

Alok Mittal, Canaan Partners: I think it's a mix of LinkedIn and Jobster (passive and active hiring network); I think it will be more intrusive that either of those (Indians want good jobs real bad); and I think it will be some mix of consumer ownership between the companies and the SN provider (rather than pure media model of LinkedIn).

Again, opportunities for mobile integration are high; opportunities for an overlay incentive network are high. I still do not think it will get to 'senior level hiring' in the short term, more likely to be junior-mid levels.

It will be interesting to see someone experiment around hiring networks combined with content bias.

Amit Ranjan, Slideshare.net: I agree with Alok

Rajesh, Blogworks: Amit, what do you think about C-to-C sites like Craigslist or We-exchange will they succeed in India? This is linked partly to my previous question, one of the categories that Craigslist charges for, is recruitments.

Amit Ranjan, Slideshare.net: They could work, but not like Craigslist. The Indian market is already too fragmented in the beginning itself with everyone trying to replicate Craigslist. Maybe you will have 2-3 sites that get critical mass instead of one Craigslist

Though monetization will not be easy.

Alok Mittal, Canaan Partners: I don't see any of the existing sites taking up that slot. Craigslist is a social phenomenon, not a website. People have tried to replicate the website, and I haven't heard good understanding of replicating the social aspect of it...

Rajesh, Blogworks: True

Prerna Gupta, Yaari.com: I actually think one of the social networks that get big in India will be well positioned to do

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– Amit Ranjan,
Slideshare.net

Craigslist. It's a natural corollary

Alok Mittal, Canaan Partners: I think SNS are better off in India on that dimension

Rajesh, Blogworks: Agreed. Will we see a lot of UGC out of India though? Not consumption, actual creation – text, pics, audio, video...

Alok Mittal, Canaan Partners: It's all a matter of timing; the infrastructure is still insufficient... Twitter, sure!

Rajesh, Blogworks: Prerna, you have a take on how does one bring in a strong community element on a mobile platform. What do you see happening?

Any thoughts on how Yaari.com could replicate a Twitter?

Prerna Gupta, Yaari.com: First, it's important to keep it simple. SMS is the way to go, just as Twitter has done.

We do have Twitter type functionality already, and I'm sure as our visibility increases, you'll see a similar type of usage. Our focus has always been to integrate SMS with social networking but the online part is still a critical component of what we're doing

Rajesh, Blogworks: Yes, I remember your presentation at MoMo in Delhi.

Prerna Gupta, Yaari.com: (Smiles)

End of Edition 2- Part 1 (To be concluded)

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