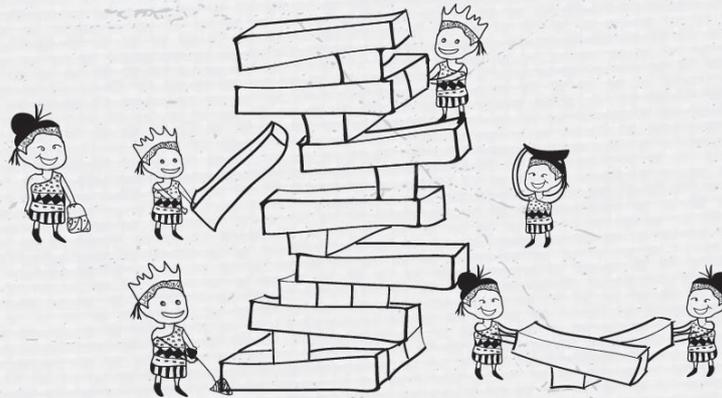




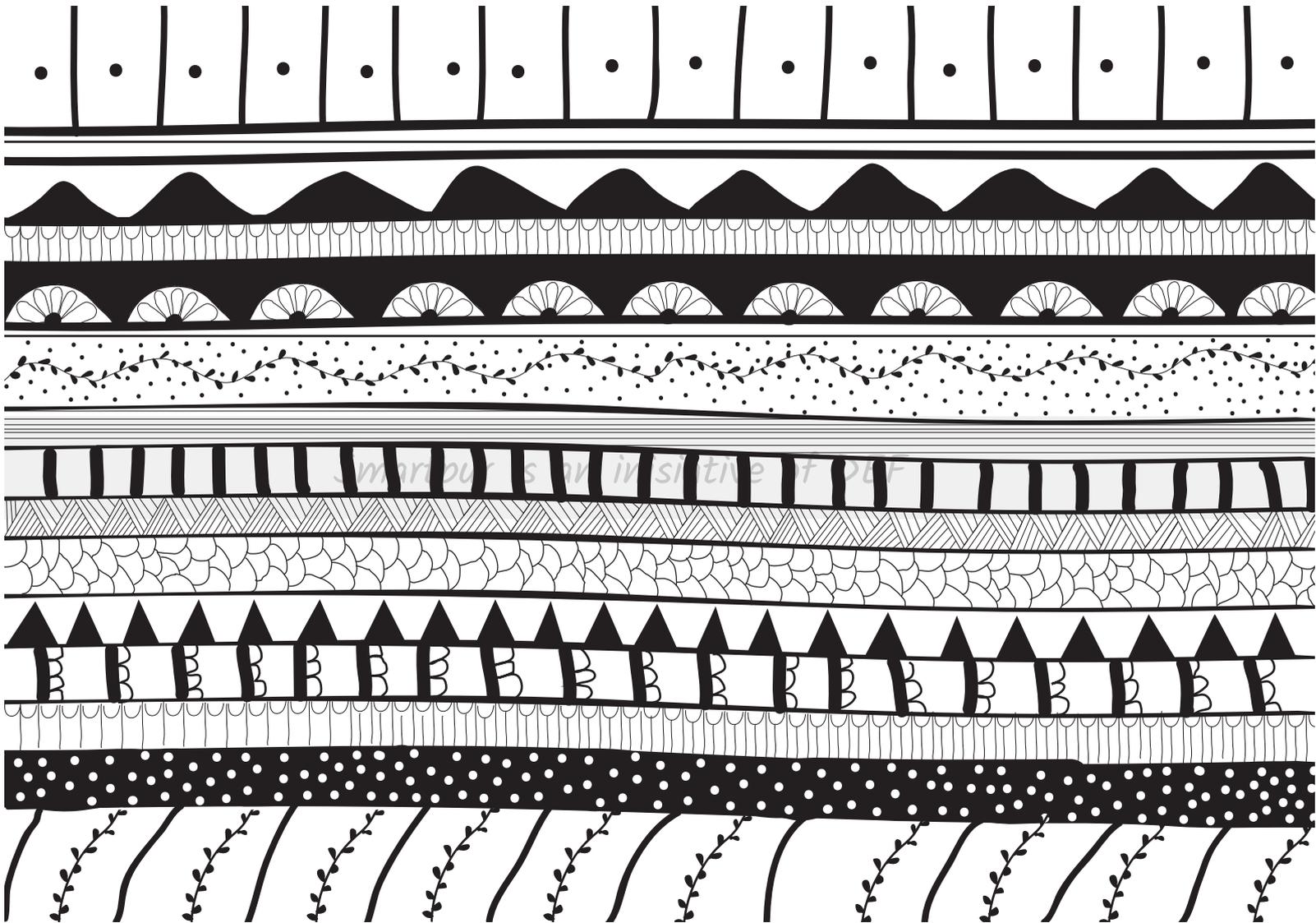
ESTABLISHING SMARTPUR

A holistic guide for creating smart villages



PART-2

Smartpur is an initiative of DEF





Establishing smartpur a holistic guide for creating smart villages

This work is licensed under a Creative Commons Attribution 4.0 International License.



Developed by Digital Empowerment Foundation

Reviewed by Osama Manzar

Smartpur is an initiative of DEF

Written by Sharada Kerkar

Edited by Udit Chaturvedi

Design & Layout by Bhawana Mahariya

Illustrations by Bhawana Mahariya and Sharada Kerkar

Published & distributed by Digital Empowerment Foundation

Contact

Digital Empowerment Foundation

House No. 44, 2nd & 3rd Floor (Next to Naraina IIT Academy)

Kalu Sarai, (Near IIT Flyover), New Delhi - 110016

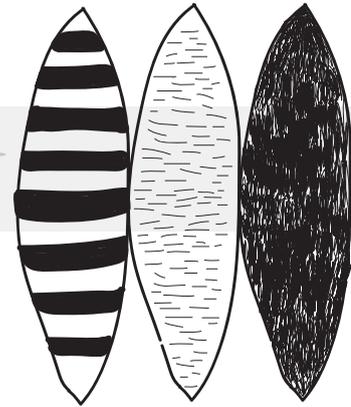
Tel: 91-11-42233100 / Fax: 91-11-26532787

Email: def@defindia.net | URL: www.defindia.org

CONTENT

<i>Introduction</i>	-----06
<i>Identifying the social problems and community needs</i>	-----08
<i>Identifying human resources</i>	-----20
<i>Establishing the centres</i>	-----32
<i>Training and capacity building</i>	-----50
<i>Documentation and reporting</i>	-----54
<i>Community engagement</i>	-----60
<i>Let's recollect</i>	-----62

Smartpur is an initiative of DEF





INTRODUCTION

This module elaborates the methodology of setting up a digital village ecosystem. It broadly aims to take you through the process of understanding every step before you begin structuring your project idea.

an initiative of DFF

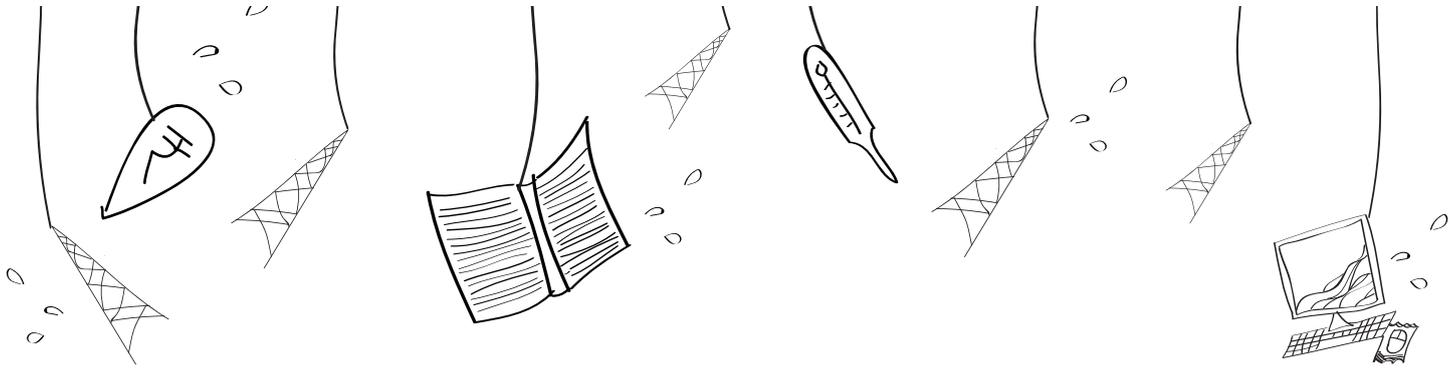
It describes the process of identifying the social problems and the needs of the community, planning your project, identifying human resources, establishing the centres, training and capacity building of rural entrepreneurs, documentation & reporting and community engagement.



Smartpar is an initiative of NEEF



IDENTIFYING THE SOCIAL PROBLEMS AND COMMUNITY NEEDS



The relevance of any project solely depends on whether or not the social problem has been identified clearly and the needs of the community understood. It is necessary to define the social problem, quantify its issues and specify the targets in order to understand the scope of the problem.

In the Smartpur project, we identified various problems across each of the pillars;

Education: inadequate and affordable access to quality educational resources, poor IT skills, no easy access to vocational training / education, limited access to digital infrastructure, unaffordable digital learning, low literacy among women.

Health: Inadequate access to quality

healthcare and poor awareness of preventive healthcare measures, illness unidentified at initial stages, basic diagnostic tests require travel and time, Health facilities don't keep medical histories, Women don't have easy access to healthcare, referral hospitals have long waiting time leading to high costs.

Governance: lack of information dissemination on government schemes, limited participation of community in governance, traditional tools used for information dissemination, poor grievance redressal.

Finance: Lack of awareness on financial schemes, lack of availability and ease of access to financial services, internet banking facilities untapped.

Livelihood: Women lack opportunity to learn vocational skills, Motivation to work among men and women is low, Jobs aren't aspirational, employability is a problem even if they are qualified, People want to move away from agriculture, Knowledge about alternate jobs is poor, Non availability of skill based jobs for women and men.

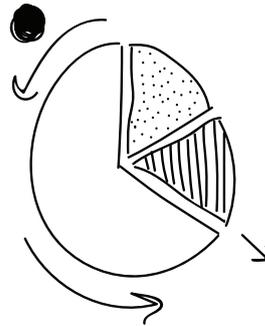
Entertainment: Limited access to entertainment, Women and girls don't have access to phones, Women and girls have restricted access to recreational activities.

There are several ways of arriving at the cause of the problem and pinpointing what the community wants. The following are some of the common ways of assessing the same for a Smartpur.

SECONDARY RESEARCH

Find statistics and figures from government reports, Census data or any other reliable research material on states and districts with low literacy levels, healthcare facilities, depleting employment rates, high migration, poor infrastructure, lack of connectivity and low on other human development indicators.

This would help you gain distant but fairly good picture of the larger region that you wish to work in.



RECCE

Smartypix is an initiative of DEF

The objective of a recce is to gather first-hand information on the proposed area of intervention to understand the demography, geography, socio-economics and even the cultural status of the community. Conduct a ground visit to investigate the needs and problems of your stakeholders by organising individuals interviews, group meetings, focused group discussions and informal gatherings with stakeholders of the primary and secondary schools, hospitals, health centres, local government bodies, private competitors, vocational training institutes and community members. Use a standardised recce form to record your quantitative and qualitative observations.



Scan the QR Code or click [here](#) to access the Recce Form



WIRELESS NETWORK FEASIBILITY STUDY



Smartpur is an initiative of DEF

The aim of this study is to gauge the feasibility of setting up a wireless network between the potential hub and spoke locations. The study will showcase the technical details of wireless project implementation like link length, bandwidth throughout between point-to-point, climate factor, losses and standards of the Point-to-Point (P2P) connectivity, etc. Follow the Wireless Network Feasibility Guidelines and use Cadmium Networks or any other software to derive at technical details of the study.



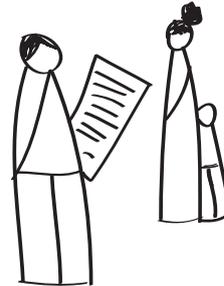
Scan the QR Code or click [here](#)
to access the Wireless Network
Feasibility Guidelines

Smart Village and Wireless Feasibility Survey
On the completion of the recce and Wireless Feasibility Survey, you will be able to shortlist the final list of hub and spoke villages. The following are the main factors that positively influence the selection of these villages:

- ➡ No easy access to town and cities
- ➡ Large population size (4000-10,000 people per village)
- ➡ Availability of basic infrastructural facilities like electricity, sanitation and transportation
- ➡ Availability of cost effective-physical space for the establishment of centre and tower
- ➡ Availability of backhaul

BASELINE SURVEY

The objective of the Baseline Survey is to provide quantitative and qualitative information on the economic, social, health, livelihood, infrastructure, connectivity and education status of the population. Conduct door-to-door interviews with one person per household in the shortlisted villages. Ensure that a significant number of people are surveyed in comparison to the total population. Follow the Baseline Survey Guidelines and access the Baseline Survey form through the ODK Collect App on your Android phone.

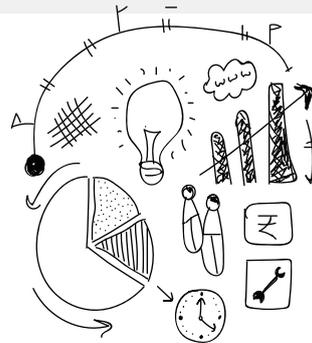


Scan the QR Code or click [here](#) to access Baseline Survey Guidelines

PLANNING

Once the social problem is identified, the next step is to define a long-term vision and the path to get there. Thinking about the tasks before actually starting to implement it helps to accomplish the work smoothly. When thinking is done logically and sequentially, then it is called planning. A few basic questions always help in Thinking logically.

Smartpur is an initiative of DEF



IMPLEMENTATION

OPERATIONAL RESULTS

DEVELOPMENT RESULTS

What resources are used?

What is done?

What is produced or delivered?

What changes do we need to achieve?

What is our long term goal?



INPUTS



ACTIVITIES



OUTPUTS



OUTCOMES



IMPACT

Smartpur is an initiative of DEF

Financial, Human and Material Resources

Tasks and actions to transform inputs into outputs

Products generated and/or services delivered

Intermediate effects on beneficiaries

Long term changes in social, economic and environmental conditions

IMPACT

 What will your project achieve in the long run? What global goals will you be able to contribute towards?

OUTCOME

 What are the specific goals? What are the benefits that the project or the intervention is designed to deliver?

OUTPUT

 What are the results that you will see from the project activities?

Smartpur is an initiative of DEF

ACTIVITIES

 How will they be carried out?

INPUTS

 What resources are required? Who will do the work? How much will it cost?

TIMELINE

 When will the activities be conducted?



Scan the QR Code or click [here](#)
to access an example of the Logical
Framework of one Hub-Spoke locatio

Smartpur is an inisiative of DEF

The final answers to these questions will help you plan the logical framework of the project.

The objective is to explain your overall vision with as many details as a good story would require. Remember that it is not only about presenting the social goal of your project, but also describing the link between your activities and your objectives. Further, it is important to analyse the obstacles that hinder the solutions to the problems identified, find the means of action, list the indicators of success and recognize the assumptions of the model.

THE OBSTACLES TO OVERCOME:

➡ *What are the roadblocks to clear? Try to list the elements that prevent this change from happening and the preconditions desired for the success of your project.*

THE MEANS OF ACTION:

➡ *Where do you put your energy to clear the roadblocks? For every roadblock, try to list some of the keys actions necessary to implement.*

THE INDICATORS OF SUCCESS:

➡ *When will you find out that you have succeeded? This step consists of identifying the indicators of success, which include visible changes or proof of a positive change.*

ACCEPTED TRUTHS:

➡ *What are the assumptions that you have made about the community, resources and other factors that would influence your project?*

Smartpar is an initiative of DEF

IDENTIFYING
HUMAN
RESOURCES



Smartpur is an initiative of DFT

We believe that social change is possible and that it can be driven by individuals and organisations who believe that they can be the change-makers. If you see hope and possibility for change, it is quite possible that you have the spark needed to make a positive difference in the world, whether it is within your neighbourhood, across your country or even in a virtual community. A team of spirited people can ensure the success or failure of the project.

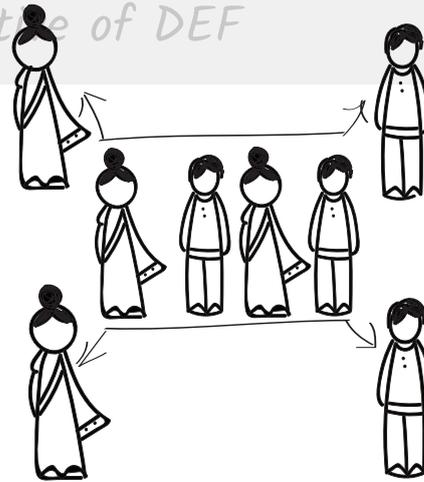
Let us see what the requirements of this project are, and how to identify the right people assign them their roles and responsibilities.

GOVERNANCE MODEL

The Smartpur governance model is a collaborator model wherein the implementation organisation (in this case, DEF) and funding agencies (in this case, Nokia) and monitoring agencies (in this case, Niiti Consulting) collaborate with local government, village-level organisations to develop Smartpur.

In the implementation team, the Project Manager, Finance Executive and Senior Network Engineer form the top management. They are responsible for the programmatic, financial and wireless connectivity, respectively, of the of two Hub-and-Spoke project locations.

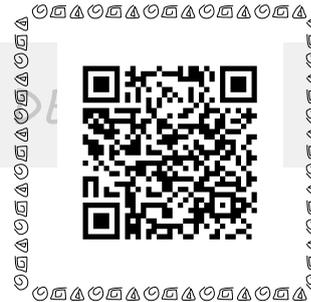
Smartpur is an initiative of DEF



HR STRUCTURE

At every Hub-and-Spoke location, a Centre Coordinator heads the operations and leads a team of 12 to 14 entrepreneurs, each looking after different services at the hub and spoke centres. Among this team, one entrepreneur is responsible for the running and operations at a spoke centre each, providing education, health, governance, finance, entertainment and livelihood services with support from the hub centre. The other three to five entrepreneurs operate at the hub centre, dividing between them the roles of a Soochapreneur who delivers governance and financial services; a HealthPreneur who provides health-related services, an IT Trainer and Tutor who provides educational services and a Field Support Staff who helps in the overall functioning of the hub centre.

Additionally, a Network Engineers leads one Hub-and-Spoke location to overlook the functioning of the wireless network connectivity across the 10 locations, with possibly the help of a Junior Network Engineer.



Scan the QR Code or click [here](#) to access the Roles and Responsibilities human resource.

SELECTION OF HUMAN RESOURCE

The identification and selection process of the human resource begins simultaneously with the recce and baseline survey through primary level of inquiry and word-of-mouth regarding the upcoming project. This selection process should involve at least two rounds of interview with the management team.

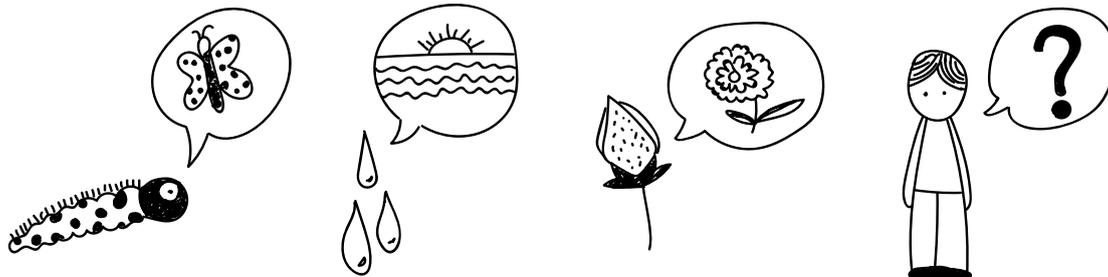
THE SELECTION CRITERIA FOR THE HUMAN RESOURCE, ESPECIALLY THE ENTREPRENEURS, MUST ENSURE THAT THE MALE OR FEMALE ENTREPRENEUR IS:

-  *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*

“ Be the change
you want to
see in the world ”

QUALITIES OF A SOCIAL ENTREPRENEUR

Several studies across the globe have shown that social entrepreneurs (change-makers) have a particular set of skills and attitudes to that make them different from the others and define their success. Let us take a look at some of the qualities required in a social entrepreneur.





Evaluate yourself and others in your team on the basis of the above qualities. Rate yourself and other team members on each of these qualities to identify each other's strengths and weaknesses. Then, create a plan to improve your weak skills and competencies.

RESILIENT

 She/he is resilient in the face of adversities, obstacles, challenges, and failures. When things fall apart, she/he is rise to the occasion or can thrive in the most ferocious storms through learning and feedback.

CREATIVITY AND INNOVATION

 She/he sees new possibilities and thinks in unconventional ways. She/he sees connections and patterns where few other people would ever imagine, and think out of the box.

EMPATHY

 She/he is able to put themselves in the shoes of others, and imagine perspectives other than their own; this is one of the most valuable qualities for understanding the needs of others whom they serve.

EMOTIONAL AND SOCIAL INTELLIGENCE

 She/he is excellent in connecting with others and building strong relationships. She/he communicates well and listens patiently.

GOAL SETTER

 She/he has a goal and an objective, which is specific, measurable, attainable, relevant, and time bound (SMART).

RECOGNISING UNJUST SOCIAL ISSUES



She/he starts by identifying a problem, and has the ability to dissect the problem to its core and understand the underlying social, economic or political injustices.

IDENTIFYING BUSINESS OPPORTUNITIES



She/he is able to seize an opportunity to make money from selling goods or services in the open market, but is also interested in reinvesting their profits to solve social problems.

LEADERSHIP



She/he takes initiatives and actions to solve problems rather than complain about the same.

Smartpur is an initiative of DEF

OPTIMISM



She/he is confident about achieving a bold vision, even when others may have doubts, and has a strong sense of self-efficacy or belief in bringing about a change.

GRIT



She/he has the relentless drive to achieve goals and complete commitment to achieving the assigned tasks with perseverance, passion and hard work.

ESTABLISHING
THE CENTRES

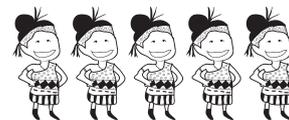


SETTING UP THE PHYSICAL CENTRE SPACE

Smartpur is an initiative of DEF

One of the most important steps of establishing up a digital village ecosystem is the setting up the physical centres. This includes finding a space for the centre, procuring infrastructure, installing the infrastructure, and working on the interior and exterior communication design. Let us understand each of these details.

The spaces identified for the set-up of hub and spoke centres must be preferably housed in an existing government building or panchayat, or in an entrepreneur's private residence, thus ensuring that it is available for the project free of cost or for a minimum rent. The hub centre needs a minimum of 1000-1500 square feet area divided into three rooms whereas the spokes can be set up anywhere between a 600-1000-square-feet room.



**BEFORE SETTING UP THE INFRASTRUCTURE,
IT IS IMPORTANT TO ENSURE THAT THE PLACE
HAS:**

- ★ *Access to communities of different castes, race, gender, religion and creed.*
- ★ *Electricity connection and electrical fittings with earthing system throughout the centre*
- ★ *A toilet for both males and females*
- ★ *Provision of drinking water facility*
- ★ *Proper lighting and ventilation*
- ★ *Rooms that are painted and tiled*
- ★ *Maintenance and repair of existing building space*
- ★ *Secured locks and grill system with physical boundary wall or gate if required*
- ★ *Signed rent agreement or processing of any legal formalities required*

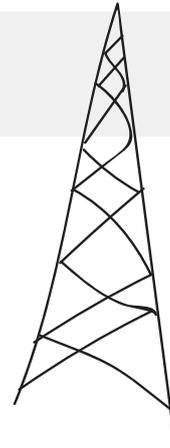
Smartpal is an initiative of DEF

PROCUREMENT OF INFRASTRUCTURE



Smart India is an initiative of IITM

This process involves the procurement of furniture, digital infrastructure and tools for wireless connectivity. It involves the process of finding, agreeing terms and acquiring goods or services from an external source. It generally involves making buying decisions under conditions of scarcity. Various factors influence the decision making in this process, and it is essential that you ask yourself a few questions before buying the goods and services.



➡ Is it the right time to buy, or can I waiting a little longer? There is a lot of infrastructure that is commonly required for the hub centre and spoke centres.

➡ However, sometimes the roll out plan requires you to start the implementation of hub centre much before the spoke centres. What will you do in this case? Will you buy the infrastructure for the Hub first or will you buy the infrastructure for both tomorrow?

➡ Should I buy in bulk to save costs or buy on a need basis? If you buy in bulk and you don't have to set it up immediately, where will you store it? Do you have a storage space?

Smartpur is an inisiative of DEF

➡ Is there an alternative product at a cheaper cost? Will the alternate be useful or would it compromise the quality too much?

➡ How should I deliver it to the final destination? Often couriers become expensive and one may have to find alternatives like booking a truck, tempo to deliver the goods together.

➡ Have I maintained all the paperwork required? It is important to maintain bills, quotations and other documents to avoid any compliance and legal issues.

➡ All these decisions should be reached up based on a balance between time, quantity, quality and cost. Pre-planning and following the roll-out plan will help make cost-effective and efficient choices.

A FEW POINTS THAT WE NEED TO REMEMBER BEFORE PROCURING THE PRODUCTS AND SERVICES ARE:

- ➡ Follow all standard processes of the organization
- ➡ Conduct due-diligence for authorization of each vendor and each purchase
- ➡ Procure quality goods and services at optimum price
- ➡ Ensure best terms and conditions
- ➡ Exact requirements as specified by the organization or donors should be met
- ➡ Ensure fair and equal access to the suppliers, consultants and contractors for award of contracts for supply of goods, services or works.
- ➡ Ensure overall cost and quality optimization

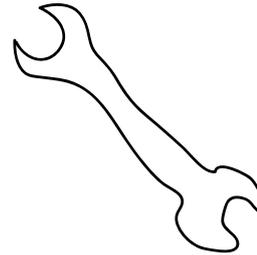
Smartpur is an initiative of DFF

The following infrastructure will be required for every Hub and Spoke centre. However, in cases where there is a need, infrastructure can be added or subtracted at each centre.

HUB INFRASTRUCTURE	SPOKE INFRASTRUCTURE
10-13 Laptops or personal computers	2 Laptops or personal computers
2 Projectors and Screens	All-in-one Printer
1 All-in-one Printer	Solar Panels
Lamination Machine	Invertor and Battery Back up
Diagnostic Kit	Wireless Network Tower
Micro ATM	1 Tablet
Invertor and Battery Back Up	
Solar Panels	
Wireless Network Tower	
2 Tablets	
CCTV	

Smartpur is an initiative of DEF

SETTING UP THE INFRASTRUCTURE



Smartbut is an initiative of PEF

Once the centre space is ready to be used and the entire infrastructure procured, it is time to set it up! This process may seem like simply unloading all the material and stocking it up in a room, but it is much more than that. It involves thinking about three components: Who will be using the space? How many people will be using the space? What will it be used for? Answers to these three questions will help you decide the overall arrangement and how it can be most functional. Let us look at the installation of the devices and communication design of the centres.

INSTALLATION OF INFRASTRUCTURE

This process involves the physical installation of the all the equipment, devices and furniture; making them functional; and officially declaring the owner/caretaker of the resources.

Installation and Functionality: All devices will be used for different purposes and need to be installed as per the technical requirements and usage. Let us take a look at the setting of a few devices and spaces.



➡ At the hub centre, as per the availability of space, you need to arrange the devices pillar-wise. However, the solar panels, battery back-up, inverters will serve the entire energy needs of the entire centre.

➡ The Education pillar requires five laptops for the digital education classroom, each kept on computer table with two stools each. The room must also be equipped with a projector, all-in-one-printer, tablet, white board and stationery. The IT Trainer and Tutor would work from this room, so they must have an office desktop/laptop. The entertainment pillar is also served from the same room, thus would require an additional

projector incase on-the-move activities need to be conducted.

➡ The Governance and Finance pillar can operate from one room. One laptop, coloured printer, lamination machine, tablet and micro ATM are the key devices required to deliver the services under these pillars. The SoochnaPreneur, who offers governance-related services, has to be provided with a laptop and an on-the-counter set up to deliver services to the people of the community.



→ The Health pillar is set up like a mini-clinic with a patient-bed and a space for offline and online medical consultation facility. It must be equipped with two laptops and diagnostic kits. There should also a storage facility for medical tools and other medical supplies.

→ The Livelihood pillar's infrastructure depends on the type of dominant vocation of the region, and operates from the hub centre or within the community.

In a spoke centres, two laptops, an all-in-one-printer, a tablet, an inverter, a battery back up and solar panels are required to deliver governance and digital services.



→ Wireless network connectivity is ensured by setting up a central tower at the Hub Centre and getting backhaul from Class B Internet Service Provider (ISP) with a speed of 20 MBps. Using Point-to-Point (P2P), the connectivity is brought from the backhaul to the target location using 30 dbi - ubiquity antenna with Basebox S. Further, the method of line-of-sight is used to check if the spoke locations can be connected and, accordingly, broadcasted.



Safety and Security: The digital infrastructure at the centres will be used by the public and is highly prone to damage. It is thus mandatory to insure the devices to avoid high expenditures in case of damage. However, at the same time, the caretaker of the infrastructure must be responsible and must take extra care to ensure its safety and security.



COMMUNICATION DESIGN



While establishing a new centre, most of the efforts are often spent to ensure the digital equipment has been duly checked and installed at the right place. Due to this, one of the most important aspects of centre planning, centre communication design, is often neglected.

Commonly misconstrued as 'centre decoration', the purpose of communication design is way beyond this misinterpretation. It is a medium that enables the community to connect instantly with the organisation's core values and services available. The design not only renders character to a centre, but also sets a strong positioning statement for the project, making it a name synonymous with digital empowerment.

This way, centre communication design:

- Creates a clear positioning about the centre as a hub for digital services and information for visitors
- Generates quick awareness among the masses through crisp messaging accompanied with striking visuals
- Makes the centre a 'go-to' destination to access any welfare-related information
- Generates excitement and curiosity among target beneficiaries, motivating them to visit the centre more frequently

It is imperative to design a Smartpur centre in a way that it creates a positive ambience for visitors. Moreover, as an information resource centre, it is necessary to make optimum utilisation of the centre plan for knowledge dissemination. This requires posters, banners, pictorial charts, stickers, brochures, flyers and media boards, among others. All of these are visual communication elements that, when put up at pre-determined spaces, add immensely to the awareness generation process and enhance the overall learning experience for people.

Additionally, messaging content includes Smartpur values and information about the pillars of Education, Health, Governance, Finance, Livelihood and Entertainment and they services offered at the centre.

The following IEC (Information, Education and Communication) materials should be displayed inside and outside the centre in the local language.

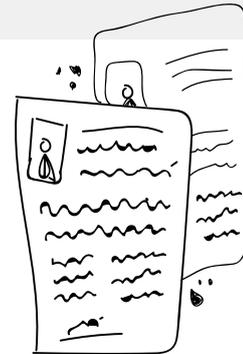
Smartpur is an initiative of DEF



INTERIOR COMMUNICATION COLLATERALS

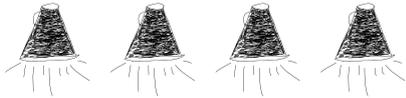
- ★ *Smartpur banner*
- ★ *Village/community map*
- ★ *Helpline numbers (child, women, police, fire, ambulance, etc.)*
- ★ *Village/Community resource persons list and contact details*
- ★ *Smartpur pamphlets and posters*
- ★ *List of all services available at the centre*
- ★ *Certificates of Digital Literacy Course*
- ★ *Framed samples of locally produced art and craft*
- ★ *Posters to create awareness about health, sanitation and education issues*
- ★ *List of social welfare schemes available in the region*
- ★ *List of commercial Wi-Fi offers*
- ★ *Dos and Donts for the centre*

Smartpur is an initiative of DEF

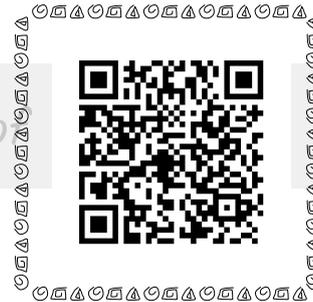


OUTDOOR COMMUNICATION COLLATERALS

- ★ Signages place at apt locations
- ★ Exterior walls painted to list the features & services offered at the centre
- ★ Smartpur posters pasted at panchayat bhawan, primary health centre, aanganwadi, post office, banks, schools, bus stand, food/tea stalls, street corners, Atal Seva Kendra and any other high-density community places.

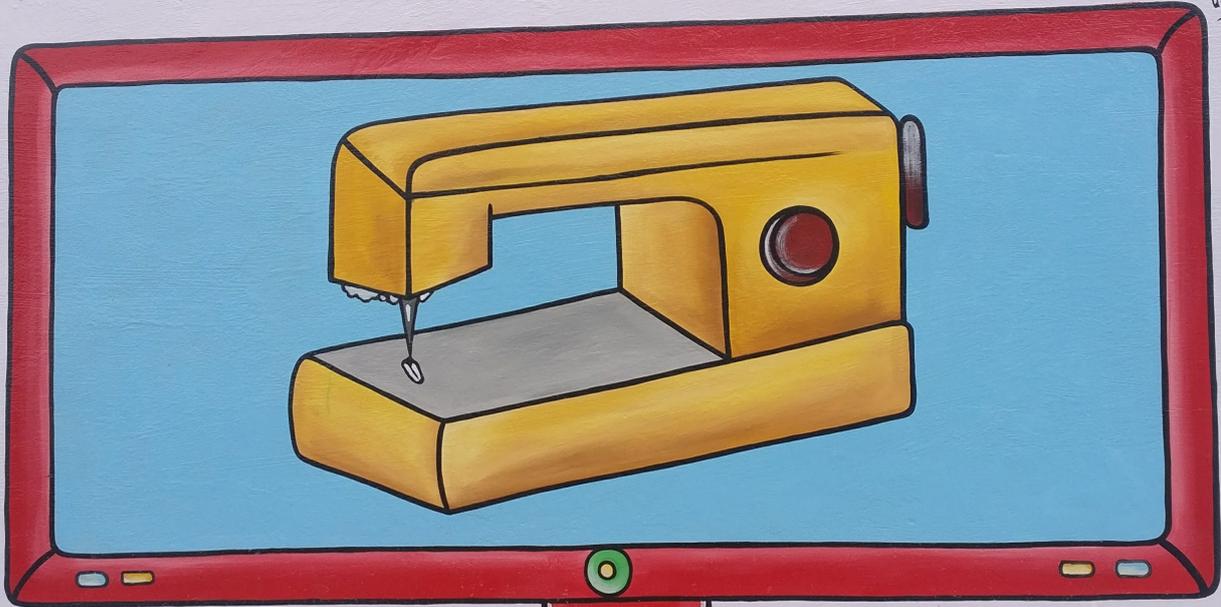


Smartpur is an initiative of



Scan the QR Code or click [here](#) to view Smartpur collaterals

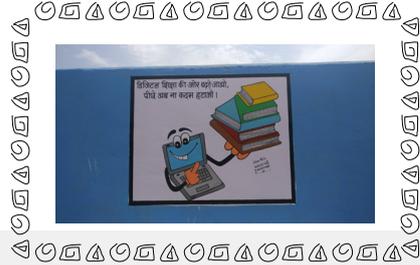
Jaipur Arts
WASEEM TAIN
M.9050694480
M. " 37 " ..



रोजगार उपलब्ध सारे जहाँ,-

प्रशिक्षण उपलब्ध हमारे यहाँ।

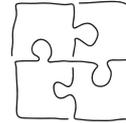




Smartpuris is for DEF



BRANDING GUIDELINES



Branding ensures consistency on every level. From your logo to brand colors to messaging, your brand guidelines serve as a reference for everyone in your organisation to consult before developing any collateral or speaking on behalf of the project or DEF.



Scan the QR Code or click [here](#) to view Branding guideline.

Here are a few guidelines that you need to follow.

- ★ Do not place the logo on a busy background
- ★ Do not tilt the logo
- ★ Do not use the logo in a repeated pattern
- ★ Do not distort the logo
- ★ If the background is in one of the colours in the logo, reposition it to ensure all elements of the logo are visible
- ★ Make sure that there is a high contrast between the background and the logo
- ★ Do not use any effects (such as drop shadow, bevel, emboss, etc) for the logo
- ★ Do not change the original colour of the logo
- ★ Do not use the logo without prior permission from the DEF Communication Team. Send them the designed collateral via mail (contentteam@defindia.org) for approval.

“Smartpur,
the smart
project”

TRAINING
AND CAPACITY
BUILDING

Trainings and capacity building workshops are very essential components of the model and aim to train the entire on-ground project management team in delivering the project efficiently and effectively. Below mentioned are different types of workshops designed for various stakeholders.



Smartpur is an initiative of DEF

SMARTPUR ORIENTATION

WORKSHOP (SOW) is a three-day workshop held exclusively with the Project Managers and Project Coordinators to orient them about the idea, concept, ecosystem and model of Smartpur. It also introduces them to the Logical Framework and how every activity is linked to a specific objective. It aims to align the staff with the larger goal and value system of Smartpur. A similar workshop is carried out with the on-ground entrepreneurs.

SMARTPUR REFRESHER

TRAINING is a one or two-day workshop to review, reinforce and upgrade the coordinators and entrepreneurs' existing knowledge and skills on the operations of Smartpur.

MONITORING MECHANISMS

WORKSHOP is a one-day workshop conducted with on-ground staff that focuses on the tools and methods used to document and report the day-to-day

activities across each of the pillars. These tools record the indicators that help in analysing the social outcomes and impact of the project.

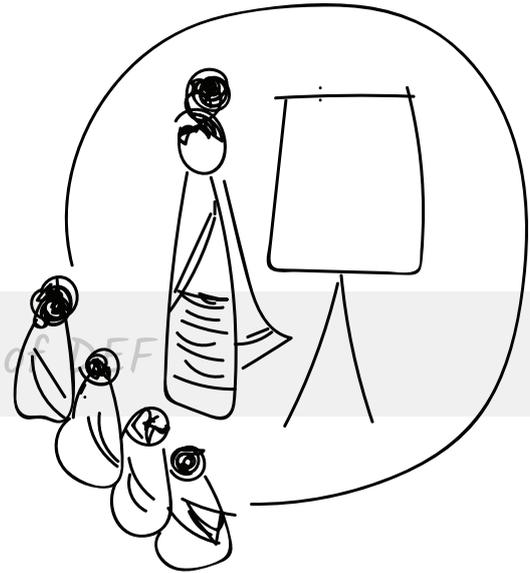
DIGITAL APPLICATIONS AND TOOLS TRAINING

conducted with on-ground staff equips them with the tools, apps and resources required to provide services under the pillars of education, health, governance, finance, livelihood and entertainment. These

trainings are provided on a one-on-one basis, depending on the role of the entrepreneur and range from one to two days.

CAPACITY BUILDING WORKSHOPS are conducted to build the existing skill sets of an entrepreneur in the subject of his choice. These trainings are especially relevant in situations when a person with all the necessary skills sets is not found for a particular role and you have to train local people for the desired role.

POWER WORKSHOPS are one-day motivational workshops conducted to boost the staff and revive their spirit. These are often conducted when things are slow or there have been recent failures.



All the above trainings and workshops are interactive, practical and some also involve field visits. They are conducted at the centre or in external training halls.

NOTE: IT IS IMPORTANT TO MAINTAIN A RECORD OF ALL THE ACTIVITIES THAT ARE CONDUCTED DURING A WORKSHOP. THE FOLLOWING ARE THE LIST OF DOCUMENTS THAT NEED TO BE MAINTAINED FOR EVERY WORKSHOP.

- ★ *Agenda*
- ★ *Registration sheet of attendees*
- ★ *Workshop evaluation/feedback form*
- ★ *Presentation slides and talking points*
- ★ *Handouts or any material shared with participants*
- ★ *Photographs and videos*



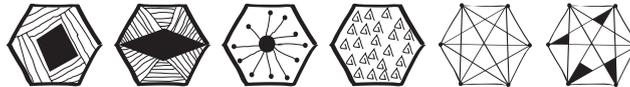
Scan the QR Code or click [here](#)

DOCUMENTATION AND REPORTING



Documentation may be in the form of time records, daily reports, schedules, photographs, videos and correspondence either sent in a letter or via email or by filing information logs. It helps keep a record of the work done, the strategies used, the changes that occurred and all the little specifics an average human mind is capable of forgetting. Knowing the history of the project is essential for the current plan of action as well as how you proceed in the future.

Let us see the types of data one needs to document across each pillar;



EDUCATION

Student Enrollment Form

Attendance Register of IT Trainer and Tutor

Attendance Register of Students

Career Counselling Session Register

Student Assessment Sheets



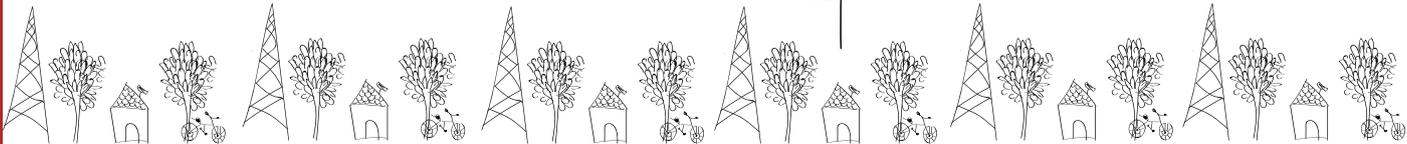
HEALTH

Patient Profile

Patient Medical History

Attendance Register of HealthPreneur

Health Camp Patient Profiles



GOVERNANCE

Registration Form/Beneficiary Profile

Attendance Register of SoochnaPreneur

Digital Services Register

Information Services Register

Schemes and Entitlements Register through MeraApp

Panchayat Website Content Collation Sheet

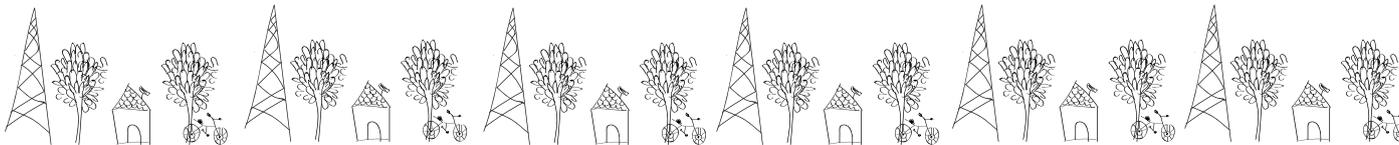


Smartpur is an initiative of DEF

ENTERTAINMENT

Video Screening Details

Beneficiary Profiling



FINANCE

Beneficiary List

Summary of Transactions

Financial Schemes Registered through MeraApp



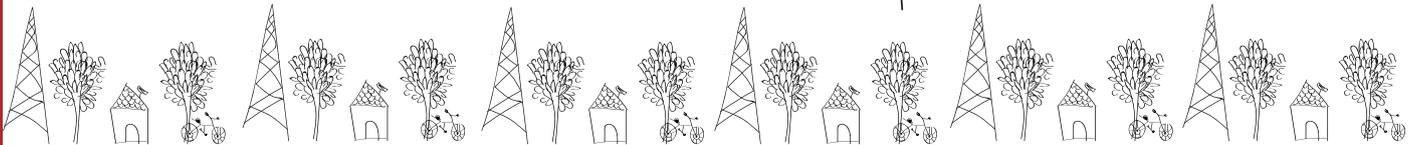
Smartpur is an initiative of DFF

LIVELIHOOD

Attendance Register of Field Support Staff

Vocational Course Enrolment Form

Local Art and Craft Catalogue



GENERIC

Revenue Register

Visitors Register

Photographs of All Events

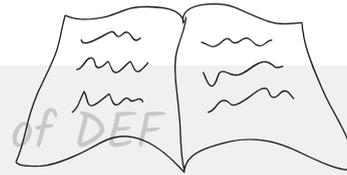
Community Mobilisation Register

Inventory Register

Awareness Programmes

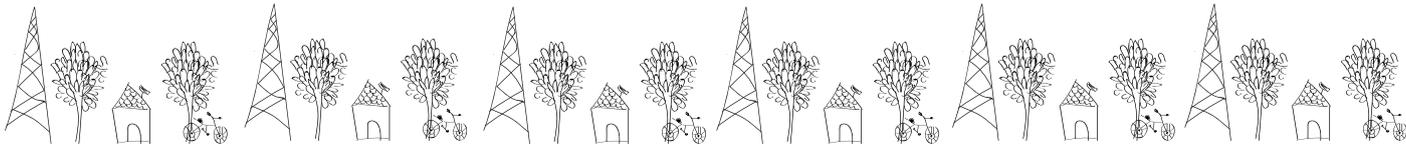
Case Stories of Successful Interventions

Video or Audio Clips of Beneficiaries

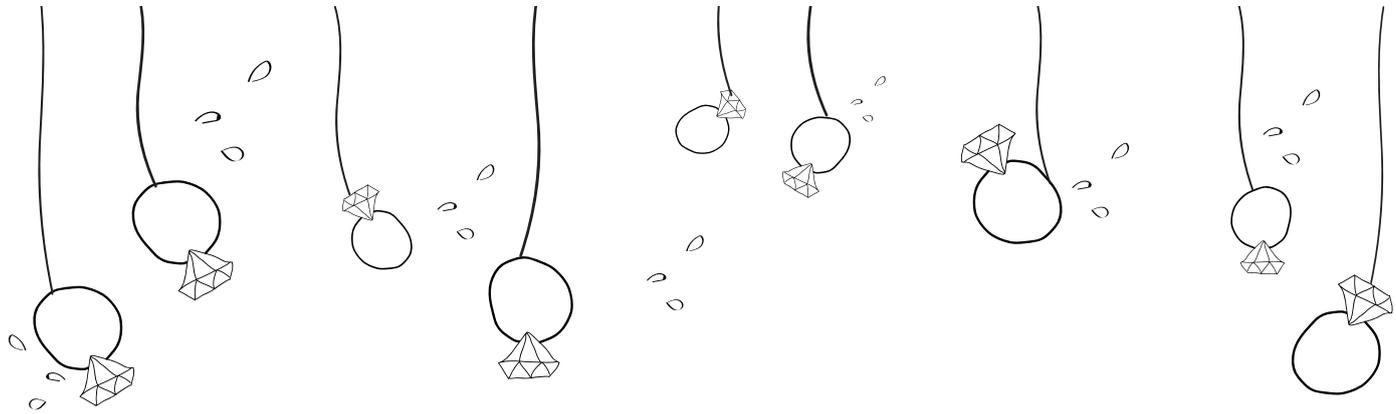


Smartpur is an initiative of DEF

Documentation is a continuous process, which needs to be reported to your immediate superior on a daily, weekly, monthly and quarterly basis through various tools such as WhatsApp groups, emails or other communication channels.



COMMUNITY ENGAGEMENT

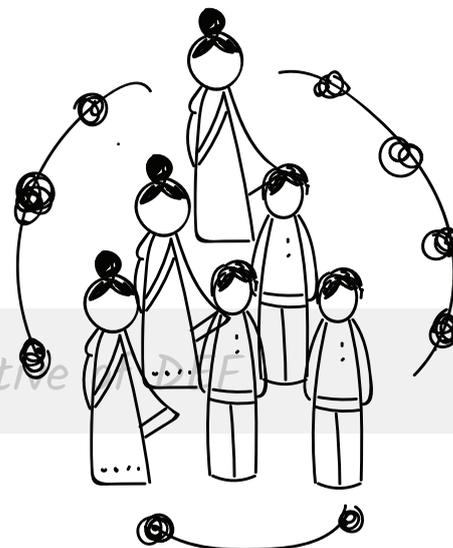


Any initiative taken towards social transformation is incomplete in the absence of active response from prospective beneficiaries. Hence, community mobilisation is important to take the programme to more and more people of the community. This segment is, thus, all about telling participants the objective of community mobilisation. It is important to inform them that the purpose of interacting with the community is not only to generate, but it is also an endeavour to encourage greater community participation. It is a way to bring people from different households, castes, religions, age groups and gender on a common platform to voice their opinions, ideas and views.

In this way, community mobilisation supports the development of people by integrating them with the programme operations, sharing and applying their experiences, creating a sense of responsibility and encouraging collective action. Moreover, community mobilisation helps people understand their own needs, develop the ability to think, and collectively think of viable solutions.

Mentioned below are some of the popular tools that are often utilised to augment the efficacy of community mobilisation:

- ★ *Video Screening*
- ★ *Street Play or Theatre Performances*
- ★ *Rally*
- ★ *Community Meeting*
- ★ *Awareness or Services Camps*
- ★ *Display of IEC Material (banner, posters, pamphlets or wall paintings)*
- ★ *Print or Electronic Media Campaign*
- ★ *Cultural Performances*
- ★ *Sports and Other Programmes*



Community mobilisations have to be carried out every day in initial months of the project, and a minimum once a week after a period of three to four months. The aim should be to reach out to the target groups and provide them the relevant information or service or training.

“ A goal without
a plan is just
a wish ”

LET'S RECOLLECT

- ➡ Use the methods of secondary research, recce, wireless network feasibility test and baselines survey to assess the needs of the community.
- ★ While making a plan, think of impact, outcome, output, activities, input and timeline.
- ➡ A team of 12- 14 spirited people are required for the successful implementation of Smartpur. Besides an entrepreneurial mindset and a zeal to serve the community, each team member must hold a set of qualities required for the job.
- ★ Trainings and capacity building workshops are very essential components of the model and aim to train the entire on-ground project management team in delivering the project efficiently and effectively.
- ➡ The hub centre needs a minimum of 1000-1500 square feet area divided into three rooms whereas the spokes can be set up anywhere between a 600-1000-square-feet room. A hub centre has more digital infrastructure than a spoke centre.
- ★ Before setting up the infrastructure, it is important to ensure that the place has some basic necessities such as electricity and toilets, among others, in place.
- ➡ At the hub centre, infrastructure must be efficiently placed in separate rooms according to the needs of the pillars.



- ★ *Various factors influence the decision making in procurement, and it is essential that the entrepreneurs asks himself a few questions before buying.*
- ➡ *When establishing a centre, communication design must be given importance as much as the physical infrastructure. It is imperative to design a Smartpur centre in a way that it creates a positive ambience for visitors.*
- ★ *Branding ensures consistency and identification on every level, thus the logo must never be retouched.*
- ➡ *Documentation is a continuous process, which needs to be reported to your immediate superior on a daily, weekly, monthly and quarterly basis through various tools such as WhatsApp groups, emails or other communication channels.*
- ★ *Community mobilisations have to be carried out every day in initial months of the project, and a minimum once a week after a period of three to four months.*

Smartpur is an initiative of DEF

Smartpur is an inisiative of DEF

