

AN OVERVIEW OF E-CHOUPAL: THE ICT INITIATIVE OF ITC GROUP

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ABSTRACT

Today, ICT is playing prominent role in the agriculture sector and also provide largest economic sectors and growth in the world. There are many new initiatives such as Mahindra & Mahindra's Samridhi Centre, DSCI's HariyaliKisan Bazar, Tata's Kisan Sanchar and ITC e-Choupal are playing useful and trustworthy role in agriculture sector and disseminate reliable information among farm community. Out of many initiatives- Choupal is an initiative of ITC Limited. This is Hindi word which means "village meeting place". The meeting place of villager is market where seller/customers come together to do the transactions. In this service farmers can do the transaction facilitated by an internet linked computer directly with a purchaser and can realize better price for their produce good. This service was launched in June 2000, e-Choupal has already become the largest internet based private sector initiatives rural India. e-Choupal service today reach out to more than 40 lakh farmers growing a range of crops soya bean, coffee, wheat, rice, pulses, shrimp in over 40,000 villages through 6500 kiosks across 10 states (Madhya Pradesh, Haryana, Uttarakhand, Karnataka, Andhra Pradesh, Uttar Pradesh, Rajasthan, Maharashtra, Kerala and Tamil Nadu). It has future plans to cover 100,000 villages or one sixth of rural India within a decade. e-Choupal tackles the many problems proposed by Indian farmer. The main principle of e-Choupal is to facilitate relevant information, empower and provide complete information for improvement and betterment of Indian farmers.

KEYWORDS: ICT, E-Choupal, Overview of E-Choupal, ICT Initiative, ITC Group

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