



Value Chain Mapping

Process and Examples



What is Value Chain Mapping?

Value Chain Mapping is a process of deeply understanding a broad task and how it is getting done

- Any broad task has a number of value activities, each value activity is required to get the broad task done
- In Value chain mapping we identify these value activities and various tasks within them
 - How are these tasks currently done?
 - Who are the various actors doing these tasks?
 - Any gap area?
- Based on the above analysis the process helps us identify some opportunity areas where some of these tasks can be done more efficiently using technology or alternate methods



Value Chain Mapping Process

1

Select the industry or the problem domain

2

Identify all the different value activities or the actors/players in the value chain

3

Detail out what work/processes they currently employ to get the task done

4

List out the problems in the value activity or the problems actors face in getting their jobs done

5

Research about the existing solutions available in the market. How good are these solutions? What are they lacking?

6

Dig deeper by doing user interviews, talking to actors, by doing secondary research etc.

7

Find the tasks that can be made more efficient using technology or by using any other alternate method

8

Brainstorm ideas to solve for each task listed in point 7 and map these solutions against GIC



Value Chain Mapping Template

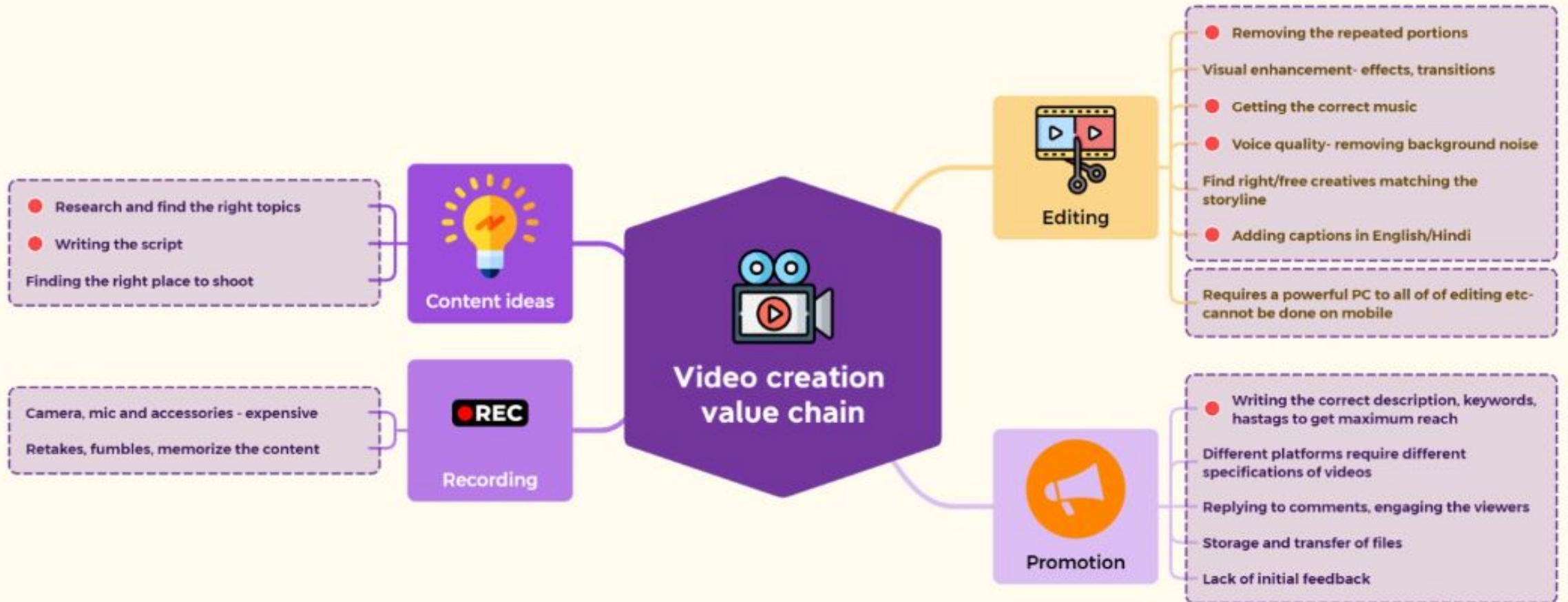
Audiences /Value Activities	Defining characteristics	What are they trying to get done?	What are the barriers they face?	What are the current solutions they employ?

Download the template:

https://docs.google.com/spreadsheets/d/13GJ7H6rmml4Kx9TCA90aSvq5bZyI5VmB4jqVay_f7Oo/edit?usp=sharing

Video Creation & Editing- Example

For Profit Organisation





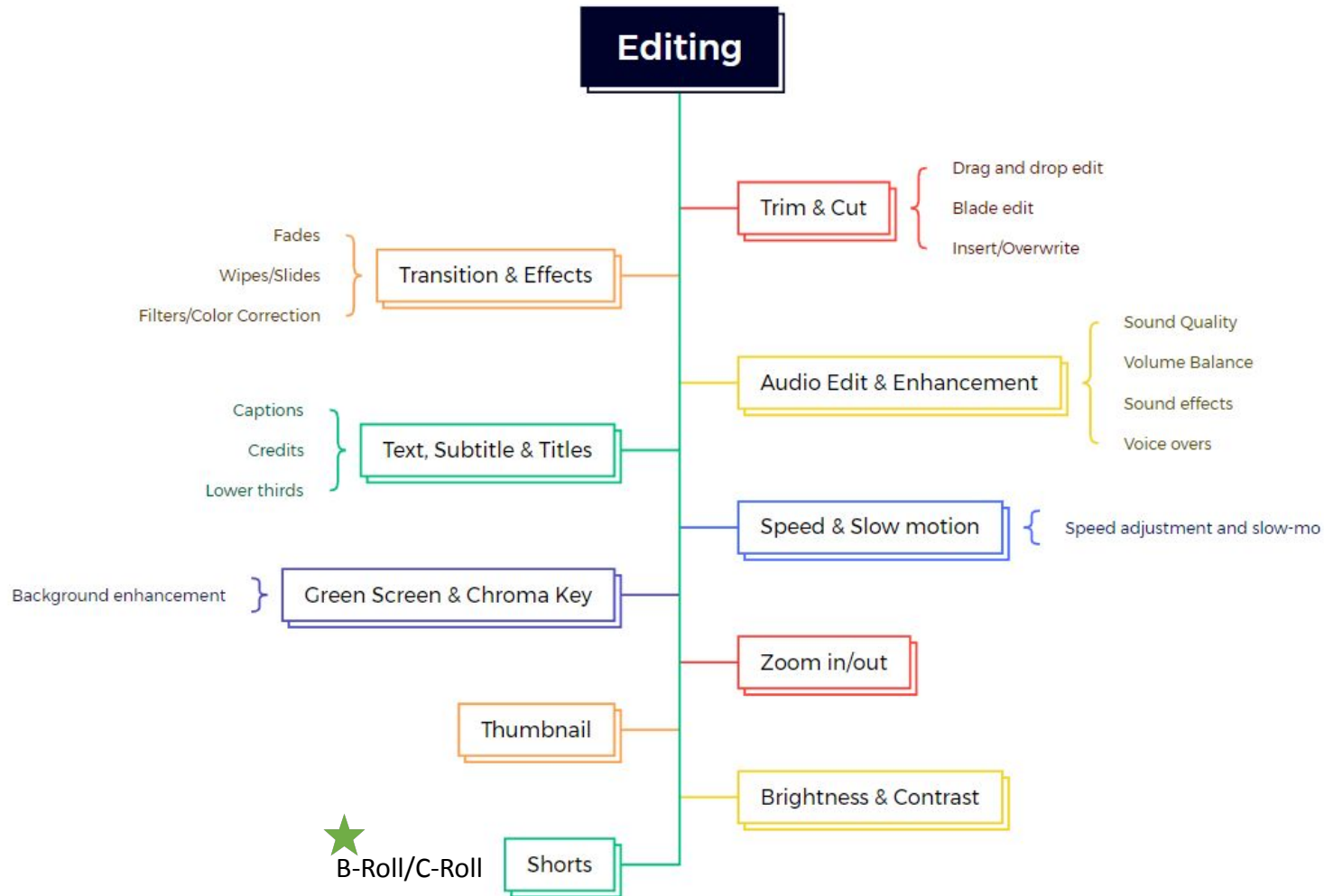
Video Creation and Editing- Template

Audiences/Value activity	Defining characteristics	What are they trying to get done?	What are the barriers they face?	What are the current solutions they employ?
Content ideas- Content creator	Not an expert in every field so need a lot of research	Trying to get good content ideas that brings high user engagement on their channel	Time consumption in doing research and script writing Differentiated content from other creators	Google research Using Chat GPT to write scripts
Editing- Content creator	Dependant on editor for all editing work	Trying to get the editing done from an experienced editor	Editor takes a lot of time for editing (3-4 hr for 1-2 min video) Editor charges huge amount High dependency on editor Have to explain everything to editor	Editing on Adobe and using some AI tools for editing



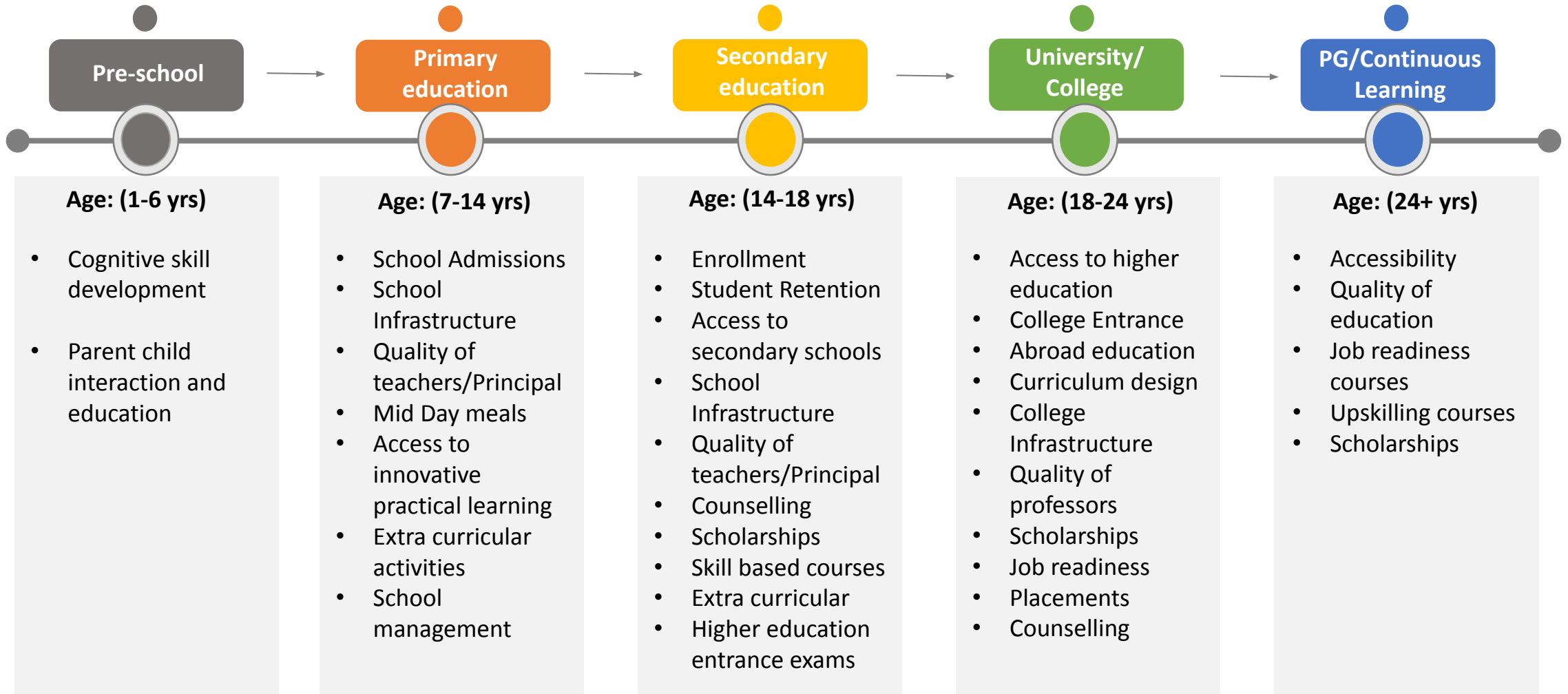
Why Video Editing is such a Big Barrier?

Let's deep dive into video editing chain



Mass Education- Example

Non Profit Organisation





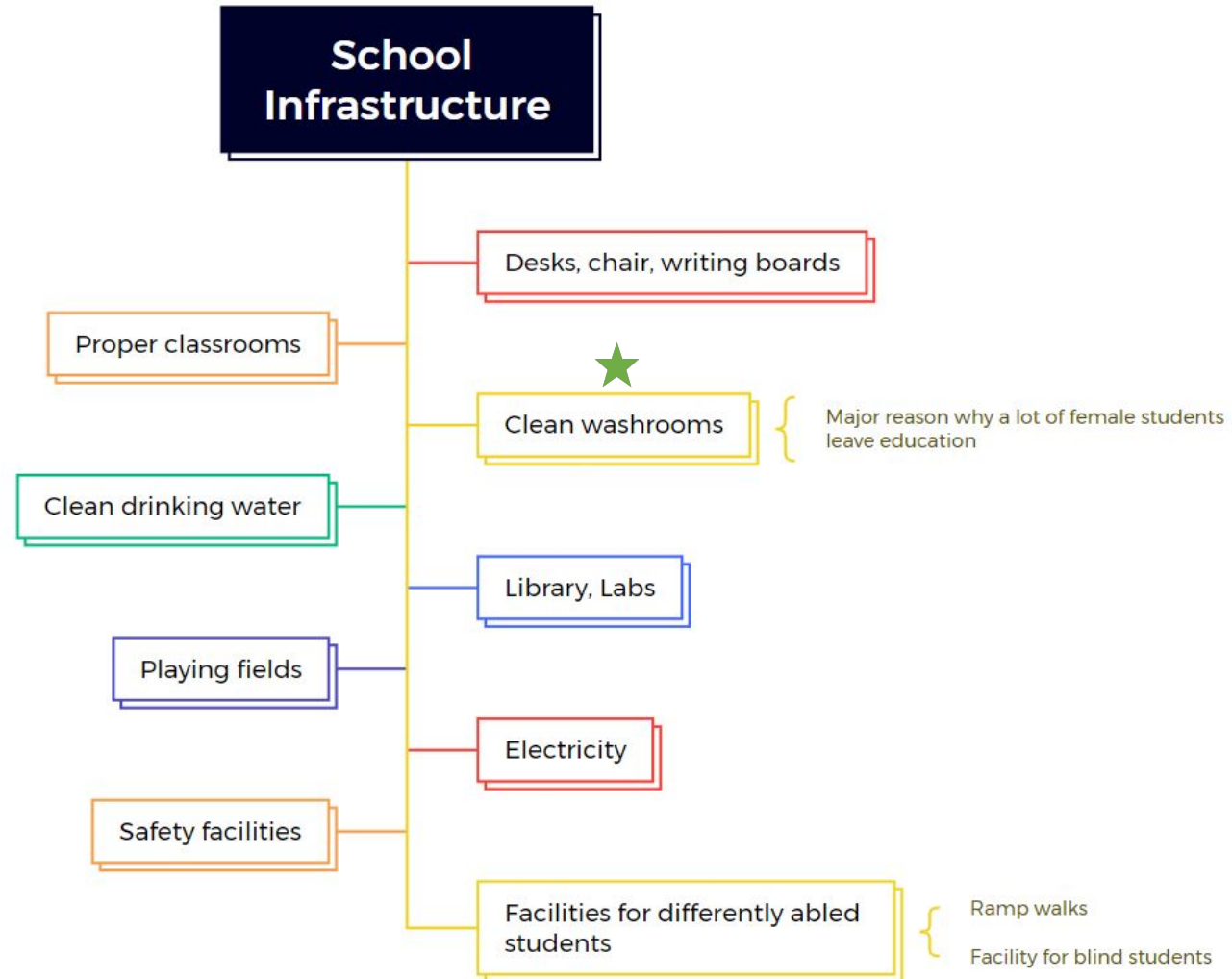
Mass Education- Template

Audiences/Value activity	Defining characteristics	What are they trying to get done?	What are the barriers they face?	What are the current solutions they employ/ current solutions available?
Students-Secondary Education (14-18 yrs)	<ul style="list-style-type: none"> Students studying in class 9-12th Dependent on parents for school selection and fees 	<ul style="list-style-type: none"> Completing secondary education and getting ready for higher education 	<ul style="list-style-type: none"> Access to secondary education Poor school infrastructure Poor Counseling Untrained teachers, etc. 	<ul style="list-style-type: none"> Some non profits working with government Still huge scope of interventions in certain areas
Higher Education University (18-24 yrs)	<ul style="list-style-type: none"> Students after their class 12th Lower dependency on parents for college selection but high dependency on fees 	<ul style="list-style-type: none"> Completing under-graduation and start a job Help family financially after graduation 	<ul style="list-style-type: none"> Access to quality universities within their town Financial constraints Job readiness courses/old curriculum Poor counseling 	<ul style="list-style-type: none"> Leave education and start working in their town Take loan and study in tier 1/2 city



Why School Infrastructure is such a Big Barrier?

Let's deep dive into school infrastructure chain



Any Questions?



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