



WHO SAMCHALAK IS?

- Trade & business intelligence weekly in rural India
- The newspaper in person's & business
- Business & news for the village
- Power of the small scale entrepreneur

Criteria for SAMCHALAKS:

- Must make his living from farming.
- Progressive/Ambitious
- Of median wealth and status.
- Must be able to read and write.
- Must be part of an extended family

The New Value Chain





ITC CHAUPAL
Harvard Case Solution
& Analysis

TheCaseSolutions.com



the samchalak



The e-Choupals were meant to act as an e-commerce hub as well as a social gathering place.



farmers

