

USP of the Application

The following, we feel, are the USPs of the application which will motivate users to use this piece of software on their mobile phones:

The application is aimed to satisfy the three most important needs and judging parameters of any developing society. Since, a major chunk of Indians reside in villages, these basic facilities must be extended to citizens there too. The application is a small attempt in achieving this dream.

- **“Shiksha”** module is designed to satisfy the basic need of education and contributes to the national policy of ‘education for all’ and that too free of cost. The scalability of the application, as illustrated in detail previously, ensures that the users can download the latest modules from the Swashikar Online website and hence, it becomes a complete learning package. And, what’s more... it comes with practice questions and real life problems to provide the villagers, real life experience in applying what they have learnt in theory through practical and familiar scenarios/examples. The latest buzzword in India these days is e-learning. “Swashikar” is just an effort to look beyond what the entire world is doing and move on to the future of learning... i.e. in the m-learning world!
- **“Swasthya”** module is a supplement to the long-desired improvement in the quality of health services in rural India. We can’t provide enough doctors, healthcare, blood, Health Kendras etc. instantly but we can provide means and mediums of information to distribute the available resources in an organized form over remote villages where health care services are almost at their bare minimum. The user who can be an individual or a local Health Kendra, rather than contacting the Central Health Kendra (well-equipped government health agencies set up in rural areas) can now leverage upon the power of mobile phones which are now readily used in villages too. Using the cheapest option available in the world of information exchange, i.e. the SMS, information transmission and storage can be so organized that a majority of health problems can be solved at the local level itself without demanding hefty investments and long-year plans made by the government. “Swasthya” is designed keeping in mind the true principle of “a healthy society is a modern society.”
- **“Adhikaar”** module aims at removing the intermediaries and directly connects the common man (the user) to the government administration in order to enhance the aim of e-governance, and taking it to a powerful medium namely the mobile phones. Earlier, the government, to achieve e-governance, was planning to install computers in distant villages but the idea came at too high a cost to achieve it realistically. Swashikar attempts to bring the power of e-governance in literally the hands (i.e. the cell phones) of the common man, even the village-dwelling citizens. And all this at a very low cost of only a SMS! The application is a part of the upcoming revolution of m-governance which is going to take the society by storm.