

Click & Mortar Infrastructure



*Launched in by ITC Ltd in June 2000, **e-Choupal**, is a unique network of village Internet kiosks managed by farmers. It helps them access ready information on weather, market prices, knowledge of scientific farm practices and risk management.*

The largest Internet-based intervention in rural India, its services reach more than 3.5 million farmers across 31,000 villages through a 6-state network of 5200 kiosks.

e-Choupal empowers farmers to take decisions and align their farm output with market demand as well as secure quality and productivity. It has demonstrated IT's key role in catalysing rural transformation.

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