

## Drishtee Partners

**Quiver** (for English, Computer education, e-commerce and several services)

**Cyber InfoDev** (for Various services including e-governance\*)

**Drishtee Foundation** (for basic Research, advocacy and promotional work)

**Intel** (for various projects and hardware)

**Microsoft** (for several projects and software)

**Amaron** (for Batteries and related equipment)\*

**ICICI Bank** (for Financial products)

**Pustak Mahal** (for Books)

**Scojo** (for Reading glasses and eye care)

**Airtel** (for Internet connectivity, PCOs and recharge coupons)

**Oxigen** (for Recharge coupons and bill payments)\*

\* Available only at select locations

And our 1020 Kiosk Owners are our partners in development and success.

Women Entrepreneurship Project Supported by:-

The University  
of Manchester



Drishtee Dot Com Ltd.

A-11, Ground Floor, Sector-2, Noida-201301, U.P.

Tel.: +91-120-2545968/69/70 Fax: +91-120-2545967

Website: [www.drishtee.com](http://www.drishtee.com), [www.drishtee.in](http://www.drishtee.in)



Drishtee Soochnalaya  
Little investment  
Expert training  
An opportunity for self employment

Lead the way to success, Lay the  
foundation for others.



## Drishtee Soochnalaya

### A respectful way of earning and serving the community

- Do you have the zeal to work hard and operate on computers for delivering information and services to your village people?
- Are you looking for a source of income while also becoming a 'creator of opportunities and livelihood' for others in and around your village?

Today even after the world is developing at such a great pace, there are hardly any options of work available to educated women in rural parts of India. But as the Knowledge Revolution sets in, a ray of hope is being seen in the villages as well. There are now much more opportunities which are standing at the doorsteps of the most backward rural areas. Women who believe in themselves and want others to have faith in their entrepreneurship are joining hands with Drishtee and becoming the most respected Drishtee Kiosk Owners in different villages throughout the country.

Drishtee is a public limited company working towards providing opportunities to rural entrepreneurs for starting a business of their own, using information and communication technology (ICT) to help their community. Established in 2000, currently Drishtee is present in 10 states and more than 60 districts where it has already set up over 1000 Drishtee Kiosks. Out of these about 200 odd are owned, managed and operated by rural women. You can also proudly hold Drishtee's hand and set up your own Kiosk in any of the rural locations of India.

#### Do you know about the women into ICT business like Drishtee?

There are hundreds and thousands of women throughout the world and in remote rural locations of India who are working with the latest Information and Communication Technology (ICT) tools and running ICT Centers or Kiosks in their towns or villages. Through these businesses they are earning their living and also equally contributing to the growth of their family, children and the community.

#### Women successfully running the Drishtee Kiosks



Poonam Bharadwaj  
Meerut, U.P



Tasmina Begum  
Nagaon, Assam



V.Revathi  
Kancheepuram, T.N.



Vibha Tandon  
Fatehabad, Haryana

#### What are ICTs and how different is it to work with them?

Any Information and Communication Technology based tools like Computers, Internet, Telephone, Printer, etc., are today's best working media where you get the information and services with speed and with no need to travel long distances for it. Working with the ICTs is simple for those who are ready to learn. So, with basic minimum training and then ongoing practice during your work, you would see that you have become an expert. It requires very less physical labour and a limited investment to run an ICT based enterprise in villages.

#### How a woman can get the benefit from an ICT business like Drishtee?

A woman with minimum qualification like 10th Pass can seek Drishtee Kiosk Owner's License through proper Application and Process (as prescribed by Drishtee). A woman as Drishtee Kiosk Owner:

- gives economic and support to the family
- gives herself and her children extra confidence to face the challenges of life
- can give more security to herself and the family
- gives liberty and support to the Men in the family to take more risks and try various options of earning.
- Opens doors to newer opportunities for all as Drishtee has services for all
- Creates respectable and long term avenues of livelihood and resource generation

#### What Drishtee plans for women owned kiosks?

With a projection of 1500-2000 Drishtee kiosks by December 2006, Drishtee expects the women entrepreneurs to be in the range of 25 to 33%. There are programmes for free training and low cost computer based kiosks to support the deserving women initiate their ICT based enterprises.



#### What is a kiosk or Drishtee Soochnalaya?

A Kiosk is an information center from where the rural entrepreneur operates and provides various information and services to the village community. The rural entrepreneur or the kiosk owner can setup this kiosk with a computer, printer, and/or a camera. Drishtee kiosk owners are like members of a large family where they are trained and supported at different stages of their growth - through handholding and mentorship.

Drishtee is a Network Orchestrator for delivering fee based services to the rural population through ICT Kiosks. The ICT center (Kiosk) is the front end of this 'social franchisee network model' and is owned and operated by the local entrepreneur. While at the back-end Drishtee ensures the service delivery to come through with the participation of various service partners including private, public and government as Service Providers.



V.Revathi  
Kancheepuram, Tamil Nadu

#### What are the constraints for women entrepreneurs?

- Operational Challenges- Power Availability, Hardware problems and various service management activities might require extra support and can become a big constraint for the women Kiosk Owners. But with proper training support and their dedicated efforts Drishtee Kiosk Owners are able to break these barriers.
- Balance Demand- This is a challenge faced by all the working women in the world. Anyone from a worker in the fields or homes to someone working in an office or a business has to strike a balance between work and the family. As a Kiosk Owner you should be able to build your capacity to manage things better. You would have more time for your family and home once your business settles down. Moreover, you would soon realize that with the growth in your abilities and skills you are able to give more quality time to the people around you.
- Marketing and Accounting - These are the usual challenges for women in any business. Drishtee supports you in 'knowing the skills of business management' better.

#### How ICT businesses are an Opportunity for a rural woman like you?

- Financial Investment Support - For women ICT entrepreneurs, availability of financial support is rather being seen as an opportunity due to many schemes and programmes running at Drishtee that especially support women for taking ICT initiatives. There is a huge trust attached to women for having better loan repayment rates and taking continued efforts for business development, which is an advantage to your side.
- Work from Home - You would get an opportunity to work from home or very near to your home which puts you in a very advantageous condition. Moreover, while you earn, you can also teach your own family about the uses of ICT tools.
- Training for work Capacity for life: Once you are trained for computers and related activities, you would build a life-long capacity to work and support yourself. Drishtee Kiosk Ownership can be a lifetime opportunity for you.

#### How Drishtee supports your enterprise

##### DRISHTEE'S ROLE PRE KIOSK SET UP

- Sensitization of the Village Users for Soochnalaya
- Demand Assessment and Market Need Evaluation
- Kiosk Set Up Support and License Based Agreement
- Kiosk Financing & Loan Processing Support
- Various Schemes for Financial & Training Support

##### DRISHTEE'S ROLE POST KIOSK SET UP

- Training for Kiosk Operations
- Hand-holding in New Service Launch
- Sales Growth Facilitation
- Monthly visits to the Kiosks
- Sales Performance Reports Sharing
- Suggestions and time-to-time corrective actions

