

Soochna Seva

It is a strange paradox that despite the multitude of schemes & programmes for the marginalized, there is hardly any improvement in their condition. Even though the plans are in place, nothing seems to trickle down to the targeted beneficiaries.

Limited access to information is identified as the root cause of the problem. With an average of 60% of the beneficiaries completely unaware of their entitlements, 'Information poverty' is a wide development and governance challenge, both in terms of delivery of public schemes information and their final entitlements for average citizens. With over 1.2 billion citizens (close to 25% of them illiterate), it would require dissemination in mammoth proportions to ensure that the poorest of the poor become active participants in this information delivery process.

The 'Soochna Seva' project (supported by European Union) was conceived to address these concerns and to break the vicious cycle of information poverty & social exclusion. It aims at providing enhanced channels and points for delivery of information on public schemes to target groups at their doorsteps with the aim of moving them towards informed choices, decisions and entitlement benefits. The project is the first of its kind in India and targets key areas of education, health, livelihood, employment, financial inclusion and social security in the most backward districts of the country. The concept is simple yet powerful- address the larger issues of poverty & social exclusion by bridging information inequity; that information of the people and for the people is delivered to them by the people themselves.

The project has already reached out to various partners involved in ICT, education and other areas. But just as information grows exponentially when transferred, we would like to join hands with interested stakeholders to deal with the challenge together. We are looking for Fellows, Partners and dedicated team members for this project.

Soochna Seva would be showcased at the 'mBillionth Awards South Asia' ceremony- the biggest mobile innovations platform in South Asia' on 18th July at India Habitat Centre, Lodhi Road, New Delhi. You can meet us at stall no: 13 to know more about this exciting project. We invite you to engage and change the face to information empowerment in India.