

Barmer Report (30th May 2017- 8th June 2017)

Agenda-

1. Complete SoochnaPreneur recruitment- 20 SPs in 10 centers
2. Mera App training
3. Establish SoochnaPreneur project - Objectivity & Methodology
4. 150 beneficiaries registration via Mera App

Brief-

The report attempts to briefly frame the activities and theme of 'effective usage of Mera App' in the context of SoochnaPreneur project fresh interventions in Barmer district, Rajasthan. Barmer is one of the India's top 5 largest districts and our predetermined target regions are largely covered by 10 SoochnaPreneur centers. The agenda for the trip was to set a fundamental guiding principle for the effective implementation of SoochnaPreneur project.

The agenda encompasses multiple components. At the outset, top priority was to reach the 20 SP mark in Barmer. We have achieved that and now Barmer has a 20 foot-soldier's standing army of strong SoochnaPreneurs. Each and every block was touched by us in the process to interview and select the right candidates. The team had a one-on-one discussion with every SP to gauge his/her business acumen. Only those who were found suitable of understanding the complexities of business model and competent to launch it into sustainable mode were selected as SoochnaPreneurs. The academic credentials of candidates were also examined, the minimum criteria to pass off as a SoochnaPreneur was set to be the high school pass certificate. As decided, each center was allotted to the couple of SoochnaPreneurs. After selection of SPs, the team went for the center location hunt. The location suggested by the SP was assessed on the particular area potential for providing thriving business opportunities and socially viable environs. The best option with better commercial scope was recommended to the SPs.

Next in line was to impart the Mera App training to SPs to efficiently drive the public scheme information business on ground. A lot of time and energy was invested in introducing the App and how it can be an impetus behind the project. Downloading the app on SoochnaPreneur tablet, installing it and then providing hands-on practice to use it was the core point of training methodology. Today, our SP team is well versed with the key features on App and finds it very user-friendly. Special focus was given to the learning of accurate method of how to register a potential beneficiary on app and how to explore the database using multiple category-wise scheme search option. Just after the training, the stimulus from ground in terms of conclusive data being captured via Mera App by SPs looks promising and reinforces the fact that training has been received effectively. Except few centers, most centers have already picked up an impressive momentum in terms of registration.

After series of orientation workshops and business ethics debates, DEF and SoochnaPreneur entered a legally binding agreement adhering to project work conditions. In the last lap of our exercise the ICT

tools were distributed among the SoochnaPreneurs. They were given tablets, tablet cover, memory card, pen drive, folder and bags. They were also assigned receipt book center wise to maintain the payment log against services offered. The entire Barmer team has given itself a task of 150 beneficiary's registrations in next three weeks.

SoochnaPreneur Task's with deadlines

1. 150 beneficiaries registration via Mera App- 10th July 2017
2. Ensure max usage of Mera app for information dissemination.
3. UP and Running-Establish fully functional SSK center with all digital tools and technology like printers and computers- 24th June 2017
4. Community visit- SP coordinator visit in target blocks with SoochnaPreneurs for community mapping of their needs and preferences with relevant solutions- 20th June 2017
5. Liaison- Develop healthy relations with local government and panchayat bodies to escalate the project progress and reach to vulnerable community- 20th June 2017
6. SHGs- The SP coordinators will recruit 20 lady SoochnaPreneurs preferably Aasha workers- 28th July 2017
7. Scheme Database- Identify popular scheme in local regions and incorporate that into our Mera App scheme database-20th June 2017
8. E-mitra- Select e-mitra vendors in our target regions and provide free license for 3 months to use Mera app ID- 1st July 2017
9. Center - SP coordinator to ensure that every SSK center has informative charts, scheme booklets and scheme/service rate list pasted on the walls- 24th June 2017
10. Recordkeeping- Management of data via revenue register, community activity log book and payment receipt book – 20th June 2017

Glimpses of SoochnaPreneur (SP) Training + Center Pictures

Binjasar Center – SPs (Lukman and Karim) receiving training



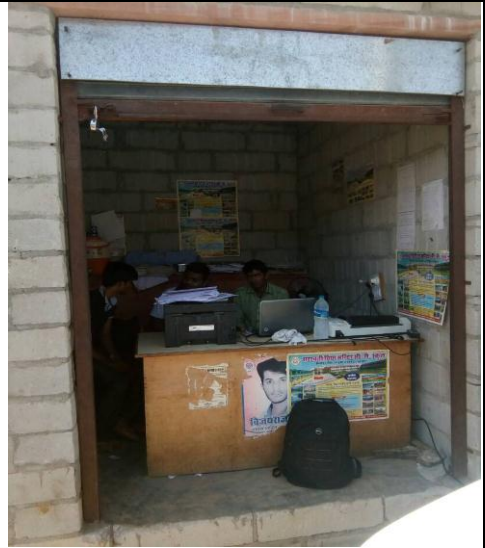
The center is near indo-pak border . The location

SPs run e-mitra center and are official banking

is peaceful and neighbourhood is backward and densely populated.

correspondednt of SBI and picked up Mera app easily. Fresh Mera app IDs were generated for both SPs to commence their ground work. Record keeping and payment log management was also part of their training.

Sedwa Center – SPs (Saibna an Arbab) learning Mera app key features.



Young and passionate. Both SPs showed great business acumen and understanding of SochnaPreenur model.

They own 2 shop in the heart of Sedwa market. They are planning to shift to a bigger shop next month.

Gangasara Center- Ratan Lal, Timu Devi, Mayaram and Prabhu ram discussing scheme database in Mera App.



Ratan lal, Timu Devi, Maya ram and Prabhu ram discussing social security schemes.

The place is on rent. The center sits on the main road connecting Gangasara to 5 near villages. The center can easily cater to the digital services and literacy requirements of the target population in this region.

Ramsar center SPs receiving training



Hakim khan and Taj Mohammed are running e-mitra center in Jane ki Baiiry. They own a shop in the market area. Hakim is in BA final year and Taj is 12th pass.



For better visibility and brand recognition some marketing collaterals like banners were distributed among SPs.

Kalyaanpur Center – SPs (Bagaram and Devaram) receiving Mera App training



The center falls in Kalyaanpur block and is 170 Km from Barmer city. The center can cater to 700 household in near 6 villages. The place is secluded and most residents are deprived of basic amenities in life. The SP center has lot of scope to help and support the locals.



SPs(Jetha Ram and Vishnu Prasad) receiving Mera App training at Baitu center.



Shiv Block center - SP (Shakoor Khan) receiving Mera App training. The SPs are now well equipped for information dissemination of public schemes as they are armed with tabs, mera app, memory card etc



Timu Devi- She is our first lady SoochnaPreneur in Barmer district. A very confident woman who enjoys a strong network in Gangasara block specially among female population. She earns Rs 4500 per month through her association with Aaganwadi work.



Kuseep center in Sivana Block – SPs (Lumba Ram and Poonam Chand) receiving Mera App training at their center.



Ratan Lal from Gangasara center receiving his SoochnaPreneur shirt.



SPs from Dhanua Block receiving Mera App training.



Rate list and Receipt book distribution was done to help SPs to record payment related transaction.



Bhalgaon Center- SPs(Prabhu lal and Meya ram)

The center caters to 2200 population scattered in 5 gram panchayats.





SP- Prabhu ram

SP-Meya ram has just completed his schooling.



Kalyaanpur Block SoochnaPreneur- Bagaram	Ramsar - SoochnaPreneur – Hakim Khan and Taj Mohammed (Dhanua)	Sedwa center – SPs(Kishore and Gulam Khan)
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<p>Kishore at his newly set-up center.</p>	<p>Kishore is a law graduate and has huge business aspirations. He sees lot of potential in SoochnaPreneur business model and feels that it is the best way to reach vulnerable communities with solutions to their problems.</p>	