



## Need & context

Every communication revolution has significantly impacted people, economies and changed lives

- Printing Press
- Newspapers
- Radio
- Telephones
- Television

### Internet

This revolution has just started. The power that the internet brings to rural areas is unimaginable

- As access to top class services is now a click away

In every potential benefit area the opportunity is huge

- Market prices
- Solutions with an Agri-Expert
- Veterinary services
- E-Government services
- Distance Healthcare
- Distance learning

The killer application is picture & video communication

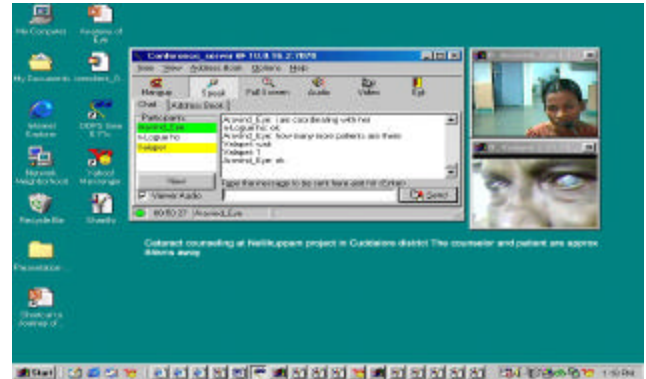
**“Rural Areas have significantly more to gain from the Internet than Urban areas”**

## ICT Revolution

The following were the true stories happened in Villages of Tamilnadu State.

### RURAL MAGIC!...

#### Remote Eye Care



The Rural Citizen was having problem of eye sight and with using the video conferencing at Kiosk, he had shown his eyes to the doctor in town far from his village. He was diagnosed and the doctor suggested for operation. With the help of this he had saved his time as well as money.

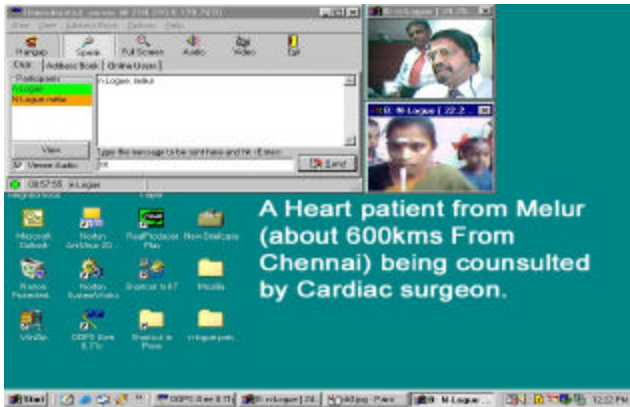
#### e-Agriculture





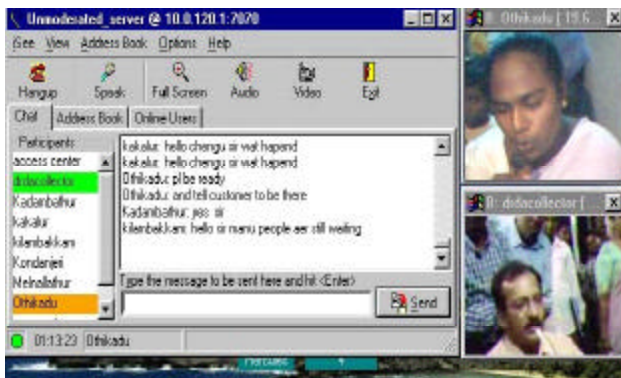


## Remote Cardiac Care



## “Web Durbar” – Talking to your Collector

Tiruvallur District (TN) with 8 villages



- Information and access to information leads to a significant increase in the quality of life
  - People pay for improvements in quality of life
  - This makes it a sustainable option
- Ubiquitous access will not only improve individuals, but the entire society.
  - Internet is Power – truly

*“The key is to make it happen”*

## Connect Rural India

- India has 600,000+ villages
  - 700 million people (under 1000 people per village)
  - Can Rural India afford Connections?
- Needs
  - Technology
  - Sustainable Business Model
  - Organisation which thinks and acts Rural

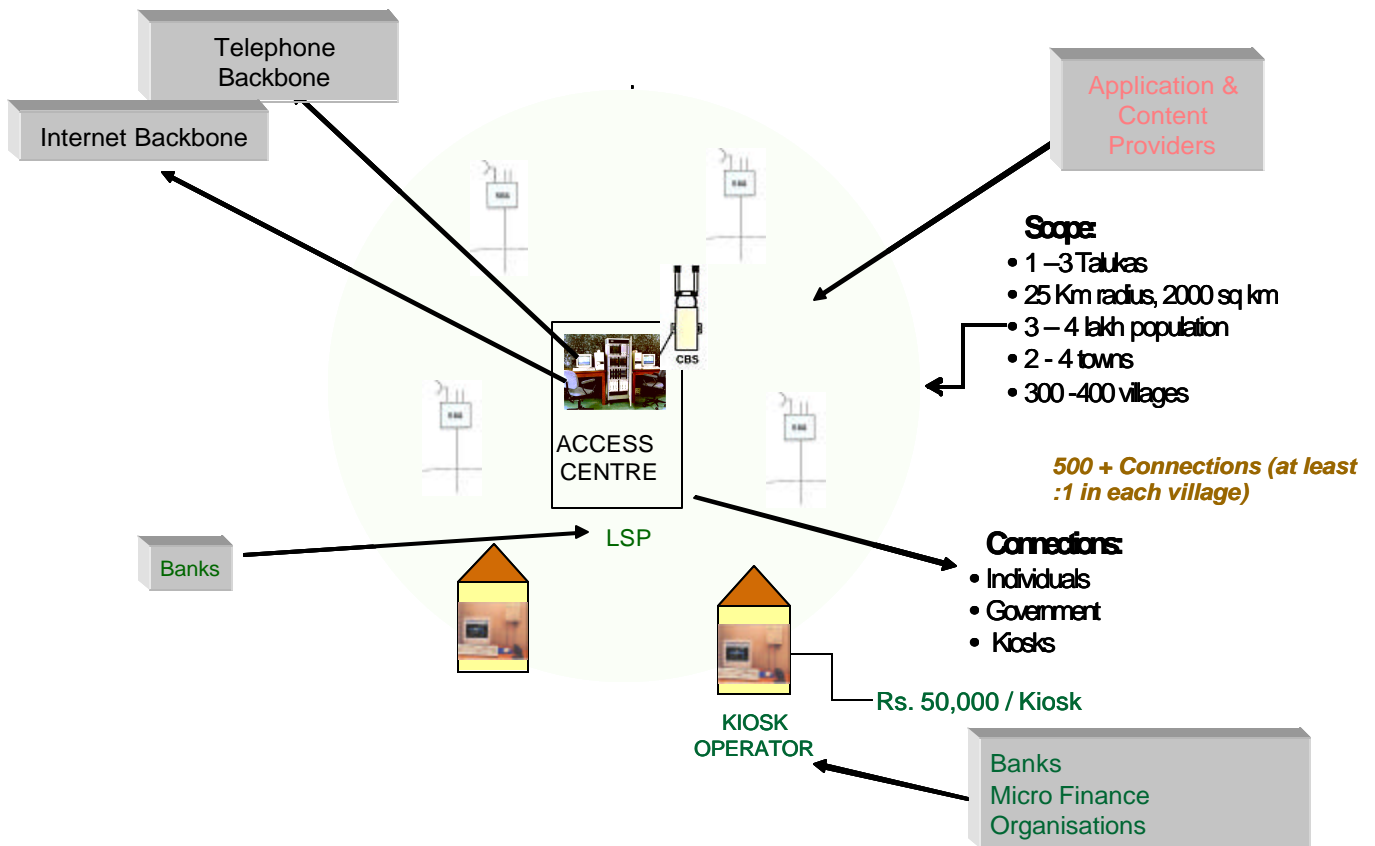
## Innovative Business Models

- n-Logue : A Rural Service Provider
  - Focus in rural areas ensures correct resource allocation
  - Aggregates demand into a kiosk.
  - Drives a three tier- rural franchisee model
  - Rs 50000 per Kiosk providing Internet, multimedia PC with digital-camera, printer and power back-up for PC
    - plus Indian language software, multi-party video conferencing software, training and marketing kit.

## BUSINESS MODEL

The Business Model of n-Logue is as follows, the services will be delivered from n-Logue to the Villagers through LSP and Kiosk

Operators and the Revenue will go from Villager to n-Logue through Kiosk Operators and LSP.



## Rural LSP : Deployment Strategy

### The requirement to be a Kiosk Operator

- Should have studied up to Class 12
- Need have no prior computer Training
- Should be able to communicate to the people in the village

### Kiosk: Bouquet of Services

A variety of Services and Applications, relevant to Rural people, need to be enabled

No single service can stand on its own

The list of services which can be made available at the Kioks center.

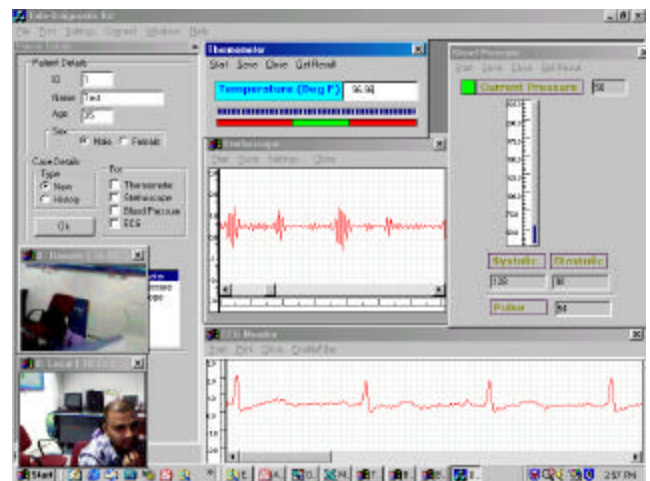
- E-Governance
- Education
- Photography
- Health
- Entertainment
- Communication
- DTP

## Kiosk: The Government's potential extensor in the village

- Regular G2C services
  - Computerised government data bases
  - Eg: Land records in rural Chiraag kiosks
  - Access to govt web sites  
Eg: Mahitishakthi
  - Utility bill payments.
- G2C Communication
  - Many facets can be routed through the kiosk
  - Using Notices , e-mailed and printed locally
  - Streaming Video
  - Regular /planned video conferencing
- Integration of variety of government functions
  - Agri-prices integrated with services that can enable farmers to use data for better profits
  - Getting panchayat accounts online
  - Listing of rural job opportunities
  - Status of govt projects
  - News/epidemic information etc etc etc

## FUTURE EXPANSION

- Village Internet Test and Analysis laboratory
  - Upgrade the internet kiosk for basic "non invasive" medical tests
  - ECG (Sensors connected to the monitor)
  - Stethoscope (plugged into the sound card)
  - Pressure ( Digital BP meters )
  - Temperature
  - Eyes ( Charts and Color blindness)
  - Weight ( Regular weighing scale)
  - Upgrade PHC with Internet connectivity
- For Blood testing (over and above VITAL equipment)
  - Sugar
  - AIDS



**Remote Monitoring of patient's health using wireless**



## Financial Services

- Kiosk operators to have Credit cards
  - Collect cash from villager and pay online
    - Govt. payments, Telephone bills
  - Kiosk operator to be an agent for
    - Agri-crop loans
    - Rural Insurance, Health and Crop
  - Rural low cost ATMs at kiosks
    - Works along with the PC already existing
    - Breakthrough pricing envisaged of \$ 800
    - With biometric verification

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## Scalability Plans for Gujarat

- Cover 2500 villages
  - 5 million population
    - The present 16 projects will roll into 2500 villages each in 2004-05.
  - Cover 18000 villages in 2-3 years

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## IMPACT

- Creation of employment opportunities to village entrepreneurs
- Building of knowledge societies at the grassroot level
- Role model for other states
- Public Private Partnership

- Using ICT for poverty alleviation.

## Doubling Rural GDP

- This is a distinct possibility
- But would need synergies and active partnerships
  - Across multiple organizations
  - Across different government arms
- Together we have laid the foundation and believe that active partnerships and focused action can help in achieving this goal



### Status of Gyan Ganga Project

#### Current Status:

- 5 talukas commissioned (Vyara, Patan, Palitana, Mahemdabad, Visnagar)
- 3 talukas in the final stages (Dhoraji, Prantij, Waghodia)
- 70 kiosks (villages) connected and operational
- Computer education, Photography, email, videomail, video-conference - services started
- eGovernance, Health, Agriculture, Veterinary - services will start soon

#### Planning for 2004:

- All 15 talukas will be completed by December 2004 (Shehera, Jasdan, Wankaner, Viramgam, Limbdi, Dahod, Amreli)
- More than 1000 villages would be connected through wireless connectivity

#### Web Corner

<http://it-taskforce.nic.in>

[www.rajgovt.org](http://www.rajgovt.org)

<http://tripura.nic.in>

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