

THE

FORTUNE

AT THE BOTTOM

OF THE PYRAMID

The Author



C.K. Prahalad (1941 -2010)

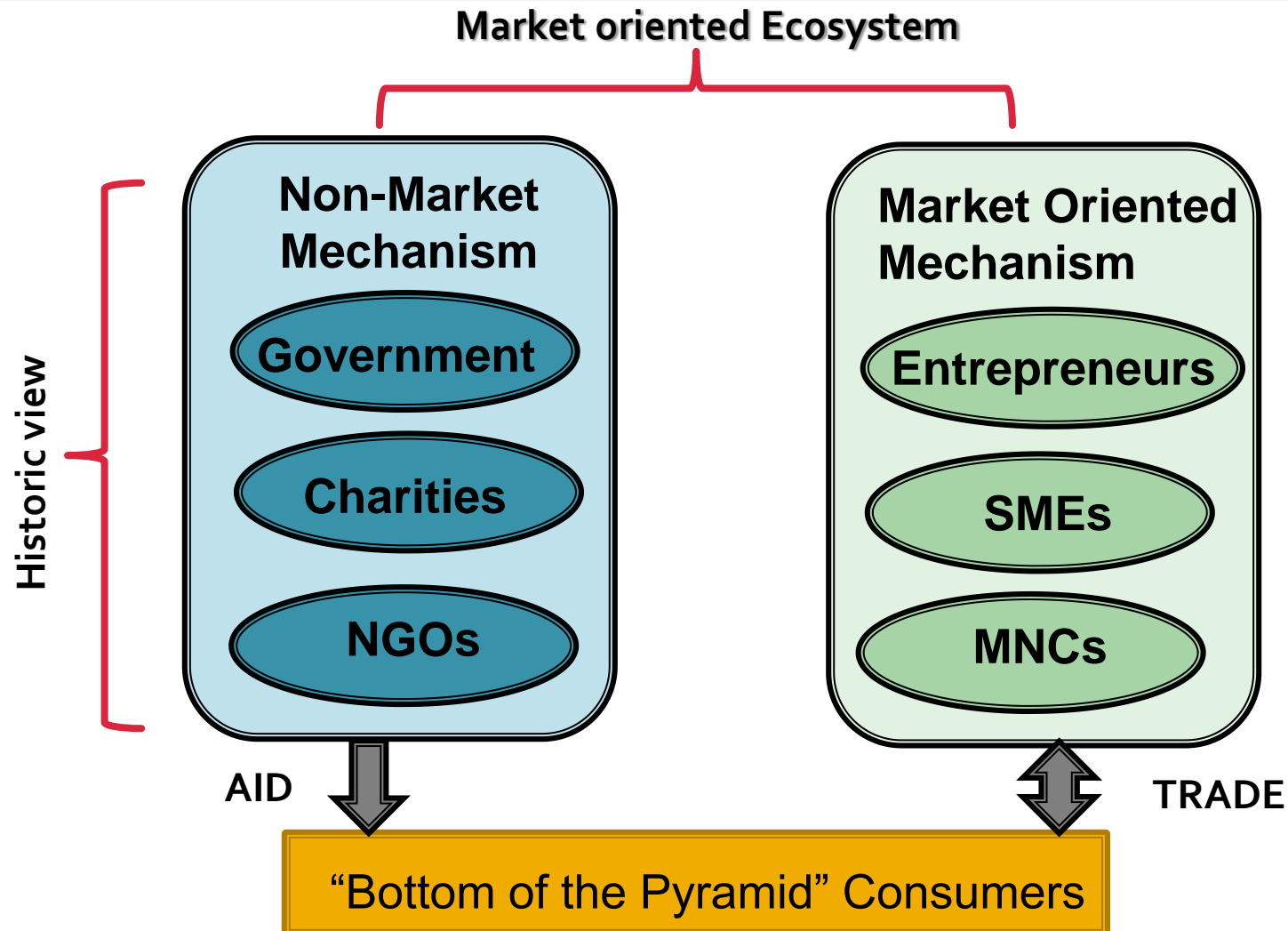
C.K. Prahalad was the Paul and Ruth McCracken Distinguished University Professor of Corporate Strategy at the Stephen M. Ross School of Business in the University of Michigan.

He was a globally recognized management thinker.

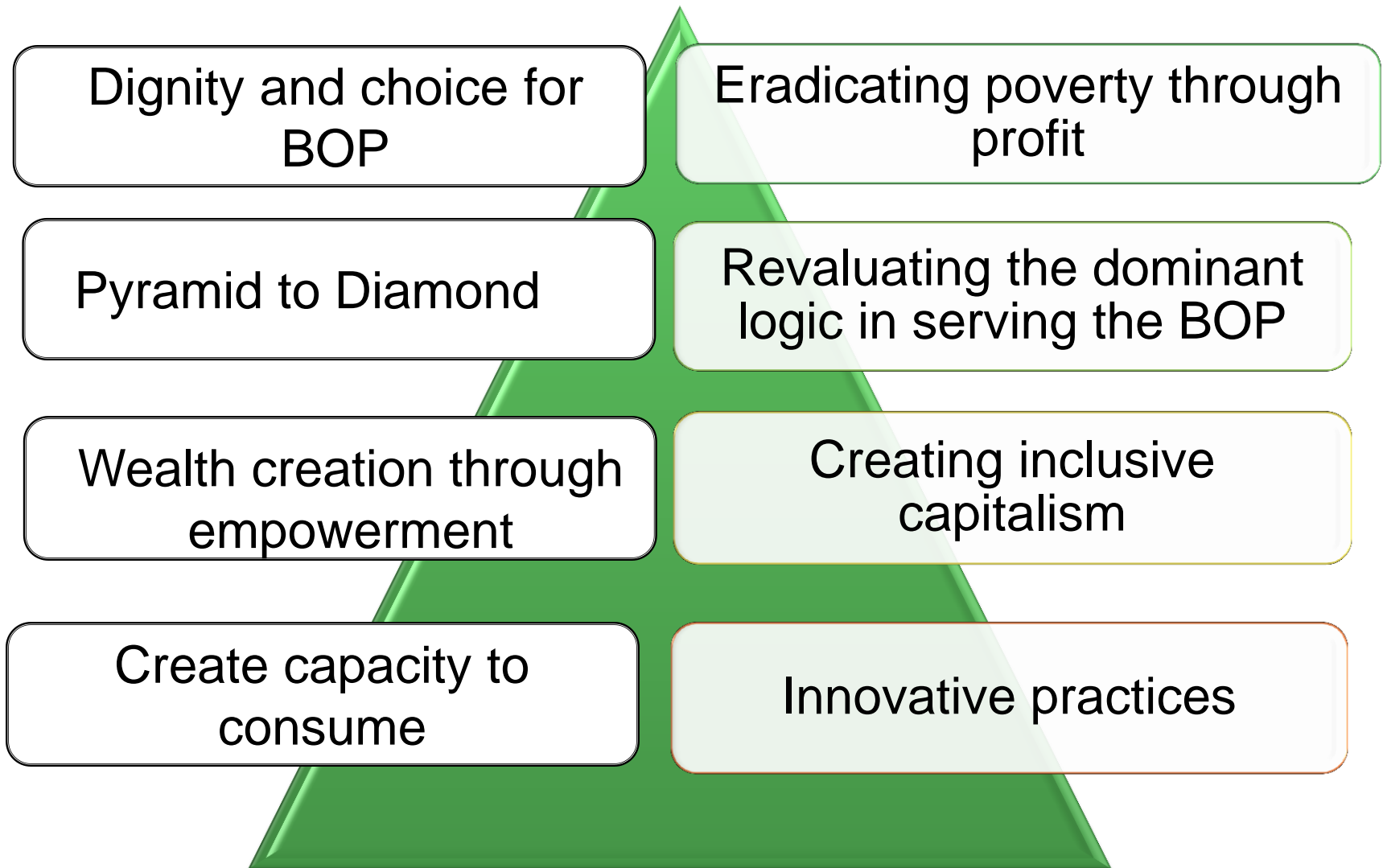
He was renowned as the co-author of “Core Competence of the Corporation” with Gary Hamel and “The New Age of Innovation”.

He has won McKinsey Prize for best article four times and has received several honorary doctorates, including one from the University of London and Stevens School of Technology.

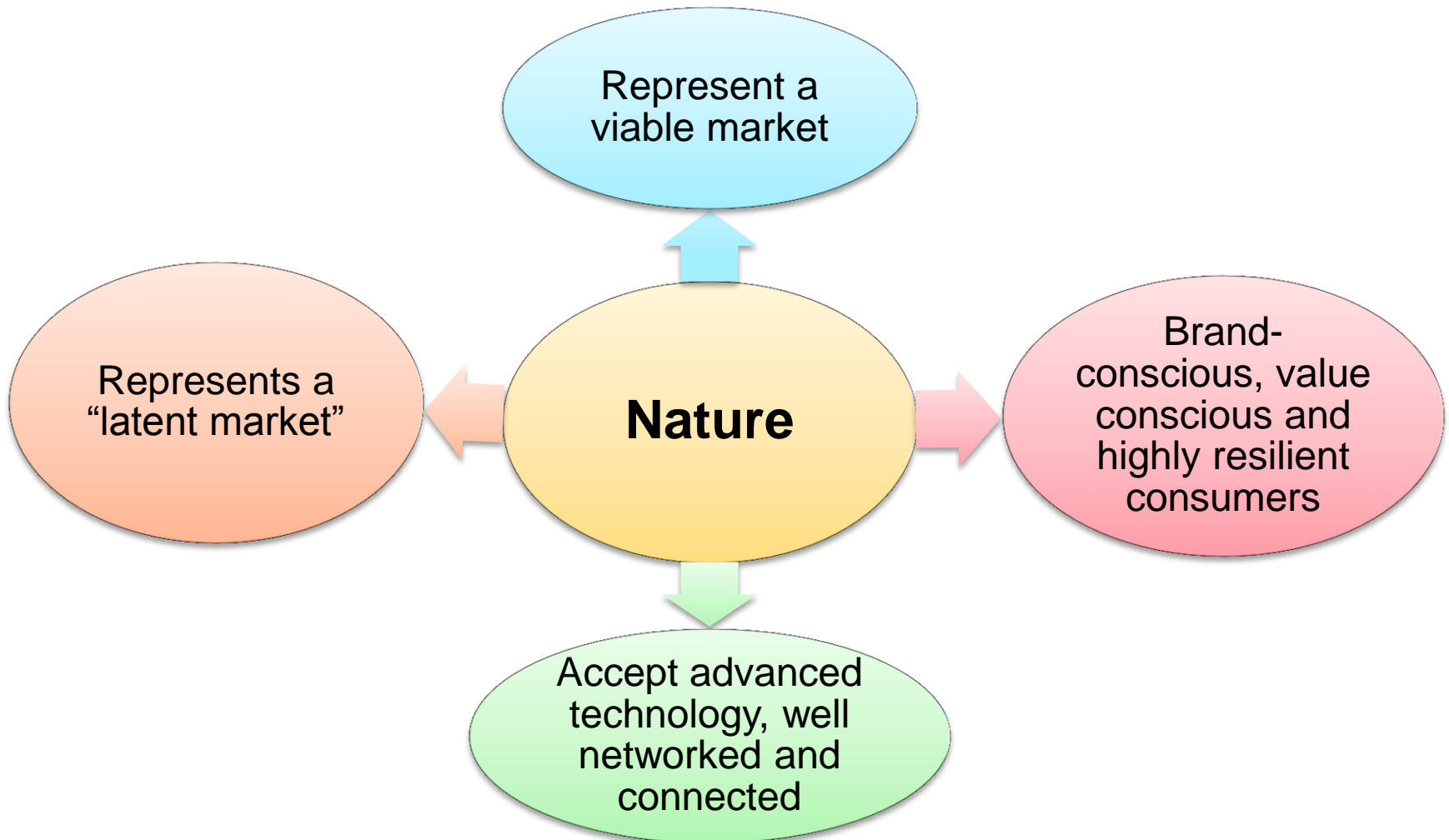
Brief Overview



Purpose of the Book



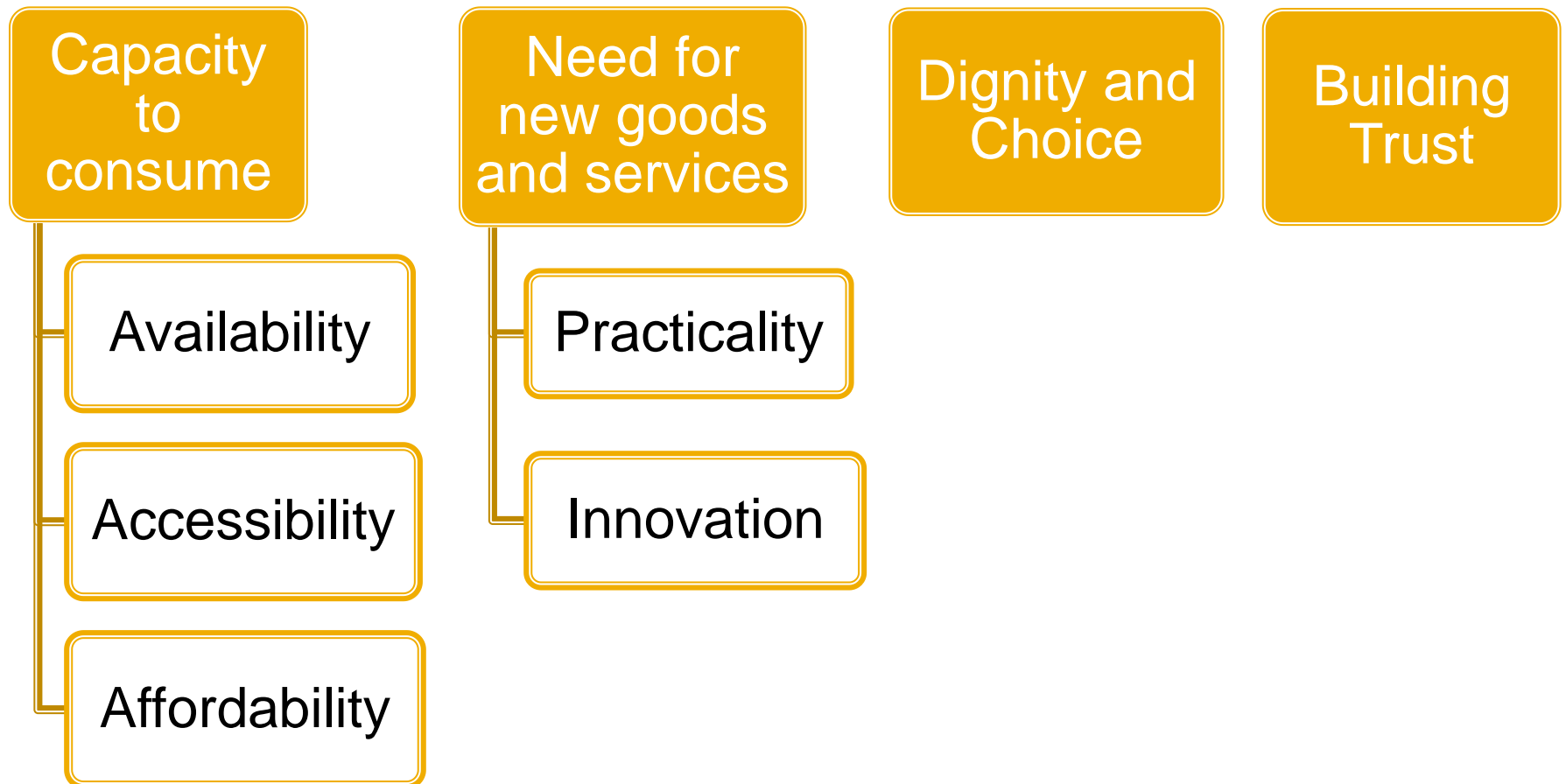
Nature of the BOP



The Core Idea of the Book



The Market Development Imperative



Transaction Governance Capacity (TGC)

Components of TGC



Case Studies

Aravind Eye Care System: Delivering the most precious gift



Jaipur Foot: Challenging Convention

A prosthetic curve foot in the US cost around \$8000 on average. The Jaipur foot is tailored to active lives of the poor and cost only about \$30. it is provided and serviced for free to impoverished handicapped citizens of India.



Danny walks into
BMVSS



Gets artificial limb
fitted



Runs with
artificial limb



Climbs a tree



Rides a bicycle

ITC e-Choupal: Profitable Rural Transformation



CEMEX: Innovation in Housing for the Poor



Critical Analysis

- Narrow view of development
- Failure to recognize the role of Indigenous firms
- Over-reliance on MNCs for solutions
- Predatory tendencies of MNCs
- Questions on environmental sustainability
- Employment aspect of the poor has not received due consideration (MNCs working on capital intensive

Methodology and Organisation

- The book is divided into two parts:
 - Part-I deals with the nature of BOP and ecosystem of wealth creation in BOP market
 - Part-II deals with innovative practices at the BOP
- The methodology includes
 - Case studies from many countries, e.g. India, Brazil, Mexico, Peru etc.
 - Anecdotal references
 - Effective language and lucid presentation
 - Minimal use of economic jargon

SWOT Analysis

■ Strengths

- Practical approach
- Oriented towards Third World
- Rich case studies
- Conceptual clarity
- In-depth analysis
- Thoroughly updated
- Hands on economics, not armchair
- Emotional arguments to encourage private sector
- Motivate entrepreneurs
- Caters to wide range of readers

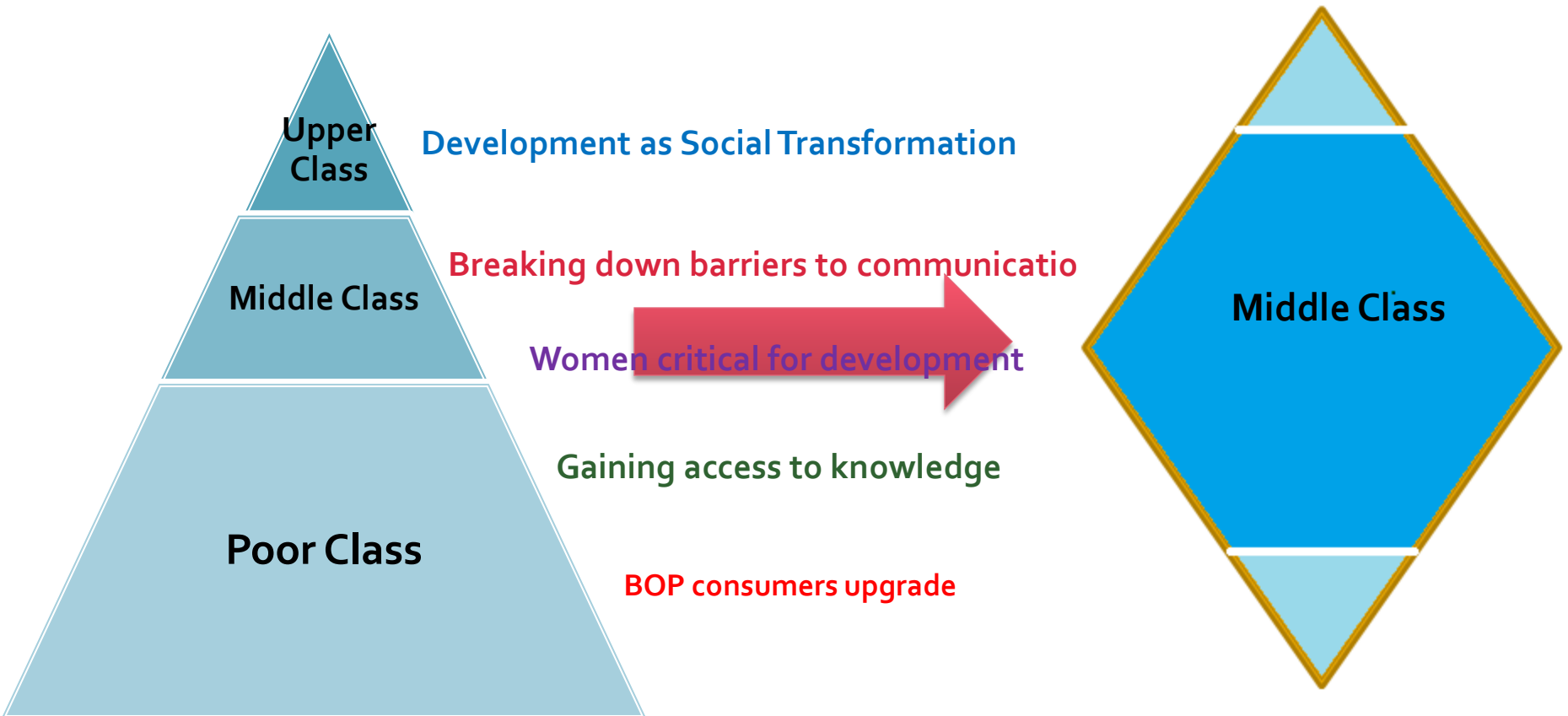
■ Weakness

- Assumption of homogenous BOP market
- One size fits all approach
- Governments role is undermined, specially in areas of health, education, etc...
- What if market fails?

Target Audience

- Entrepreneurs & MNCs
- Administrators and policy makers
- Academicians and students
- Civil society and NGOs
- Proponents of Cooperative Capitalism

Conclusion





From exploitative capitalism to inclusive capitalism

Book Review Group – 4 Members

- Akhilesh Kumar
- A. Kiruthika
- Bhupinder Singh
- Dineshraj Jayaraaj
- Krishna Rao Pujari
- Laysang Lama
- Mini Chowdhary
- Rishi Kant
- Snehal Karle
- Tarun Reddy Gangi Reddy

THANK YOU