

*** Only for Final Camera-Ready Submission**

ABSTRACT

Digitally Empowering Farmers through www.marketmirchi.com

It is India's first indigenous crowdsourcing platform where Farmers are posting their ads for their sales, purchases, jobs needs and in the process become internet savvy and digitally empowered.

Information Communication Technology (ICT) has brought revolutionary change in the world all over. This Powerful Technology has made entire World a Global Village, and impact of direct communication is enriching every field. But what is the situation at the Bottom of Pyramid ?. The digital divide between India and Bharat is still significant and people at the Rural level are still not able to effectively use this technology for their own benefits.

KEYWORDS

ICT, Rural, Urban, linking ,digital, empowerment

1. INTRODUCTION

What is The Current Scenario:

Govt. at its level has tried hard and internet connectivity is now reached to many parts of Rural India. Computers with connectivity are provided at most of the Grampanchayats. Also Smartphones/Tablets with internet connectivity are now active in Rural parts. Govt. of India has launched Digital India program under which internet connectivity will be there even in remote parts of India.

But are the villagers know how to use internet effectively for their numerous benefits (which we urbans are already enjoying). Answer is plain No. Hence it is prime time now to enable them for e-saksharshness. Infact next important mission we should have after literacy should be E-literacy at the grassroot level. This will empower them in every aspect of life including effective agriculture practices/marketing/ employability etc.

Brief about Innovation / Innovation Idea

Villages are not much attracted towards using internet (though available) because they think It is complicated technology and of no use to them.

Our survey tells us that not English but these two notions are bottleneck in their effective use of internet.

Marketmirchi.com gives them a free opportunity of putting their own ads for all their day to day needs like sales, purchase, jobs, admissions requirements and communicate directly with respondents. This activity induces in them a sense of pride of having their own identity with photos on net and while posting their ads they automatically learn how to use internet effectively. Thus marketmirchi.com acts as a powerful tool/ladder for their entry in the world of internet, which in turn will empower them with many proven benefits of connectedness like direct marketing, knowledge sharing etc.

Home Page of marketmirchi.com in English & Hindi

marketmirchi.com Post Free Ads. A Unique Website Directly Linking Rural & Urban Marketers

Select Language

Home	Sales	Wanted	Jobs	Admissions	Chat	My Posts	My Alerts	My Profile	Help	
<p>INTERNATIONAL AGRICULTURAL MACHINERY EXPO</p> <p>Extending to a new day for Innovations in Agriculture</p>	Rurals, Farmers, Job seekers Register here Search All Rural Sales For Urbans Animal Husbandry Fruits Handloom Oilseeds & CashCrops Bio Fuels+Bio Waste Grains & Pulses Herbal Produce Rural Products Dairy Handicrafts Land Vegetables Flowers				Welcome, gangadhar Post your Ads now Logout Search All Urban Sales For Rurals Agro Machinery Consumables Insurance Programs For Rural Agro Processing Industries Electronics & Computers Irrigation Systems Properties Automobiles Fertilizers Nursery & Biotech Rural Service Providers Ayurvedic Finance Pesticides Seeds CattleFeeds HealthCare				<p>एमएसी कृषि जागरण</p>	
	Search All Rural Wanted From Urbans Agro Machinery Consumables Insurance Programs For Rural Agro Processing Industries Electronics & Computers Irrigation Systems Properties Automobiles Fertilizers Nursery & Biotech Rural Service Providers Ayurvedic Finance Pesticides Seeds CattleFeeds HealthCare				Search All Urban Wanted From Rurals Animal Husbandry Fruits Handloom Oilseeds & CashCrops Bio Fuels+Bio Waste Grains & Pulses Herbal Produce Rural Products Dairy Handicrafts Land Vegetables Flowers					
	INTERNATIONAL AGRICULTURAL MACHINERY EXPO Extending to a new day for Innovations in Agriculture									<p>एमएसी कृषि जागरण</p>

marketmirchi.com पोस्ट नि: शुल्क विज्ञापन। एक अनूठी वेबसाइट सीधे ग्रामीण एवं शहरी विपणक जोड़ने

Hindi

घर	बिक्री	वांटेड	नौकरियां	प्रवेश	बातचीत	मेरी पोस्ट	मेरे अलर्ट	मेरी प्रोफाइल	मदद	
<p>INTERNATIONAL AGRICULTURAL MACHINERY EXPO</p> <p>Extending to a new day for Innovations in Agriculture</p>	Rurals, किसान, यहां नौकरी चाहने वालों Register Urbans लिए सभी ग्रामीण बिक्री खोजें पशुपालन फल हथकरघा तिलहन और CashCrops जैव ईंधन + जैव अपशिष्ट अनाज और दलहन हर्बल उत्पादन ग्रामीण उत्पादो डैयरी हस्तशिल्प भूमि सज्जियो				आपका स्वागत है, गंगाधर अब अपने विज्ञापनों को पोस्ट लॉगआउट Rurals के लिए सभी शहरी बिक्री खोजें कृषि मशीनरी उपभोग्य बीमा ग्रामीण के लिए कार्यकम कृषि प्रसंस्करण उद्योग इलेक्ट्रॉनिक्स और कम्प्यूटर्स सिंचाई प्रणालियां गुण ऑटोमोबाइल उर्वरक नर्सरी और बायोटेक ग्रामीण सेवा प्रदाता आयुर्वेदिक वित्त कीटनाशको बीज CattleFeeds स्वास्थ्य सेवा				<p>एमएसी कृषि जागरण</p>	
	सभी ग्रामीण Urbans से चाहता खोज कृषि मशीनरी उपभोग्य बीमा ग्रामीण के लिए कार्यकम कृषि प्रसंस्करण उद्योग इलेक्ट्रॉनिक्स और कम्प्यूटर्स सिंचाई प्रणालियां गुण ऑटोमोबाइल उर्वरक नर्सरी और बायोटेक ग्रामीण सेवा प्रदाता आयुर्वेदिक वित्त कीटनाशको बीज				सभी शहरी Rurals से चाहता खोज पशुपालन फल हथकरघा तिलहन और CashCrops जैव ईंधन + जैव अपशिष्ट अनाज और दलहन हर्बल उत्पादन ग्रामीण उत्पादो डैयरी हस्तशिल्प भूमि सज्जियो					
	INTERNATIONAL AGRICULTURAL MACHINERY EXPO Extending to a new day for Innovations in Agriculture									<p>एमएसी कृषि जागरण</p>

Rurals,Farmers Registration

marketmirchi.com Post Free Ads. A Unique Website Directly Linking Rural & Urban Marketers

Select Language

Home Sales Wanted Jobs Admissions Chat My Posts My Alerts My Profile Help

Rurals,Farmers,Job Seekers :- Register here Free to post your Sales,Wanted,Jobs,Admissions needs from Urbans.With the same registration you can post your sales/wanted/jobs/admissions ads by clicking on appropriate menus in the menubar above.

First Name:

Last Name:

Email:

At Post:

Taluka:

District: 24 Parganas North

State: Andhra Pradesh

Mobile No.:

Land in Acres :

User Name:

Password:

Confirm Password:

Submit

एमएसी कृषि जागरण

Rurals,Farmers Sale Ads posted by themselves

marketmirchi.com/searchruralsales.aspx

Translated to: Hindi Show original

घर विक्री वांटेड नौकरियां प्रवेश बातचीत मेरी पोस्ट मेरे अलर्ट मेरी प्रोफाइल मदद

खोज: ... गोभी ... खोजें

शीर्षक	स्थान	श्रेणी
गोभी विक्री के लिए	sharifpur bhainsroli	गोभी
गोबर कोयला	638,107	जैव ईंधन + जैव अपशिष्ट
अपार सोना भावना (आप)	638,107	सभी खाद्य उत्पादों
आवश्यक भावना	638,107	सभी खाद्य उत्पादों
गुण धान	638,107	सभी खाद्य उत्पादों
गुण खाद्य और धान	638,107	गन्ना

एमएसी कृषि जागरण

marketmirchi.com पोस्ट नि: शुल्क विज्ञापन। एक अनूठी वेबसाइट सीधे ग्रामीण एवं शहरी विपणक जोड़ने

Hindi

घर विक्री वांटेड नौकरियां प्रवेश बातचीत मेरी पोस्ट मेरे अलर्ट मेरी प्रोफाइल मदद

कृपरा दे पर क्लिक करने या कॉल पर क्लिक करके उसे सीधे कॉल से ईमेल Advertiser

Reply CALL

खोज: ... गोभी ... खोजें

शीर्षक:	गोभी विक्री के लिए
विवरण:	मात्र पास 2 एकड़ गोभी hai। ISME minimam कीटनाशक का उपयोग किया gya hai।
कीमत: (मूल्य 0 है, तो यह आइटम परकाम्य है इसका मतलब है, सस्ते के लिए तुरंत विक्रेता के लिए उत्तर)	250
यूनिट:	क्विंटल
द्वारा प्रकाशित किया गया था:	अशोक सिंह
पता:	sharifpur bhainsroli,Bulandshahr,Uttar Pradesh
दर्ज किया गया दिनांक:	बुधवार जनवरी 6, 2016

एमएसी कृषि जागरण

Urban ,Companies,Rural Job Providers Registration

marketmirchi.com Post Free Ads. A Unique Website Directly Linking Rural & Urban Marketers

Select Language

Home Sales Wanted Jobs Admissions Chat My Posts My Alerts My Profile Help

Urban,Companies,Job Providers :- Register here Free to post your Sales,Wanted and reach directly to Rural markets.Job,Admission providers also can post their free ads here to attract rural talents. With the same registration you can post your sales/wanted/jobs/admissions ads by clicking on appropriate menus in the menubar above.

First Name:

Last Name:

Email:

Company/Name/Individual Name/Institute Name:

Major Products/Activities:

Address:

District: 24 Parganas North

State: Andhra Pradesh

Mobile No. Of Contact Person:

Fax:

Website:

User Name:

Password:

Choose the right job from 200,000+ Jobs from 9400 companies

pwc GE Capgemini Deloitte AVIVA IBM Life Infosys

Register & Apply Now!

Urban Ads Posted For Marketing with Rurals

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Select Language

Home Sales Wanted Jobs Admissions Chat My Posts My Alerts My Profile Help

Search

Continue Browsing Subcategories

- Agro Machinery
- Agro Processing Industries
- Automobiles
- Ayurvedic
- Cattle Feeds
- Consumables

Title	Location	Category
bio_pesticide	24+Parganas+North	BioPesticides
ponah_seeds	24+Parganas+North	Hybrid
KAUSSHIK	24+Parganas+North	Organic Fertilizers
Herb seeds kit of 10	Delhi	Hybrid
POLY_POND	Aurangabad	Farm Ponds
vegetables	Coimbatore	Aaro Processina Industries

Essentials of comput...pdf

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The screenshot shows the website marketmirchi.com with the following details:

- Page Title:** Urban Sales Detail
- URL:** marketmirchi.com/UrbanSalesDetail.aspx?id=586
- Header:** marketmirchi.com Post Free Ads. A Unique Website Directly Linking Rural & Urban Marketers
- Navigation:** Home, Sales, Wanted, Jobs, Admissions, Chat, My Posts, My Alerts, My Profile, Help
- Search Bar:** Search [] -- Hybrid Search [go to advanced search] Listings in Hybrid
- Product Listing Table:**

Title:	Herb seeds kit of 10
Description:	10 herb seeds including rosemary chives thyme chamomile lavender terragon marjoram sage lovage coriander
Price: (If Price is 0, it means item is negotiable, reply to seller immediately for bargains)	500
Unit:	Per Piece
Website:	www.e-plant.co.in
Posted by:	Eplant
Address:	9 gol market bhagat singh marg conaught place new delhi 110001 Delhi, Andhra Pradesh
Date Entered:	Tuesday, January 05, 2016

MissionConnect

This is group of like minded people who are interested in bridging Digital Divide between Rurals & Urbans .They are conducting Digital Rural Empowerment Programs on how to use internet effectively for getting business, knowledge ,deals pertaining to holistic rural development.

Their focus group from rural side is rural youths, women SHG's ,Farmers Clubs etc. They are taught to create their email ids (which is their key for new world of web) and post ads & respond to multiple ads posted by them & others on www.marketmirchi.com .Also effectively using other free tools like Search Engines, Social Media ,Govt. Portals on Agri./Rural Advisory is taught to them for global communication/knowledge sharing etc.

Benefits / Impact on the Base of the Pyramid Population

Direct purchasing, Group purchasing benefits for their purchases /collective purchases (eg. Farmers clubs) directly from manufacturers.

- ❑ Direct contacts with Job providers who are searching for Rural Talents.A
- ❑ Direct admissions in professional colleges like engineering/management/agriculture .These colleges are nowadays paying agents for bringing SC/ST/OBC students (mostly from rural) for whom reimbursement of fees is done fully/partly by Govt. There will be direct link between Rural Students & Admission Providers creating a win win situation for both.
- ❑ Lastly It will bridge digital divide and work as a enabler for E-empowerment at the bottom of pyramid which is need of hour.

Conclusion

Impact Can be measured by two ways

Social Aspect : Level of E-literacy achieved at the bottom of pyramid. The ads & responses to ads posted by villagers themselves are measurable. Around 1500 ads are posted in span of just one year.

Income Aspect : No. of business inquiries generated , again measurable through website .Around 600 enquiries are generated in very short span.

missionconnect+marketmirchi.com approach is one stop solution for two major problems viz digital divide and role of middleman in between Rural & Urban markets, and since ICT infrastructure is now in place at grass root level (which was not the case till recent past) this solution will slowly but surely will win the race. And there will be definitely meaningful empowerment leading to increase in income over a period of time at the bottom of pyramid.

ACKNOWLEDGEMENT

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REFERENCES

www.marketmirchi.com