

Technology Matters



Technology in the hands of Poor

DHAN Foundation & Oracle

Community Resource Centres

தரளம் அறக்கட்டளை

இணையம்

(an ICT Enabled Community Resource Center)

Run by



சாஹஸ்ரா சிக்ஷா

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Community Resource Centres

- ▶ “Inayam” is the brand name of the ICT enabled Community Resource Centres established in villages by DHAN Foundation with the support of Oracle
- ▶ Inayams are the Common Information & Communication Technology Infrastructure established in remote villages for the development
- ▶ Each Inayam is provided with ICT Infrastructure like Computers, Internet, Printers, Web Cam and other accessories.
- ▶ Each Inayam is operated by a Volunteer from their own village. The Volunteers are women, who work as Inayam Associates and get trained by DHAN Foundation.
- ▶ Inayam offers different rural specific ICT enabled services for the poor, especially for Women.

DHAN Foundation has established 16 Community Resource Centers in TAMIL NADU.



Community Resource Centre Services

Sl.No.	Services	Outcome
1	Computer education	Enhanced employability
2	e - School	Improving educational performance
3	Video conference & digital theatre	Improving rural livelihood
4	Health Services	Improving rural health access
5	Online Services	Technology benefits in the hands of Poor- Reduce Cost and Time

Though the internet and Social Media usage is getting increased in Rural India, only Youths have access to smart phones with internet connectivity. Most of the smart phones are used for WhatsApp Messaging. Most of the rural people do not use technology for their livelihood and development. Especially women have very poor access. Hence, there is a need for a Common ICT Infrastructure to take the benefits of technology to the rural poor especially women and girls. Community Resource Centres work for bridging this divide by offering technology services to women and girls.



Outcomes Ensured (2016-2018)

- ▶ Reached out to 24,718 women of different age group
- ▶ Twenty-three women have got employment opportunity and more than 75 women have been equipped in computer operation and added value to their existing career.
- ▶ Around 90 families have got improvement in their livelihoods by way of accessing knowledge building services of the CRCs like Video conference, offline multimedia content, livelihood specific camps and so on.
- ▶ More than 5,500 Women were facilitated to claim their entitlements from Government's welfare schemes, applying for examinations and using online services at CRCs. It has reduced cost of travel and time and helped them use it productively
- ▶ Digital Literacy was given to around 390 women
- ▶ More than 350 girls have got improvement in their educational performance

Company Main Road, Natham



I am earning and contributing for my family...

“ I have undergone computer course at CRC. I am very proud to say that the course I did at the CRC gave me a life skill and turned my life. Now, I am earning Rs. 9,000 per month as a browsing center operator and contributing it to my Family. ”

- Keerthana, 23 years old Women from *Natham*

Though there are so many computer coaching institutes in the city and laptops are given by schools, poor women prefer DHAN- Oracle Community Resource Centers for Computer Education which imparts life-skill and make them employable at very low cost. Around 23 Women have got computer-based employment opportunities in the past two years through DHAN- Oracle CRCs and more than 75 women have been equipped in computer operation and added value to their existing career. Digital Literacy was given to around 390 women by the DHAN-Oracle CRCs.



I have got 25 bags additional yield...

“ I am recalling how the video classroom sessions I have attended in my village CRC, together with 10 farmers benefitted us. Through these video classes, I learnt to prepare and use panchakavya, which is our age-old traditional practice to nourish our lands and crops. It has reduced one-eighth of our cost of cultivation. I have got 25 bags of groundnuts as additional yield this year. ”

- Thangasamy, 65 Years old Farmers from *Odugampatti village*

Though there are so many websites and mobile applications for agriculture, rural poor farmers do not have access to all these mobile-apps, which can complement their livelihoods. The farmers generally use mobile phone only for communication. Hence, there is an immense need for a common ICT Infrastructure in the villages to encourage and enable farmers to use the ICT applications to connect with resources. DHAN- Oracle CRCs are doing it. Around 90 families have got improvement in their livelihoods by way of accessing knowledge building services of the CRCs like Video conference, offline multimedia content and livelihood specific camps and so on.



I have surprised my family...

“ I am studying 11th Standard. The evening electronic media school at CRC increased my understanding and learning of my school subject. My confidence has gone up and surprised my family with high scores in my half yearly exam. ”

- Miss. Narmadha, *Mathukarampatti*

Generally, poor students studying in the rural government schools don't have opportunities to use ICT infrastructure. They find it difficult to understand the subjects and instead they memorise the subjects. Hence, CRCs offer e-School through evening tuition centers with Multimedia content. Multimedia educational contents attract the school students and improve their understanding and clarity, ultimately improve performance of the students. More than 350 girls have got improvement in their educational performance.



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I would like to bring 100% Digital Literacy in my hilly tribal village

“ I am the mobile CRC operator of Malaiyur village, a hilly terrain tribal village in Natham block, where there is no road and transport facility to reach my village from the city which is about 10 Kms from the roadside. Through the mobile CRC, I am reaching out to three hamlets in the hill top, I am walking across three hamlets with laptop, LCD projector and spend two days in each village and offer the ICT based services. I am sure that I will bring 100% digital literacy in my village. ”

- Ms. Rasathi, *Malaiyur, Natham*

Malaiyur is one of the hilly terrain villages in Natham block of Dindigul district, Tamil Nadu. There is no transport facility to reach the village. People have to walk for 10 Kilometers to reach the village. The villagers have to access services including livelihood & health services from the town at the foot - hills. The technology connectivity is very poor. Hence, DHAN Foundation has set up a Mobile CRC in this villages, where the volunteer walk across the villages with a laptop, health kit and other accessories. They connect the villagers to the outside world.



Now I am regularly checking BP and Sugar....

“ Only now I am regularly checking my blood pressure and blood sugar. Thanks to Anitha, the CRC associate. She is taking care like my daughter regularly and checking BP and sugar at my door step. ”

- Nallammal, *Manakattur*

Villagers are not showing interest to do their basic health diagnosis like BP, sugar... Especially, women are not giving importance for their health issues. Hence, DHAN CRCs intend to use digital health apparatus like BP & sugar checking apparatus. The CRC volunteers are taking the apparatus to the rural door steps and encourage and enable the women to check BP and sugar regularly. As a follow up process, rural women are also get connect with the doctors to get consultation about their health issues.



We are getting awareness about Anemia & Nutrition...

“ We are 15 adolescent girls formed a group in our village and work together with our village CRC. We are getting awareness about anemia and healthy food habits through digital theatre in our CRC. We have changed many of our habits like wearing footwears. ”

- Swathi, *Karuthanayakanpatti*

Basically, adolescent girls don't have space to discuss about their health issues and concerns. DHAN CRCs are creating a space for the adolescent girls by organising them as groups. The CRC volunteers take the multimedia content on anemia, health, nutrition and girls specific issues to the adolescent girls' group meetings. It provides space for the girls to discuss about their health issues and enhance their knowledge on all these aspects.



I am producing and sending Voice SMS...

“ I have never imagined that, I will produce and broadcast voice SMS for my villagers. I have got trained to produce and broadcast voice SMS. Now everyone in my village recognise me. I am very happy now. ”

- Jeyanthi, CRC Operator, *Mangalapatti*

Voice SMS are given as one of the promotional activities of businesses. Especially, urban people are getting voice SMS about new products and services. DHAN CRCs give voice SMS to villagers based on their demand. The CRC volunteers are producing and broadcasting voice SMS for the local communities. The voice SMS are recorded not only from the experts, but also from the community resources. Villagers, especially women are getting voice SMS on livestock management, healthy & nutritious foods.



I am receiving Voice SMS daily...

“ Ha ! ha.., I am regularly receiving voice SMS in my mobile about cow rearing from the centre. It is very useful, I am following the tips and feel the difference. Thanks to CRC...”

- Annam, *Soriparaipatti*

DHAN CRCs provides voice SMS daily on agriculture, livestock management, health, education, nutrition and women specific issues. The voice SMS are in local language and in local context. The voice SMS reception among the villagers is surprising.

We are watching our livelihood & health related Videos...

“ See, no TV channel is showing our livelihood related videos, TV channels are for entertainment. Whereas our CRC digital theatre thinks about our development. Once in a month, we are watching livelihood and health related videos. It is changing our practices. Thanks to CRC. ”

- Women Group Members, *Oddukampatti*

Movies and Tele-series are attracting the women. DHAN CRCs screen videos as a knowledge building tool. Based on the need assessment done among the villagers, special video shows are organised in the villages once in a month. It acts as a platform to get access to the videos on various development needs and issues.



We are using Tablet for our livelihood...

“ We are also using tablets.... Our village CRC has facilitated and helped us to use tablet. We download and see content on agriculture and water management... ”

- Farmers, *Kavarayapatti*

New technology and benefits are being reaped mostly by the youths. Especially, there exists a digital divide in using the technology among the rural farmers and women compared to youths. Hence, DHAN-CRCs encourage and enable poor farmers & women to use the tablet PCs and other technologies to download and use for their development.



INAYAM NATHAM

+91 8380 800 461, +91 73738 24932, +9...



Inayam uses Social Media for Development

“ I am one of the members of Inayam WhatsApp group. We post our agriculture, livestock issues and the experts are replying for that. There is no good morning and wishes... This is one of our group norms. ”

- Baskaran, *Punnapatti*

Generally, WhatsApp groups are formed among friends and relatives to share the information. DHAN Foundation uses such Social Media for promoting development. DHAN-CRC has created a WhatsApp group with 150 farmers, women and experts. The information like livestock diseases, crop diseases and pests are being shared in the group. The suggestions and solutions are given by experts in the group. e-Commerce information is also provided in the group and it has emerged as one of the effective tools for development.



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WE are running a Rural BPO.....

“ WE- Women Empowerment,
“We have completed data entry course in Community Resource Centers at Natham. DHAN Foundation has supported and facilitated to run a rural BPO. We are standing on our own leg and contributing to our families. We are also encouraging other poor women to join with us....”

- Women from *Natham*

Generally, there is a perception that, BPO is meant only for urban. DHAN Foundation works for breaking this perception and started piloting rural BPO with women. The women with minimum qualification are equipped for undertaking the data entry works. DHAN has the vision of bringing the rural BPO as one of the successful women enterprises. This pilot would get a shape in the years to come.

DHAN Foundation

DHAN Foundation works with the mission of supporting people and institutions in underserved communities to reduce poverty and build self-reliance through Community Resource Centres. The Community Resource Centres work for improving the quality of life of women and girls with the support of Information & Communication Technology (ICT)

Oracle

Philanthropically, Oracle is committed to using its resources to advance education, protect the environment and enrich the community life.

DHAN Foundation & Oracle

Both the Oracle's objective of supporting Community Development and DHAN ICT Programme objective of Poverty reduction and Community development have got coincided, merged and got shape as ICT Enabled Community Resource Centre (CRC)



No. of CRCs 16

Locations Natham Block, Dindigul District &
Keelaiyur Block, Nagapattinam District
TAMIL NADU, INDIA

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