

1. What is the innovation of the e-Choupal?

E-choupal is a link of ITC limited, a multi business conglomerate in India, directly with rural farmers for buying supplies and selling their products to the internet via phone lines or VSAT connection.

2. Discuss the paradox of Indian Agriculture?

Indian agriculture is characterized by fragmented farms, weak infrastructure, and involvement of numerous intermediaries who makes most of the profit

3. Why is soya an important innovation in the Indian oilseed complex?

Soya resulted in better utilization of scarce resources and greater cropping application

4. Describe the marketing processs before the introduction of e-Choupal.

Before the introduction of e-choupal, intermediaries buy the products of farmers with an unfair means in judging the quality of products therefore farmers earn lesser as compared to when E-choupal was implemented, intermediaries are eliminated, and farmers could make transaction with the buyers through internet

5. Why is the mandi not an optimal procurement channel?

Mandi is ineffective and frequently dishonest on stating prices for the quality of the products

6. What were the advantages of ITC's competitors? How did ITC address them?

The horizontal integration deficiency was addressed through CRM-based solutions to identify and provide nonstandard needs of customers in an industry where basic services are standardized. Customized IT application and realignment of business goals and processes will be implemented to deal with the risk.

7. How did ITC "re-engineer as opposed to reconstruct"?

ITC identified the good qualities of their current system then thought of improvements to further develop their system

8. How did ITC "address the whole, not just a part"?

They assigned a sanchalak, a trained farmer to host the PC with e-choupal

9. Was it wise for ITC to install an IT-driven solution where most people would not?

Yes, because with this IT solution, farmers could easily transact with buyers far from their area, they could also learn good farming practices.

10. Why does the ITC insist that the sanchalaks NOT give up farming?

ITC insists sanchalaks to not give up farming, this would compromise the trust the sanchahlaks commands.

11. Why did the samyojaks introduce the ITC to the sanchalaks?

They introduce ITC to sanchalaks because ITC's communications with the samyojaks carried clear messages, a conscious effort was made to divert revenue to samyojaks and every effort was made to maintain the level of samyojaks' trust.

12. Describe the new ITC value chain. How different is it from the former value chain?

The new value chain includes the stage pricing, inbound logistics, inspection grading, weighting payment and hub logistics.

13. What is the social impact of the e-Choupals?

It improved the income of the farmers

14. Describe Wave 6 of the e-Choupal. DO you think it is feasible?

Wave 6 of e-choupal is sourcing IT-enabled services from rural India. Some services are telemedicine, ecotourism, traditional medicine, and traditional crafts. I think this is feasible because these are easier by far as compared to the crops.

15. Can something similar to an e-Choupal be implemented in the Philippines?

Yes, so that farmers on the provinces could sell their products for a fair price