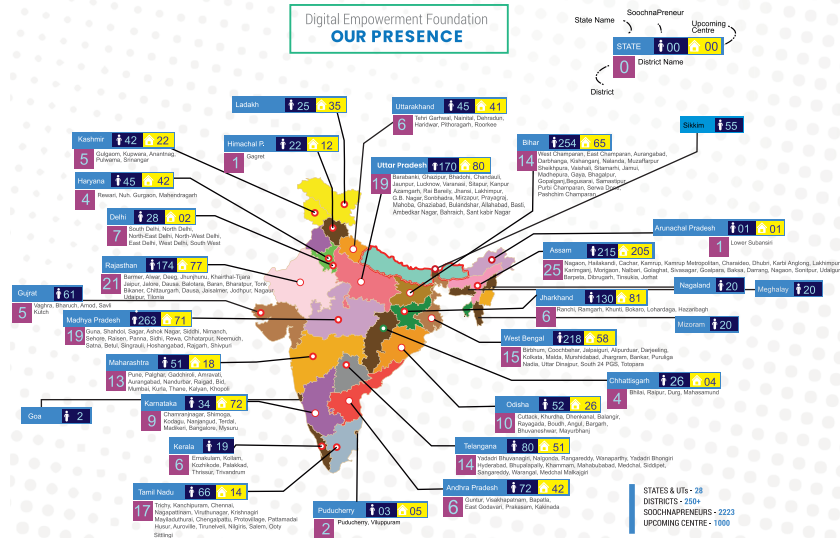


ROAD AHEAD

- PAN India reach
- 3000 Digital Resource Centers in 3000 Backward Blocks



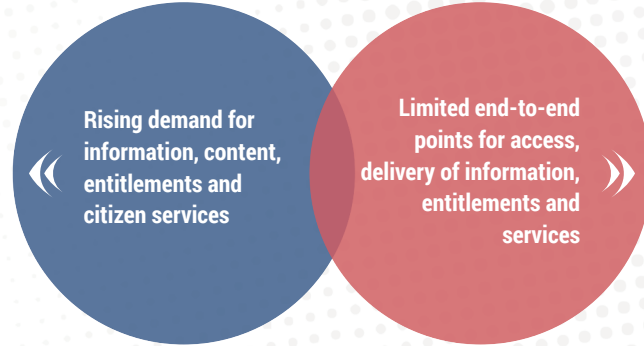
SOCIAL ENTREPRENEURSHIP AND DIGITAL DEVELOPMENT ECOSYSTEM IN RURAL INDIA



THE SCENARIO

- Rural India towards Information Society & Economy
- Rural society towards digitally inclusive and connected
- Transition need from information poverty to empowerment
- Rural connected market base from 120 million in 2015 to 315 million by 2025
- Rural information market increase by 48% by 2025
- New digital revolution, digitalisation of sectors and services

DEMAND & SUPPLY GAP



LEVERAGING THE NEXT WAVE

- Channelising relevant content and services to diverse rural groups
- Leveraging needs for contextualised hyper local content
- Leveraging the Internet to sell in rural market
- Increasing last mile connectivity enabled by government, telcos and tech. providers
- Opportunity for new age rural digital / information entrepreneurs – potential to create thousands of livelihood and employment opportunities
- Solve real life problems with digital technology including wireless .



SOOCHNAPRENEUR

(Information Entrepreneurs)

A flagship program of Digital Empowerment Foundation since 2016, SoochnaPreneur is an initiative to promote access to information, rural digital infrastructure, entrepreneurship and a digital hub in communities to serve the last mile with information, entitlements, knowledge and entrepreneurship for development. Now, the program has expanded to 26 states and more than 200 districts where our cadre of information entrepreneurs have been able to connect 30 million community members with digital linkages.

OBJECTIVES

- Create a pool of rural information and digital entrepreneurs to serve emerging demand and need for information, content, entitlements and services
- Promote rural information and digital entrepreneurship as next alternative livelihood and employment opportunity
- To enable last mile access and delivery of information, entitlements and services for rural citizens
- Bridge the digital and information divide.



HOW?

- Select and train wireless SoochnaPreneurs using connected digital devices to deliver information and services.
- SoochnaPreneurs set up digital resource centers at Panchayat level
- Centres equipped digitally with tools, devices, connectivity
- Centres as one stop solution for all types and kinds of information, content, entitlement, services, and training needs
- SoochnaPreneurs using dedicated MeraApp (an exclusive mobile app on public welfare schemes and critical entitlement based information)

MERA APP

Mera app is an intelligent mobile interface for access of information on government entitlement programs. The ready made scheme database enables a SoochnaPreneur to search and process scheme information and enables him/her to link potential beneficiaries with final entitlement benefits.



STAKEHOLDERS



KEY MILESTONES

- DEF was invited by the Ministry of IT and ILFS to co-draft the CSC theme
- In 2007, DEF established the first Digital Resource Center with support from Intel Foundation.
- In 2013, with Vodafone, DEF started the implementation of 50 Digital Resource Centers across India
- In 2016, with Qualcomm, we established 100

SoochnaPreneur access points with 100 women digital entrepreneurs.

- The program then evolved to include PWD entrepreneurs
- In 2020, DEF won Global Tech Challenge 2020 by the World Bank for the SoochnaPreneur program.



THE IMPACT SO FAR...

- 2000 technology driven rural entrepreneurs
- 1,500,000 people connected with government schemes and digital services
- 2000 digital resources to provide last mile access & delivery points for information, content, entitlements & digital services
- Demonstrated the capacity of wireless technology used for social & economic empowerment.
- Demonstrated how dedicated Mobile app can benefit people with government schemes and entitlements.

28

States

250+

Districts

1,500,000

People Availed Entitlements

2000

SoochnaPreneur