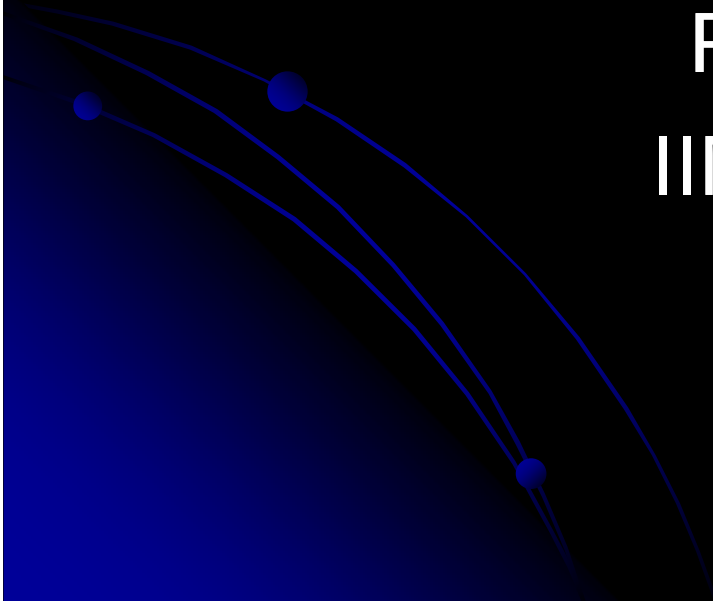


Experiences from Various States

Rajanish Dass
IIM, Ahmedabad



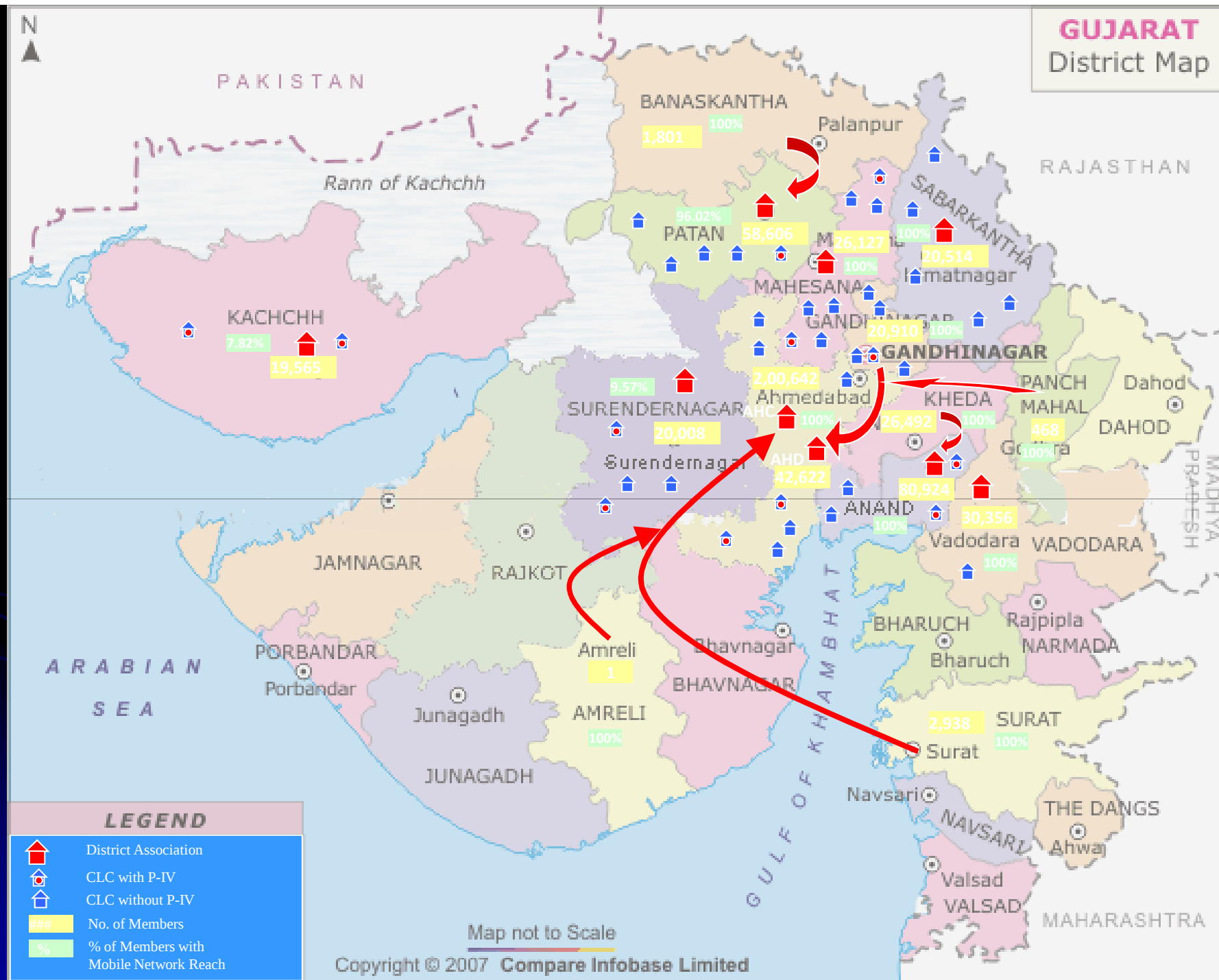
Experiences

- Initiatives from various entities like government, small and medium businesses etc. spread across various states
 - Gujarat, Rajasthan, Jharkhand, Bihar, Chattisgarh, West Bengal, Karnataka
 - Providing a Pan India experience in the current experiences in broadband connectivity

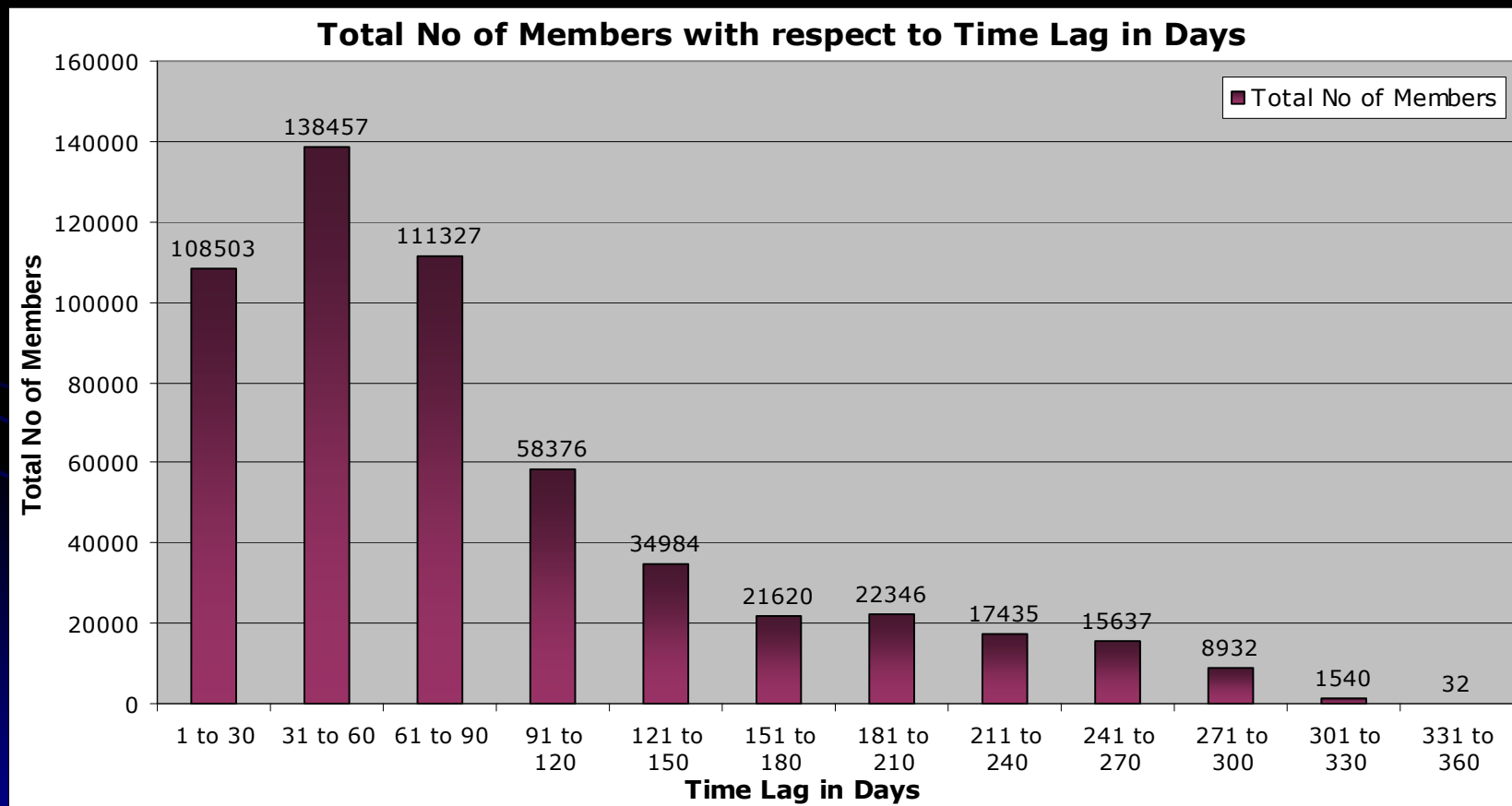
SEWA – Self Employed Women's Association: Gujarat

- Membership base of 625390 across 15 districts of Gujarat and more than 12 hundred thousand all over India
- 9 District Associations and 50 CLCs (Community Learning Centers) in Gujarat
- 7 District Association (viz. Ahmedabad, Gandhinagar, Mehsana, Anand, Bodeli and Kutch) have been connected through broadband this year (2009 – 2010)
- 2 District Association (Surendranagar and Patan) use data-cards
- In locations outside Gujarat, there is no connectivity available to either the district associations or the CLCs

GUJARAT District Map



District	Total Villages	Mobile Connectivity (in %)	Land-line Connectivity (in %)	Broadband Connectivity (in %)
AHMEDABAD CITY	83	100.00	100.00	100.00
AHMEDABAD DIST.	896	100.00	100.00	100.00
ANAND	555	100.00	100.00	100.00
BANASKANTHA	10	0.00	0.00	0.00
GANDHINAGAR	343	100.00	100.00	100.00
KHEDA	327	100.00	100.00	100.00
KUTCH	334	4.79	100.00	0.60
MEHSANA	365	100.00	100.00	100.00
PANCHMAHAL	8	100.00	100.00	100.00
PATAN	439	0.00	0.00	0.00
SABARKANTHA	508	0.00	0.00	0.00
SAURASHTRA	1	0.00	0.00	0.00
SURAT	40	100.00	100.00	100.00
SURENDRANAGAR	269	4.83	4.83	1.12
VADODARA	398	100.00	100.00	100.00



Challenges Faced by SEWA due to Lack of Connectivity

- Huge time lag between the actual date of communication and the date registered at SEWA's head office for corresponding reply
- Non availability of real-time information about members and their activity
- Difficulty in monitoring and control of the membership management process
- Huge back log in the centralized digitization process of membership data

Gujarat PDS

- e-Grams in Gujarat have been rolled out after the completion of SWAN in the state
- PDS department in Gujarat is trying to ensure better delivery of its services with the help of existing e-grams / CSCs in the state
- The existing infrastructure is perceived to enhance the process of monitoring and control for distribution system of PDS
- Connectivity issues exist and hence the current focus is on better connected e-Grams

Adarsh Group: Rajasthan

- A co-operative bank based out of Rajasthan having its presence in Gujarat and Rajasthan with 47 branches
- Adarsh credit co-operative society is also a multi-state society spread across Rajasthan with 156 branches
- Total annual turnover is around Rs. 200 Cr.

Core-banking Initiative at Adarsh

- Adarsh has taken various initiatives to provide technology based solutions for rural businesses focusing on the Bank and Credit Cooperative Society
 - Adarsh has signed a MoU with Infosys for Finacle based core-banking systems
- 

Branch Consolidation Initiative by Adarsh

- Majority of the branches can only have access to dialup connectivity from BSNL
- Last mile connectivity is also considered through RF
- Presence of broadband services from BSNL officially exists
- Near urban branches, however, are getting MPLS connectivity from other private players
 - Quality of Service
 - Cost of Service

Branch Consolidation Initiative by Adarsh

- Cost of connecting each branch (near urban) through MPLS is around Rs.25000 per month per branch
- Cost of connecting through 'official' broadband from BSNL is around Rs.16000 per month per branch + cost of 'liaison' at local BSNL office

Connectivity Challenges of Pragya Kendras at Jharkhand

- BSNL the only service provider.
- Need to increase the broadband speed from 256kbps to 2mbps
- Cost of connectivity from BSNL is more than that of private players (in areas where it exists)
- WiMax to provide the last mile connectivity does not exist on ground anywhere
- Pragya Kendras prefer to use data cards wherever it works

Issues Faced in Providing Connectivity in Remote Areas in Other States

- BSNL being the only service provider there are issues of cost and quality of service and time taken to deliver services
- Even when DoT has funded BSNL to provide rural connectivity, the cost of the services are more than private operators
- Shared bandwidth provided to the customers causing quality issues

Issues Faced in Providing Connectivity in Remote Areas in Other States

- Local service providers have been found incapable in providing quality services for the last mile connectivity
- Cost of delivery for service in these areas is found to be relatively high both for the consumers as well as the service providers
- Completion of the SWAN does not mean access to better connectivity for non-government entities and individuals

Issues Faced in Providing Connectivity in Remote Areas in Other States

- State Center Agencies across states feel the need for a change in the tariff structure of broadband connectivity.
- Connectivity still a distant dream in States infested with separatists like Maoists, Naxalites etc.
- Connectivity also a problem in the tribal belt and rough terrain of the Northeastern States of India.

Steps to be taken by the government

- Proper planning and utilization (with monitoring) of USoF
- Create market forces by partnering with various entities
- Focus on SMEs in states to pivot the demand of broadband services – understand the specific needs of the diverse population in various regions
- Support different business models for providing sustainable solutions to rural development initiatives

Research Questions

- How to address issues related to low cost high quality connectivity across states
- What are the decision bottlenecks across various entities in the ecosystem holding back greater spread of broadband connectivity across the nation
- What have been the primary and secondary impact areas of broadband connectivity that can drive faster adoption of such services
- How to put a business logic for initial investment and developing seriousness for better connectivity

Thanks

