economic power**

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what is economic power?

In today's globalized world, a country's economic power translates to its ability to nurture a thriving ecosystem of entrepreneurship.

A national ecosystem that fosters the spawning and growth of startups - startups that can compete on the global stage and be the vehicles to attract foreign capital.

The very first step to creating dense wood is to plant a lot of very young, tiny saplings. Likewise, we, you and I, every Indian, each one of us, **must do our tiny bit** to sow and promote India's startups, and some day, some of these tiny entities will evolve into giant, formidable companies, ultimately fostering India's **economic power**.

Our startup ecosystem, ranking third in the world, boasting over **99,000 recognized startups** and **108 unicorns** valued at **US$340.80 billion**, with a bright future ahead.

Source : Sep 2023, Investment Outlook for India's Startup Ecosystem, India Briefing

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The idea of adstoplay revolves around '*doing that tiny bit* ' as our beloved nation progresses in the direction shown by President Kalam - a vision of the new millennium.

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“doing that tiny bit” towards realizing President Kalam's vision for an economically influential India.

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1. **Promoting Entrepreneurship:**
Mission: Actively promote and support entrepreneurship by leveraging podcasts as a powerful medium to showcase success stories, share valuable insights, and provide a roadmap for aspiring startups, aligning with the larger goal of contributing to the economic growth envisioned by President Kalam.

2. **Ecosystem Empowerment:**
Mission: Establish a vibrant platform that serves as a confluence for startups, influencers, and investors, creating a dynamic ecosystem where startups can seamlessly connect with stakeholders, promote their endeavors, and access vital resources.

3. **Government Grant Facilitation:**
Mission: Facilitate and streamline the process for startups to access government grants by providing comprehensive information, guidance, and advocacy through our platform. Our mission is to empower startups to navigate bureaucratic processes and secure essential funding, contributing to their growth and the overall economic development.

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Podcast Reach

Objective: Implement a targeted marketing campaign leveraging social media platforms, partnerships with relevant influencers, and strategic content placement to take accumulated podcast views to 1 Million+ by 2025.

Community Growth

Objective: Launch interactive online forums, initiate regular engagement challenges, and incentivize participation through exclusive content and events, aiming to increase the online community's size by YoY 30%.

Government Grant Success Stories

Objective: Establish a systematic outreach program to identify and highlight startups with successful government grant stories, conducting in-depth interviews and case studies. Showcase a minimum of two success stories every quarter over the next 18 months, actively sharing them across multiple platforms to amplify the impact and inspire other startups.

Influencer Collaborations

Objective: Develop a targeted outreach strategy to connect with influential figures within the startup ecosystem, proposing collaboration opportunities such as exclusive interviews, joint events, and mutual promotions. Secure commitments from at least two key influencers within the next six months, enhancing the credibility and appeal of the podcast.

Monetization Sustainability

Objective: Diversify revenue streams by exploring sponsorships, partnerships, and premium content offerings. Implement a monetization plan within the next quarter, aiming for a 15% increase in revenue each quarter, ultimately achieving financial sustainability by the end of 2027.

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Strategic Partnerships

Strategy: Form partnerships with key players in the startup ecosystem, influencers, and government bodies to enhance the reach and impact of the podcasts, creating a well-connected and supportive network.

Podcasts

Strategy: Diversify podcast content to cover a broad spectrum of topics related to Indian startups, economic trends, and government grants, ensuring relevance and appeal to a wide audience.

Community Engagement

Strategy: Actively engage with the audience through social media, forums, and events, fostering a community that actively participates in discussions, shares insights, and contributes to the growth of the startup ecosystem.

Training and Workshops

Strategy: Organize training sessions and workshops, both online and offline, to provide startups with practical skills, knowledge, and guidance on accessing government grants, building influential connections, and effective self-promotion.

Sponsorships

Strategy: Explore strong sponsorship models to sustain and enhance podcast production, forging collaborations with entities that share the mission of supporting startups, economic development, and building a robust ecosystem.

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Podcast Reach

Objective: Broaden the podcast audience to encompass the young India and a targeted segment keen on Indian startups, economic analyses, and government support programs.

Community Growth

Objective: Grow the online community, creating an engaged and active network of startups, influencers, investors, and enthusiasts.

Government Grant Success Stories

Objective: Showcase success stories of startups securing government grants through our platform within the next 18 months, demonstrating the tangible impact of our initiatives.

Influencer Collaborations

Objective: Collaborate with influential figures within the startup ecosystem for exclusive interviews and partnerships, enhancing the credibility and appeal of our podcasts.

Monetization Sustainability

Objective: Achieve financial sustainability through podcast monetization avenues, ensuring a steady revenue stream to support ongoing production and expansion.

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Thank You