



'SOOCHNAPRENEUR' TRAINING AND CAPACITY BUILDING WORKSHOP

**Venue: Raja Rani Mahal, Chanderi, Madhya
Pradesh**

Date: 8th – 9th November 2016

ABOUT THE TRAINING WORKSHOP

The training was a 2 -day long activity based capacity building programme for selected information entrepreneurs under the 'SoochnaPreneur' project of the Digital Empowerment Foundation, supported by Qualcomm. The workshop aims at building capacities of the first batch of 'SoochnaPreneuers' with the technical skills required to operate rural information, content and services business coupled with government schemes and entitlements and digital services. In principal, the training largely focused on developing the leadership and management skill set in SoochnaPreneuers.

Training covered 7 main themes identified for the workshop:

1. The Rural Information and Knowledge Society
2. The Rural Economy; Content Market
3. The Rural Information Consumer Base
4. Scope & Role of Rural Information Entrepreneurs (SoochnaPreneuers)
5. Digital Tools, Applications and platforms to serve rural information, content, service market
6. Delivery structure of Information, Content, Services to serve consumer
7. Sustaining the Rural Information, Content and Service Business

Objectives

- To improve basic knowledge and understanding of the trainees regarding rural Information, content and service needs, its access and delivery at community level.
- To make them understand about the qualities and skills of a rural information entrepreneurs and its importance.
- To allow the trainees to understand widely the rural information, content and service consumer base.
- To introduce the 'SoochnaPreneuers' with various information, content, services and tools.
- To make the trainees equip in using mobile and other digital tools in serving and enhancing their rural information, content and service business.
- To demonstrate the functionality of mobile application named 'Mera App' created to serve and deliver government entitlement related information, content and services to citizen users.

Expected Outputs

- Better understanding of the programme and its objectives
- Coherent capacity building of the Infopreneuers
- Better utilization of the resources
- Better understanding of program guidelines & procedures
- Enhance management and monitoring of the programme

Date and Venue: The training and capacity building workshop took place on 8-9 November 2016 at Raja-Rani Mahal in Chanderi, around 35 Kilometers south of Lalitpur city, Madhya Pradesh. The team arrived at the venue one day before, on 7th November 2016, in order to meet for fine-tuning of the agenda and coordination of facilitation.

Training Team

The members of the training team;

- Mr. Syed Kazi, Deputy Director, DEF
- Mr. Anirban Mukerji, Project Manager, Qualcomm,
- Ms. Deepshikha, DEF
- Mr. Abdul Wahid, DEF
- Ms. Rucha, DEF
- Mr. Saurabh, DEF
- Mr. Gaurav, DEF
- Mr. Maroof, DEF

The Training Workshop

The training-workshop was attended by 37 participants from Rajasthan and Madhya Pradesh excluding 8 staff member team from DEF, Head office. Our distinguished chief guest of the day, Mrs Usha Sarad, Nagar Palika President, Chanderi, lit the lamp to inaugurate the programe. Mr. Syed Kazi and Mr. Anirban gave a welcome speech and briefly introduced the workshop concept to the audience. Later, chief guest distributed bags and T-shirts among the future Soochnapreneurs.



Day One

Session 1:

The Rural Information and Knowledge Society
The Rural Information, Content, Service Market and Economy
The Rural Information-Content-Service Consumer Base and Market Knowledge

Objective: To improve the basic understanding of the trainees regarding Information-driven business opportunities available in rural India.

Resource Persons: Anirban Mukerji & Dr. Syed Kazi

The session was opened with an ice-breaker that required the Soochnapreneurs and trainers to introduce themselves. Mr Anirban explained the purpose of conducting the workshop, beginning with a background of digital and information poverty in India. He discussed about some existing social challenges like erratic electricity supply which has been an inherent problem for our society. In the end, he endorsed digital literacy to change the status quo of our socio-economic problems.



Mr. Syed Kazi, established the ground engagement rules for a Soochnapreneur. He touched upon various aspects of the information business model, its service delivery system and marketing plan in addition to the Mera app utility.

Session 2: Scope & Role of Rural Information Entrepreneurs (SoochnaPreneurs) To Serve the Rural Information and Service Market

Objective: To make trainees understand the scope and opportunities imbibed in Rural Information Market. To arm trainees with skills and expertise required for becoming a successful SoochnaPreneur.

Resource Person: Deepshikha Sharma, Vahid Choudhary and Gaurav Kumar

2.1 Who are SoochnaPreneur

Soochnapreneur word is a combo of 'Soochna' and 'Entrepreneur'. It indicates that the young, innovative and dynamic minds will work as a social entrepreneur in the rural information market. The session was commenced with the basic elements of Soochnapreneur role. Trainers laid out a training module for a two day workshop that would meet Soochnapreneurs' needs and prepare them in several competency areas that were completely new to them. A training tool kit as a learning material was distributed among participants for better understanding and reference purpose.

2.2 Mediums and Message

The first round of the training focused on 'Medium' and 'Message' required for any sort of communication with the target groups; and how these two parameters are inter related to each other. The training technique was a mix of case study and team building games. The activities focused on developing a real field experience for Soochnapreneurs which they might confront in different market settings.

Activity- The participants were divided into 5 indigenous groups. Each group got a chance to look, interpret and analyze the possible mediums and source of information in below mentioned settings in an imaginary village.



Case 1: 90% of the population is illiterate

Case 2: 90% of the population is literate

The participants in each group had a brain-storming session in which they listed the solutions to the given problem. The session activity introduced them with knowledge of message, medium and channel. They also learned about the usage of digital platforms like whats app, Facebook and explored some other traditional mediums of communication in rural India like "MUNADI".

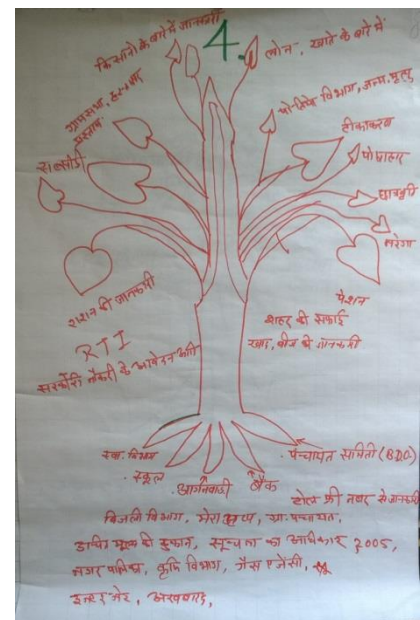
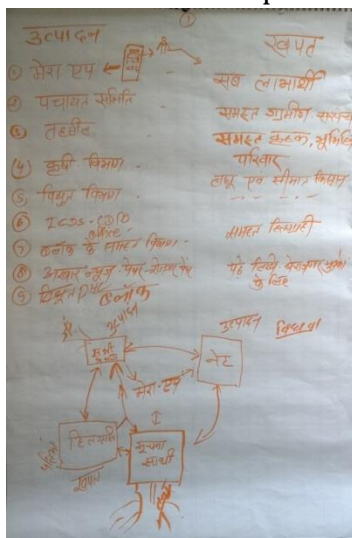
2.3 Production and Consumption of Information

The session was highly interactive and every group presented their assessments followed by an open discussion among participants. The major focus was to understand the concepts of 'Production' and 'Consumption' in terms of Information as a resource and its utilization in rural market.

Each group listed several instances of information production and how it is consumed in the end by users.

As shown in the picture 1.4, one group has presented the production-consumption process

in the form of an information tree where the root signifies the process of production and the leaves signifying the consumption point.



Session 3: Digital Tools, Applications and platforms to serve rural information, content, service market

Objective: To allow the trainees to think widely in terms of choosing & using the digital tools, applications and platforms to serve information market and consumers.

Resource Person: Gaurav Kumar

After the lunch break, session on ICT tools usage to penetrate rural information market was conducted. The trainees were also briefed about the existing gaps in government delivery system in context of schemes and entitlements. Trainers also focused on e-banking, e-commerce, data mining and other service opportunities existing in the rural market.

Activity- The participants were asked to imagine a village and map target audience on the basis of their information related needs. The activity was designed to increase the Soochnapreneurs' understanding of customer mapping. The participants were supposed to mainly reflect on following parameters

- List the business potential facilities in the area like school, hospitals, Aanganwadi and college etc.
- List the problems in such establishments and suggest relevant solutions.

The idea was to let participants discover their entrepreneurial skill set by themselves and develop nose for business opportunity. Lots of online and offline sources and suitable digital tools to access information from it were discussed.

Session 4: Delivery of Information, Content, Services to serve consumer needs sustainably

Objective: To orient the SoochnaPreneurs with the approach, method and strategies to deliver information services.

Resource Person: Gaurav Kumar

The session explored the service delivery system for Soochnapreneurs in rural settings. The optimum utilization of available means existing in rural territories to reach target population was showcased to the participants. The arrangements of Community meetings,

rallies, door-to-door visit and weekly haat participation were some suggestions given for covering target area and promoting Soochnapreneur brand image.

The 'Soochnapreneurs' were also given an overview of scheme related paper work and instructed to double-check identity and other requisite proof documents before commencing application process. Later, trainers explained the importance of conducting a self-SWOT analysis and how it can be proved as a useful tool for a social entrepreneur. After session, trainers considered every query from participants and recommended technical know-how to address different possible situations and issues in rural market.

Session 5: Sustaining the Rural Information, Content, and Service Business

Objective: To orient the SoochnaPreneurs with the approach, method and strategies to sustain the rural information service business

Resource Person: Saurabh Srivastava

In the last session of the day, the trainers presented some basic principles, overview and history of the sustainability issues in rural information model. Ample time was given to discuss entrepreneurship spirit and its nitty-gritty. The session was very revealing and showed relatively high level of participant's business acumen. While a variety of views were expressed with respect to the sustainability, a general consensus emerged that a right balance between profit margin and quality service is the key to success. After the session the training-workshop was closed for the day.

Day Two

Session 6: MERA APP AND HOW TO USE IT ['MERA MOBILE - MERA DOST']

Objective: To demonstrate the functionality of 'Mera App' created to disseminate information about government schemes and entitlements.

Resource Person: Rucha Deshpande & Saurabh

The day began with a presentation on Mera app, a mobile based application to disseminate information about public scheme/entitlement. First, the purpose of having an app based solution for service delivery was explained to the trainees. The trainers centre the session on app's functions, reach and offline/online features and gave hands on training of the app. The exercise helped trainees to improve their ability to run the application and understand its features.



Session 7: MERA APP HOUSEHOLD DEMO APPLICATION IN CHANDERI

Objective: To demonstrate the field functionality of mobile application named 'Mera App' created to disseminate information about government schemes and entitlements by visiting demo consumers and households in Chanderi.

Resource Person: Rucha Deshpande and Saurabh Srivastava

The second-half of the day went into field-based practicum where trainees got a chance to reinforce their workshop knowledge to field situations. 11 groups were formed headed by a mentor in each group. The field-activity was planned to give trainees an opportunity to fit into Sochnapreneur shoes and interact with community members. The Sochnapreneurs had an opportunity of seeing the villagers not just as a task but as an actual target population. The mentors were supposed to navigate Sochnapreneurs and villagers discussion and ensure it provides valuable perspective to the former. The field tour amplified the hands-on-training learning for Sochnapreneurs. Post field-work, the session continued in Raja-Rani Mahal. All the mentors along with the team members shared their field experiences and contributed in identifying the technical glitches in Mera app. However, non-technical issues in rural India such as low-connectivity, middle-man menace, irregular pensions etc. were also highlighted.

Recommendations for Mera app:

- Beneficiary mobile number option.
- Fix drop down for 'Marital Status' box.
- Create an option of contact in case of emergency in ground.
- Refine category window.
- Make it more users friendly.
- Add more schemes in data bank.
- Full disclosure of every scheme benefits and eligibility criteria.
- Fix the existing scheme landing page in App.
- Fix Application form.
- Drop down takes lot of time to download.
- In Relationship table, 'son' option is missing.
- Like primary profile there should be an option of secondary profile to store more contact number or email id.



Session 8: GUIDELINES AND PARTNERSHIPS

Objective: To allow the trainees to understand the guidelines, terms & conditions of DEF-SoochnaPreneur Contract.

Resource Person: Abu Maroof

In order to clear up any lingering confusion, the last session focused on several important aspects of the partnership model between DEF and Soochnapreneur. The session outlined in detail about the rights and responsibilities of all the parties to the business operation. The accepted method of accounting of profit and loss, mutual rights, duties and liabilities of Soochnapreneur were determined in the session.

The session covered the following areas

- Reporting Management
- Working Hours

- Revenue Management
- Advertisement and Promotion
- Scheme Data and Management
- Beneficiary Engagement and Benefits
- Do's and Don't (Work Ethics)

Session 9: Training review and the way forward

Objective: To draw a roadmap for the next 1 month activities.

Resource Person: Shishir Purohit and Nagendra Chaturvedi

Based on the learnings and recommendations from the trainers, a result-oriented plan of action was scheduled. The details of the action-plan have been shared below. It has been decided to review the effects in January, on the basis of which annual business strategy will be defined.

Timeline	Task	Target	Support
November 3 rd -4 th Week (2016)	<ul style="list-style-type: none"> - Registration of beneficiaries/community Meetings - Registration through 'Mera App' - Collect information related to current services - Collect scheme relate forms - Promotional strategies for Soochna Kendra 	100 Registration	
December Week 1 (2016)	<ul style="list-style-type: none"> - District level training - MIS/Reporting 	Registration of 200 beneficiaries and connect at	Availability of Laptop/printer/furniture/internet

	<ul style="list-style-type: none"> - Collect scheme information offline as well as online - Availability of Laptop/printer/furniture/internet 	least 50 of them with a scheme he/she eligible for	Stipend of Rs. 2000
December Week 2 – Week 4 (2016)	<ul style="list-style-type: none"> - Providing citizen services and information - Promotion/Visibility - Revenue collection 		
January, 2017	Review and next steps		

Feedback Form Findings

99% of trainees responded positively with the overall outcome of the training sessions. 15 trainees felt satisfied and 11 trainees marked excellent when asked about their workshop experience. Only one participant responded negatively. The training-workshop also scored highly in terms of objectivity, content and the range of topics covered. Almost 96% of respondents were highly satisfied with the above mentioned 3 parameters. Most of the respondents felt that flow of the workshop was highly organic and created a better teaching and learning environment.

The respondent gave various suggestions for fine-tuning the training content. Some respondents even recommended more role plays in training and some requested for increasing the training duration.



Annexure

AGENDA

Day 1: November 8, 2016 [Tuesday]

Duration	Activity	Resource Person
09:00 am – 09:30 am	Introduction, Objectives & Proceedings	Ms. Deepshikha Sharma and Mr. Vahid Choudhury
09:30 am – 10:00 am	Vision and Mission	Dr. Syed S. Kazi
	Qualcomm ‘SoochnaPreneur’ Partnership	Mr. Anirban Mukerji
<p>Session 1 [10:00 AM – 11:30 AM]</p> <ol style="list-style-type: none"> The Rural Information And Knowledge Society The Rural Information, Content, Service Market And Economy The Rural Information-Content-Service Consumer Base and understanding the market <p>Objective: To improve basic knowledge and understanding of the trainees regarding Information, its access and need at village level.</p> <p>Resource Persons: Anirban Mukerji & Dr. Syed Kazi</p> <p>Method: Theory & Practice</p>		
<p>Session 2 [11:30 – 1:30 PM]</p> <p>Scope & Role Of Rural Information Entrepreneurs (SoochnaPreneurs) To Serve The Rural Information And Service Market</p> <p>Objective: To make ‘SoochnaPreneurs’ understand and analyse better the scope and opportunities of Rural Information Entrepreneurs and the necessary qualities and skills required for rural entrepreneurs.</p> <p>Resource Person: Deepshikha Sharma, Vahid Choudhary and Gaurav Kumar</p> <p>Method: Theory & Practice</p> <p><i>[Please refer to chapter 1, 2, 3 and 4 of the tool kit]</i></p>		
01:30 PM – 02:30 PM	Lunch Break	

Session 3 [02:30 PM – 4:00 PM]

Digital Tools, Applications and platforms to serve rural information, content, service market

Objective: To allow the trainees to think widely in terms of choosing & using digital tools, applications and platforms to serve information market and consumers.

Resource Person: Gaurav Kumar and Saurabh Srivastava

Method: Theory & Practice

[Please refer to chapter 6 of the tool kit]

04: 00 PM - 04: 15 PM

Tea Break

Session 4 [4:15 PM – 5:30 PM]

Delivery of Information, Content, Services to serve consumer needs sustainably

Objective: To orient the SoochnaPreneurs with the approach, method and strategies to deliver information services.

Resource Person: Deepshikha Sharma, Vahid Choudhary and Gaurav Kumar

Method: Theory & Practice

[Please refer to chapter 7 of the tool kit]

Session 5 [5:45 PM – 6:45 PM]

Sustaining the Rural Information, Content, and Service Business

Objective: To orient the SoochnaPreneurs with the approach, method and strategies to sustain the rural information service business

Resource Person: Gaurav Kumar and Saurabh Srivastava

Method: Theory & Practice

[Please refer to chapter 5 of the tool kit]

Day 2: November 9, 2016 [Wednesday]

Duration	Activity	Resource Person
<p>Session 6 [9:00 AM - 11:00 AM]</p> <p><u>MERA APP AND HOW TO USE IT</u> ['MERA MOBILE - MERA DOST']</p> <p>Objective: To demonstrate the functionality of mobile application named 'Mera App' created to disseminate information about government schemes and entitlements.</p> <p>Resource Person: Rucha Deshpande & Saurabh</p> <p>Method: Theory & Practice</p>		
<p>Session 7 [11:30 AM - 1:30 PM]</p> <p><u>MERA APP HOUSEHOLD DEMO APPLICATION IN CHANDERI</u></p> <p>Objective: To demonstrate the field functionality of mobile application named 'Mera App' created to disseminate information about government schemes and entitlements by visiting demo consumers and households in Chanderi.</p> <p>Resource Person: Rucha Deshpande and Saurabh Srivastava</p> <p>Method: Practice [The trainees will be formed into groups accompanied by one resource person per group. Each group will visit a location and visit at least 10 consumers our households in Chanderi locality]</p>		
1:30 PM - 2:30 PM	Lunch Break	
<p>Session 8 [02:30 PM - 5:00 PM]</p> <p>GUIDELINES AND PARTNERSHIPS</p>		

Objective: To allow the trainees to properly understand the guidelines, terms & conditions in the context of partnership with DEF.

Resource Person: Abu Maroof

5:00 PM – 5:30 PM

Tea Break

5:30 PM – 7:00 PM

1. Two day of training review & consolidation
2. Next Steps Forward & Activity
3. Certification of 'SoochnaPreneurs'

Resource Person: Vahid and Deepshikha

PRESS RELEASE



Press Release in 'Bhaskar Samvadata', Chanderi, Madhya Pradesh



Press Release in 'Dainik Bhaskar', Chanderi, MP