#### Marketmirchi.com Pragati Gokhale

\* Only for Final Camera-Ready Submission

### ABSTRACT

Digitally Empowering Farmers through www.marketmirchi.com

It is India's first indigenous crowdsourcing platform where Farmers are posting their ads for their sales, purchases, jobs needs and in the process become internet savvy and digitally empowered.

Information Communication Technology (ICT) has brought revolutionary change in the world all over. This Powerful Technology has made entire World a Global Village, and impact of direct communication is enriching every field. But what is the situation at the Bottom of Pyramid ?.The digital divide between India and Bharat is still significant and people at the Rural level are still not able to effectively use this technology for their own benefits.

### **KEYWORDS**

ICT,Rural,Urban, linking ,digital,empowerment

# 1. INTRODUCTION

What is The Current Scenario:

Govt. at its level has tried hard and internet connectivity is now reached to many parts of Rural India. Computers with connectivity are provided at most of the Grampanchayats. Also Smartphones/Tablets with internet connectivity are now active in Rural parts. Govt. of India has launched Digital India program under which internet connectivity will be there even in remote parts of India.

But are the villagers know how to use internet effectively for their numerous benefits (which we urbans are already enjoying). Answer is plane No. Hence it is prime time now to enable them for e-saksharness.Infact next important mission we should have after literacy should be E-literacy at the grassroot level. This will empower them in every aspect of life including effective agriculture practices/marketing/ employability etc.

### Brief about Innovation / Innovation Idea

Villages are not much attracted towards using internet (though available) because they think It is complicated technology and of no use to them.

Our survey tells us that not English but these two notions are bottleneck in their effective use of internet.

Marketmirchi.com gives them a free opportunity of putting their own ads for all their day to day needs like sales, purchase, jobs, admissions requirements and communicate directly with respondents. This activity induces in them a sense of pride of having their own identity with photos on net and while posting their ads they automatically learn how to use internet effectively. Thus marketmirchi.com acts as a powerful tool/ladder for their entry in the world of internet , which in turn will empower them with many proven benefits of connectedness like direct marketing, knowledge sharing etc.

Home Page of marketmirchi.com in English & Hindi

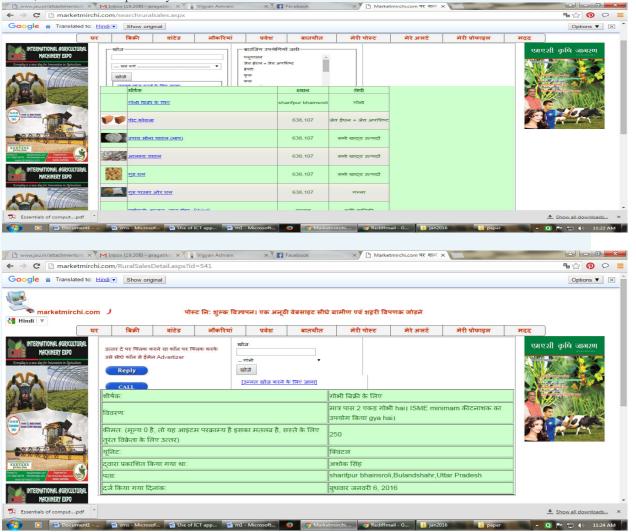
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## Urbans ,Companies,Rural Job Providers Registration

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#### MissionConnect

This is group of like minded people who are interested in bridging Digital Divide between Rurals & Urbans .They are conducting Digital Rural Empowerment Programs on how to use internet effectively for getting business,knowledge ,deals pertaining to holistic rural development.

Their focus group from rural side is rural youths, women SHG's ,Farmers Clubs etc. They are taught to create their email ids (which is their key for new world of web) and post ads & respond to multiple ads posted by them & others on www.marketmirchi.com .Also effectively using other free tools like Search Engines,Social Media ,Govt. Portals on Agri./Rural Advisory is taught to them for global communication/knowledge sharing etc.

## Benefits / Impact on the Base of the Pyramid Population

Direct purchasing, Group purchasing benefits for their purchases /collective purchases (eg. Farmers clubs) directly from manufacturers.

Direct contacts with Job providers who are searching for Rural Talents.A

Direct admissions in professional colleges like engineering/management/agriculture .These colleges are nowadays paying agents for bringing SC/ST/OBC students (mostly from rural) for whom reimbursement of fees is done fully/partly by Govt. There will be direct link between Rural Students & Admission Providers creating a win win situation for both.

Lastly It will bridge digital divide and work as a enabler for E-empowerment at the bottom of pyramid which is need of hour.

### Conclusion

Impact Can be measured by two ways

Social Aspect : Level of E-literacy achieved at the bottom of pyramid. The ads & responses to ads posted by villagers themselves are measurable. Around 1500 ads are posted in span of just one year.

Income Aspect : No. of business inquiries generated, again measurable through website. Around 600 enquiries are generated in very short span.

missionconnect+marketmirchi.com approach is one stop solution for two major problems wiz digital divide and role of middleman in between Rural & Urban markets, and since ICT infrastructure is now in place at grass root level (which was not the case till recent past) this solution will slowly but surely will win the race. And there will be definitely meaningful empowerment leading to increase in income over a period of time at the bottom of pyramid.

# ACKNOWLEDGEMENT

S.V.Balkundi,CoFounder marketmirchi.com

## REFERENCES

www.marketmirchi.com