



Soochna  reneur  
Information, Entitlements & Empowerment

  
defindia  
org

# SoochnaPreneur

Model



# Introduction

The Digital Empowerment Foundation (DEF) is dedicated to eradicating information poverty and bridging the digital divide by empowering underserved communities with access to information and digital tools for sustainable development.

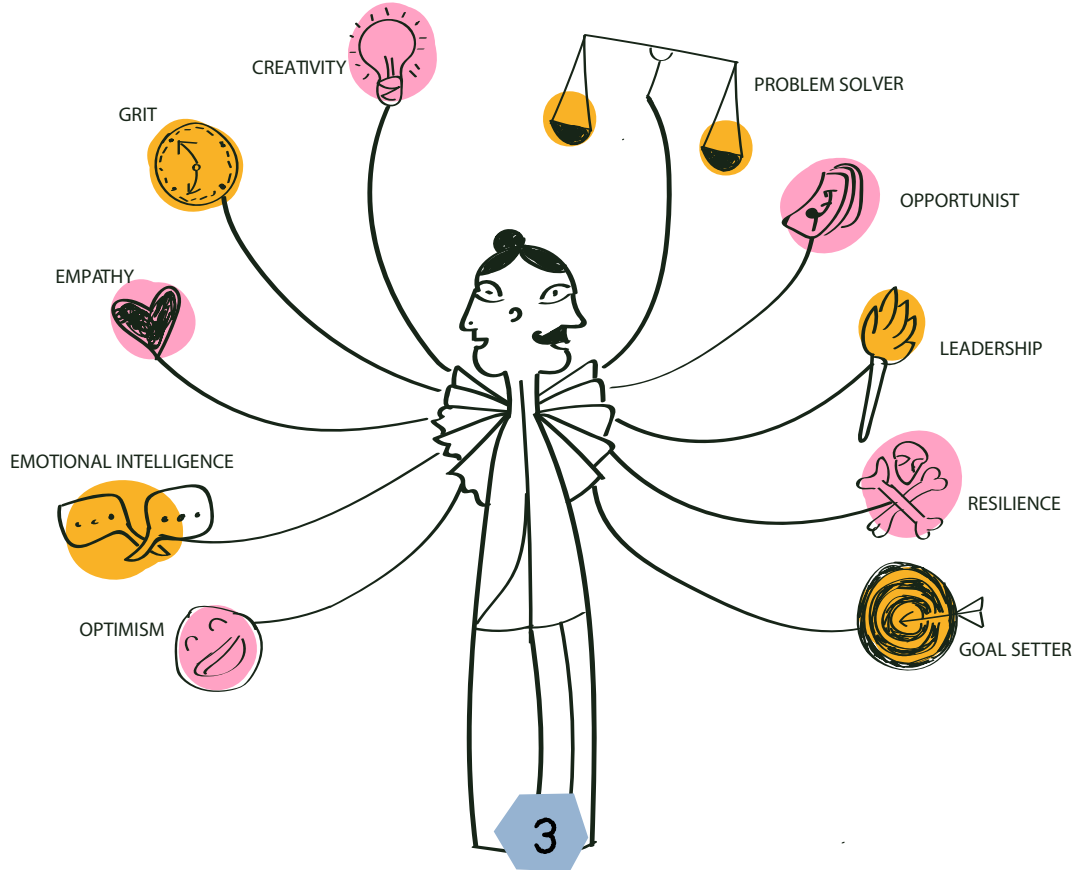
India faces an acute challenge of information asymmetry, particularly in rural and backward districts. Citizens often lack access to timely and accurate information regarding public schemes and services. This gap alienates a significant portion of the population from their rightful entitlements in education, health, livelihood, social security, and financial inclusion.

Launched in April 2016, the SochnaPreneur initiative by the Digital Empowerment Foundation (DEF) was designed to tackle systemic challenges in rural communities. Building on insights gained from a five-year program with the European Union focused on public entitlements and information dissemination, DEF established the SochnaPreneur program to bridge the gap between government services and citizens.

The SoochnaPreneur model embodies the concept of bricolage, leveraging locally available resources and intimate community knowledge to address systemic challenges of information asymmetry and digital exclusion in rural India. The model was created to address pervasive issues in rural India, where a lack of awareness about public entitlements in areas such as education, health, and financial inclusion leaves communities disenfranchised. SoochnaPreneurs combine their training in digital tools with their knowledge of local needs to act as crucial intermediaries, ensuring that welfare schemes reach those who need them most. This bricolage approach fosters innovative, context-specific solutions while creating sustainable livelihoods for rural youth, women, and marginalized groups. SoochnaPreneurs combine their training in digital tools with their knowledge of local needs to act as crucial intermediaries, ensuring that welfare schemes reach those who need them most. This bricolage approach fosters innovative, context-specific solutions while creating sustainable livelihoods for rural youth, women, and marginalized groups.

To date, the SoochnaPreneur initiative has trained and supported hundreds of social bricoleurs, enabling them to create micro-enterprises and deliver impactful services. These efforts have connected thousands of households with public welfare programs and digital resources. Looking ahead, the initiative aims to expand its reach and continue empowering communities to overcome digital exclusion and build resilience, fostering a more equitable and informed

# VALUES OF A SOOCHNAPRENUUR



A stylized illustration of a hand holding a bow and arrow, pointing towards the right. The background is a light blue color with a pattern of small white and grey dots, resembling a starry sky or a textured surface. The hand and bow are drawn with simple black lines.

# VALUES

The SoochnaPreneur model aims to scale its operations by enrolling more rural youth, leveraging emerging technologies, and fostering partnerships to enhance digital infrastructure and service delivery. The program will also focus on advocacy, digital literacy, and policy interventions to promote inclusivity and sustainability.

# SERVICES THAT A SOOCHNAPRENEUR PROVIDES

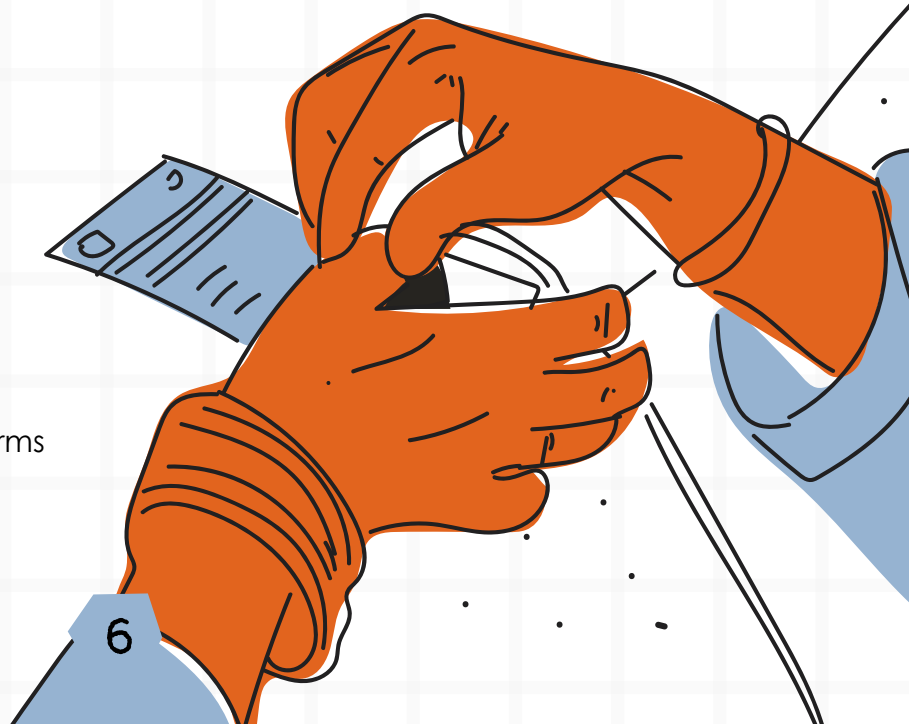


# 1. ENTITLEMENTS

Access to:

- Government Schemes
- Private Schemes
- Scholarships
- Fellowships
- Mentorships
- Pension
- Government Application forms
- Digital Governance

and other such services.



## 2. FINANCIAL SERVICES

Access to:

- Banking Assistance
- Bill Payments
- Loans
- Micro enterprises
- Insurance

and other such services.



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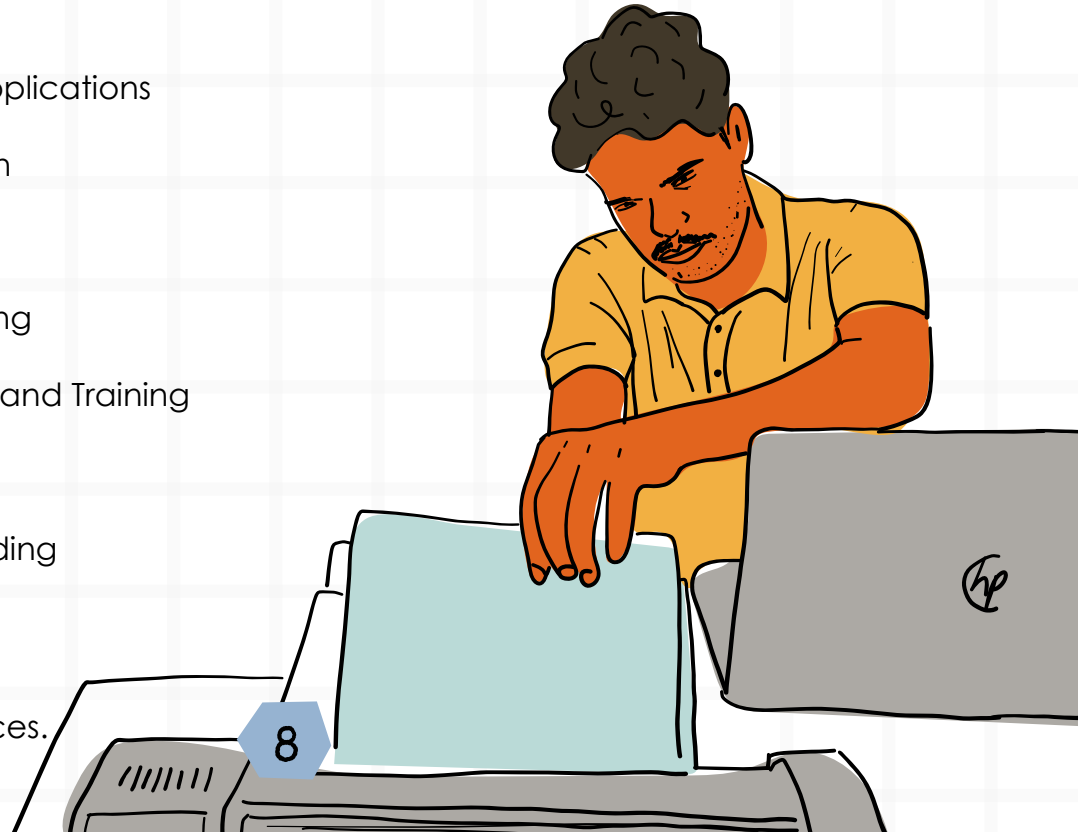
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# 3. DIGITAL SERVICES

Access to:

- Online forms/ Applications
- Online Education
- Online Jobs
- Online Counselling
- Online Upskilling and Training
- Certifications
- Resume/CV Building
- Travel Bookings

and other such services.



# 4. DIGITAL MARKETING

Access to:

- Onboarding in ONDC platform
- Training on Online Marketing
- Training on Social Media
- Training on Product Cataloging, Profiling and Portfolio
- Training on Quality Check and Delivery

and other such services.



# 5. DIGITAL INNOVATION

Access to:

- Digital Livelihood
- Digital Agriculture
- Digital Entrepreneurship
- Digital Education
- Digital Health
- Entertainment

and other such services.



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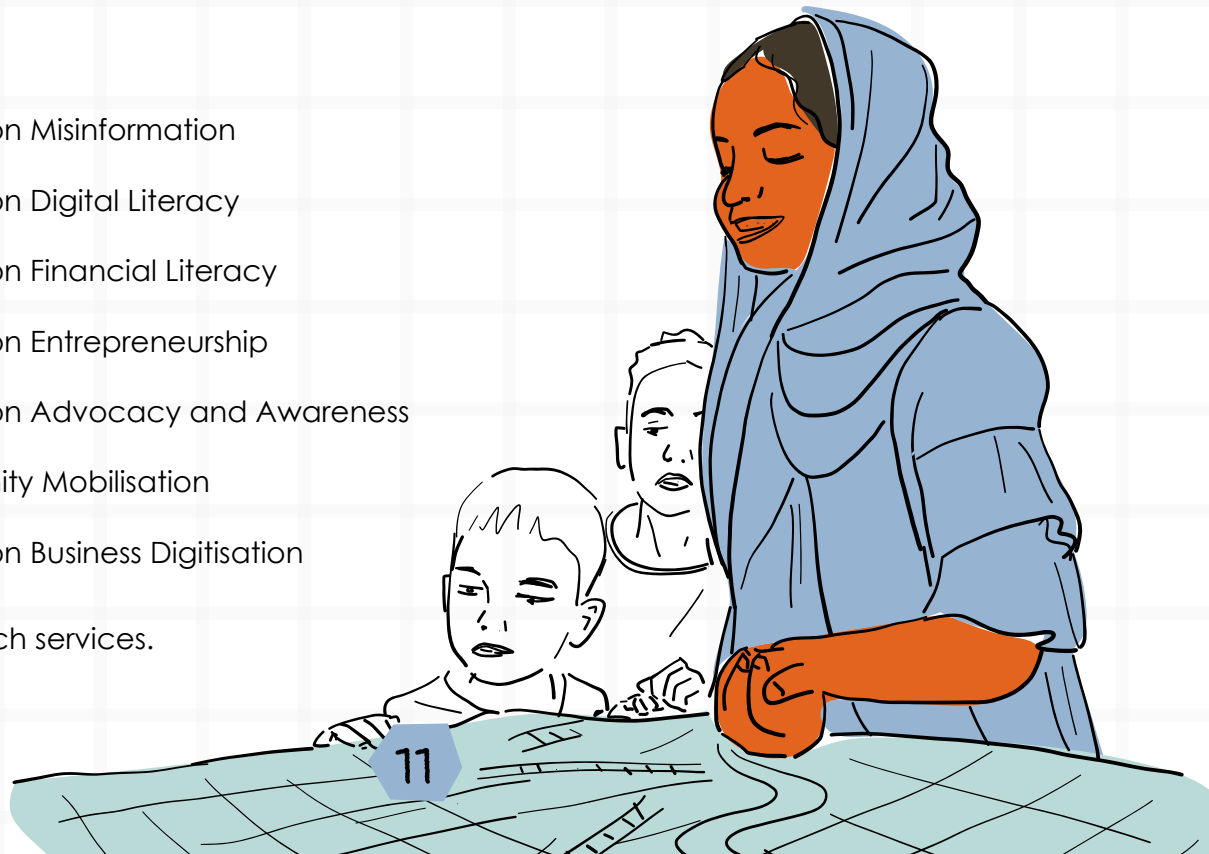
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# 6. CAPACITY BUILDING

Access to:

- Training on Misinformation
- Training on Digital Literacy
- Training on Financial Literacy
- Training on Entrepreneurship
- Training on Advocacy and Awareness
- Community Mobilisation
- Training on Business Digitisation

and other such services.

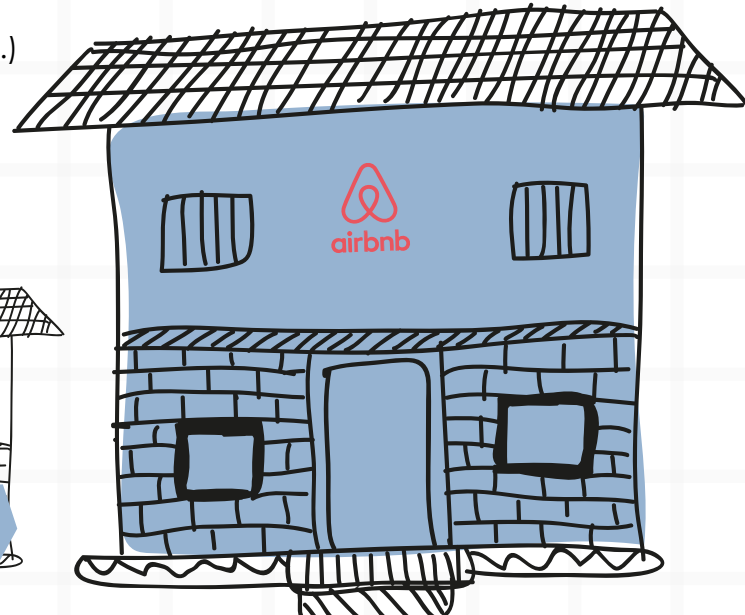
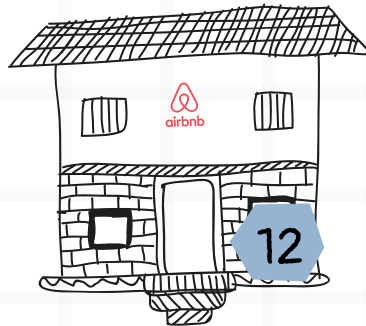


# 7. OTHER SERVICES

Access to:

- AirBnB
- Homestay
- E-Commerce (Blinkit, Amazon, Swiggy etc.)
- Rural Tourism

and other such services.

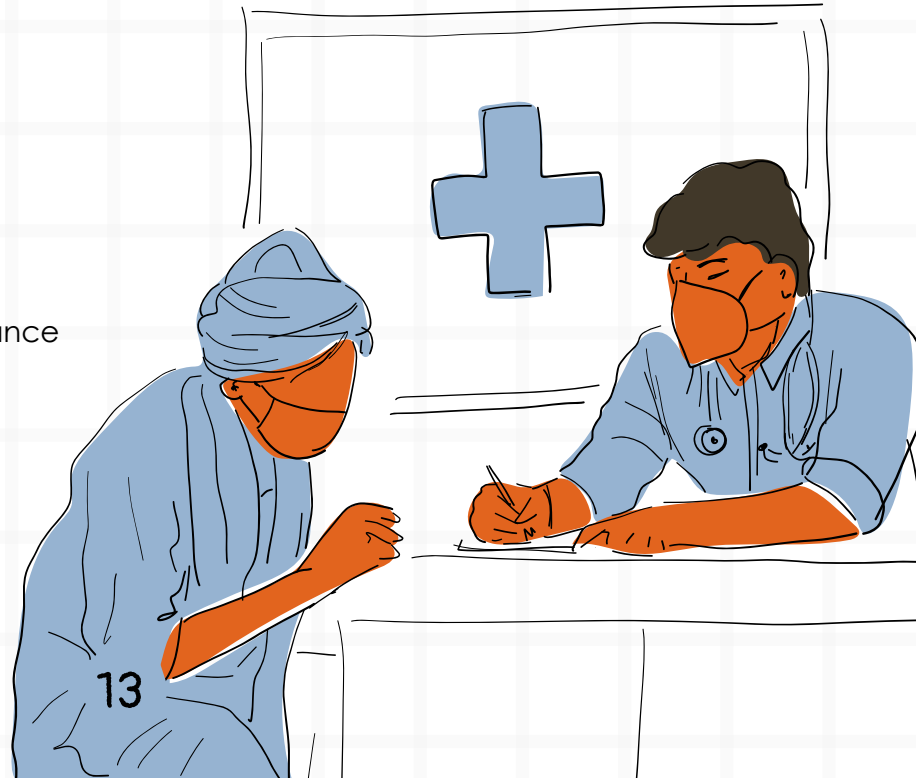


# 8. COLLABORATIVE SERVICES

Access to:

- Sensors and IOT
- Health ATM
- TeleMedicine
- Teleconference
- Safety Camera/CCTV Surveillance
- Water sensor
- AQI Index
- Agriculture sensor

and other such services.



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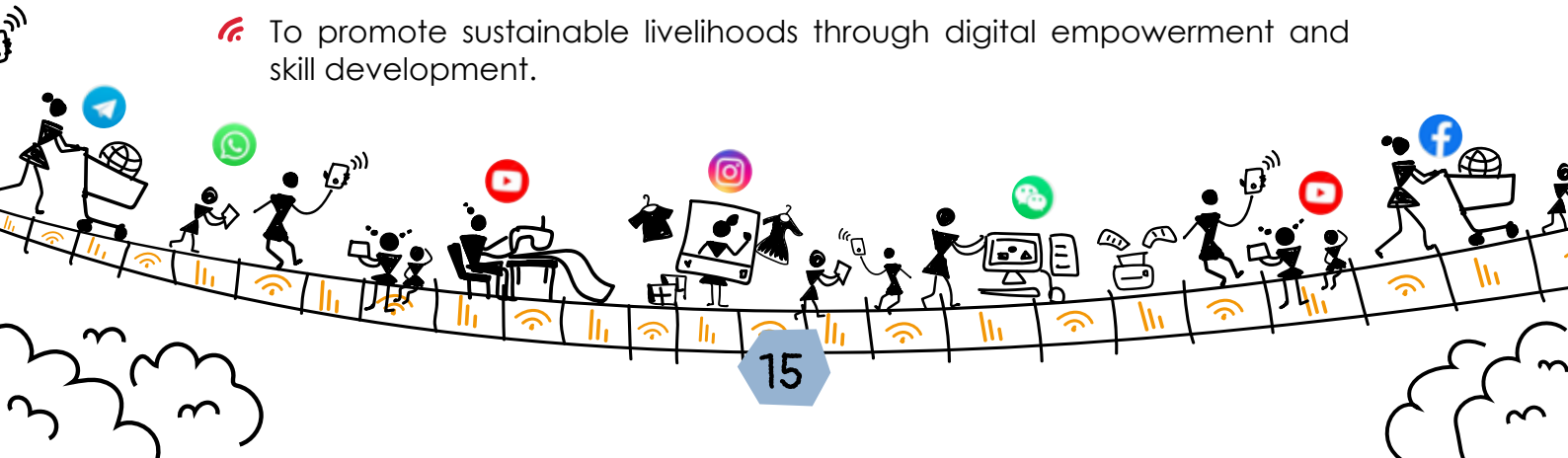
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**WHAT DOES IT  
HOPE TO ACHIEVE?**

# THE SOOCHNAPRENEUR MODEL SEEKS TO

- 📶 To democratize information access in rural India, ensuring services reach even the remotest areas.
- 📶 To foster social entrepreneurship among unemployed youth, creating sustainable livelihoods.
- 📶 To bridge gaps in public schemes information and service delivery for timely access to benefits.
- 📶 To promote sustainable livelihoods through digital empowerment and skill development.







# HOW DOES A COMMUNITY BENEFIT FROM THIS MODEL?

The SookhnaPreneur model goes beyond merely delivering limited services. SookhnaPreneurs act as vital connectors within their communities, championing the cause of information access and equitable services. They bridge the gap between underserved populations and the resources they need, empowering individuals to make informed decisions. By becoming trusted sources of knowledge and support, SookhnaPreneurs create lasting change, fostering self-reliance and resilience within their communities. Their efforts enable access to crucial services and promote active participation in shaping a more inclusive and informed society.

**1. Entitlement Services:** Improved access to affordable information, citizen services, financial tools, and digital resources for community members. Boosted economic outcomes for households through entitlement gains from public schemes on livelihoods, employment, financial inclusion, and social security.

**2. Digital Panchayat Connectivity:** Establishment of Connected Digital Panchayats, empowering citizens, government officials, and organizations with digital tools and connectivity. Greater awareness of rights and entitlements, encouraging active civic participation and engagement in governance. Improved collaboration between local government and citizens, fostering transparency and accountability in governance systems.

**3. Livelihood Opportunities:** Opportunities for Sochnapreneurs to earn a steady income through facilitating schemes and delivering digital, financial, and e-governance services.

**4. Financial Services:** Strengthened financial inclusion and sustainable income generation for Sochnapreneurs through the delivery of banking and financial support services. Increased access to both conventional and digital financial services, enabling communities to adopt banking systems and use products such as online transfers, withdrawals, and deposits.

**5. Health Services:** Facilitation of timely information on public health schemes, benefits, and services, ensuring better healthcare access for underserved communities.

**6. Educational Opportunities:** Increased awareness and access to educational schemes, resources, and digital learning tools to bridge the education gap in rural areas.

# WHAT IS THE SUPPORT PROVIDED TO SOOCHNAPRENEURS FROM THE DEVELOPMENT COMMUNITY?

- ❧ Providing essential equipment and devices.
- ❧ Managing human resources through recruitment, training, and skill development.
- ❧ Enabling livelihood opportunities by building local capacity and fostering self-sustaining communities through decentralized operations.
- ❧ Ensuring systematic monitoring and thorough documentation of services.
- ❧ Promoting transparency and accountability in all aspects of operations.



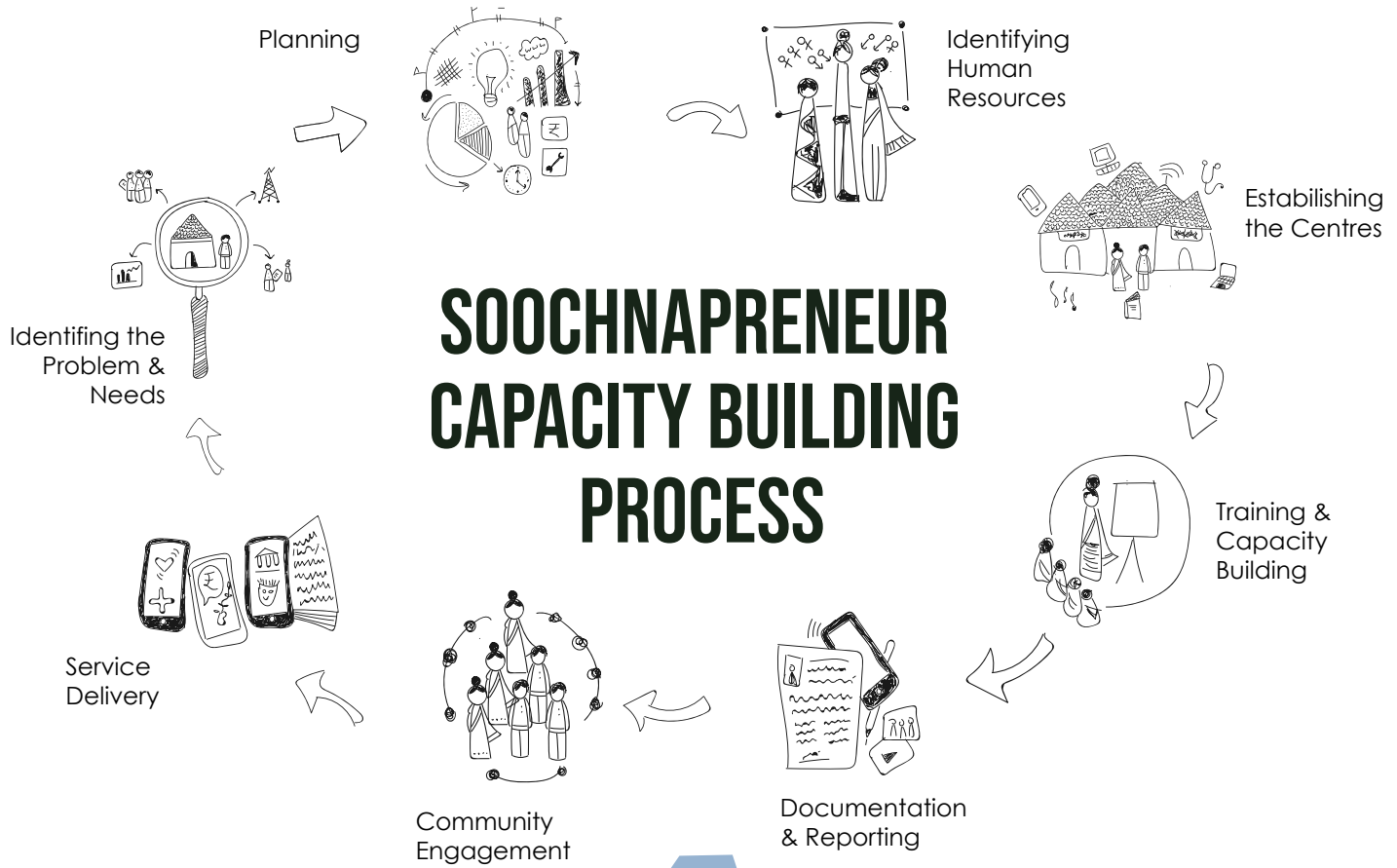
## INDIA'S EVOLVING ROAD MAP

Our larger objective at the Digital Empowerment Foundation (DEF) is to bridge the digital divide and promote inclusive development across the country. We aim to strengthen e-governance, enhance the effective implementation of policies, and create sustainable digital ecosystems. By addressing the communication gap between the government and the people, we strive to empower underserved communities with access to information, digital tools, and capacity-building opportunities. This approach ensures transparency, accountability, and decentralized operations, while enabling citizens to actively engage in governance and contribute to socio-economic progress.

# THE SELECTION CRITERIA OF THE SOOCHNAPRENEUR:

- 📶 Able to read and write basic English and any other local language
- 📶 Able to operate computers and have basic IT skills
- 📶 A resident of the local village
- 📶 From a disadvantaged or backward community
- 📶 Honest and willing to learn
- 📶 Able to showcase above average ranking in each of the 'qualities of a social entrepreneur' illustrated in the graphic
- 📶 Have family willing and support in her endeavours.
- 📶 Understanding of the socio-economic situation and constraints of the target group
- 📶 Recognition of gender - specific constraints and barriers
- 📶 Networking skills





The SoचनाPreneur model creates transformative, multifaceted impacts in rural communities. It fosters economic resilience by reducing financial vulnerability and connecting households with essential financial tools, public entitlements, and digital services, ensuring more reliable income opportunities.

By promoting community ownership of resources, the model encourages autonomy and long-term sustainability. Empowered communities actively participate in shaping their futures, building trust in local governance through better representation and collaboration with authorities.

The initiative significantly improves the quality of life by enhancing **access to education, employment, and critical information, enabling informed decision-making that benefits individuals and their communities.**

Additionally, **the model supports environmental sustainability**, advocating for reduced ecological footprints and embracing circular economy practices. This approach balances progress with environmental responsibility, creating a more sustainable future.

Together, these outcomes showcase how the SoचनाPreneur model drives meaningful and lasting change, empowering resilient and self-reliant communities.



# LEARNING THROUGH MODULES



Digital and Financial literacy



Smartphone for business



Social media (whatsapp) for business



Media and information literacy



Digital marketing



Citizen and financial services

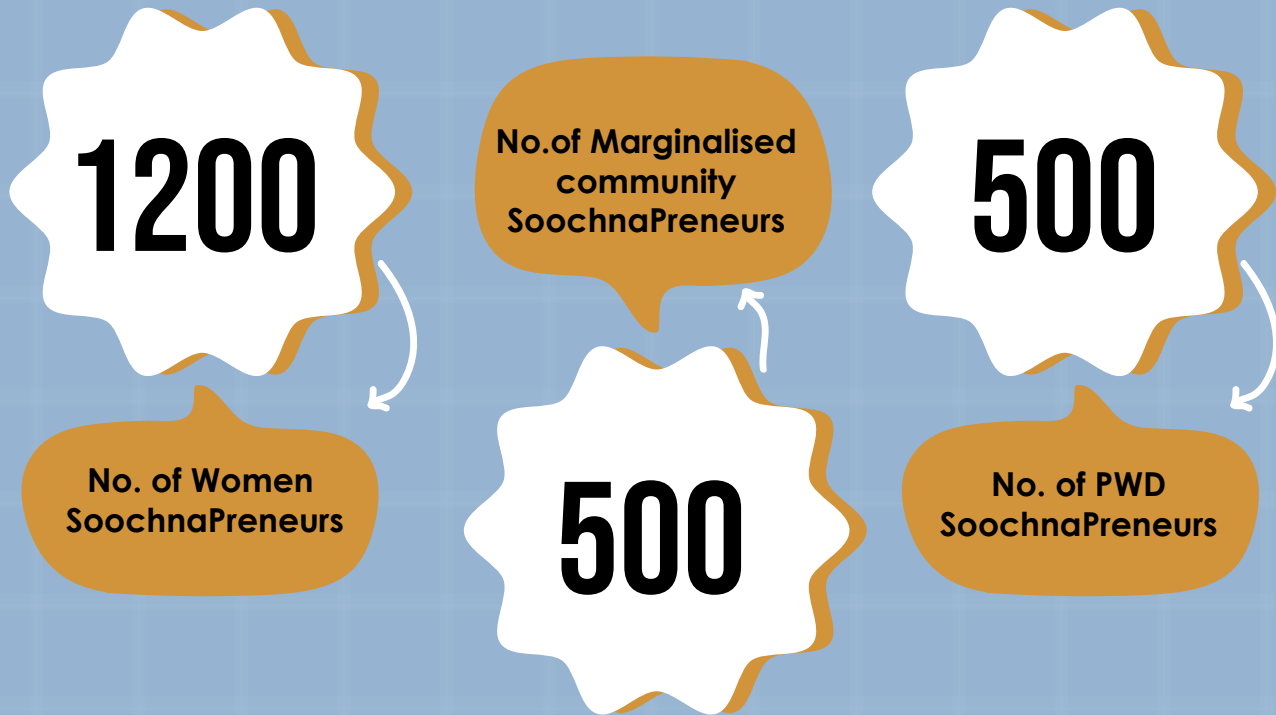


Online jobs and opportunities



Ecommerce

# IMPACT OF THE SOOCHNAPRENEUR MODEL



# IMPACT OF THE SOOCHNAPRENEUR MODEL

**8 L+**

**Entitlements Delivered:**  
Enabling communities to access their rightful benefits.

**40 L+**

**Individuals Reached:**  
Directly impacting lives through 2,000 centers nationwide.

**16**

**Curricula in Use:**  
Equipping Sochnapreneurs with diverse tools and knowledge.

**₹10K-₹12K**

**Average Monthly Income:**  
Empowering Sochnapreneurs with sustainable livelihoods.

**Strengthening Local Governance:**  
Building stronger connections between communities and local authorities.

# TO KNOW MORE ABOUT OUR WORK:





THANK YOU

