

ANNUAL REPORT

Financial Year
2004-05



DRISHTEE FOUNDATION

Communicating ICT 4 Development

Introduction

Drishtee Foundation, a not for profit organization is an NGO that facilitates a communication link between Information Communication Technology (ICT) and its users. ICT is believed to be one such key that could not only explore the potentialities of rural India but also create a platform of opportunities in this far-lagging sector.

Missing link in the ICT implementation cycle, it fills the gaps of “Communicating ICT” to the Service Providers, to the End users and to the Network Orchestrator.

Vision:

“COMMUNICATING ICT FOR DEVELOPMENT”

Mission:

‘To Understand, Promote and Synergize the ICTs for socio-economic development of rural community’.

Mandate for the Foundation Activities:

- Drishtee Foundation to act as a catalyst for the setting up of ICT centers through survey activities and Need Assessment.
- Drishtee Foundation to operate in the areas where ICT centers are located.
- Not to establish its’ own ICT centers in the rural areas.
- DF could take up consultancy activity for carrying out Need Assessment Surveys and Viability Assessment on a professional basis.
- To promote the usage of ICT applications for the social and economic development of the villagers.
- The area of operation of DF to be the areas covered under the Panchayati Raj Institutions.
- Drishtee Foundation to promote the network of the ICT and to extend the learning of Drishtee to other ICT projects worldwide.
- DF to assist in the development of content and application to be deployed in ICTs.

Governing Body and Founder Members

1. President - Mrs. Mamta Mishra
2. Vice- President - Mr. Manish Kumar
3. General Secretary - Mrs. Swapna Mishra
4. Secretary - Mrs. Chandan, Mrs. Chandan has succeeded Mrs. Meenu Mishra as Secretary DF in the Financial Year 2004-05
5. Treasurer - Mr. Shailesh K. Thakur
6. Member – Mr. Satyan Mishra
7. Member - Nitin Gachhayat
8. Member - Mrs. Meenu Mishra

CORE ACTIVITIES

Our activities follow three basic concepts of forward and backward linking in the ICT Implementation Cycle, i.e. through Need Assessment; Promotions and Research or Understanding to bring the two ends closer.

1. Operation Chetna (Promotion)

ICT centers provide services for rural development, thus realizing the ICT potential for the same. But, first of all, these centers have been addressing the issues in a piecemeal manner and secondly, the last mile is ought to be the costliest mile in the initial phase of any implementation. Then, the lack of training and moreover, the practical complexity involved in delivery mechanism of services limit direct promotions through the conventional word-of-mouth rural publicity. Therefore the rural ICT centers have not been putting adequate efforts in positioning their services.

Drishtee Foundation's Operation Chetna provides the continuous link in the ICT Implementation cycle bridging the gap between the ICT centers and the end-users. The process of implementation starts with "Operation Chetna" or awareness and continues as an ongoing cycle till our activities complete a full circle with it as the last step.

Operation Chetna is sensitizing government, agencies, organizations, corporates and other sectors of users or implementers for the use of ICT for development and growth.

The activities like EDP, Entrepreneurship Development Programme; Promotions and Capacity Building of the Kiosk Owners for various services and promotional abilities make an integral part of Operation Chetna.

2. Operation Khoj (Survey)

The ICT entry point in the rural regions sets in with an assessment of the needs of the rural folk and the available resources. Drishtee Foundation conducts Surveys in the District level, Block level, Panchayats level and Village level with the local administration's support for reaching out to the rural community. The process of surveying itself acts as a tool for creating awareness and initiates the ICT implementation Cycle in a passive way.

Operation Khoj not only aims at building a statistical information database but also at reaching to an understanding of the requirement of villagers and readiness of government, service providers and channels to deliver services through ICT.

The Activity can be actually taken as a catalyst for establishment of ICT centers in the villages, as it communicates about the future viability, suitability and flow of the services. It paves the way for setting up a platform for rural networking and marketing services, enabling e-governance, education and health services.

3. Operation Samajh (Research)

Once the ICT services are implemented, an immediate need arises for fixing the benchmarks on direct and indirect socio-economic indicators for future Impact Assessments. Drishtee Foundation again bridges this not-for-immediate-profit gap by conducting focused baseline surveys at specified ICT locations.

The follow up is done through the Impact Assessment Survey to complete the understanding circle. This survey is conducted at the same location after a certain time period, so that the results can be mapped against the baseline survey done earlier. The nature of ICT projects is such that the direct indicators can show changes within 6 months of the ICT kiosk setup. This would be recorded and understood in a more analytical manner, if baseline survey is done before implementation.

Thus, the Research operations professionally designed and conducted under Operation Samajh are effective tools to communicate the Impacts of ICT implementation to the Network Orchestrators for better future prospects of growth through ICT.

SAHYOG PROGRAMME:

Sahyog, means 'Co-operation' in Hindi. Through the *Sahyog* Programme, Drishtee Foundation aims to evolve a value driven multi-stakeholder model of ICT implementation by developing functional will and cooperation among the stakeholders. Rural ICT efforts universally face challenges and constraints from all the critical quarters. *Sahyog* programme is an effort to find different stakeholders with suitable strengths in order to meet the challenges of finances, policy, procedures and other constraints in their own specific ways.

Key partners in the Sahyog Programme include Drishtee Foundation – Facilitator of Cooperation, Drishtee Dot Com Ltd – Network Orchestrator or ICT Implementing Agency, NGOs – Locally active NGOs for Entrepreneur Identification or Direct

Participation in ICT with community involvement, Development Agencies – for funds and directional motivation, Corporate – for investments and finances; and Village Community – for participation as users. From financial contribution to operational activities every stakeholder has a chance to prove its sincere involvement towards the success of the programme.

Sahyog gives an opportunity for

- Setting up multi-stakeholder revenue models of ICT Centers
- Capacity Building through the professionally designed EDPs (Entrepreneurship Development Programmes)
- Multilevel promotional programmes communicating the services of ICT to the communities through Operation *Chetna*
- Enlargement of self employment goal with self sustainable ICT centers
- Enhancing accessibility of wide range of developmental avenues related with ICTs

The programme was initiated with tele-calling and promoting of the idea to the NGOs nationwide. This brought in many NGOs and also the energy to cooperate for the participative investments to grow together.

NGOs WORKSHOP

A Workshop for NGOs was held on 3rd Dec'2004 with a focus on “the promotion of ICT as a development strategy”. It showcased the business and developmental realities of Drishtee ICT centers and also portrayed the future role of NGOs in their expansion. The workshop introduced “*Sahyog*”- multi-stakeholder program, which generated high level of interest among the participants. Presentations, Discussions and Case Studies were taken up during the sessions.

Participants including the representatives of the 11 NGOs from Rajasthan & U.P., affiliated with O&M, strongly supported the idea of *Sahyog* and consented to partner in the program. The efforts are on to ascertain our time-tested Partnership which can bring the element of development in the lives of millions of people living in remote areas of rural India.

CORPORATE & SOCIAL RESPONSIBILITY (CSR)

Corporate Social Responsibility (CSR) is the decision-making and implementation process that guides all company activities in the protection and promotion of international human rights, labour and environmental standards and compliance with legal requirements within its operations and in its relations to the societies and communities where it operates. CSR involves a commitment to contribute to the economic, environmental and social sustainability of communities through the on-going engagement of stakeholders, the active participation of communities impacted by company activities and the public reporting of company policies and performance in the economic, environmental and social arenas.

PROJECTS:

*Drishtee Foundation is mainly into:

- Survey – DF starts with a Needs Assessment survey where it identifies the need to establish an ICT kiosk in a particular Gram Panchayat (i.e area administered by a village committee). The survey is administered on local villagers, administrative authorities, etc. to gauge the readiness of that area for setting up of ICT kiosks.
- Organizing community Gatherings – After the viability of an area is judged, DF gets into action by organizing community meetings to sensitize the area about the benefits of ICT and the delivery of services through a kiosk.
- Identification of an entrepreneur – In the above-mentioned meetings, DF also encourages entrepreneurs (youth, women and unemployed) to come forward and set up a kiosk in their Gram Panchayat. The entrepreneur is selected after going through a round of selection procedures (psychometric tests, interview and group discussion).
- Training & Capacity building – The entrepreneur who is selected is given training on (a) usage of computers (b) services offered (c) entrepreneurship development. This is a 19 day programme where the selected candidate is mentored on the required skills to run his own business (ICT kiosk).
- Refresher training – These training capsules are provided from time to time to upgrade the entrepreneur's knowledge on new services being rolled out and also to test the entrepreneur on how he is running his business.
- Promotional programmes: As a part of the hand holding exercise, DF carries out promotional programmes which help the kiosk operator to establish his/her initiative in the community. This is done by promoting the kiosk services in the village and also sensitizing the population on the benefits of using an ICT kiosk.

PROJECT DETAILS

PROJECT NAME : Village Computing Project – Village Information Service Provider (VISP)

PROJECT OBJECTIVE : To pilot a revenue-sustainable ICT model

TARGET GROUPS : Micro credit Self Help Group beneficiaries, mostly women

PROJECT LOCATION : Trichy (Tamil Nadu) in India

PROJECT WORTH : USD 120,000

PARTNERS : Grameen Foundation US, Activists for Social Alternatives (ASA)

ROLES AND RESPONSIBILITIES : Project Consulting, Software Support and Knowledge Transfer

PROJECT DURATION : 3 years

PROGRESS TILL NOW : 20 ICT centers operational

PROJECT NAME: Role of ICT in agriculture

PROJECT OBJECTIVE: To pilot ICT model centers disseminating agriculture-related content

TARGET GROUPS: Farmers and small traders

PROJECT LOCATION: North Indian state of Uttaranchal in India

PROJECT WORTH: USD 24,000

PARTNERS: Indian Agribusiness Society and Uttaranchal Diversified Agriculture Support Project (World Bank funded)

ROLES AND RESPONSIBILITIES: Project Consulting, Capacity Building, Promotion of ICT activities in villages

PROJECT DURATION: 1 year

PROGRESS TILL NOW: 1 ICT center has become operational at Kotabagh (Nainital) in India

PROJECT NAME: NEED ASSESSMENT SURVEY

PROJECT OBJECTIVE:

To identify:

1. Service Provider readiness at the district level.
2. Channel readiness at the administrative levels, i.e., District headquarters, Blocks and Gram Panchayats.
3. Customer Expectations & Market Gaps at the Administrative levels, i.e., District headquarters, Blocks and Gram Panchayats.

TARGET GROUPS:

1. Government officers - The District Magistrate/Collector, district Heads of various departments, other frontline officials of each department
2. BSNL (a leading telecom company of India) and Electricity Board officers
3. Villagers of the District. A sample base of 200 villagers was surveyed to obtain their views and identify their need for e-governance. Another 50 villagers visiting the blocks/district offices were also surveyed to determine their need for e-governance.
4. Likely kiosk entrepreneurs (STD/PCO Owners / photocopy shop Owners/ Computer centre owners / DTP shop owners)

PROJECT LOCATION: Bhojpur, Ranchi and Deogarh (Bihar & Jharkhand states), Sonitpur, Morigaon, Nalbari, Lakhimpur, Kamrup, Sivasagar, Golaghat, Nagaon, (Assam), Kapurthala (Punjab), Udaipur and Dangarpur (Rajasthan),

PROJECT WORTH : USD 22000

PARTNERS : District Administration of all the Districts

PROJECT DURATION : 30 Days in each district

PROGRESS TILL NOW : Survey completed and report submitted to district administrations.

ROAD AHEAD : The Survey report would be a key resource for decision makers at various levels. This serves as an initial phase of ICT implementation and acts as a catalyst for the process.

PUBLICATIONS of DRISHTEE FOUNDATION:

1. *Drishteekon* – A Hindi Monthly magazine has been published by Drishtee Foundation which is the first of its kind in India. This magazine holds the local content contributed by the local communities and supported by the Drishtee Kiosk Owners and is circulated to the rural readers through the Drishtee Kiosks.
2. *Jharokha* – An Online Monthly newsletter of Drishtee Foundation and Drishtee, which gives the snapshots of the activities and projects being taken up by the Drishtee Foundation specifically aligned with the Vision of Drishtee Foundation -

Key allies & projects

1) OPEN KNOWLEDGE NETWORK:

Open Knowledge Network, as the name suggests, is an open platform to share knowledge that add value to people's lives. Open Knowledge Network is an initiative by One World International to support the creation and exchange of local content in local languages among local people supported by a range of information and communication technologies.

2) Lifelines India:

BT British Telecom Group is one of Europe's leading providers of telecommunications services. It includes local, national and international telecommunications services, higher-value broadband and internet products and services, and IT solutions.

Lifelines India Project has its origins in the recently launched BT's Digital Inclusion Initiative, which is a part of the Corporate Social Responsibility (CSR) initiative of British Telecom (BT). One World South Asia (OWSA) is implementing this project and during the course of initial planning phase, Cisco Inc. also has joined the project consortium as the third partner.

Launched in August 2004, Lifelines India project builds on OneWorld's Open Knowledge Network (OKN) initiative, which focuses on the creation and exchange of local content in local languages across the South. Based on the principles of OKN, BT, OWSA and Cisco have come together to harness the power of voice as the primary means of information dissemination to provide - Connectivity, Content and Capability. The project would provide voice-based Question and Answer services to rural communities in India. OWSA would implement this project in three areas of North India and initially cover questions related to agriculture. Eventually, other areas would also be covered. To pilot the project in the first year, OWSA has identified Drishtee and few other implementing agencies for North India in hundreds of villages in the districts of Sirsa in Haryana and Madhubani in Bihar. While local community members in each of these locations would facilitate the farmers to take advantage of the services offered by the project, experts and information gatekeepers at the Drishtee Kiosks would offer information services to the farmers through their support networks. The tools developed for Lifelines India project would

enable service delivery through email, fax, voice and data channels. Cisco and Mahindra British Telecom Limited are the technology implementation partners for the project.

3) WORLD TALK:

WorldTalk provides on-demand, interactive information and voice services to people in rural communities in developing countries, in their own language and over any phone. In places where access to information is limited and literacy levels are low there is a strong need for easy-to-use audio services in local languages.

Three different districts across India comprising of Mallapuram in Kerala (south India), Madhubani in Bihar (east India), and Sirsa in Haryana (north India) were surveyed with the objective to explore the prospects and potentiality of disseminating information and services to the villagers through the telephone media or using Voice mail-box. The survey results have revealed that the villages are self-sufficient in the basic infrastructure required for starting up such development oriented programme, and there is a high level of willingness among the villagers to use the new means of service delivery. This will not only bring information at their door steps, but more important that it will be time & cost effective. The most commonly sought information/services by villagers are Government schemes (like IAY, SGRY, SGSY, PMRY), Rural Employment, Education facilities, Health- Personal & Child, Crop yield & Agriculture activities, Loan from banks, Mandi i.e. 'Market Price of agri-commodities', Development programmes, Insurance, etc.

However, to make the initiative successful, some considerations to be well regarded are the support from local administration & gram-panchayat (villager-leader), a cost-effective pricing system, an in-depth study of information/services that are in demand, and an initial awareness drive.

Financial Summary – for detail – refer to Annexure

Total income-	Rs. 2746483.83
Total Expenditure-	Rs. 2889297.72
Deficit-	Rs. 142813.89

Bankers of Drishtee Foundation:

HDFC Bank
Near Mata Ka Mandir,
New Friends Colony,
New Delhi

Auditors detail:

M/s KTS & Associates
Chartered Accountants
I-34A, 1st floor, Lajpat Nagar-II, New Delhi- 110 024