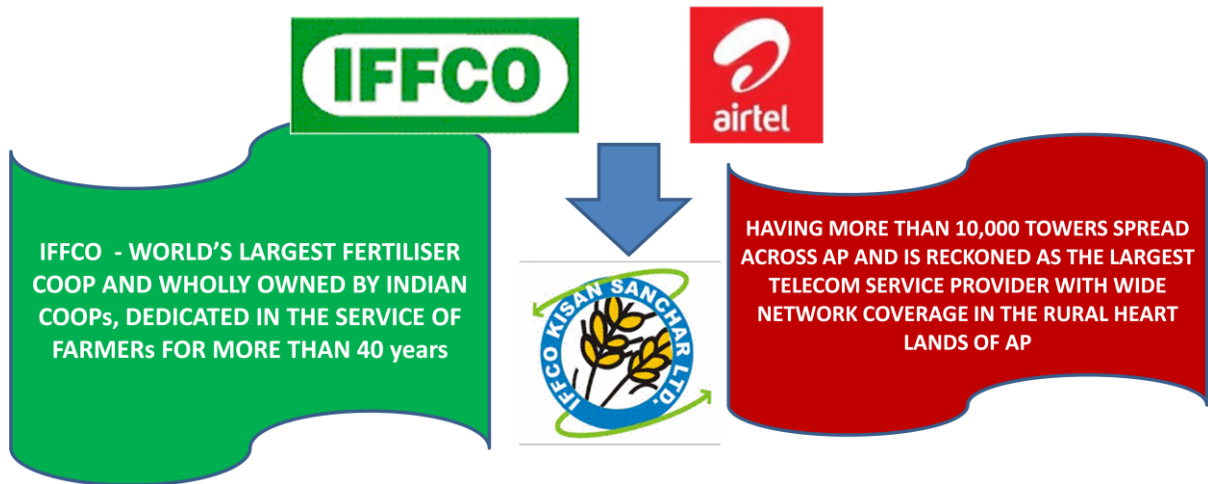


# RYTHU SEVALO IKSL

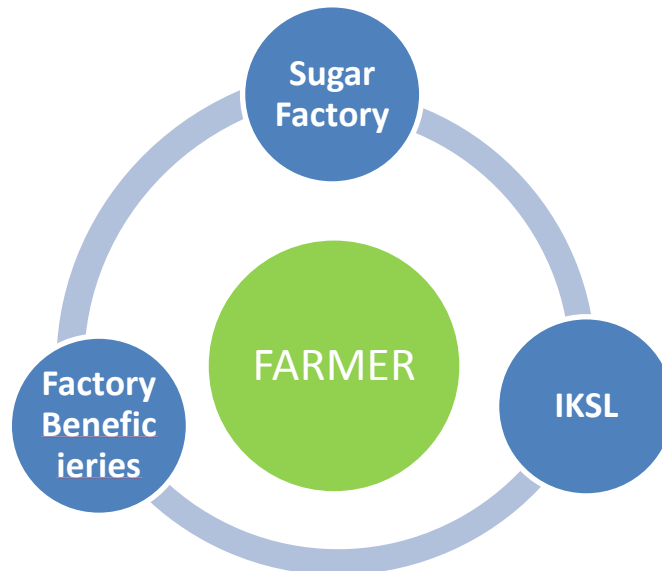
Presented by:  
IKSL- IFFCO KISAN SANCHAR LTD

## Introduction to IKSL :

A joint venture of iffco and airtel engaged in the farmers' service by disseminating technical information to the farming community through 5 free voice messages and helpdesk. So far more than 6 lac farmers are availing this facility in our andhra pradesh



## IKSL - MESSAGE FLOW CHART



- Strengthens, builds up farmers' prosperity
- sugar factory can send important messages to all its farmers at one stroke
- technology transfer in 16 fields through 5 free voice messages in telugu free of cost
- retrievable facility for unheard messages
- provision of helpline only to iksl green sim card
- 

### **IKSL SIM-Messages covering Following Fields**

- Best Agriculture practices
- Horticulture
- Floriculture
- Pisci Culture
- Sugar Cane
- Tobacco
- Dairy
- Poultry
- Insurance
- Banking
- Co-operatives
- Government Schemes
- Mandi Prices
- Livelihood Opportunities
- Soil Health
- Rural Health
- Seri Culture
- Weather Conditions

8 experts from different filed of farming are handling the querries of the farmers on the above fields

### **IKSL SIM ADVANTAGES**

- Iksl sim fits into any gsm handsets.
- farmer can use iksl sim by simply replacing the existing sim as the old sim does not have such facilities
- call tarriffs applicable as that of normal airtel
- all other features of normal airtel sim are applicable to iksl
- recharge facility available anywhere & anytime
- Recharge can be done even for normal airtel connections through iksl business sim
- excellent network available across Andhra Pradesh
- More than 6 lakh farmers are currently using IKSL sims with utmost satisfaction.

### **SCOPE :**

As Sugar Factory is Focusing the Attention for the Uplift meant of Livelihood Status of the Farming Community. Sugar Factory may Consider the Strengths of IKSL:-

IKSL is already in the line of Such Activity as thought by the Govt. of India and Parry's Sugar

- First of its Kind to Release 5 Free Voice Messages (not Text Messages) in Telugu through Powerful OBD through IKSL SIM
- Retrieving Facility for Missed or Unheard Messages Available through IKSL SIM
- Delivery of Voice Messages in all 365 days (No Holiday) through IKSL SIM
- Expertise Helpdesk facility available for all the 365 Days to the needy Farmers through IKSL SIM

- **Cost of IKSL Green SIM Connection**

Cost to Farmer : : Rs. 66/-

- Life time Daily 5 Voice Messages Free
- Retrieval Facility of Unheard Voice Messages in the day
- Life time Helpline Accessibility Registration
- Airtel Connection Free with:
  1. Lifetime Validity
  2. And Rs. 31/- Initial Full Talktime
- Helpline no.: 534351 which will enable farmers to talk to the agriculture experts (scientists & professors from 8 different fields) in telugu

**American president barack obama visit to iksl stall and his appreciations**

on Nov 7, 2010, The President of the United State of America Mr. Barack Obama who visited the Agriculture Expo at St.Xavier's College in Mumbai was in appreciation of the initiative of IKSL and stated the following :

**Quote:**

***It is a great idea. Do it across the world. Great work, keep it up.***

**Unquote:**

The Press cutting for Times of India is attached for information.

IFFCO had always been in the fore front of best ventures with the interests of farmers, cooperatives at it's core value and with a long term vision of India's empowerment.

It is my immense pleasure to share the great news that IKSL has reached the expectations of IFFCO. My congratulations to the Managing Director Mr.Rakesh Kapur, C.E.O. Mr.S.Srinivasan and C.O.O. Mr.Manish Trehan and their entire team for bringing laurels to IFFCO.