

# PRESS NOTE

## ChakraView

Understanding stark reality of farmers in India

Wins

The  
**Manthan Award**  
**SOUTH WEST INDIA**  
DIGITAL INCLUSION FOR DEVELOPMENT

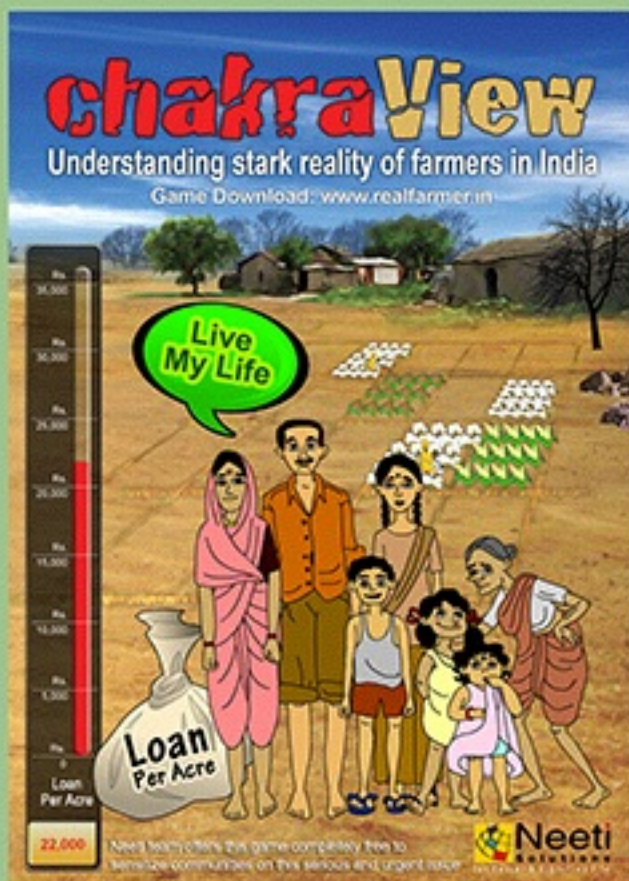


**ChakraView, The Farmer Challenge Game developed by Neeti Solutions was awarded the Winner** in the category of e-Entertainment and games. The award ceremony was organized on 7th August, 2014 at YASHADA in Pune. On behalf of Neeti Solutions, Dr. Parag Mankeekar (MD) received the prestigious award at the hands of Dr. Shrikar Pardeshi (IAS) -Inspector General of Registration and Controller of Stamps, Govt. of Maharashtra. ChakraView was declared winner from among 180 nominations for 15 categories from 11 states and in the South, West India.

### Background of Manthan Awards

To recognize digital innovations in South and West India, Digital Empowerment Foundation (DEF) introduced Manthan Awards for South, West India. DEF had called for nominations for the awards from 11 states from South, West India. Digital Empowerment Foundation in partnership with World Summit Award, Department of Information Technology, Government of India and various other stakeholders like civil society members, media and other similar organizations launched the award in India on October 10, 2004. It has been organizing similar awards in Asia for the last 10 years.

Manthan Award recognizes best practices in the area of e-content, creativity, innovation and development. Manthan Award looks at how these tools and digital media, impact the masses, especially people living in remote areas and difficult areas. Manthan Award tries to demonstrate the existing range of creativity and excellence in the use of the IT tools and communication networks to all stakeholders in the social sector.



Addressing the soul shattering issue of 'Debt-trap' leading to farmers' challenges, Pune based Neeti Solutions has designed a computer game - 'ChakraView'.

In order to understand the stark reality of farmers facing challenges in Vidarbha and other parts of India, we need to experience the harshness by living life of a farmer. Neeti Solutions have designed 'ChakraView' wherein a player will be able to feel and experience harsh realities in a farmer's life, although virtually.

This is first of its kind of game in India and the World using real life research data to simulate critical issues of crop patterns, minimum living expenses, cost of cultivation, crop yield and income under varying weather and pest conditions, sickness of family members and expensive marriages leading to increased indebtedness that we can experience virtually in a farmer's life simulation environment.

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[www.livelihoodgames.org](http://www.livelihoodgames.org)



## **ChakraView game simulates farmers' challenges and highlights stark realities faced by them**

A player will do a role play of a farmer's life within this virtual game environment which is not possible in real life to understand farmers' issues. Game based learning environment makes it very easy for all to grasp the subject and seek awareness on critical issues and events happening in a farmer's life.

**Objective of this game** is to evolve coping strategies for farmers with better life skills for survival, growth and understand challenges faced by farmers living in this region.

**Neeti Solutions** believe that innovative educational and simulation games are the best learning tools for all to easily grasp important subjects. Neeti Solutions worked on the concept of Games for Education and Games for Social Change that has led to development of ChakraView.

### **Idea behind this game:**

Mr. Sanjiv Phansalkar, Program Leader, Sir Dorabji Tata Trust (SDTT) had originally conceived an idea of a Challenge Simulation Game, based on farmers' suicides in Vidarbha, Maharashtra. He has done an in-depth research on this subject and also on Livelihoods. Mr. Phansalkar discussed about his concept with Dr. Mankeekar, and Neeti Solutions initiated process of designing a digital game around the concept. Neeti Solutions has an excellent expertise of developing educational games due to many projects in the past. Neeti Solutions believe that innovative educational and simulation games are the best learning tools for all to easily grasp important subjects. Thus, Neeti Solutions worked on the concept of Games for Education and Games for Social Change that ultimately culminated into development of ChakraView. We are releasing Version-1.0 of ChakraView now. Agricultural and local issues are different and change as per location of a village within a district or a state. Neeti Solutions have planned to compile such location specific data of villages across different states in India to create future versions of the game. Currently, we are able to seek awareness about issues in Vidarbha, Maharashtra with Version -1.0 of ChakraView. Similarly, in next version of ChakraView, we may choose to be born in states like Punjab, Assam, Rajasthan, Andhra Pradesh, Karnataka, etc. to understand critical issues of farmers specific those states.

Applying the same concept, in future versions of ChakraView, we may choose to be born in countries like China, France, Italy, Africa, Australia, etc. to seek awareness about issues of farmers in those international regions.

### **Who will find it useful?**

ChakraView provides an insightful learning platform especially for all those who are inspired to work with NGOs, Government organizations, charitable trusts, etc. for a specific social cause related to Livelihoods and other domains. Many Government and NGO officials will find this game useful while implementing their schemes for livelihoods. Neeti Solutions have been interacting with apex organizations like National Rural Livelihoods Mission (NRLM –a Central Govt. Initiative under Ministry of Rural Development), its counterparts in different states (SRLM - State Rural Livelihoods Missions) such as Maharashtra, Bihar, Jharkhand, Gujarat, Jammu-Kashmir, etc., and many other social organizations like Ford Foundations, United Nations at the national and international level. Neeti Solutions are inspired to effect quicker social changes by developing many more social games like ChakraView. Neeti believes that such 'Games for Social Change' will be the most effective training tool to train masses and also create issues' specific awareness with larger section of the society right from village level to the national and international levels. Neeti Solutions are also ambitious about spreading more awareness of this important issue among high school students and has initiated discussions with a few schools for the same.

### **About Neeti Solutions:**

Neeti Solutions is a socially driven software technology company providing online Educational Games and Learning solutions. Neeti has so far worked in domains like Disaster Preparedness, Engineering Automation, Medical Research and Public Health. Neeti is currently involved in developing Educational Games and Games for Social Change for demanding sectors like Rural Livelihoods. Neeti has been awarded by various national and international organizations for its innovative community oriented technologies.



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