

Company Brief:

IFMR Ventures are a wholly owned subsidiary of IFMR Trust, a private trust with the mission to ensure that



every individual and every enterprise has complete access to financial services. We focus on under-served regions of rural India and are currently grooming entrepreneurial supply chain ventures across industry sectors including agriculture, dairy, energy, drinking water, tourism, education, vocational training and crafts. These Network Enterprise™ (NE) ventures analyse, design and pilot interventions focused on completing missing links in the rural supply chain.

Immersion Experiences:

[Note: IFMR Ventures have offered two immersion experiences for the 2010 edition of the E4SI Fellowship. Applicants are invited to apply to one or both of them.]

IFMR – A: IT Platform

In order to make electronic commodity trading as well as Warehouse Receipt Finance (WRF) possible at the village level, a set of front-end and back-end software is required. As desktop computers, internet connectivity and uninterrupted electricity are a challenge in rural villages, the possibility of mobile technology needs to be explored. Though initially Agriculture Terminal Markets NE (ATMNE) might use the trading front-end provided by the national commodity exchanges, as it scales up it might build a trading front which will support more than one national commodity exchange, including the derivative markets.

ATMNE is in the process of building back end software to enable the following and requires a person to assist in this process:

- a. Enrolment – ATMNE is building an application software with mobile interface for registration of customers, VLSMs, warehouses and other service providers which would enable online real time enrolment with a mobile phone with GPRS. The same software would be used to issue electronic Quality Certificate (QC) and Warehouse Receipt (WR).
- b. Clearing & settlement of trades- This software connects the actual data with the national commodity exchange data and helps to build the MIS on clearing and settlement of daily trades with respective national commodity exchanges.
- c. Warehouse receipt loan maintenance- WRF loan module will be maintained so that WRF loans could be monitored.
- d. Voice authentication platform- ATMNE is building a personalized voice based information and transaction oriented software which will enable customers to access information and transact using a telephone as the authentication would happen by personalized voice. The same platform will be used in future for IT enabled extension services also.

Skills Required: Computer Science / Computer Engineering

IFMR – B: Website Development

- The Rural Tourism Unit has an existing website <rtne.co.in> which needs to be enhanced and made interactive for holiday planning, current availability, booking , feedback, payment gateway on an integrated bases to interact and work with other portals . We would need people who can work on SQL server, .NET or php technologies, build and map processes. Also required is auto-mapping of IFMR blog so that content is automatically uploaded on relevant social and networking sites like Twitter and facebook to present the work being done by Rural Tourism NE (RTNE).
- Rural Energy NE (RENE) launched beta version of a web portal <goscale.in> to function as an online market place that would connect manufacturers with energy products for rural users with entities having a distribution network in rural areas. The portal has been active since December 2009. We require a person to help in analyzing the results from this beta test phase and assist in optimizing the web portal development.
- Promotion plan for Dairy Network Enterprise including website development and process mapping of a Dairy Healthcare Services Enterprise for creating a web based tracking system (software) for accounts, inventory and service delivery.

Skills Required: Computer Science / Computer Engineering with experience on web and web application development.