Establishing partnerships with Government agencies, extension and other community groups
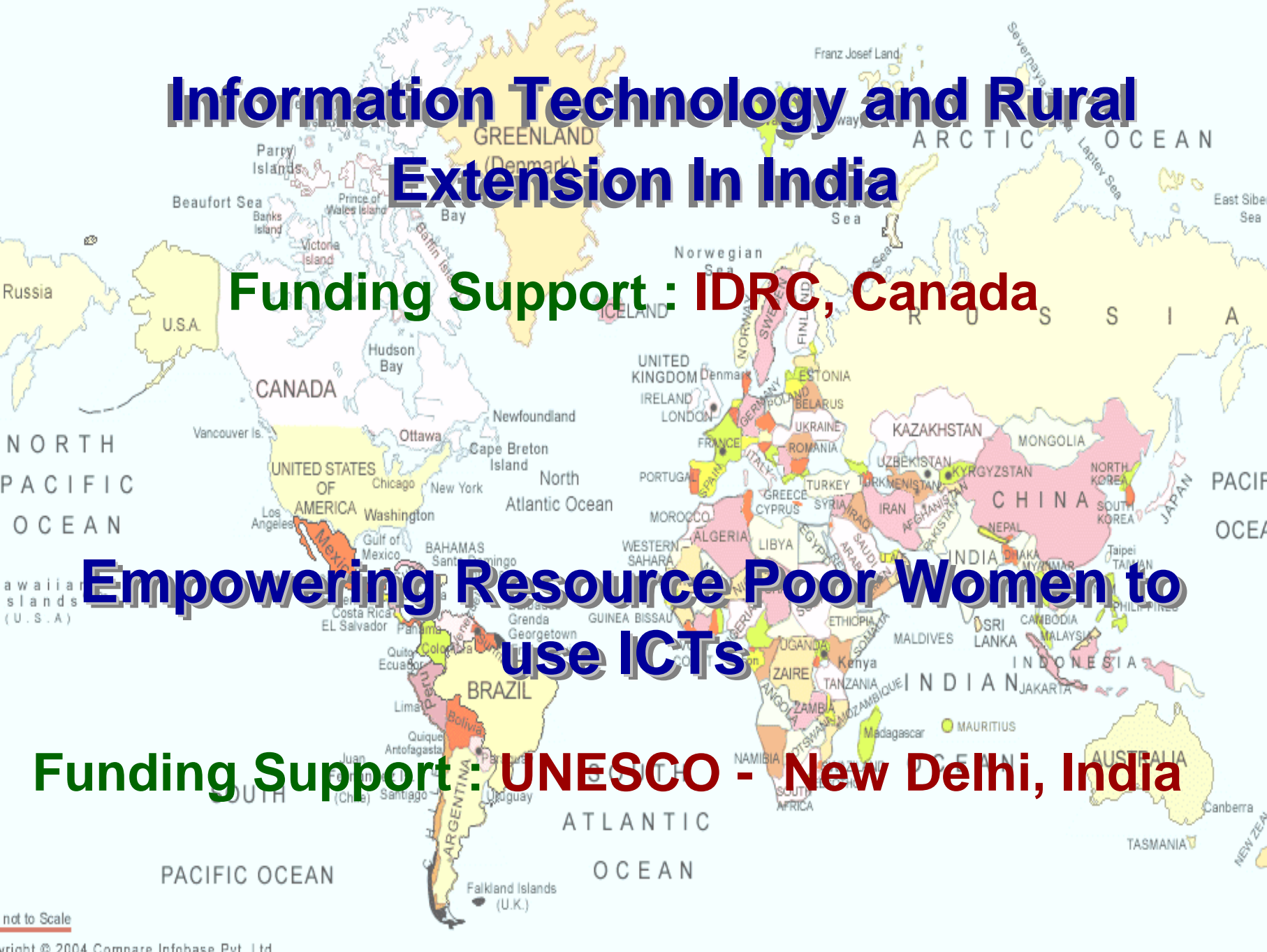
Dr.F.R.Sheriff, M.V.Sc.,Ph.D.,

Director of Extension Education

Tamilnadu Veterinary and Animal Sciences University, Chennai, India

Information Technology and Rural Extension In India

Funding Support : IDRC, Canada

Empowering Resource Poor Women to use ICTs

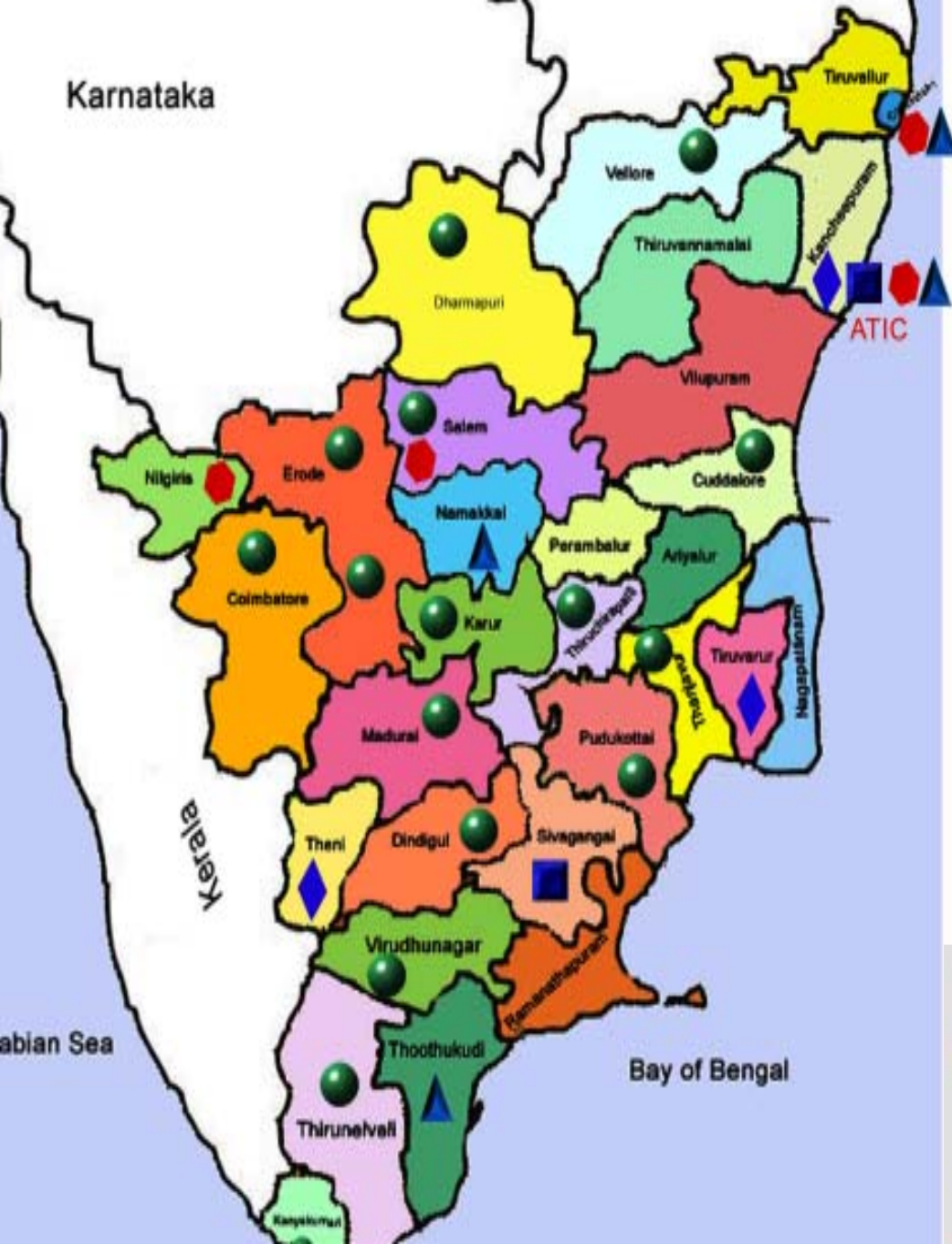## Funding Support : UNESCO - New Delhi, India

INDIA
States and Union Territories

JAMMU & KASHMIR
• Srinagar

HIMACHAL PRADESH

Shimla

PAKISTAN

CHINA (TIBET)

ARUNACHAL PRADESH

Chandigarh
PUNJAB

UTTARANCHAL
Dehradun
DELHI

HARYANA

NEPAL

SIKKIM

BHUTAN

Itanagar

UTTAR PRADESH

Gangtok

ASSAM
• Dispur

NAGALAND
Kohima

RAJASTHAN

Lucknow

Patna

Shillong

• Imphal
MANIPUR

Jaipur

BIHAR

MEGHALAYA
Agartala
TRIPURA

Aizawl
MIZORAM

GUJARAT
Gandhinagar

Bhopal

MADHYA PRADESH

Ranchi
JHARKHAND

WEST BENGAL

MYANMAR

DIU
DAMAN

DADAR & NAGAR HAVELI

CHHATTISGARH
Raipur

Calcutta

BANGLADESH

MAHARASHTRA

Mumbai
(Bombay)

ORISSA
Bhubaneshwar

ARABIAN SEA

Hyderabad

YANAM
(Pondicherry)

BAY OF BENGAL

Panaji
GOA

ANDHRA PRADESH

LAKSHADWEEP

KARNATAKA
Bangalore

Chennai
(Madras)

PONDICHERRY
(Puduchchery)

Port Blair

MAHE
(Pondicherry)

TAMILNADU

KARAIKAL
(Pondicherry)

ANDAMAN & NICOBAR ISLANDS

KERALA

Thiruvananthapuram

TANUVAS Centres

Centre		Count
Veterinary University Training and Research Centres	:	17
Farmers Training Centres	:	3
Krishi Vigyan Kendras (Farm Science Centers)	:	3
Avian Disease Diagnostic Laboratory	:	2
Veterinary University Regional Resource Centre	:	1
Institute of Food and Dairy Technology	:	1
Agricultural Technology Information Centre	:	1
Distance Education Cell	:	1
Publication Division	:	1
Information Centres	:	9

Legend:
- ● Veterinary University Training and Research Centre
- ■ Krishi Vigyan Kendras
- ▲ Colleges / Institutes
- ◆ Farmers Training Centre
- ● Research Stations

SELECTED SITES
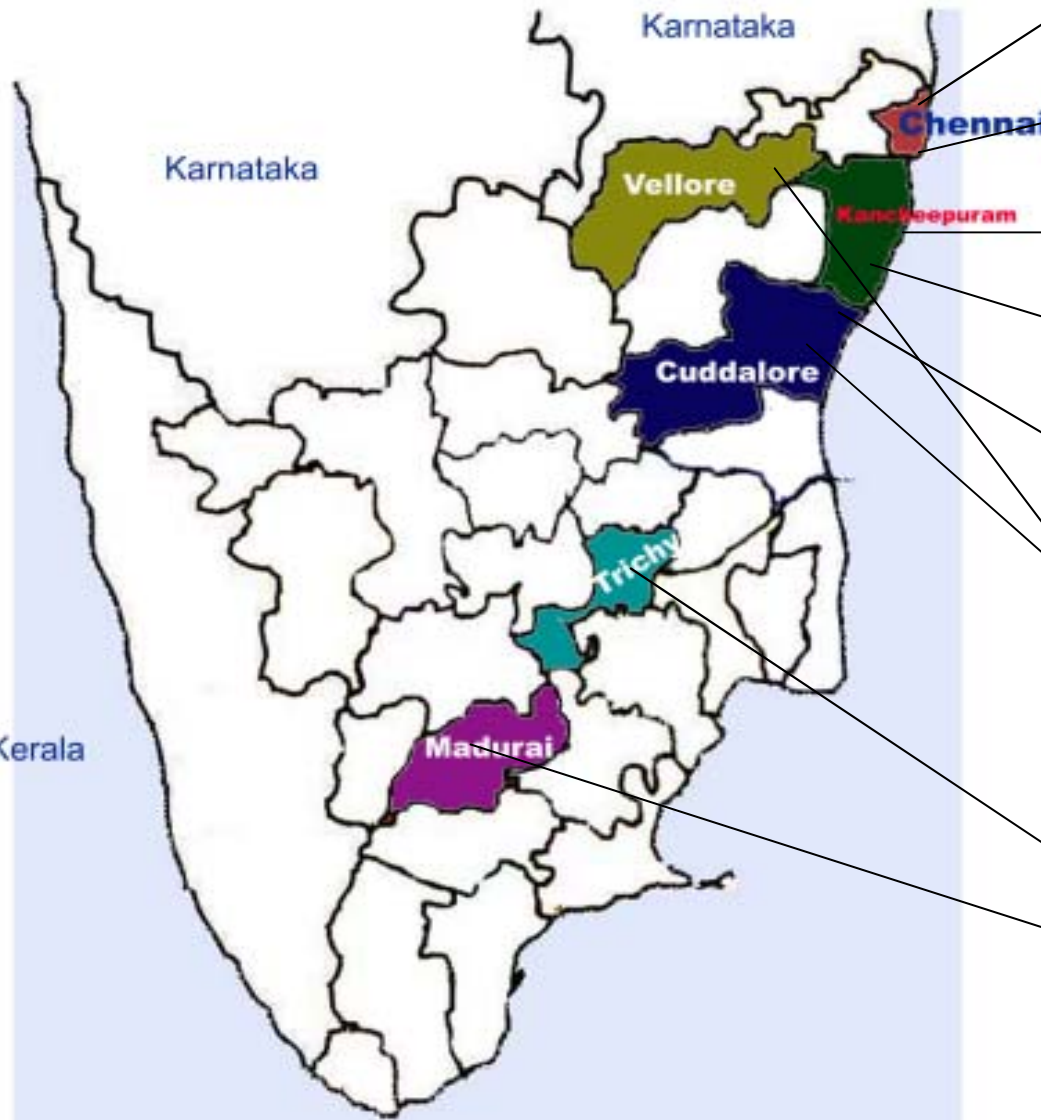
Kalikambal Group
(20 Members, UG, > 1 year)

Indira Gandhi Group
(12 Members, UG, > 1 year)

Indu Group
(16 Members, 12th Std., > 1 year)

KVK Group
(15 Members, UG., > 2 years)

Thendral Group
(20 Members, 10th Std., > 2 years)

Malar Group
(20 Members, 10th Std., > 1 year)

Chitteri, Vellore
Kuzhumani, Tiruchirapalli
P.T. Patti, Madurai

Our Village Information Centers

Kuzhumani – Tiruchirapalli District

Pudhuthamaraipatti – Madurai District

Chitteri – Vellore Distict

TANUVAS Women Info Centers

RURAL	SEMI - URBAN	URBAN

Varakalpattu

Kancheepuram

Pallikaranai

Kandrakottai

Maraimalainagar

Aminjikarai

INTERACTION BETWEEN RURAL INFORMATION CENTRES

TANUVAS

VUTRC Vellore

VUTRC Madurai

VUTRC Tiruchirapalli

Chitteri

P.T. Patti

Kuzhumani

Managed by SHG Women

Volunteer on minimum wages of Rs. 500- p.m.

Youth club
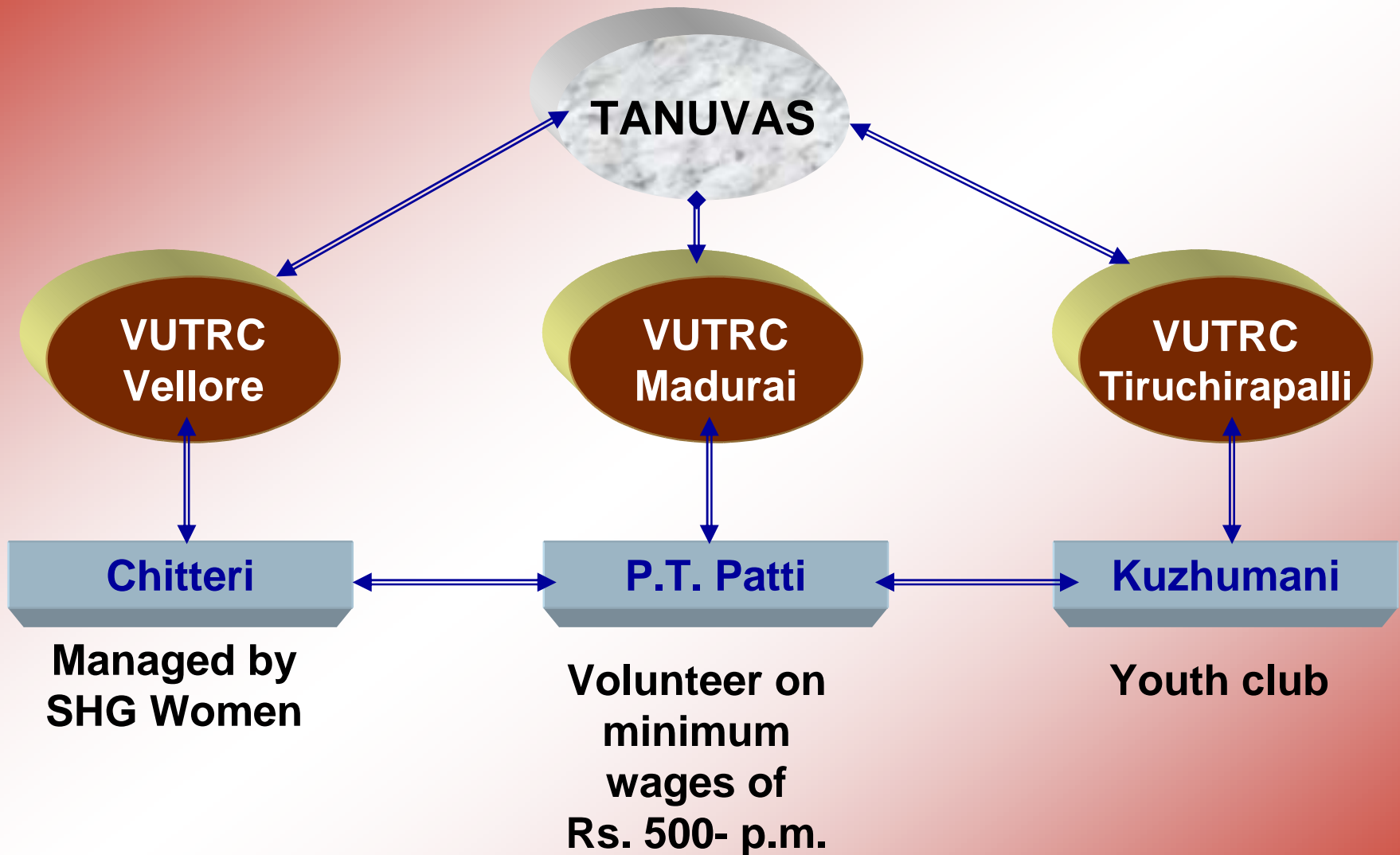
INTERACTION BETWEEN WOMEN SHG INFORMATION CENTRES
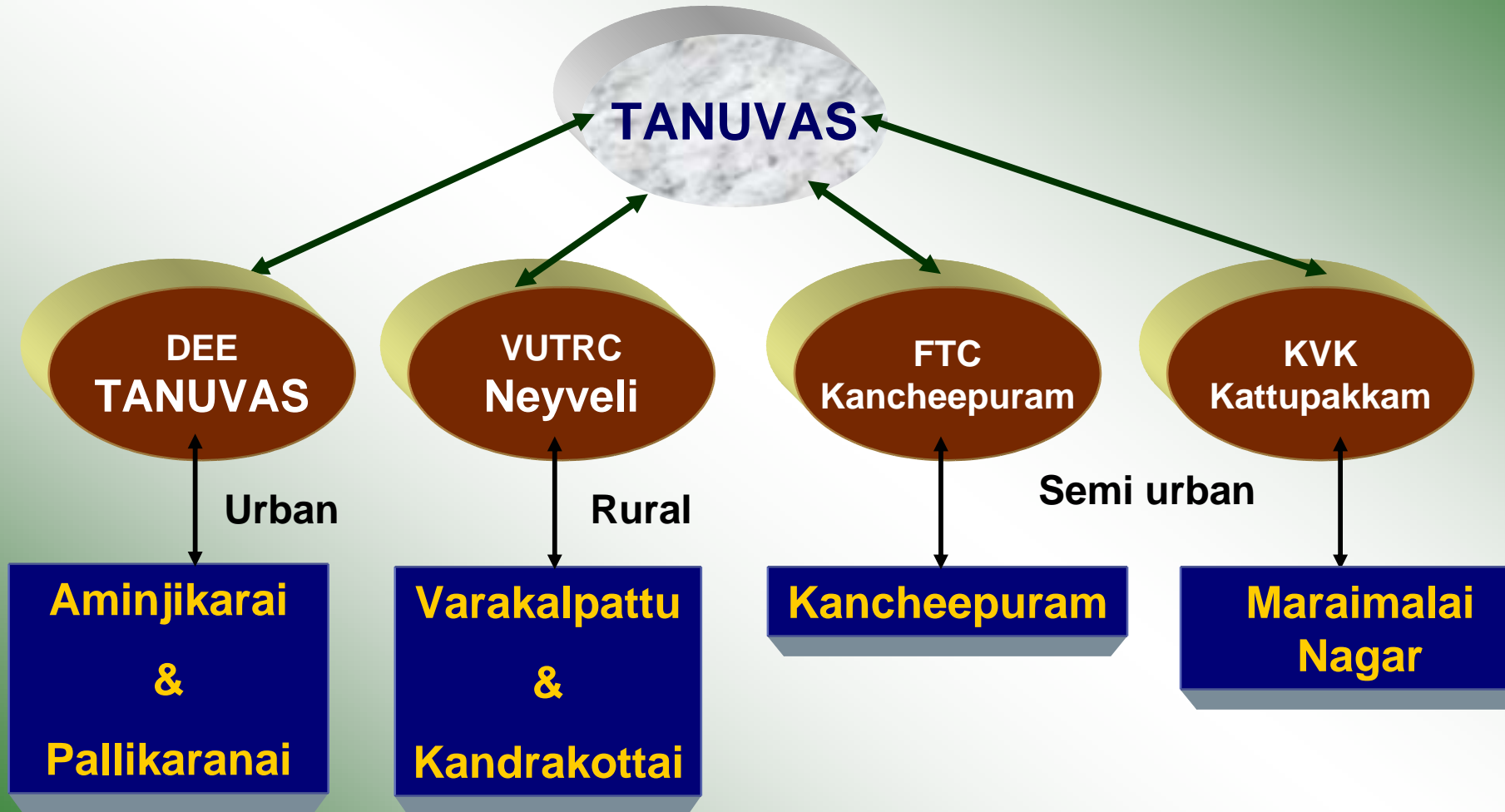
Objectives – IDRC Scheme

- A need assessment tool tailored to information needs. This is to be shared freely through professional meetings and www. mechanism

- An inventory of information needs in three communities, with particular sections devoted to special target groups

- A value added process model

- Case study that will be relevant to telecentre developers in India and elsewhere

- Developing community relevant software for assessing information

OBJECTIVES – UNESCO Scheme

- To identify the information and service needs of resource poor women groups.

- To establish a system for enabling target groups to access and apply ICTs for their development and capacity building.

- To provide service on needs of technology marketing and micro-financing, for sustenance.

- To build and test a viable and sustainable model for linking women groups and ICTs.

The overall objective of the action research is to explore the potential of ICTs for poverty reduction. The action research component will have the following specific objectives.

- Testing the feasibility of using the SHG and other women group structure as a means of extending ICT benefits to poor women in the community

- Testing the feasibility and practicability of combining different ICTs with the core computer technology for the information access in systematic learning and communication situations that will provide poor women for poverty alleviation.

COLLABORATORS

⊕ **IDRC, Canada**

⊕ **UNESCO, India**

⊕ **Dept. of Communication, Cornell University, Ithaca, New York, USA**

⊕ **Department of Mass media and Communication Studies, University of Madras**

⊕ **M/s. EID Parry Ltd.**

⊕ **M.S. Swaminathan Research Foundation, Chennai, India**

"INFORMATION TECHNOLOGY AND RURAL EXTENSION IN INDIA"

Date of Start : 16.07.2001

Location

Main Center - TANUVAS

Hub Centers
- Tiruchirapalli
- Madurai
- Vellore

Village Information Centers
- Kuzumani
- Puthuthamaraipatti
- Chitteri

"EMPOWERING RESOURCE POOR WOMEN TO USE ICTs"

Date of start :   05.02.2003

- Neyveli
- Kancheepuram
- Kattupakkam
- TANUVAS

- Varakalpattu and Kandrakottai
- Kancheepuram
- Maraimalai Nagar
- Aminjikarai and Pallikaranai

Project Team

Principal Investigator	:	**Dr.F.R.Sheriff**
Co-Investigators	:	**Dr.M.Babu, Dr.Kathiresan, Dr. N. Ramamurthy, Dr. D. Thyagarajan - Professors; Dr.M.Sekar, Dr.B.Mohan, Dr.Sundararaman, Dr. R. Ravindran - Associate Professors; Mr. T.R. Gopalakrishnan - Lecturer, Dr. T. Senthilkumar - Assistant Professor**
Research Fellows	:	**Dr.Gnanalakshmi, Dr.A.S.Vijayalakshmi, Dr.V.Renganathan, Dr.V.Prabakaran, Sr. Arul Mary, Mr. Ganesan, Ms. Buvanaeswari - (P.G Degree Holders)**
Junior Res.Fellows	:	**Dr.V.Valliappan, Dr.G.Senthilvalavan – (P.G.Degree Holders), Dr.G.Kokila, Dr.R.Manimekalai - (U.G Degree Holders)**
Collaborators	:	**Dr.Royal D.Colle and Dr. Raul Roman of Cornell University, Ithaca, USA Staff of M.S.Swaninathan Research Foundation, Chennai, India Staff of EID Parry Limited, Chennai, India**

Methodological approach

➤ **Survey, Focus group discussion, need analysis, PRA Exercise and assessment of local community views**

➤ **Organizing team of people to collaborate and work with the community by participatory mode**

Baseline survey

☆ **Demographics**

☆ **Information uses and needs at work**

☆ **Other information needs**

☆ **Media uses and needs**

☆ **Assessment of potential telecentre services**

Steering Committee - Role and Members

Role

1. To implement the project work.
2. To co-ordinate the activities of VIC.

Members

- Regional Joint Directors, (Agri / Animal Husbandry)
- Project Officers (DRDA, Women Dev. Corporation)
- Farmers (Big, Marginal, Small and Landless)
- Village president and Ward councillor
- School teacher
- SHG women
- Farm Radio Officers (All India Radio)
- University Staff
- Bank manager
- Village youth
- NGOs

FOCUS GROUP EXERCISE

To find out the needs of the community

- **Kuzhumani - 31.07.01**
- **Puthuthamaraipatti - 06.08.01**
- **Chitheri - 06.08.01**

Men	**Seasonality mapping, month wise economic social activity**
Youth	**Education and job**
Women	**Daily routine chart**

FOCUSED ASPECTS OF INTERVIEW SCHEDULE

- SHG member Socio-economic profile

- SHG related profile

- Group profile

- Impact of SHG

- Training

- Media usage profile

- Information sources and uses

- Overall information needs assessment
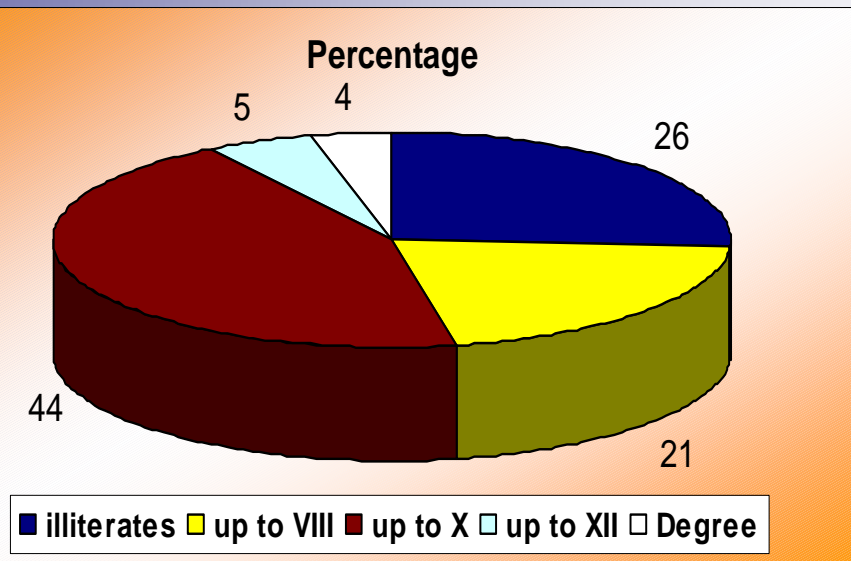
- About the project

INFORMATION NEED ANALYSIS ON FOCUS GROUPS

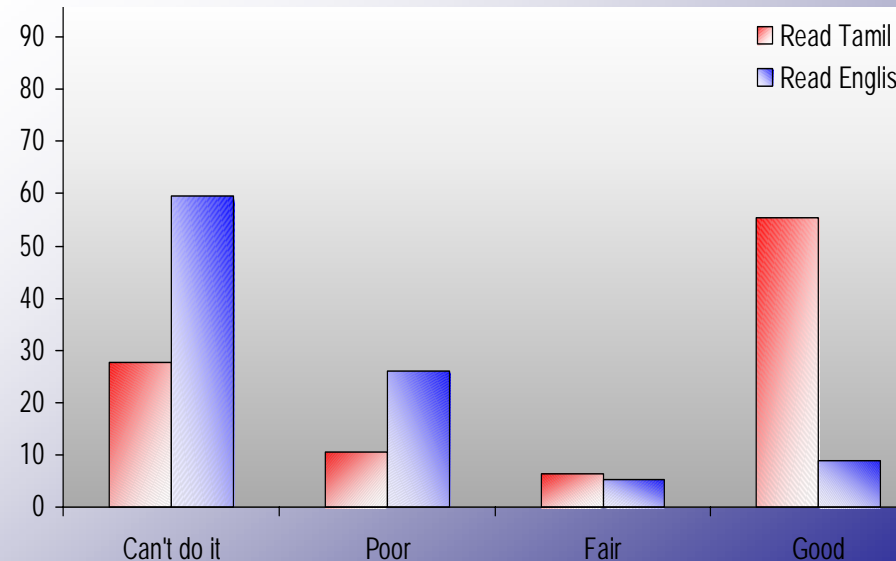| Centers	Men	Youth	Women
Kuzhumani-Tiruchirapalli	Agriculture, fertilizers, pesticides & market price	Education, rules and regulation of sports	Public sanitation, solution for drinking water scarcity, sale of milk
P.Thamaraipatti -Madurai	Agriculture, fertilizers, seeds pesticides, availability of agricultural inputs	Education	Agriculture, health
Chitteri-Vellore	Losing interest in agriculture due to failure of monsoon, pests, labour cost	Self employment	Self employment

Some information about our villages
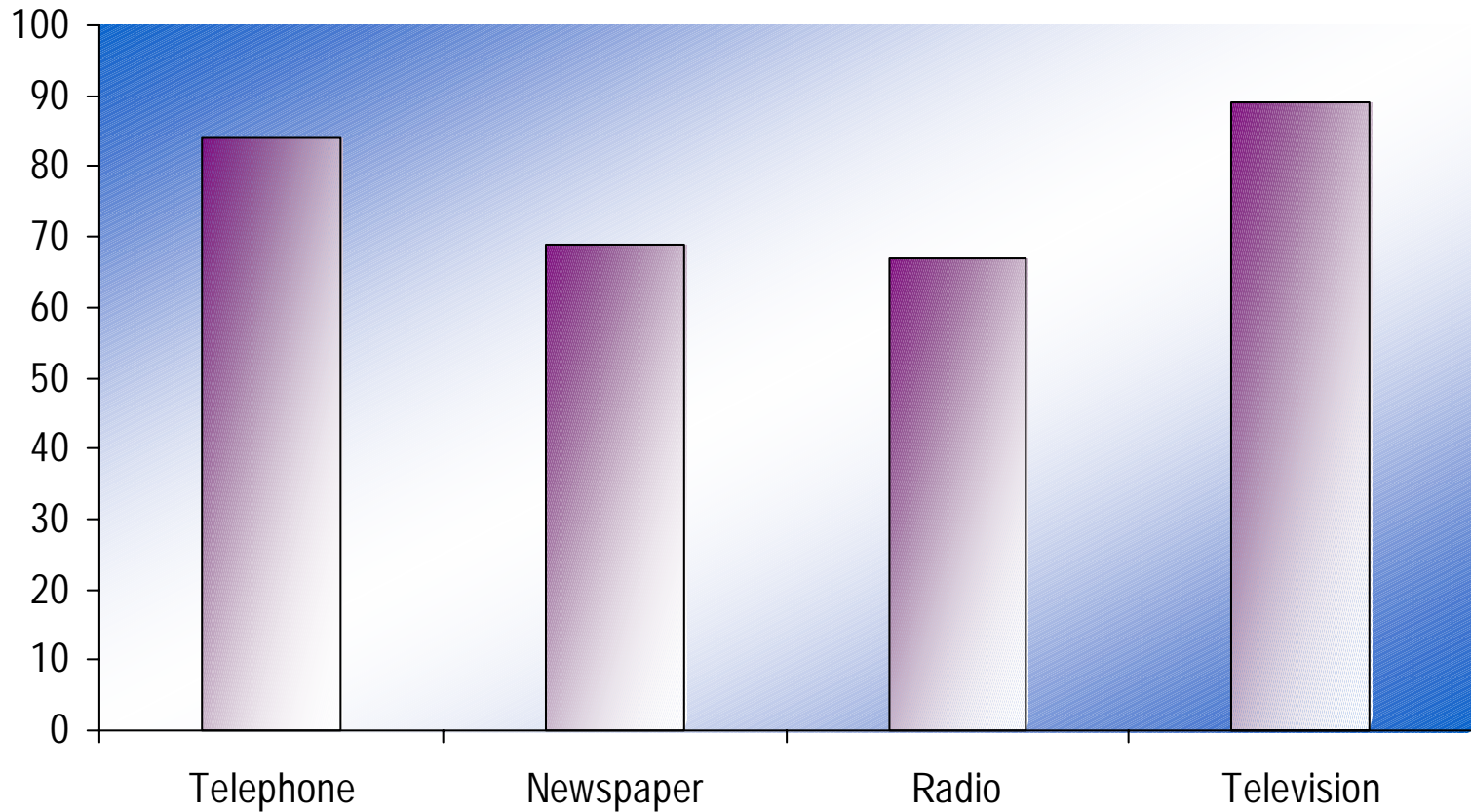
Highest Educational Level

Percentage

26

4

5

44

21

■ illiterates ■ up to VIII ■ up to X ■ up to XII □ Degree

Language ability

Read Tamil
Read Englis

Can't do it   Poor   Fair   Good

Media use in villages studied


Percentage of media use by main occupation

☐ Farmer

All differences are significant at the .05 level

Infrastructure Facilities Made Available at Village Information Centers

- **Computer with accessories**

- **Telephone/Internet connection**

- **Audio/Video equipments**

- **Library facilities with newspapers, Tamil magazines**

- **Voice mail**

- **Furniture**

- **Educational CDs**

Media Preference and Use
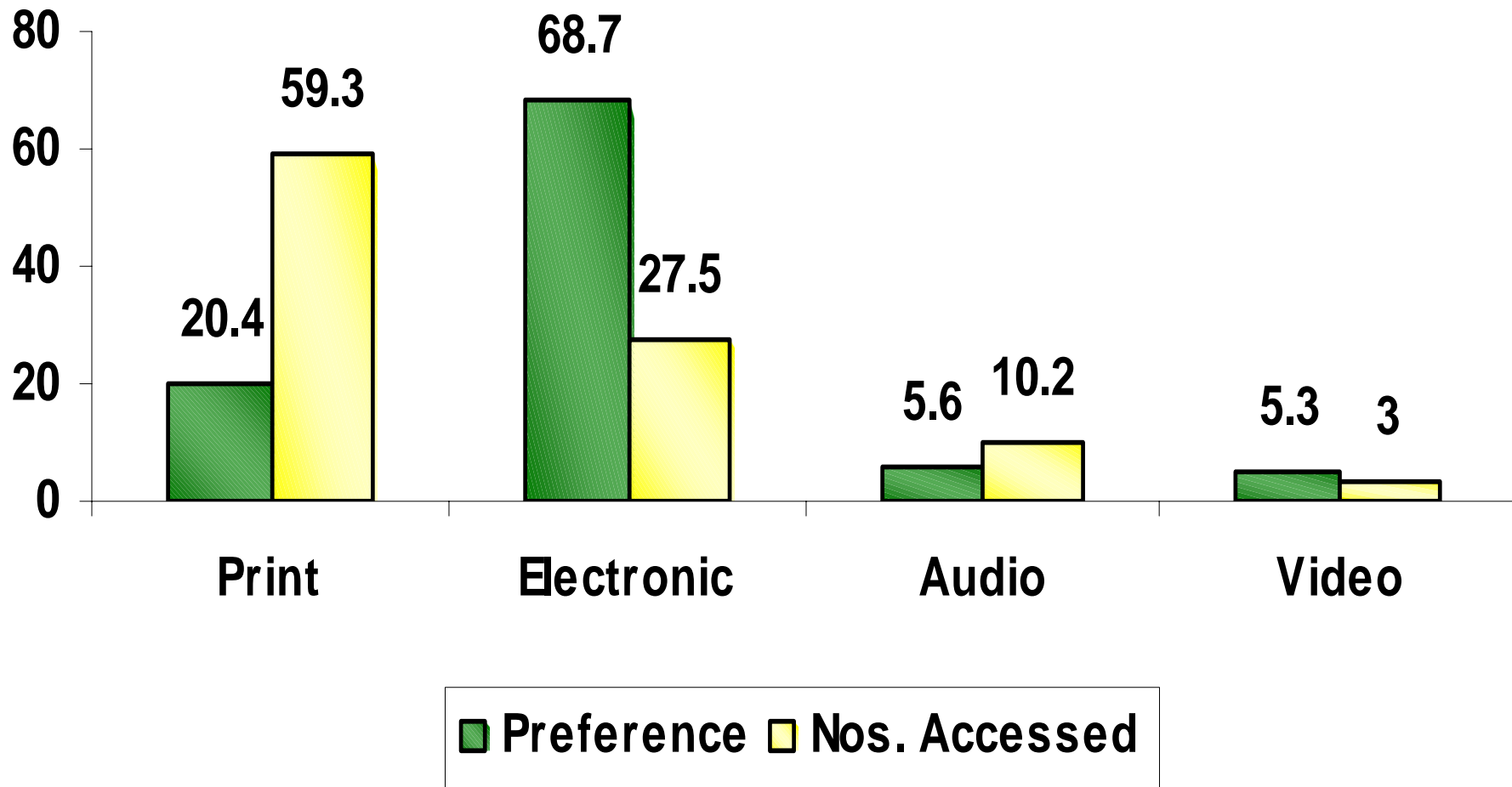
Capacity Building for Children

✳ **Training on Basics of Computer was provided to the selected persons.**

✳ **Young children showed keen interest and learnt the technology fast.**

✳ **With Web Camera they were able to chat with their friends.**

✳ **They started their own e.mail ID and had interaction among themselves.**

✳ **Children studying in Tamil medium were highly benefited. English medium students had hands on training only at the Village Information Centers.**

✳ **Children loved to play games in Personal Computers.**
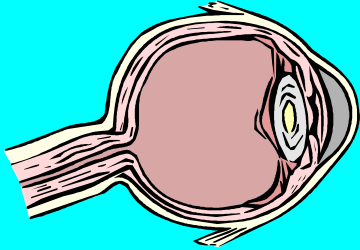
Capacity Building

➢ **Mrs.Jothi Ravi started a beauty parlor at Chitteri Village after getting training. She started documenting the details in the computer.**

➢ **By viewing Rabbit farms from CDs Mrs. Devi started rearing Rabbits**

Capacity Building

- Regular online treatment / consultation for eye ailment was done through Puduthamaraipatti village center

- Mr.Pandi a paddy cultivator obtained details on short duration paddy variety from Village information center. Sent e-mail to the scientists at Madurai Agricultural College and got the reply . He purchased the seed and utilized thus saving time and money.

Capacity Building

❑ **Mr.Kumar and his friends, educated unemployed youngsters at Kuzhumani village developed contact with the Banana Research Station of ICAR through Internet and got the technology to convert the banana waste into paper** (Banana Research Station of ICAR was located in Tiruchirapalli District itself and they were not aware of the same)**.**

❑ **They started manufacturing paper from Banana waste utilizing the technology provided by the Research Station and also with the help of M/s. EID Parry Ltd and thus started earning livelihood.**
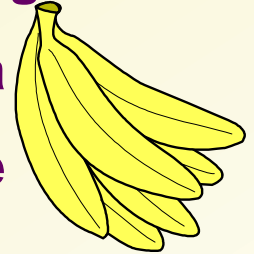
Capacity Building

➢ **Mrs. R. Meenakshi, a native of Pudhuthamaraipatti village, got birth certificate of her son through online by spending just Rs.30 at Internet center. This practice of getting Birth certificate on line became a regular practice in this village information center.**

Capacity Building

➢ **School children started using computer center for seeing their examination results at their own village**

Empowerment of Knowledge

- ❑ **Radio and Audio CDs were less attractive for rural people to learn the technologies**

- ❑ **Youngsters were able to browse the information through the Personal Computers**

- ❑ **Telephone is used to get needed information**

Sharing of Information   Contd..

➢ **Saranya, a 3 year old girl of Chitteri village staying with her Grandma whose parents are living in Vellore about 10 Km away. She came to the center with her grandma for making use of the telephone to speak to her mother once. On motivation by the facilitator she memorized the telephone number and started making call by herself every day and pays Rs.1.25.This is one of the most significant observation in a remote village, just a 3 year old girl making phone call independently as even the old ladies do not have confidence of making a call by themselves and always seek assistance of the facilitator of the center/PCO.**

Sharing of Information

➢ **At Kuzhumani, Mr.Ramasamy who wanted to know the causes of infertility in his cows. After accessing the University website www.tanuvas.org/rural at Village Information Center he got the required information**

➢ **Mrs. Shanthi Punniyamoorthy interested to get her animal (Cow) inseminated on the same day during heat, with the assistance of Village Information Center she was able to get the phone number of the near by veterinarian thus saving her time and money.**

Content development-*www.tanuvas.org/rural*

| போக்குவரத்து வசதிகள் | விளையாட்டு | பொழுதுபோக்கு அம்சங்கள் | நிதி நிறுவனங்கள் |

கறவைமாடு வளர்ப்பு

சிறந்த கறவை மாடுகளை தேர்ந்தெடுத்தல்

- பாலில் அதிக கொழுப்பு தேவைப்பட்டால் எருமையையும், குறைவாக தேவைப்பட்டால் பசுவையும் தேர்ந்தெடுக்கலாம்.
- பசு ஜெர்சி அல்லது ஹோல்ஸ்டெயின் பிரிஷியன் கலப்பினம் சிறந்தது. எருமையாயின் முர்ரா இனம் சிறந்தது.

ஜெர்சி – சிறப்பியல்புகள்

- பொன்னிற மஞ்சள், கரும் வெண்மை கலந்த நிறம் அல்லது கருமை நிறத்தினை உடையது.
- சுமார் 26-36 மாதங்களில் முதல் கன்றை ஈனும்
- ஆண்டின் சராசரி பால் உற்பத்தி 4,500 கிலோ கிராம்
- பாலின் கொழுப்பு 4.5 சதவீதம்
- பசுவின் எடை 400 -500 கிலோ கிராம்

ஜெர்சி கலப்பின பசு

Sharing of Information

- **Online Voice mail – Rural Information Centers getting information on Animal Husbandry practices from Hub Center – Madurai.**

- **Arranging similar facilities in other information centers and five Hub Centers of the University.**

Sharing of Information

- Mr. M. Ilanchezhian, a Ph.D degree holder residing at Pudhuthamaraipatti village started sending his bio-data to various Universities for PDF appointment through the Village Information Center. He succeeded in getting the placement at the Institute of Chemistry in the Hebrew University of Jerusalem in Israel.

- A librarian Mrs. Navaneetham living at Chitteri village created e-mail ID and started corresponding with her elder brother (Civil surgeon) who lives in Singapore and her younger sister working as staff nurse at Malaysia with the help of Village Information Center.
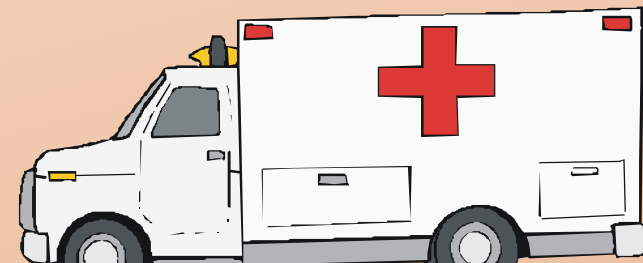
Sharing of Information

➢ **Mrs. Malathy, a poor illiterate woman saved her husband's life who was suffering from acute stomach pain and vomiting. She approached the Village Information Center and got the address of the Doctors and Hospitals and admitted him in hospital in time. He was treated and cured.**

Sharing of Information   Contd..

- **Mr.Gurunathan, a resident of Puduthamaraipatti had sent his son to Japan for higher studies. He was not getting letters informing his welfare. He is employed as a security personnel in a private company with a low salary. He had casual discussion with the staff of the center and opened an e.mail ID and sent a mail to his son with the assistance of the facilitator. The next day he got the reply from his son by mail. He developed habit of sending mail to his son on every Thursdays and invariably gets his reply on Fridays. He gets a print out of his son's reply and shows to all the community members very proudly. The center is a boon to this old father for communicating to his son.**
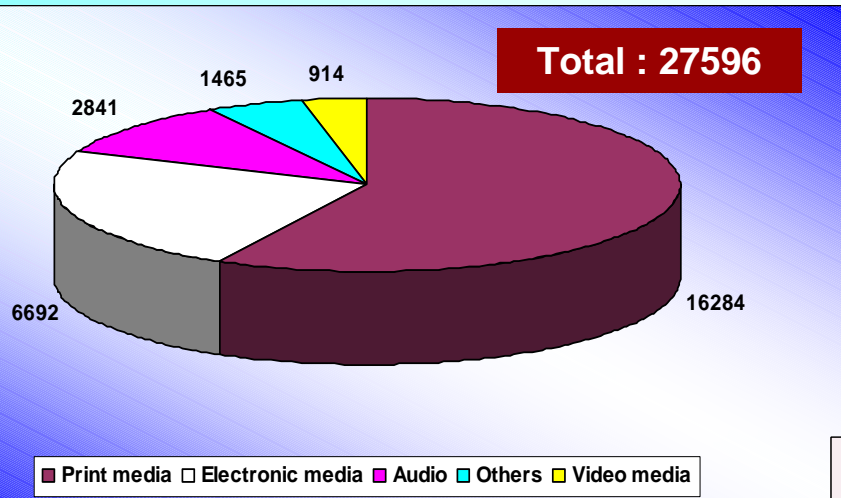
Creation of self confidence

➢ **Establishment of Village Information Centers has created self confidence for women to use telephone by themselves**

➢ **Even old rural people started using Computers for sending mails to their wards studying abroad**

➢ **Online chatting was found more useful in getting help from Eye Hospital for rural people and for their animal disease control.**

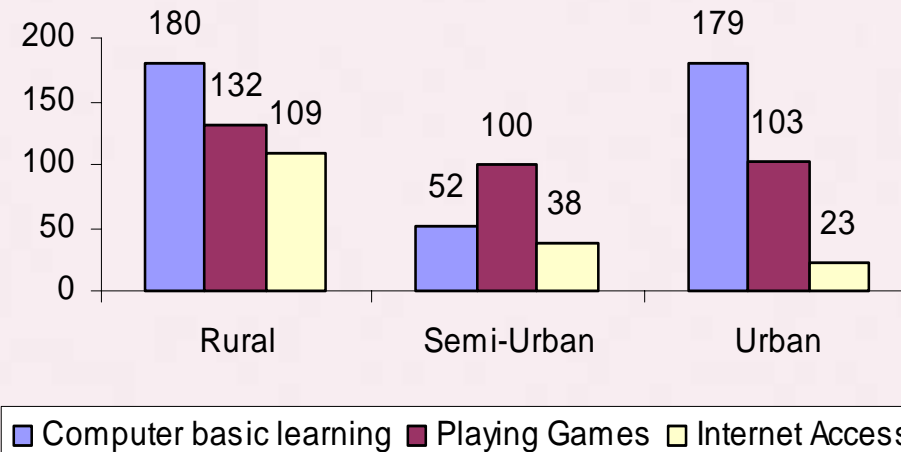# Value Added Information Provided Electronically & by training

KUZHUMANI	PUTHUTHAMARAIPATTI	CHITTERI
Fertilizer & Pesticide Dealers address	Self employment for women – Goat rearing	Beautician course
Milk products Preparation	Computer education e-governance	Kitchen garden GK Book
Integrated farming	New technologies in Agri. & A.H.	Interactive CDs
Turkey farming	Video conferencing	Tailoring & Embroidery
Educational CDs	Net meeting	

User Profile 15.07.2001 to 31.07.2004
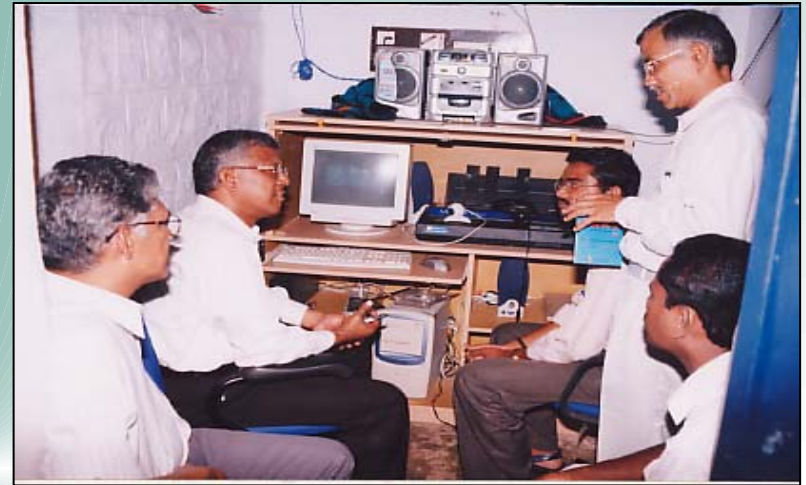
Information Technology and Rural Extension in India

Total : 27596

Pie chart values: 16284, 6692, 2841, 1465, 914

Legend: ■ Print media □ Electronic media ■ Audio □ Others □ Video media

Empowering resource poor women to use ICTs

Bar chart:
- Rural: 180, 132, 109
- Semi-Urban: 52, 100, 38
- Urban: 179, 103, 23

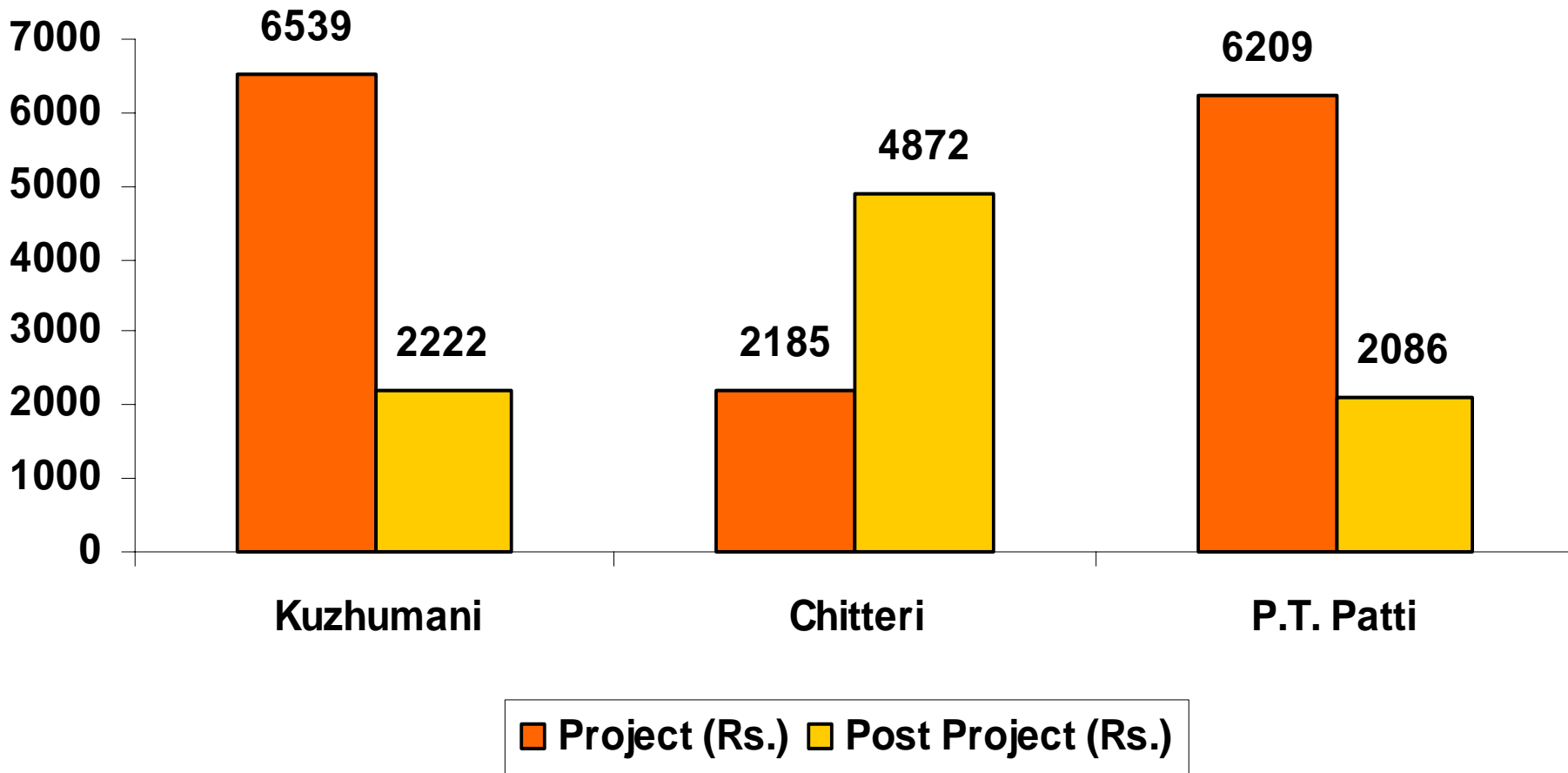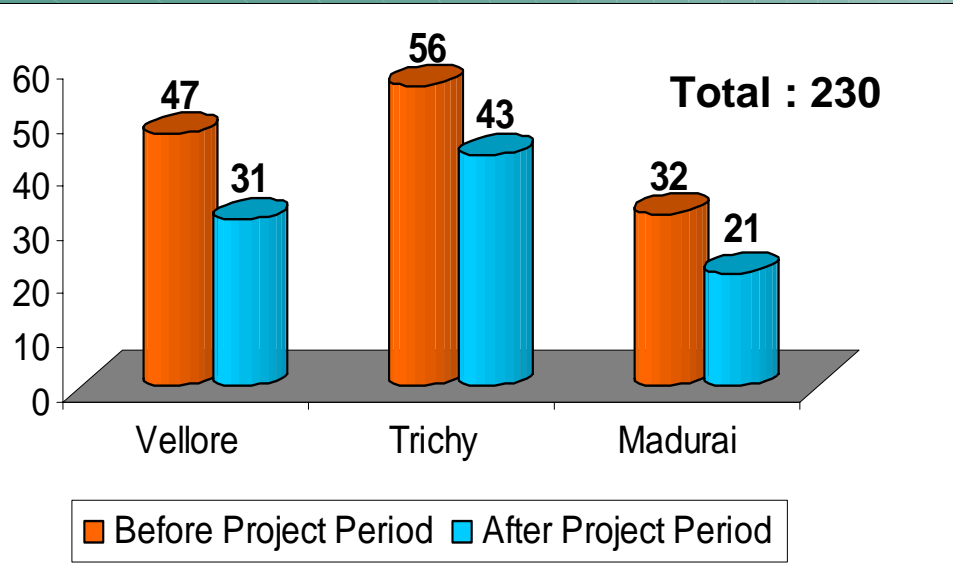Legend: □ Computer basic learning ■ Playing Games □ Internet Access

Visitors to VIC

Revenue Generated during IDRC Project and during Post Project period

Information sharing through E-mail

From the Village Information Centres

Total : 230

Bar chart showing values for Vellore (47 Before Project Period, 31 After Project Period), Trichy (56 Before, 43 After), Madurai (32 Before, 21 After).

Legend:
- Before Project Period
- After Project Period

From the Women SHG Information Centres

No. of e-mails received at the main centre

Total : 303

Pie chart with values: 53, 82, 43, 48, 39, 38

Legend:
- Varakalpattu
- Kandrakottai
- Kancheepuram
- Maraimalainagar
- Pallikaranai
- Aminjikarai

From: indiraemerorssi@yahoo.co.in
To: sheriff@md4.vsnl.net.in
Subject: personal
Date: Friday, April 30, 2004 9:36 pm

lo sir
s is valarmathi for kanchipuram. how are u and
quered about the disconnection of our group ph
t paid telephone bill to the telephone dept. so
rly as possible. madam was having the last paid
urier as early as possible.

th regards from
armathi

Valarmathi & Group members

TO: sheriff@md4.vsnl.net.in
FROM: vthendral2003@yahoo.co.in Save Address
SUBJECT: thanks
Date: Sat, 19 Jul 2003 09:31:25 +0100 (BST)

mathippirkuriya iyaa avargalukku s.sathiyvani vanakkathud
ennavedral ingu ingu nanum uruppinargalum nalam.thanga
kalvi membattirkum,melume engalin grama pillaigalin kalv
engalin manamarnda nandriyai therivithukkolgirom viraivil
alosanaigal thravendum. melum engalin nandriyai therivipp
e.mail address tharumaru migavum panivudan kettukkolgire

TO: ipringle@pcmedia.org
CC: d.slater@lse.ac.uk, sheriff@md4.vsnl.net.in
FROM: kalikambal@vsnl.net Save Address
SUBJECT: thank you
Date: Tue, 02 Sep 2003 17:58:08 +0536

Sir,
thank you very much for the great opportunity provided
kalikambal @ vsnl.net
Reply soon.

J.Pramila - Animator
M.Jothimani - Representative
M.Amutha - Member
Magalir Thitta Kaligambal Self Help Group

CC: sgnanalakshmi@yahoo.com
FROM: pallikaranai@vsnl.net Save Address
Date: Wed, 03 Sep 2003 17:58:18 -0500 (GMT)

Sir,
we got internet connection.we are learning computer basics.thanks for your arra
witrh regards
INDIRAGANDHI SHG

From: malarvijaya@yahoo.co.in
To: SHERIFF@MD4.VSNL.NET.IN
Subject: THANKS FOR UPS
Date: Sunday, April 18, 2004 1:51 pm

hello sir,
i am so happy for giving ups

Thank u

ool India Matrimony: Find your partner online.

TO: slaterish@hotmail.com, i.pringle@unesco.org, sheriff@md4.vsnl.net.in
CC: sgnanalakshmi@yahoo.com
FROM: pallikaranai@vsnl.net Save Address
Date: Wed, 03 Sep 2003 17:58:18 -0500 (GMT)

Sir,
we got internet connection.we are learning computer basics.thanks for your arrange
witrh regards
INDIRAGANDHI SHG

Other agencies on Digital Revolution

- **VASAT** : **Virtual Academy for the Semi-Arid Tropics**

- **ICRISAT** : **International Crops Research Institute for the Semi Arid Tropics**

- **CGIAR** : **Consultative Group on International Agricultural Research**

- **NIC** : **National Informatics Center (General Information Services Terminal – GOI)**

Levels and Linkages
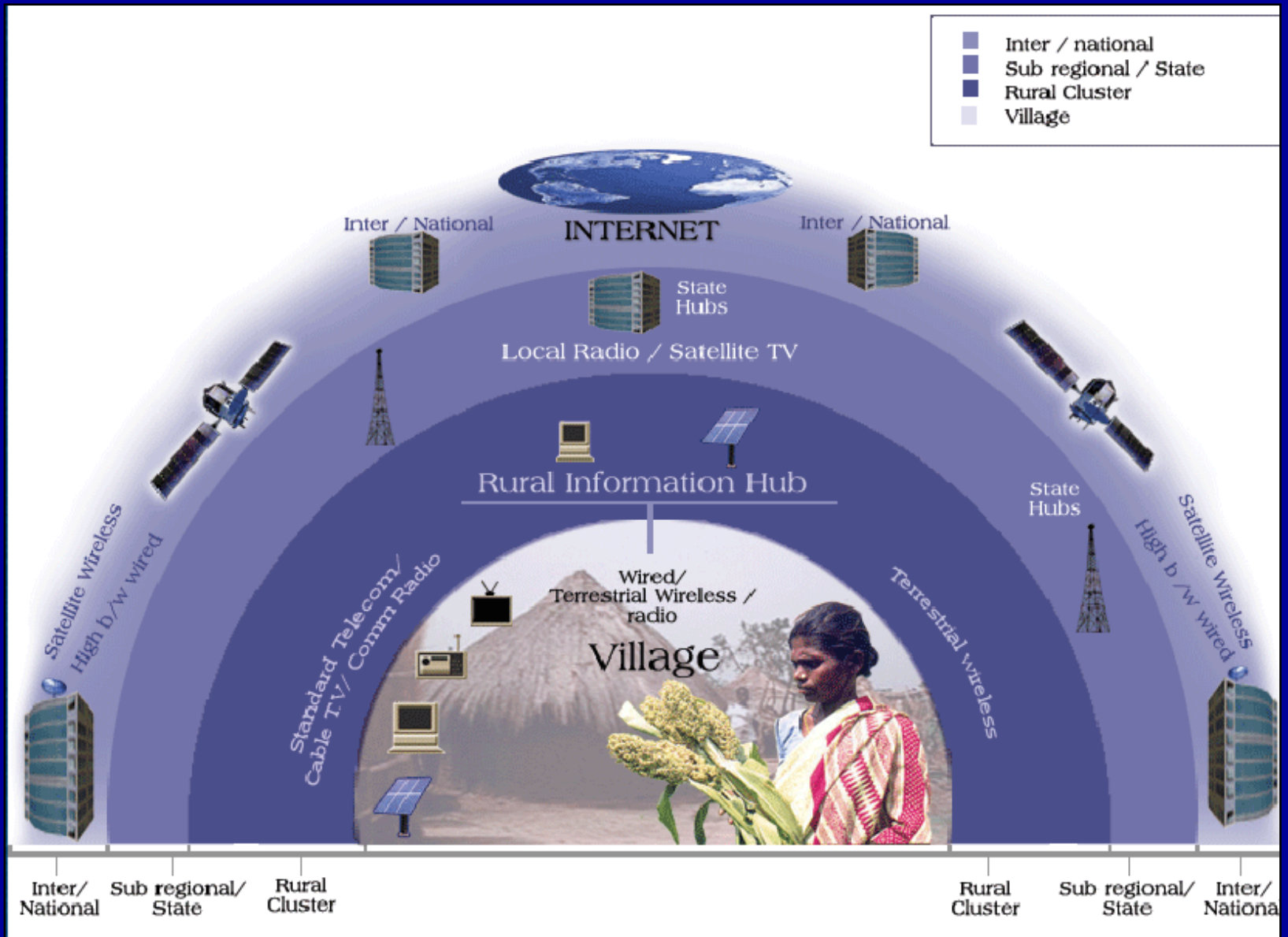
Content Generation and Delivery
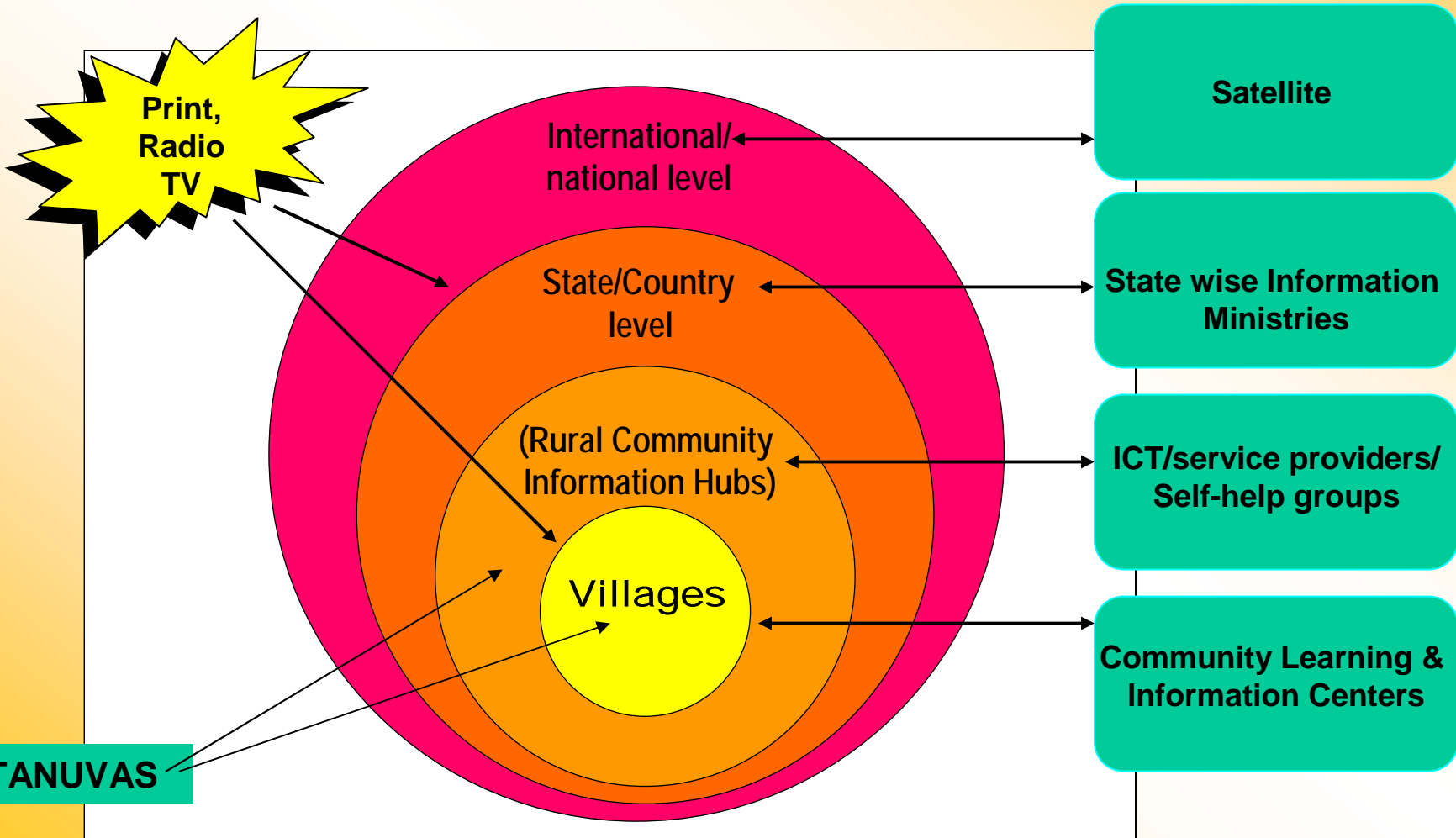
Services rendered to the community

Community using the VICs

The Rural Academicians

Current status

- The VICs handed over to the community and being managed by the steering committee.

- Steps are being taken by the community to make it self sustainable.

- The Hub centers are monitoring its functioning.

- Rural people are accessing information through IT tools.

- Women Self Help Groups are maintaining the centers.

Problems faced / reported

- **Continuous Capacity building on computer literacy**

- **Content development according to changing needs**

- **Each center should have more computers**

- **Problems in connectivity**

- **Language barrier**

- **Narrow band width**

- **Sustainability is still a challenge!**

Thank you!