

# Understanding the 'WHY' of Digital Sarthak program?

The COVID-19 pandemic and lockdown necessities have upended social and economic progress.

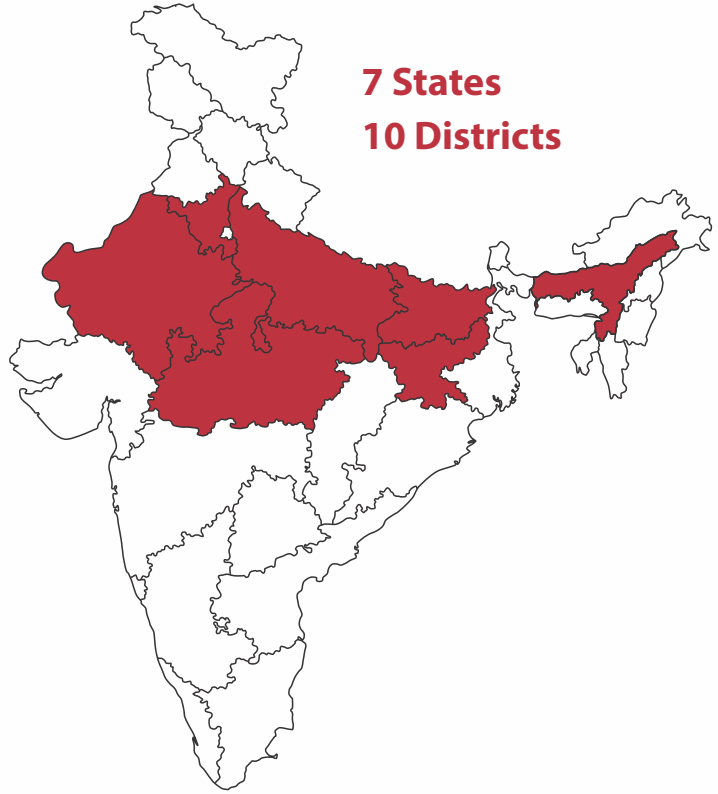
Access to services, trade and transactions has been affected tremendously and ultimately leading to loss in income and livelihood.

The two critical sectors which have faced major uncertainty and coping challenges are

Micro, Small Women Enterprise or Entrepreneurs

Women-led Community Development Organizations with limited digital capacity

## Program Locations



States	Districts
Assam	Hailakandi, Nagaon
Bihar	West Champaran
Jharkhand	Khunti, Ramgarh
Madhya Pradesh	Guna
Rajasthan	Alwar, Barmer
Uttar Pradesh	Barabanki
Haryana	Nuh

## Stakeholders who'll primarily benefit

Intermediaries  
**100**

Digital Sarthak with Digital Resource Centres

Direct Beneficiaries

**10,000**

Women Entrepreneurs (WEs)

**500**

Women-led Community Development Organisations (CDOs)

Indirect Beneficiaries

Rural Communities

Reach out to

**3,00,000**

individuals through Digital Resource Centres

Improving Digital and Financial literacy of

**1,00,000**

individuals

**Strengthening and  
Building Resilience  
of Women  
Entrepreneurs and  
Women-led  
Community  
Development  
Organizations  
through Digital  
Up-skilling**



## About DEF

Digital Empowerment Foundation (DEF) over the last 20 years has been proactively working in rural and urban spaces to empower communities with ICT tools and digital interventions. Providing internet connectivity in remote areas, creating digital classrooms in villages, training and building capacity of youth has been some of the key areas of work.

### DEF's presence:

- 25 States and Union Territories
- 130 districts
- 700 locations
- 10,000+ Digital Volunteers

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## Program Objectives

- Capacity building of the 100 Digital Sarthaks from 10 districts who will engage with WEs and Women-led CDOs
- Digital Sarthaks to run the Digital Resource Centres equipped with multi-function Printer and Smartphone to provide digital services and government schemes
- Digital up-skilling of 10,000 WEs and 500 Women-led CDOs from marginalised and underserved regions
- Strengthening and building government linkages with Ministries of MSMEs, Women and Child Development, Rural Development and Panchayati Raj

