

Public Private Partnership In ICTs – Lessons From Gyandoot And e-Choupal.

Presented by:

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ICT a Key Input For :

- Promoting competitiveness
- Economic growth and development
- Global integration
- Increase in transparency of public sector
- Improvement in delivery of social sector
(World Bank; 2002)

Arising Questions

1. Has ICT enhanced quality of life of all segments of society ?
2. Do ICT interventions targeting the rural poor, necessarily be purely for welfare purposes ?
3. Or would win-win strategies involving public-private partnerships work better?

Challenge for Agriculture

- Land available for agriculture is depleting
- Demand for agricultural produce is increasing
- Each 'Bigha' to be utilised to give optimum output

Objectives

- Study the functioning of Gyandoot & e-Choupal
- Determine the perceived usefulness of the e-ventures
- Examine the difficulties of marginal farmers in accepting the e-ventures

Objectives

- Determine unaddressed information needs of the farmers
- Explore avenues to increase outreach of the e-ventures

Methodology

- **Sample** :
Multistage sampling ; villages with 60% - 80% population of marginal farmers selected
- **Sample classification** :
(ownership/ possession of farming land)
 - Large farmers – owners of >15 bighas of land
 - Average farmers – owners of >5 and <15 bighas of land
 - Marginal farmers – owners of < 5 bighas of land

Methodology

- **Tools Used** :
Questionnaires; interview schedules (structured and unstructured); Observation
- **Data Source** :
Farmers ; Kiosk Managers; Village Pradhan
- Simulations were also incorporated in the study design

Gyandoot

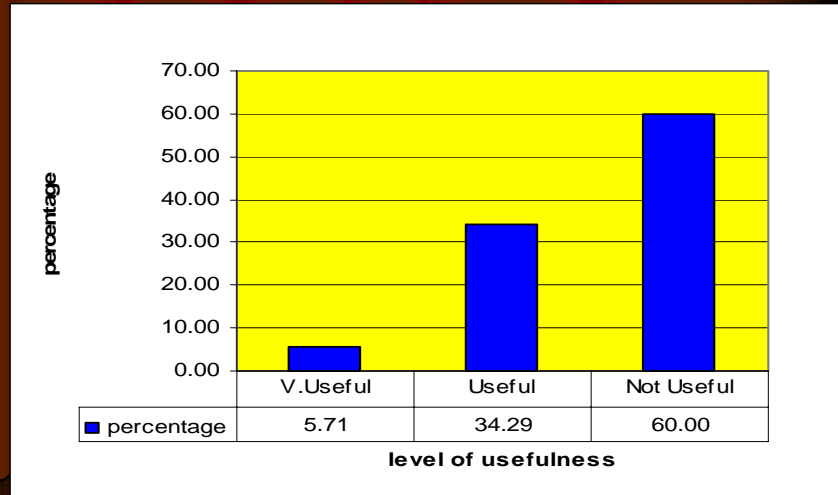
- Intranet, e-governance project in Dhar district
- Two models of ownership
 - Panchayat model
 - Entrepreneurial model
- Managed by 'Gyandoot Samiti'

Gyandoot

Basket of Services inclusive of:

- mandi information
- auction service
- online registration of application for driving licence; domicile; caste; income etc.
- grievance redressal
- sawaliram se puchiye (guidance & counseling)
- vermi compost khad
- information on various government programs

Distribution of Respondents on Overall Level Of Usefulness of Gyandoot (n=35)
 users - 23; non-users – 10; soochaks - 2



Frequency Distribution of Users on Overall Usefulness of Gyandoot

	Frequency	percentage
V. Usefull	2	8
Usefull	9	36
Not Usefull	14	56

Problems

- Distance
- Power & Connectivity
- Non co-operative & rude behaviour of Soochaks
- Non-redressal of grievances & lack of faith in Govt. machinery
- Non-updating of information (particularly mandi information)

Problems

- Price of information & services
- Lack of awareness
- Delay in service delivery
- Perception of services as a panacea
- Basket of services not enough to sustain

Unfulfilled Needs

- Information & support in farming practices
- Weather conditions
- Guidance for credit facilities
- Public health
- Vocational counseling

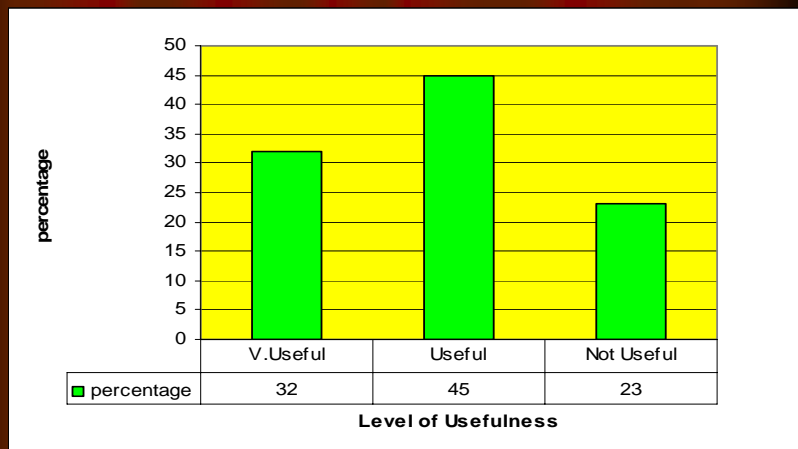
e-Choupal

- Internet access provided to farmers
- Managed by ITC
- Each kiosk is managed by a local Sanchalak
- Information tracked in real time free of cost
- Customised knowledge on latest farm practices; mandi informaton

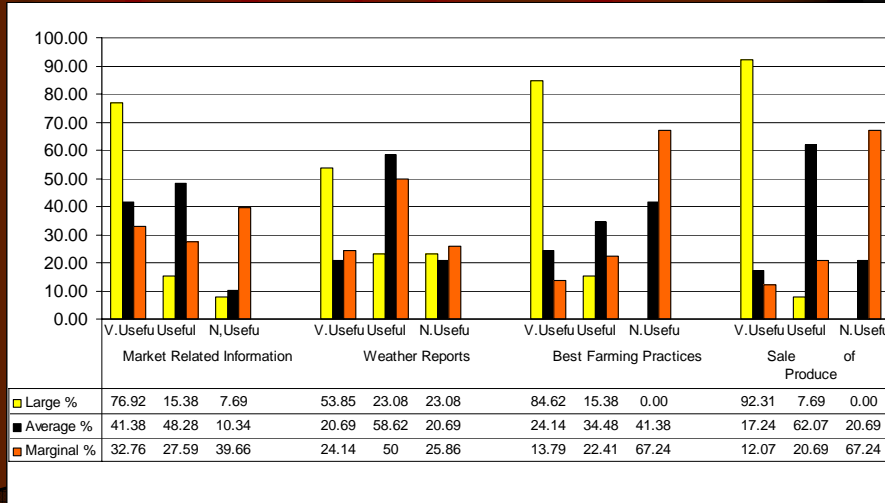
e-Choupal

- Supports sale of agricultural yield fairly
- Offers agricultural products at competitive prices

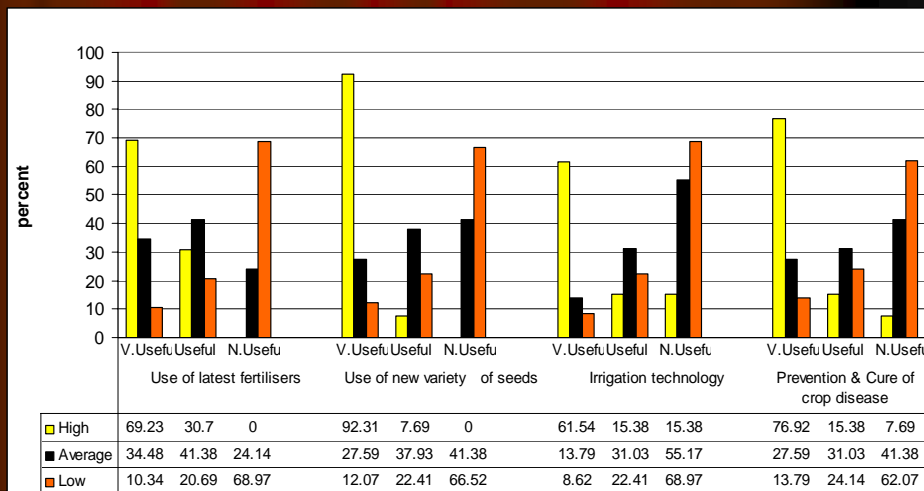
Distribution of Respondents on Overall Level of Usefulness of e-Choupal (n=100)



Scale of farming wise distribution of respondents on level of usefulness of e-Choupal (n=100)



Scale of farming wise distribution of respondents on level of usefulness of e-Choupal on 'Best Farming Practices' (n=100)



Problems

- Power & connectivity
(solutions like solar batteries etc.
deployed)
- Marginal farmers find products/technology
offered expensive
- Poor treatment of marginal farmers during
sale of yield

Problems

- Erratic behaviour of Sanchalaks
- Middlemen; local vendors and labourers of
the local mandi have difficulty in earning
livelihood

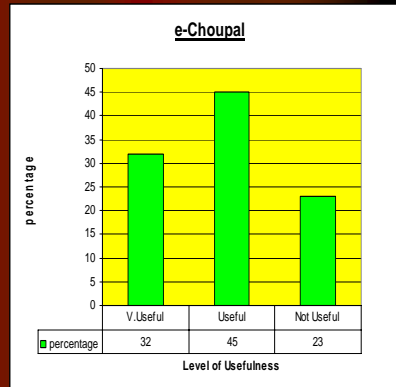
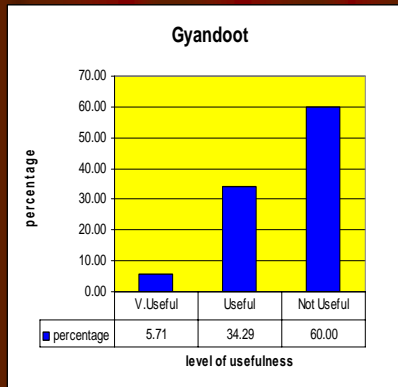
Unfulfilled Needs

- Preservation & storage of agricultural produce
- Low cost harvesting techniques
- Re-charging techniques for irrigation
- Advice on soil testing and maintenance

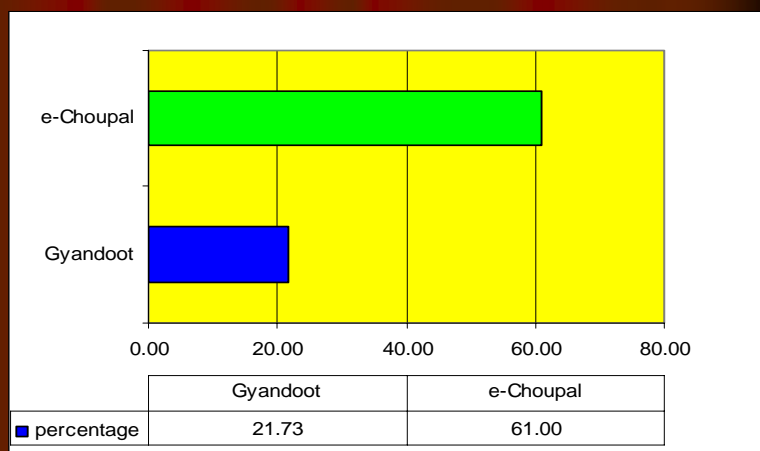
Unfulfilled Needs

- Inputs on employment opportunities other than agriculture
- Animal husbandry
- Health services
- Vocational counseling
- Computer education at kiosk

Overall Level of Usefulness



Overall Usefulness of 'e-Choupal' viz-a-viz 'Gyandoot' for marginal farmers



Lessons for Gyandoot

- To optimise utilisation of fast depleting available agricultural land the needs of marginal farmers must be addressed
- Backend support is the key to success in this model
- Basket of services to be made more relevant to marginal farmers
- Kiosks to be cumulative procurement and disbursement centers for agricultural produce and products respectively
- To strengthen infrastructure international funding agencies could be tapped
- More comprehensive solutions to be given to marginal farmers

Lessons for e-choupal

- Customised consultancy to be made more friendly to the marginal farmer
- Potential of addressing education & public health needs to be tapped
- Other governmental programmes to be implemented through this model

Thank You