



SOOCHNAPRENEURS OF ALWAR

A Field Observation Report

Abstract

This document outlines the pro-bono team's observations at the 6 Soochna Sewa Kendras of Alwar during the field visit on 21 and 22 August 2017, accompanied by Project Manager - Abu Maroof and District Co-Ordinator - Pankaj.

Sonali Rathee, Deepak Gupta, Riki Dey

Day 1 - 21st August, 2017

Soochna Sewa Kendra	Chandoli - Hub Centre
SoochnaPreneurs	Jamshed and Irfan
Observations	<ol style="list-style-type: none">1. The soochnapreneurs have limited engagement with the community which is augmented by the fact that they are from a different village and are complete freshers. The tiff with the Panchayat does not help either.<ol style="list-style-type: none">a. Center rent being paid by DEF2. The soochnapreneurs are playing their role in Digital Literacy by taking classes for RSCIT and PMGDisha.<ol style="list-style-type: none">a. There are on an average 4-5 students enrolled for PMGDisha. The setback is that if the students do not appear for/clear the examination then the soochpreneurs lose out on the government entitlement of Rs. 300 per student.3. The soochnapreneurs are providing various Digital Services through a <u>shared</u> e-mitra ID.4. An overall lack of pro-activeness has been observed.<ol style="list-style-type: none">a. Application for Bank Correspondent planned since more than a fortnight at the bank branch right next door.b. Soochnapreneurs are not aware of the most popular government schemes in their area.5. Small steps are being taken by the soochnapreneurs to improve community engagement.<ol style="list-style-type: none">a. Ayurveda health camp planned in Augustb. Door-to door campaigning done on alternate days6. Documentation incomplete and no standardized format for revenue register/ scheme entitlement beneficiary maintenance.

Soochna Sewa Kendra	Mungaska
SoochnaPreneurs	Gurudev and Deepak
Observations	<ol style="list-style-type: none"> 1. The soochnapreneurs have very high engagement with the community which is augmented by the fact that they are localites and Gurudev has personal relations with the Councilor. Also, the awareness and literacy in the community is already very high since this is an urban center. <ol style="list-style-type: none"> a. They do regular door to door campaigning b. For any upcoming event, they campaign using loudspeakers in the community and diligently follow-up with the event-goers. c. They have a whatsapp group for the residents of the ward which they use to pro-actively dispense information on schemes and events. d. They use the contact numbers of the residents to actively call and inform them about new and upcoming schemes relevant for them. 2. The soochnapreneurs are playing their role in Digital Literacy by taking classes for RSCIT. Plans are also in the works for opening coaching classes till standard VIII. <ol style="list-style-type: none"> a. The very high fees for RSCIT center registration (Rs. 51000) is a blocker. 3. The soochnapreneurs are providing various Digital Services through e-mitra ID. <ol style="list-style-type: none"> a. Submitted 35-40 scheme related applications. b. Recently held voter-id camp c. The soochnapreneurs have very good rapport in the government offices enabling faster processing and benefits dispensation for all their applications. 4. Opening of a new Soochna Sewa Kendra is shortly planned in a nearby village. 5. The soochnapreneurs have good rapport with the DEF District co-ordinator and actively help the other Soochna Sewa Kendras in organizing events. 6. Documentation incomplete and no standardized format for revenue register/ scheme entitlement beneficiary maintenance. 7. Mera-app not dependable or available a lot of times.

Soochna Sewa Kendra	Rayabka
SoochnaPreneurs	Irfan and Irshaad
Observations	<ol style="list-style-type: none"> 1. The soochnapreneur is a localite and have high engagement with the community. 2. The soochnapreneurs are playing their role in Digital Literacy by taking general computer knowledge classes for around 10 students to teach them MS Office. 3. The soochnapreneurs are providing various Digital Services through e-mitra ID. 4. It is planned that around 300 residents will be visiting the center soon for LPG registration. 5. Documentation incomplete and no standardized format for revenue register/ scheme entitlement beneficiary maintenance. <ol style="list-style-type: none"> a. No proper follow-up done for the applications or with the community members. 6. Mera-app not dependable or available a lot of times. <ol style="list-style-type: none"> a. Registered user information disappears. b. Discrepancies in the registration form. 7. Power supply is a challenge.

Soochna Sewa Kendra	Jharkhera
SoochnaPreneurs	Sonu Prajapati and Gopi Chand
Observations	<ol style="list-style-type: none"> 1. The soochnapreneurs are localites and have high engagement with the community. <ol style="list-style-type: none"> a. Running 2 Soochna Sewa Kendras a few kilometers apart for the benefit of the villagers in remote area. b. Recently held 16th camp for creation of important documentation for nearby villages. 2. The soochnapreneurs are playing their role in Digital Literacy by running a very professionally setup computer center and taking RSCIT classes. 3. The soochnapreneurs are providing various Digital Services through e-mitra ID. 4. Good documentation - up to date and maintained in detailed format. 5. Mera-app not dependable or available a lot of times.

Day 2 - 22nd August, 2017

Soochna Sewa Kendra	Malakhera
SoochnaPreneurs	Chandrakala and Ramesh Meena
Observations	<ol style="list-style-type: none">1. The soochnapreneurs have high engagement with the community because of their very active role in Digital Literacy.<ol style="list-style-type: none">a. The soochnapreneurs have RSCIT ID and e-mitra IDb. They conduct classes for various computer courses and see high degree of participation for the female youth of the community.c. A footfall of around 25 students per month is seen at the center.d. The computer training center has been functional since more than 3 years now.e. Ratan also takes computer classes in the local schools as and when needed.f. There is a parallel program being run by Oracle at this center to spread digital literacy to 100 students.g. Chandrakala conducts English Language classes also at the center.h. They also procure the necessary books for various courses and exams and sell to the community.i. They are interested in further expansion in the number of computer courses that they offer.j. No classes for PMGDisha yet.2. The soochnapreneurs have very little focus currently on providing Digital Services or Scheme Related Services<ol style="list-style-type: none">a. The applications sent for various schemes are stuck in endless red tapismb. The nearest government office is in Umrain or Alwar which is quite far from Malakhera, hence difficulty in regular follow-upsc. CSC application submitted.3. Documentation incomplete and no standardized format for revenue register/ scheme entitlement beneficiary maintenance.<ol style="list-style-type: none">a. No documentation maintained for scheme specific activitiesb. Door-to-door community engagement register maintained.4. Mera-app not dependable or available a lot of times.

Soochna Sewa Kendra	Nangal Khan
SoochnaPreneurs	Irfan and Akram Also met Kale Khan (acting Sarpanch – father-in-law of Sarpanch!)
Observations	<ol style="list-style-type: none"> 1. The soochnapreneur is a localite and have high engagement with the community. This is also helped by the fact that the Soochna Sewa Kendra operates in the premises of the Atal Sewa Kendra (savings on rental too). 2. The soochnapreneurs are providing various Digital Services through e-mitra ID. <ol style="list-style-type: none"> a. Camp held for registering physically handicapped community members. b. Very difficult for handicapped people to travel to government hospital in Alwar for obtaining disability certificate which is provided only once a week for a few hours. The red tapism and bribery demands don't help either. 3. Irfan is also <u>a bank correspondent</u> <ol style="list-style-type: none"> a. Facing issues with dispensing pension due to mismatch between fingerprints of the beneficiary and the Aadhar Card details. 4. Documentation incomplete and no standardized format for revenue register/ scheme entitlement beneficiary maintenance. <ol style="list-style-type: none"> a. Community meeting register maintained 5. Mera-app not dependable or available a lot of times. 6. Power supply is a challenge 7. Acting Sarpanch was unaware that Irfan is a Soochnapreneur though he did acknowledge that Irfan is doing a good job of helping the community.

Summary

The following common trends have been observed by us during the field visit:

1. Community engagement is of utmost importance for the success of the schemes related agenda as well as the general business of the soochnapreneurs.
2. Documentation is incomplete without any standardized format across all the centers.
3. Equipments provided by DEF are malfunctioning and soochnapreneurs expect the remedy to be provided by DEF!
4. Mera app has dependency and availability issues at times for all the soochnapreneurs
5. DEF district co-ordinator is not equally engaged or aware of the activities ongoing at all the 6 centers. There is no bottom to top reporting.
6. None of the centers are really focused on the government scheme dispensation vision of DEF.
 - a. Issues being faced by the soochnapreneurs are neither transparent logged nor being addressed in a timely fashion by DEF personnel - issues with Mera app, handling government personnel, etc
 - b. No issue tracking mechanism or KPIs throughout the project hierarchy.
7. Except Chandoli, all the soochnapreneurs are doing pretty well as entrepreneurs. Needs more focus on the "Soochna".