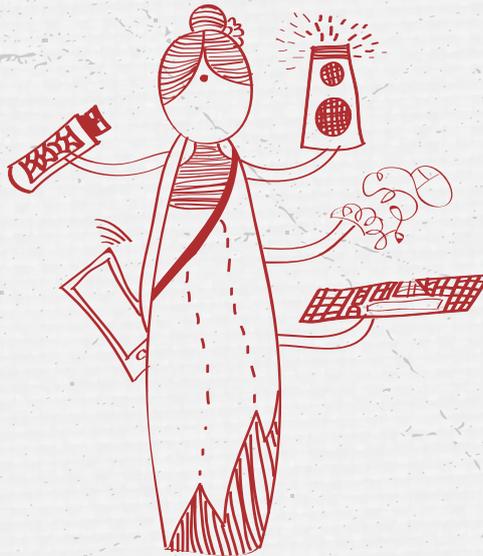


ESTABLISHING WOMEN SOOCHNAPRENEUR

A Management & Training Guide for Soochnapreneur



INTRODUCTION

This pack elaborates the Soochnapreneur (Information Entrepreneurship) ecosystem. It describes the processes involved in identifying Soochnapreneurs, enrolment, engagement to serve as community information change agent.

It describes the need, types, areas of training and capacity building of the Soochnapreneurs in a sustained mode including identifying community needs, planning and design for services, outreach and engagement, promotion, visibility, running NANO SP centres, documentation & reporting.



SOOCHNAPRENEUR CAPACITY BUILDING PROCESS

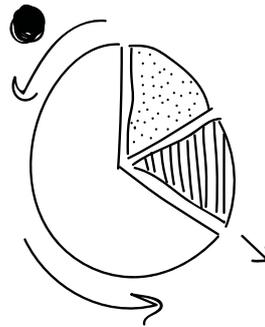




IDENTIFYING
THE SOCIAL
PROBLEMS AND
COMMUNITY
NEEDS

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 channeling government schemes information, entitlement benefits, banking and digital services.

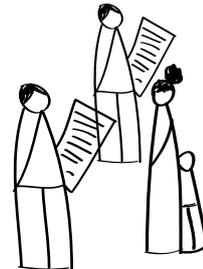


RECCE

The objective of a recce is to gather first-stand 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.

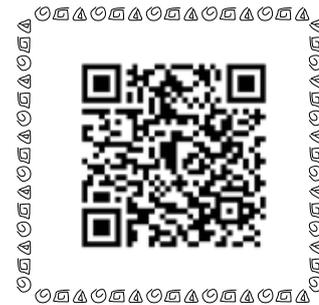
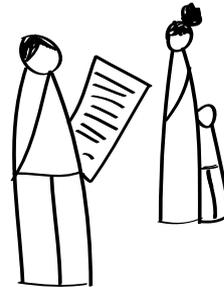


Scan the QR Code or click [here](#) to access the Recce Form



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.



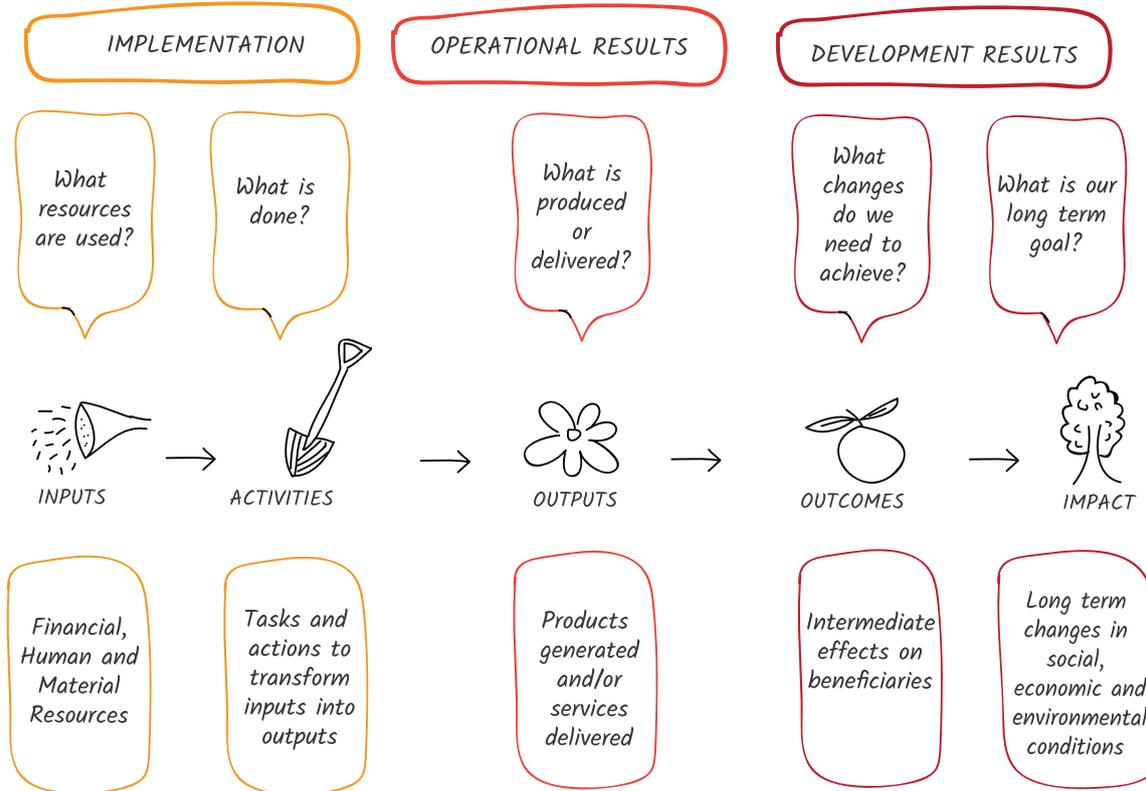
Scan the QR Code or click [here](#) to access Baseline Survey Guidelines

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.



INPUT - OUTPUT - IMPACT PROCESS





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?



SOOCHNAPRENEUR PROBLEM & SERVICE AREAS

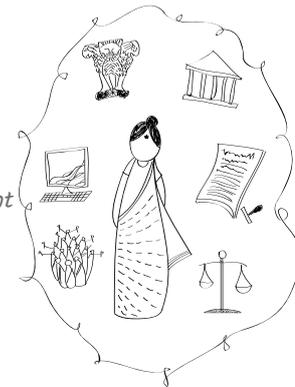


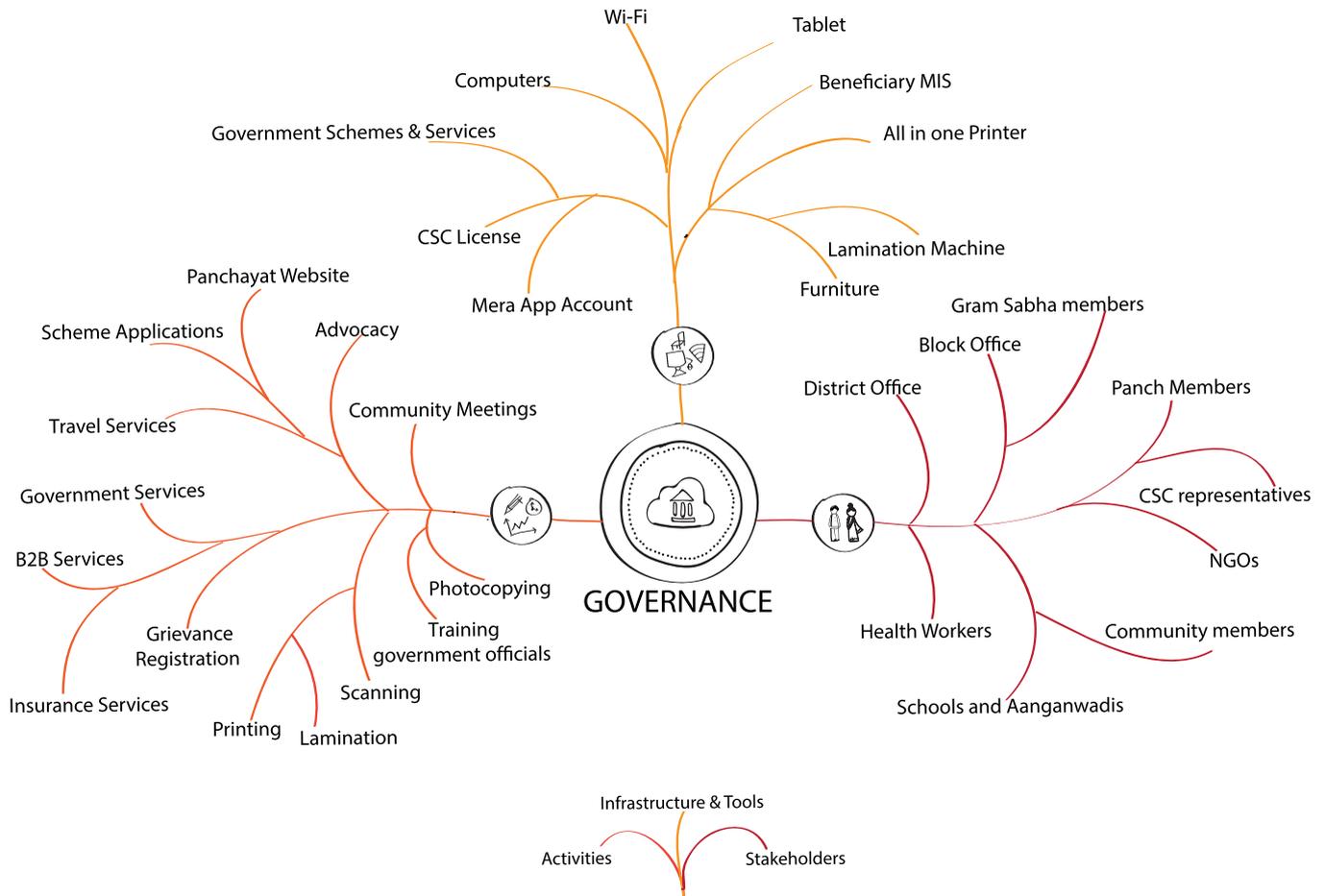
GOVERNANCE, CITIZEN & PUBLIC SCHEME ENTITLEMENT SERVICES

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

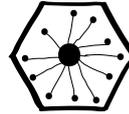
Efforts in the area of governance will help offer solutions for improved citizen-government engagement and efficient dissemination of government information. They will also create an online presence of government institutions within the community through exclusive websites or social media channels. The 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.

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

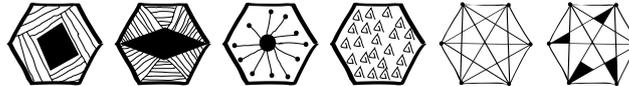




ACTIVITIES



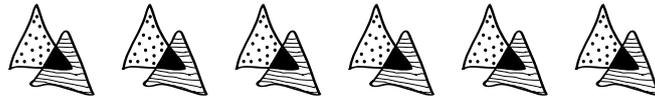
- ★ *Provide information and assistance to apply for government schemes and entitlements through online and offline portals*
- ★ *Develop an app and Web-based repository of schemes relevant to the respective regions*
- ★ *Build capacities of local panchayat representatives and block officers to facilitate 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*
- ➔ *Earn decent and sustained income and revenue by Soochnapreneur through scheme facilitation and delivery of digital, financial and e-governance services.*

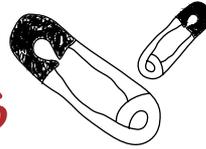


INFRASTRUCTURE



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>

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

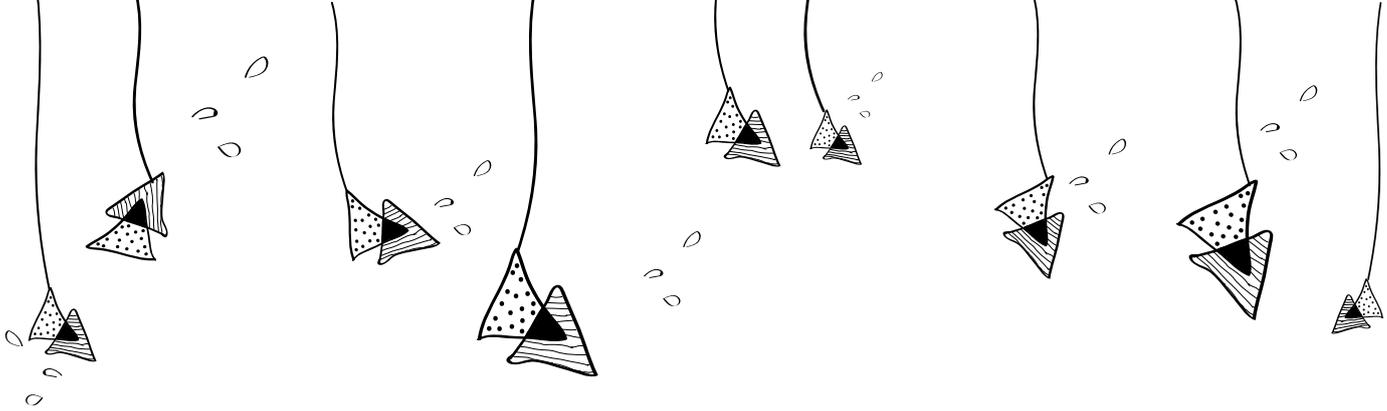
- ★ *Bill payments for electricity, mobile, broadband and landline, DTH, gas and water, among others*
- ★ *Electoral registrations, correction and EPIC printing*
- ★ *Authentication/e-KYC user agency and Aadhaar authentication/eKYC service agency for central and state government departments, national 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 O/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 Chikitsa 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*

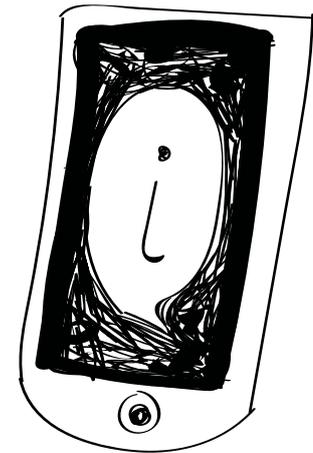
TRAVEL SERVICES

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

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.

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.

FINANCE

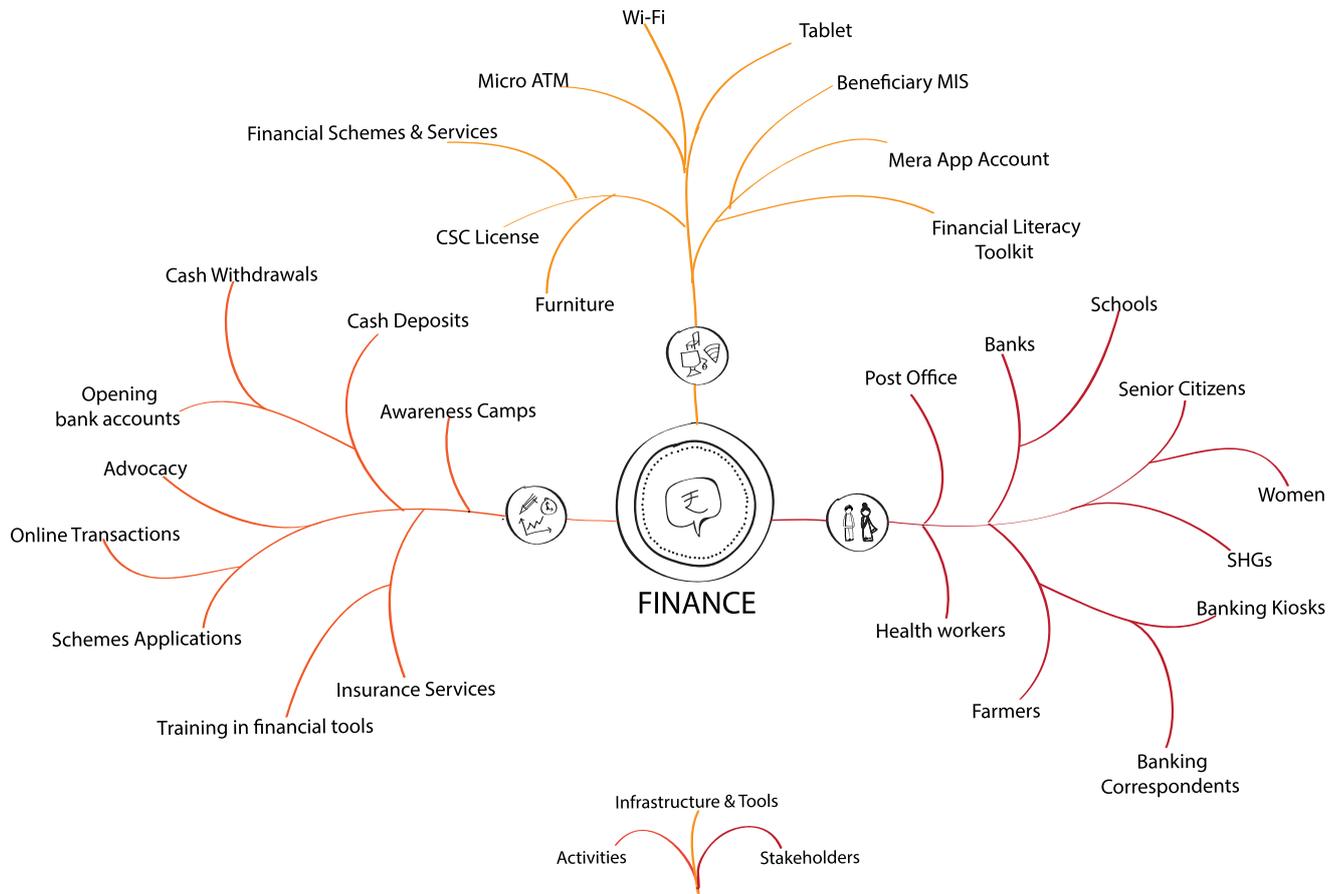


The finance pillar aims to improve access to and use of digital financial and banking products and services.

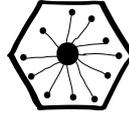
Efforts in the area of finance will seek to tackle the problems of lack of awareness about financial services and easy accessibility to the same. They also aim to improve access to financial services, both conventional and digital, including ATMs, for men and women in the village. To ensure this, rural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

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

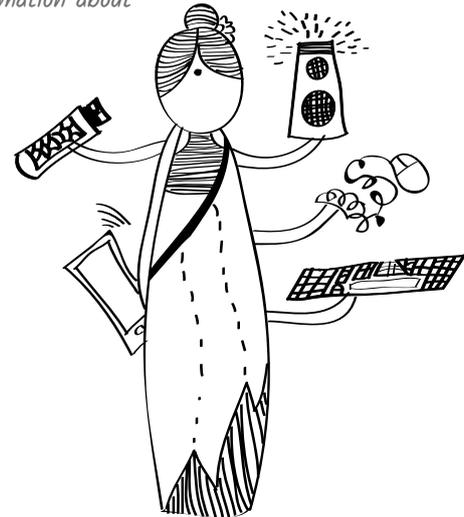




ACTIVITIES



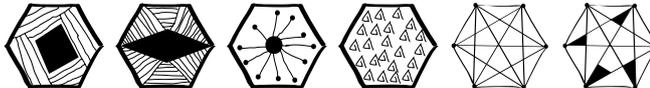
- ➔ *Set up public payment infrastructure to improve digital access to banking and payment services*
- ➔ *Provide digital banking services at the centre*
- ➔ *Conduct awareness camps to disseminate information about financial services and schemes*



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*
- ★ *Earn decent and sustained income and revenue by the Sochnaprenuer through delivery of financial and support services.*



INFRASTRUCTURE



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.

REQUIREMENT	PURPOSE
One Micro ATM	<i>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</i>

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.





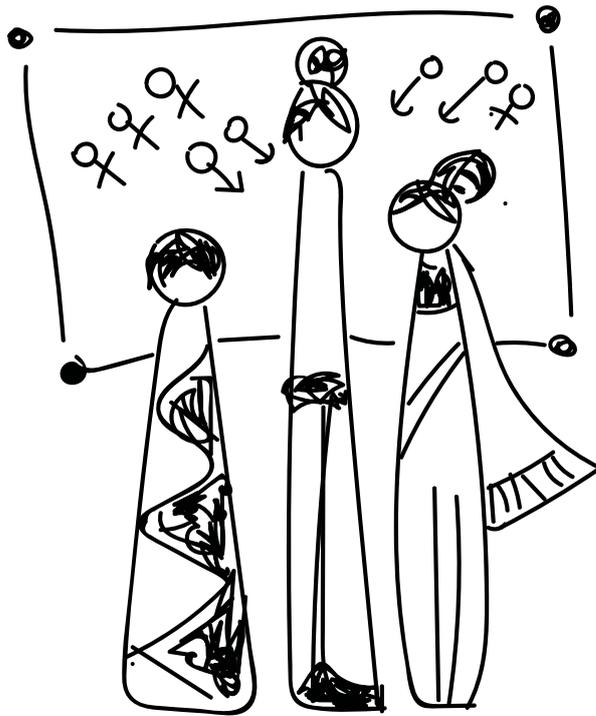
Scan the QR Code or click [here](#) here to access Online Finance Resources Repository.

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.



IDENTIFYING
SOOCHNAPRENEUR

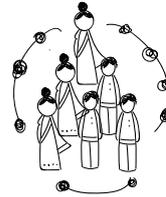


We believe that social change is possible and that it can be driven by individuals and organisations who believe that they can be the change-makers. If you see hope and possibility for change, it is quite possible that you have the spark needed to make a positive difference in the world, whether it is 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.

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.

SELECTION OF SOOCHNAPRENEUR

The identification and selection process of the Soochnapreneur 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.

In an existing geography of operation, the old working Soochnapreneurs can help in identifying and selecting the new Soochnapreneur/s.

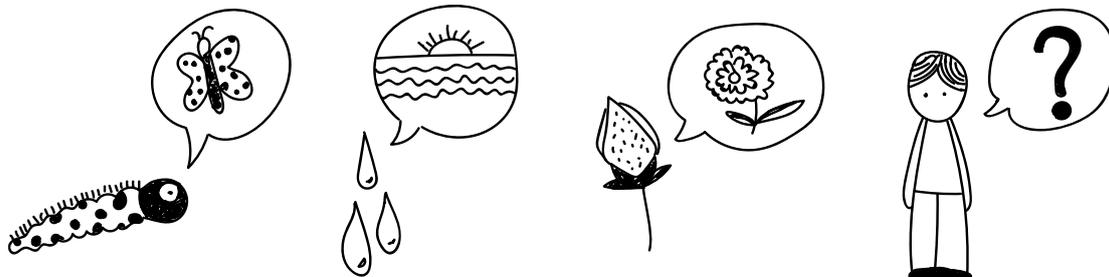
THE SELECTION CRITERIA FOR THE OF SOOCHNAPRENEUR, MUST ENSURE THAT THE FEMALE ENTREPRENEUR IS:

-  *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*
-  *Have family willing and support in her endeavours.*
-  *Understanding of the socio-economic situation and constraints of the target group*
-  *Recognition of gender - specific constraints and barriers*
-  *Networking skills*

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

QUALITIES OF A SOOCHNAPRENEUR

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

GOAL SETTER



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

RECOGNISING UNJUST SOCIAL ISSUES

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

OPTIMISM

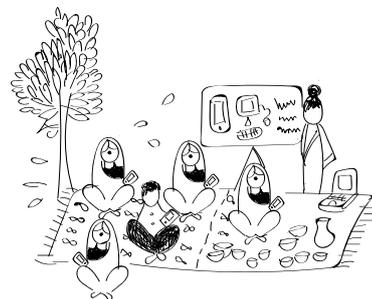
 *She is confident about achieving a bold vision, even when others may have doubts, and has a strong sense of self-efficacy or belief in bringing about a change.*

GRIT

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

TRAINING
AND CAPACITY
BUILDING

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



Soochnapreneur Training and capacity building Matrix

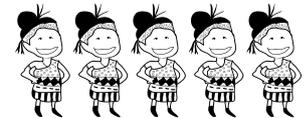
Stage/Phase	Timeline	Trainer/Mentor	Details	Duration of training	Purpose
Induction training	1st month	DEF field staff/ Old Established Soochnapreneur	Visioning and orientation training, exposure visit to near by soochnapreneur, Technology use	8-10 dys @ 8 hrs/day	To get immerse and based on the immersion experience take a call on moving ahead with the soochnapreneurship journey
Centre set up training	2nd-3rd month	DEF field staff/ Old Established Soochnapreneur	Centre establishment operations and communtiy engagement	20 dys @ 8hrs/day	Create a desired service delivery space, skill building to run the centre- Technical and soft skills(connecting with the community/ Potential clientel, networking with local governance bodies and front line government officials
Service delivery training	4th -6th month	DEF field staff/ Old Established Soochnapreneur	Digital skill and service delivery with effective information use	20 days@ 8hrs/day	Skill building to effectivley Deliver entitlement and digital services,
Peer group reflection/review-learning training	7th month onwrads	DEF field staff	How to interlearn, Seek and extend help as a group	5 days in a month @ 2-3hrs/day	To build peer group interlearning and sharing practice to sustain the quality work

ESTABLISHING
THE CENTRES



SETTING UP THE SOOCHNAPRENEUR NANO CENTRES

This is the key pillar for running and serving the locals with services. The Soochnapreneur has to identify and locate a space to set up and run the centre facility, preferably from home facility to reduce running and maintenance cost in terms of rent etc. The space should be preferably 300-400 square feet to house basic digital equipment, a sitting arrangement, keep records etc.



COMMUNICATION DESIGN

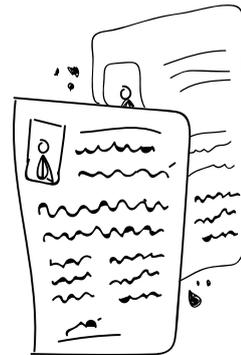


This way, centre communication design:

-  *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*

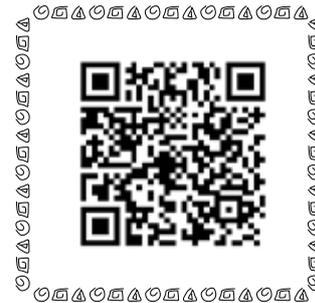
INTERIOR COMMUNICATION COLLATERALS

- ★ *Soochnapreneur banner*
- ★ *Village/community map*
- ★ *Helpline numbers (child, women, police, fire, ambulance, etc.)*
- ★ *Village/Community resource persons list and contact details*
- ★ *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*



OUTDOOR COMMUNICATION COLLATERALS

- ★ Signages place at apt locations
- ★ Exterior walls painted to list the features & services offered at the centre
- ★ Soochnapreneur 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.



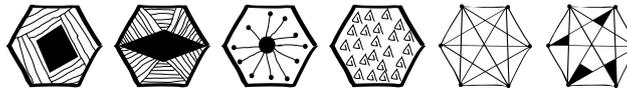
Scan the QR Code or click [here](#) to view Soochnapreneur collaterals

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;



GOVERNANCE

Registration Form/Beneficiary Profile

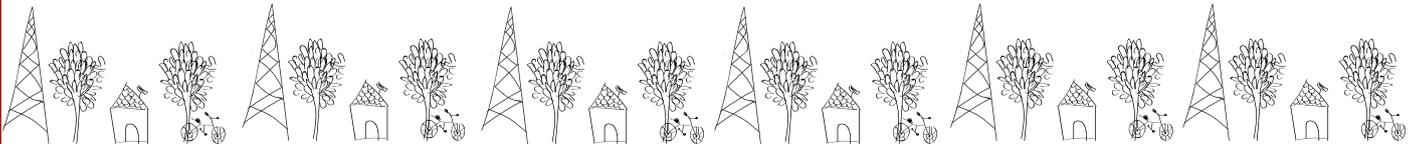
Attendance Register of SoochnaPreneur

Digital Services Register

Information Services Register

Schemes and Entitlements Register through MeraApp

Panchayat Website Content Collation Sheet

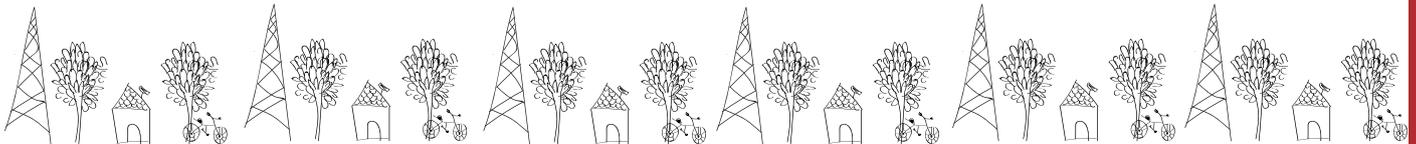


FINANCE

Beneficiary List

Summary of Transactions

Financial Schemes Registered through MeraApp



GENERIC

Revenue Register

Visitors Register

Photographs of All Events

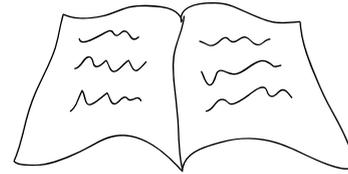
Community Mobilisation Register

Inventory Register

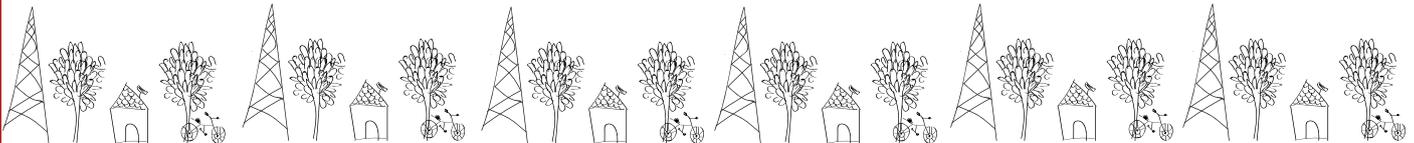
Awareness Programmes

Case Stories of Successful Interventions

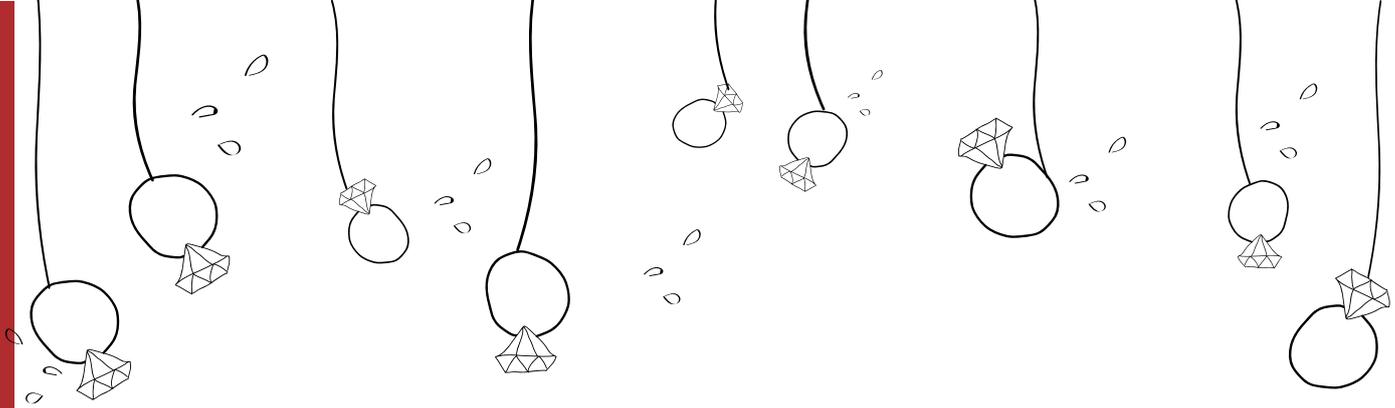
Video or Audio Clips of Beneficiaries



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

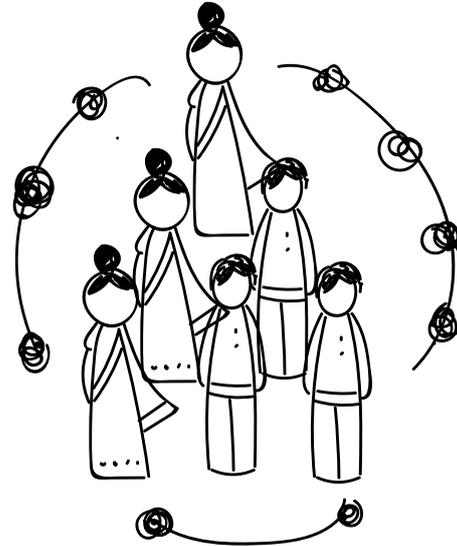


Any initiative taken towards social transformation is incomplete in the absence of active response from prospective beneficiaries. Hence, community mobilisation is important to take the programme to more and more people of the community. This segment is, thus, all about telling participants the objective 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*

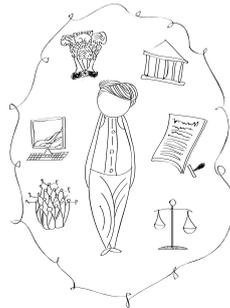


Community mobilisations have to be carried out every day in initial months of the project, and a minimum once a week after a period of three to four months. The aim should be to reach out to the target groups and provide them the relevant information or service or training.

“ A goal without
a plan is just
a wish ”

STAKEHOLDERS

The Soochnapreneur ecosystem comprises the community stakeholders that are responsible in its functioning; the resources needed to run the village; the services required to be rendered; and the service delivery technologies and mechanisms necessary for its smooth functioning. In short, the ecosystem is a description of the WHO, WHAT and HOW of creating a Smartpur.





Public health centres, community health centres, aanganwadi kendra, private and public hospitals, doctors and other health officials under the HEALTH pillar



Public and private schools, colleges, libraries, teachers, principals and students under the EDUCATION pillar



Training institutes and government master trainers, artisans, craftsmen, nano and micro enterprises under the LIVELIHOOD pillar



Panchayat representatives, block office staff and government officials under the GOVERNANCE pillar



Public and private banks, regional banking kiosks and banking correspondents under the FINANCE pillar



Men, women, children and youth in the community under the DIGITAL SERVICE pillar

“Creating a cadre of trained rural and community women Information Entrepreneurs is key to serve and satisfy growing information, digital, services needs of millions in India, and that too safely, securely and in gender inclusive manner”



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