



Sanchar Shakti Project:

A

Scheme for

Mobile Connectivity

and

ICT Related Livelihood Skills for Women

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Member



Woman is the companion of man, gifted with equal mental capacities. She has the right to participate in very minutest detail in the activities of man and she has an equal right of freedom and liberty with him.

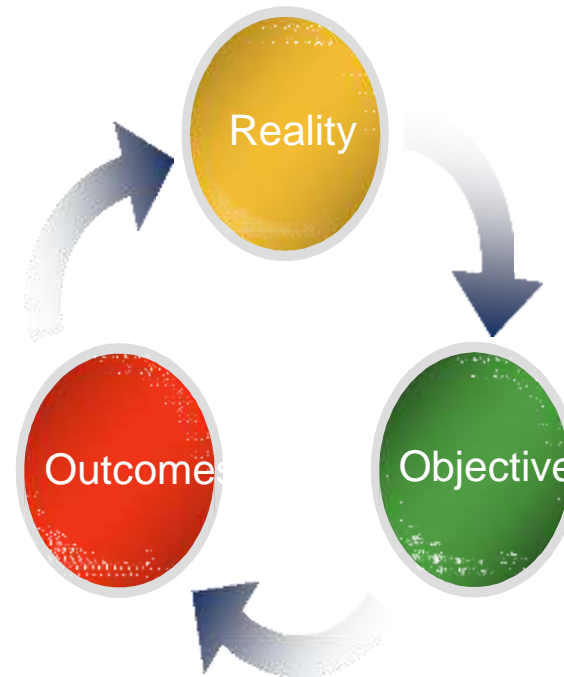
Mahatma Gandhi

Project



Pilot schemes for Mobile Connectivity and ICT Related Livelihood Skills for Women's SHGs

Reality	A development impeding gender gap, especially in rural areas of the country
Objective	Improve rural SHGs' access to skills, knowledge, financial services and markets through better connectivity
Outcomes	Enrichment of rural women's lives through information and enhancement of livelihood skills.



Salient features



Projects aims



Education, information and knowledge.

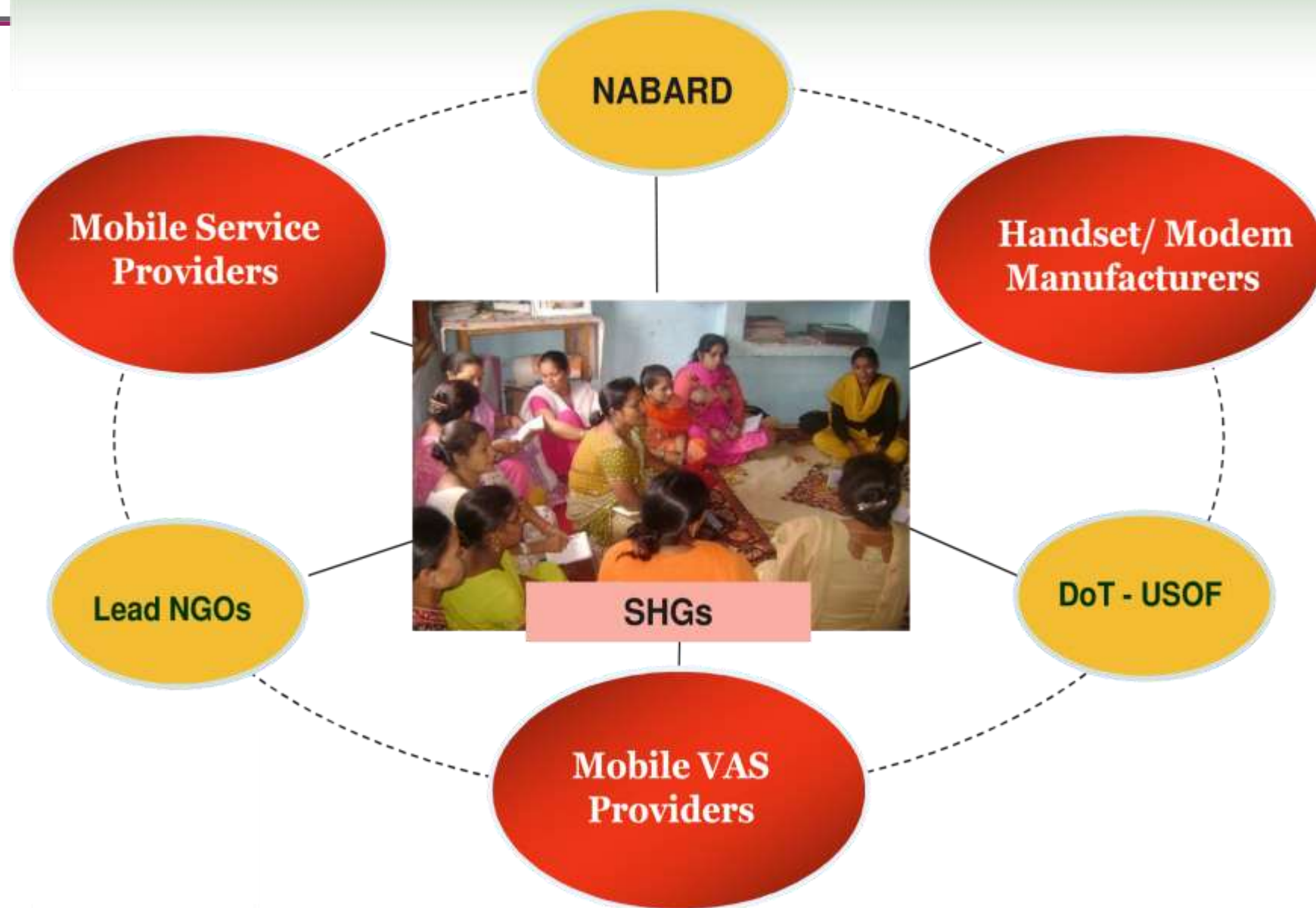
Employment opportunities

Banking services and Government services.

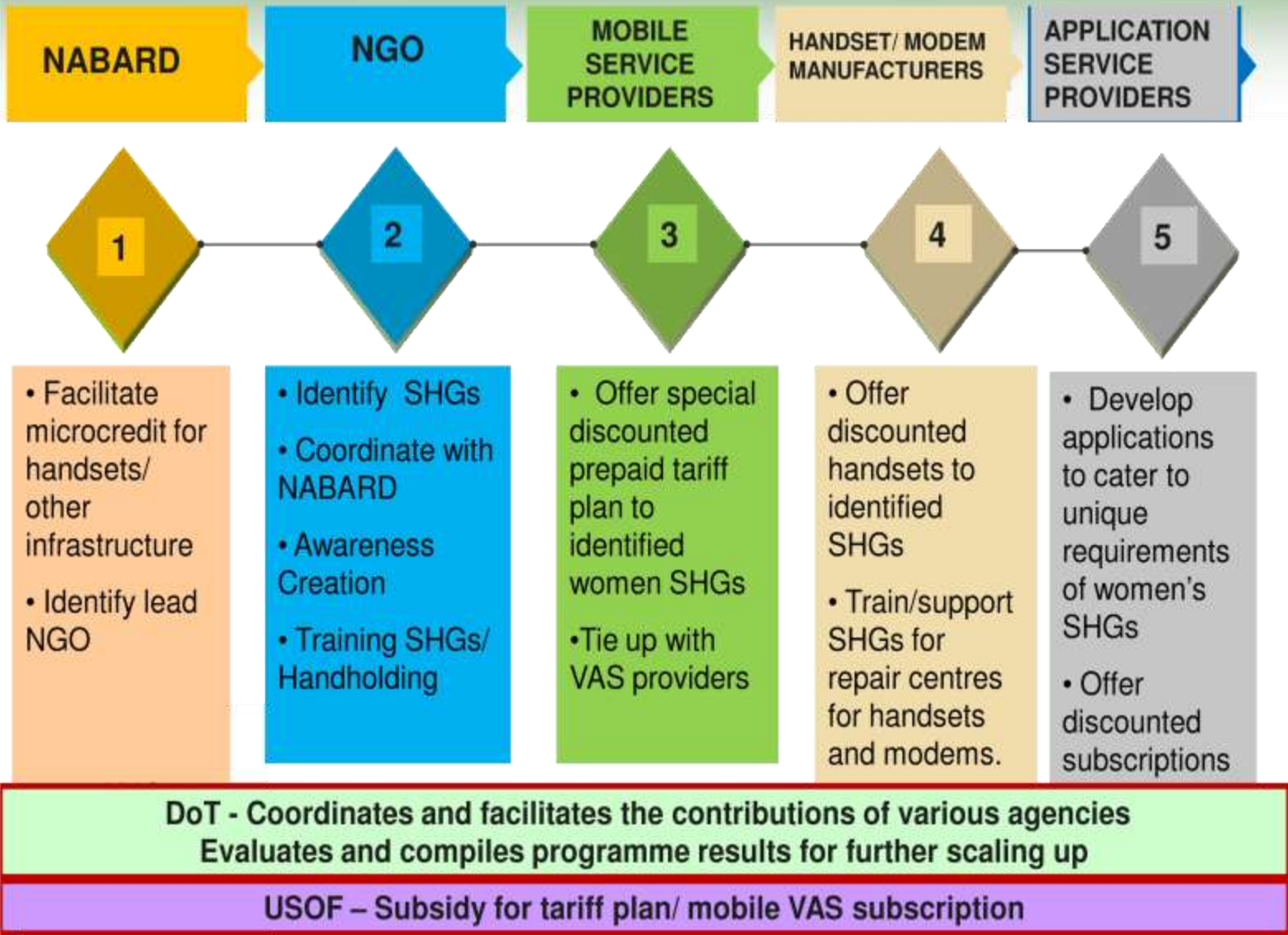
Information on Health and safety

New markets for the product

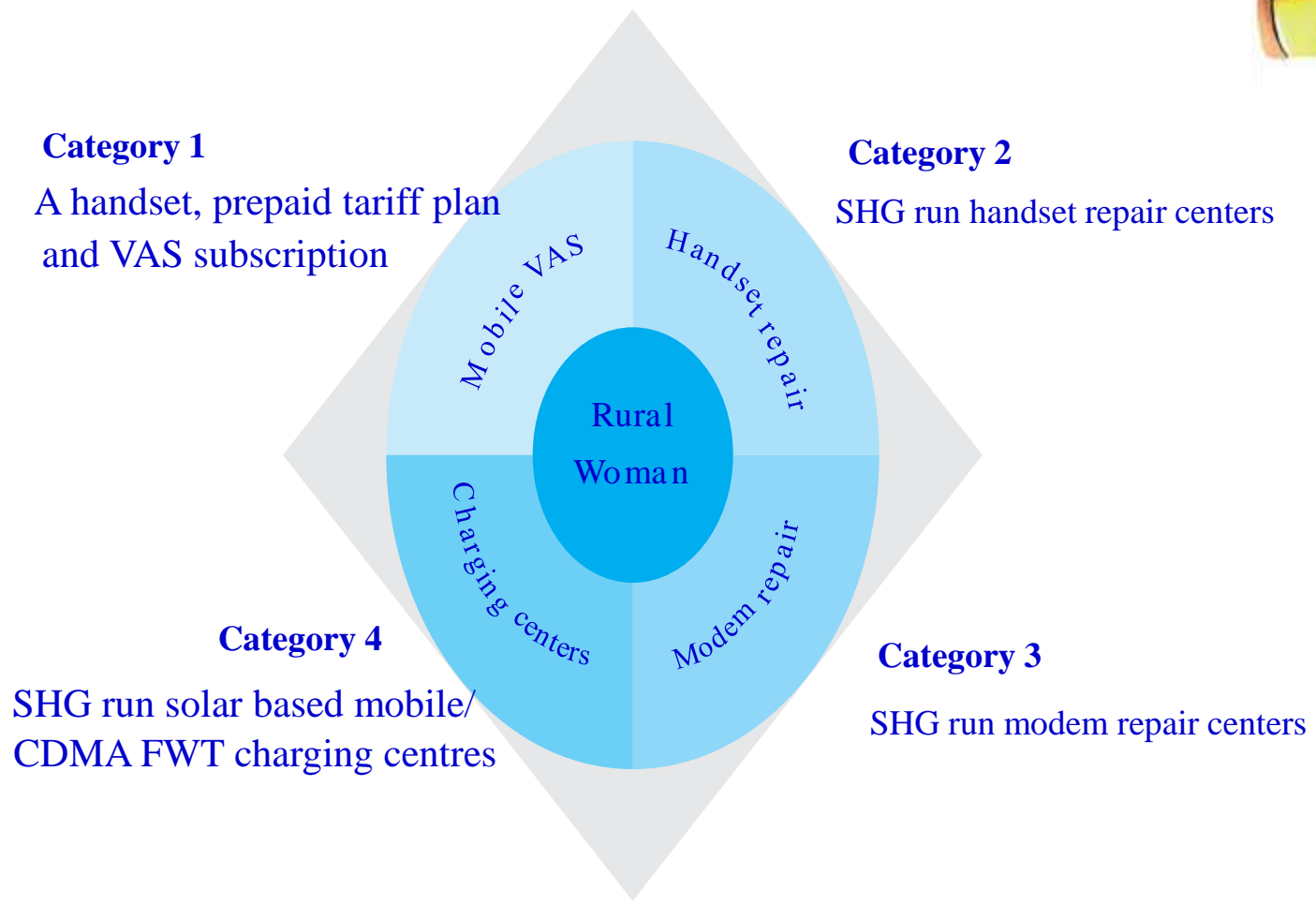
The Stakeholders



The Stakeholders – Roles and Responsibilities



Project Categories



Pilot Projects



- 1 • **VANI : Empowerment of women entrepreneurs by providing end to end market linkage data through mobile VAS**
- 2 • **Vyapar SEWA: Creation of strong market linkages for rural SHG women through VAS applications and contribution in their socio economic development**
- 3 • **Generating an environment conducive for raising farm productivity and income through provisions of relevant information and services to the women members of the SHGs**
- 4 • **Soochna Shakti: Empowerment of rural women by making accurate, credible, reliable and useful information available to rural women.**
- 5 • **V-Stri-IT: To transform the personal and entrepreneurial lives of rural women by providing a participative and need based bouquet of mobile VAS**
- 6 • **Empowerment of SHGs by providing simple and easy access to information and knowledge via mobile technologies**

Conclusion

- 1. The Scheme has been highly successful in empowering the women in the 18 districts in 5 States Maharashtra, Gujarat, Kerala, Himachal Pradesh, Andhra Pradesh;**
- 2. The scheme has enriched lives of women through ICT connectivity**
- 3. Demonstrated the viability of meaningful mobile VAS applications for rural markets**
- 4. Generated employment opportunities for rural women through local repair facilities/charging centres**
- 5. Skills Scheme was launched in**
- 6. Based on its success it is now extended further to 10 States with 35000 beneficiaries.**

THANK YOU