

Sanchar Shakti



Pilot Project Scheme for Mobile VAS & Livelihood related ICT
Skills for Rural Women's SHGs

THE IMPORTANCE OF BRIDGING THE GENDER DIVIDE

- Women constitute 48% of Indian population
- Indian Women (especially rural) lag behind men in education, employment and political participation
- Suffer from poor health, discrimination, subjugation
- Rural women are socially, economically and politically marginalized
- India fares poorly on gender equality
- Sustainable development not possible without empowerment & equal participation of women in social, economic and political activities

Archana.G.Gulati

THE SIGNIFICANCE OF ICT

ICT can empowers women by providing access to

Tools of Empowerment:

- Education, Information & Knowledge
- Training
- Occupational opportunities
- Markets
- Financial Services
- Government programmes for their benefit
- Health agencies/workers
- Social agencies/workers
- Feedback mechanism
- Support systems and Networking

THE SIGNIFICANCE OF ICT

ICT can empowers women by providing access to

Tools of Empowerment:

- ✓ From the comfort and safety of their homes/villages
- ✓ Within culturally acceptable boundaries
- ✓ Transcending literacy and language barriers
 - ❖ Ending isolation
 - ❖ Enhancing knowledge and contribution
 - ❖ Enhancing self worth and self respect
 - ❖ Engendering change in gender balance!

SHGs

- Homogenous support groups that pool their resources to engage in micro-entrepreneurship activities and share the income thus generated.
- 7 million in number, 105 million members
- Credit linked
- Address the need for capacity building
- Community/NGO backing
- Tend to accumulate necessary social capital
- Display better economic viability.
- **SHG model found more sustainable than individual based models**

ROLE OF USOF

- Flows from definition of USO:

*The Obligation to Provide Access to
Telegraph[Telecommunications] Services to people
in rural and remote areas at reasonable and
affordable prices*

Village Public Telephones and Rural Community Phones across India

ORISSA



0.57 MILLION VPTs, 40,694 RCPs

RURAL HOUSEHOLD CONNECTIONs



RAJASTHAN

MOBILE INFRASTRUCTURE



WEST BENGAL



TAMIL NADU

- Providing coverage to rural areas hitherto uncovered by wireless signal
- Shared infrastructure sites spread over 500 districts in 27 states of India

Wire Line Broad Band Scheme

JHARKHAND

WEST BENGAL



- Providing broadband coverage to rural areas from 28,672 rural wire line exchanges, Special affordable USOF tariff plans
- Subsidy for modems and Computers and public access kiosks

ROLE OF USOF

PEOPLE MUST INCLUDE WOMEN



Universal Service Obligation Fund
Department of Telecommunications

RURAL PUBLIC SERVICE TERMINAL SCHEME

- Provides rural women's SHGs with broadband enabled terminals capable of secure financial transactions -on pilot basis in Rajasthan & H.P
- VAS for Rural Public/ Livelihood for Rural Women



SARADHNA, AJMER



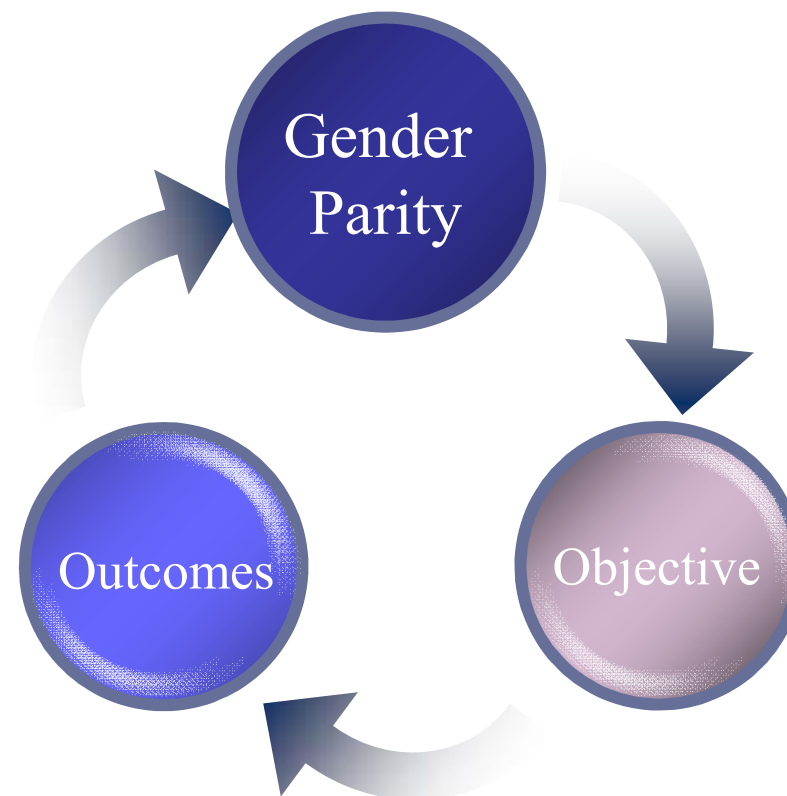
BHAGSRI, AJMER

Archana.G.,Gulati

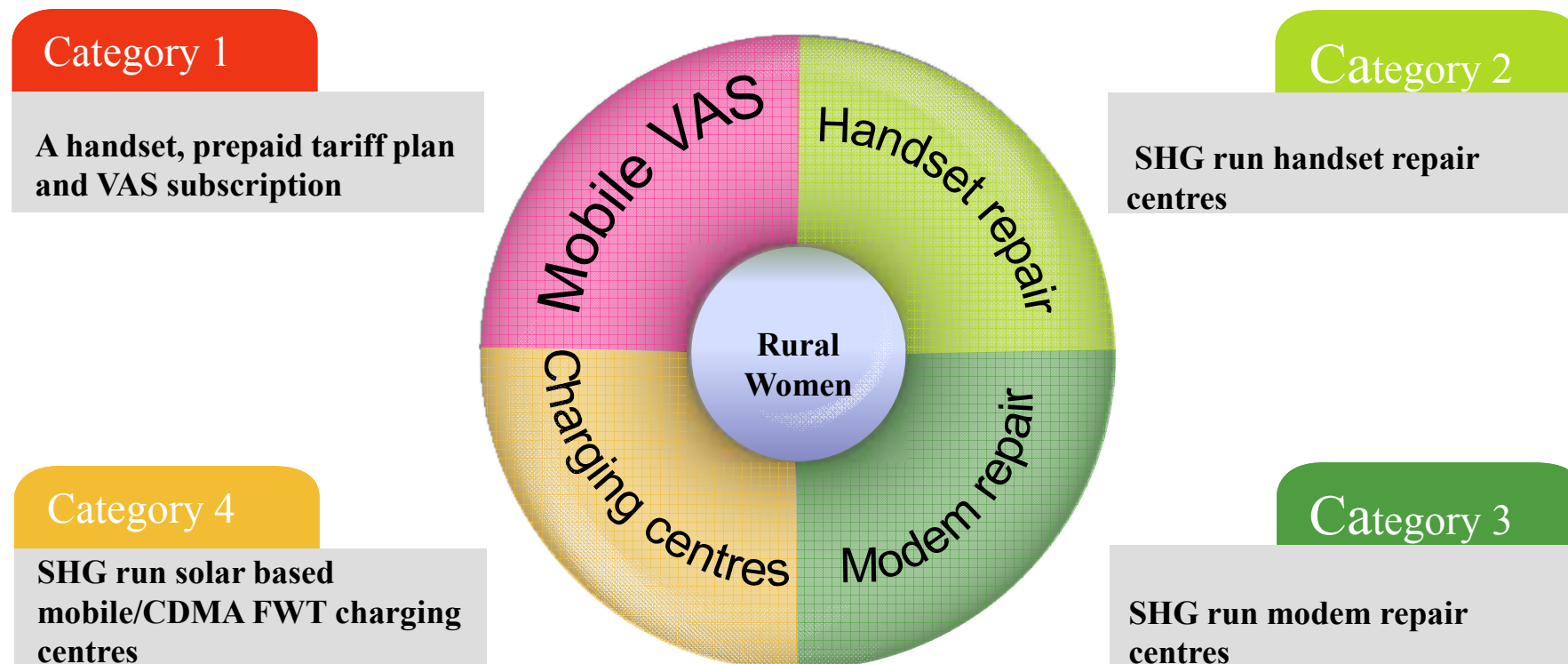


PROJECT DESCRIPTION

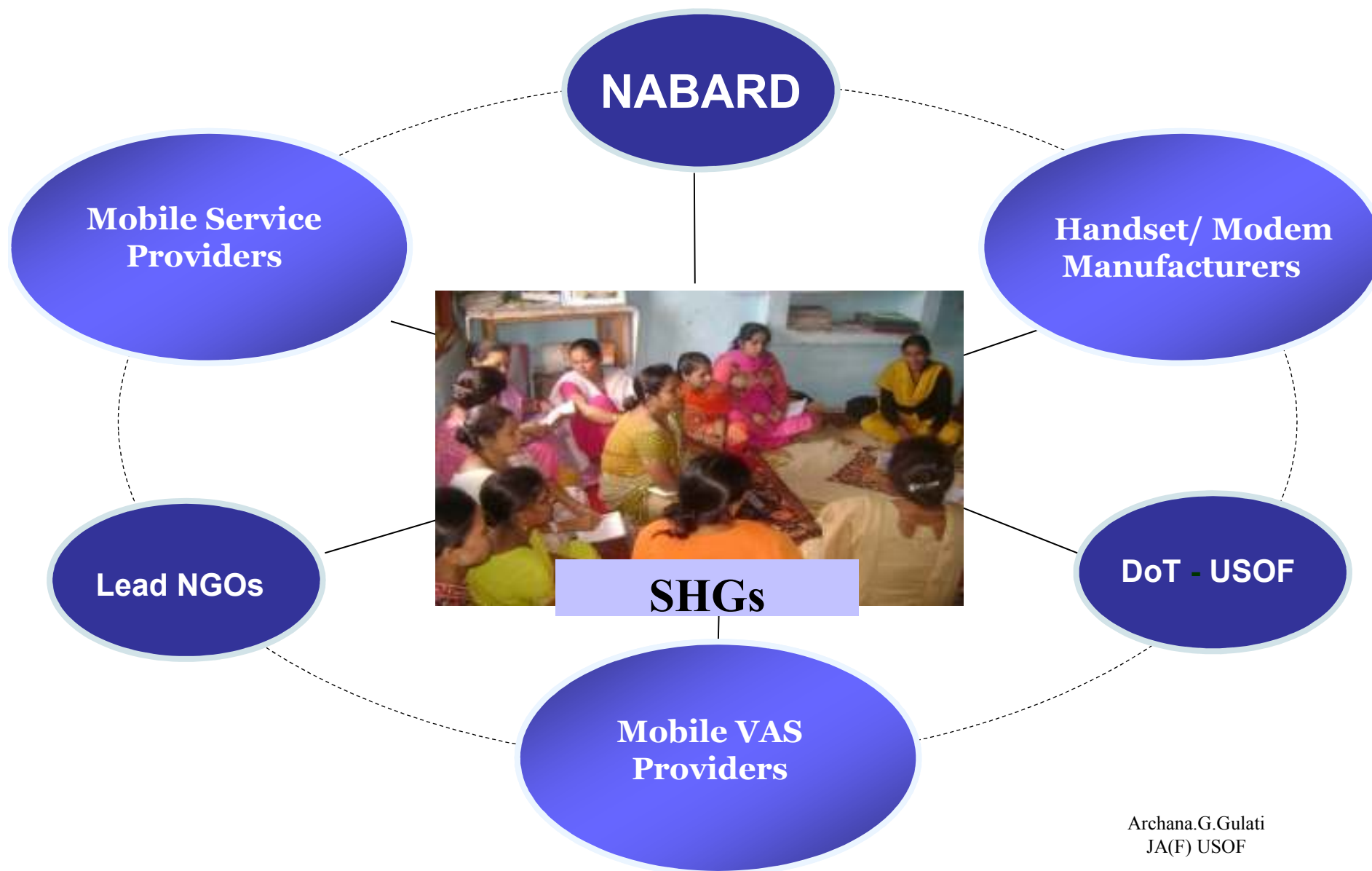
Reality	A development impeding gender gap, especially in rural areas of the country
Objective	Improve rural SHGs' access to skills, knowledge, financial services and markets through better connectivity
Outcomes	Enrichment of rural women's lives through information and enhancement of livelihood skills.



PROJECT CATEGORIES

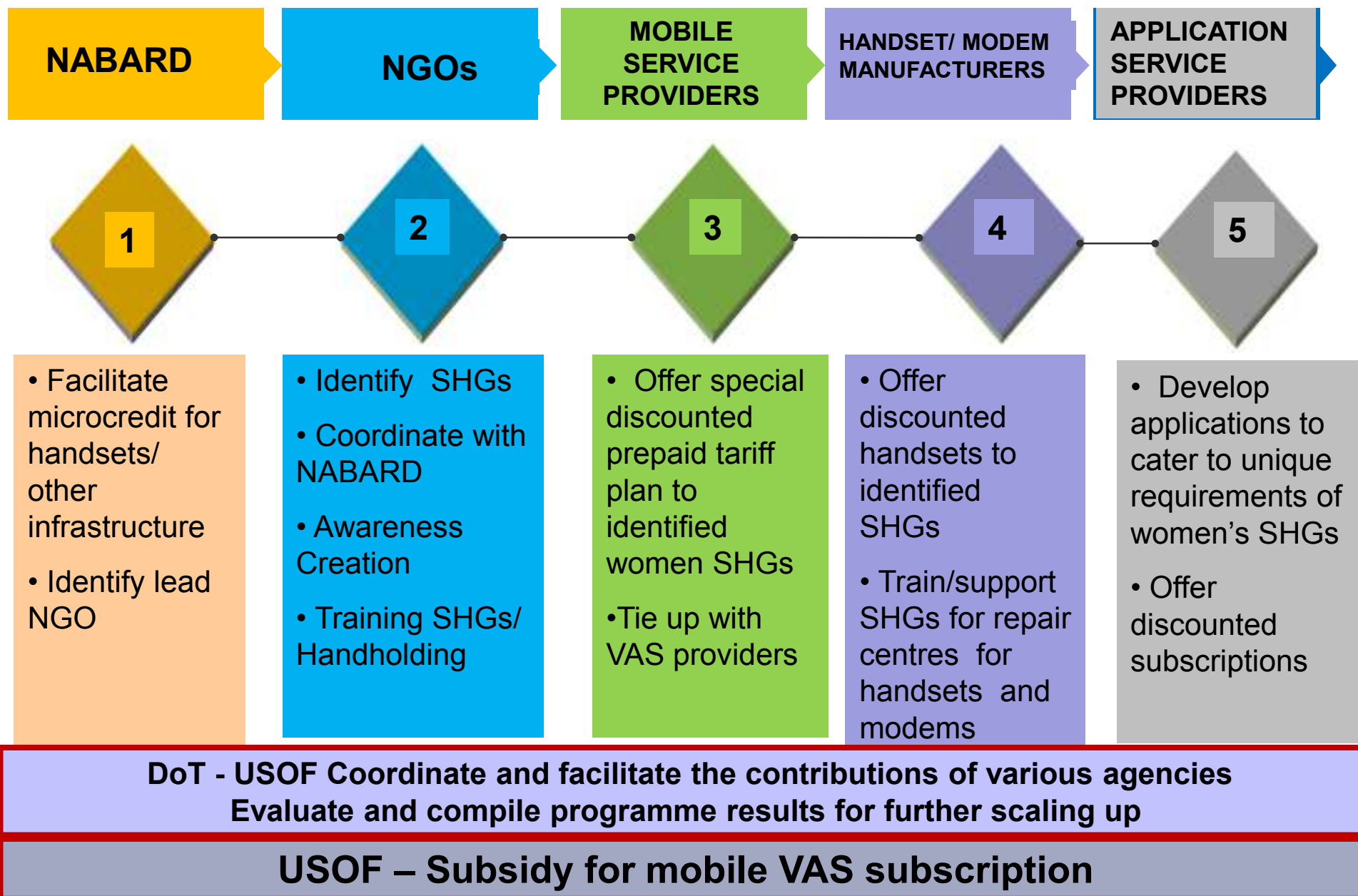


THE STAKEHOLDERS

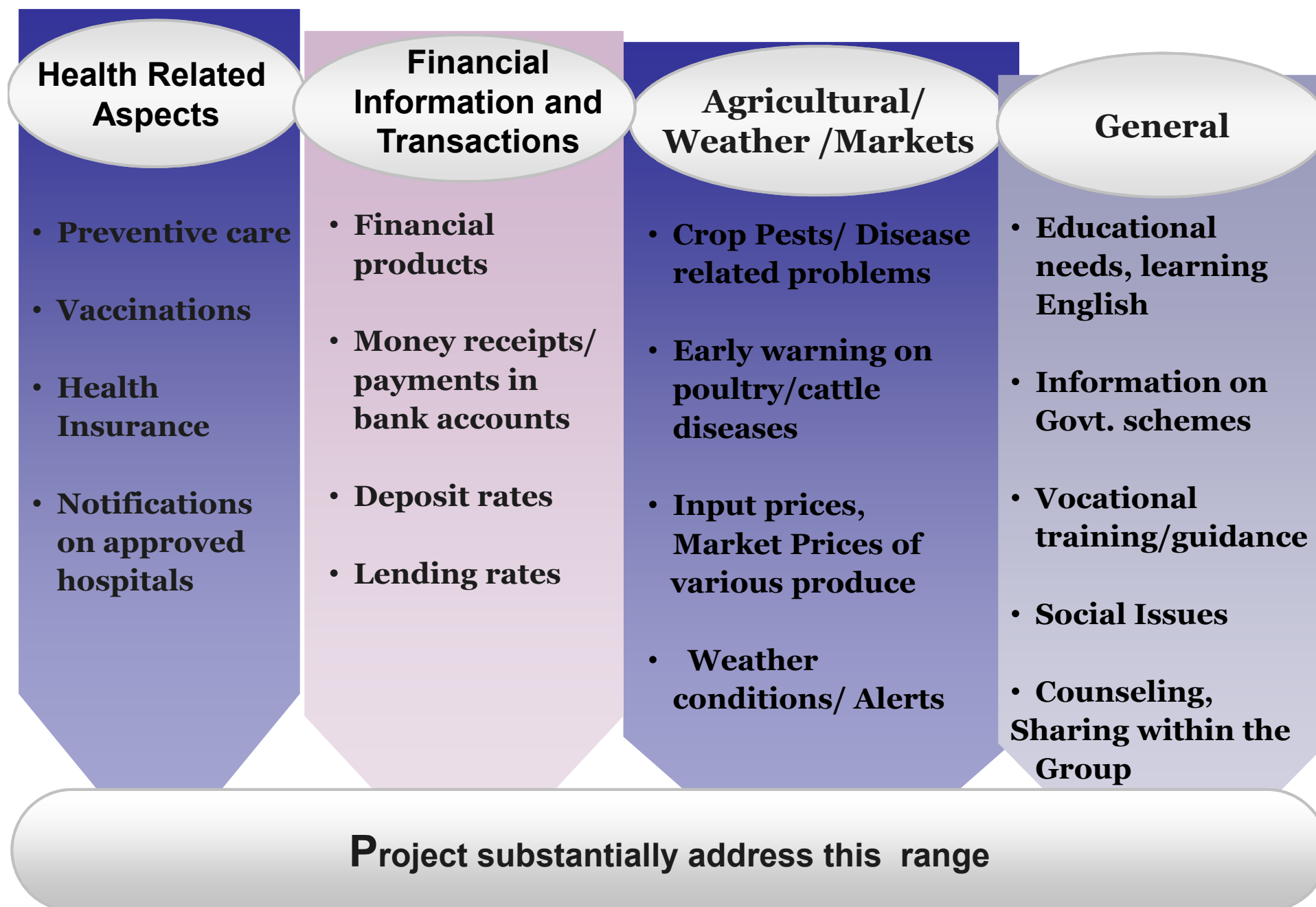


Archana.G.Gulati
JA(F) USOF

THE STAKEHOLDERS – ROLES AND RESPONSIBILITIES



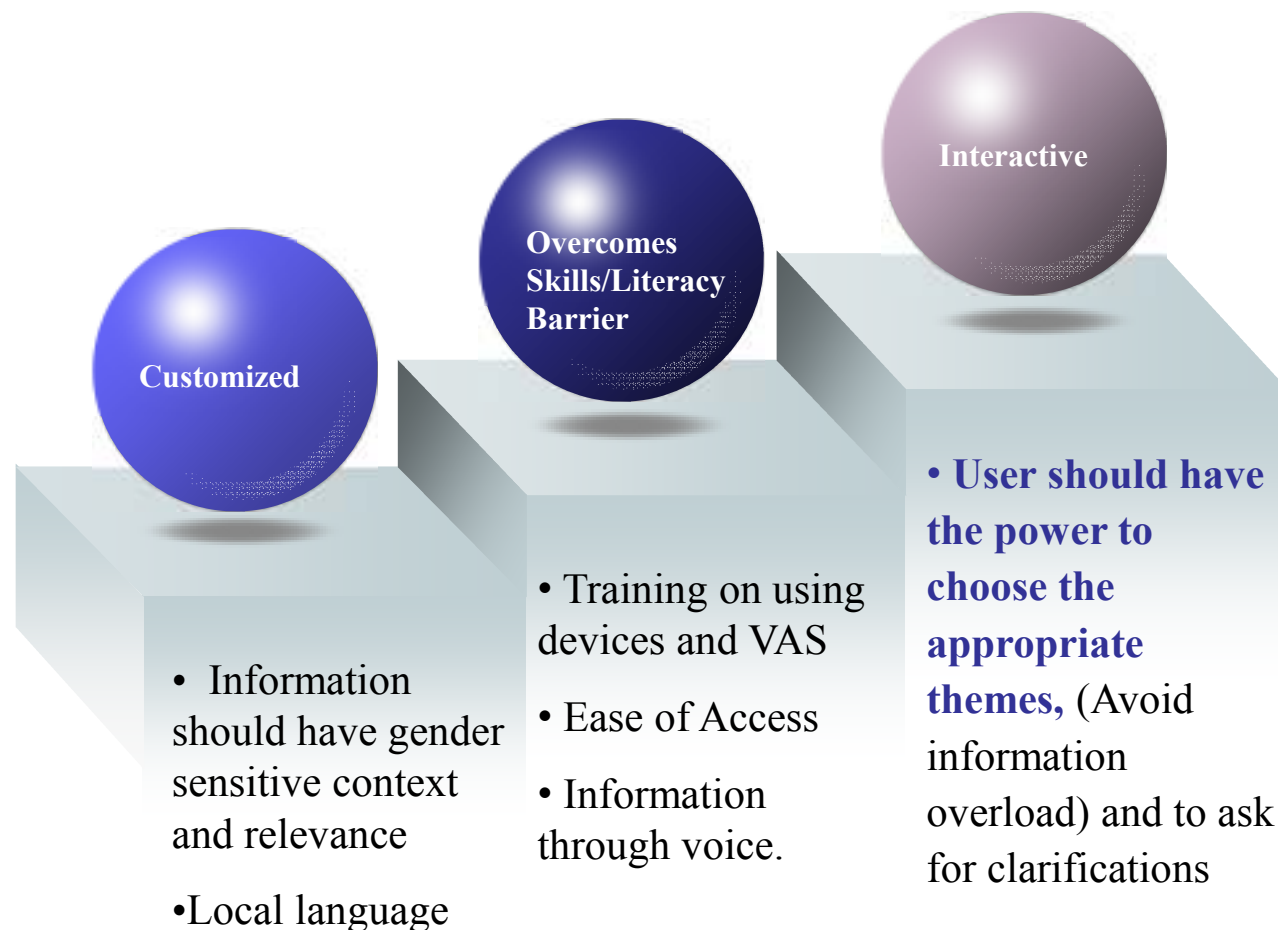
ASSESSED REQUIREMENTS OF RURAL WOMEN



CHALLENGES

Scheme for mobile connectivity and VAS

Success of the scheme would depend on developing content that is -



ANTICIPATED OUTCOMES

1

Enrich lives of women through ICT connectivity and Skills

2

Demonstrate the viability of meaningful mobile VAS applications for rural markets

3

Enhance incomes and generate employment opportunities for rural women

4

Success would facilitate scaling up of such initiatives to the national level

PROGRESS SO FAR

- Good response from major service providers offering subsidized handsets and tariff plans
- MoUs were signed for 9 Mobile VAS projects for proof of concept dealing with SHGs working with agriculture, livestock rearing, bee-keeping, textiles handicrafts, cottage industry etc.
- Customized Content: Markets, Skills, Training, Health, Social Issues, Government Schemes
- SMS, IVRS and toll free query systems
- Maharashtra, Rajasthan, Tamil Nadu, Puducherry, Kerala, U.P, Uttaranchal, Andhra Pradesh
- **5 Projects accepted after rigorous evaluation for Pilot Project Agreement**

FEEDBACK SESSION WITH RURAL SHGS



FEEDBACK SESSION WITH RURAL SHGS



AN EYE OPENER

- **Tremendous increase in self confidence** of the beneficiaries observed during the 4-6 month period of interaction for PoC
- **Sanchar Shakti project gave them a source of information, a voice** with which to express their aspirations and a hope to enhance their knowledge, contribution and self worth as earning members of society.
- **Quick to master use of mobile and bundled VAS**
- **Interacted enthusiastically** with USOF, NGOs and Service Providers **to demand the particular information and services that they needed**
- They **demonstrated an amazing capacity to use data and knowledge to enhance their skills and incomes** even in the short span of a month in which the projects were test run to prove concept.

THE WAY FORWARD....

- We are very hopeful that this project will :
 - Prove the utility and viability of **ICT enabled access to knowledge and services for women's empowerment and ..**
 - Encourage other government departments, service providers and interested agencies to take up such work not only as a part of welfare schemes but also on a commercially sustainable basis.
 - Already as a result of Sanchar Shakti:
 - U.N Women exploring mVAS tool for education of women elected representatives to Village Panchayats
 - WCD exploring mVAS for ASHA workers

PROJECT DETAILS

Reuters Market Light (Pune)

Area of Operation	Maharashtra (Pune District)
Description	Personalized, localized and customized information on Agriculture/Agri-allied/weather/commodity prices. Information on Health & Hygiene, Financial services and banking, Education and vocational Training.
Beneficiaries	2200 Women
Partners	Lead Executing Agency: Reuters Market Light (RML) Facilitating NGO: Bharatiya Agro Industries Foundation (BAIF)
Expected Outcome	Improvement in farm income and income from sources such as animal husbandry, poultry; Increased access to funds and expertise; Improving awareness of social ills and measures; Capacity building to benefit the entire community

Reuters Market Light (Uttarakhand)

Area of Operation	Uttarakhand (Districts of Almora, Bageshwar, Tehri, Uttarkashi and Chamoli)
Description	Project will include provision of information through mobile VAS on income generating activities (Poultry, Goat Rearing, Sericulture, Organic Farming, etc), Healthcare, Educational Programmes, Financial literacy, Women Empowerment and Government Schemes.
Beneficiaries	2200 Women
Partners	Lead Executing Agency: Reuters Market Light (RML) Facilitating NGO: Uttarakhand Livelihood Improvement Project for the Himalayas (ULIPH)
Expected Outcome	Improvement in household income by enabling rural women to take full advantage of available resources and existing livelihood means; Increased access to funds and expertise; Women empowerment encompassing better financial position, better health and better educational status; Capacity building to benefit the entire community

Reuters Market Light (Amravati)

Area of Operation	Maharashtra (Amravati District)
Description	Under the project, RML will disseminate the information on topics as desired by rural women. The information will primarily be in the areas of Rural Textiles, Healthcare, Agriculture, Commodity market price, Agri-allied businesses, Fruit and Vegetable Processing, Garment manufacturing and embroidery, Women empowerment, Financial literacy, etc.
Beneficiaries	3000 Women
Partners	Lead Executing Agency: Reuters Market Light (RML) Facilitating NGO: Shram Sadhana Amravati's Trust
Expected Outcome	The project will enable rural women to improve quality and generation capacities of their textile products. Better know-how of Embroidery, Hand weaving, Textile printing, Quality control, etc; Women empowerment by making them aware of their rights and opportunities available; Awareness of prevalent health issues and measures/actions to avoid/treat them; Awareness of better agricultural practices and market data.

Bharti Hexacom Limited

Area of Operation	Rajasthan (Ajmer District)
Description	SHG members would receive automated Outbound Dialers (OBDs) at pre-decided time in Hindi/Rajasthani language. Under the project, mobile VAS would be provided in the areas of Health Care, Fruit/Vegetable Farming, Adult Education, Animal Husbandry, Government Schemes and Woman upliftment.
Beneficiaries	3000 Women
Partners	Lead Executing Agency: Bharti Hexacom Limited Facilitating NGO: IFFCO Kisan Sanchar Limited (IKSL)
Expected Outcome	Project will improve the income of rural women engaged in the horticulture industry (through awareness of better agricultural practices); animal husbandry, etc; Information on Govt. schemes will enable rural women to maximize the use of available opportunities; Information on Health Care, Education, and Women upliftment will contribute to the overall empowerment of women.
Project Status	<ul style="list-style-type: none">• PoC completed and Preliminary verification of documentation underway.• On site evaluation of PoC to be carried out shortly.

Sasken Communications Ltd

Area of Operation	Tamil Nadu (Kanya Kumari District) and Haryana (Palwal District)
Description	Project will enable rural women SHGs to connect to the market in non-immediate neighbourhoods and to support/enhance their livelihood activities through an IT based voice and non-voice mobile Value Added Service (mVAS) accessible through ubiquitous mobile phones. .
Beneficiaries	3000 Women
Partners	Lead Executing Agency: Sasken Communication Technologies Ltd Facilitating NGO: ESAF (Evangelical Social Action Forum), SPYM (Society for Promotion of Youth and Masses)
Expected Outcome	Improvement in economic condition of SHG women; Creation of an mVAS platform which can be used to provide other Community Based Services; Establishment of strong marketing linkages; Facilities that connect women SHGs to markets in non-immediate neighbourhoods.

RPST in Rajasthan



RDELs in Tamil Nadu

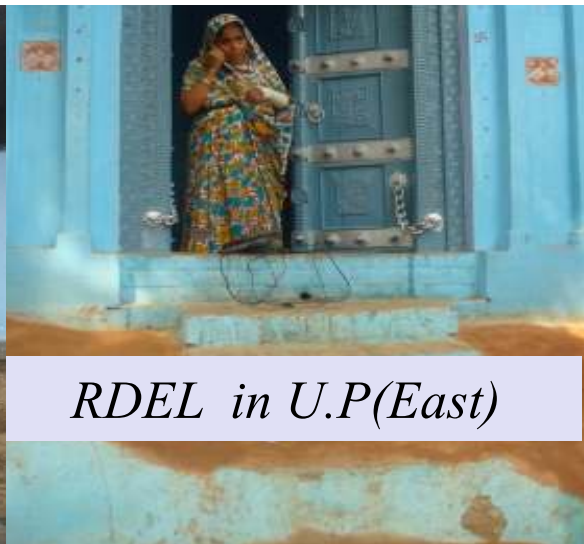


THANK YOU!

<http://www.usof.gov.in/usof-cms/gender.htm>



VPT in Karnataka



RDEL in U.P(East)



BB Connection in W.B