Village Level Entrepreneurs to play key role in Digital India

Village Level Entrepreneurs (VLEs) in rural areas across India can play a key role in the success of Digital India Programme, says ISB study.

The study by Indian School of Business (ISB)’s Srini Raju Centre for IT and the Networked Economy (SRITNE-ISB) found that entrepreneurial traits, notably achievement motivation, social-orientation and belief in self, significantly impact performance of VLEs.

The study was conducted as part of Ministry of Electronics and IT’s Digital India Programme. As part of the study, the SRITNE-ISB team conducted over 2,500 extensive interviews with VLEs, CSC state heads and other stakeholders. The study states that VLE strategies, including service mix, training to employees, funding model, hours of operation and marketing initiatives were found to impact sales performance of VLEs. Achievement motivation of VLEs positively impact marketing investments, while social orientation and self-belief had a negative effect. Training received by the VLEs is correlated with their investments in employee training.
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Recharge your DishTv at the nearest CSC centre. And get extra days of entertainment on a single payment.
CSC supporting farmers

CSC has been supporting farmers through a range of services like KCC, banking services, soil testing, PM Kisan Yojana, e-Pashu Chikitsa, purchase of seeds and fertilizers.
LEAD

Congratulations to all 20,000 Rural eStores

Why CSC Grameen eStore-
• It unleashes the potential of Indian farmer
• who has been trapped in a vicious cycle of
• Low risk taking ability
• Low investment
• Low productivity
• Weak market orientation
• Low value addition
• Low margin
• And back to Low risk taking ability.

This has made the farmer and Indian agriculture sector globally noncompetitive, despite rich and abundant in natural resources.

This market-led business model can enhance the competitiveness of Indian agriculture and trigger a cycle of

• High Productivity
• High Income
• Better Farmer Risk Management
• High Quality
• Large Investments

This also helps in rural incomes as the demand for industrial goods for continued growth of Indian economy will be completed by an increase in the quality and quantity of the produce delivered by this system.
LEAD

Save more with long term recharge of D2H
IMPACT

CSC Grameen eStore: Strengthening, empowering and sustaining landless farmers in Madhya Pradesh

From a landless farmer to a successful entrepreneur, the story of VLE Bitthal Das, of Barthun village (Madhya Pradesh), is an inspiring tale of how agrarian community in rural India can take charge of their destiny through CSC Grameen eStore.

Forty one-year-old VLE Bitthal Das could be easily called the pioneer. This year he started to produce fruits and vegetables but was unable to sell it in the market due to corona pandemic. The vegetable producers are facing growing uncertainty as the COVID-19 crisis shuts down supply chains in the country. The euphoria over a rising trend in prices of seasonal fruits has started waning, with coronavirus dampening the prospects of growers on account of a subdued upcountry demand. The virus outbreak across the country has shattered farmers' expectations of good returns.

After the launch of CSC Grameen eStore, Bitthal Das is selling produce worth Rs 15,000 per day. The VLE started creating awareness among villagers how to download the app and taught how to order and also explained about e-store in nearby villages. While the spread of virus infections has alarmed customers, for VLE, this means taking additional precautions.

CSC Grameen eStore app connects the farmers and the consumers without all the middlemen via mobile device. This encourages the farmers to produce more and quality produce as they have an increase in their incomes also these products are now available at more affordable prices for the consumer.

Grameen eStore app helps solve the challenges by Indian agriculture, characterized by fragmented farms, weak infrastructure and the involvement of intermediaries. It uses ICT platform in villages which are run by CSC VLEs, this enables their community to access information in their language regarding purchasing the produce.

Barthun village is located in Manasa Tehsil of Neemuch district in Madhya Pradesh, The local economy of Neemuch is mainly based on the agriculture produce market. This region is also one of the largest producers of opium, oranges, lemons, red and pink roses and numerous herbs.

India is mainly an agrarian country. About 69 percent of its population still depends on agriculture for their living. The agricultural labourers constitute a considerable proportion of rural work force in India. Living on the bottom of pyramid, landless farmers are often hit hardest by natural disasters. The CSC Grameen eStore aims to serve the consumers with quality Fruits & Vegetables-F&V produce at affordable prices and also provide market linkage to the F&V growers of the country.
IMPACT

VLE Bitthal Das says, “Now, with the help of Grameen eStore, a large chunk of households in Neemuch district have had access to fresh fruits and vegetables at affordable prices—at rates much lower than what the local vegetable and fruits market or the handcart vendor would charge. This was made possible by standing the concept of CSC Grameen eStore. Instead of the farmer coming all the way to markets where the middleman would fleece him and where he had to pay steep taxes, the market went to his doorstep. As a result, customers could get the fresh products daily, making the farm-to-fork concept a reality long before retail chains began doing so in the metros.”

Woman VLE Vanga Nageshwari has received orders worth Rs. 15,000 for supply of vegetables through Grameen eStore. She runs her CSC at Achampet (Andhra Pradesh.). With the help of Grameen eStore, she enables her community to access information in their language regarding purchasing the produce. VLE Vanga motivated other women to experiment in their own farms and to use eStore. Persuading the men to attend meetings, listen to her and implement her advice was an uphill battle. But when the farmers observed that she had a better yield than they did, they slowly began accepting her advice. Vanga gained popularity not only in her village, but in nearby villages as well.

Today, thousands of VLEs like Bitthal Das and Vanga Nageshwari have reached a stage of self-sufficiency. “I love my work. My biggest achievement was that I first tried everything, gained experience and then advised others,” Bitthal Das told.

“A farmer has a harrowing time when he goes to the mandi. In Madhya Pradesh, we have to pay market fee, and VAT apart from commissions to the adhiya. We save ourselves all this bother and make a profit even after eStore cuts transport cost from the final price,” explains Bitthal Das. “As VLE, we have already established a good working relationship in our villages over the years through CSC platform,” says Bitthal Das.

The VLE said, “Our aim is to strengthen our farmer connect to enhance F&V procurement. Our interventions at the farm level have already started showing results and we now plan to enhance our farmer strength in larger interest of the farming community. We are aggressively pursuing to add 1000 more farmers to our network by the end of this fiscal, which will help us to strengthen on the procurement from the State. Because of the perishability of farm producer, the first priority is to evolve a local retail network and then for the national grid of sales outlets.”

ICT (Information and Communication Technology) has enabled supply chain model constraints relating to road infrastructure, storage and marketing, market awareness, capital constraints and risk taking ability. CSC Grameen eStore is eliminating the inefficiencies in traditional agricultural marketing which arises as a result of the multi-layer intermediaries and also characterised by poor infrastructure and technology.
Initiative

Success Story of Tele Law beneficiary from village Rahe, Jharkhand during lockdown

Mr. Mahto, a resident of Rahe village, Ranchi District, Jharkhand is a daily wage labour and was unable to earn his livelihood and sustain his family during lockdown. Having no work and no pay, he was facing financial crisis.

Being in such complex situation, the applicant was restless but was aware of some CSC Scheme provided by the Government for them. Seeing and knowing about the services, he consulted VLE Shatrudhan Ram (he had visited CSC earlier and availed other services). With the hope to get some ration / solution to his problem / money, registered the case under the Tele-Law Scheme.

Applicant was connected to the Panel Lawyer through phone where he discussed his issue. The Panel lawyer Mr. Lal Anajy Nath Shahdeo advised and shared in brief about the different Schemes available through Government which could be availed by providing any identity card issued by government. He also advised about Modi Aahar distributed in the locality. Further, he also informed that State / Central Government / NGO are providing Aahar / ration at different / many centers / ration shops to the needful irrespective of ration card in this crisis.

The applicant with a ray of hope went to the ration dealer shop for his needs but ration dealer refuses to deliver him ration without Ration card. Being confused, the applicant called the Panel Lawyer on phone and briefed the status and requested to talk with ration dealer regarding his needs. Ration dealer on speaking to the Panel Lawyer delivered ration of two months to the applicant. After getting ration, applicant was very happy and thanked the team.

Presently a total of 210103 cases are registered under Tele-Law project, out of which 203227 cases have received advice from the panel Lawyers.

For more information log in to: http://www.tele-law.in/
Facebook: https://www.facebook.com/CscTeleLaw/
Twitter: https://twitter.com/Tele_Law

VLE Shatrudhan Ram
VLEs sell Cow Ghee and Kesar Aam through CSC GRAMEEN e-STORE in Ghusiya GP

The 'Gir Kesar' mango, also called Kesar, is a mango cultivar grown in the foothills of Girnar in Gujarat, western India. The mango is known for its bright orange coloured pulp. Due to lockdown, it's difficult for farmers of Gujarat to sell Kesar Aam in main market. CSC had given relief to the farmers by making it sell online via Grameen e-store. VLE Mehul Barad from Ghusiya is making this possible. Apart from this, In Gir Somanath, Cow Ghee is being delivered through CSC Grameen e-store.
TELE – LAW helps migrant workers during lockdown

Beneficiary Sunil is a migrant worker and has been stuck down in District Navasari at Gujarat. More than fifty migrant workers including Sunil wanted to return back their home Lucknow. They approached to the District Magistrate office for help but the local authorities were not responding properly. The workers approached to the nearest CSC center. VLE Chirag Vaishnav helped them for taking appointment with the Panel Lawyer.

Panel Lawyer Mr. Nirmal Giletwala approached to the state control room for the migrant workers. Lawyer also talked with the Railway Authorities and local persons to help workers to send their home town safely during Lockdown time. Consequently, on the pleasant conversation by the lawyer, Railway Department called fifty four people who were stuck, get Screening test and approved their railway ticket pass for departure.

VLEs spread awareness on Covid-19 in Gujarat

VLE Mr. Dhaval Patel has distributed free mask and soap to Public Health Center (PHC) officers, Police Staff and needy persons to fight against COVID 19. His work has been appreciated by local authorities.
Meet CSC Corona Warriors

CSC VLEs all over India are playing a vital role as Corona Warriors and are providing various essential services to the citizens. CSC VLE Karaka Sudhaku from Jiyammavalasa Mandal in Andhra Pradesh is providing banking services to the needy people in his area through AEPS.

VLE Name: Patel Rajeshkumar Kantibhai
CSC Location Malpur, dist - Arvalli
Transaction Amount through DigiPay: - Rs. 134700/-
Total Transactions: - 103
The VLE has done more than 500 LPG Gas Booking.
STATE SCAN

Vle Name - Chauhan Maheshji Jashaji
Village - Motapipodra (tribal Area)
Taluka - danta District - Banaskantha
Transaction Amount Through Digipay - Rs 4,04,400/-
Number Of Transactions: - 327

VLE Name: VIPULBHAI PRAJAPATI
Gram Panchayat: ITADARA, District: GANDHINAGAR, GUJARAT
Transactions in Numbers: 86
Transaction Amount: Rs. 99900
**STATE SCAN**

VLE Name: Pankaj bhai Rameshbhai Prajapati  
State: Gujarat, District: Banaskantha, Gram Panchayat: Katarva  
Transactions in Numbers 390  
Transaction Amount: Rs. 142,690

VLE Name: Vilashbhai Shivajibhai Bhoye  
State: Gujarat, District: Dang, Gram Panchayat: Pipaldahad  
Transaction in Numbers: 307  
Transaction Amount: Rs 5,23,300
Citizens in rural areas are facing large inconvenience for making banking transactions during lockdown, but for women VLE Mrs. Savita Ravindra Kale from Patole GP, Sinnar Tal, Dist Nashik, this is an opportunity to serve her countrymen.

She has served more than 1500 beneficiaries under PMGKY, Ujjawala Yojana, and Pension Schemes catering 12 villages (Patole, Manegaon, Dubere, Dhondvirnagar, Musalgaon, Kundewadi, Bhatvadi, Lonarwadi, Jamgaon, Paste, Saradwadi, Sinnar Muncipal Council Area) and total transaction amount is more than Rs. 43.5 lakh for the month of April 2020.

The VLE got recognized, and received appreciation by bank officials and local administration for her seamless and effective way of delivering banking services to rural citizens throughout the month without availing any leave/holiday.

“I got inspiration from doctors who are serving old age people, patients in need of this service; so I started this doorstep service maintaining social distancing and safety, says Mrs. Kale."
STATE SCAN

VLE Name: Jugal Kishor
Gram Panchayat: Donda, District: Jhalawar, Rajasthan
Total Transactions through DigiPay : - 224
Transaction amount: Rs 394900

Divyang VLE Venkatesh from Satamrai village in Ranga Reddy District, Telangana, disbursed DBT payments in his village through DigiPay. In a single day, he disbursed Rs. 110630 amount to 158 villagers.