

SOCIAL NETWORKS – ROLE IN DEVELOPMENT PART-2

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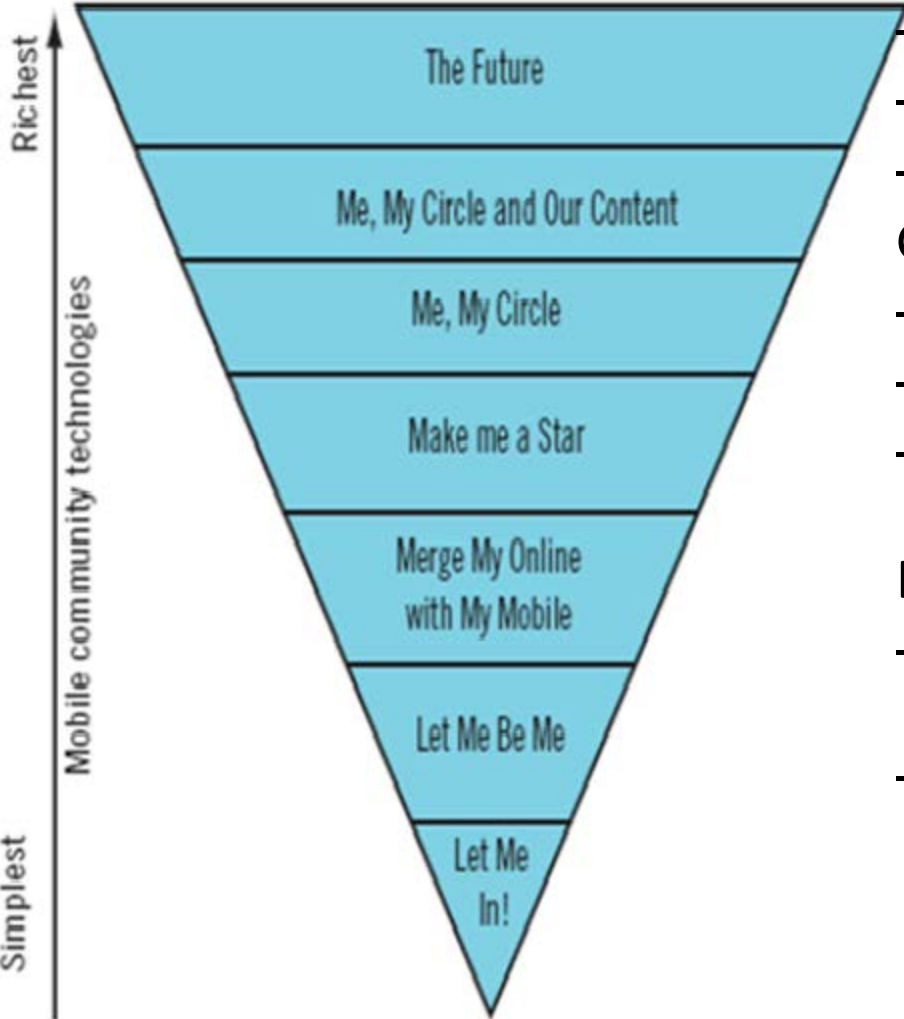
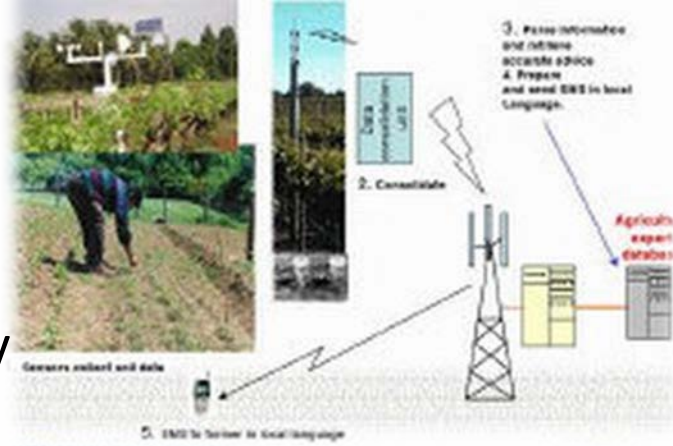
MOOC4D

massive open online courses
for development

MOOC on M4D 2013

Impact of Mobile Telephony on Social Networks

- Drivers
 - Societal
 - Immediacy
 - Intimacy
 - Discovery of others in proximity
 - Pricing
- GOOD BECAUSE:
- eases disaster impact
 - Reduces informational assymetries
 - Builds (new) networks/virtual communities
- BAD BECAUSE
- existing social networks ignored; slowly disintegrate
 - Creates divide between haves and have-nots



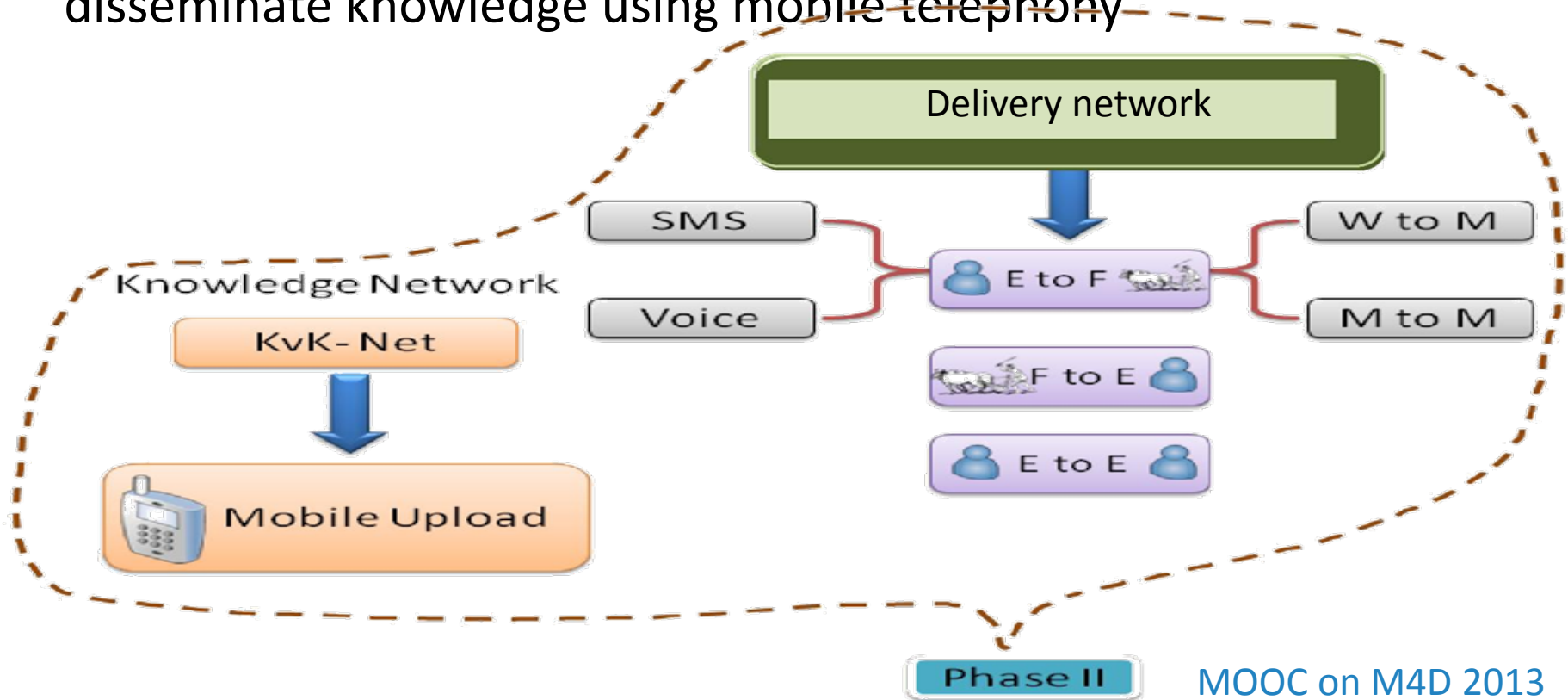
Leveraging Social Networks for Development

- Self Help Groups
- Farmer Clubs
- Agricultural Tool Banks
- Mobile phones and fishermen in Kerala – information arbitrage interrupted
- Common Service Centres – empowering the local person, doing away with middlemen
- M-Krishi, agropedia – personalized advisory services



Case Study: agropedia in India

agropedia was a web based platform to create a dynamic online Indian agricultural knowledge repository. Built over two phases, the first phase focussed on knowledge accumulation and the second on networking with farmers and agricultural experts to disseminate knowledge using mobile telephony



agropedia

What follows is the outcome of studies conducted in the first 6 months of 2012 on vKVK in villages in North and South India

Both KVK experts and farmers were targeted using questionnaires

In UP/Uttaranchal, focus group discussions conducted



M4D

A Socio-technical Process

- Even the best technology can fail if the user group does not have the capacity (or does not want) to use it
- Hence, at every step of deployment of it is critical to stay connected to the user group

Responses to the technology deployed

- ease of use?
- Meets need of the user?



KVK Experts Facilitators of Virtual Extension Activity

To Understand

- use and deployment of vKVK
- The needs and necessities of the KVK experts

Region	Number of Experts Surveyed
Auraiya	7
Bareilly	6
Kannauj	4
Varanasi	10
Kashipur	6
Muzaffarnagar	9
Bidar	6
Gangavati	5
Gulbarga	6
Bellary	4
Raichur	12
North	42
South	33
Total	75



Farmers

Beneficiaries of vKVK

To understand

- the level of acceptance of the existing VEA
- gaps in the existing M4D mechanisms
- alternative modes of information dissemination available

Region	No. of Farmers
Auraiya	18
Bareilly	6
Kannauj	19
Varanasi	36
Kashipur	27
Muzaffarnagar	37
Dharwad	93
Raichur	31
North	143
South	124
Total	267



Views and Experiences of KVK Scientists

North (42 responses)		South (33 responses)
Yes	Experts were clear about the objective of vKVK	Yes
No	Past training and degree of comfort with usage of these ICT tools	Yes
Internet connectivity, power both poor	Infrastructure	Connectivity better, have backup systems for power
23 of 42	Training Exposure	28 of 33
73% - voice	Preference	Not so clear
Weekly-once a month	Preferred frequency of voice message	Twice a week
Weekly-once a month	Preferred frequency of SMS	Daily – twice a week