



- Letting a way from big bang
- Implement as a small scale
- Transforms the livelihood of the farmer
- A private cost is no compromise to public health and environmental
- Mobilized a competitor in world market

For more information

Future Plans

- The web technology brought new access to the citizen base.
- By following the real-time process of tracking the Government's decision-making, the citizens could develop a better understanding of how the Government works.
- The citizens could also track the progress of their requests and be able to make a follow-up if needed. For others, they are able to make a more informed choice.

Overall Characteristics of IT system

[illegible]

ITC Mission and Core Values

- To enhance the wealth generating capability of the enterprise in a globalizing environment, delivering superior and sustainable stakeholder value
- Trusteeship
- Customer focus
- Respect for people
- Excellence
- Innovation
- Nation Orientation

The eChoupal Initiative

Areas of address:

- Long distance to markets
- Market inefficiency
- No standard for quality or packaging
- Limited technology
- Poor yields
- Fluctuating prices

Solving the problem:

- TIC built processing plants offering proximate prices
- Shorter distances
- Information are due to reduce corruption
- Best practices included an available and sustainable
- Responsibility for teaching and monitoring quality
- Electronic scales offered at TIC processing plants
- Continuously updated information on key factors like weather, current prices, and Q&A

The ITC eChoupal Initiative



ISC LTD OVERVIEW
 on a balance sheet

- ITC LTD OVERVIEW
 - ITC is based primarily in India and is ranked amongst the "World's Most Reputable Companies" by Forbes
 - ITC has a diversified presence in Cigarettes, Hotels, Paper, Brands & Specialty Foods, Packaging, Agri-business, Packaged Foods & Confectionery, Telecommunications, Technology, Branded Apparel, Personal Care, Stationery, Safety Matches and other FMCG products.
 - ITC's Agri-business is one of India's largest exporters of Agri products. ITC is one of the country's biggest foreign exchange earners (\$1.5 billion in the last decade)
 - e-Choupal initiative is enabling Indian agriculture significantly enhance its competitiveness by empowering Indian farmers through the power of the Internet

- Stray away from big bang
- Implement on a small scale
- Transform the livelihood of the farmer
- Upfront cost is no competition to gains both socially and economically
- Make India a competitor in world market

Future Plans

Identifying areas for innovation is key to the success of the business. The business must be able to identify areas for innovation and then develop a strategy to address them. This is a continuous process, and the business must be able to adapt to changing market conditions. The business must also be able to identify areas for innovation and then develop a strategy to address them. This is a continuous process, and the business must be able to adapt to changing market conditions.

Results from eChoupal

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■ The eChoupal Initiative

- **Area to address**
 - **Long distance to markets**
 - **corrupt middlemen**
 - **no standards for quality or packaging**
 - **limited technology**
 - **low sales**
 - **fluctuating prices**
- Solving the problems**
- **ITC** **ultra processing plants** offering **premium prices** and **direct channels**
 - **middlemen are cut out to reduce corruption**
 - **best practices included on website and pamphlets**
 - **responsible for teaching and measuring quality**
 - **electronic scales offered at ITC processing plants**
 - **continually updated information on key factors like weather, current prices, and Q&A**

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- ITC has a diversified presence in Cigarettes, Hotels, Paperboards & Specialty Papers, Packaging, Agri-Business, Packaged Foods & Confectionery, Information Technology, Branded Apparel, Personal Care, Stationery, Safety Matches and other FMCG products
- ITC's Agri-Business is one of India's largest exporters of agricultural products. ITC is one of the country's biggest foreign exchange earners (US \$ 3.2 billion in the last decade)
- 'e-Choupal' initiative is enabling Indian agriculture significantly enhance its competitiveness by empowering Indian farmers through the power of the Internet

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