



"To create and implement a sustainable, scalable platform of entrepreneurship for enabling the development of rural economy and society through the use of Information and Communications Technologies"

BUSINESS MODEL

Definition

Drishtee is a Network Orchestrater for delivering fee based services to the rural population through ICT Kiosks. The services include e-Governance, Education, Health, Insurance and local services. The ICT center (Kiosk) is owned and operated by a local entrepreneur.

An Overview

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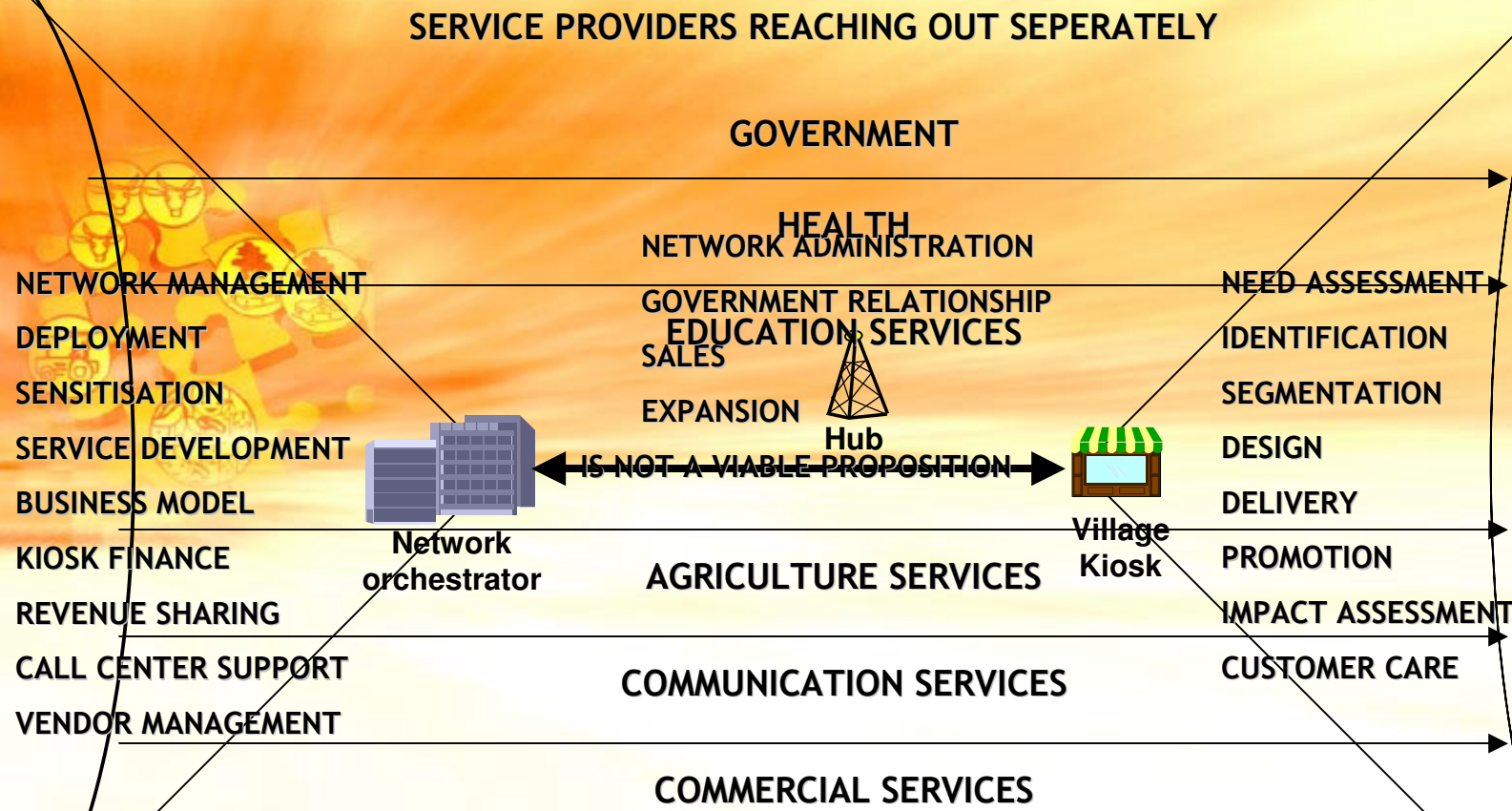
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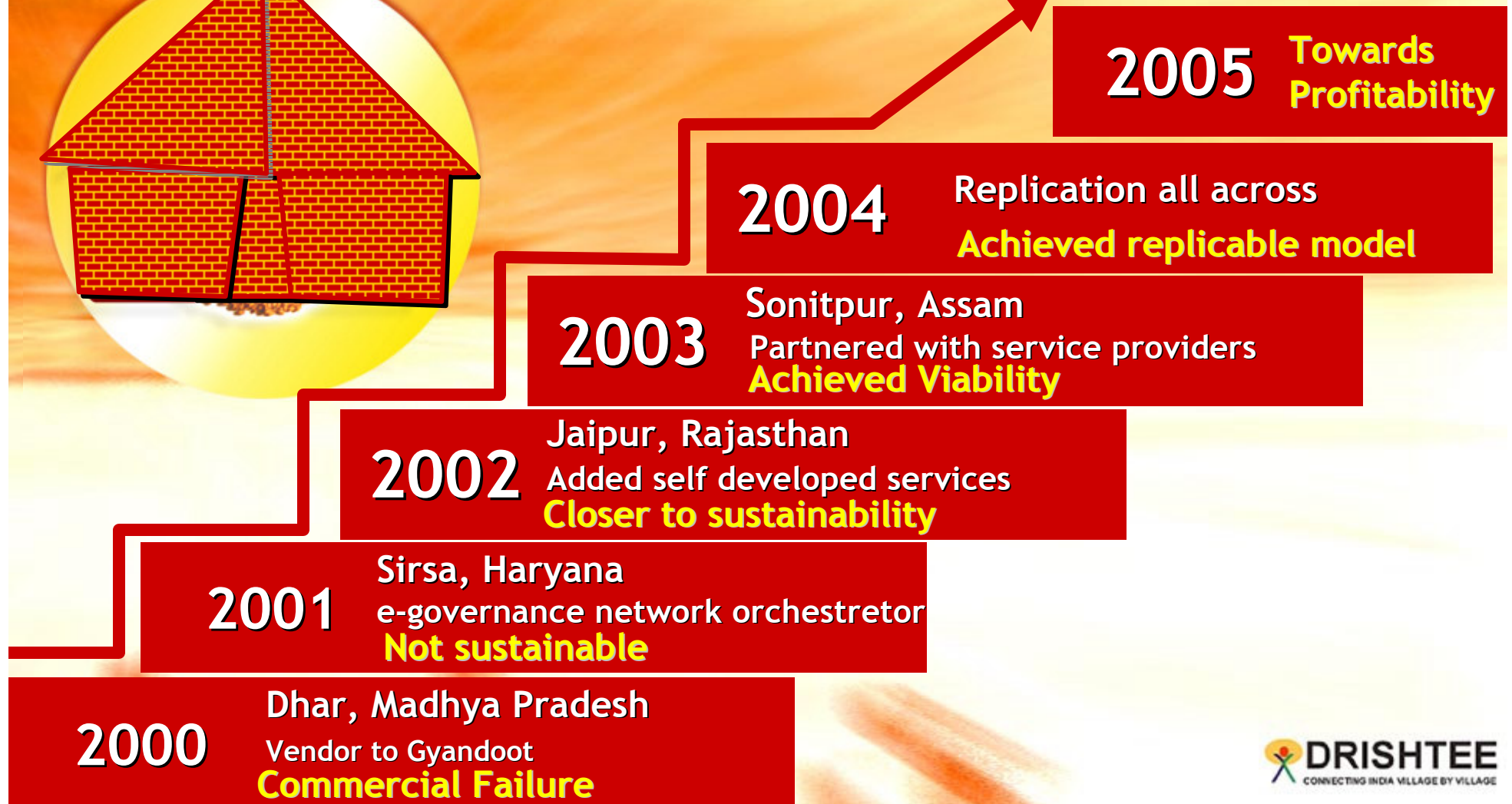
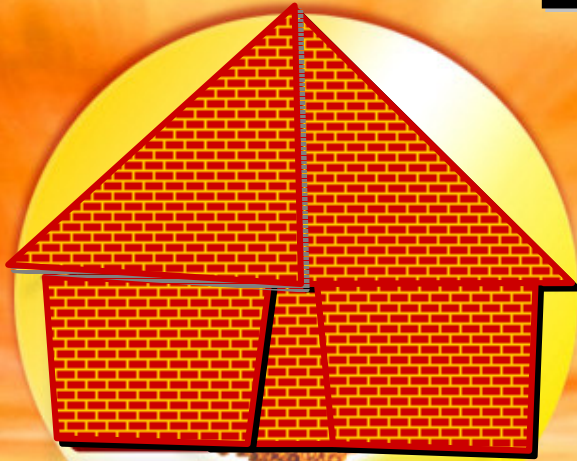
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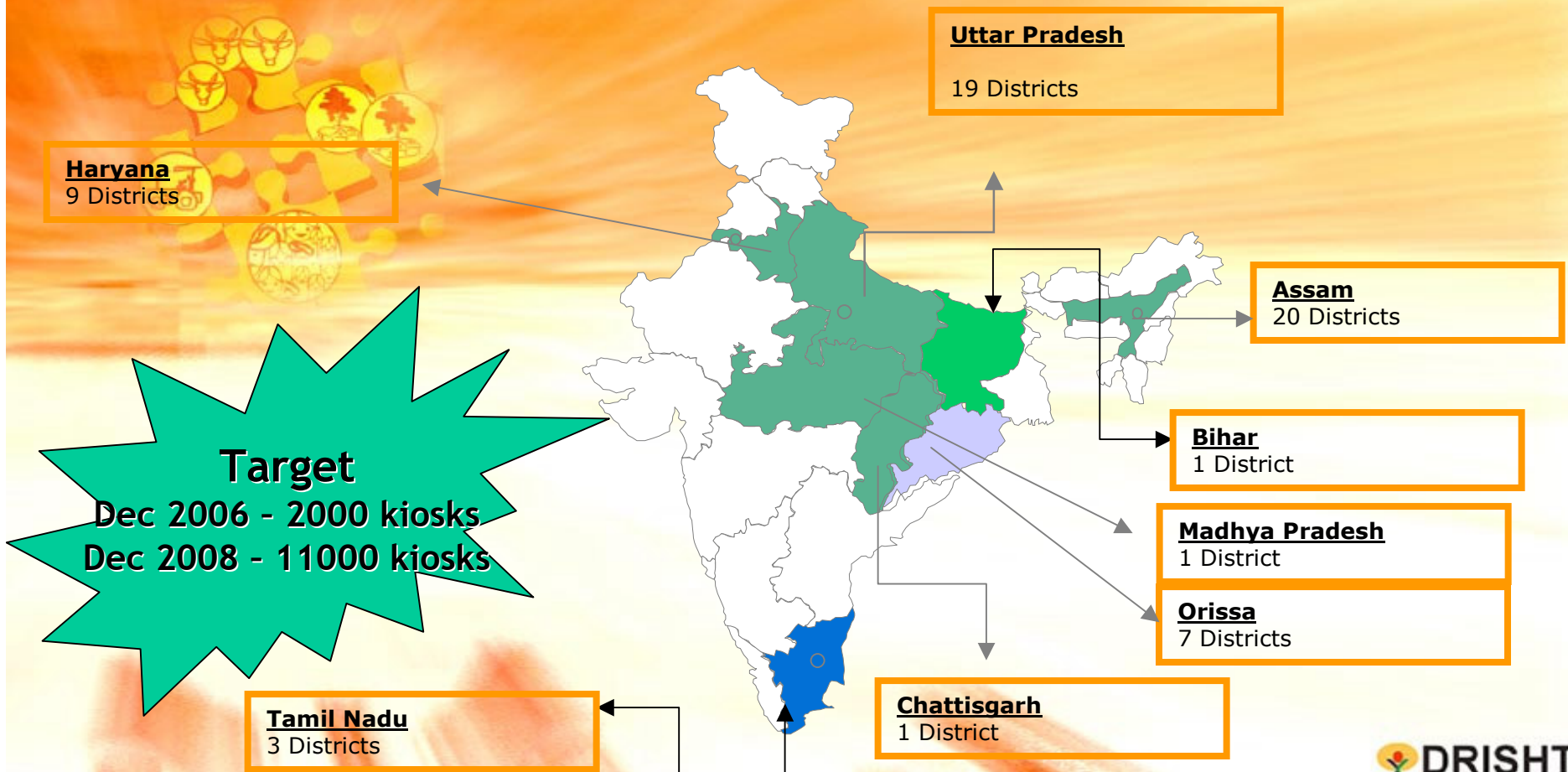


Evolution of Drishtee

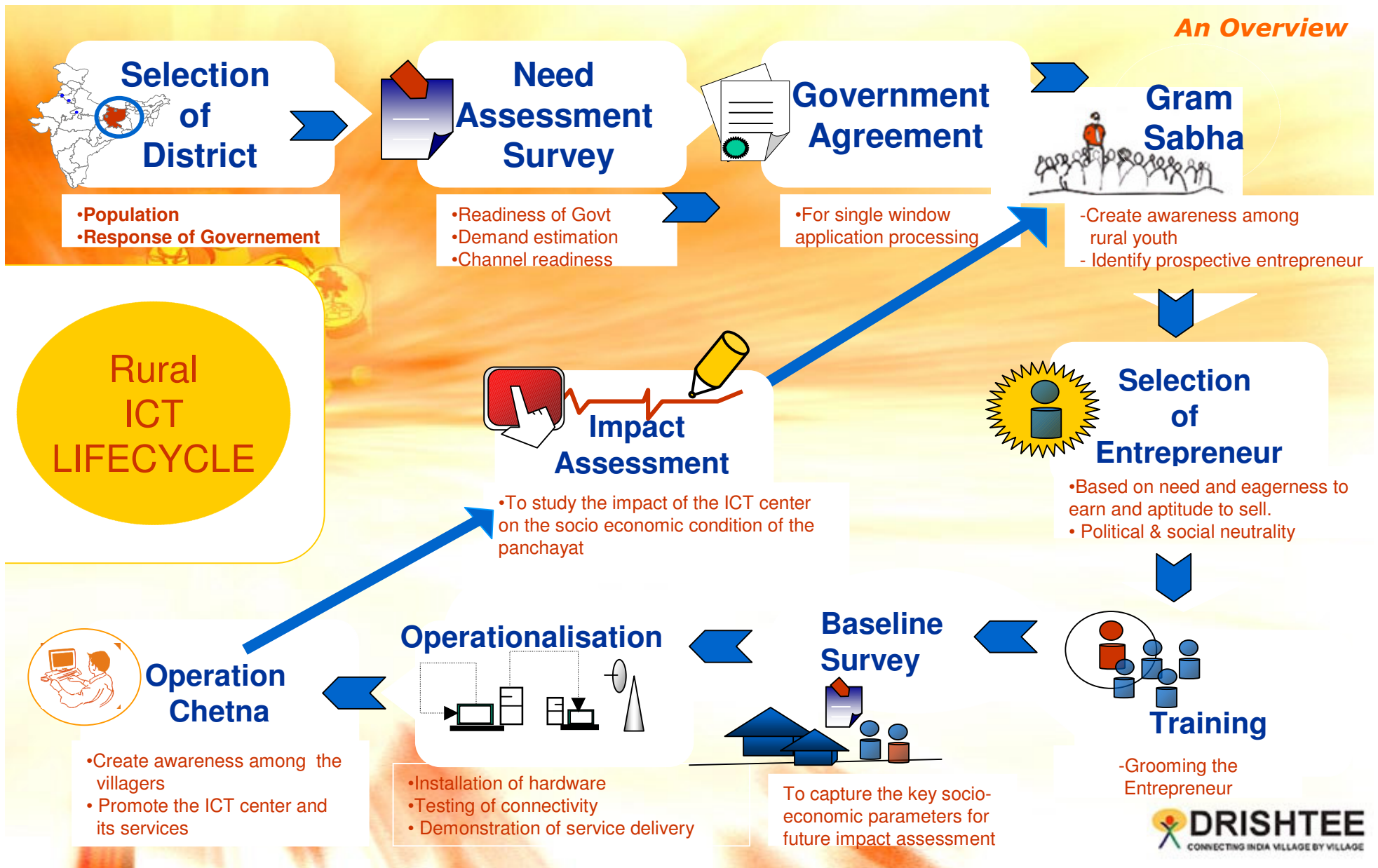


Our Presence

1000 Deployed kiosks of Drishtee



An Overview



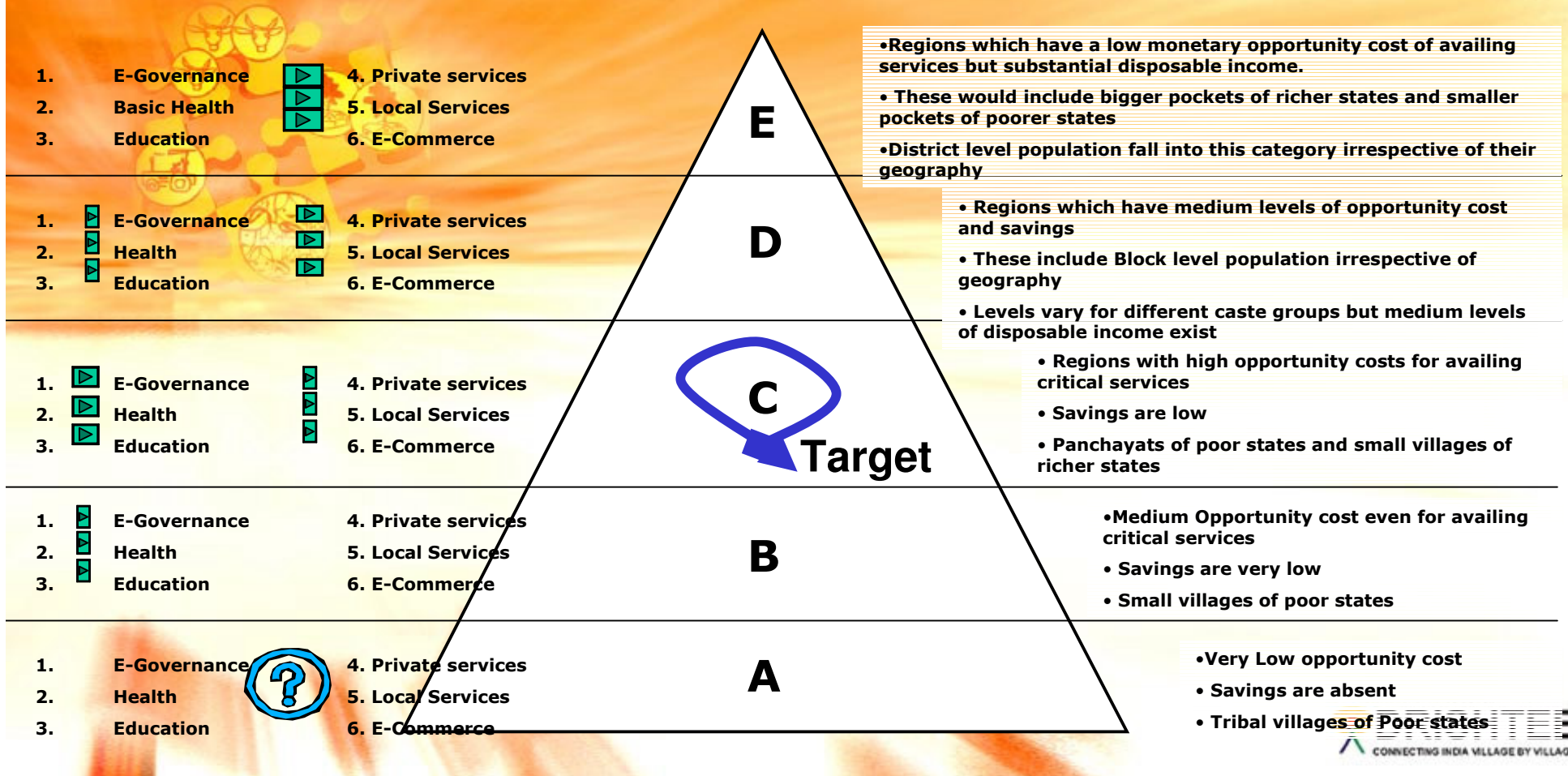
BUSINESS MODEL

An Overview

The viability Issue

SERVICES

GEOGRAPHY



Rural Service Delivery Framework

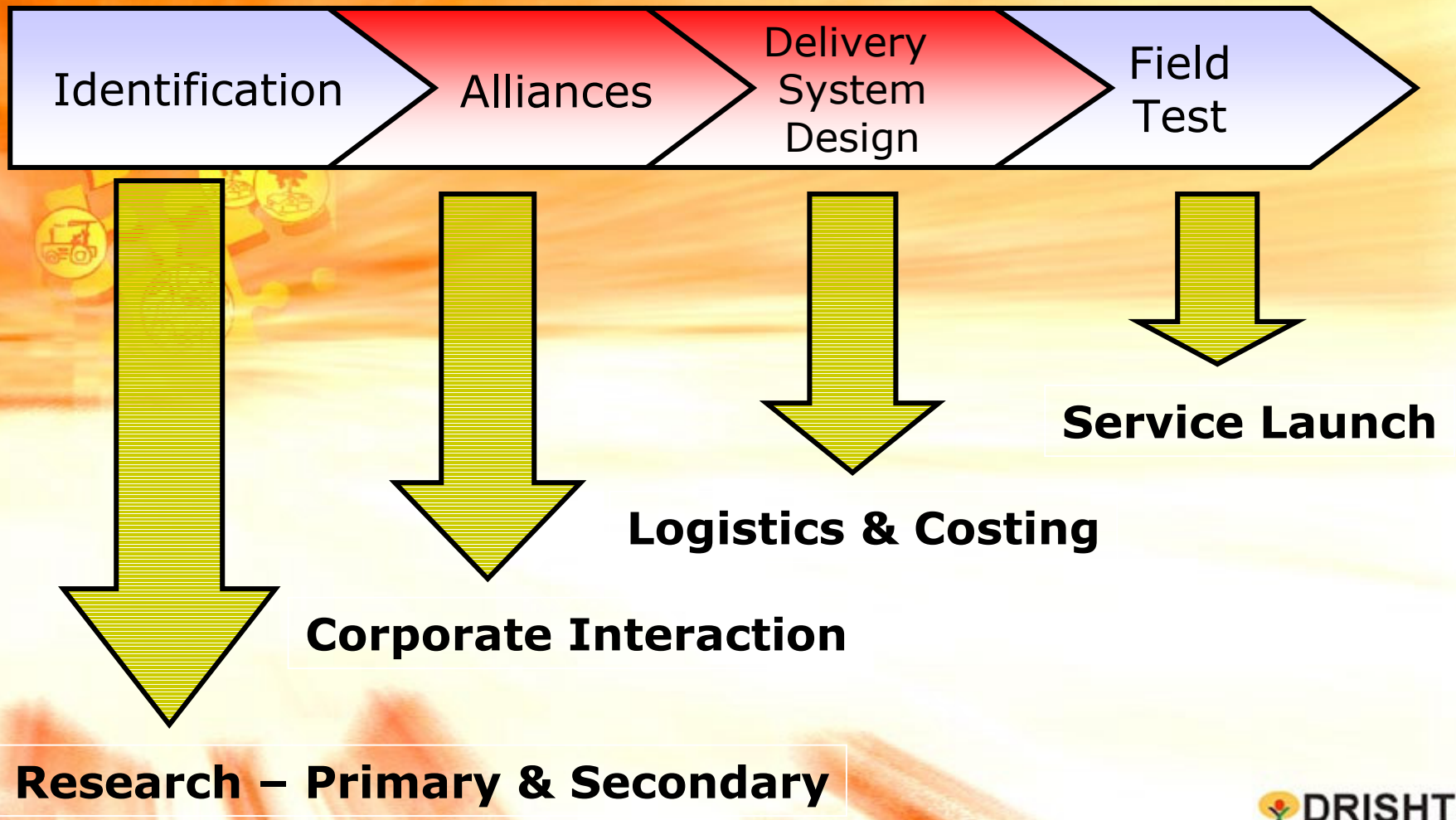
Segmentation



Segment value
of a village =

Rural Dynamics (7) +
Rural Economics (1.5) +
Rural Infrastructure (1.5)

The ELEMENTS of SDP



Service Identification Process

Top Down

Service Provider/ Government/Drishtee H0

Govt. info service
Insurance
E-Commerce



Digital Photo studio
Rural Employment
Real time E-gov

Bottom up

Villager/Kiosk/NGO/Drishtee field level

Service category

Service Type	Feature	Example
Income	Increase in per capita income of a villager	Village to Business e-comm BPO involving villager
Savings	Reduces unit cost of a service vs its conventional delivery system	E-Governance Commodity market prices
Buying	Utilization of disposable income for future benefit	Insurance Computer education

Learnings

- Entrepreneur... Key to model
- True Entrepreneur in Village... not 'Initial Mover', not 'Can Afford to Pay'
- Natural rural entrepreneurs have huge psychological barriers
- The value of the Kiosk would be maximum for them
- They can reach out to villagers who are otherwise inaccessible
- A huge promotional and counseling effort is required to get them interested
- But the banks are not ready to fund them due to variety of reasons
- Efficiency of kiosk deployment is also poor in such regions due to infrastructure constraints
- Support from the Government is required for a. EDP b. Capacity Building c. Gram Sabha d. Service development and e. Connectivity

Awards & Recognition at each step gave us extra confidence



2004

2003

World Bank

“Development Market Place Award”

2002

**Drishtee Winner
Digital Partners**

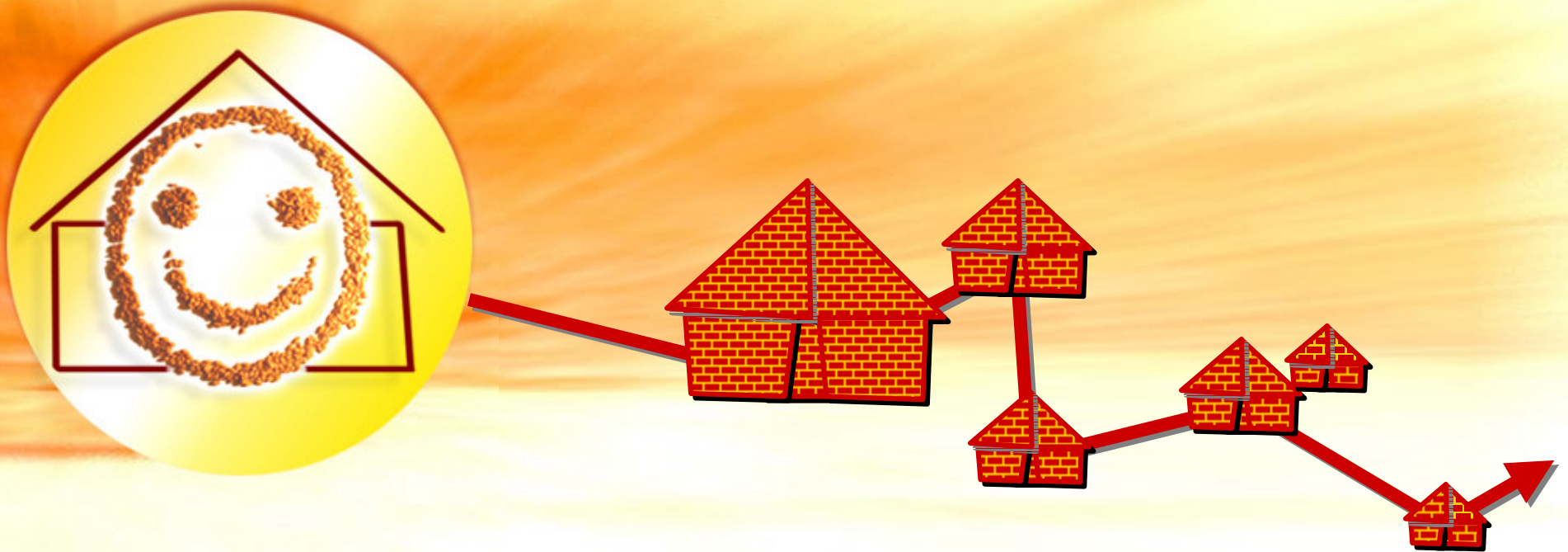
“Most Promising Social Enterprise Award”

2001

**Drishtee Winner
World Bank Infodev’s
“Best ICT Stories”**

2000

**Gyandoot Winner
“Stockholm Challenge Award”**



Drishtee
Connecting India Village by Village