

DIGIPRAYAS

DIGITISATION OF VILLAGES

A joint Initiative of Axis Bank and Digital Empowerment Foundation



AXIS BANK





5 STATES
12 TARGET VILLAGES
24 ADJACENT VILLAGES



INTENDED BENEFICIARIES



Households



Individuals



Schools



Farmers



Local business
owners



Local Govt. body
members



Labourers

ACTIVITIES



Digital Awareness



Digital Seminars



Community Mobilisations



Videos Screening



Focused group
discussions



Street play



Musical Entertainment



Financial Literacy



MAHARASHTRA

Districts: Aurangabad, Kolhapur, Osmanabad

Village coverage: Kandalgaon, Ambelohal, Ramwadi

KANDALGAON

Population	: 768
No. of Houses	: 133
Males	: 397
Females	: 371
Literacy rate	: 56 %
Males literacy rate	: 69 %
Female literacy ratio	: 43 %

AMBELOHAL

Population	: 4663
No. of Houses	: 809
Males	: 2421
Females	: 2242
Literacy rate	: 6 %
Males literacy rate	: 69 %
Female literacy ratio	: 54 %

RAMWADI

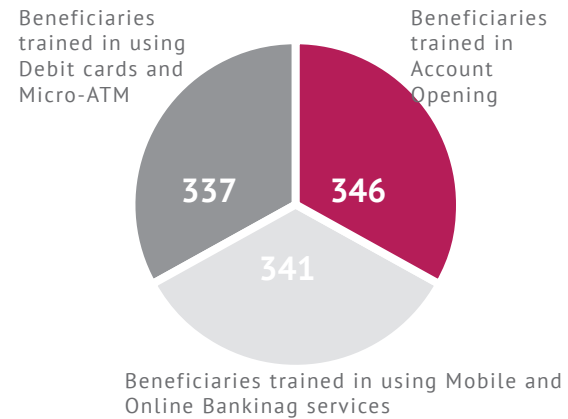
Population	: 1641
No. of Families	: 352
Males	: 888
Females	: 753
Literacy rate	: 68%
Males literacy rate	: 73%
Female literacy ratio	: 62%

Village: **KANDALGAON**

OUTCOME

Coverage: Kandalgaon,
Morwadi, Gokul Shri Gaon
and Kanheri

Beneficiaries: 546

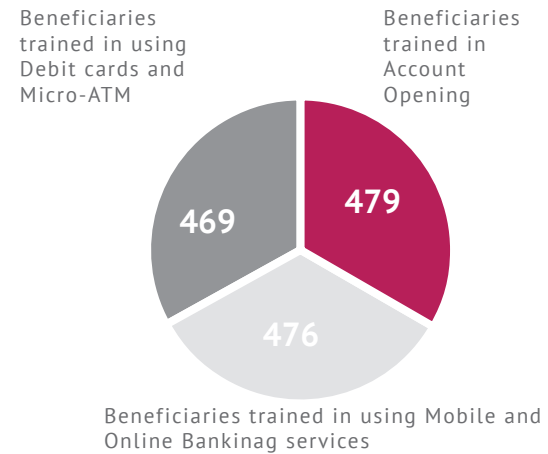


Village: **AMBELOHAL**

OUTCOME

Coverage: Ambelohal,
Kaswada, and Vadgaon

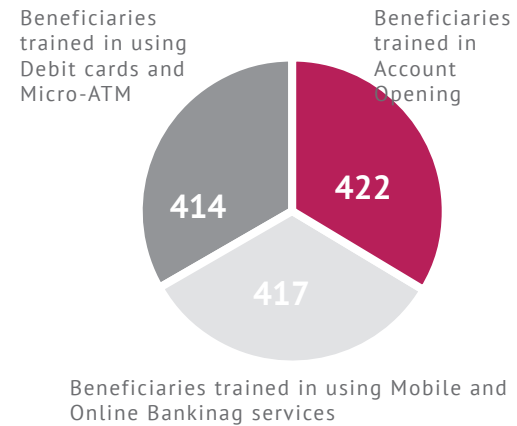
Beneficiaries: 729



Village: **RAMWADI**

OUTCOME

Coverage: Ramwadi,
Panwadi, kodawadi, and
Dakwadi
Beneficiaries: 1922





Farmer watching an awareness video on mobile banking.



HARYANA

Districts: Sirsa, Karnal

Village coverage: Kachchwa, Rasulpur

KANDALGAON

Population	: 10141
No. of Houses	: 1992
Males	: 5323
Females	: 4818
Literacy rate	: 62%
Males literacy rate	: 67 %
Female literacy ratio	: 56%

KANDALGAON

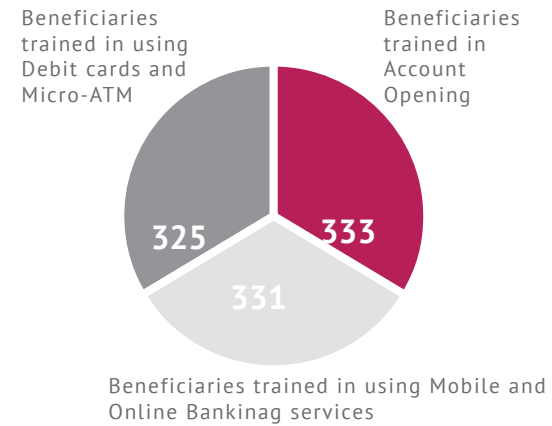
Population	: 10141
No. of Houses	: 1992
Males	: 581
Females	: 567
Literacy rate	: 65%
Males literacy rate	: 73 %
Female literacy ratio	: 54%

Village: **KACHCHWA**

OUTCOME

Coverage: Kachhwa, Pal
Nagar and Kumar Kheda

Beneficiaries: 503

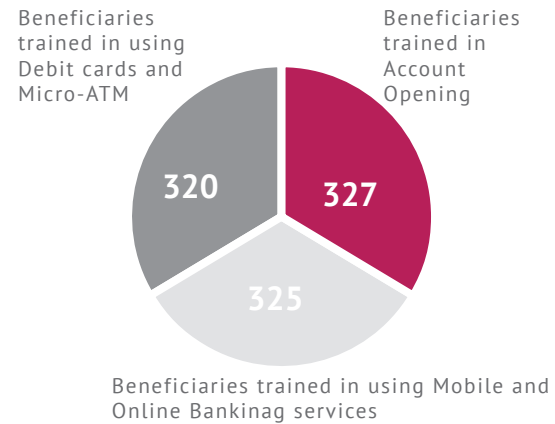


Village: **RASULPUR**

OUTCOME

Outreach: Rasulpur , Darbi

Beneficiaries: 507





Familiarising families in financial tools through door-to-door mobilisations



PUNJAB

Districts: Patiala, Mohali

Villages: Allowal, Malan

ALLOWAL

Population	: 1791
No. of Houses	: 345
Males	: 965
Females	: 826
Literacy rate	: 65%
Males literacy rate	: 67 %
Female literacy ratio	: 63%

MALAN

Population	: 1078
No. of Houses	: 222
Males	: 554
Females	: 524
Literacy rate	: 73%
Males literacy rate	: 77 %
Female literacy ratio	: 69%

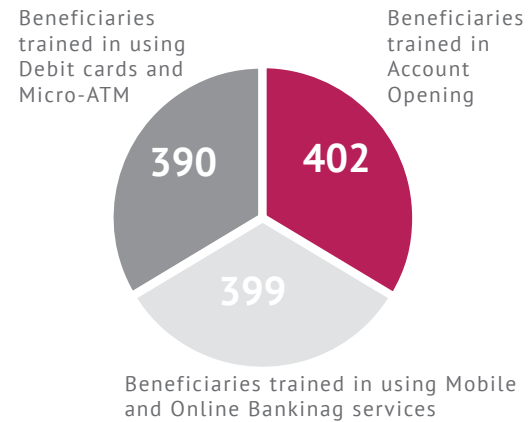
Village: **ALLOWAL**

OUTCOME

Coverage: Allowal,

Dhundewal

Beneficiaries: 902

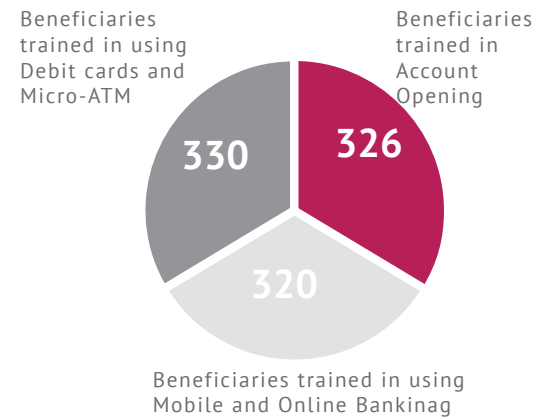


Village: **MALAN**

OUTCOME

Coverage: Malan

Beneficiaries: 511





Women Laborers watching awareness films on use of ATMs



GUJARAT

Districts: Morbi, Bhavanagar, Vadodara

Villages: Jodhapar, Thordi, Bhilpur

JODHAPAR

Population	: 1835
No. of Houses	: 344
Males	: 974
Females	: 861
Literacy rate	: 77%
Males literacy rate	: 79 %
Female literacy ratio	: 73%

THORDI

Population	: 2826
No. of Houses	: 474
Males	: 1447
Females	: 1379
Literacy rate	: 67%
Males literacy rate	: 75 %
Female literacy ratio	: 58%

BHILPUR

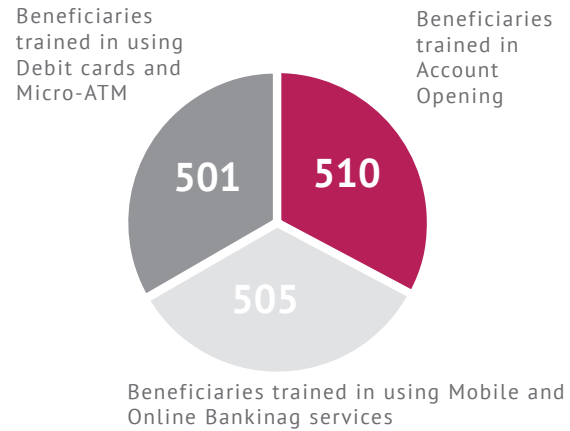
Population	: 2290
No. of Houses	: 512
Males	: 1163
Females	: 1127
Literacy rate	: 61%
Males literacy rate	: 69%
Female literacy ratio	: 53%

Village: **JODHAPAR**

OUTCOME

Coverage: Rafeleshwar,
Jodhapar

Beneficiaries: 940

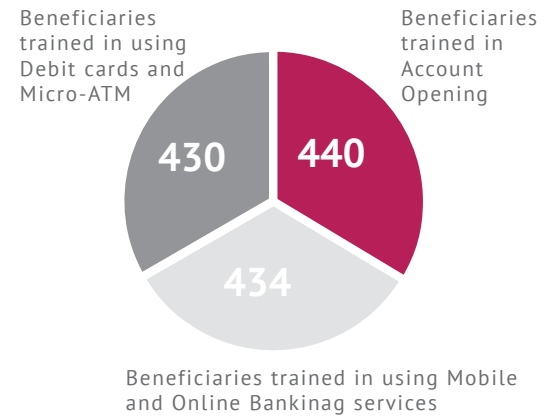


Village: **THORDI**

OUTCOME

Coverage: Thordi, Visalpur
and Rampura

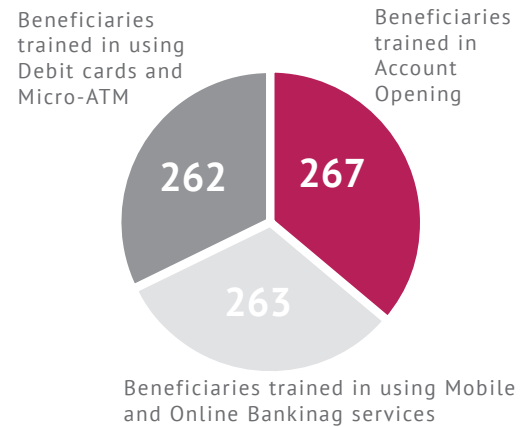
Beneficiaries: 540



Village: **BHILPUR**

OUTCOME

Coverage: Bhilpur,
Vayadpura and Navapura
Beneficiaries: 517





Senior citizens being trained in banking services through digital platforms.



ANDHRA PRADESH

Districts: West Godavari, Guntur

Villages: Satyawada, Birrupalem

SATYAWADA

Population	: 3285
No. of Houses	: 951
Males	: 1606
Females	: 1679
Literacy rate	: 67%
Males literacy rate	: 70 %
Female literacy ratio	: 63%

BIRRUPALEM

Population	: 3306
No. of Houses	: 954
Males	: 1639
Females	: 1667
Literacy rate	: 73.78%
Males literacy rate	: 77.78 %
Female literacy ratio	: 69.87%

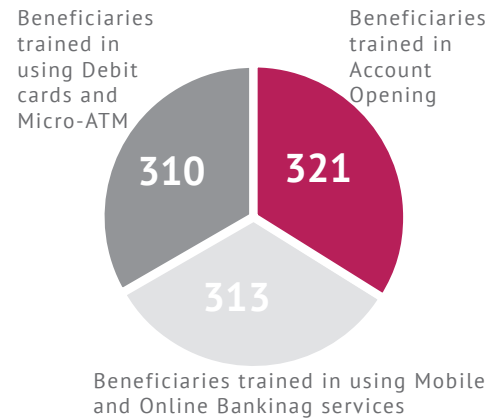
Village: **SATYAWADA**

OUTCOME

Coverage: Satyawada,

Velivennu and Kaldhari

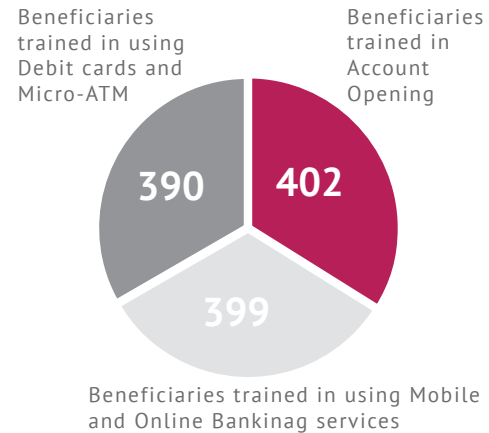
Beneficiaries: 501



Village: **BIRRUPALEM**

OUTCOME

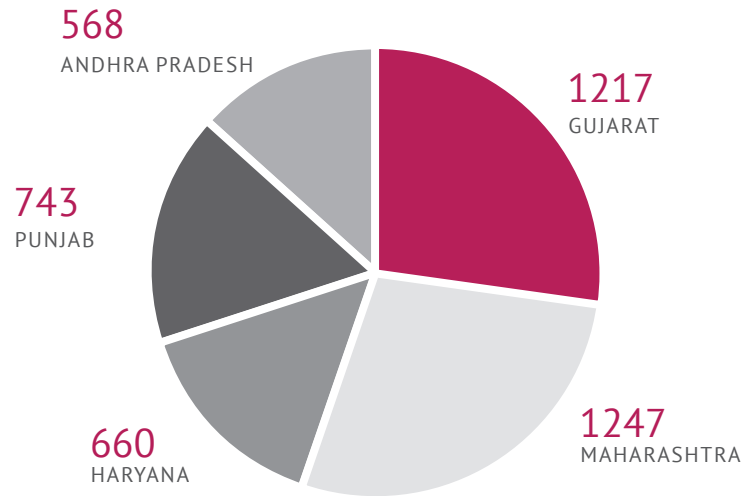
Coverage: Birrupalem,
Nellapadu, Nandivelugu
and Kancherapalem
Beneficiaries: 507





Children watching a video to learn about Swipe Machines.

OUTCOME



OVERALL OUTCOME



8625 Total beneficiaries



43125 Household beneficiaries





THANK YOU



<https://www.axisbank.com>



www.defindia.org

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