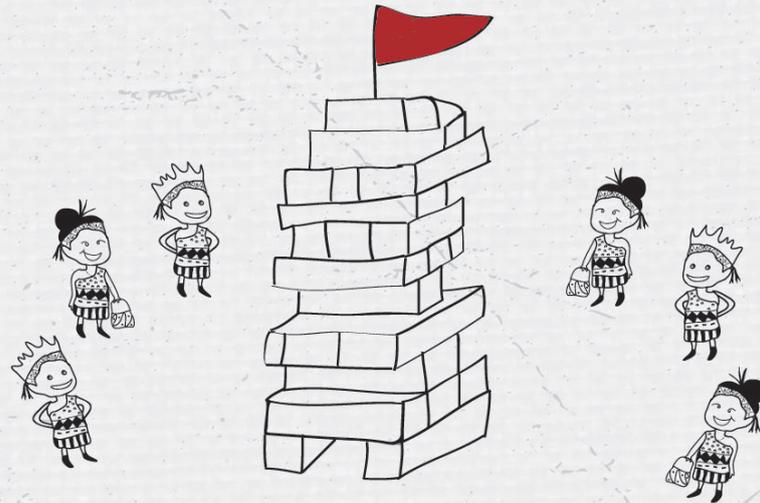




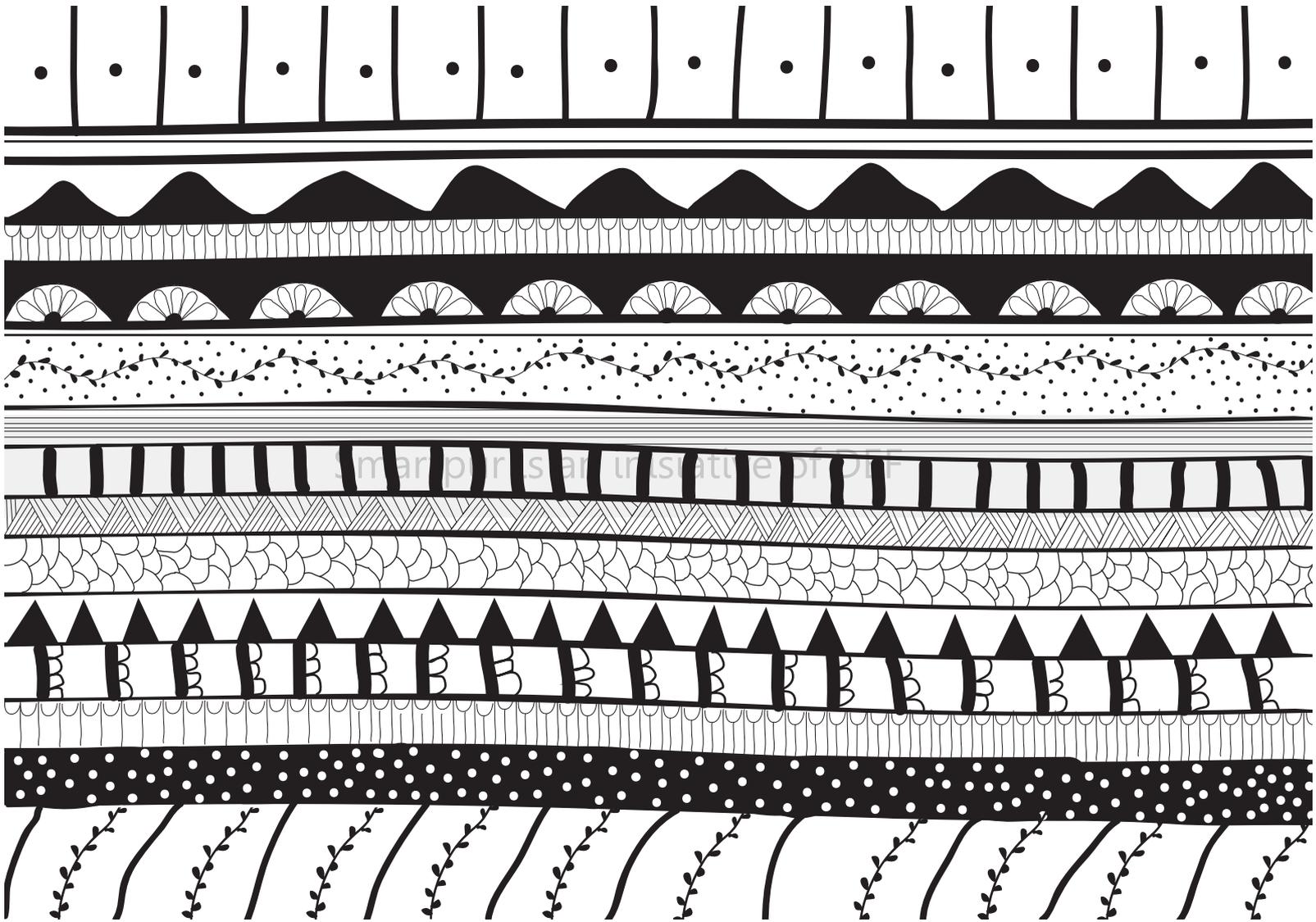
ESTABLISHING SMARTPUR

A holistic guide for creating smart villages



PART-3

Smartpur is an initiative of DEF





Establishing smartpur a holistic guide for creating smart villages

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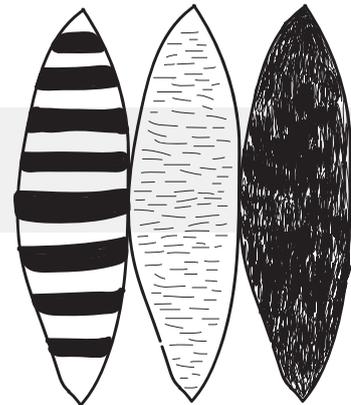
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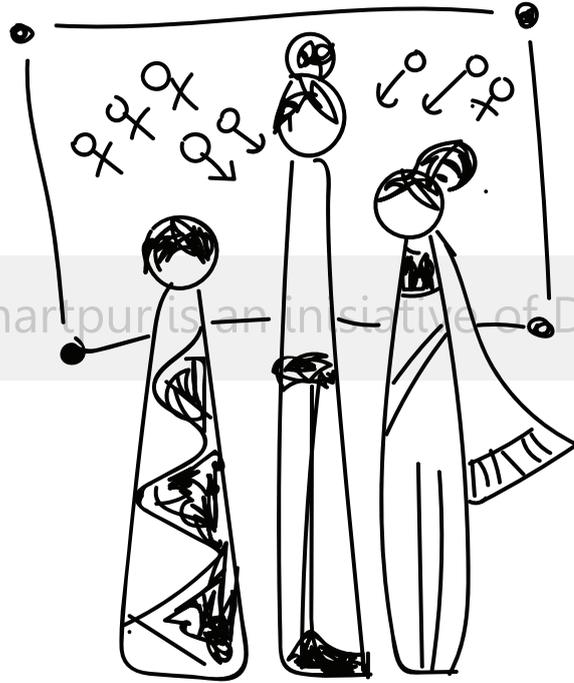
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INTRODUCTION

The Guide to Set Up a Digital Village Ecosystem aims to demonstrate the WHAT, WHY and HOW of establishing a smart village ecosystem, which is enabled with digital tools and connectivity. Module 3 illustrates the entire process of service delivery under each of the six pillars of education, health, governance, finance, livelihood and entertainment. It gives a detailed description of what each pillar aims to achieve, what are its infrastructure and tools requirements and the desired methodology of implementation.

The types of services, products and activities mentioned in this module have been selected based on the relevance and needs of the community, but only form a part of the universal services available. How you wish to improve the social, cultural and economic status of a village will depend on various factors such as geography, culture, financial limitations and human resource, among others, and need be selected after a thorough evaluation of problems and planning.

This module aims to introduce you to a diverse list of services, and expose you to the wider scope of a digital village ecosystem.



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EDUCATION

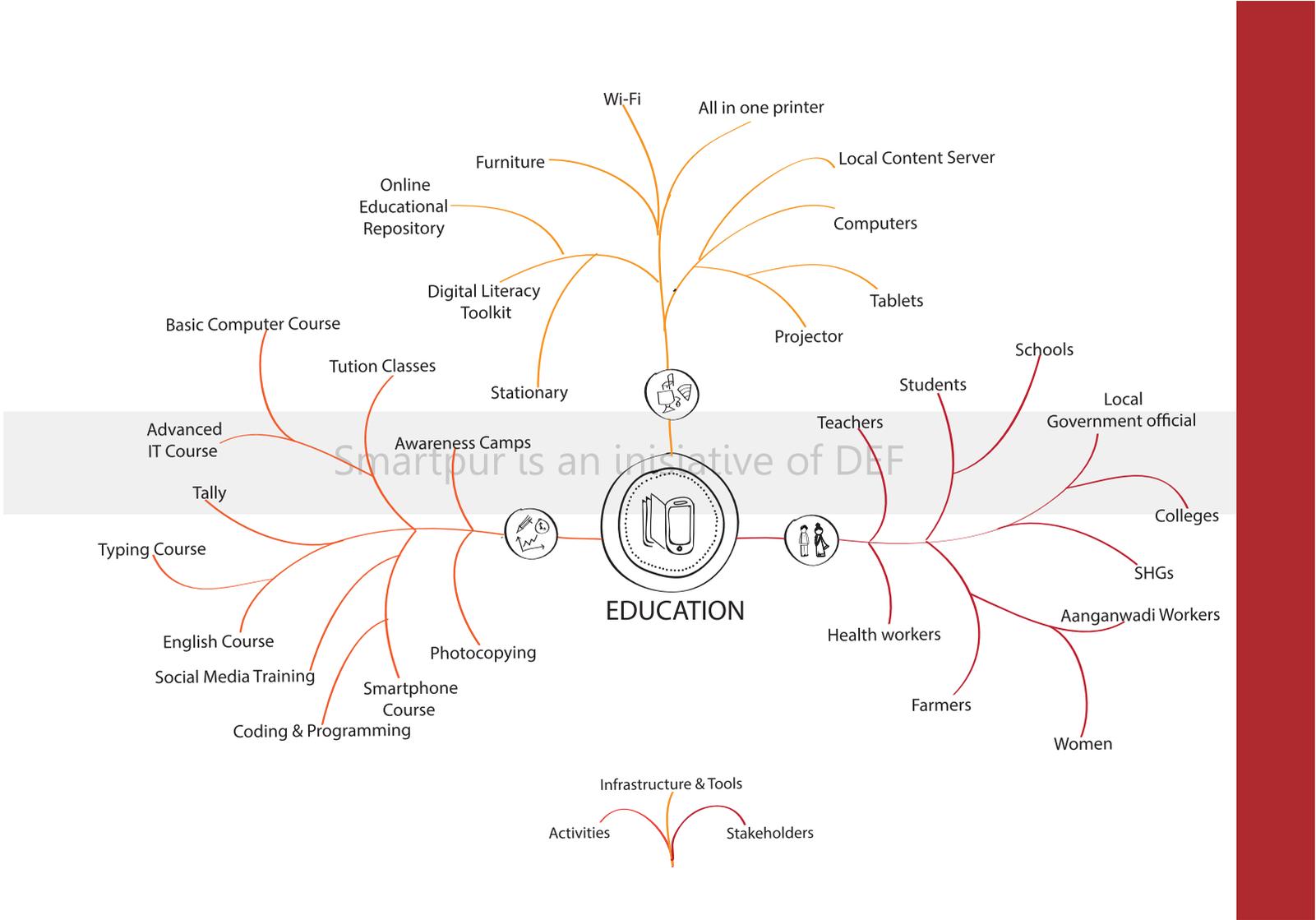


The education pillar aims to improve learning outcomes and academic performance of children through digital tools and resources.

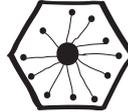
Efforts in the area of education have been implemented to address the problem of inadequate and affordable access to quality educational resources at the village level. They also seek to put in place digital interventions to tackle poor quality of education in schools and the inability of the larger education system to incorporate need-of-the-hour skills in the curriculum in an effort to improve the learning levels among students.

Rural entrepreneurs will primarily work with schools and other educational institutes to expose students, especially girls and youth, to vocational courses, online educational resources, counselling sessions and digital literacy.

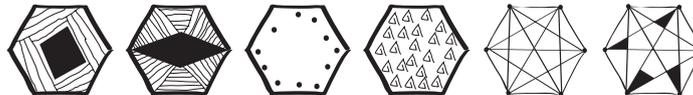




ACTIVITIES



- ➔ *Set up a digital classroom equipped with computers, projector and internet connectivity*
- ➔ *Provide access to online education repository of learning and teaching aid*
- ➔ *Conduct counselling sessions for youth and students on career and job opportunities*
- ➔ *Provide training in digital literacy at the centre and government schools in the locality*
- ➔ *Facilitate tuition classes for students in subjects relevant to their curriculum*
- ➔ *Conduct awareness programmes in schools, aanganwaadi and communities on digital education and online resources*



OUTCOMES



- ★ *A digitally-enabled environment in community centres to enhance creativity, innovation and exposure to the online knowledge hub*
- ★ *Children and adults digitally trained in functional skills to access, consume and produce content on digital platforms*
- ★ *Teachers and relevant stakeholders skilled in using basic digital tools to deliver digital literacy along with school curriculum, administrative work and data management*
- ★ *Increased exposure and learning outcomes among students through access to wider teaching and learning content*



INFRASTRUCTURE



REQUIREMENT	PURPOSE
<i>Six Desktop Computers or Laptops</i>	<i>A minimum of five desktop computers or laptops for digital literacy classes; one desktop computer to be used by the IT Trainer and Tutor for administration purposes</i>
<i>One Tablet</i>	<i>A tablet to provide app-based digital literacy to the students</i>
<i>One projector with screen</i>	<i>A projector to screen educational material and conduct demonstrations for students</i>
<i>One All-in-one printer</i>	<i>A printer for basic administration purposes and to provide digital services like photocopy, printing and scanning to the community members</i>
<i>Furniture</i>	<i>Five computer tables with ten stools for students, one office table and two chairs for the entrepreneurs, one cupboard to store stationery and other student material</i>
<i>Stationery</i>	<i>One white board, several white board markers, pens, a pen drive, sketch pens, chart papers, glue and scissors, among others</i>

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TOOLS



START Digital Literacy Toolkit

START is a digital learning toolkit, which has been developed by DEF after years of experience in imparting functional digital literacy through hands-on training and workshops in rural and tribal communities. It has been designed exclusively for first-generation technology users to impart and nurture knowledge, skills and attitudes that would help them apply digital tools in aspects of everyday life. The basic digital learning toolkit comprises of a Curriculum Set, Workbook Set and an Activity Booklet to guide the facilitator to deliver its content. In addition, it also contains learning and teaching aid in the form of games, flashcards

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Scan the QR Code or click [here](#) to access Online Educational Resources Repository.

and stationery. The toolkit facilitates learning on Computer Basics, Useful Computer Applications, The Internet, Online Safety & Security, Smartphones & Social Media, and Digital Information and Careers.

The curriculum can be completed within a duration of 45 hours, out of which 30 hours can be dedicated to the coursework and demonstrating the concepts, using the activities listed in the five modules. The remaining 15 hours can be used as a part of homework or assignments to ensure continuity and practice of the concepts learnt.

The digital learning toolkit is a combination of theory and practical activities. It is a holistic guide for the IT Trainer to empower communities with functional digital literacy. It provides an effective encounter between “what to do” and “how to do it”, and will help the facilitator to simplify teaching and learning methods. It covers not only the pedagogical design aspects of digital education and computing education, but also the courses supported by activities and demonstrations, thus serving as a valuable resource for the learners’ growth and effective learning.

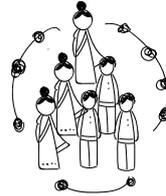
Online Educational Resources Repository:

The online repository is a collection of free educational resources used as a supporting material to teach and learn mathematics, science, art, craft, languages, social science and other subjects included in school curricula. The material has been curated to include videos, audio and some textual content relevant to students from standard one to tenth in various languages.

The online resources can also be provided in partnership with various educational content producers depending on the type of users and objective of the literacy programme.

HUMAN RESOURCE

Let's take a role of each of the human resource required for teh successful implementation of the project.



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TUTOR

- ★ *Community mobilisation of education-related stakeholders in the vicinity of the Hub Centre and community outreach in the spoke centre with the help of the Spoke Centre Coordinators for enrolling students in tuition classes*
- ★ *Imparting and organising tuition classes for students across different standards using digital infrastructure and online educational resources*
- ★ *Documentation of Education pillar (tuition) activities through photographs, videos, case-stories, registers and MIS*
- ★ *Reporting of Education pillar activities to Field Support on a weekly basis via WhatsApp groups and emails*
- ★ *Working closely with the Trainer and assisting in mobilising community members, especially women*

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IT TRAINER

- ➔ *Community mobilisation of education-related stakeholders in the vicinity of the Hub Centre and community outreach in the spoke centre with the help of the Spoke Centre Coordinators for enrolling students in tuition classes*
- ➔ *Imparting and organising tuition classes for students across different standards using digital infrastructure and online educational resources*
- ➔ *Coordinating and executing the Livelihood-related training courses with the primary support of the partners (training agencies)*
- ➔ *Documentation of Education pillar (tuition) activities through photographs, videos, case-stories, registers and MIS*
- ➔ *Reporting of Education pillar activities to Field Support on a weekly basis via WhatsApp groups and emails*



It is recommended that the Trainer and Tutor be 12th Standard pass outs or graduates, and have an understanding of basic and advanced IT skills. The tutor should be a graduate in, preferably, a Bachelor of Education.

METHODOLOGY



- ★ *Selection of space, entrepreneurs and setting up of the digital education centre with necessary infrastructure and connectivity. Please refer to Module 1 for a detailed description.*
- ➡ *Once these essential requirements are in place, the first step is to train the entrepreneur (IT Trainer, Tutor) or get trained yourself if you are the one running the centre. The training will involve understanding how to use and deliver the components of the START toolkit, use online educational resources and facilitate the overall operations of the lab. The entrepreneur has to also learn to document beneficiary data and result in the format given in the Documentation and Reporting section in Module 1.*
- ★ *Carry out a community mapping exercise to identify primary, middle and secondary schools within 2-10km radius of the hub centre. Record the number of enrolled students (gender-wise and class-wise), number of students attending school regularly, number of male and female teachers, type of infrastructural*

facilities in each school. Further, locate these schools on a map to keep a track of your interventions in these institutions. In addition, also mark the households of the dropout students in the community or children who are not enrolled in school. This will allow you to systematically approach the community stakeholders.

- ➡ Conduct community mobilisation in primary, middle and secondary schools in the vicinity of the centre with focus on enrolling students for the digital literacy programme. At the same time, conduct rallies, walks, mobilisation drives, movie screenings, pamphlet distributions to make the community aware of all the educational services provided at the centre. It is also very important to conduct meetings at the centre, inviting influential people from the community like the sarpanch, headmasters and teachers from the community to discuss the possibilities of integration of digital tools in school administrative and educational objectives.
- ➡ Conduct registration and enrolment of students using the formats shared in Module I. Ensure that the student profile, course name, duration, fee structure and any other information is mentioned to the student/parent before the application is accepted.
- ★ Conduct a pre-assessment or baseline test of the enrolled student to evaluate the level of digital literacy or level of learning in any other subject selected. This test has to be followed by a final assessment or end line after the end of the course duration to evaluate improvements in the learner.
- ★ Conduct the course delivery according to the START toolkit and online resources/tools systematically with pre-planned timetables, batch system and regular observation of the learners' growth.
- ➡ Conduct one-day programmes and events to celebrate national and internationally relevant days, using digital tools and content to make the students aware and curious of the world outside their village. This could involve themes like art, craft, environment, photography, culture, sports, coding, health, etc.
- ➡ Conduct special training programmes for Basic Computer Course, Advanced Computer Course, Basic Smartphone Course, Tally, Typing Course (Hindi/English), Digital English Course, Social Media Training, Tuitions Classes (Maths, Language, Science), Photocopying for teachers, women, ANMs, local government officials, etc.

HEALTH

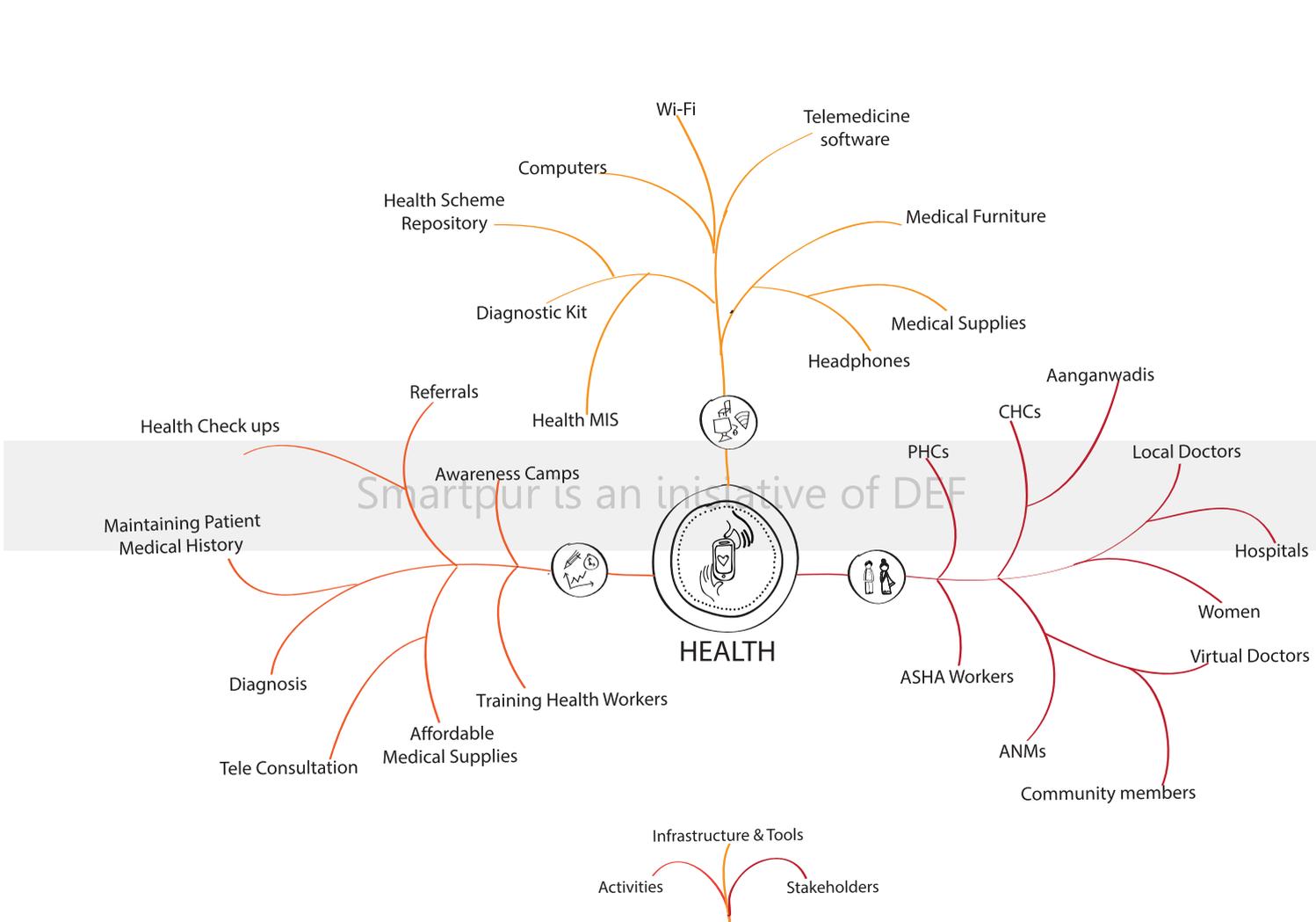


The health pillar aims to provide accessible and affordable medical diagnosis and consultation through consultation.

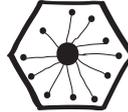
Efforts in the area of health have been implemented to address the problem of inadequate access to quality healthcare and poor awareness of preventive healthcare measures at the village level. They also seek to encourage good health and hygiene practices, maintain medical histories and facilitate access to health-related information online.

Rural health entrepreneurs (HealthPreneurs) will primarily work with community members, frontline health workers and staffers of primary health centres (PHC) and community health centres (CHC) with support from local hospitals, virtual doctors and doctors in neighbouring blocks.





ACTIVITIES



Set up a telemedicine and diagnostic centre

- ★ *Establish collaboration with government or private hospitals and doctors in the community*
- ★ *Design awareness campaigns using digital tools and applications on the importance of early diagnosis, maintenance of medical history and records, preventive measures related to water, sanitation and hygiene*
- ★ *Provide diagnostic tests and doctor consultation to patients through online and offline support*
- ★ *Train community stakeholders in digitally accessing health-related information for better health-governance*
- ★ *Provide affordable medication and other medical supplies*



OUTCOMES



- ★ *Increased savings in health care cost and improved patients' health and safety*
- ★ *Access to virtual specialty care services and improved delivery of health care services among the government machinery*
- ★ *Electronically maintained patient database that is accessible to connected medical professionals remotely*
- ★ *Digitally skilled and trained rural professionals in medical care and usage of telemedicine equipment*
- ★ *Increased awareness about diseases, remedies, preventive health care, hygiene and tele-health in the community members*



INFRASTRUCTURE



REQUIREMENT	PURPOSE
<i>Two Desktop Computers or Laptops</i>	<i>One desktop computers or laptops to provide telemedicine services like online consultation services to the community members, one desktop computer/laptop to be used by the HealthPreneur for administration purposes</i>
<i>Telemedicine software</i>	<i>The software is required to enable online consultation and record keeping of patients' medical history</i>
<i>Diagnostic Kit</i>	<i>Equipment that allows multiple diagnostic parameters like ECG, BP, Heart Rate, Auscultation, Oxygen Saturation & Temperature</i>
<i>Furniture</i>	<i>One office table and two chairs for the visiting doctor or HealthPreneur, two steel stools for patients, one cupboard to store medications, one cupboard to store other medical supplies, a patient-examination bed, movable curtain partition</i>
<i>Stationery</i>	<i>One white board, white board markers, a pen drive, sketch pens, chart papers, glue, pens and notepad, among others</i>

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TOOLS



Health Internet-in-a-Box: Health Internet-in-a-Box is an offline distribution system for medical and healthcare content geared specifically for South Asia.

The Internet-in-a-Box (IIAB) device is a complete single-board computer with an in-built Wi-Fi hotspot that allows for easy distribution of information in places where access to the Internet is limited, controlled, not affordable or simply unavailable. Within a range of 50 to 100 meters, up to 32 people can connect to the device with a mobile phone or computer to access and download its content, free of any cost. It also functions as a mini app store in that those connected to it can download and install a number of offline apps. IIAB does not offer a connection to the Internet or to content beyond that stored in the Box itself.

SmartHub is an initiative of GPF



Scan the QR Code or click [here](#)
to access Online Health
Resources Repository.

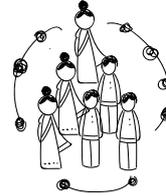
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This device contains over 1,000 healthcare & nutrition videos in 22 Indian languages, 47 mobile apps in 18 Indian languages, all of Wikipedia Medical Encyclopaedia in English and Farsi, the complete Wikipedia in 23 Indian languages, the Global Emergency Medicine Wiki, and the Children for Health's 100 Health Messages in 5 Indian languages.

Online Health Resources Repository: The online repository is a collection of free health resources used as a supporting material during health awareness programmes in the community. The content covers subjects like nutrition, child and mother care, hygienic practices etc. The material has been curated to include videos, audio and some textual content relevant to the community in various languages.

The online resources can also be provided in partnership with various health-content producers depending on the type of users and objective of the programme.

HUMAN RESOURCE



HEALTHPRENEUR

- ★ *Community mobilisation of health-related stakeholders in the vicinity of the Hub Centre and community outreach in the spoke centre with the help of the Spoke Centre Coordinators*
- ★ *Operating and facilitating the provision of services through the Telemedicine Kit and Diagnostic Kit*
- ★ *Taking responsibility of the maintenance, cleanliness and security of the equipment*
- ★ *Digitally maintaining the medical records of patients visiting the centre for the medical services*
- ★ *Training and capacity building of primary health centre (PHC) and community health centre (CHC) staff in accessing online health related data*

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- ★ *Training and capacity building of school and college students in operating health-governance apps and tools*
- ★ *Documentation of activities, undertaken under the Health pillar activities, through photographs, videos, case stories, registers and MIS*
- ★ *Reporting of Health pillar-related activities to Field Support on a weekly basis via WhatsApp groups and mails.*

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It would be recommended that the HealthPreneur is a trained paramedic (nurse or lab technician).



METHODOLOGY



- *Selection of space, entrepreneurs and setting up of the digital health centre/clinic with necessary infrastructure and connectivity. Please refer to Module 1 for a detailed description.*
- *Once these essential requirements are in place, the first step is to train the entrepreneur (HealthPreneur) or get trained yourself if you are the one running the centre. The training will involve understanding how to use and deliver the components of the telemedicine software, operate the diagnostic kit, health internet-in-a-box and facilitate the overall operations of the clinic. The entrepreneur has to also learn to document beneficiary data and result in the format given in the Documentation and Reporting section in Module 1.*

- 
- ➔ Carry out a community mapping exercise to identify PHCs, CHCs, private doctors, hospitals and households with pregnant women, young children or old patients within 2-10km radius of the hub centre. Record the number of doctors (gender-wise and speciality-wise), number of patients visiting these centres, number of ASHA or ANMs in the region, and type of infrastructural facilities available in each hospital/clinic. Further, locate these health clinic/hospitals/centres on a map to keep a track of your interventions in these institutions. This will allow you to systematically approach the community stakeholders.
 - ➔ Conduct community mobilisation in households, PHCs, CHCs and with frontline health workers with a focus on promoting preventive health and hygiene practices and other health information. At the same time, conduct rallies, walks, mobilisation drives, movie screenings, pamphlet distributions to make the community aware of all the educational services provided at the centre. It is also very important to conduct meetings at the centre, inviting influential people from the community like the sarpanch, doctors and other teachers or professors from medical colleges from the community to discuss the possibilities of integration of digital tools to improve health care in the villages.
 - ➔ Organise health awareness campaigns and health camps in collaboration with government and private hospitals at the hub and spoke centres through mobile vans or physical camps.
 - ➔ Conduct capacity building workshops with ANMs and ASHA workers to spread health-related information using digital tools and content like Health Internet in a Box and other online resources.
 - ➔ Conduct consultation with physical and virtual doctors using telemedicine facilities and provide diagnostic tests to communities at affordable prices. This will include check-up of patients, providing prescriptions and maintaining of patients' medical history.



“It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change.”

GOVERNANCE

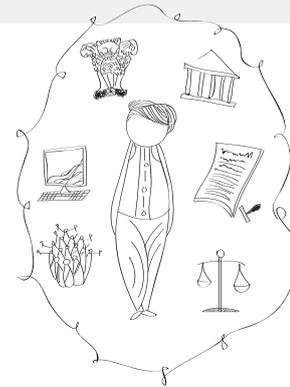


The governance pillar aims to enable access to public schemes and entitlements and citizen services through e-governance platforms.

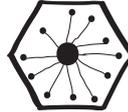
Smartour is an initiative of PEF

Efforts in the area of governance will help offer solutions for improved citizen-government engagement and efficient dissemination of government information. They will also create an online presence of government institutions within the community through exclusive websites or social media channels. The pillar seeks to bridge the information gap in the community by making information about and access to government schemes and entitlements available through awareness camps and workshops.

Rural entrepreneurs will work closely with citizens and government officials in the community to create a strong network of a well-informed and aware citizenry.



ACTIVITIES



- ★ Provide information and assistance to apply for government schemes and entitlements through online and offline portals
- ★ Develop an app and Web-based repository of schemes relevant to the respective regions
- ★ Build capacities of local panchayat representatives and block officers to facilitate faster delivery of services and entitlements
- ★ Provide digital services like scanning, printing and photocopying services at affordable rates
- ★ Carry out awareness camps and mobilisation drives to disseminate information about social security, education, health and agricultural schemes



OUTCOMES



- ➔ Improved access channels to avail information services, citizen services, financial services, digital services at affordable prices for community members
- ➔ Increased economic advantages through entitlement gains among community households after availing information on public schemes related to livelihood (poverty & employment avenues), financial inclusion and social security measures
- ➔ Connected Digital Panchayats where individuals, government officials, local organisations and institutions are empowered by the access to digital tools and connectivity
- ➔ Increased awareness about rights and entitlements, thus encouraging greater participation in governance



- ➔ *Strengthened e-governance system and increased participation between local government machinery and citizens*
- ➔ *Increased accountability and transparency in the local government bodies*
- ➔ *Digitised content and resources for ease of access and consumption of the local communities*
- ➔ *Established virtual link between the local community and global world*

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INFRASTRUCTURE



REQUIREMENT	PURPOSE
<i>One Tablet</i>	<i>One tablet or smartphone to download MeraApp and provide schemes and entitlements to the community</i>
<i>One coloured All-in-one-Printer</i>	<i>A printer to provide digital services like photocopying, scanning and printing services</i>
<i>One lamination machine</i>	<i>A lamination machine to provide lamination facility to the community</i>
<i>One Laptop/Desktop</i>	<i>One laptop for CSC service provision and for administrative tasks</i>
<i>Furniture</i>	<i>One office table and chair for the SoochnaPreneur, a few chairs or benches for the community members, one cupboard to store customer ID proof or application forms</i>

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TOOLS



COMMON SERVICE CENTRE (CSC) PORTAL:

CSC registration is a platform to provide multiple-services through a single-point model. The main purpose of this platform implemented by setting up a physical centre is to provide access to e-Services of the Government of India to the rural and remote locations where availability of computers and Internet is currently negligible or mostly absent.

In order to provide these services you need to get authorized as a Village-Level Entrepreneur (VLE). To register as a VLE under CSC, click [here](http://www.register.csc.gov.in) or log on to their website www.register.csc.gov.in

CSCs provide G2C communication in education, health, finance, edutainment, Information dissemination, e-g overnment services, C2G kiosk, financial inclusion and healthcare services.

Let us take a look at some of the services provided on the Digital Seva portal:

GOVERNMENT SERVICES

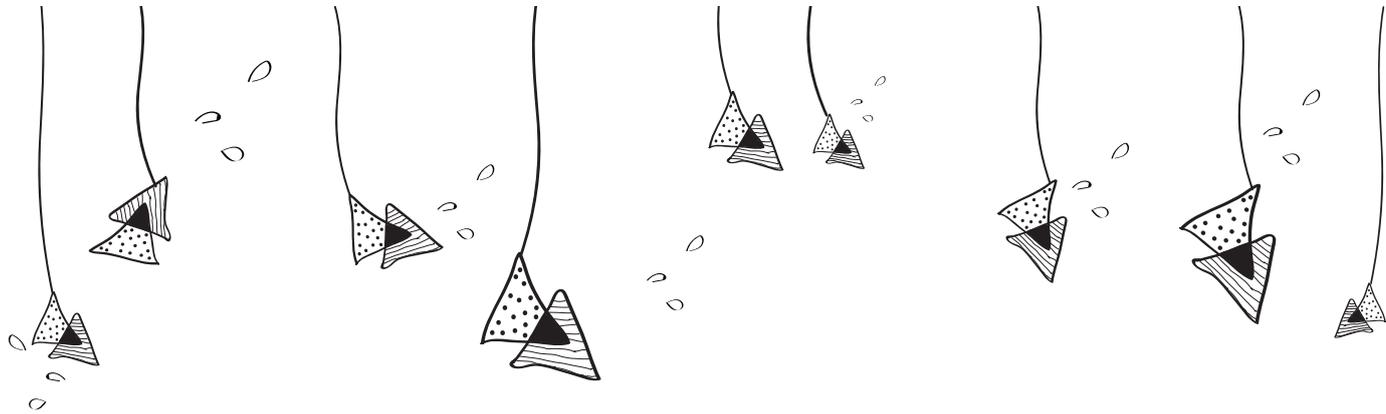
- ★ Bill payments for electricity, mobile, broadband and landline, DTH, gas and water, among others
- ★ Electoral registrations, correction and EPIC printing
- ★ Authentication/e-KYC user agency and Aadhaar authentication/eKYC service agency for central and state government departments, national and grameen banks and insurance companies
- ★ Passport seva provides facilities for filing an application, payment fee and scheduling appointments
- ★ Processing new PAN card applications
- ★ Enabling access to e-District government services
- ★ Processing of application under Swacch Bharat Abhiyan to construct individual household toilets

INSURANCE SERVICES

- ★ Life insurance premium payment for any company listed on the portal
- ★ Insurance sales like life insurance, cattle insurance and crop insurance
- ★ Become a Rural Authorised Person (RAP) to sell insurance products
- ★ Make changes and register claim against their policies

EDUCATIONAL SERVICES

- ★ *Cyber Gram Yojana for hands-on-training in IT skills*
- ★ *Women Digital Literacy programme, basic computer course, Tally certified programme, Tally Kaushal Praam Patra*
- ★ *e-Swavlambika for IT and livelihood training*
- ★ *Apply for mandatory free VLE CCC examination*
- ★ *Legal Literacy project, e-legal services*
- ★ *National Institute of electronic and information technology (NIELIT) services for higher and professional education through non-formal sector, accreditation centre for D/A/B/C level, facilitation for ACC, BCC, CCC, CCC+ and ECC*
- ★ *Register students, pay fees, know status and declare results under National Institute of open schooling (NIOS)*
- ★ *Online English Speaking Course, learn English from British Council,*
- ★ *Cricket Strokes to learn online cricket*
- ★ *ePashu Chikitsha for telemedicine facility for animals*
- ★ *CSC school-multimedia content (6th to 10th), Khan Academy*



BANKING SERVICES

- ★ *DigiPay for Aadhaar enabled payment system*
- ★ *Pradhan Mantri Jan Dhan Yojana to connect every individual to the banking system*
- ★ *IMPS, UPI, services through bank PoS machines*

B2C SERVICES

- ★ *VLE Bazaar, Agriculture, Health*

TRAVEL SERVICES

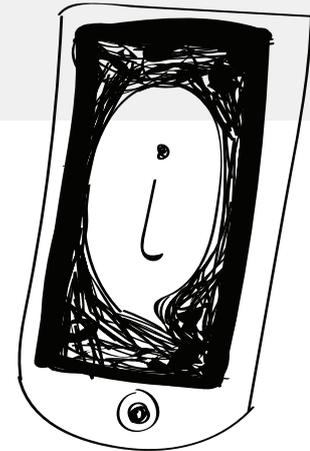
- ★ *Online bus, airline, train and hotel booking*

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MERAAPP

Mera App is a mix of cutting edge technology and catalogue of welfare schemes coupled with comprehensive information on entitlements for every section of society. The app smoothly runs on both online and offline mode on android based mobile phones/ tablets. Its design is extremely user-friendly and can be easily downloadable on mobile platform.

The app connects the rural population to the popular government schemes and empowers them to access their rights and benefits. The app has its own mind and once the beneficiary enters his/her socioeconomic details, the app analyses the information and pitches various schemes relevant to the beneficiary and actively available in that particular state. It reflects data related to schemes-benefits, timeline, eligibility, prerequisite identity documents, age limit including the entire application process to access the entitlements. Another important highlight of the app is that beneficiaries can easily lodge their grievance on government portals and track the status of the complaint.





Scan the QR Code or click [here](#)
to access Online Governance
Resources Repository.

Smartpur is an initiative of DFF
Online Governance Resources Repository. The online repository is a collection of free governance-related resources used as a supporting material during awareness programmes in the community. The content covers subjects like on various government schemes on aadhar card, social security schemes etc, The material has been curated to include videos, audio and some textual content relevant to the community in various languages.

HUMAN RESOURCE



SOOCHNAPRENEUR

- ★ *Community mobilisation of governance related stakeholders in the vicinity of the Hub Centre and community outreach in the spoke centre with the help of the Spoke Centre Coordinators*
- ★ *Operating and facilitating the provision of information services through Common Service Centre (CSC) and MeraApp portals*
- ★ *Provision of offline services of providing information on schemes and submitting filled application in the panchayat/block office whenever necessary*
- ★ *Provide digital services like scanning, printing and xerox services at the centre*
- ★ *Documentation of Governance pillar-related activities through photographs, videos, case-stories, registers and MIS*
- ★ *Reporting of Governance pillar activities to Field Support on a weekly basis via WhatsApp groups and emails*

It is recommended that the SoochnaPreneur is a 12th standard pass out or knows how to read and write English and a local language. In addition, it would be preferred if she/he is a registered VLE under CSC scheme.

METHODOLOGY



➡ Selection of space, entrepreneurs and setting up of the digital information centre or Soochna Kendra with necessary infrastructure and connectivity. Please refer to Module 1 for a detailed description.

➡ Once these essential requirements are in place, the first step is to train the entrepreneur (SoochnaPreneur) or get trained yourself if you are the one running the centre. The training will involve understanding how to use MeraApp to deliver schemes and entitlements, use, navigate and operate the CSC portal to deliver e-governance and citizen centric services, understand the larger concept of digital panchayat and operate an all-in-one-printer, lamination machine, etc., to provide digital services besides facilitating the overall operations of the centre. The entrepreneur has to also learn to document the beneficiary data and result in the format given in the Documentation and Reporting section in Module 1.

SmartSur is an initiative of DIT

- 
-  Carry out a digital community mapping exercises with the help of MeraApp to collect the social profiling of community members. MeraApp will categorise the information and provide relevant schemes for registered individuals. This will allow you to systematically approach the community stakeholders.
 -  Conduct community mobilisation for households with a focus on making people aware of the schemes and governance services available at the centre. At the same time, conduct rallies, walks, mobilisation drives, movie screenings, pamphlet distributions to make the community aware of all the governance services provided at the centre. It is also very important to conduct meetings at the centre, inviting influential people from the community like the sarpanch, CSC block officers and other government officials to discuss the possibilities of integration of digital tools in village governance.
 -  Organise Aadhaar camps, lamination camps, scheme-based camps to attract larger crowds and provide easy assistance to the community.
 -  Establish an efficient process to provide the benefits of the schemes to the community by ensuring access to scheme-forms, assistance in filling forms, collection of supporting documents, submission to the responsible department, regular follow-ups before the benefits are made available to the community member.
 -  Conduct trainings with sarpanchs and local government members on website creation, management and importance of bringing the panchayat online.

“Any sufficiently
advanced technology
is equivalent to magic.”

FINANCE



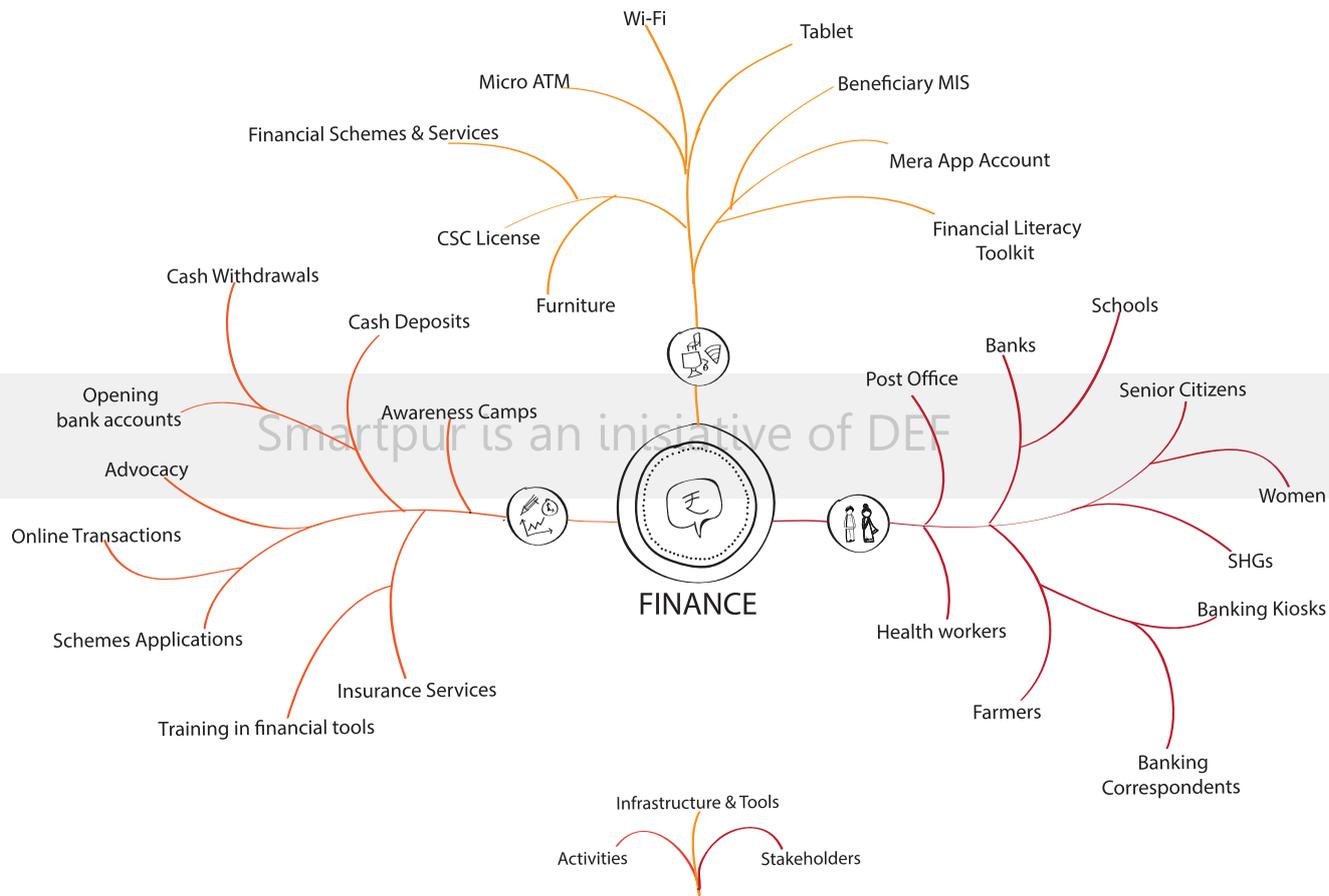
The finance pillar aims to improve access to and use of digital financial and banking products and services.

SmartHub is an initiative of DEE

Efforts in the area of finance will seek to tackle the problems of lack of awareness about financial services and easy accessibility to the same. They also aim to improve access to financial services, both conventional and digital, including ATMs, for men and women in the village. To ensure this, rural entrepreneurs will not only focus on building awareness and skills to use digital financial services but also provide financial services at the centre.

Rural entrepreneurs will work closely with community members, especially those who have bank account and debit cards, to ensure improved utilisation of the same.





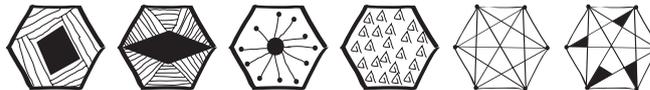
Smartpur is an initiative of DEF



OUTCOMES



- ★ *Improved access and awareness of conventional and digital financial services*
- ★ *Increased number of aware citizenry adopting conventional methods of banking and connected to the banking system*
- ★ *Increased use of banking products and services like online transfers, passbook checking, withdrawal and deposits and conducting money transfers for shopping*
- ★ *Improved financial inclusion of the community members*



INFRASTRUCTURE



Smartpur is an initiative of DEF

The services under finance pillar are provided along with the governance services and not independently. Hence, the entrepreneur can use the same infrastructure under the governance pillar.

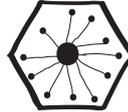
One Micro ATM

REQUIREMENT

PURPOSE

The micro ATM is an Aadhaar-enabled device that allows creation of bank accounts, withdrawals, cash transfers, deposits supported by an entrepreneur. The device is equipped with a tablet; receipt system and finger print recognition

ACTIVITIES



- ➔ *Set up public payment infrastructure to improve digital access to banking and payment services*
- ➔ *Provide digital banking services at the centre*
- ➔ *Conduct awareness camps to disseminate information about financial services and schemes*

Smartpur is an initiative of DEF



TOOLS



Micro ATM:

The operations of this device are directly linked to the banking correspondent after she/he has successfully been onboarded on the bank portal. The banking correspondent once registered, can provide services such as creating bank accounts, withdrawal, deposits and online transfers. For every transaction made, the entrepreneur receives a small commission from the bank. Since this device doesn't operate like a conventional ATM wherein actual cash is dispensed from the device, the entrepreneur has to physically keep a pool of cash fund to provide to the beneficiary. The mobile device can operate from any location in the village.

Further, MeraApp and CSC portal can also be used to deliver finance-related services.



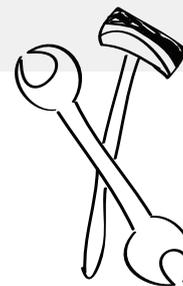


Smartpur is an initiative of DEF

Scan the QR Code or click [here](#) here to access Online Finance Resources Repository.

Online Finance Resources Repository:

The online repository is a collection of free finance-related resources used as a supporting material during awareness programmes in the community. The content covers subjects like on various government schemes on finance, insurance, pension and online banking methods and tools. The material has been curated to include videos, audio and some textual content relevant to the community in various languages.





HUMAN RESOURCE



SOOCHNAPRENEUR

Community mobilisation of finance related stakeholders in the vicinity of the Hub Centre and community outreach in the spoke centre with the help of the Spoke Centre Coordinators

Operating and providing banking services (withdrawal, deposit and fund transfer) through the public payment infrastructure and financial-information services

Provide banking related schemes to the community through CSC or MeraApp portal

Provision of offline services of providing information on schemes and submitting filled application in the panchayat/ block office whenever necessary

Provide digital services like scanning, printing and xerox services at the centre

Documentation of Finance pillar-related activities through photographs, videos, case stories, registers and MIS

Reporting of Finance pillar-related activities to Field Support on a weekly basis via WhatsApp groups and emails

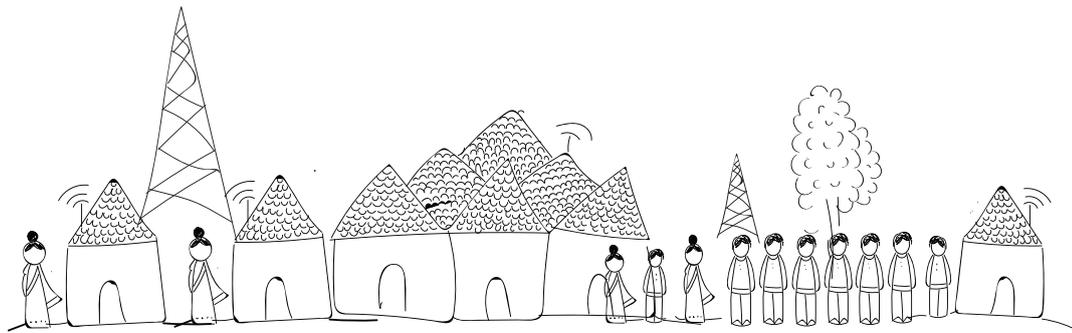


It is recommended that the entrepreneur is a 12th standard pass out or knows how to read and write English and a local language. In addition, it would be preferred if she/he is a registered VLE under CSC scheme. The person must be trustworthy and reliable as he/she will be dealing with people's bank accounts and cash.

METHODOLOGY



The finance pillar services are implemented alongside the governance services. However, this pillar can also be operated individually without the support of the governance-pillar infrastructure to provide services using the Micro ATM. However, this arrangement would not yield enough revenue to sustain the entrepreneur and it is suggested that the finance pillar be operated together with the governance pillar.



- ➔ *Selection of space, entrepreneurs and setting up of the Sookhna Kendra with necessary infrastructure and connectivity. Please refer to Module 1 for a detailed description.*
- ➔ *Once these essential requirements are in place, the first step is to train the entrepreneur (SookhnaPreneur/Banking Correspondent) or get trained yourself if you are the one running the centre. The training will involve understanding how to use MeraApp to deliver finance-related schemes and entitlements, use, navigate and operate the CSC portal to deliver services using DigiPay, insurance and loan payments under CSC. The entrepreneur has to also learn to document beneficiary data and result in the format given in the Documentation and Reporting section in Module 1.*
- ➔ *Carry out a digital community mapping exercise with the help of MeraApp to collect the social profiling of community members. MeraApp will categorise the information and provide relevant schemes for the registered individual. This will allow you to systematically approach the community stakeholders.*
- ➔ *Conduct community mobilisation in households with a focus on making people aware of the financial schemes and services available at the centre. At the same time, conduct rallies, walks, mobilisation drives, movie screenings and pamphlet distributions. Visit banks and post offices to derive information related to financial schemes and services.*
- ➔ *Conduct mobile micro-ATM drives to provide easy assistance to the neighbouring villages.*
- ➔ *Conduct trainings with community members on conventional banking tools like filling cheques, creating demand drafts, swiping a card or using modern tools such as internet banking.*



LIVELIHOOD



The livelihood pillar aims to increase employability of youth through vocational training and entrepreneurship.

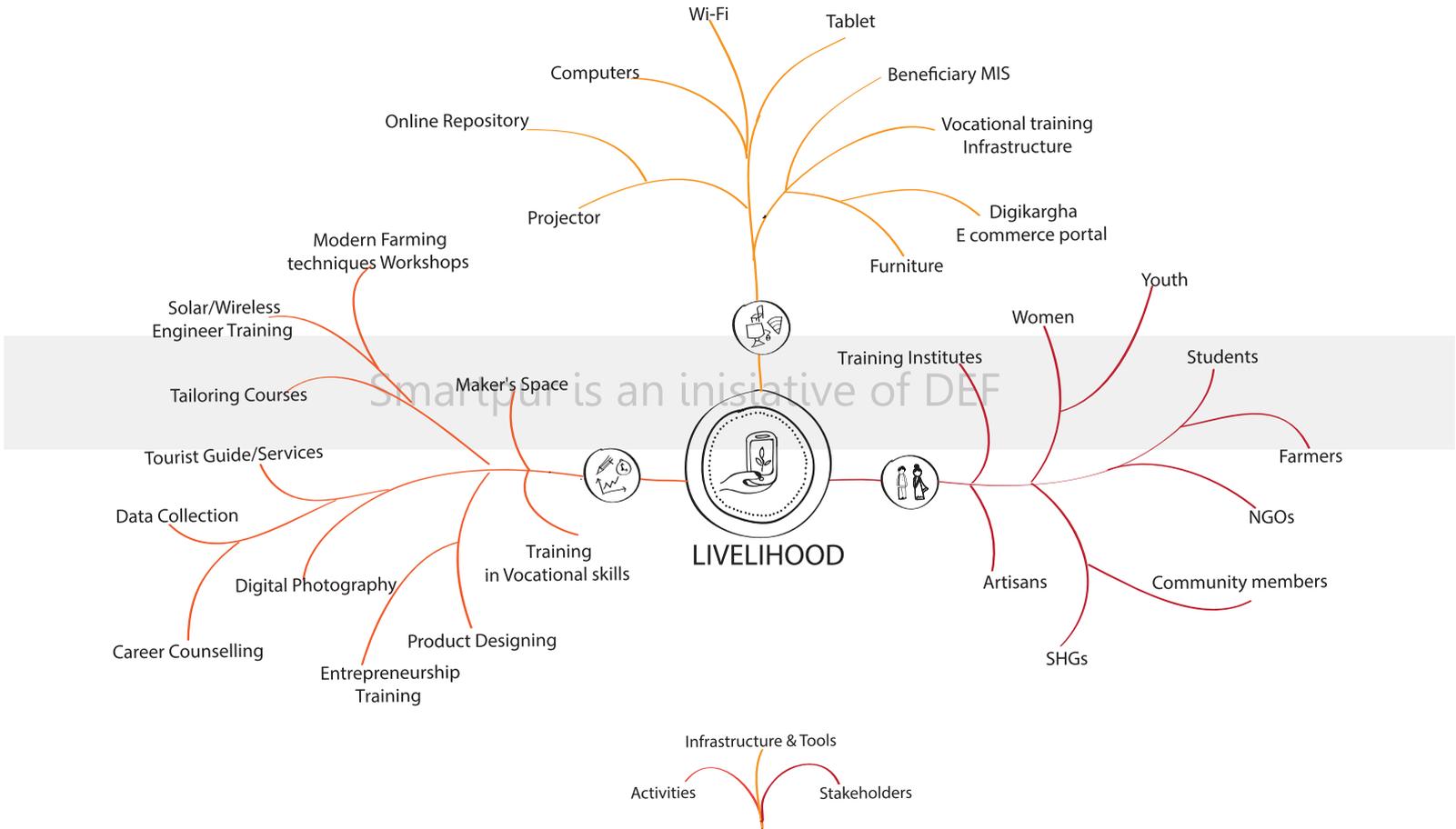
Efforts in the area of livelihood have been implemented to primarily address the problem of lack of opportunity for women to learn vocational skills. They also seek to tackle poor knowledge of alternate professionals and opportunities in the region.

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Initiatives under the pillar will provide a platform where men and women can learn new skills or hone their existing skills in an effort to encourage them to start their own enterprises or make themselves more employable for other jobs. Soft skills and life skills, too, will be inculcated among youth through workshops and counselling sessions.

Rural entrepreneurs will work towards building partnerships with organisations and skill development agencies to conduct trainings and workshops as per the needs of the community. They will also provide access to virtual counsellors and job portals for students seeking better livelihood options.





ACTIVITIES



- ➡ Provide vocational training programmes for youth and women in the community
- ➡ Impart life skills through trainings and workshops
- ➡ Facilitate virtual career counselling and access to information regarding placements and job opportunities
- ➡ Create an online repository of jobs and scholarships
- ➡ Provide information about loans and organisational networks relevant to vocational interests
- ➡ Explore possibilities of enterprise or business development within the community

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OUTCOMES



- ★ *Increased household incomes and better livelihood opportunities for the artisans, thus making handicraft a profitable occupation in region.*
- ★ *Increased youth engagement to avoid migration to other occupations; and improved vocational skills in the areas of hospitality and tourism encourage entrepreneurial spirit*
- ★ *Creation of rich archive and documentation of local art, craft and cultures in the physical and digital forms for local, national and international promotion*
- ★ *Increased sensitivity, pride and appreciation for the artisans, and the local art and culture*

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INFRASTRUCTURE



The infrastructure for the Livelihood-pillar depends upon the availability on the type of vocation(s) selected in the community. The vocational courses that are IT-based can be provided using the existing education-pillar infrastructure, supplemented by additional services. Every course provided will contain a digital component to it. For example, a tailoring course would demand sewing machines but will also be supported by digital tools and content to expose them to the various online courses and materials. In case the space demanded by the vocation cannot be accommodated at the Hub Centre, the vocational training can organised within a separate community space or at various other spoke centres.



TOOLS



Online Livelihood Resources Repository:

The online repository is a collection of free educational resources used as a supporting material to teach and learn vocational skills. The material has been curated to include videos, audio and some textual content relevant to a particular learner group and vocation.

The online resources can also be provided in partnership with various content producers depending on the type of users and objective of the vocational programme.

Courses in eCommerce portal creation, social media handle creation, solar engineering, modern farming techniques, tailoring, wireless engineering, hardware or software training, research & data collection can be provided.

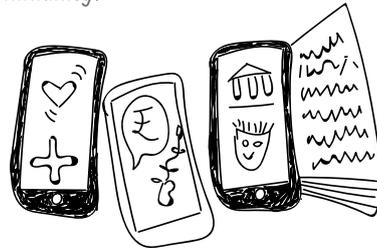




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Scan the QR Code or click [here](#)
to access Online Livelihood
Resources Repository.

DigiKargha eCommerce Portal:

This e-commerce portal will serve as a platform to sell and promote quality art and craft products created by the local community.



HUMAN RESOURCE

FIELD SUPPORT

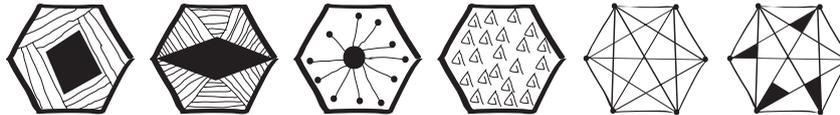


The Field Support will be the primary hub entrepreneur who looks after its overall functioning and ensures the performance of the other entrepreneurs. He/She will primarily look at identifying the possible vocational training courses required in the community.

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- ➡ *Primarily manage the activities of the Hub Centre and ensuring that the timely delivery of the activities and engagements of the HealthPreneur, the SoochnaPreneur and the Trainer and Tutor*
 - ➡ *Manage the activities under the Entertainment pillar distributing the projector to the spoke centre*
 - ➡ *Documentation of all the pillar related activities activities through photographs, videos, case-stories, registers and MIS*

- ➡ *Reporting of the hub activities to Hub Centre Coordinator on a monthly basis via WhatsApp groups and emails*
- ➡ *Maintaining strategic partnerships between key community stakeholders related to evert pillar*
- ➡ *Identifying potential participants for various vocational courses*

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METHODOLOGY



- ★ *Selection of space, entrepreneurs and setting up of the vocational training centre with necessary infrastructure and connectivity. Please refer to Module 1 for a detailed description.*
- ★ *Once these essential requirements are in place, the first step is to conduct a community mapping exercise to identify the potential vocational courses that would run in the village and who would participate in these trainings. The entrepreneur has to also learn to document beneficiary data and result in the format given in the Documentation and Reporting section in Module 1.*
- ★ *Conduct community mobilisation for households with a focus on identifying vocational courses that would be helpful and understanding the existing skills in the community to create products or services for the larger community. This would include a process to identify and understand the product available in the market, costing of the products and the scope of expansion.*

- ★ *Once the product or service has been identified, the next step would be to engage the local community members in designing more pieces of the product, refining the products, or productisation for contemporary market demands*
- ★ *The production process is followed by quality check and lastly selling of the product through offline and online mediums.*
- ★ *Conduct vocational training courses, provide access to job portals and career counselling services.*



“Tech gives the
quietest student
a voice”

ENTERTAINMENT

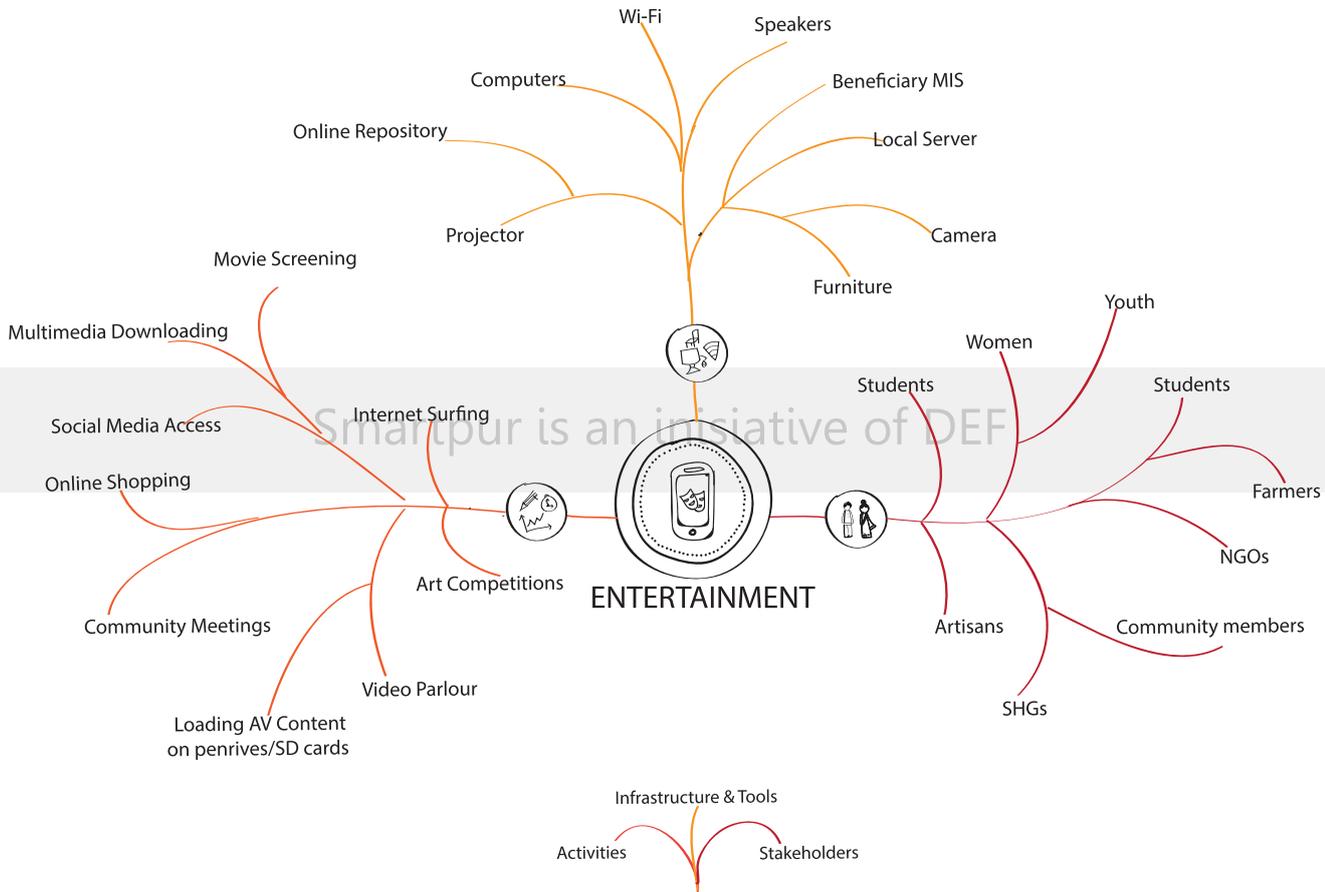


The entertainment pillar aims to improve access to quality entertainment content and recreational activities for community members.

Efforts under the pillar aim at facilitating cultural and community gatherings frequently to build social cohesion. By making available digital recreational activities, community members will have varied access to quality entertainment options. Further, dedicated efforts will be made improve access to entertainment content and recreational activities for women.

Rural entrepreneurs will work closely with community members, especially women, to form cultural groups, make handmade products, watch audio-visual content, and create an enabling space to interact with each other.





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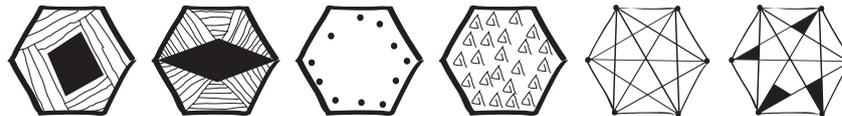


ACTIVITIES



- ➡ Create an online and offline repository of audio-visual content
- ➡ Screen educational and entertaining films in community spaces or at the centre
- ➡ Form separate groups for men and women to engage in recreational activities

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OUTCOMES



- ★ *Increased access to alternate means of recreational activities*
- ★ *Increased interest and exposure in music, drama, films and dance and other forms of entertainment*
- ★ *Increased social cohesion among women and other groups in the community*

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INFRASTRUCTURE



REQUIREMENT	PURPOSE
<i>One Laptop</i>	<i>A laptop to be used as a mobile tool to showcase recreational material to community members</i>
<i>One projector with screen</i>	<i>A projector to screen recreational or edutainment material and conduct demonstrations or screening for a large audience</i>
<i>Speaker</i>	<i>Speakers are often helpful when content is screened for larger gathering or in open spaces</i>
<i>Pendrive</i>	<i>Storage of content</i>

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TOOLS

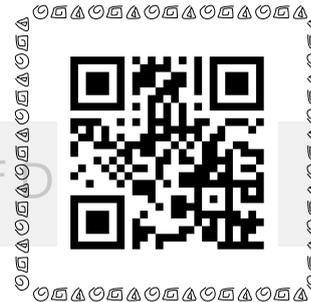


Online Entertainment Resources Repository:

The online repository is a collection of free entertainment resources used as a material to screen movies, documentaries, etc. The material has been curated to include videos, audio and other content relevant to a particular learner group and vocation.

The entertainment pillar can also use the infrastructure of the educational pillar to provide services like Internet surfing, multimedia downloading, access to social media platforms, online shopping and other e-Commerce websites, movie screenings, and renting of camera and projector.

YouTube: A video-sharing online platform that can provide access to video resources in the field of music, cartoons, craft, art, sports, news etc.

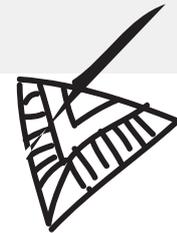


Scan the QR Code or click [here](#) to access Online Entertainment Resources Repository.

HUMAN RESOURCE



- ➔ *Community mobilisation of people in the village, especially women, in the vicinity of the Hub Centre and community outreach in the Spoke Centre with the help of the Spoke Centre Coordinators to showcase entertainment content*
- ➔ *Imparting and organising recreational classes for students across different standards using digital infrastructure and online content*
- ➔ *Documentation of Entertainment pillar-related activities through photographs, videos, case-stories, registers and MI*
- ➔ *Reporting of Entertainment pillar-related activities to project in-charge on a weekly basis via WhatsApp groups and emails*
- ➔ *Work closely with the Trainer and assist in mobilising community members, especially women*

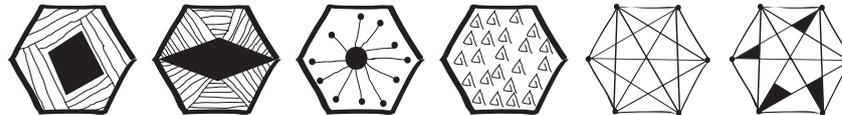


It is recommended that the person selected is a literate and knows how to read and write.

METHODOLOGY



The entertainment pillar services are implemented alongside the educational services. However, this pillar can also be operated individually without the support of the education-pillar infrastructure to provide services using the online resources. However, this arrangement would not yield enough revenue to sustain the entrepreneur and it is suggested that the entertainment pillar be operated closely with the education pillar.



★ *Selection of space, entrepreneurs and setting up centre with necessary infrastructure and connectivity. Please refer to Module 1 for a detailed description.*

★ *Once these essential requirements are in place, the first step is to train the entrepreneur or get trained yourself if you are the one running the centre. The training will involve understanding how to use the online entertainment material and what material is relevant to which stakeholder group. The entrepreneur has to also learn to document beneficiary data and results in the format given in the Documentation and Reporting section in Module 1.*

★ *Conduct a community mapping exercise to identify spaces in the village to showcase films or videos and host interaction groups where people could meet on a regular basis to watch videos and discuss relevant issues.*

★ *Conduct screening through village-level temporary auditoriums.*



LET'S RECOLLECT

- ★ *The education pillar aims to improve learning outcomes and academic performance of children through digital tools and resources.*
- ➡ *The health pillar aims to provide accessible and affordable medical diagnosis and consultation through consultation.*
- ★ *The governance pillar aims to enable access to public schemes and entitlements and citizen services through e-governance platforms.*
- ➡ *The finance pillar aims to improve access to and use of digital financial and banking products and services.*
- ★ *The livelihood pillar aims to increase employability of youth through vocational training and entrepreneurship.*
- ➡ *The entertainment pillar aims to improve access to quality entertainment content and recreational activities for community members.*
- ★ *A set of activities, outcomes, infrastructure, tools, human resource and methodology have already been listed for each pillar. The entrepreneur must follow these, but not be limited to them.*



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