



Digitally for Empowerment (D4E)

Connecting Industries  
with Institutions & Individuals -  
Digitally

**GENERAL OVER VIEW**

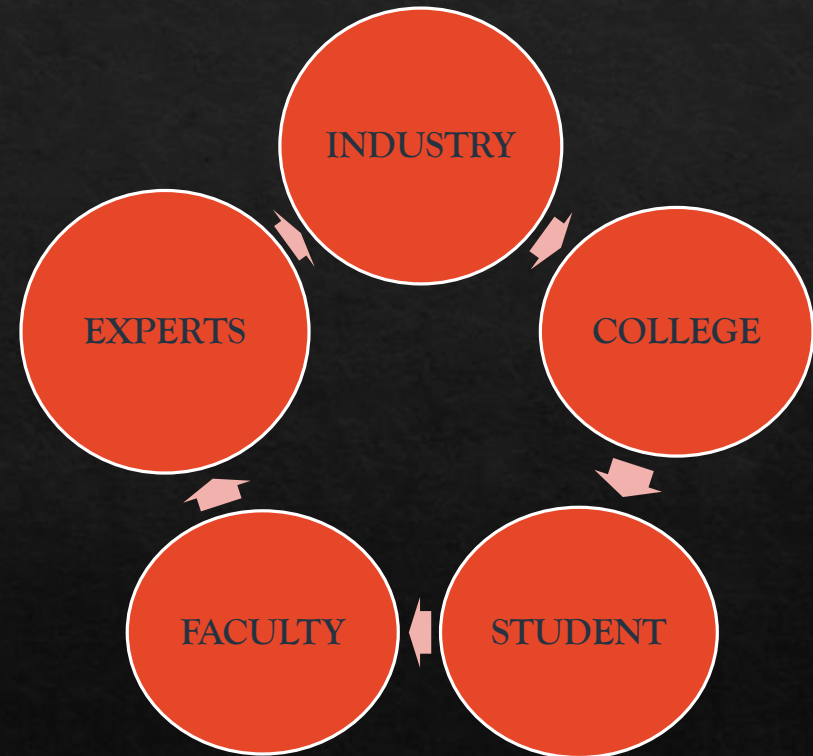
September 2019

# The Need

Industries – mainly MSME –  
require support to

- IDENTIFY AND RECRUIT TALENTS
- MODERNISE / ECONIMISE / OPTIMISE TECHNOLOGY
- COMMERCIAL AND GLOBAL CONNECT

## STAKE HOLDERS



*How do they connect now?*



**GLOBAL LINKER**  
SME & Startup Networking

DOES NOT  
COVER RANGE  
OF NEEDS

DOES NOT  
CONNECT WITH  
STRANGERS

UNCERTAIN  
RESULTS

NON- SPECIFIC

EXPENSIVE

The Opportunity is for a Platform to connect

80  
MILLION

25  
MILLION

2.5  
MILLION

0.75  
MILLION

MSMEs

Career Seekers

Experts

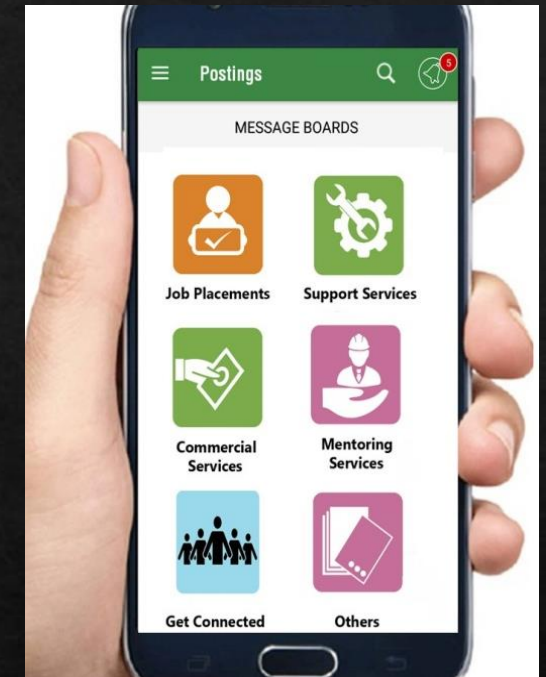
Institutions

# The solution....



Founded by  
**K.E.RAGHUNATHAN**

- 1<sup>st</sup> Generation entrepreneur in Solar Energy Industry since 1984
- Former National President of All India Manufacturers Organization – 2016-2018
- Key contributor for policy creation in Manufacturing, Higher Education and Renewable Energy.
- Member - SRC - AICTE, and Academic Council Member of NITTTR.
- National Committee member (Internships) - AICTE
- Central Board Trustee Member – EPFO, GoI



Recognised by DIPP  
– Under Start Up  
Initiative

## BOARD OF ADVISORS ( Hony Members)

### CHAIRMAN



**Mr. M.M. Rajendran, IAS Retd**  
Former Governor of Odisha

### VICE CHAIRMAN



**Prof. M. Anandakrishnan**  
Former V.C, Anna University &  
Chairman, IIT , Kanpur

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President - Bhardwaj  
Foundation  
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**Prof. Damodar Acharya**  
Chairman - Advisory Board,  
Siksha 'O' Anusandhan ,  
Past Chairman of AICTE



**Mr. M.G.Devasahayam,**  
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Haryana Govt



**Dr. D. Gandhikumar**  
Former President,  
Federation MSME



**Mr. P. Haridas**  
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Chairperson,  
Consortium of Women  
Entrepreneurs of India



**Mr. V. PONRAJ**  
Scientist G & Advisor to  
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**Mr. Purushothaman.K**  
Former Senior Director,  
NASSCOM,  
CEO - K7 Computing Pvt Ltd



**Mr. Shailesh Haribhakti**  
Chartered Accountant  
Illustrious Entrepreneur,  
Mumbai



**Mr. R.Sekar, IPS Retd**  
Director - TVS Motors Company  
Limited

# Services offered in the D4ECLUB – Mobile App

A Registered member can be –

❖ An Institutional member such as *Industry / Institution / Government / Trade Body and Alumni Association*

Or

❖ An Individual member such as *Student / Expert / Career Seeker / Faculty / Entrepreneur*

They can Post / View others Post / Interact / connect with potential partners over several Main Categories such as –

**Job Recruitments / Support services / Commercial services**

# Key Sub Categories



## JOB PLACEMENTS

- ENGINEERS
- NON ENGINEERS
- TECHNICIANS
- FACULTY
- CONSULTANTS
- MANPOWER SERVICES
- WORK FROM HOME
- INTERNS - ENGINEERS
- INTERNS - OTHERS



## SUPPORT SERVICES

- PRODUCT DEVELOPMENT
- MARKET STUDY
- PROFESSIONAL SERVICES
- TECHNICAL ASSISTANCE
- PRODUCT TESTING
- PRODUCTION AUTOMATION
- EQUIPMENT MAINTENANCE



## COMMERCIAL SERVICES

- BUY/SELL
- IMPORT/EXPORT
- START UP SUPPORT
- FUNDING
- COLLABORATIONS
- DISTRIBUTORS
- EXCHANGE

# Social Connect.....

- ◆ Mentoring Connect – **MENTOR A STUDENT / MENTOR AN ENTREPRENEUR / MENTOR AN INSTITUTION / MENTOR AN IDEA**
- ◆ **ALUMNI MEMBERS** Connect
- ◆ **TRADE BODY MEMBERS** Connect
- ◆ **EVENTS & SEMINARS** consolidation at one app
- ◆ **LIVE STREAMING AND POD CASTING** of events
- ◆ **CUSTOMISED USAGE AND NOTIFICATION SETTINGS** as per need of the member interest

# MENTOR AN IDEA

D4ECLUB initiative is towards making India a GLOBAL HUB for Incubation and Innovation

**Log into D4ECLUB mobile app**

Connecting 1,000 plus incubation centres

10,000 plus institutions

More than 450,000 faculty members



## Bringing ideas closer to reality

Are you an individual/ institution/ start-up with an idea that you think could change lives?

Are you an incubation or innovation centre willing to support an idea?



1. Download the app
2. Have an idea? You can post your idea under MENTOR AN IDEA
3. Interested in an idea? Reply and discuss direct with the budding innovator

Download the D4ECLUB App From



## The D4ECLUB app enables:

- The incubation centre to identify and mentor an idea
- Execution of the agreement between both parties
- 'Technology Support' to facilitate royalty for the centre.
- Support for a three-month programme in the incubation centre
- Exposure for the project to obtain Govt of India's incentives through **Make in India** and **Startup India** programmes
- Promotion of the 'idea' globally through Indian diplomatic missions and embassies overseas
- Sourcing funding and manufacturing partners to establish the project within India

LET US UNITE TO MAKE INDIA A GLOBAL HUB FOR INNOVATION

**It is FREE ! D4ECLUB initiative for social impact**



is for ALL..



is for CONNECTIONS

# MENTOR A STUDENT

D4ECLUB initiative is to help graduates from Tier-2 and Tier-3 cities produce World-class students

**India's emerging graduates are the workforce of the future**

Let's join hands to support the 10,000-plus institutions and more than 6 million students to make India into a land of innovation and creativity

Are you a student willing to be mentored?

Are you an individual / corporate / SME willing to support graduates achieve their dreams and contribute towards transforming India into a talent pool of world-class innovators?



**Log into D4ECLUB mobile app**

Connecting 6 million student community  
10,000 plus institutions  
More than 450,000 faculty members

Download the D4ECLUB app from



1. Download the app on your smartphone

2. Express your interest under MENTOR A STUDENT category

3. Those interested can reply and connect with the other party direct through the D4ECLUB app

## The mentorship could mean:

- Enabling students to upskill in core education and soft skills
- Helping students get internships
- Identification of projects and help in executing them
- Creating networking opportunities through industry-related activities, workshops, seminars etc.
- Mentoring students
- Facilitating temporary or part-time work for a minimum of 30 days in a year
- Sponsoring students for supplemental training programmes (optional)

NOTE: Sponsorships are not limited in number, personal meetings are optional and financial commitment is not mandatory.

LET US UNITE TO MAKE INDIA A GLOBAL HUB FOR INNOVATION

**It is FREE ! D4ECLUB initiative for social impact**



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# MENTOR AN INSTITUTION

D4ECLUB initiative is to convert India into an INSTITUTION HUB through corporate-academic collaboration



It's simple and free:

Connecting 6 million student community

10,000 plus institutions

More than 450,000 faculty members



1. Download the D4ECLUB app on your smartphone
2. Post your interest under MENTOR AN INSTITUTION category
3. Those interested can reply and connect with the other party direct through the app

India is fast emerging as the skillset capital of the world

Let's join hands to support the 10,000 plus institutions and more than 6 million students to make India into a land of innovation and creativity

Are you an individual or corporate willing to support an institution to help graduates become the innovators of the future?

Are you an institution seeking external collaboration to foster skill development among your students?

Download the D4ECLUB app from



## The sponsorship could mean:

- Financial assistance in creating a Centre of Excellence within the institution to facilitate advanced research and outreach
- Becoming an advisor or ambassador for the institution to rope in more like-minded mentors
- Sharing your expertise through interactions with students / faculty / management with regular visits to the institution and Nurturing skill development
- Participation in events and seminars of the institution
- Spending few hours a week in person at the institution

LET US UNITE TO MAKE INDIA A GLOBAL HUB FOR INNOVATION

**It is FREE ! D4ECLUB initiative for social impact**



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## MENTOR

## AN ENTREPRENEUR

Nurture, Support and Create  
Entrepreneurs / Self Employed

**PROSPERITY THROUGH INDUSTRY !!!**



Connecting  
Industries with Institutions and Individuals

1. Download the app - D4ECLUB
2. Choose and Enter - **MENTOR AN ENTREPRENEUR**
3. Post your support / interest



## The D4ECLUB enables

- Those with expertise in Corporates and MSME companies to connect with budding Entrepreneurs, Start up enterprises & those keen to become self employed.
- Post under PROVIDER – what support you can offer or post under SEEKER – what support you require.
- Identify and interact with those who are keen in your post.
- Mentoring – does not require funding support alone, but it can also be **Knowledge support**, **Motivational support**, **Infra structure support** and help the Entrepreneur produce world class product or service.
- This activity does not require any personal meetings and those living far away can also Mentor an Entrepreneur.
- Build on an eco system to prosper.
- Have an inner happiness of having helped for creation of self employment.

LET US UNITE TO MAKE INDIA A GLOBAL HUB OF ENTREPRENEURS

**It is Free ! D4ECLUB initiative is for Social Impact**



is for ALL...



is for CONNECTIONS



# Partnerships....



PARTNERSHIP OPPURTUNITIES  
AVAILABLE FOR  
INDUSTRY / INSTITUTION / TRADE BODY  
& ALUMNI ASSOCIATIONS

# Reactions in the Press



## A digital platform to address unemployability

An app to connect engineers, students and faculty launched

SPECIAL CORRESPONDENT  
CHENNAI

It is not the lack of opportunities but how one applies the mind to address a challenge that paves way for a career.

The launch of an app, D4EClub (Digitally for Engineers), on Tuesday was a platform to address the issue of unemployability and ways to improve engineering education in the country. Speakers unanimously advocated the idea of entrepreneurship that would not only provide jobs but also help sustain the small and medium enterprises.

Governor Banwarilal Purohit, who launched the app, said with technology evolving continuously there were plenty of opportunities to



Governor Banwarilal Purohit launching the D4EClub app. \*K. PICHUMANI

launch new ventures. "Don't be disheartened. There is future. India has a large ecosystem of start-ups that depends on small and medium enterprises for sustenance," he said.

Former Odisha Governor M.M. Rajendran urged colleges to update the knowledge of teachers and bring on sabbatical experts among the Indian diaspora abroad to teach the students. Students should remain updated and absorb the technology and automation.

Anna University Vice-Chancellor M.K. Surappa said by enhancing the thinking capability of students the problem of unemployment could be addressed. Greater interaction between the students and the industry and between the students and the faculty outside the classroom would not only motivate students but also inspire teachers, he said.

Chairman of the All India Council for Technical Education Anil Sahasrabudhe said the council had revamped its curriculum and launched more outside the class activity. Ram Mohan Mishra, additional secretary, MSME, and K.E. Raghunathan, who created the app, spoke.

Users can access the D4EClub by downloading it on the Android and iOS platforms. But to log in, one must register at [www.d4e.in](http://www.d4e.in). Once the administrator approves the registration, the user can log in through the

## An app for engineering students

It will help them find jobs, internship projects

R. SUJATHA  
CHENNAI

Engineering students have an app to help them find jobs, internship or even research projects. The app offers opportunities to faculty to link with industry, students and trade bodies.

Users can access the D4EClub by downloading it on the Android and iOS platforms. But to log in, one must register at [www.d4e.in](http://www.d4e.in). Once the administrator approves the registration, the user can log in through the

app and post on any relevant field of interest. Dedicated spaces for industry, students, colleges, faculty, experts, government bodies, internship and job seekers have been provided. Registered users can post their questions and requirements and chat.

It offers space for overseas institutions and individuals based abroad to stay in touch with the talent pool of engineers in India.

K.E. Raghunathan, a first-generation entrepreneur,

whose brainchild it is, said: "Digitally for engineers is a club that offers 19 services targeted at students in tier 2 and tier 3 engineering colleges. There will be a nominal annual fee for registering." The management team includes G. Ramasubramanian, founder-director of e-Brahma Technologies; Prasad Kollisetty, promoter of IT training and services company 3Edge Solutions; and R. Mohanraj, member of the Indian Society for Technical Education.



## MOBILE APPS FOR INDUSTRIES

D4ECLUB is a user-friendly mobile app available for free download from play store or app store, that connects industries, institutions and individuals, globally.

### Features:

- For industries, get orders from colleges and other industries; recruit engineers and professionals; use college infrastructure for technology/ product improvements; identify foreign partnership and export opportunities.
- For institutions, the app helps in identifying in-plant training and placement opportunities; getting project ideas and start-up support; industry interaction and consultancy; sourcing expert speakers and government funding.
- For students, the app aids in getting project ideas, in-plant training and placement. Similarly, the app helps career seekers get jobs meeting their expectations. For experts/consultants/entrepreneurs, it helps in getting consulting assignments, guest lectures, mentorship & advisory roles, and government funding.

**About the company:** D4E is an initiative by a group of professionals, who believe in using digital technology to network engineers across the world. D4E presents D4EClub as an online platform to network engineers and connect them in a social impacting initiative at free of cost.

### Contact:

D4E Network India Pvt Ltd, Chennai

Tel: 044-28274142, 28271819 Mobile: 07904650808

Email: [contact@d4e.in](mailto:contact@d4e.in)

## Governor launches mobile app at Anna varsity to connect institutions and industries

**CHENNAI:** A mobile application to connect institutions, industries and individuals has been launched at the Anna University.

The mobile app — D4E — Digitally for Engineers, which was launched by Governor Banwarilal Purohit, seeks to offer a versatile platform that would connect industries, academic institutions, engineering

students and experts for effective knowledge sharing for overall progress.

For institutions, the app will generate more placement opportunities for students, will offer internships/in plant training for them, help in obtaining support for project ideas and sponsorships and getting experts to share knowledge of current trends.

The students, in turn, would get better placement

opportunities and internships like part-time jobs and good industry exposure for better employability.

For industries, the app will offer a platform to recruit full-time and part-time technical manpower, help in supplying products and services to colleges, collaborate with leading engineering colleges for product improvement and development and getting trade enquiries from other industries.

## AICTE has taken initiative to digitally create smart engineers



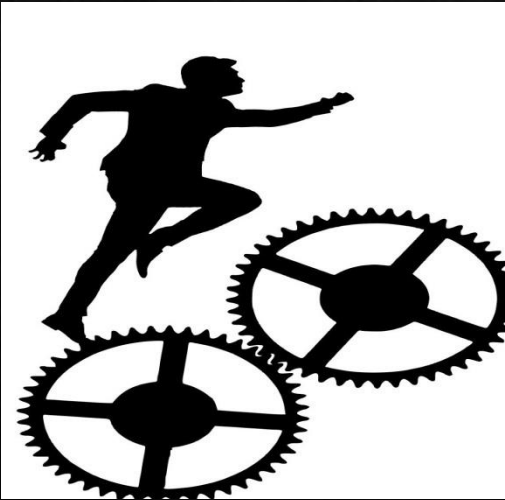
New Delhi, Aug 23 : AICTE — in its urgent pursuit in creating young engineers to be more equipped as per needs of industry, apart from several other initiatives, has now entered the ERA of SOCIAL MEDIA PLATFORM by signing an MOU with D4ECLUB — a Social Initiative Digital Platform. D4ECLUB is a Mobile App, FREE for all, developed by D4E NETWORK INDIA PRIVATE LIMITED, a Government of India recognized START UP enterprise to connect INDUSTRIES, INSTITUTIONS and INDIVIDUALS together. This is a FIRST such Platform which is available in PLAY STORE or IOS or DESKTOP VERSION for providing 20 different services such as Job /QTE/In-plant Training/Mentoring/Technical assistance/ Technical support/ Start up Support/ Link Schemes etc. to over 10 different categories of MEMBERS such as INDUSTRIES/COLLEGES/ TRADE BODIES/ OVERSEAS INSTITUTIONS/GOVERNMENT on one side and STUDENTS/ EXPERTS/TEACHERS/ CAREER SEEKERS/OVERSEAS INDIVIDUALS on other side. D4E (DIGITALLY FOR ENGINEERS) will also help Students and Teachers to attend various Industry organized events and programs to have a better networking with INDUSTRIES and know their expectations in preparing the students. D4ECLUB Mobile App was Launched on 08<sup>th</sup> May 2018 at Chennai by Hon'ble Governor of Tamil Nadu in the presence of Additional Secretary, MSME and Chairman AICTE. D4ECLUB is also guided by a Board of Advisors headed as Chairman Shri M.M. Rajendran — Former Governor of Odisha and as Vice Chairman Dr.M. Anandakrishnan — Former Vice Chancellor of Anna University and Chairman of IIT Kanpur and about 15 other eminent personalities from India/Trade Bodies/Educationalist and others. AICTE has executed an MOU on 20<sup>th</sup> with D4ECLUB — by which this Mobile App services will be available free of cost to benefit all Engineering Students, Faculty and Institutions. In the presence of Officials of AICTE, the Chairman, Prof. ANIL SAKSHIBABU, signed the MOU with Mr. K.E. RAGHUNATHAN, Founder of D4ECLUB and also National President of ALL INDIA MANUFACTURER'S ORGANISATION who has started this venture as a social initiative.

# Milestones

**Crosses 50,000 users,  
17500 postings,  
4500 connections**

**Launch by Hon'ble  
Governor of Tamil Nadu**

**The concept Is born**



# Growth Expectations

## As on 30.9.2019

- ◇ 70,000 Member Downloads
- ◇ 125 Postings a day
- ◇ 7,000 Successful connections

## Projected as on 31.3.2022

- ◇ 25,00,000 Member Downloads
- ◇ 10,000 Postings a day
- ◇ 50,000 Successful Connections

# D4EClub Revenue Channels



## Primary Revenue from Members

- Enrollment fees
- Fees for additional postings / profile views / for sending notifications / to keep their post in top 15 for 10 days
- Fees for back end support to source results beyond D4Eclub members

## Secondary Revenue from Members & Non-Members

- Advertisement revenue for banner / full page
- Promotion fee for events, seminars, live streaming
- Notification of special message to members

## Tertiary Revenue from Partners

- Alumni club Enrollment
- Trade body Enrollment
- Logo Partner
- Event Partner
- MoU with Institutions
- Seminar Partner

# *Future Vision*

- ❖ To make D4ECLUB – in every Country – just as how Amazon works –  
D4E INDIA / D4E EUROPE / D4E USA /.....
- ❖ To Make D4E INDIA – a one point app for all MSME connect - Globally
- ❖ To connect all Government schemes and offers in one App
- ❖ To enable D4E app – voice interaction than type interaction
- ❖ To make D4E use extensively AI and BLOCK CHAIN concepts for  
feeding postings of interest to members

# *Together, We Can*

- **Empower:** Industries, Students, Teachers, along with the support of Experts, Institutions, Trade bodies, Alumni Associations.
- **Create India as the Education Capital of the World:** India is being watched, globally. Let us create in next 5 years India as a global destination for MSME presence, Innovation hub.
- **Global Connecting Platform:** Use of High End technology with AI and Block chain concepts and typing free interactions, make it as global connecting platform for industries especially MSME
- 80 Million MSME in India, 2.5 Million EXPERTS with 35 years of experience with good health and knowledge, over 15 Million student force between age group 17 to 24 will benefit
- Creation of Employable Youth, Value of doing business, with prosperity

Launch Event – by Governor of Tamilnadu in the Presence of  
Chairman of AICTE & Devl Commissioner of MSME Ministry –  
8.5.2018



Thank You

Contact for further Information

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Chief Executive Officer

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