

Barmer Report (21st August 2017- 30th August 2017)

Agenda-

1. Mera App Training – Ensure new versions installed on tabs and hands-on-training for using photo resizer app.
2. Engagement and Partnership-
 - a. Ensure SPs apply for CSC/e-mitra agency franchise.
 - b. Explore and identify local state government contract opportunities.
 - c. Arrangements for SPs to run their own Airtel/Vodafone dealership.
 - d. Identify FMCG potential to be managed by SPs via Soochna Seva Kendras.
 - e. BC- Visit all major banks to push SPs affiliation as Bank Correspondent.
3. Train Alwar SP team on sales and marketing matrix including Sales pitch; behavioral change; communication; marketing; customer service; community engagement; market penetration; first movers advantage; Liaisoning with panchayat and government office; Tie-ups with local service providers.

Brief-

The report attempts to briefly showcase the fresh interventions in Alwar and Barmer district, Rajasthan in context to the SoochnaPreneur programme. The document also includes the highlight of SAP team visit to Alwar centers.

21st August 2017- 23rd August 2017

The SAP team covered all the 6 Soochna Seva Kendras in Alwar and had a one-on-one discussion with the SoochnaPreneurs running these centers. The details and observation of the visit is documented in the attached file.

Note- All 6 centers affiliated to e-mitra including 5 centers with CSC

24th August 2017- 30th August 2017

The team met various LSPs (local service providers) in Barmer district to enquire about the franchise model of organization like Vakrangee. The agenda was to understand the economics and financial implication in the event of Soochna Seva Kendra in Barmer district getting affiliated to such services. The team also met Chandresh and Ram Singh Rao from Vikrangi. Mr Ram singh is the district sales head of Vikrangi and deals with the candidates interested in running centers offering e-mitra and CSC. The team was briefed about the other prominent services available in the basket of Vakrangee. If the SoochnaPreneurs choose to subscribe the franchise then they will receive authorization to pursue following services and earn commission on it.

- Insurance – the SPs will be authorized to do insurance (health, life, motor etc) of beneficiaries. They will have a huge bandwidth of top brands in insurance sector and can represent them in offering services at grassroots level.
- Bank Correspondent- the SPs will similarly get a chance to become BC of prominent national and village level banks in the area. Although the availability/vacancy/opening as bank correspondent in the regional bank is a limiting factor.
- E-mitra/CSE- All the digital services included
- The service umbrella of SPs will vary with the subscription of available services on Vakrangee portal and cost incurred for accessing it.
- The team also managed to strike a deal with Vodafone, Reliance and Airtel mobile vendors. The team will now work at commission basis with mobile vendors and sell mobile and internet connections at Soochna Seva Kendra. The concerned person is Ram singh rao @ 9950690734. The commission based work will commence with Aalo ka tala, Sedwa, Gangasara and Binjasara centers.
- Every centre resource person went resizer app training to adjust the photo quality suitable for Mera app.

SoochnaPreneur Task's

1. Higher beneficiary registration via Mera App
2. Ensure max usage of Mera app for information dissemination and data collection.
3. Community visit- SPs visit in target blocks with SoochnaPreneurs for community mapping and research on their needs and preferences and issues related to employment, Suggested by Osama Sir.
4. Liaison- Develop healthy relations with local government and panchayat and invite them to SSK organised camps and other community based activities.
5. Scheme Database- Identify popular scheme in local regions and incorporate that into our Mera App scheme database
6. Center - SP coordinator to ensure that every SSK center has accurate informative charts, scheme booklets and scheme/service rate list pasted on the walls plus a WhatsApp number as grievance redressal.
7. Recordkeeping- Management of data via revenue register, community activity log book and payment receipt book

Glimpses of SoochnaPreneur (SP) Training + Center Pictures



Aalo ka Tala centre- Arbab and Sahibna are successfully running SSK, touched good revenue figures leveraging center location in main market.



Timu and Ratanlal briefed team about the upcoming camp activity planning at their centre.



Aalu ka Tala center- Imam and Iqbal facing issues with digital literacy revenue were advised to increase community interventions to increase footfall.



Chandresh is representative of Vakrangee in Barmer district. He will help our SSK centers to subscribe services of BC and insurance including e-mitra and CSC



The center had some chronic issues with the laptop

Jane ki Bairy, Gangasara and Binjasar centre SPs have started working as Bank correspondents. Rest have completed the procedures of opening saving account in the bank.

The status of e-mitra across Barmer SSK

सैंटर	Sp नाम	इमित्र आईडी
गंगासरा	रतनलाल & टिम देवी	हा
भलगाव	पर्भराम & मयाराम	प्रोसेज में है,
आल का तला	इमामअली & इकबाल खान	हा
सेडवा 1	साहिबना & अरबाब खान	हा
सेडवा 2	किशोर & गलामअली	हा
बिजासर	अब्दल करीम & लकमान	हा
जाने की बेरी	हकीमखान & ताज्मोहम्द	हा
शिव	सकर खान & अशोक	हा
बायत	जेठाराम & विष्ण	नहीं
मंडली	भगाराम & देवाराम	नहीं