

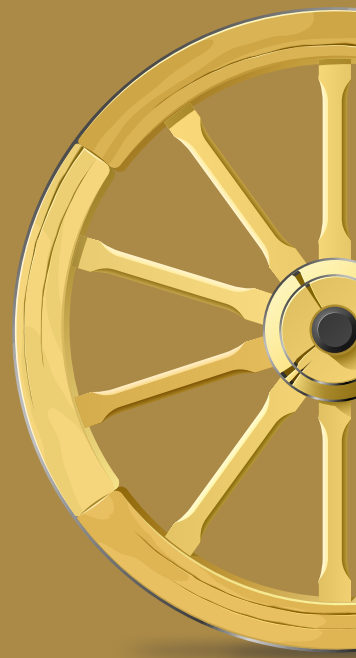


IITM'S Rural Technology
and Business Incubator



Annual Report

2011



CONTENTS

02

Chairman's Message

53

Funding Partners &
Members of the Board

03

Mission & Overview

58

Events

12

Incubatees

62

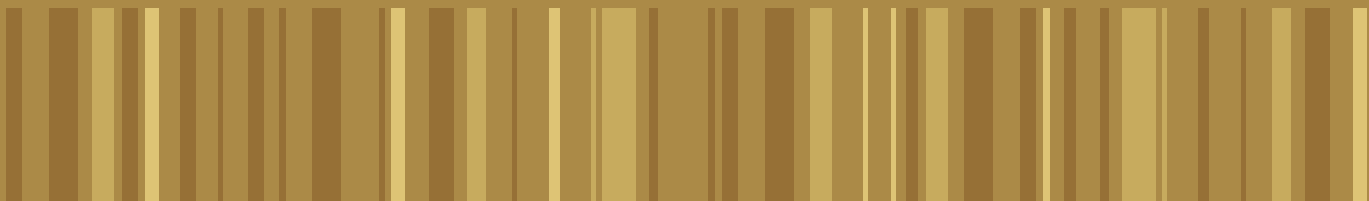
Papers & Publications

30

Exploratory Initiatives

65

Finance



Chairman's Message



In October of 2006 when RTBI was born, the words “social inclusive”, “entrepreneurship”, “incubation” and “startup” often needed explanations. “Incubation” in particular triggered humorous analogies. It is remarkable that the initial five years of RTBI's journey has also been an equally monumental one in the psyche of India. The “Entrepreneur India” and “DARE” magazines, the Economic Times' “Power of Ideas” and India's first Research Park at the IIT Madras for Industry-academia collaborative Innovation, Nasscom's first Startup-centric convention -- all this and more, has happened during these momentous 5 years; India's middle-class mindset has changed forever and entrepreneurship, for the first time, has earned a large-scale respectability. Formal definitions for social entrepreneurship have evolved; and at RTBI, suddenly it is no longer so hard to explain the mission that we set out for ourselves – the mission for India's development through social inclusive startups.

Considering its strong lineage with the TeNeT group of IIT Madras, known for its work in the area of Information Communication Technologies (ICT), RTBI has rediscovered its core strengths of creating relevant technologies and products, in a world where the mobile has evolved into a powerful next generation ICT tool for enabling social and rural inclusion. Extending ICT to its version 3.0, RTBI's work with voice and voice-biometrics along with its incubatee Uniphore, is proving to be a way to reach out and empower the unlettered in a way that no data communication technology has.

Leveraging its strength in on-field learning, RTBI's exploratory team today has acquired greater insights in social/rural sector and has confidence in its ability to create and deploy services which could make a difference. RTBI has learned this year that an entirely urban technological innovation, such as the Social Network, can be transformative in the rural context. Innovations have no boundaries and its explorations have to be wide as well as deep. Going forward our goal in the coming years is to learn to convert explorations into sustainable business ventures.

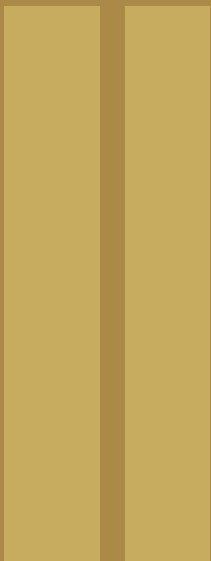
RTBI has had 5 new incubatees this year, pushing up the total incubation count to 21. Two initiatives have discontinued operations as is the reality in incubation. To widen our reach an online incubation application process was initiated last year. As a result, RTBI has been inundated with applicants, and it needs to strengthen its processes for early and diligent evaluation of all the applications. At the same time, RTBI has to do more to support its existing incubatee companies in their quest to scale.

RTBI started its operation using a 5 year support grant from the Department of Science and Technology, Government of India. As this support nears its end, strengthening the organization for financial sustainability will be an important task in the years ahead.

Ashok Jhunjhunwala



Mission & Overview



RTBI's mission is to design, pilot and incubate scalable business ventures with a rural - inclusive context.



INTRODUCTION

Mission

RTBI's mission is to design, pilot and incubate scalable business ventures with a rural focus. As an Incubator, it facilitates rural-inclusive technology and business innovation in India. Significantly it provides mentorship, funding, and an incubation eco-system suitable to entrepreneurs at any phase in their venture, including the early stage of ideation and conceptualization. RTBI is a registered not-for-profit society under the Tamil Nadu Societies Act (Regn No: 428/2006 dated Oct 16, 2006). The inception funding support was from InfoDev and Department of Science and Technology, Government of India.

Overview

RTBI is a registered not-for-profit society under the Tamil Nadu Societies Act (Regn No: 428/2006 dated Oct 16, 2006). The inception funding support was from InfoDev and Department of Science and Technology, Government of India.

RTBI operates out of the 1st floor office at the newly constructed IITM Research Park (IITMRP) since Feb 2010. The total square feet leasable space is 3570 square feet with a seating capacity of 72. It is most appropriate for RTBI to be housed in the new IITMRP facility that has been conceived as an incubation and innovation centric ecosystem with over 30 companies from a variety of areas such as automotive, embedded, energy, shipping, healthcare, etc. Innovation drivers and funding agencies such as Xerox Research Centre, IFMR Trust and Villgro, other IITM research initiatives such as the Reliance Telecom Centre for Excellence and the Wireless Broadband initiative group (CEWIT) are also co-located. This centre aims to serve as innovation and incubation hot house for ideas, patents and research collaborations. With RTBI housed here as well, the hope is to go beyond mere innovative idea formulation and germinate some of these ideas into next generation innovative ventures, particularly if they have a rural context.

In the past five years of its inception, RTBI has established itself as an innovation system offering an influential paradigm for creating ICT based, social and rural inclusive services, applications and business models. The Incubator is currently involved in supporting entrepreneurs in building ventures to promote livelihoods, education, healthcare, agriculture and financial inclusion in India's rural areas. RTBI is therefore focused on building low cost technology solutions in a wide variety of areas with the aim that the price points must make these solutions deployable in under served sections of society. A core area of competency for RTBI is in the development of solutions based on ICT and extensions of ICT via integration of technologies. Besides this, with

a strong capability in field trials, feedback and improvement methodologies and deployment based proof of concept, RTBI can assist in enabling deployable technology solutions. Needless to say, extending the ICT strength, the mobile plays a crucial role in scaling RTBI's aims across geographies and in the empowerment of large sections of the underprivileged in India including women.

Historically, RTBI emerged from IIT Madras' informal incubator - The TeNet Group (<http://www.tenet.res.in/>) which has been at the forefront of innovations in Information and Communication Technology (ICT) in the developing world for the past 20 years. Established under the chairmanship of Prof Ashok Jhunjhunwala, RTBI has been able to leverage the expertise of the TENET Group of faculty at IIT Madras in diverse areas. This environment has enabled mentorship, consultancy and advisory support to the RTBI companies whenever there was need. IITM has also enabled access to technical lab facilities, the academic library and other on-campus facilities. Student Interns are also available from different departments for various projects. IITM and RTBI collaborated formally in events such as Genesis, the IITM business plan competition and "Be an Entrepreneur" (with EDI Tamil Nadu Chapter). Informal interactions, mentorship and information exchange has also taken place with other rural initiatives such as RuTAG (Rural Technology and Action Group), SRP (Socially Responsible Projects), and Villgro Foundation (Lemelson Foundation's initiative to support grass roots innovation), etc..

Through the Research Park, it has been possible to host visitors at Ginger hotel, a TATA enterprise initiative. Jointly with IITMRP, a monthly Entrepreneurship centric Featured Talks series has been initiated involving veterans and experienced business creators. Under the evolving ecosystem created by IITM at the IITMRP, new partnerships have been initiated with some of the co-located members such as Saskaen, IFMR, etc.

INCUBATION PROCESS

Overview

RTBI's core mission is to support and assist social/rural inclusive startups that can provide a positive and direct impact on marginalized and emerging market sectors in terms of relevant products and services. The positive impact of our incubatees in terms of livelihoods enabled, products and services made accessible, etc in our sectors of interest are the indicators for us in terms of how RTBI as a business incubator makes a difference. Therefore, we endeavour to constantly strengthen our incubation processes and procedures.

The RTBI Incubation Pathway is a mechanism we have designed that enables the location and tracking of the particular stage in which our client Incubatee enters, progresses and exits.

Entry into the pathway is verified to be in alignment with the broad RTBI goals and the incubator's capacity and capability. Progress along the pathway is further monitored through reviews, budgetary frameworks, reports, and other triggers that are milestones on the pathway.

Under the direct guidance of Dr. Ashok Jhunjhunwala, the core function of Incubation is managed by Ms. Thenmozhi Shanmugam and Ms. Lakshmi Vaidyanathan. The Management and Administrative Council consisting of core staff of RTBI has been set up to assist in the decision making and functioning of the Incubator. These meetings are held twice a month.

The RTBI Board meets twice annually to discuss the financials and sources of revenue of the Incubator and also assesses the overall progress of its incubatees and deliberates on the sustainability of the Incubator as a whole. Ten RTBI Board meetings have been conducted as on September 2011 on:

1. Jan 3, 2007,
2. July 22, 2007
3. Feb 25, 2008
4. Aug 30, 2008
5. Mar 12, 2009
6. Sep 01, 2009
7. Apr 14, 2010
8. Sep 30, 2010
9. April 6, 2011
10. Sep 5, 2011

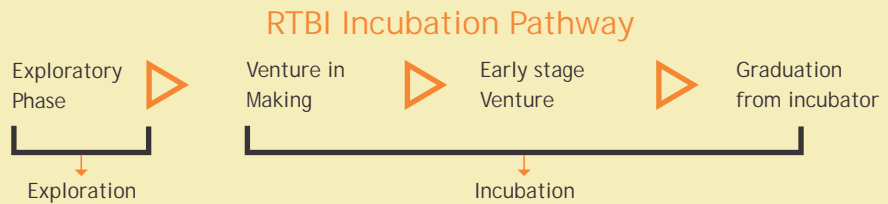
As on date, the total number of companies incubated at RTBI and the status is as follows:

No.	Status	Name of the Venture	Brief Description	Year of Incubation
1	Graduate Venture	DesiCrew Solutions P. Ltd.	Desi Rural BPO	2006
2	Graduate Venture	Rope Enterprise P. Ltd.	Natural Fibre life-style Products	2007
3.	Graduate Venture	Uniphore Software Solutions P. Ltd.	Voice-based information and transaction	2007
4.	Graduate Venture	Intelizon Energy P. Ltd.	Solar Energy Products	2007
5.	Graduate Venture	eJeevika HR P. Ltd.	Vocational Training	2007
6.	Early Stage Venture	AAUM Research and Analytics Pvt. Ltd.	Data Analytics for rural markets and consumers	2008
7.	Early Stage Venture	Arogyam Organics P. Ltd.	Organic Food Processing	2008
8.	Early Stage Venture	Invention Labs Engineering Products P. Ltd.	Mechatronics based India centric Technology Design Services	2008
9.	Venture in Making	India Khelo Communications Pvt. Ltd.*	Identifying and nurturing local sports and talents	2008
10.	Early Stage Venture	Vastra - Custom Attire (India) P. Ltd.	Distributed Garment production	2008
11.	Early Stage Venture	Samvit Educational Services Pvt. Ltd.*	Learning Management System for teaching, learning and evaluation	2008
12.	Early Stage Venture	Transmete Networks*	Wireless last mile	2008
13	Early Stage Venture	Augurtron Systems & Solutions P. Ltd.	Embedded Solutions for rural markets	2009
14	Early Stage Venture	ET Interactive Design Services P. Ltd.	Design /Branding assistance to Rural artisans	2009
15	Venture in making	TRAYI Educational Services P. Ltd.	Spoken English	2009
16.	Venture in making	Ayzyh Health & Livelihood Solutions P. Ltd.	Birthing Kits and women centric solutions	2009
17.	Venture in making	Microspin Machine Works P. Ltd.	Micro and medium grade spinning machinery products	2011
18.	Venture in making	MobilTrain Knowledge Services P. Ltd.	Mobile based training platform	2011
19.	Exploratory	Newdigm Healthcare Technologies P. Ltd.	Health care expert system and rural diagnostics platform	2011
20.	Exploratory	i-Link Services (Phoenix Webmasters)	Search Engine Optimisation, Web Design Services	2011
21.	Venture in making	Stellapps Technologies P. Ltd.	Smart Systems, Stellar ICT applications on Cloud.	2011

* Companies are closed due to operational instability & sustainability issues.

Incubation Pathway

The different stages of Startup Lifecycle of Ideation, Innovation and Execution are defined and captured in the RTBI incubation pathway. RTBI has classified the different stages as Exploratory Phase, Venture in the making phase, Early Stage venture and Graduated Venture. The RTBI Incubation Process Pathway visualizes Incubatees entering in at any of the following 3 stages in their journey of creating and establishing a scalable startup company:



Exploratory Phase

The initial phase before formal incubation when the business plan and business model is unclear. This phase is a crucial learning phase for understanding the rural space since businesses attempting to operate in this area often have no reference points and past experiences to leverage. As path breakers, trial and errors and early modeling is enabled in this phase.

Venture-in-Making Phase:

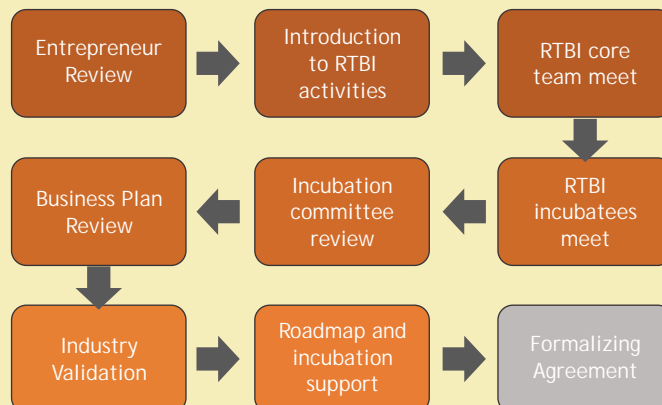
This is the phase when the business models are evolving and early business planning can be attempted. An early company identity starts to emerge and initial clients are acquired.

Early Stage Venture

The venture now has developed significant certainty in the viability of its business plan and business model and it is entrepreneur has greater confidence to continue the venture until eventual graduation from the incubator.

Entrepreneur Selection Process

Following the definition of the Incubation Process, RTBI streamlined and improved as well as separated the Administrative and Financial Systems.



RTBI's website link allows interested incubatees to apply directly via the link at: http://www.rtbi.in/apply_now.html. With the rather unexpectedly large number of requests coming through the online application procedure, it has been identified that a more stringent and systematic procedure for filtering of online applications needs to be created to handle the high volumes and diverse areas.

In addition, RTBI receives interested walk-in incubatees who have heard of either TeNeT group at IIT-Madras, Dr. Ashok Jhunjhunwala's initiatives or more recently held events about RTBI. Most often, these applications are from freshers who are introduced through IIT alumni, experienced individuals with aspirations of starting rural inclusive/social ventures, etc. An initial Informal discussion is held, which assesses the seriousness, enthusiasm, area of interest, clarity level and the commitment level. This may take multiple iterations.

Entrepreneur entry application process via the RTBI website request submission in addition to the current process of walk-ins was introduced. Entrepreneurship applications via the internet are reviewed. In most cases, additional information is needed. At the same time, RTBI is working towards further streamlining the Entrepreneur Review, Selection and Induction Processes.

A second assessment parameter is expertise fitment with RTBI's capacity and strength areas. Once the relevant information is gathered, it is then followed by a formal process which involved the deliberation of a 3 member Incubation Selection Committee. This 3 member Incubation selection committee comprises of leading experts including an Entrepreneurship Evangelist, an Academic and a Venture capitalist for final approval to Incubate. Presently, the Incubation Selection Committee comprises of Dr. Ashok Jhunjhunwala, a Leading Visionary, Dr. Bhaskar Ramamurthi, Industrial and Academic expert and Ms. Anuradha Ramachandran, Principal, Ventureast Funds.

Approval by the selection committee is a prerequisite for disbursement of any seed fund or expenditure and culmination in the formalizing and sign off of the Incubatee- Incubator Agreement with the selected Incubatee. The agreement typically allows for a seed loan of upto 5 Lakhs, payable starting after 3 years in 2-3 installments. In special cases where a loan beyond 5 Lakhs is enabled, a nominal interest is charged. A minority equity stake is retained in the company, the percentage of which depends on the efforts and support from RTBI. Other relationship decisions may include joint or individual technology development support with Royalty or delayed royalty payments, etc.

Eight Incubation Committee Meetings have been conducted as of September 2011 on:

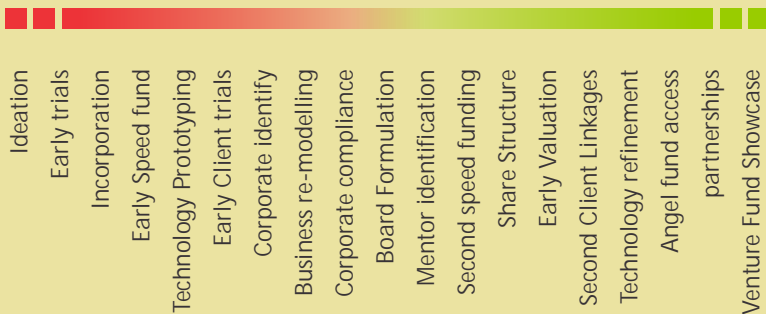
1. Feb 16, 2007
2. June 30, 2007
3. June 23, 2008
4. Dec 23, 2008
5. January 19, 2010
6. March 24, 2010
7. March 29, 2011
8. June 15, 2011

Clear demarcations between incubation and exploratory ventures has lead to better fiscal responsibility from incubatees, better team utilization & clearer financials and most crucial of all reduced expenditure of Incubator. It also allowed the incubatees to make more independent decisions within budget boundaries therefore forcing faster understanding on financial components as well as allow for better cost understanding.

The gamut of Services Portfolio being offered to Incubatees is wide even as steps taken for further strengthening our support are being taken.

Services Portfolio

- Entry/Selection
- Incubate: Control, Monitor, Nurture... Advisory... Supportive...
- Graduate: Independent operations... Assistive... Become a partner



RTBI provides support at all these stages

Periodic venture review meetings help to incrementally strengthen the incubatee awareness and locii of control. This also enables feedback on Business plans, strategies, Milestones planned and achieved by Incubatee. It enables the assessments of Business Case, Design, Financials,

Challenges Ahead

Administrative and Technology aspects and serves as a Forum for feedback from chosen industry experts. The diverse profile of the RTBI team allows for internal feedback and discussions.

A once-a-month Entrepreneurship Meet Series jointly hosted with IITM Research Park has been introduced to provide a Platform for dialogue, experience sharing, rural/interdisciplinary learnings. This allows incubatees to interact, brainstorm and address challenges/seek ideas in an open-podium and allows sharing of learning about similar initiatives and technology innovations. This is also the forum where Presentation by invited experts is made allowing for a unique interactive opportunity to network. A conscious attempt has been made for Industry Mentors Identification and Introduction so that young entrepreneurs entering the new terrain of business can benefit from prior experiences and veterans.

While RTBI has made good progress, to improve and formalize processes is a continuous challenge. Being a funding dependent incubator at this time, identification of revenue streams is an important element. This aligns also with opportunities to provide better incubatee support such as in the areas of IT support, Financial and Accounting functions, HR and administrative operations.

To grow our incubatees into stronger companies RTBI also seeks ways to strengthen compliance support, incubatee processes such as in the area of HR, finance and accounting as well as generate larger number of funding avenues for both RTBI and its incubatees.

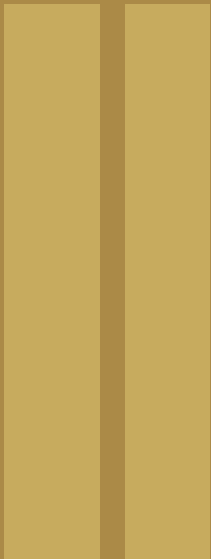
RTBI is working its way towards being a more self-sufficient and less funding dependent incubator. Ensuring larger pipeline of consultancies and projects is also an important endeavour both in our journey for involvement in more exploratory ventures as well as strengthening our revenues model and funding independence.

Improving and designating fee based Incubator service structuring has been identified as one of the approaches that needs to be evaluated in greater detail. In the past, price awareness has often enabled more respect for a service especially when it is reasonably and suitably priced. This is a strategy that needs to be implemented.

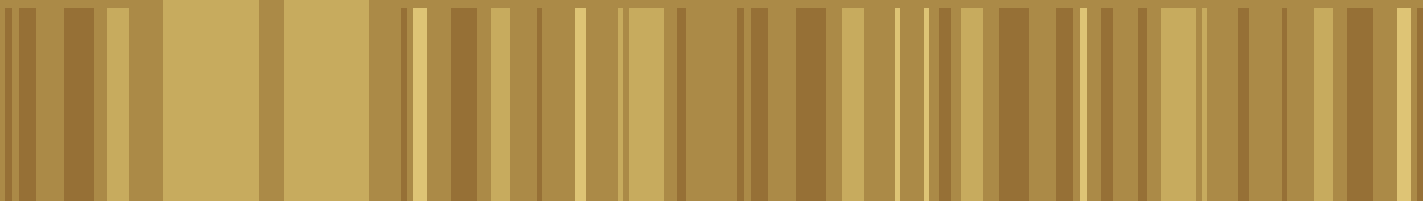
RTBI and its resilient management team look forward to overcoming these new challenges in the years ahead.



Incubatees



As diverse & versatile the incubatees are, they continuously drive RTBI to innovate & excel. The incubatees have helped RTBI evolve a unique ecosystem where collaboration, business partnerships & relationships grow. It is built upon a culture of mutual learning and sharing.





DesiCrew Solutions Pvt. Ltd is a rural BPO company and is the first company incubated by RTBI in 2006. They have set up IT enabled service centers in rural areas and employ, train local people to meet the back office demands of clients. Their hybrid-model is a source of relatively low cost, customer-centric, quality focused and socially responsible business process outsourcing that provides meaningful livelihood to educated people of rural and semi-urban India.

As the Indian domestic market expands to semi-urban and rural markets, DesiCrew is able to offer prospective clients a cost effective and culturally specific back-end platform to service customers.

Ms. Saloni Malhotra founded the company in February 2007 with the help of seed funding of Rs 5 Lakhs received from RTBI and her personal savings. Currently, the senior management team comprises of Saloni Malhotra and J K Manivannan, IIM Bangalore alumnus and founder member of GramIT. Three business verticals of New Media, Insurance and Strategic clients are headed by Parthib S, Thirugnagam, and Ashwanth respectively.



Desicrew has 234 employees as on March 2011, recording revenues of Rs.2.5 Cr in FY 2010-11.

Desicrew had been featured across major print, internet publications and Television. It has been awarded Winner of INDIA FAST GROWTH 25 by ISB in 2010.



Corporate Office
Module No 13, IIT M Research Park,
Kanagam Road, Taramani,
Chennai 600 113



info@desicrew.in



www.desicrew.in

Rural Opportunities Production Enterprises Pvt. Ltd.



ROPE's mission is to create a commercially viable and replicable model of large scale rural manufacturing to leverage the full potential of the skills and renewable environment friendly resources of our villages with access to global markets with the intent to create widespread rural employment opportunities.



ROPE manufactures environment friendly home décor, lifestyle and packaging products from renewable natural fiber materials such as jute, bamboo, etc. ROPE has established a network of distributed and decentralized rural production centers across states employing rural workers and artisans.



ROPE has three different production clusters engaging over 1000 rural skilled and semi skilled workers in production who work for ROPE directly and indirectly. It has mobilized three rounds of equity funding from individual investor and Director, Mr. Patrick Fischer, the National Research Development Corporation and the VenturEast TeNeT Fund. ROPE was incubated by RTBI in 2007 and has also received incubation support from Villgro innovations foundation.



Management team of ROPE comprises of Sreejith, Co-founder and Managing Director, Patrick Fischer, Co-founder and Director, and aided by a strong advisory board constituting Dr. Ashok Jhunjhunwala, Dr. Aarti Kawlra, Mr. Kunal Sachdev and Dr Paul Basil, who bring a wide array of expertise.

ROPE was awarded India's second most promising enterprise award by Business World weekly in May 2009. ROPE won the YES award for best business model using ICT by YES systems and has received media coverage from national and local media including those from Economic Times, ET Now, Rediff.com, Entrepreneur Magazine, Smart CEO magazine, DARE, Ergo, 044, Lions Magazine and CNBC TV18



Corporate Office
01/F, First floor, IIT Madras Research Park
Kanagam road, Tharamani,
Chennai 600 113



info@ropeindia.com



www.ropeinternational.com



Uniphore provides cloud based enterprise mobility solutions with a strong capability of Speech Recognition and Speech Biometrics. The robust multi-modal Service Delivery Platform provides end-to-end solutions to various industry verticals including Banking, Healthcare, Education, Agriculture, Retail and FMCG. Uniphore holds a number of patents in voice based ERP and payment systems.

Uniphore was founded by Umesh Sachdev and Ravi Saraogi. The company was incorporated in 2008, while being incubated at RTBI in 2007. Uniphore's initial source of Rs.5L seed fund was provided by RTBI. The company's turnover for 2010-2011 was Rs.1.25 Cr. Uniphore has a 5 member board, and has head count of 26.

Uniphore today has various platform capabilities ranging from IVR, Contact centre deployments and automation, SMS platforms, GPRS and 3G applications for Java devices. With a constant investment towards R&D particularly in the areas of Speech Recognition and Speech Biometrics as well in developing multi-modal solutions (combining GPRS applications along with Voice solutions) Uniphore is today providing complex mobility solutions which enable tremendous efficiencies and reach for its customers today.

Uniphore has launched new products in the mobile applications space, such as the mCMS (Mobile Content Management System) and the mCAS (MINED-Control and Access System). These have currently been rolled out for initial pilot customers. Uniphore's Transaction Host as on date caters to a customer base of over 150,000 customers and has started making an impact in the mobile voice banking space.

Uniphore was the recipient of the M-Billionth South Asia award for its innovation 'Voice-ERP' in the category of m-commerce.



Corporate Office
Module No:5, IITM Research Park,
Kanagam Road, Taramani
Chennai 600113.
Ph: 044-66469878



umesh@uniphore.com



www.uniphore.com

ZONLIGHT series
-small area lighting platform



ZONKISAN
Long range torchlight



ZONLIGHT
Solar multi-purpose
tasklight



ZONLIGHT_SGM
Solar+grid+mobile
tasklight

Intelizon is focused on using state of the art optical, electronic and firmware technology for creating affordable energy efficient products for the rural and semi-urban markets worldwide.

Intelizon currently has 20 employees and another 20 assemblers with the outsourcing partners focused on building our products. We achieved Rs1crore of sales in FY11 and forged a key partnership with Nippo to market our products in FY12. We have received equity investments of over 3 crore from Venture East and Emergic Capital as well as a 90lakh loan from ICICI to date.


Intelizon is founded by Dr. Kushant Uppal. Kushant has spent over 15 years developing industry leading technology products and businesses in the hotbed of innovation - Silicon Valley, California. He has incubated and managed multiple businesses with sales up to Rs.1000 mio and has hands on experience in manufacturing, R&D and marketing. In 2006, Kushant decided that energy efficient products are the key to rural productivity with a tremendous market opportunity for a new venture.

The passion to create an enterprise has driven him to Hyderabad, India- future hotbed of innovation- to assemble a team and drive technology and business with initial focus on rural India. Kushant has an MS and PhD in materials science from University of Southern California and a B-tech from IIT Madras. The company was incorporated in February 2007 and has a 5 member strong R&D team, 5 members focused on sales, 7 in operations and 3 in administrations.

Intelizon products are categories as Zon Light, Zon Street, Zone home as below, Intelizon has received several recognition which includes Finalist on Red Herring Asia in 2010, Finalist at Sankalp 2009 and as India's Hottest Start-Up by Business Today, March 2009.



Corporate Office
Module No:5, IITM Research Park,
Kanagam Road, Taramani
Chennai 600 113.
Ph 044-6646 9878



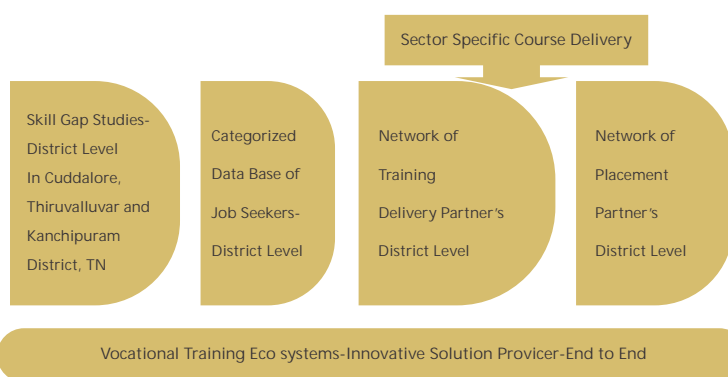
umesh@uniphore.com



www.uniphore.com



"eJeevika Human Resources Pvt. Limited" is an enterprise that aims to provide Vocational Training Solutions to the various Govt. and Industry bodies. eJeevika leverages the ICT infrastructure of the country and connects the various ends of the value chain of the Vocational Training ecosystem. eJeevika has been incubated at IITMs Rural Technology and Business Incubator (RTBI) in 2007. eJeevika's service offerings are listed below:



Creation of Employability Courses: eJeevika has been running blended learning courses on Microsoft office, English Speaking, and Basic Corporate Etiquette in its centers. It has created e-Learning and Class room based courses for prestigious organizations like the State Bank of India, Nimmi-DGET, Tamilnadu Regional Institutes, Titan, Cholamandalam, NIS Sparta to name a few. eJeevika specialises in creating Multiple language courses targeting the 'Desi' youth from 'Bharat'.

Richa Pandey Mishra, Founder and CEO, brings in 8 years of Sales and Marketing experience with various Print Media groups of the country. eJeevika is in early stage of revenue generation, has received seed funding of Rs. 5 Lakhs and an MSME fund of Rs. 6.25 Lakhs. It has also secured a soft loan of Rs. 1.5 Lakh from Villgro foundation.



Corporate Office:
1st Floor, IITM Research Park,
Kanagam Road, Taramani
Chennai 600 113

Regional Office
102-D, Pocket-1, Phase-1,
Mayur Vihar,
Delhi- 110 009



info@ejeevika.com



www.ejeevika.com

Business Spotlights

Government

- Assessment of NREGA
- Evaluation with relevance to Village Requirements
- Strengthening grass root level implementation
- Monitor NREGA implementation
- Building real-time MIS
- Collaboration with TNWDC

Business

- Business entry Strategy
- Predicting insurance claims & forecasting revenues
- Business intelligence
- Business Impact Assessment
- Market Entry Strategy
- Market expansion strategies
- Collaboration with BPO

NGO

- Sustainable livelihood options & business plans
- Analysis of databank of an NGO to advice on initiatives
- Suggestions of social enterprises

Product

- Grading & monitoring of performance of SHGs for NABARD
- Cost effective analytical product for small/medium businesses

Research

- Rural Telecom
- Developing KPI for Business Correspondent Model
- Making Microfinance efficient
- SHG Entrepreneurial Accelerator
- Social Media Analytics

Aaum Research and Analytics Private Limited (Aaum) was incubated in IITM's Rural Technology and Business Incubator (RTBI) in 2008 with the vision to provide insightful insights to businesses, policy makers & planning authorities that target rural India. Aaum Research and Analytics offers three lines of business,

Advanced analytics : Build appropriate statistical models through which clients can measure, predict and grow their business.

Competitive intelligence : Provide actionable insights to clients for their business excellence.

Livelihood : Perform livelihood services ranging from promotion of livelihoods, implementation services, livelihood studies and feasibility studies.

The company is working on a first of a kind 'credit scoring' initiative for rural Self Help Groups supported by NABARD with pilots in Thiruvallur and Virudhunagar districts. The founder envisions this initiative to become a credit bureau initiative in the next 2 years. The firm has received 5 Lakhs of seed funding from RTBI and 5.75 Lakhs of grant from MSME. Aaum has 12 full time employees and has revenue targets to achieve 1 Crore by FY 2011-2012.

Rajesh Kumar, the founder of Aaum, IIT Madras alumni is an entrepreneur with robust experience in project management, quantitative and qualitative data analysis, business intelligence and process consulting and has worked for several clients in Finance, Information Technology, Marketing and Operations including consulting experiences with Fortune 100 organization. He has a B.Tech in Mechanical Engineering from IIT Madras and MBA from IIT Kanpur. Professor Dr. Ashok Jhunjhunwala (IIT Madras), Mr. Puneet Gupta (IFMR Mezzanine Finance) and Professor Prakash Sai (IIT Madras) constitute Aaum's board.



Corporate Office
7, Murugan Koil Street
Balaji Nagar, Kolathur
Chennai 600 099
Ph +91 44 2651 2749

Regional Office
01 N, 1st floor, IITM Research Park,
Kanagam Road, Chennai 600113.
Ph +91 44 6646 9877
Fax +91 44 6646 9877



info@aaumanalytics.com



www.aaumanalytics.com



Arogyam Organics private limited was founded with a vision to make organic certified products available to Tier-2 and Tier-3 cities, as most of the certified organic food products are exported and availability in local market is almost negligible. Arogyam Organics is marketing the certified Organic food products under the brand name of "Bhojanam" and traditional varieties under the brand name of "Paarambharyam".

Under "Bhojanam" brand, AOPL has 65 categories of products and "Paarambharyam" has 12 categories of products. AOPL's two brands have been recognized as the leading brands in Organic market for clean, processed high quality organic products sourced directly from the farmers, hence streamlining the supply chain without middle men costs involved. Hence AOPL aims to supply at a better price than most of the competitors in the segment and pass on the savings directly to producers towards getting a maximum output for their farm products.

For the first time in India AOPL has produced and marketed ADT-43 Paddy certified seeds with Organic certification. Seeraga Samba, a popular and scented traditional Paddy variety (whose seeds were only exchanged by farmers) has been made commercially available by AOPL.

AOPL was incorporated and incubated at RTBI in 2008 and started full time operation in February 2010. AOPL has raised an investment of Rs. 26 Lakhs from RTBI, Villgro foundation and individual investors. The company has formed a network of 6 franchises, 24 retail outlets and 4 bulk traders. AOPL has a storage facility with a capability to store 12,000 MT to handle heavy production requirements.

AOPL is founded by Arumugasamy, Founder and CEO, who has secured a Diploma in Agriculture from Gandhigram University and an M.A. from Annamalai University. He brings in his strong procurement experience in Madras Fertilizers Pvt. Ltd., Sincere Plantation Ltd. as first field officer at CIKS continuing on for 13 years, he held the important role of Program Director before spinning off AOPL. Arumugasamy has authored more than 60 books, CDs and Manuals on organic farming.



Corporate Office
B-46, Alagesan Nagar,
Chengalpet 603 001.
Ph 044-2742 8622



arogyamorganics@gmail.com



www.arogyamorganics.com



Invention Labs was founded by Mr. Ajit Narayanan, Chairman and CEO, in year 2007 with an initial seeding fund of Rs 2.5 lakhs from RTBI. Ajit is an alumnus from IIT Madras with an M.Tech in Electrical Engineering.

Invention Labs has developed Avaz, an augmentative and alternative communication device for the voice impaired and Cerebral Palsy affected children. This device is being used by 20 odd special schools spread throughout India. Invention Labs plans to customize this device with more features and launch in to the International market.

Invention Labs was awarded the President's National award for empowerment of people with disabilities in the year 2010 for Applied Research and product Innovation for developing "Avaz".

As in the manufacture of Avaz, Invention Labs provides product development services. A drive to specialize in Medical Devices is on the anvil. Having completed substantial amount of Research and Development, it is the company's aim to bring about a quantum leap in the sales volume during the current year and the years to come.



The company made a turnover of 25 lakhs as on 29th July, 2011 and have a projection to hit a volume of 150 lakhs by the end of this year. Invention Labs is in the process of applying for international patents to protect its products and technology. The company received a Technology Development Board loan of Rs.10 lakhs from RTBI during 2010.

Invention Labs has currently 10 employees including 2 senior Engineers, 2 Junior Engineers, 2 Technicians, 1 General Manager, 1 Manager and 2 Quality Assistants.



Corporate Office
CGE 2A, Kuppam Beach
Thiruvanniyur,
Chennai 600 041

Admin Office
01/F, First floor,
IIT Madras Research Park
Kanagam road, Tharamani,
Chennai 600 113



ajitn@inventionlabs.in



<http://www.inventionlabs.in>

Vastra - Custom Attire (INDIA) Pvt. Ltd.



Vastra- Custom Attire (INDIA) Pvt Ltd is an initiative in distributed garment production started first in rural and urban Tamil Nadu. Vastra works with Self Help Groups who are trained for tailoring garments and customized institutional wear as per the requisite quality standard. Vastra augments the training further thereby providing the finest quality stitched garments.

Incepted in the year 2009, Vastra is engaged in manufacturing and supplying of Customized uniforms which cater to the needs of Schools, Hospitals, Factories, Restaurants, Security guards and Buying-Houses. Within a short period of time, Vastra has carved a niche by way of its range of specialized garments and institutional wear.



Corporate Office:
Module 6, First Floor,
IIT M Research Park,
Kanagam Road, Taramani,
Chennai 600 113



sajina@tenet.res.in



<http://www.indiamart.com/vastragarments>

Augurtron Systems and Solutions Pvt. Ltd.



Augurtron provides High-End Embedded Technology Product Engineering through research, development and productization in the Audio-video, Networking and Platform domains. With a vision to be a world Class Company in the High end Embedded Technology Domain, Augurtron was incubated in RTBI in 2009. Augurtron offers services as complete Turnkey solutions from Concept to Product, and through technology partnerships on a consultancy basis.

Augurtron has filed two technology patents in joint work collaborated with RTBI. It had generated revenues to the tune of Rs. 24 Lakhs in the financial year ending 2010-11. The company services benefits technology companies, consumer product companies and Research Organization.

The incubation originally operating as Augur Systems, a Proprietorship Company since its incubation in 2009 has recently modified to register and incorporate as a Private Limited in 2011. Augurtron has received grant funding from the Ministry of Small and Medium Enterprises for about Rs. 5.5 lakhs in 2010. Currently, the company constitutes a team size of 8.



Padmalakshmi Shankar, the founder of Augurtron, comes with a deep system understanding on wide technology areas and has pioneered many successful products and solutions in her career span of 15 years. As a founding member and earlier Product Head of Novatium Solutions, she was responsible for churning out products on various embedded platforms from concept to production. Prior to Augurtron and Novatium Solutions, she has worked at Polaris Software Labs, Reliance Petroleum Ltd and Midas Communications. Her long association with TeNet group at IIT Madras has led to many innovative initiatives.

The Augurtron team brings in passion for technology. Their diverse experiences are in the field of embedded firmware porting, application design, user interfaces, DSP programming and ARM/DSP integrations, media frameworks.



Corporate Office
Module 6, 1st Floor,
IITM Research Park, Kanagam Road
Chennai 600 113



padma@augursys.com



www.augurtron.com



ÉT Interactive Design Pvt. Ltd.

Founded in late 2009, ét is a dedicated Design Consultancy firm working with the Indian Craftsmen & Artisans. The company was established with the prime motto of upliftment of rural craftsmen.

The company has been pro actively working with government agencies and private companies for providing a new dimension to rural products. The experienced team of designers and product innovators have left a mark in many of the craft clusters around the country like Tripura Bamboo Mission, Agartala, Weaving Clusters, Karur Tamil Nadu, Carpet weaving, Madurai, Tamil Nadu, Juti Making in Punjab etc.

The company also has an extension serving to private clientele with Design & Sourcing services. The company has established themselves as a leading service provider to various Indian and international Lifestyle Brands like Nike, Westside, Wildcraft, The Loot and SG Cricket etc. With a team of ten Ét Interactive has managed to build a revenue base of 30 Lakhs.

In extension to this the company has recently launched a brand of Contemporary Designed Craft Products under the brand name The Desi Theory. The brand caters as a retail platform to craft clusters and is being retailed through high-end boutiques and undertaking corporate bookings.

www.etinteractive.net



Vegetable tanned leather



Hand woven fabrics



Bamboo & wood



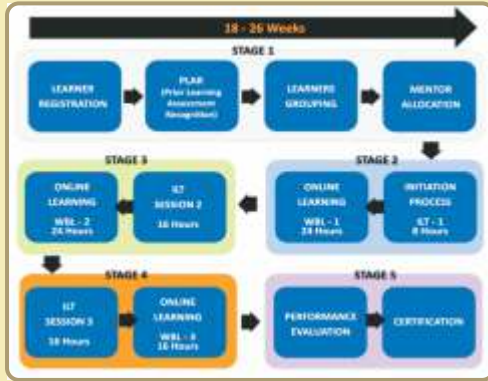
Corporate Office
Module No:5, IITM Research Park,
Kanagam Road, Taramani
Chennai 600 113.



robin@etinteractive.net



www.etinteractive.net



Trayi founded by Narasimma Prasad develops research-based learning solutions that optimize the individual learning styles of the students. The goal is to help students in rural areas to develop persistence, positive self-concept and resilience to attain success in academic and personal life. With the above goal in focus, Trayi works on changing the culture of classroom-learning by developing products which fosters effective learning strategies and innovative pedagogies through the use of ICT.



இறுப்புர அரம மகலிர் உயர் நிலைப்பள்ளியில் ஆங்கிலம் கற்பித்தல் பயிற்சியில் கலந்து கொண்ட மாணவிகள். அருகில் பள்ளி தலைமை ஆசிரியர் கெ. கண்ணுபிரகாஷ், டிராயி நிறுவனத்தின் நரசிமம பிரசாத்.

Learn English programme

A three-day 'Learn English' programme was organised at the Government Girls' Higher Secondary School in Thuppalur near Pudukottai, to sensitize students to the art of learning English with focus on right pronunciation and vocabulary.

The programme, organised by Trayi Educational Services, an incubate company of RTBI, Indian Institute of Technology, Madras, helped students to learn the language with ease. N. Narasimma Prasad, founder and delivery head of Trayi Educational Services said that 'Languagementor' was specifically designed to benefit school and college students to learn the language. Stella Pon Dami, headmistress of the school, pleaded for organising more sessions on a sustained basis. Jagannathan, Computer Work, Illuppur, coordinator, said similar training was held to benefit students of Mother Teresa Polytechnic.

Compiled by M. Balaganesan and G. Prasad

Languagementor.in is a flagship product, an English language acquisition process which has been crafted based on the promoters' experience's in working with the students from rural campuses and follows a research based approach and systems to Web based language acquisition process.

Interactive Learning model comprises of, Four Levels of English course Each level between 84 – 104 hours Six months to complete each level Blended learning – 60% WBT and 40% ILT (Instructor Led Training) Curriculum design is based on students levels ILT Session (Instructor led training) for oral, group and game activities Computer based training for listening, vocabulary enhancement

TRAYI was incorporated and incubated in RTBI in 2010. Trayi has an employee head count of 7 and has received incubation support including a seed fund of Rs. 4.5 lakhs in 2011. The company has its registered address at Module 6, First Floor, IITM Research Park, Chennai.



Corporate Office
Module 6, First Floor,
IITM Research Park,
Chennai. 600 113



Narasimma@trayi.in



www.trayi.in

Ayzh proposes to bring to market JANMA – a clean and green birth kit, for women in rural regions, with the aim to provide the “six cleans” recognized by WHO: clean hands, clean perineum, clean delivery surface, clean cord cutting and tying instruments, and clean cutting surface (Moshal, et al. 2005). As directed by WHO the use of a simple, disposable delivery kit can help achieve as clean a delivery as possible (World Health Organization 2000).

The AYZH's Janma Kits have won several international competitions. The first place at the Camino Real Venture Competition's (CRVC) in El Paso, TX and the First Place at Global Social Venture Competition (GSVC), in Hyderabad, India are two. JANMA Clean Birthkit is among the Finalist of INDEX: Award: the biggest design award in the world.

Each year, about 60 million women in developing countries give birth with only the help of an untrained attendant or family member or with no help at all (World Health Organization 2009). According to 2010 estimates, 63,000 women die annually in India due to complications related to pregnancy and one million children born in India die before they are 28 days old. Most maternal deaths occur in women from tribal/dalit communities, with poor socio-economic status, and living in remote rural regions.

The AYZH business model is founded on competencies to identify the needs of women and design products that meet those needs. The initial target market is the three million Indian women age 16-64 living in rural communities.

Ayzh has sold over 3000 kits in southern India in Tamil Nadu and Karnataka and also sent about 600 kits to Haiti and over 200 kits as pilot trial samples to various parts of Africa.

AYZH is in no way promoting home births but seeks to promote clean births in any scenario under any circumstance be it at home, at government hospitals, in slum hospitals and in clinics. It should be noted that a clean delivery place is the first basic requirement of a delivery.

Ayzh founded by Zubaida Bai and Habib Anwar who with their research, design and engineering skills put together the clean birth kit for impoverished rural consumers. Ayzh is managed its two founders and Kellen McMartin, who is a senior communications consultant for Deloitte brings in the marketing and communications expertise. Ayzh is also registered as a C-Corporation in the United States and Private Ltd in South Africa for International marketing and distribution.



Corporate Office:
59 Landons Road, Anandham Apts,
B2 First Floor, Kilpauk,
Chennai 600 010



zubaida@ayzh.com



<http://www.ayzh.com>



Micro-spinning is a new concept in producing yarn from cotton at a scale that is hundred times smaller in scale. By establishing backward and forward linkages with other steps in the cotton value-chain, this technology is expected to do to the textile industry what the advent of the desktop did to the IT industry. Specifically, it would enable small farmers and rural artisans to come out of enervating cycles of poverty and indebtedness, by leveraging their strengths to deliver high quality products to a global market that values diversity and sustainability.

Microspin Machine Works (MMW) inherits the legacy of work pioneered by L. Kannan in developing this technology. Field units based on this technology are located at nine locations across six states of India, and have established its potential to drive rural livelihoods through networked manufacturing.

MMW has a current order pipeline of four units, and expects to deliver up to ten units in its first year of operations. Each such unit would sustain about 100 rural livelihoods, with an annual turnover of Rs. 1 to 1.5 Cr.

Patents The core process of Micro-spinning is based on a pending patent application vide No. 3885/CHE/2010 dated Dec 20, 2010, titled "Method and Apparatus for Carding of Staple Fibres".

Microspin was incubated and incorporated in April 2011, and founded by L Kannan and S S Krishnakumar. Microspin had invested Rs. 5L as seed fund and approved for TDB funding for Rs.25 Lakhs towards commercialization and Scale up Microspin technology.

The set of Microspinning line of machines are,



Corporate Office:
Plot No. 35, North Street,
Ganga Nagar, Jafferkhanpet,
Chennai 600083



kannan@microspin.co.in



www.microspin.co.in



MobilTrain is a Knowledge Services company that specializes in providing mobile based training to people in various sectors. Their USP is “concise, smart parcels of content” called “QuickLearns™” accessible through the participant’s mobile phone and is ideal for stakeholders in large scale education/training ecosystems looking to optimize training time and cost. The learning modules are designed to facilitate behavioral change and promote skill development across verticals. It leverages the power of mobile on-the-go learning and addresses the need for continuous learning by offering modules in multiple languages that engage both rural and urban populations; the learning tips are sent via SMS.

After the successful teacher training pilot with rural and urban school teachers, MobilTrain approached IITM/RTBI for guidance, technology support and scaling up. Subsequently, it was decided to incubate MobilTrain and allot a seed fund amount of INR.2,50,000 from RTBI in lieu of technology development for this mobile platform.

RTBI would help in developing the SMS application for MobilTrain’s Teach-Spiration module beginning July 2011. About 100-500 teachers are expected to sign-up for it.

Founder and CEO – Gayathri Sriram, brings over a decade of experience in heading different school boards in the US, putting her passion in pedagogy into conceptualizing MobilTrain. She has a Master’s degree in English from Carnegie Mellon University, Pennsylvania and a Master’s degree in Reading and Language Arts from Rider University, New Jersey. Besides MobilTrain, Gayathri also heads a few other auto-component companies, which are part of the UCAL Group.



Corporate Office:
324 Anna Salai,
Nandanam,
Chennai 600035.
Ph +91 44 2432 1274



delphine@mobiltrain.com

RECOGNITIONS

Best E-health Award 2011,
E-World

ET Power of Ideas,
Class of 2011

Final 5,
Piramal Healthcare 2011

Social entrepreneurship
and Business competitions
at IIT-M, IIM-A, B, C and
BITS Pilani

Newdigm provides healthcare solutions for resource limited settings. Their flagship product - clinical decision-support system (DSS) technology helps rural health-workers in arriving at a diagnosis, treatment and follow-up plan for patients. The mobile-phone based system guides health-workers in eliciting patient history, signs and symptoms and analyzes the fed data through accredited medical protocols assisting in prompt and appropriate decisions.

Background: India is a decade behind the Million Development Goal targets and faces an acute shortage of doctors. For rural-remote areas, the solution to health delivery lies with the empowerment of local semi-skilled health-workers. We believe our decision-support technology can bridge the skill and confidence gap among these health-workers and improve their efficiency and efficacy in delivering timely, quality and affordable health.

Currently, the DSS presently caters to maternal and child health (under – 5 years) and chronic illness in adults. This essentially covers conditions causing over 70% deaths in expecting mothers and children (over 2 million in India alone), and all iceberg diseases in adults. Newdigm is working with NRHM and health NGOs for development of new tech. solutions and health delivery models and their implementations. So far, the initiative has been self funded.

The company was incorporated in 2010 by a team of doctors and engineers with expertise in public health and low-cost mobile technology. It was incubated in RTBI in 2011.



Corporate Office
RTBI, Module 6, 1st Floor,
IITM Research Park, Taramani
Chennai 600 113



contact@newdigm.com



<http://www.newdigm.com>

i-Link Services (Phoenix WebMasterz)



Extending RTBI's vision of rural technology centres into every village, it has incubated a passionate entrepreneur from the rural district of Thiruvapur. He aims to offer high end services such as dynamic web designing and Search Engine Optimization with quality of service and on time delivery comparable to his urban counterparts.



As a start, Phoenix WebMasterz is setting up a center with 5 computers and has employed a 6 member team.

Sarguneshwaran B, RTBI's rural entrepreneur, seeks to generate employment for people in villages neighbouring his village at Kolmangudi.

Discover How To Make The Person In The Mirror Successful, Happy, and Confident, In Every Area Of Your Life

Success Skills Finances Health Spirituality Relationships Lifestyle

FREE "GRAB ALL THE BENEFITS TODAY!" <http://www.lodentalcare.com>

Internet Marketing Software

Internet Marketing Software

NCAA 11 Strategy Guide
HD Quality Videos
Voice-over instructions
Sim and Online Dynasty Safe

Click Here to Kit

Best Online MBA Programs Information
Bachelors and Masters Degree



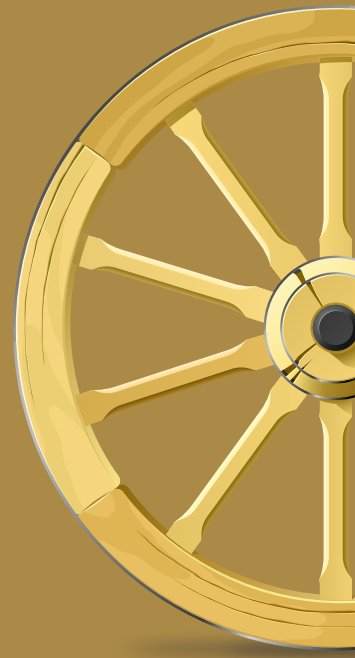
Corporate Office
116 First Floor, Ka raikal Road,
Kollumangudi 609403
Thiruvapur District



sarguna3@gmail.com

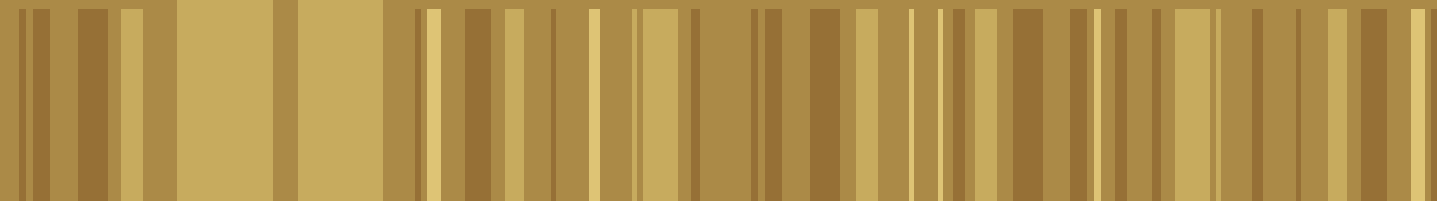
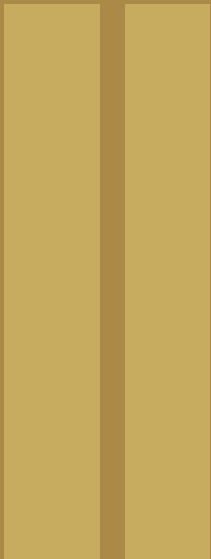


<http://www.thephoenix-seo.com>



Exploratory Initiatives

RTBI's thrust also includes research and implementation of exploratory initiatives. However these initiatives today may not have a well defined business model but have a possibility and scope to scale if congregated with effective linkages and appropriate innovations. The areas in which RTBI is currently working are Financial Inclusion, Agriculture, Healthcare, Energy and Rural Distributed applications.



Financial Inclusion

The objective of this initiative is to take banking services to the unbanked masses in the rural areas. For a country like India, it is virtually not possible to build branches in every nook and corner of the country. In order to facilitate this, RBI set out guidelines where banks can partner with third party agents who in turn would provide banking services to the rural masses on behalf of the bank called a Business Correspondent (BC). A BC appoints a customer service provider (CSP) in each village and acts as an intermediary between the bank and the rural customer. A BC reaches remotest corners of the country where the bank may not have a branch thus taking banking services to the doorstep of every rural customer. Wide penetration of ICT comes to rescue to connect the CSP with the customer using a most common tool – a mobile phone.

RTBI along with its partners Institute for Financial Management and Research (IFMR), State Bank of India (SBI), Uniphore Software Systems, EKO, Oxigen, Highmark and few other NGOs work together to bring about financial inclusion across 6 lakh villages pan-India through a novel yet robust technology platform. This system is supported by Uniphore's Voice based biometric systems for authentication which is tested to offer high level of security.



As a plan to roll out this project, we have partnered with Oxigen and Highmark (A credit bureau agency), and the location chosen for the pilot is Villupuram district. With the help of Oxigen retailers spread over the district of villupuram, many financial products such as savings, RD, remittances, fund transfer, mobile top-up are to be made available using voice based mobile banking. Retailers or Customer Service Points (CSPs) will be chosen and given training on how to use the voice biometric tool and customers interested in voice banking will be enrolled. Highmark have already created an extensive database of credit records of the people in that region with the cooperation of most banks in villupuram which cover 80% of the region's borrowers. Once the database tool is available for roll out, which could be as soon as next month, loans will also be added to the range of financial products being offered.

Current Status as of March 2011

- Final testing stages of the mobile voice biometric tool by SBI
- Highmark's Test data analysis of the credit worthiness tool ongoing
- Pilot to be launched in Villupuram district enrolling CSPs by the end of August 2011
- Many more innovative financial products being planned for the roll out

Under the guidance of
Professor Ashok (IIT Madras)

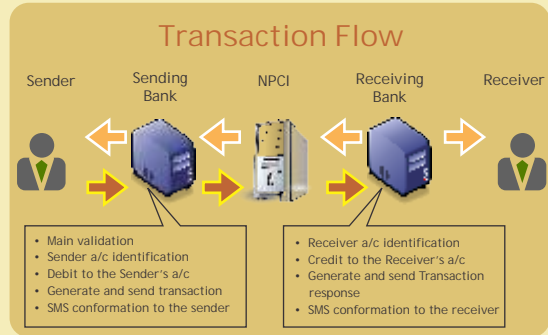
Team members in RTBI
Neeraja N Arjun



Mobile Payments

With the cellular space in India growing at 7 million new mobile subscribers joining every month and a subscriber penetration, with more than 30% of the users from rural India, it is therefore best to exploit the cellular space as an ecosystem for mobile money transfers. RBI now allows transacting up to Rs 50,000 through mobile payments which will benefit huge realm of customer base especially people at the 'bottom of the pyramid' who are practically inaccessible to various banking services. In order to facilitate this, Institute for Development and Research in Banking Technology (IDRBT) and Rural Technology Business Incubator (RTBI) of IIT Madras jointly formed an industrial forum called Mobile Payments Forum of India (MPFI). The forum, with more than 100+ organisations as members, focuses mainly to guide banks, telecom organizations, service providers, government and others for providing mobile payments in an inter-operable and heterogeneous environment including the rural masses.

In Nov 2010, RBI with the support of MPFI officially launched the much awaited Inter-bank mobile payment service (IMPS). With IMPS installed in ones mobile phone (now through IVRS, USSD also), one can transfer money from one's bank



account to another in real-time by just knowing the receivers mobile money and mobile money ID (a 7 digit number issued by the receivers' bank, wherein every account is given an individual MMID). All transactions are routed through the switch setup by the National Payments Corporation of India (NPCI). Apart from instant money transfers, one can also do merchant payments, balance check, mini statements and many more just from the mobile phone. IMPS application is now offered by 24 banks and more have enrolled to offer this service.

More details about IMPS can be found at <http://www.npci.org.in/aboutimps.aspx>.

As an effort to test the efficiency of mobile payments in a closed ecosystem, it is proposed to introduce mobile payments in IIT Madras among students, merchants and restaurants. YES Bank and NOKIA have come forward to test their mobile payments application in order to launch this. Trials and negotiations regarding this are on process and will be launched shortly.

Status as of March 2011:

- The 8th General Body meeting was held at 12th March, Leela Kempinski, Mumbai.
- 2000 transactions have taken place wherein Rs 7,30,000 have been transacted using IMPS.
- Various Committees were formed among MPFI members to take forward and examine the various aspects of mobile payments.

Under the guidance of
Professor Ashok (IIT Madras)

Team members in RTBI
Neeraja N Arjun

Evaluating National Rural Employment Guarantee Scheme Implementation

National Rural Employment Guarantee ACT (NREGA) is a poverty alleviating scheme aimed at promoting rural empowerment by providing 100 days of guaranteed wage employment in every financial year to one member of every household whose adult members are willing to do unskilled manual labour. The implementation of NREGA began in 2005. RTBI, along with Aaum Research and Analytics Pvt Ltd, has been evaluating the implementation since May 2009. So far two phases of evaluation have been done and the third phase of evaluation has begun recently.

The Phase I evaluation of the impact of NREGA in Tamilnadu was done between May 2009 and July 2009. For the assessment, RTBI had evolved and adopted an eight fold approach and the Phase 1 evaluation report had made 6 recommendations which were submitted to the ministry.

The Phase II evaluation of the impact of NREGA in Tamilnadu was done between May 2010 and October 2010. This report is a continuation of the evaluation done in the Phase I report which was submitted to the UNDP/Ministry. The objectives of the NREGS phase II assessment were to evaluate NREGA activities with relevance to village requirements, to develop key performance indicators and also to develop some insightful case studies. 13 parameters were considered for the evaluation and the assessment was done in 10 districts in Tamil Nadu namely Tiruvallur, Vellore, Dharmapuri, Erode, Theni, Thoothukudi, Tanjavur, Nagapattinam, Perambalur and Villupuram. 1560 NREGA beneficiaries, 780 non beneficiaries, 76 Panchayat Presidents, 19 Block Development Officers (BDO), 10 District Project Officers and 14 NGOs were interviewed. 78 Focus Group Discussions (FGDs) were conducted for the assessment.

Team : Aaum Research & Analytics team headed by Rajesh Kumar, RTBI under the guidance of Prof. Ashok JhunJhunwala and Lakshmi Vaidyanathan



The assessment of the second phase of NREGS was initiated from the grass root levels and covered all the stakeholders. The assessment was done both qualitatively and quantitatively and the positives and negatives for every village have been compiled. In order to analyze the data aggregated qualitatively, RTBI and Aaum adopted a "Participant Observation" methodology in which the team members became an entity of the culture, group or setting and adopted roles to conform to the settings. The insights got from such a research were further augmented by the structured interviews conducted for Block Development Officers (BDOS), Panchayat presidents and other stakeholders and through FGDs.

High women participation in NREGS, high participation of SCs and financial inclusion in some places were some of the positive findings of both the Phase 1 and Phase 2 evaluation reports. The flip side observations included poor awareness level amongst people and many violations of the NREGS act. The team's recommendations based on the second phase evaluation have been submitted shortly and will be made available shortly to the public. Currently discussions are in progress for the third phase of the evaluation of NREGA.

Namma Ooru – Village website creation initiative

Namma Ooru is envisioned as a tool to disseminate the village specific information i.e. History, location, Panchayat announcements, information on various government schemes, health initiatives, real estate development, village resources on maps and tourism etc. This initiative would give Indian villages a global identity and provide real-time information about the village.

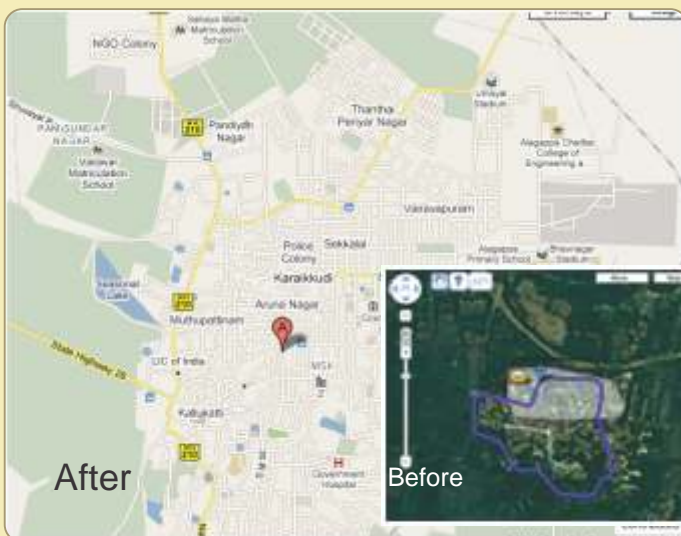
The idea of Namma Ooru was conceived under the IUATC Work Program - Rural Collaborative Platform. However, RTBI along with the support of National Internet Exchange of India (NIXI) is taking this initiative to the next level by developing village websites for 50 villages respectively in Sivaganga district of Tamil Nadu. This effort entirely funded by NIXI began in November 2010 with an objective of involving village social group comprising of college students and creating village specific websites using tools such village resource mapping and SMS platform (MESH) developed by RTBI.

This initiative is currently piloted at Sivaganga district of Tamilnadu, where the Namma Ooru team approached colleges across the pilot location to nominate groups comprising of 3 members each for this exercise. These groups were given a 2 day technical training workshop by RTBI in which the students were trained in website creation tool, GPS mapping exercise and MESH usage. Following this, the students are given 3 months time to create and submit a website for their respective village. Namma Ooru leverages on active, participation, involvement and ownership of villagers from inception hence it will be sustainable in a long run.

Milestones Achieved:
November 2010- March 2011

From November 2010 to March 2011 the Namma Ooru team conducted 3 technical training workshops at Sivaganga-the pilot district, trained 78 student participants from 12 different colleges. Currently 26 village websites are in progress, 22 villages have been mapped in detail. Some of the

areas mapped by the villagers in their village include banks, schools, colleges, panchayat office, water resources, ATM centres, temples, churches, gas agency, few local shops, theatres, village association, tourist spots etc. Besides this 26 village SMS groups using MESH platform have been created, the villagers in the MESH group include: school students, school teachers, panchayat president, councillors, college students, post office clerks, bank manager, lecturers, local businessman, school headmaster, home makers, police, doctor, general public and village youth.



Other Highlights:

- Participation and involvement of the villagers including local ownership are key values of this exercise
- Village resource mapping is done by villagers using GPS devices.
- The web portal has multi-lingual support- English & Tamil.
- Mobile Enabled Social Hub (MESH) serves as a platform to discuss the web content and template among group of students and to share NEWS.
- The web portal will updated with 'Live' news streams via MESH News groups from the village.



Way forward

The Namma Ooru initiative will hold 2 more technical training workshops by July 2011, to train 24 more groups thus creating 24 more websites, village specific maps and MESH groups will be created by Oct 2011. Besides student groups the team seeks to explore this exercise with village youth groups. The involvement and willingness of the students in sustainability of their village website must be understood. The team would also like to find out about the involvement of local self government/Panchayat office of the villages to take ownership of and sustain the Village websites. The team is looking into sustainability of this initiative.

Team Members in RTBI:

Vasumathi. A, Vincy Pushpa Mary, M. Balamurugan, N Janakiraman & Suma Prashant

e-VyapaarSewa

e-VyapaarSewa(eVS) is an online market place for rural SHGs created with an aim to provide sustainable livelihood options to the SHG women. The system provides platform for rural SHGs to widen their reach and increase client base by bringing together different stakeholders involved. This eventually helps in avoiding the need for middle men, hence reducing the supply chain and increasing fair trade opportunities.

eVS is a multi-modal platform that leverages the power of mobile technologies by bringing in a Voice component also in addition to a web portal, seamlessly integrating both through a common master database.

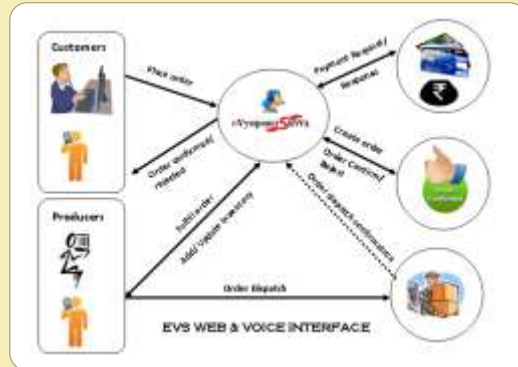
A collaborative effort among three partners, IITM, RTBI and Sasken with each partner bringing in relevant expertise

- IITM provides overall guidance in terms of design, development and implementation.
- RTBI is involved in high level design and development of the framework required for the web portal and also for Uniphore's Interactive Voice Response System (IVR).
- Sasken, through their pilot studies with the SHGs provides access to producer/products data and also will facilitate in field trials and pilot testing of the system.

Web component

It consists of an Online e-commerce portal for users to browse through products, place orders, make payments and get the products shipped; An admin portal for producers to add/update product data. And for integration with the Uniphore's IVR system, RTBI has also designed and implemented SOAP Web Services.

eVS Components



Voice Component

An Interactive Voice Response system which buyers can call, choose product, place order and make payments. Producers can also call the same IVR and update product data and make order enquiries.

As of March 2011, the complete system with both web and voice components has been developed and tested internally. A Pilot trial with SHGs in Kanniyakumari/Nagercoil is planned.



Team members in RTBI:
SudhaRaj, Parasakthi N, Biju Philip.

Team members in Sasken:
Aditya Shekar , Ayyandurai Chellamuthu

Xerox Corporation – IITM's RTBI Open Innovation Project

Distributed Workflow Systems & Applications

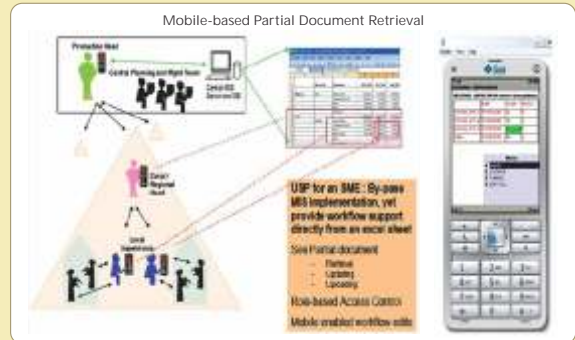
The focus of this project is to understand unique facets and limitations of traditional distributed workflows and design applications which enhance productivity in the rural context. The project started in Dec 2008 and is currently in its third year. This is a collaborative initiative between RTBI, Xerox Corporation, USA, IIT Madras and IIT Mandi and is funded by Xerox Corporation.

Current Status

The first year of the project was focused on an ethnographic and technology-focused study of existing rural workflows. In the second year, two key focus areas - Partial Document Retrieval and Controlled Document Access – were identified for study and trial deployment and workflow application design for these was done.

The third year was focused on the design, prototype development and field trial of the applications, as well as on researching the challenges involved in adding access control and security in distributed rural workflows.

In Phase 1, a prototype application for Partial Document Retrieval was designed and developed to enable easy, role-based access to monitoring and tracking information using mobile devices as contact points. The application enables role-based access to spreadsheets residing on a server to the end-user on a mobile phone over GPRS. End-users can edit data cells on the mobile screen and save changes back into the original document on the server.



The prototype was deployed at one of the production centers of Vastra Custom Attire (India) Pvt. Ltd. for an initial feasibility and fitment study. The inputs from the study will be used to further customize the prototype for a future pilot trial.



At one of Vastra's production centers

In Phase 2, a prototype for automating need and role-based Controlled Document Access was designed and developed. The application was primarily motivated by the needs of Rural BPOs, a growing segment in India which requires light-weight and cost-effective document management solutions for daily operations. However, it can be used in any scenario that requires distributed document editing and subsequent aggregation such as proofreading, translation, and digitization operations.

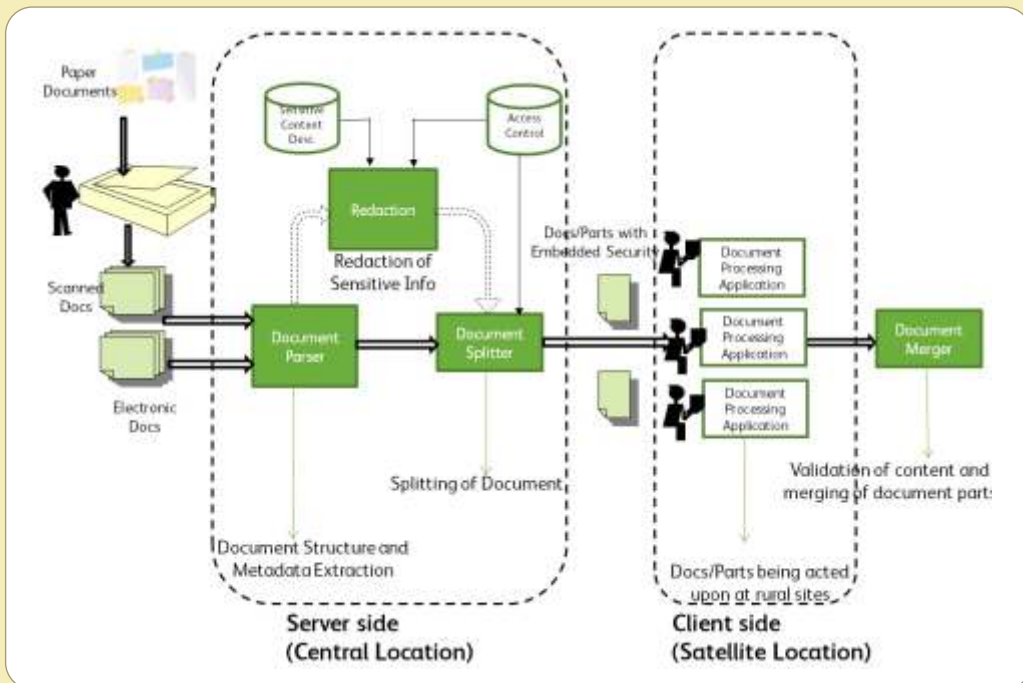
Among the salient features of the application is the ability to provide partial role-based access to document content (a key mechanism to ensure

document confidentiality), automatic and manual workload distribution among multiple users and quality control through duplication and conflict resolution.

Access Control Methods for Rural Workflows

Research and study of access control methods and challenges involved in distributed document access is currently underway at IIT Mandi. One of the key outcomes of this research would be the development of an Access Control Framework for Rural BPOs that would address specific security requirements in the rural context.

Controlled Document Access – System architecture



Team members in RTBI:

Anisha M, Saravanan P, Deepa V (Consultant), Lakshmi Vaidyanathan

Development of ICT based Tools/Technology towards an Interactive Multimedia Agriculture Advisory System

Around 52% of the population of India relies on farming for their livelihood accounting for 17% of India's GDP. While most farmers are familiar with conventional farming practices, when faced with the modern scientific farming practices, they are often unable to decide what to grow, the best practices to adopt during the growth stages and manage inputs. They are also most often ill-positioned to promptly deal with diseases and pests infesting their crops. Current advisory systems tend to be generic and are not farm specific. This work explores the possibility of using ICT to setup a farmer-, farm- specific advisory system.

The agriculture advisory system is based on the modern call-center and has the following features:

- A constantly updated database of the farmer and the farm
- Provides the previous interactions it had with the farmer
- Integrates localized information (such as soil, water, weather and market) and includes images of diseased crop and presents them on a dashboard
- Provides the extension worker at the call-center a virtual feel of being at the farm
- Scientific, market and weather experts can be added to the conference-call when needed
- The details of the farmer and the farm including images are collected using a mobile application. The spatial data including plot boundaries, water bodies and irrigation/drainage channels are captured using a GPS device. Additionally farmers can upload the images of infected crop using their mobile phones.

This initiative is carried out under the National Agriculture Innovation Project (NAIP) and for an initial duration of 2.5 years ending in March 2012.

The service support for this pilot is provided by 4 partners - Tamilnadu Agricultural University, National Agro Foundation, Erode Precision Farm Producers Company Ltd., & Dharmapuri Precision Farmers' Agro Pvt. Ltd. The advisory services are initially being offered for 9 crops – paddy, groundnut, brinjal, turmeric, tapioca, mango, sugarcane, coconut and tomato, to 1200 farmers equally spread in 3 districts of Kancheepuram, Erode and Dharmapuri districts of Tamil Nadu.

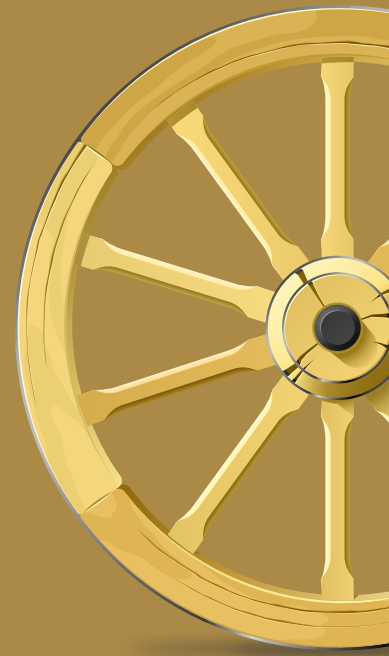


Workshop - Dharmapuri



Dashboard

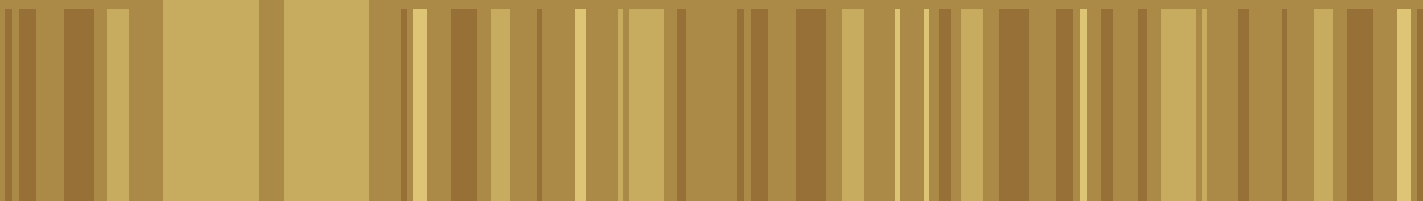
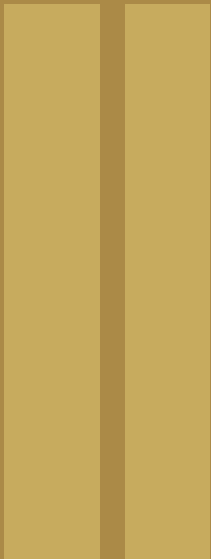
Team Members in RTBI
 Roopa.P, Kavitha Karthikeyan, Annai Lakshmi,
 Rose Meena Amrithanayagam, Sathish Kumar,
 Suresh A, Prabhakaran B, Shanmugapriya T P,
 Swarna Subramanian and Suma Prashant



India-UK Advanced Technology Centre



IU-ATC of Excellence In Next Generation Networks Systems And Services is a virtual joint research initiative which will put in place a focused agenda to support collaborative PhD, Post Doctorate projects and joint research programs, and technology transfer between UK and India.



IU-ATC

India-UK Advanced Technology Centre of excellence in next generation networks systems and services

Under the IU-ATC collaboration, RTBI is the partner that is coordinating and implementing Theme 1 work programs. Theme 1 aims to focus on research of interventions and processes that has the potential to evolve as a sustainable and scalable business model for rural India and remote areas of the UK. The Indian Coordinators for this theme are Prof Ashok Jhunjunwala (IIT Madras) and Suma Prashant (RTBI), the UK coordinator is Prof Nishan Canagarajah (University of Bristol).

Given the premise of Theoretical Work, Patents and Standard Practice and Commercialization, Theme 1 has divided its work programs as,

- WP 1 Agriculture Disease Management and Advisory System
- WP 2 Rural Collaborative Platform
- WP 3 Rural Distributed Production System
- WP 4 Maternal and Child Health Platform
- WP 5 Social Media

All WPs under Theme 1 are guided by Prof.Ashok Jhunjunwala – IIT Madras.

Joint meetings between UK Partners and Indian Partners were held at Belfast - Northern Ireland, UK on June 15-16, 2010 and at Infosys Mysore Campus, India on January 25-26, 2011.

The screenshot shows the IU-ATC website homepage. At the top, the IU-ATC logo is displayed alongside the text 'India-UK Advanced Technology Centre of Excellence in Next Generation Networks, Systems and Services'. To the right is the 'UK IN INDIA' logo. Below the header is a navigation bar with tabs for 'IU-ATC Home', 'Research', 'News & Events', 'Contact Us', 'IU-ATC Repository', and 'EPSRC/GST Web'. The main content area features a 'Welcome to IU-ATC' section with logos for BT, University of Uster, IIT Madras, and Infosys. A 'LATEST TECHNOLOGY NEWS' sidebar contains articles about RTBI's role in sustainable energy and Infosys's smart meters. Logos for Digital Economy, UKIERI, and other partners are at the bottom.

WP1

Agriculture Disease Mitigation and Advisory System

In a traditional agrarian system, farmers understood their crops and knew conventional ways to mitigate plant diseases and pest attacks. But in contemporary times, with new hybrid seeds, genetically modified crops and advanced agricultural methods, a glaring information gap has formed. The current extension / advisory systems lack farm specific solution for the agricultural problems and most of the agricultural advice is generic to block-levels and rarely deals with plot level advice. Farmers avail the existing extension services at the time of pest or disease in the crops, even then the issues are not completely solved, the reason behind being region specific, plot specific, crop specific solutions are not provided in time to the farmers. Therefore there is strong need to provide advisory services with plot-specific data being made available to the experts.

The Agriculture Disease Mitigation and Advisory System (ADMAS) is an initiative aiming to offer service to the farmers by integrating them with the agri experts to avail agriculture related pest and disease information and timely advisory services by:

- Creating an agricultural advisory call centre for the farmers
- Attempting to automate disease recognition process using image processing

The call center is functional at IIT M since Jan 2011

- Over 900 farmers have been registered
- Over 179 farmers have availed advisory services
- Disease mitigation steps have been very effective in curtailing the crop loss of a particular variety of paddy – ADT 37 in Kancheepuram district

Partners

University of Bristol, IIT Madras, Uniphore Software Systems, Tamil Nadu Agricultural University, National Agro Foundation, Erode Precision Farm Producers Company Ltd. and Dharmapuri Precision Farmers' Agro Services Ltd.

Team Members in RTBI

Roopa.P, Kavitha Karthikeyan, Rose Meena Amrithanayagam, Annai Lakshmi, Sathish Kumar, Suresh A, Prabhakaran B, Shanmugapriya T P, Swarna Subramanian



- As paddy ADT 37 was prone to a particular type of disease details of all farmers who were planning to sow paddy were retrieved from the database and cautioned against sowing ADT 37. ADT 40 and 45 were the more disease resistant variety suggested by agricultural scientists and this was conveyed to farmers.

The service support is being provided by our partners – Tamil Nadu Agricultural University, National Agro Foundation, Erode Precision Farm Producers Company Ltd. and Dharmapuri Precision Farmers' Agro Services Ltd. The support for the call center is provided by Uniphore Software Systems

The color correction and automatic disease recognition algorithms are developed in collaboration with University of Bristol. The initial results have been very encouraging and the platform is set for evolving a scalable model.

WP2

Rural Collaborative Platform

Rural Collaborative Platform aims to bridge the rural-urban divide in technology driven social media by creating a networking platform for rural audience and formalized communication channels thus connecting rural and urban audience through its three components MESH, VRMP and Namma Ooru.

MESH-Mobile Enabled Social Hub is an SMS based networking platform it enables social networking for villagers in the absence of internet. This platform was developed by RTBI and Uniphore Software Systems Private Limited

MESH was piloted in Sivaganga District of Tamil Nadu from May 2010, and so far about 8,841 SMS have been exchanged, and 71,976 SMS were

relayed in 67 different groups across 35 different villages among 300 users across Sivaganga. The technical testing of MESH has been wrapped up; additional features have been added, and an upgraded MESH 1.1 was launched. An effort to commercialize MESH is also currently under progress.

VRMP-Village Resource Mapping is an exercise to map all the physical and natural resources of a village, thus providing a detailed village specific map, so far about 14 villages have mapped completely.

Namma Ooru-Village Website: Envisioned to create a global identity to Indian villages, it contains village specific information such as history, development scheme, local government, detailed village maps and live Village news via MESH. The team showcased the prototype of the village website to the villagers of the pilot village and took their comments, suggestions, feedback and incorporated it. Current: Collaboration with NIXI National Internet Exchange of India to scale "Namma Ooru" Village Web Portal along with MESH and Village Resource Mapping components across 50 villages in Sivaganga District, Tamil Nadu by end of October 2011

VILLAGE CHAMPION
Kook Operator Madhavan popularly known as the Madhavan uncle Thamilarasan's 15th Eleven year old Thamilarasan was diagnosed with congenital heart disease when he was just one! His family was unable to afford a heart surgery which was estimated at 4 Lakh rupees
[Read more...](#)

MARRIAGE ASSISTANCE SCHEME
To help financially poor parents in getting their daughter's married and to promote the educational status of poor girls.
Assistance: Rs.20,000/- (by Cheque/ Demand Draft)
[Read more...](#)

GROUP SMS
Janakiraman says: May 18, 2011
Today morning 6:30 earth quake in nearing thirupattam (15 villages) peeples are scared.
Janakiraman says: May 14, 2011
Gudavening bala. This is for testing purpose.
Janakiraman says: May 13, 2011
Yesterday weather report 97degrees in Sivaganga dis

Thirukostiyur Namma Ooru Village Website

Partners:
Uniphore Software Systems P.Ltd.
IIT Madras

Team:
Vasumathi A, Vincy Pushpa Mary,
M Balamurugan, N Janakiraman,
and Suma Prashant

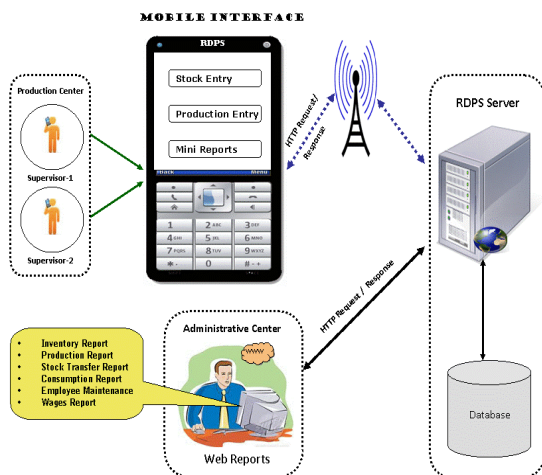
WP3

Rural Distributed Production System (RDPS)

Distributed manufacturing franchise models are being promoted in rural areas as a means to provide sustainable livelihood options to many rural people. They fall under the Small and Medium enterprises (SMEs) and play a major role in the development of India's economy. Distributed franchise enterprises need support in terms of training, logistics and monitoring production. Power supply being intermittent and PC availability scarce, mobile technology based solution was conceived to address their day-to-day challenges which gave birth to RDPS system. ROPE is one such enterprise having similar challenges. So, RTBI has partnered with ROPE to implement this across ROPE's production centers.

Components

- Front end as a Mobile application and back-end as a strong enterprise database
- GPRS and Web components with following features:



Partners

IIT Madras, ROPE

GPRS - a mobile application with Simple Forms and Simple Reports extracting relevant information was designed and developed. The mobile application can be downloaded and used on GPRS enabled handsets. Stock transfers and daily production updates data can be entered through the forms and are stored in the enterprise database



Web component consists of various reports like Wage calculation, Attendance, Stock transfer, production generated from the enterprise data

As of March 2011, a Pilot study and field trials were conducted at ROPE's Production Center in T.Kallupatti near Madurai. A half day workshop was also conducted at IITM's RP in Chennai for the Supervisors of ROPE to sensitize them about the application and explain its features. More features were added to the system based on feedback from the Supervisors. Efforts are on to start using the system live.

Team members in RTBI:

SudhaRaj, Parasakthi.N, Shankar.N.

WP4

Maternal and Child health Monitoring Platform

The state of Maternal and Child health in India especially in areas such as Madhya Pradesh is far worse than sub Saharan African countries and has long been sidelined from India's robust economic picture. In addition to this, the rising incidence of discrepancy in healthcare data motivated us to explore the use of ICT in capturing and validating Mother and Child health data along with NRDC as our field partners.

An entirely voice based data entry and authentication system was developed by IITM's RTBI and Uniphore Software Systems by Dec 2009 to facilitate Maternal and Child Health Services in remote Anganwadi Centers. The pilot was done in Dhar and Gunawat Districts of Madhya Pradesh to create muster rolls for rural/tribal uneducated women who were beneficiaries of a government scheme from Feb 2010 to June 2010. Although the field activities have concluded, we have established with our research that voice based data entry and authentication system offers a reliable platform not only for healthcare services but also for other services in remote areas. Currently we are aiming at collaborating with other state-level institutions in Tamil Nadu to assist in delivery of maternal and child health services.



Mother & Child Visiting AWC (Health Care)



User entering and authenticating data using mobile phone



The data entered by the mother is available in a digitized format on ICD web portal on real times basis

Partners:

Uniphore Software Systems Private Limited &
National Research Developmental Corporation
IIT Madras

Team members in RTBI:
Vasumathi A, Suma Prashant

WP5

Social Media

The only way to transform the internet into a collaborative community is by way of innovative social technologies. This project aims to work in implementing social aspects to a TV with the help of internet protocol. Using multimedia systems, TV is given a special dimension where one can explore enriched communication and a socially enhanced TV viewing experience. Synchronised viewing, synchronised music, audio/text chat through television are major applications being developed under this project.

Synchronised viewing is watching a video in TV from their respective homes yet remotely connected with each other through Internet. Simultaneous chatting through text/audio is enabled so that the co-viewers may interact with each other real-time at the same time enjoy watching the show together from different locations. The best feature in this application is that anybody in the synchronized session can control the video, i.e. play, pause and stop, which

gets relayed to other TV systems in the group at the same instant. Similar technology is applied for synchronised music too.

This particular WP under IUATC began in July 2010

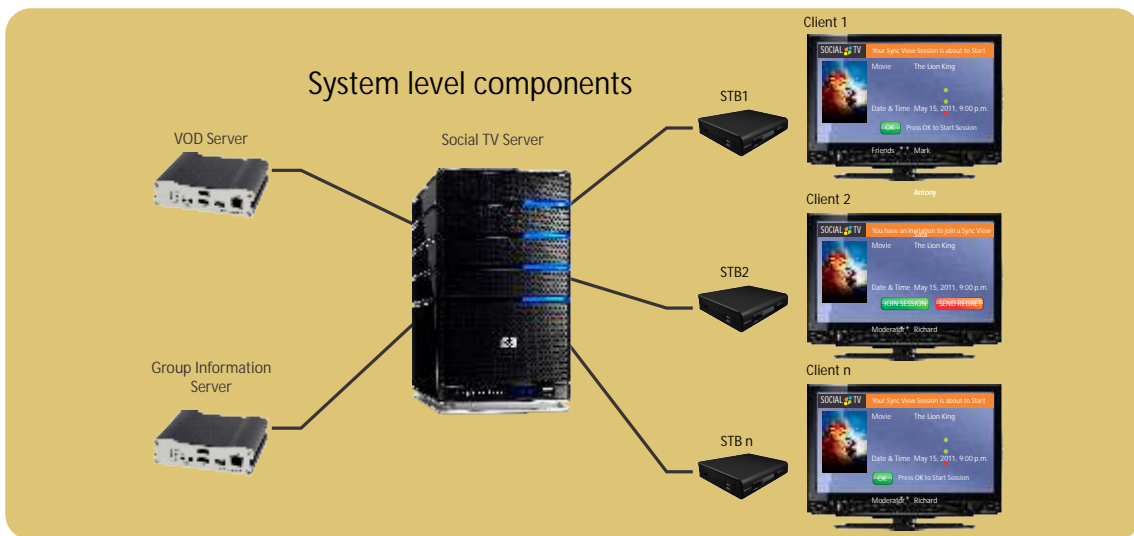
Status as of March 2011:

A background and an overview of the project was presented in the 4th IUATC workshop held at January 27th, 2011 Mysore, India

A basic demo of the synchronised view application was conducted at the 5th IUATC workshop held at May 31st 2011, London, UK

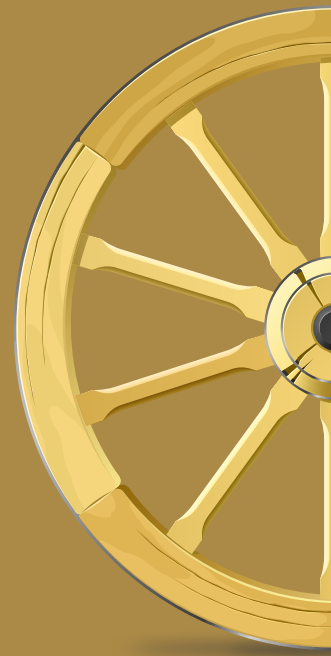
Graphical User Interface and creating multiple groups is being tested in synchronised viewing and synchronised music

Implementing synchronised viewing on a 3rd party server like you tube/Raaga is in an experimental stage

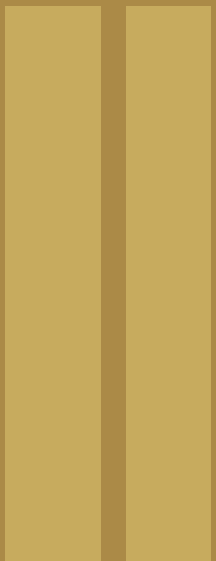


Partners:
RTBI, IIT Madras, Wipro, British Telecom, University of Bristol

Team members in RTBI:
Neeraja N Arjun, Suma Prashant.



Completed Pilot Initiatives



Evaluating a Real Time Biosurveillance Program

The Primary Health Centres and Health Sub Centres in India submit patient health data using paper based forms to district level Deputy Director of Health Services who in turn will enter it on the website of Integrated Disease Surveillance Program (IDSP). This can take up to 30 days time to go through all the process leading to delays both in outbreak detection and notification.

A multi partner initiative between LIRNEasia, Indian Institute of Technology Madras's Rural Technology and Business Incubator, National Center for Biological Sciences, Sarvodaya, Carnegie Mellon University's Auton Lab and Respere Lanka, University of Alberta launched the Real Time Biosurveillance Program (RTBP) to determine the benefit of mobile phone use in disease surveillance. This work was carried out with the aid of a grant from the International Development Research Center, Ottawa, Canada. In India, the RTBP was pilot tested in 28 rural

healthcare centres (4 PHCs and 24 HSCs) of Thiruppathur block in Sivaganga district, Tamil Nadu, covering almost 200 villages. The pilot project has been running in Sri Lanka and India, since 2007 and completed as of June 2010.

Upon completion of this initiative, RTBI is following-up closely with the Government of Tamil Nadu to see how this tool can be effectively implemented for a larger scale implementation. As a policy brief and recommendation, RTBP supports:

- Systematic analysis of data and generation of reports location-wise
- Issuing alerts with appropriate forecasting information
- Access to data for subsequent evaluation and planning
- Efficient monitoring facilitating budget allocation and resources



Team members in RTBI:

Vincy Pushpa Mary, Janakiraman. N, Dr. M. Ganesan and Suma Prashant

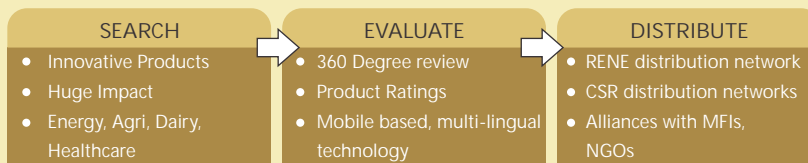
Go Scale

Context

There has been a lot of work in the recent few years by various marketers addressed to rural markets, but penetrating the deepest rural markets is a challenge. Product manufacturers have no easy access to distributors in rural India, especially "last mile" networks. Distributors find it difficult to select appropriate products for rural markets due to the lack of standardized methodology. It may be difficult to convince the customer about a product and ensure that he makes full upfront payment.

GoScale Approach

Go-Scale initiative was jointly developed by RENE (Rural Energy Network, IFMR Trust) and Rural Technology and Business Incubator (RTBI) to address the above challenges; it follows a three pronged approach:

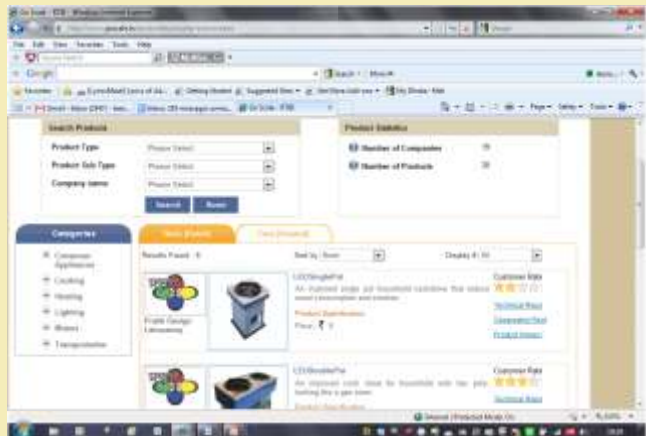


Target Audience

A comprehensive segmentation exercise revealed three major audience segments. We then derived the list of our major accounts based on predefined criteria and parameters. The rest of the accounts would be the regular business model of monetization based on subscription.

Status Update

This project commenced in September 2009. The beta portal was live in December 2009. A comprehensive pilot was completed over a period of six months to test the efficacy of the solution, working closely with 5 product companies and the



customer databases and conducted rating, reviews and research in 5 languages. This pilot demonstrated that the customer was indeed comfortable providing response over a mobile phone and had really insightful feedback for the manufacturer too.

Post the pilot, individual face to face meetings were held with each around 10-15 product companies and their response was positive. The pilot started in Feb 2010 was successfully completed by August 2010. Market research methodologies

as well as technologist alliances were incorporated by end of the year.

Marketing mailers have been made and business funnels are done. We have had very encouraging responses from large companies such as HUL, Godrej etc as well as industry thought leaders.

Currently the focus in the first phase for execution is building a robust distribution network. We are aligning with the CSR arms of large conglomerates, such as Ambuja Cement Foundation, Hariyali Kissan etc. These already have a deep penetration in rural markets and also work towards enhancing quality of rural lives.



NIS

eJeevika and NIS Sparta (a Reliance ADAG company) entered in to the relationship by initially conducting a Pilot where 70 rural youth were trained and placed using ICT platforms followed by another MOU to scale up this association on a larger scale. The main features of this association were:

Content Development:

The candidates were trained in Telecom Sales in local language (Tamil) through 100 hours e learning modules. The content was developed by eJeevika by focusing on the Rural youths requirements. The blended learning content was delivered using the eJeevika LMS platforms. 70% of the content was in the form of e learning and 30 % was in through Class room sessions. The CLT sessions were conducted by trainers of NIS Sparta.

Training Delivery and Certification:

The online training modules were delivered by eJeevika through its rural Franchisee network. A local entrepreneur was selected and trained to facilitate the training programs.

Candidates were short listed through the online

resume database and selected for the training after a video interview with the client. Candidates who successfully finished the training were offered Co- Branded certificates of 'eJeevika, NIS Sparta and RTBI'.

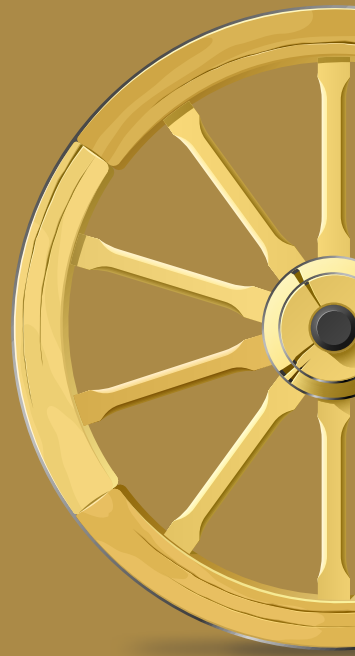
Sourcing of Rural youth using Innovative solutions:

A data base of 3000 unemployed youth was collected by eJeevika from six districts of Tamil nadu for making them employable. SMS and VOICE platforms were used by eJeevika to upload the Personal and Professional data of the youth along with their work and mobility preferences. On the ground events were held by eJeevika to reach out to the target audience. Job Fair, FGD's, One to One Interviews etc was used to mobilize youth.

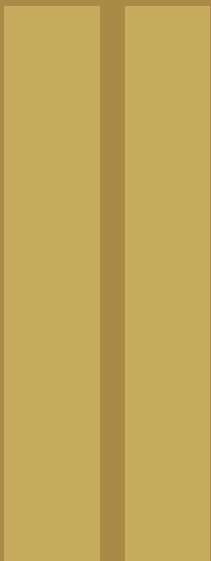
Placement with Reliance Communication:

Candidates who successfully completed the training were finally offered Job Offer Letters by NIS Sparta to work as 'Telecom Sales Executives- Corporate / Retail' in Reliance Communications.

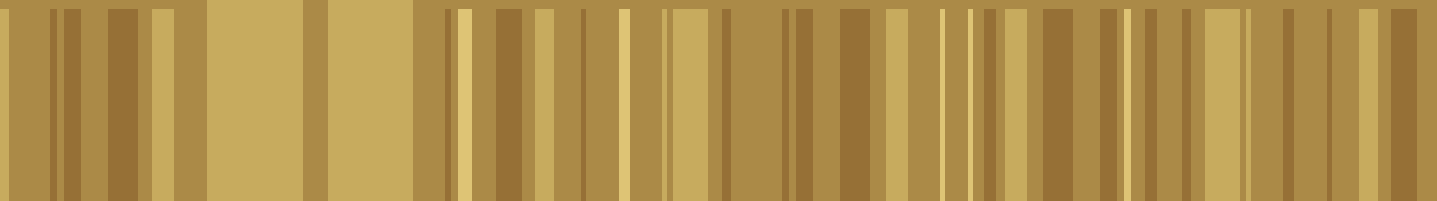




Funding Partners

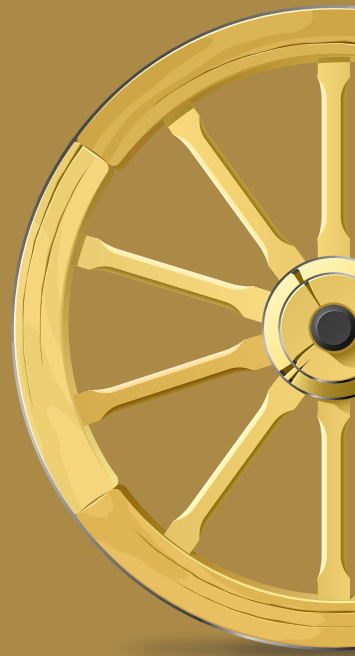


Rural Technology and Business
Incubator acknowledges our
funding partners and organizations

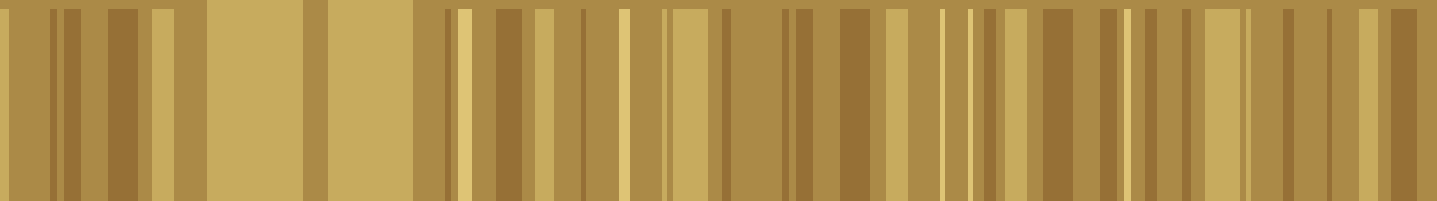


Funding Partners

1. Department of Science and Technology (DST), New Delhi
 - a. Establishment of Rural Technology and Business Incubator
 - b. Entrepreneurship Sensitization Programme
2. Indo-UK Advanced Technology Center of Excellence in Next Generation Networks Systems and Services
 - a. To support collaborative PhD, Post Doctorate projects and joint research programs, and technology transfer between the UK and India.
3. United Nations Development Programme (UNDP), New Delhi
 - a. Project Evaluation of NREGA
4. LIRNEasia, Sri Lanka
 - a. Evaluating a Real-Time Biosurveillance Program – a pilot project
5. Xerox Corporation, New York
 - a. Distributed Workflow Systems and Applications
6. Micro, Small and Medium Enterprises (MSME), Government of India
 - a. Support Entrepreneurial and Managerial Development of SMEs through Incubators
7. Technology Development Board (TDB), Government of India
 - a. Seed Support System for Start-up in Incubators
8. National Agricultural Innovation Project (NAIP), Indian Council of Agricultural Research (ICAR), New Delhi
 - a. Development of ICT based tools/technology towards interactive multimedia agriculture advisory services
9. Institution of Financial Management and Research (IFMR) Trust
 - a. Develop web based portal to assist in taking innovative technology projects for emerging market and provide market channel
10. Sasken communications Technologies, Bangalore
 - a. Promotion of “e-Vyapaar Sewa”, the rural marketplace
11. National Internet Exchange of India, New Delhi
 - a. Pilot initiative of “Namma Ooru” (Our Village) – Social Collaborative platform for village
12. Ministry of Rural Development, New Delhi
 - a. Concurrent monitoring, supervision and impact assessment study of Mahatma Gandhi National Rural employment Act



Members of Board



Dr. Ashok Jhunjunwala
Professor, Electrical Engineering Department
IIT Madras

Dr. Bhaskar Ramamurthi
Professor, Electrical Engineering Department
IIT Madras

Dr. Timothy .A. Gonsalves
Director, IIT Mandi
Himachal Pradesh

Dr. Shankar Narasimhan
Professor, Chemical Engineering Department
IIT Madras

Dr. V. R. Muraleedharan
Professor, Humanities and Social Sciences Department
IIT Madras

Dr. Job Kurian
Professor and Dean, Industrial Consultancy and Sponsored Research
IIT Madras

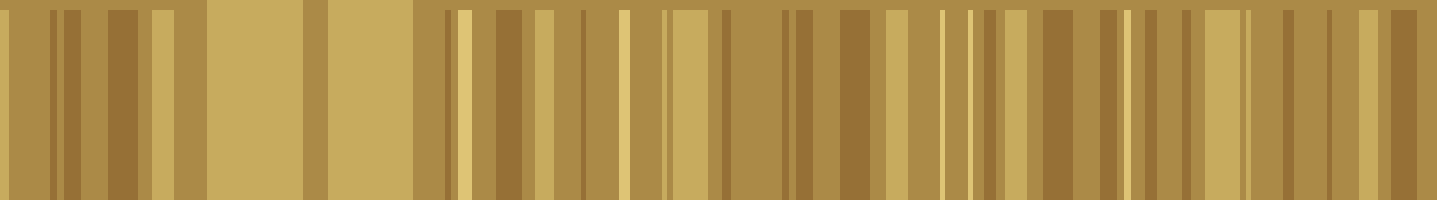
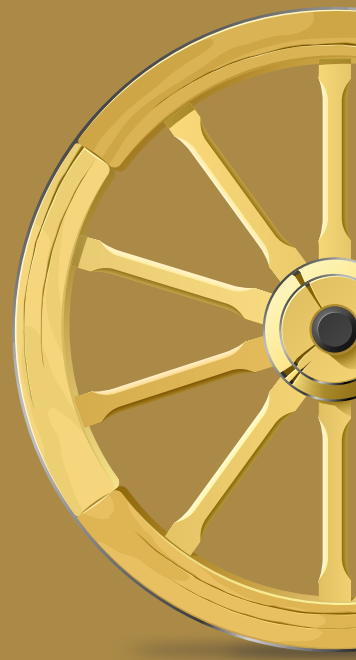
Ms. Mallika Srinivasan
Vice Chairman of Board,
Tractor and Farm Equipment Ltd
Nugambakkam High Road, Chennai

Mr. H.K. Mittal
Adviser and Head
National Science & Technology Entrepreneurship Development Board (NSTEDB)
Department of Science and Technology
New Delhi

Mr. GRK Reddy
Chairman & MD, MARG
Kotivakkam, Chennai

Dr. Nachiket Mor
Chairman, ICICI Foundation
Institute of Financial Management and Research,
Nungambakkam, Chennai

Events



User Oriented Technology Design and Development Workshop

Conducted By : Yvonne Dittrich, Associate Professor, ITU, Denmark
Date : Oct 7th-8th, 2010
Location : CSD 308, ESB, IIT Madras
Participants /Beneficiaries : 30



The workshop focused on introducing Participatory Design concepts to the audience; motivate and introduce to them that IT application development needs to build on mutual learning between users and developers. Various themes were introduced in the workshop, namely Understanding the use context, imagining the possibilities with technology, designing through the interface and software engineering management for use. The sessions were very interactive and everybody participated in the

team activities like collage preparation, role plays and design activities with enthusiasm.

IU-ATC Project Consortium Workshop

Conducted By : IU-ATC
Date : January 25th -26th, 2011
Location : Mysore Infosys Campus
Participants /Beneficiaries : 7(From RTBI)



RTBI participated in the Project consortium workshop# 4 under the IU-ATC (India-UK Advance Technology Centre of Excellence in Next Generation Networks, Systems and Services). The overall aim of this workshop is to concentrate on the technical work programme and to identify and assess the Key Performance Indicators from the participating themes.



RTBI works on Theme 1 titled 'Rural Distributed Services and Applications' and in this workshop 4 of its work programs Agricultural Disease Management and Mitigation Services, Rural Collaborative Platform, Rural Distributed Services & Applications and Social Media presented their respective research papers. Links to papers can be found here <http://www.iu-atc.com/MysoreSymposiumDocs.html>

RDPS Mobile Application Workshop

Conducted By : RDPS Team (Sudha,Parasakthi,Shankar)
Date : 25-Feb-2011
Location : Hall 5 at IITM's Research Park, Chennai
Participants /Beneficiaries : 13

The Objective of this workshop is to motivate the ROPE Supervisors from the rural production Centers to use the mobile application for their day-day tracking by explaining the salient features and advantages of the mobile application. Also, to give a demonstration on how to use the mobile application and explain the web reports available and solicit Feedback and suggestions to enhance the application.



Learning/Outcome:

The Supervisors were keen to use the application. Business model with respect to phone usage, costs involved were also discussed. RTBI would provide one test phone on a trial basis for three months. It was decided to address priority features and infrastructure related issues and start using the application by March '11.

Namma Ooru Technical Training Workshop

Conducted By : Suma, Vasumathi, Vincy, Balamurugan, Janakiraman
Date : 3rd & 4th Feb 2011, 3rd & 4th March 2011, 24th & 25th March 2011
Location : Karaikudi, Thirupathur & Thirumansolai (Sivaganga District)
No of workshops : 3 (until March 2011)
No of participants : 78 Rural Students from 12 different colleges

Description: Namma ooru is an initiative by IITM's RTBI and National Internet exchange of India NIXI, which aspires to create 50 village specific websites in Sivaganga district of Tamilnadu by the villagers themselves. This is accomplished by training student groups from



the villages on certain technical components; providing them with knowledge as well as hands on training.

Intent of the workshop: To train the participants in the website creation tools such as Joomla- a content management system, MESH – an SMS based networking platform which can be used to relay 'LIVE' News in the website and GPS technology to map the village resource and provide village specific maps.

Learning & Outcome: The students are equipped with the tools, techniques, knowledge and hands on training to create a website for their village which will be completed within the next 3 months.

RTBI Monthly Entrepreneurs Meets

Conducted By: Incubation team

Date : 3rd Friday of every month

Location : IITM's Research Park, Chennai

No. of Participants /Beneficiaries : 50-100

The monthly Entrepreneurs' Meet is a regular gathering organized by RTBI in partnership with IITM's Research Park. The intent of the meets is to bring in veteran and experienced entrepreneurs and have them share with the aspiring entrepreneurs, some of their learnings of running a successful company. Since its inception in May 2010, we have had speakers such as Murugavel Janakiram, founder of Bharat Matrimony, Badri Seshadri of Cricinfo and New Media Horizons, Sekhar Vembu of Zoho, Pravin Sekhar, Founder of Krea and Dorai Thodla, Founder of Imorph, Inc, . The meet is a regular occurrence and is scheduled during the third Friday of every month. These events are open to everyone and bring together 50-100 people for each meet.

RTBI Forum Meetings

Conducted By: Forum committee and RTBI Council

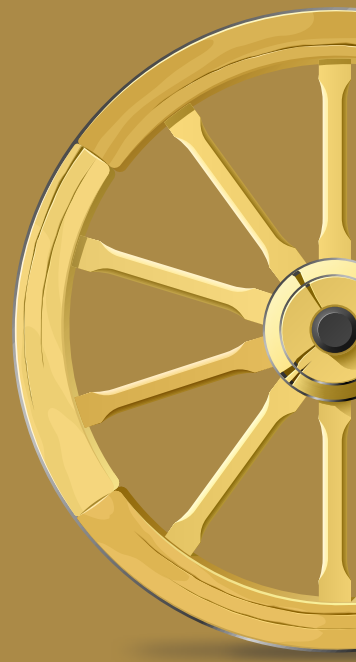
Date : 3rd Saturday of every month

Location : CSD 308, ESB, IITM

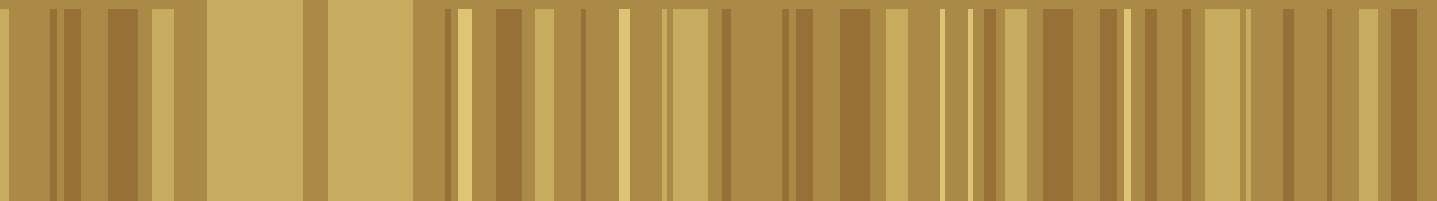
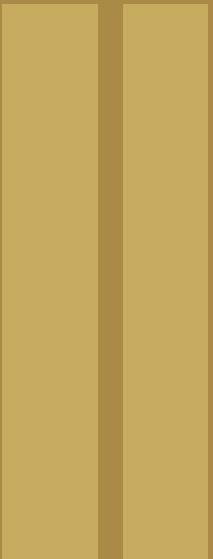
No. of Participants /Beneficiaries : 20-25

Forum meeting is held every month in RTBI wherein all the employees of RTBI gather to discuss updates, share learning and give feedback. This gives an opportunity for everyone to get a glimpse of the efforts both on incubation as well as on exploratory initiatives. Presentations on various initiatives/field trips/official visits to conferences and workshops are done on a regular basis. Team activities are also conducted to bring about more interaction among different teams. Between April 2010 and March 2011 we have had 12 such forum meetings.





Papers & Publications



Articles in Conference/Symposium Proceedings

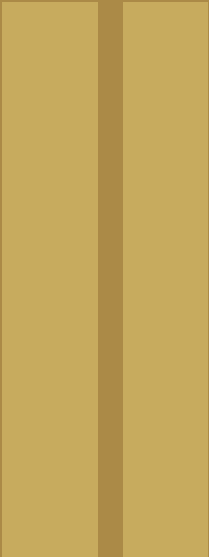
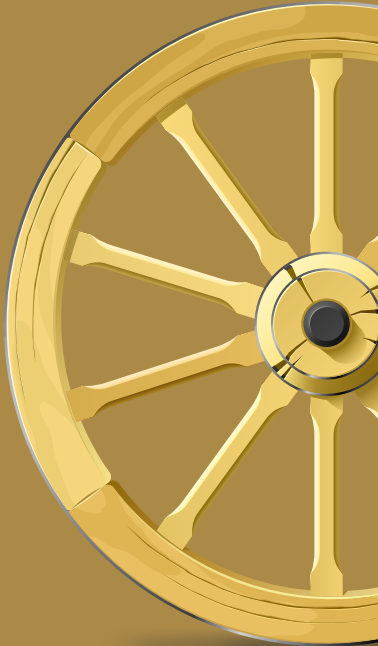
1. Ashok Jhunjhunwala, Vasumathi Anandan, Suma Prashant and Umesh Sachdev. (2011). *Experiences with Voice Based Data Entry System over Mobile Phone in Rural India*, Proceedings of the 3rd International Workshop on Infrastructures for Healthcare: Global Healthcare, Denmark, pp 59 – 66.
2. V. Thulasi Bai, Suma Prashant and Ashok Jhunjhunwala. (2011). *Rural Health Care Delivery- Experiences with ReMeDi Telemedicine Solution in Southern Tamilnadu*, (Eds) Malina Jordanova and Frank Lievens, Med-e-Tel 2011 Electronic Proceedings of The International eHealth, Telemedicine and Health ICT Forum for Educational, Networking and Business, Luxembourg, G. D. of Luxembourg, pp 618 – 622.
3. Vasumathi Anandan, Vincy Pushpa Mary, Suma Prashant and Ashok Jhunjhunwala. (2011). *SMS based social networking over GSM network for Rural India*, Mysore Symposium, Indo- UK Advanced Technology Centre of Excellence in Next Generation Networks, Systems and Services (IU-ATC) Consortium.
4. Sudha Raj, Lakshmi Vaidyanathan and Professor Ashok Jhunjhunwala. (2011). *Explore avenues for using ICT to enhance productivity of rural based distributed manufacturing franchises*, Mysore Symposium, Indo- UK Advanced Technology Centre of Excellence in Next Generation Networks, Systems and Services (IU-ATC) Consortium.
5. Neeraja N Arjun, Suma Prashant, Padma Shankar, Ashok Jhunjhunwala, (2011). *Implementing social aspects to a TV with the help of internet protocol*, Indo- UK Advanced Technology Centre of Excellence in Next Generation Networks, Systems and Services (IU-ATC) Consortium.
4. Nuwan Waidyanatha, Suma Prashant, M. Ganesan, Artur Dubrawski, Lujie Chen, Michael Baysek, Careem, Mifan Damendra, and Mahesh Pradeeper Kaluarachchi. (2010). *Real-Time Biosurveillance Pilot in India and Sri Lanka*. eHealth Networking Applications and Service (Healthcom), 2010, 12th IEEE International Conference, 1-3, July, 2010, Lyon, France.
5. Waidyanatha, Nuwan, Sampath, Chamindu and M., Ganesan. (2010). *Mhealth Revolutionizing Public Health: An Economic Study*, 5th Communication Policy Research South Conference (CPRsouth5), Xi'an, China.
6. Ganesan, M., Suma Prashant, Vincy Pushpa Mary and N. Janakiraman, (2010). *Digitizing Patient Health Information Using Mobile Phone in Rural Areas*, 2nd Indian Youth Science Congress held on 26th to 28th June, 2010 at SRM University, Chennai.
7. Gow, G., Vincy, P. and Waidyanatha, N. (2010). *Using Mobile Phones in a Real-time Biosurveillance Program: Lessons from the frontlines in Sri Lanka and India*, IEEE International Symposium on Technology and Society (ISTAS 10), June 07 – 09, 2010, New South Wales, Australia.

8. Ganesan, M., Suma Prashant, N. Janakiraman and Nuwan Waidyanatha. (2010). *Real Time Biosurveillance Program: Field Experiences from Tamil Nadu, India*, 7th Indian Association for Social Sciences and Health (IASSH) conference on Health, Poverty and Human Development, 5 – 7, March, 2010, Banaras Hindu University, Varanasi, Uttar Pradesh.
9. Kannan, T., Sheebha, R., Vincy, P., and Waidyanatha, N. (2010). *Robustness of the mHealthSurvey Midlet for Real- Time Biosurveillance, Intelligent Mobile Computing for Better Medical Services*, 4th International Symposium on Medical Information and Communication Technology (ISMICT 10), March 22 – 25, 2010, Taipei, Taiwan.
10. Ganesan, M., Suma Prashant and Meenakshi Gautham. (2009). *Human Rights and Rural Health Providers' Access to Health Information*, Sixth Conference of Indian Association for Social Sciences and Health, 07th and 08th March 2009, Pondicherry University, Puducherry

Articles in Journals/Books

1. Ganesan, M., Suma Prashant, Vincy Pushpa Mary, N. Janakiraman, Ashok Jhunjhunwala and Nuwan Waidyanatha. *The use of mobile phone as a tool for capturing patient data in Southern Rural Tamil Nadu, India*, Journal of Health Informatics in Developing Countries (Accepted).
2. Ganesan M, Suma Prashant, N. Janakiraman and Nuwan Waidyanatha. (2011). Real-Time Bio-Surveillance Program: Field Experiences from Tamil Nadu, (Eds) Ulimiri V. Somayajulu, C.P. Prakasam, N. Audinarayana and K.E. Vaidyanathan, *Health, Poverty and Human Development – Perspectives and Issues*, Indian Association for Social Sciences and Health (IASSH), Chapter 19, pp 367-382.
3. Nuwan Waidyanatha, Artur Dubrawski, Ganesan M. and Gordon Gow. (2011). *Affordable System for Rapid Detection and Mitigation of Emerging Diseases*, International Journal of E-Health and Medical Communications (IJEHMC), 2 (1), pp 73-90.
4. Suma Prashant and N. Waidyanatha. (2010). *User requirements towards a biosurveillance program*, Kass-Hout, T. & Zhang, X. (Eds.). *Biosurveillance: Methods and Case Studies*. Boca Raton, FL: Taylor & Francis, Chapter 13, pp .240-263.
5. Ganesan M, Suma Prashant, Meenakshi Gautham. (2010). *Human Rights and Rural Health Providers' Access to Health Information, Health, Equity and Human Rights Perspectives and Issues* (Eds). C. P. Prakasam, K.E. Vaidyanathan, U.V. Somayajulu, N. Audinarayana), Indian Association for Social Sciences and health (IASSH), Chapter 5, pp. 83 – 91.

Finance



SIVASUBRAMANIAN & RAO

Chartered Accountants

Flat D-2, 3rd Floor, B-Block,
Parsn Paradise, No.46, Old No.109,
G.N. Chetty Rd, T.Nagar, Chennai-17.
Phone 044- 4260 5611 / 4260 5612
044 -28342575
E-mail : sandr@vsnl.com

The Members
IITMS Rural Technology and Business Incubator (RTBI)
Chennai – 600 036.

Dear Sirs,

- 1) We have completed the audit of IITMS Rural Technology Business Incubator (RTBI) accounts and enclose the Balance Sheet as at 31st March, 2011 together with the Income and Expenditure Account for the period ended on that date duly signed by us under a reference to this Report. These financial statements are the responsibility of the management of the Society. Our responsibility is to express an opinion on these financial statements based on our audit.
- 2) We conducted our audit in accordance with the auditing standards generally accepted in India. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatements. An audit includes examining on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by the members, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.
- 3) We report that :
 - a) We have obtained all the information and explanations which, to the best of our knowledge and belief, were necessary for the purposes of our audit;
 - b) In our opinion, proper books of account have been kept by the Society, so far as appears from our examination of the books;
 - c) The Balance Sheet, Receipts & Payments Account and Income and Expenditure Account dealt with by this report are in agreement with the books of account ;
 - d) In our opinion, and to the best of our information and according to the explanations given to us, the Balance Sheet gives a true and fair view of the state of affairs of the Society as at 31st March 2011, the Receipt and Payment Account and the Income and Expenditure Account gives a true and fair view of the transactions for the period ended on that date.

Place: Chennai.
Date : 5th Sep 2011

For SIVASUBRAMANIAN & RAO,
Chartered Accountants.
Firm Reg. No. 003904S

(G. SIVASUBRAMANIAN)
Partner.
M.No.22806.



IITMs Rural Technology and Business Incubator

ESB 331, Department of Electrical Engineering, IIT Madras, Chennai - 600 036

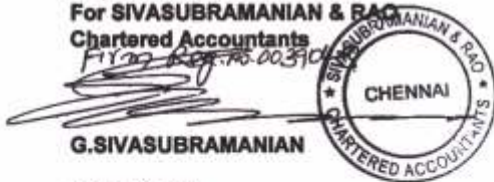


Balance Sheet

SCHEDULE	As at		
	March 31, 2011	March 31, 2010	
	Rs.	Rs.	
SOURCES OF FUND			
Corpus Fund	717,741	717,741	
Specific Grants / Fund	1	16,569,511	12,900,347
Capital Fund	2	2,590,955	4,343,705
Seed Fund	3	4,823,510	2,523,510
General Fund	4	7,556,944	4,376,563
Current Liabilities	5	1,610,883	1,456,828
	33,869,544	26,318,694	
APPLICATION OF FUND			
Fixed Assets	6	2,748,961	4,350,374
Loans to Incubatees	7	5,107,460	2,189,000
Investments on Incubatees	8	366,050	334,510
Current Assets	9	25,647,073	19,444,810
	33,869,544	26,318,694	

Notes to the accounts - Sch 10

As per our report of even date
For SIVASUBRAMANIAN & RAO
Chartered Accountants
FY 2011-12 Ref. No. 003/10



G.SIVASUBRAMANIAN

M.No. 22806
Date : 5th Sep. 2011
Place : Chennai

For IITMS Rural Technology and Business Incubator

Dr. Ashok Jhunjhunwala
Chairman

Dr. Bhaskar Ramamurthi
Member

Income and Expenditure Account

PARTICULARS	SCHEDULES	YEAR ENDED	YEAR ENDED
		MARCH 31, 2011	MARCH 31, 2010
		Rs.	Rs.
INCOME			
NREGA Research from UNDP		1,379,950	778,275
Grants received		3,840,996	3,227,773
Consultancy fee		25,000	315,440
Bank Interest (Net)		427,868	135,544
Micellaneous Income		95,220	3,000
Incubation Support Services		678,000	-
		6,447,034	4,460,032
EXPENDITURE			
Staff Salary / Consultancy		854,971	231,945
Office AC and Electricity		259,010	-
Office Rent and Maintenance		472,524	59,066
Travel expenses		17,757	39,095
Material, software license		822,377	270,495
Research and marketing fee		550,000	-
Other project expenses		-	66,825
Administration charges		46,685	5,070
Communication and connectivity		109,606	-
Depreciation		133,723	10,004
		3,266,653	682,500
EXCESS OF INCOME OVER EXPENDITURE		3,180,381	3,777,532
Exempted under UNDP agreement		827,970	583,706
Exempted under Section 11(1) of IT Act		802,411	593,826
Exempted under Section 11(2) of IT Act		1,550,000	2,600,000

Notes to the accounts - Sch 10

As per our report of even date

For SIVASUBRAMANIAN & RAO

Chartered Accountants

11/5/2011 11:55 AM 0039048

G.SIVASUBRAMANIAN
 Partner

M.No. 22806

Date : 5th Sep. 2011

Place : Chennai



For IITMS Rural Technology and Business Incubator

(Signature)
Dr. Ashok Jhunjunwala
 Chairman

(Signature)
Dr. Bhaskar Ramamurthi
 Member



IITM'S Rural Technology
and Business Incubator

IITM's Rural Technology & Business Incubator

(Registered Society 428/2006)

Module 6, I Floor, IITM Research Park, Kanagam Road, Taramani, Chennai 600113

Ph. +91 44 66469872 Telefax : +91 44 22570120

Regd. Office - ESB#331, Indian Institute of Technology Madras, Chennai 600036

Ph.. +91 44 22575441 / 0428 Telefax: +91 44 22570120

www.rtbi.in