

The Abhiyan Case Competition

An Entrepreneur has come up with an idea to implement an Internet Kiosk Network in India. The kiosk unit is designed to offer Internet Surfing services. The units are sturdy and compact. Such units can be placed at all kinds of locations such as railway stations, shopping areas, airports, by the roadside, etc. Services are offered in exchange for coinage or pre-paid cards (say a Rs. 5 coin allows a person to surf the net for 15 minutes).

1. As an entrepreneur how would you go about implementing this system?
2. Identify a company best suited to implement this plan. Why do you think so?
What are the possible challenges?

You can make suitable assumptions regarding the structure of the exact unit, think of other services which could be offered along with net surfing, plan out the systems required to support such a network (say 8000 kiosks in a city like Mumbai), sources of revenue, etc.

Word limit- 1000 words

Soft copy to be sent to abhiyan@iiml.ac.in by Midnight, Thursday (29th August, 2002)

Hard copy to be submitted at the Abhiyan room (Incubation Centre) by 10:00 am on Friday (30th August, 2002)