Rural Information Infrastructure for India: An ICT Approach

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Abstract

This paper sets out the need for the rural information infrastructure for enabling the delivery of high quality services to the rural people in a cost effective manner. The current and potential users are commercial banks, cooperative institutions and other rural financing agencies, governmental authorities, planning & development agencies private businesses, service providers and international agencies. The proposed solution involves the use of ICT for building and operating this information infrastructure involving collection, storage updating, and consolidation and processing of the data and making customized offering. The results of the pilot implementation of the above model are analyzed.

Introduction

Attempts to collect data about people for governance and commercial purposes including rural people is a time honored activity. The collection, validation of the data about the Indian and people processing, analysis and presentation of this data in a user-friendly manner in electronic form in has assured in the following ways:
(i) Achieving greater comprehensiveness about the data to meet the variety of requirements at a single point.
(ii) Formulating delivery goals for various functionalities,

(iii) Need for a different implementation framework rather than the application or standard data warehousing methodology.

(iv) The complexity of the need

Jill Dyche of Baseline consulting states that "As Companies become more seasoned in deploying business processes that improve the customer experience, they will be more resolute and individualizing customers and personalizing service" and that often means discrete development teams new implementation tasks, expertise for complex and detailed work.
■ Solution is different from CRM because the business problem it solves are different. It is not the same as CRM or a simple computer application/data warehouse. According to CDI, THE RI will have the following features:

■ Focus on functional requirements.