Impact Survey Report
Sanchar Shakti Message Usage Analysis
AP
Q: Have you received Sanchara Shakti Messages in last one year?

100% Active Users of Sanchar Shakti
Q: Have you Benefitted in any way from sanchar shakti Messages received?

Users Benefiting from Sanchar Shakti

100%
Q: After using sanchar shakti service for 1 year, do you feel that usefulness of mobile phone has increased?

100%
Q: Do you want to avail this service in future?

Beneficiaries Willing to Repeat

100%
Q: How were the Sanchar Shakti messages beneficial to you in the activities of SHG?

**SHG Activities Benefitting from Sanchar Shakti**

- Immunization: 21%
- Marketing: 15%
- Education: 14%
- Broadcasting: 12%
- Agriculture: 11%
- Transplantation: 7%
- Harvesting: 6%
- Agriculture Subsidies: 7%
- Others: 7%

**3,066**

**Note:** Other’s Include: Women Empowerment, Transplantation, Processing, Schemes, Government Schemes, Animals, Organic Farming, News, Pest & Disease Management, Weather
Q: Which Messages you believe are most useful?

![Pie chart showing the distribution of useful messages.](image)

**Messages Rated As Most Useful**
- **60%**: Agri-information
- **21%**: Education
- **14%**: Weather Related
- **4%**: Animal husbandry
- **1%**: Health
- **1%**: Women Empowerment
- **0%**: Financial Literacy

Total: 3,066
Q: In case of any monetary benefit, can you please specify the amount?

Monetary Benefits

- Seeds (up to 5,000): 190
- Spair (2,800): 104
- Green Manure (up to 7,500): 103
- Nadeep Compost (up to 25,000): 101
- Bullocks (up to 25,000): 94
- Oil Engine (up to 18,000): 90
- Health: 1
Q: Can you provide details of any other benefits from the service?

Other Areas Benefiting from Sanchar Shakti

- Agriculture News: 59%
- Education: 0%
- Health: 30%
- Income Generation: 2%
- Jobs: 8%
- No Response: 1%

Total Beneficiaries: 3,066
Q: How useful were the messages received under Sanchar Shakti?

- 68% Useful
- 32% Very Useful

3,062 responses
Q: Which messages under Sanchar Shakti do you prefer?

- Generic: 57%
- Livelihood: 36%
- Both: 7%

Total responses: 3,066
Success of Sanchar Shakti

✓ 100% users received Sanchar Shakti Messages
✓ 100% users benefited from Sanchar Shakti
✓ 100% utility: 68% of users find it Very Useful and 32% find it Useful
✓ 100% beneficiaries willing to avail the service in future
✓ 100% beneficiaries found that usefulness of mobile phone has increased after using Sanchar Shakti service
Thank You
Gmail - Impact assessment of Pilot Project Sanchar Shakti in UK and MH

Impact assessment of Pilot Project Sanchar Shakti in Uk and MH

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Tue, Feb 10, 2015 at 12:41 PM

To,

Mr. Saurabh Mohan,
Deputy Administrator (Finance), USOF
Department of Telecommunication, Ministry of Communication & IT,
Office of the Administrator (USF), Room No: 1115,
Sanchar Bhawan, 20-Ashoka Road,
New-Delhi - 110001

Dear Sir,

Greetings from RML

Please find attached herewith the impact assessment report along with analytics of ‘Sanchar Shakti’ project in the states of UK and MH. A total of 2200 women beneficiaries in each state were covered and the highlights of the findings are as under:-

Maharashtra State:-
In the last few months have you been receiving messages on agri information, women child health, government schemes and weather updates daily on your mobile?

- Yes, daily delivered: 2103
- Yes, irregular delivery: 97

Do you read these messages regularly?

- Yes, regularly: 1598
- No, not regularly: 512
- No Response: 30

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https://mail.google.com/mail/?ui=2&ik=ea610809d7&view=pt&th=1ahU795069b8v154ps&shld=ma1.1979550598154ps
Were you able to make any profit / save any loss because of RML information?

- Made a profit: 795
- None: 792
- Saved a loss: 592
- Don't know, Not sure: 18
- Unable to provide: 3

Would you want these messages / information to continue after your current period is over?

- Yes: 1356
- No Response: 693
- Don't know, Not sure: 151

Uttarakhand State:-
In the last few months have you been receiving messages on agri information, women child health, government schemes and weather updates daily on your mobile?

- Yes, daily delivered: 1968
- Yes, irregular delivery: 161
- No, not receiving messages: 68
- Don’t know, Not sure: 3

Do you read these messages regularly?

- Yes, regularly: 1534
- No, not regularly: 501
- No Response: 150
- Sometimes: 10
- No: 5
Major Observations and suggestions:-

1. A majority of the women beneficiaries wanted the VAS to continue after the expiry of 12-months.
2. Most of the women beneficiaries were able to make profit and also saved probable loss after getting timely and actionable information.
3. Basis the positive feedback from the women SHG members, the scope of the pilot Project Sanchar Shakti may be extended to cover more backward and tribal areas.
4. The connectivity of the mobile network at some places posed challenge in reaching to the beneficiaries. Hence the connectivity needs improvement by adding more towers in such far flung and remote areas. This problem is more apparent in mountain state.
5. Some of the women beneficiaries changed their mobile handsets and also the service providers, which resulted in temporary suspension of VAS. In order to overcome this, it is suggested that the scheme approved by DOT-USOF may provide for a pre-activated handset for the women SHG member.
6. For empowerment of women in tribal and mountain states, the scope of the pilot project may be extended to more states of India.
7. Further, all rural women subscribers be brought under the umbrella of project Sanchar Shakti.
Thanks and Regards,

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*Analysis Report Project Sanchar Shakti - Uk & MH.xlsx*  
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