

## ANNEXURE III

### IT YATRA

Objective	:	To create mass awareness amongst people about the benefits of IT in their day-to-day life.
Period	:	7 <sup>th</sup> November, 2000 to 30 <sup>th</sup> June 2001 spread over three phases.
Estimated Cost	:	Rs. 30 cores with following distribution of financing:  Central Government : Rs. 10 crores State Governments : Rs. 10 crores Industry : Rs. 10 crores

#### I. PRE-YATRA PHASE

Period	:	7 <sup>th</sup> November to 25 <sup>th</sup> December, 2000
Programme Contents	:	National IT Olympiad  National Multimedia Competitions  Popular Lecture-cum-demonstration Series  Essay & Poster competitions  Free short term training programmes  Teachers orientation programme  Web site creation and dialogue  Preparatory workshops for participating institutions  Creation of computer banks  Demand Survey for IT services at block/ panchayat level.

## II. YATRA PHASE

Period	:	1 <sup>st</sup> January to 26 February, 2001
Routes	:	Jammu to Delhi Guwahati to Delhi Mumbai to Delhi Kanyakumari to Delhi
Methodology	:	Each YATRA will be accompanied with two Mobile Vans, which will demonstrate the benefit of IT to the common man. These Vans will have computers with mobile Internet connectivity. The computers will have educational material, games and through Internet links to major IT applications/ services developed by various departments of Central / State governments.
Final Programme	:	All four YATRAs will culminate at Delhi where the three days national programme will be organized:  National seminar on IT for Masses  Prize distribution  National Exhibition

### III. POST -YATRA PHASE

Objective	:	To consolidate the gains from the IT Awareness campaign and chalking out new programmes  Launching of School Computer Programme & Antyodaya Computer Literacy Programme
Period	:	1 <sup>st</sup> April to 30 <sup>th</sup> June, 2001
Components	:	Analysis of Demand Surveys  Computer Literacy Programme in Schools  Computer Clubs in schools  Pilot Projects on Social Applications  Literature and material in regional languages  Identification and creation of databases and linkages  Start content creation and other follow-up measures  Setting up of Multipurpose Computer Centres, Computer Clubs in Schools  Pilot projects of social applications