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| **Political:**   * Growing political focus towards rural development * Government Support * Local governments | **Economical:**   * GDP * Taxation Issues * Reduction in individual disposable income * Market Growth * Recession * Inflation * Labor Costs | **Social:**   * Customer Service * Social Impact (Campaigns) * Lifestyle Trends * Service Demographics * Marketing, Promotion, Advertising and Publicity * Customer attitude and opinions |
| **Technological:**   * Telecommunication technology * Toll Free IVRS * Database Management * Reduction in communication complexity and costs | **Environmental:**   * Community awareness * Ecological opportunities * Seasonal farming * Working conditions | **Legal:**   * MNREGA * National Rural Employment Guarantee Act * Department of Rural Development * Regulation Standards * Employment Law |