

# e-Margdarshak: ICT based model for communication of notifications to rural youth



<http://www.1stwebdesigner.com/design/three-types-of-friends-mentor-peer-protege/>



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# Presentation Flow

**About e-Margdarshak**

**Light on current practice: Urban India**

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# About e-Margdarshak

- e-Margdarshak is a proposed ICT based model
- Communicates job and admission opportunity alerts on cell phone via SMS/voice call
- Provides several value added services
- Beneficiaries/Target group: rural students, youth, teachers, NGOs, rural businesses...

# Light on current practice: Urban India

## Electronic media

- Internet
- Television
- Mobile alerts
- Radio

## Print media

- Newspaper
- Posters
- Banners
- Pamphlets

## Other key sources

- Career counselors & Placement consultancies
- Family members
- Teacher/mentor
- Friend/neighbours

# The challenge in rural India

- **Total number of villages : 641,000 inhabited**  
- (Census of India, 2001)
- **72.2 percent of the total population**  
- (Census of India, 2001)
- **About 100,000 un-electrified villages**  
- (World Bank, Feb 2011)
- **Only 15% have subscription to newspaper and rural India constitutes 218 million mobile subscribers**  
-(Financial Express,2009 & 2012)

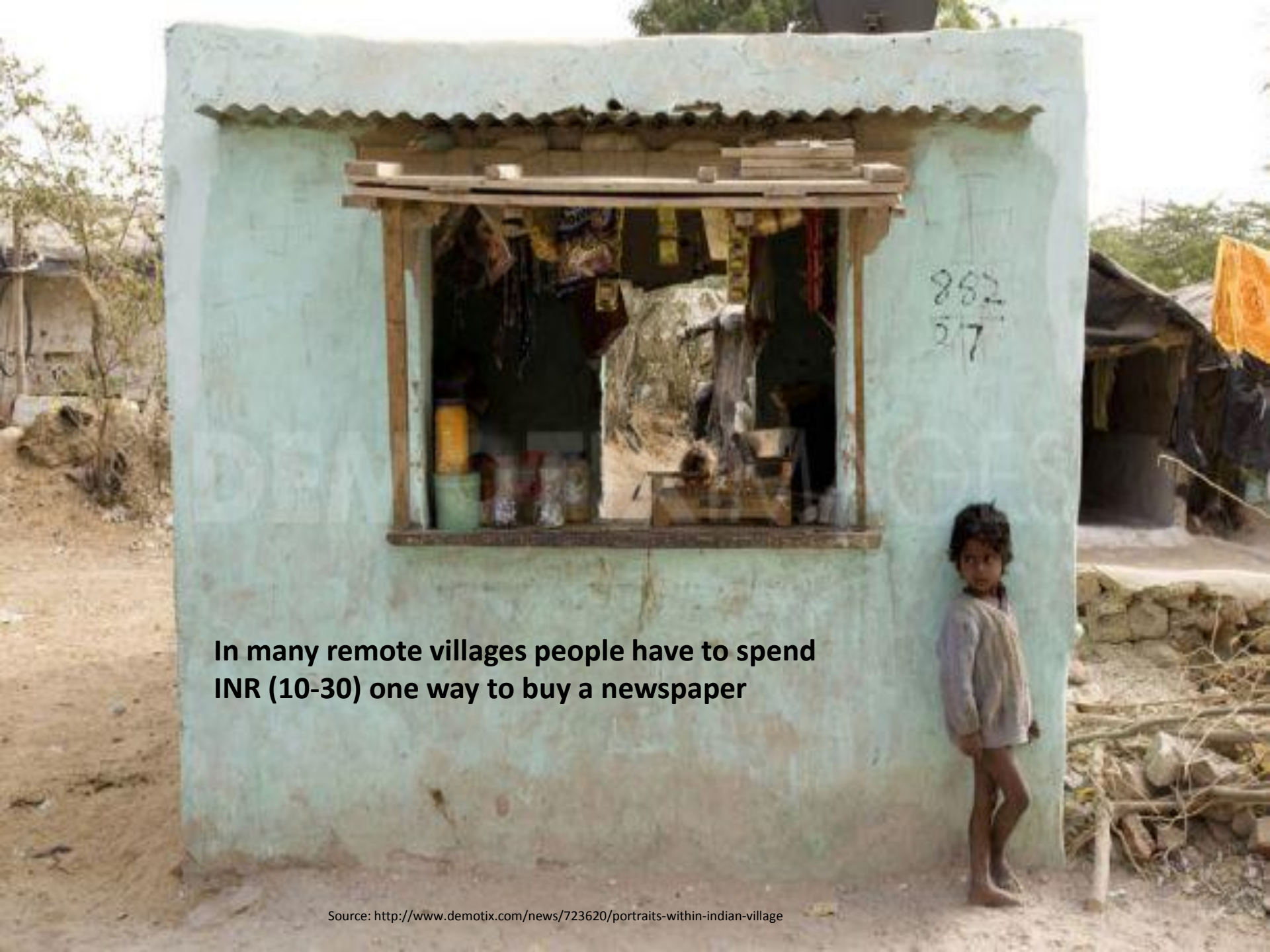


## **contd. The challenge in rural India**

- **Unavailability of leading dailies, language barrier & illiteracy**
- **Do rural students and youth have right mentor to guide them? And do all of them know about IIMs or IITs and other premier schools?**
- **Simply indication to in-equity in access of quality information in time**

पहं डिजल  
वेगेल प्रकटा  
हैं।

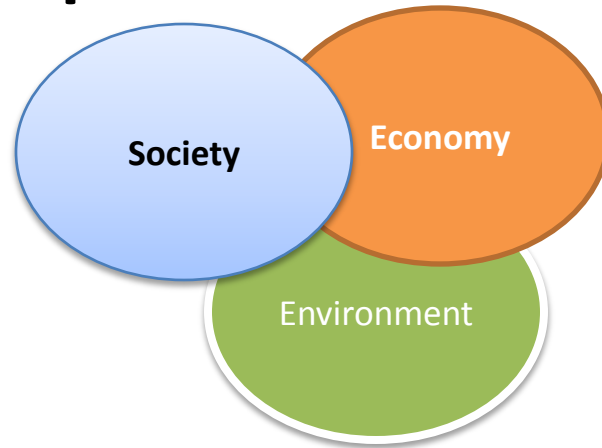




**In many remote villages people have to spend  
INR (10-30) one way to buy a newspaper**

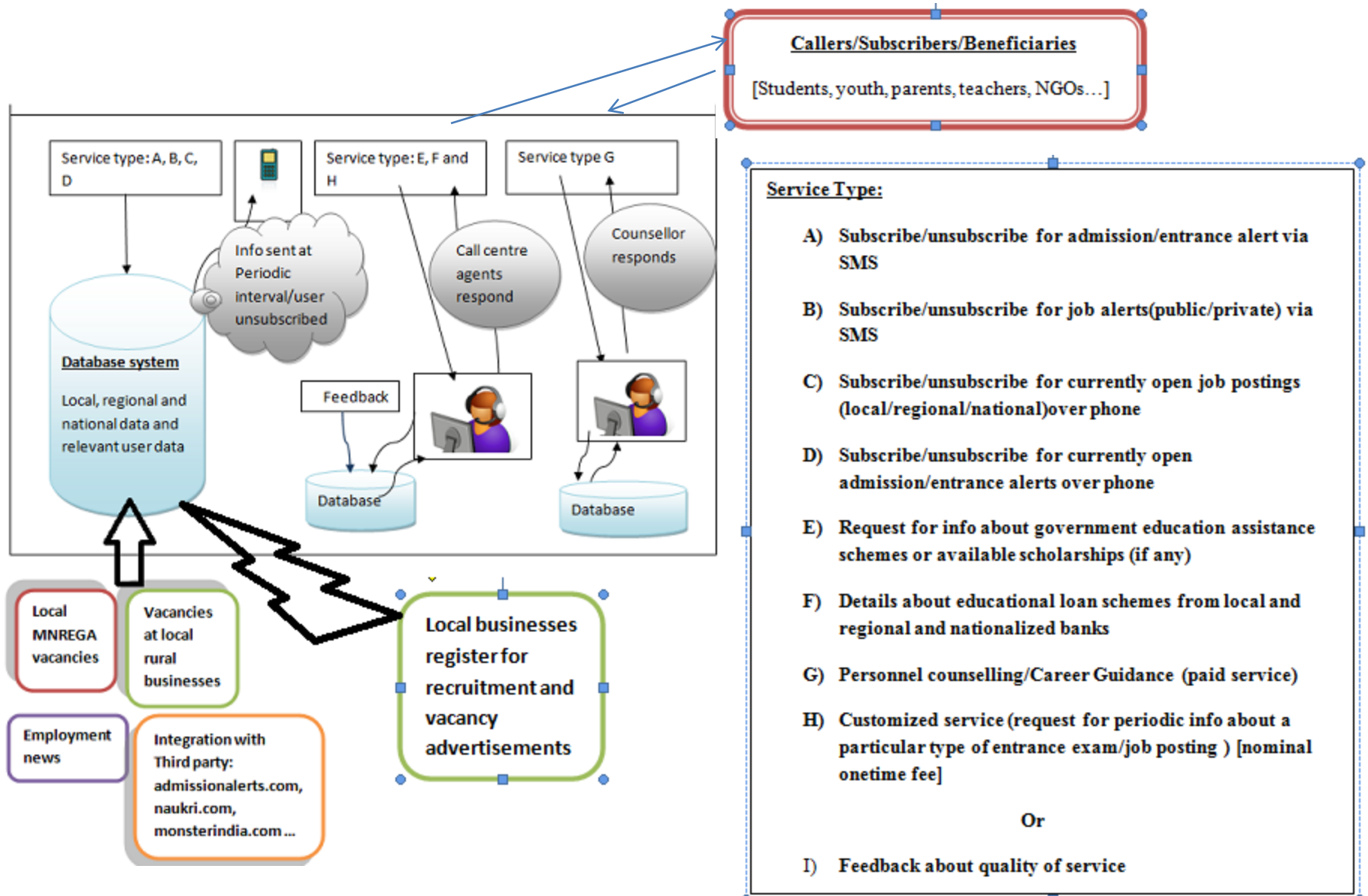
# Prospective solution

• **Must meet the parameters of Sustainable development**



- Must address to community needs
- Must be affordable by all sections of society and should have a sustainable revenue model
- Must be environment friendly
- Must bank on local strength and resources

# Proposed model : e- Margdarshak



# **Value added services**

- **SMS in local/regional language**
- **Bulk booking of entrance exam forms**
- **Provision for candidates to deposit bio-data to local/nearest e-Margdarshak centre**

# Benefits

- **Accessibility to info : even from remote village**
- **Promotes equity**
- **Brings career counselors to rural inhabitants**
- **Economies of scale**
- **No new investment for beneficiary**
- **Job creation, PPP model and others**

# Risks

- **Unavailability of skilled manpower resources**
- **Unavailability of local/regional language experts**
- **Poor local infrastructure: electricity, telephone and internet connectivity**
- **Difficulty in collection of local level data**
- **One user subscribes to paid service and broadcasts the information to non-subscribers**

# **Future work**

- **Design of a robust and sustainable business model**
- **Analysis of prospective sites for pilot**
- **Estimation of costs associated to realize e-Margdarshak**
- **Determine support available from Government & partnerships**

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**Lets share opportunities with them as well !!!**

**Thank you 😊**