The PC- aided Enterprise and Re-cycling ICT
An ICT for D Story?

Nimmi Rangaswamy
Microsoft Research India

University of Manchester June 11 2010

The Research Field: The Slum Ecology

- Definition of a Slum

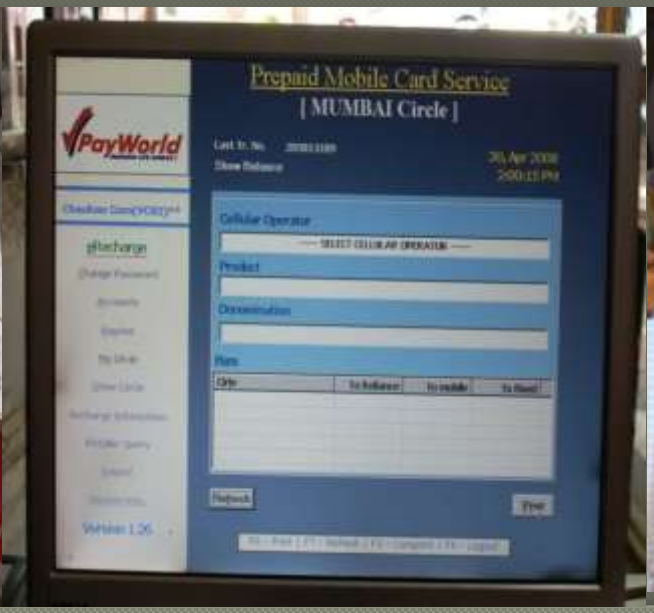
•Steady Immigrant Presence
•Mixed neighborhood
•Metro-core Location
•Small Scale Industry Hub

Subject: The PC-aided Small Enterprise

- MSE- Micro and Small Business
- PC as Centre of Business
- Small Entrepreneur

Subject: The Slum Ecology

- Emerging ICT Consumption
- Path to New Technology Immersion
- Alternate Infrastructure



Theoretical Frameworks

- ICTD- Inclusion lens
- Social constructions of technology (SCOT) & Mediation of technology (BOT)
- MSE as Infomediaries (Duncombe & Heeks)
- Repair Cultures (Thrift)

Behram Baug | Mumbai | Suburban Slum

50000 population | 10000 hhlds | 1 km Radius

- PC-related business nodes
  - Cyber Cafes
  - PC assembly enterprises
- Computer skill-training enterprises
- PC-aided services
  - On-line agency for ticketing/bill payments
  - Mobile phone handset repair and software servicing
- PC- based services
  - Photo studio
  - Lottery tickets sales

Methodology

Focus on the entrepreneur

Context	Shop Owner	Business practice	Suburban Slum
30 Shops	Interviews	Observations	Context surveys
Business			

The Field of PC-aided Enterprise…

Type of business	#	With PCs (no Internet)	With PC & Internet
Mobile phone shop	100+	50+	20?
On-line agency	17	0	8
Photo studio	8?	4?	0
Gaming parlor	2	2	0
PC Assembling	6+		
Internet café	0	0	2
Total	140+	56+?	30?

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Findings

- **The PC-aided Service Node**
  - Servicing demand

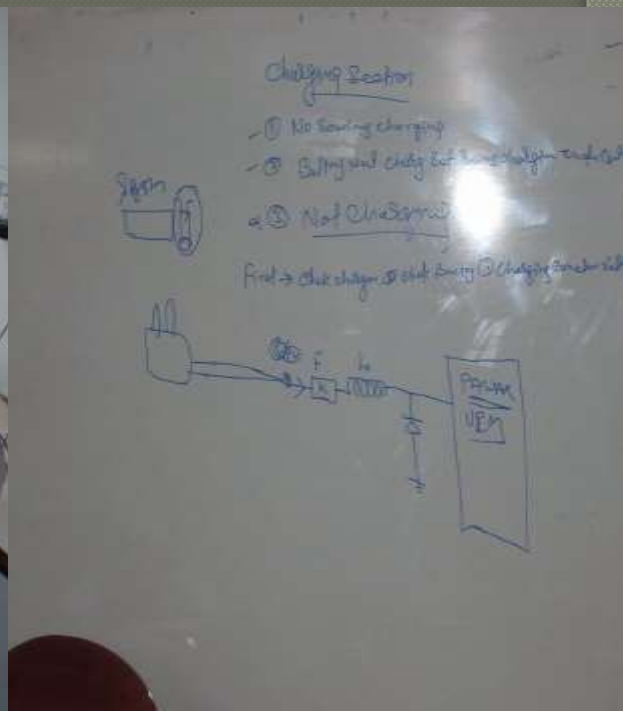
- Digital Photo
- E-mail
- Ticketing
- Utility Bills
- Re-charge
- Phone Repair
- Updates
- Assembled PC
- Computer Education

Findings

- ‘Making do’ with available capital.
  - Space, Hardware, Labour
  - Economies of scale
  - Supply chains
  - Demand routes
  - Client-base
  - Legal issues

Findings

- **Local Structures of Low-cost Skill Acquisition**
  - Self-skill building practices.

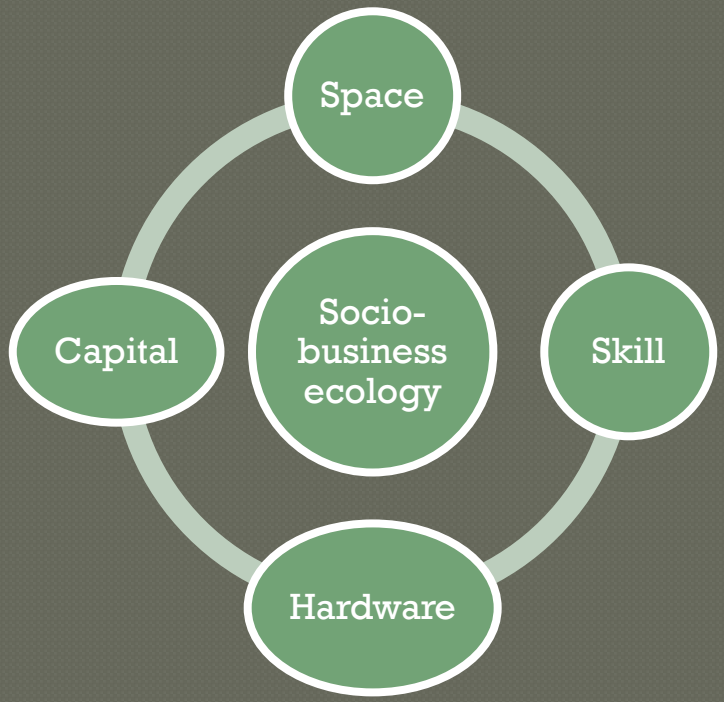


Discussion

- **Re-cycling Hardware**
- **Skill Building Resources**

Discussion

- **Expanding Enterprise**



The Telecom Service Centre

The Smart Shop
स्मार्ट शॉप
स्कायवेस टूर्स आणि ट्रेव्हल्स
Skyways Tours & Travels

Discussion

- Micro-entrepreneurship not as a simple assimilation of technology aiding business
  - creative and adventurous venture
  - attracting technology
  - disbursing appropriate services
  - effective consumer adoption and use.

Main Findings: PC-aided MSEs

- Self-sustaining
- Promote self- skill building
- Re-cycle technology
- Aid greater affordability
- Aid effective immersion.

Main Findings: PC-aided MSEs

- Small biz are hybrid spaces of formal and non-formal networks
- ICT, arguably, only connector of shifting socio-economic capital
- Co-expansion of ICT use, networking and business potential

Thank You!

http://research.microsoft.com/en-us/people/nimmir/