Project-2

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The vision

The term, '**Digital Divide**,' has always fascinated the Indian ICT industry. Both the government and social organizations from the private sector have launched various schemes to take 'Technology to the Masses'. It has always been argued that India's rural population—which accounts for more than 70 percent of the total population—can be uplifted with the help of IT.

New technologies create new opportunities to look forward from design perspectives to the issue.

Early project ideas

• MIC-multipurpose identification card & deployment of social services

• Decision making & resource management systems for rural india

• Community information network for business, health, education, government etc. services

AMUL & technology to rural India

The successful utilisation of IT to bridge the digital divide, has aptly been described by Dr V Kurien, chairman, GCMMF and the man credited for revolutionising the co-operative movement named Amul from 1946. From tele-medicine, DISK of IIMA to project Chirag Amul prooved it self the poster boy to bring technology in real sense to rural india.

11,132 villages, 6.7 million ton milk a day, 575 miliion $ yearly turnover, …

Study

Banas Dairy, Banaskantha, Gujarat

Discussion - Mr. Ghemarbhai Bhatol

    Mr. Vishal thakar

    Mr. Nirag Garg

Villages – Malan, Aligadh, Sambetha, Sangara, Parapada, Vasda, Amarpura, Ruppura

Literatures

Projects – DISK, CARD, gyaandoot, Chirag,BhavPoochiye, aAQUA,Viswa-Gram,…

Study

Interaction with villagers, Surpanchs
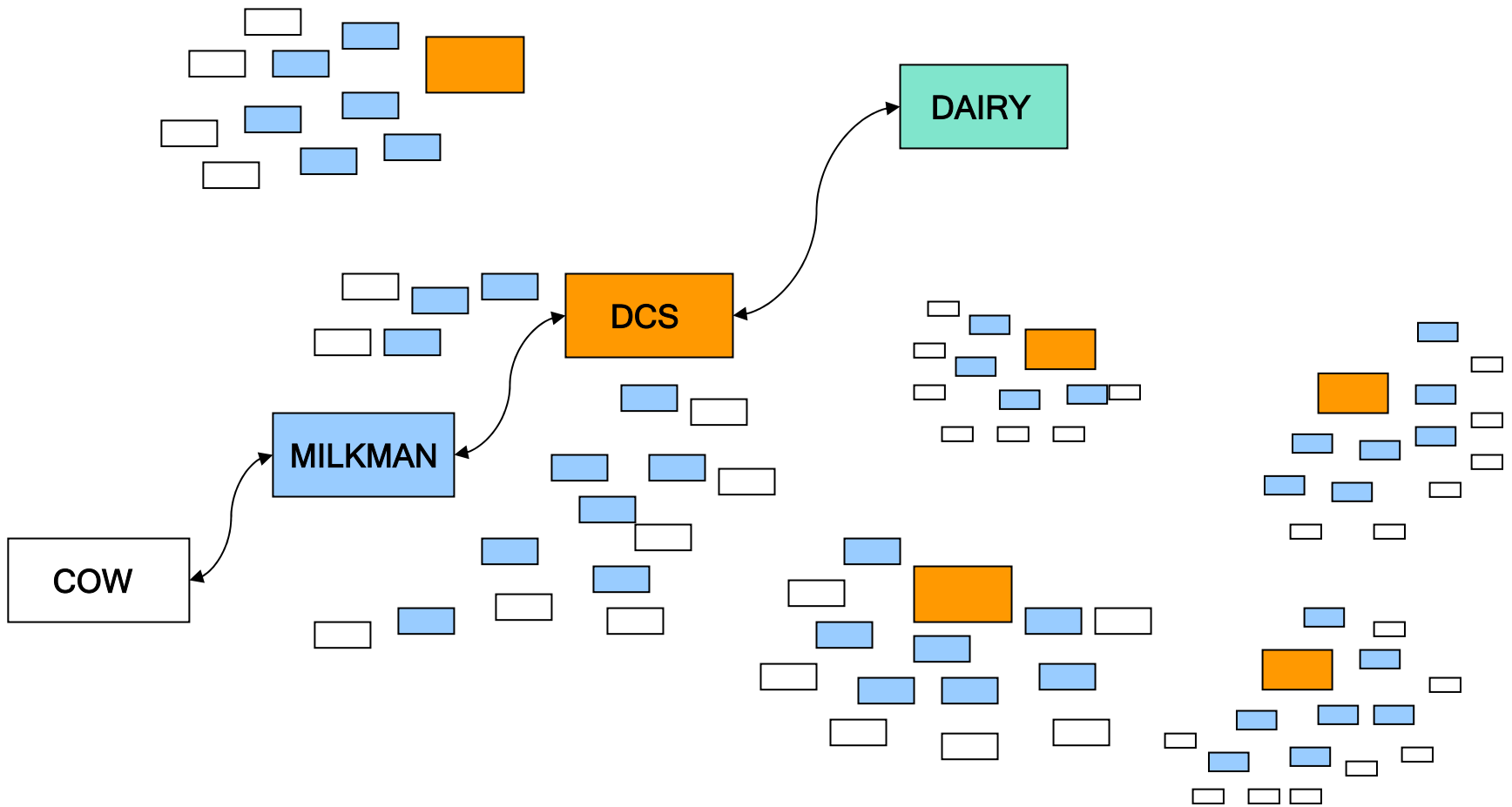Understanding their life styles
Validation of design ideas
Real & concrete data
User study, system study
Looking for possible project opportunities

The Cycle

Project definition

Decision making & resource management system for cattle & veterinary services

- record keeping & planning at larger level

- animal-diseases database & help

- 40%-20%-40%

- Interaction of cattle owner with dairy

- Scheduling the visit by dairy

- Planning & managing the visit by the doctor

Project brief

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- record keeping & planning at larger level

- Interaction of the animal owner with dairy

- Scheduling the visit of the doctor

- Planning & managing the visit for the doctor

Goal of the project

- Study-Analyze-Design(SAD) approach

- interaction design, user interface design

- system design, usability engineering

- applying knowledge of HCI methods & theories

- come up with a tangible solution to the problem to increase the efficiency of the system & thus achieving the goal of 'technology to the masses'

References

National Dairy Development Board www.nddb.org

Amul www.amul.com

DISK, IIM Ahmedabad www.iimahd.ernet.in/egov/disk.htm

CARD , AP www.ap-it.com/cards.html

Media Lab Asia www.mlasia.iitb.ac.in

CHIRAG, Banas dairy www.banas.chiraag.com

n-Louge http://www.n-logue.com

acknowledgements

" New paradigms always throw up new questions. And in the case of penetration and usage of technology among the Indian masses, it's quite clear that there is no one solution that will solve all problems and neither is anything going to happen overnight. There continues to exist dozens of linked problems (literacy, language, geography, content, access, business generation, etc.) but ultimately, it is only an amalgamation of the various ideologies and hypotheses that will throw up a suitable line of action. With this approach and collective initiative, we should find a solution to bringing 'technology to the masses in India' in a meaningful manner. The project is aimed as a small step towards the same."

– **Pranav Mistry**

::thanx::