

TAARA Haat

Introduction

TARAAhaat is an enterprise established Development Alternatives in **1983** as a **not for profit research, development and action organization**.

created e-business platform to bring the benefits to rural population. The business model combines a mother portal, TARAAhaat.com, with a network of franchised village Internet centers, or TARAkendras.

TARAAhaat delivers education, information, services, and online market opportunities to rural consumers

First ICT-based solution delivering high quality, affordable and relevant products and services to the people on a sustainable basis

Organizational framework

Development Alternatives R&D

People First -
advocacy

Dailnet - online
information

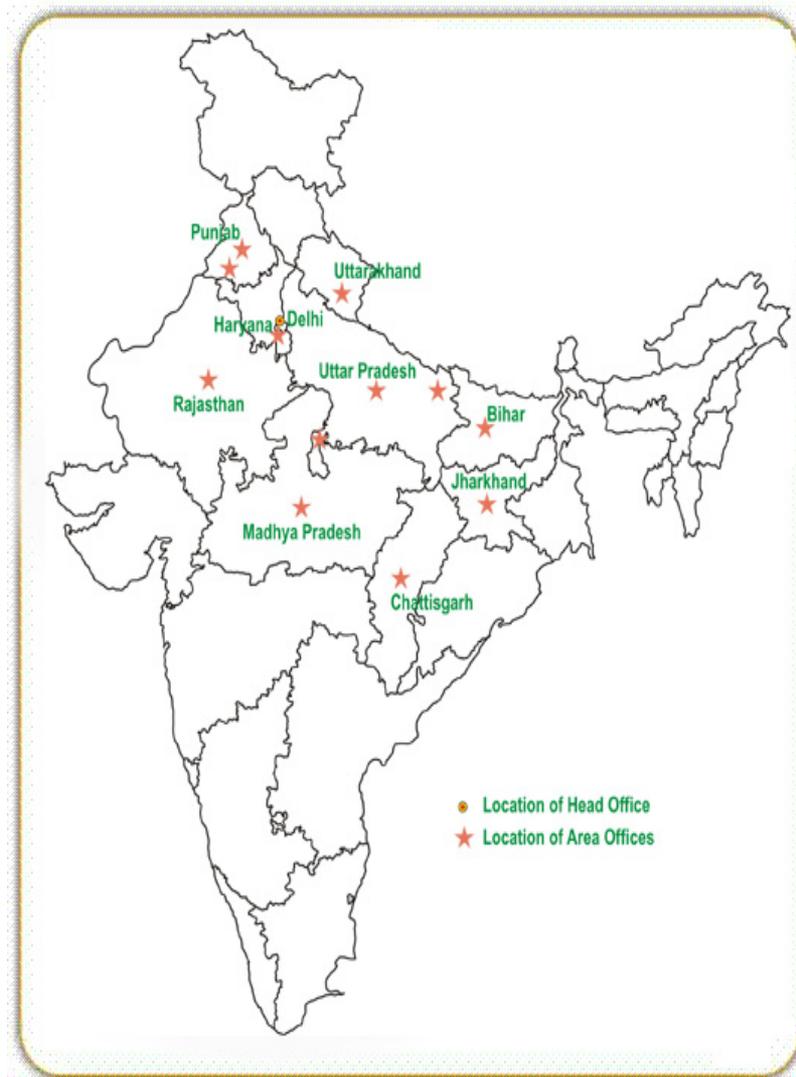
**CLEAN - local
environmental
quality**

TARA -
commercialization

1. DESI Power: rural power generation systems
2. TBRT: franchise technology driven micro-enterprises
3. TARA Nirman Kendra building supply centers
4. TARAhaat

The Development Alternatives (DA) and its associate organizations

- Technology and Action for Rural Advancement (TARA).
- TARAhaat Information and Marketing Services Ltd.
- TARA Nirman Kendra and Decentralized Energy Systems India Ltd.
- TARA Environmental Products and Services Private Limited.



Sponsor

DA Group supported by the Indian Government and by international agencies from Switzerland, Canada, United States, Norway, Sweden, the Netherlands and the European Union.

Partner

Microsoft partnered with TARAhaat to bridge the gap in IT skills across rural India, particularly amongst the disadvantaged and women.

Microsoft's CSR initiated empowerment of people with I.T. Skills, aimed at providing high quality learning through community technology and learning centres (CTLCS)

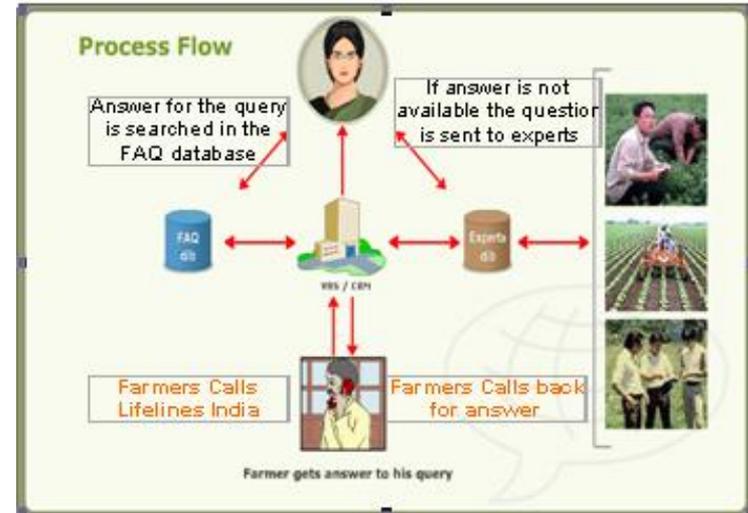


Goals and Objectives

TARahaat will pursue a mix of business and social objectives. The DA Group is firmly committed to the nation that “development has to be good business.”

Agri. Advisory

A farmer with the help of a volunteer calls up phone number – **022-3911-6000** – and puts up a query that is recorded and stored in a computer. The farmer gets a reference number for his/her query. Knowledge workers analyse these calls and collate appropriate answers.



Products and Services

1. Government services
2. Farmer's issues
3. Water and women issues
4. Youth and learning
5. Chaupal
6. Literacy
7. Indian railway
8. Communication
9. Buying and selling
10. Helth
11. Weather
12. Agri. Advisory

Business objectives

Intends to be the leading supplier of online information, services and market opportunities, as well as computer-enabled education by establishing a network of online outposts in the rural market and providing needed services.

Social objectives

Social issues including women's health and education, governance, and resource conservation, by providing relevant and easily accessible information on its Web site.

Objectives

- Sustainable Development
- Sustainable Business

The Strategy

- To evolve a commercially viable ICT-based enterprise
- To deliver public benefits by satisfying private needs

Vision

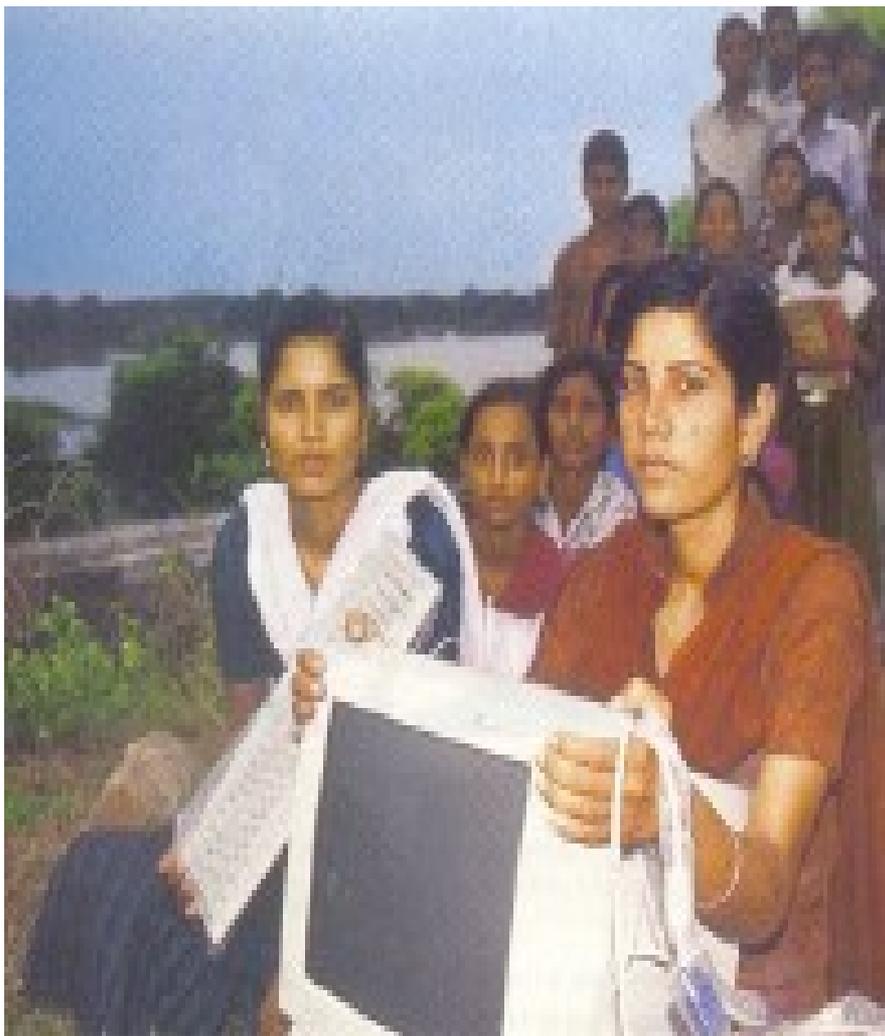
To empower people to achieve their aspirations by using Information and Communication Technology (ICT)



A resident of Niwari block of Tikamgarh, Shaila Srivastava (19 year old girl) has achieved what girls in peri-urban India can only dream of Today.

Life changed for Shaila when TARAhaat opened its centre at Niwari. She joined the BIT course there. Her intelligence and commitment helped her complete the course faster than other students. Her drive and initiative caught the attention of the instructors and TARAhaat offered her an instructor's position when she had finished her course.

She was also selected for the challenging job of the *Soochak* for TARAhaat's e-governance project in Tikamgarh district.



The Parmar sisters, Pinky, Rajmani and Priti, never dreamed that their photographs would appear on the cover of *Business World* one day. But truth is stranger than fiction. People from around the world now come to Punavali Kalan, a remote village located 17 km from Jhansi in Uttar Pradesh, to meet these three spirited sisters.

Pinky, a born leader, an active social worker, spearheaded Swajal project (aided by World Bank) aimed at providing safe drinking water in the Bundelkhand region, one of the poorest areas in the country.

She inspired her sister Rajmani to open a TARAKendra in their village. Gifted with rare entrepreneurial skills, Rajmani now handles the administrative functions of the TARAKendra and also teaches the Basic IT course.

The youngest sister, Priti, was apprehensive at the beginning. Priti also helps her neighbours find information, especially on various kinds of common diseases. Nowadays, she helps her sisters run the TARAKendra and also helps her teach the younger students.

Conclusion

- A platform for ensuring development
- NGOs are also partners of development
- A planned intervention with participation can change the situation
- e-Mediation is a means for achieving the ends