DIGIPRAYAS
DIGITISATION OF VILLAGES

A joint Initiative of Axis Bank and Digital Empowerment Foundation
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
<table>
<thead>
<tr>
<th>Village</th>
<th>Population</th>
<th>No. of Houses</th>
<th>Males</th>
<th>Females</th>
<th>Literacy rate</th>
<th>Males literacy rate</th>
<th>Female literacy ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>KANDALGAON</td>
<td>768</td>
<td>133</td>
<td>397</td>
<td>371</td>
<td>56 %</td>
<td>69 %</td>
<td>43 %</td>
</tr>
<tr>
<td>AMBELOHAL</td>
<td>4663</td>
<td>809</td>
<td>2421</td>
<td>2242</td>
<td>6 %</td>
<td>69 %</td>
<td>54 %</td>
</tr>
<tr>
<td>RAMWADI</td>
<td>1641</td>
<td>352</td>
<td>888</td>
<td>753</td>
<td>68%</td>
<td>73%</td>
<td>62%</td>
</tr>
</tbody>
</table>
Village: KANDALGAON

OUTCOME
Coverage: Kandalgaon, Morwadi, Gokul Shri Gaon and Kanheri
Beneficiaries: 546
Village: **AMBELOHAL**

**OUTCOME**
Coverage: Ambelohal, Kaswada, and Vadgaon
Beneficiaries: 729

- Beneficiaries trained in using Debit cards and Micro-ATM: 469
- Beneficiaries trained in Account Opening: 479
- Beneficiaries trained in using Mobile and Online Banking services: 476
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

<table>
<thead>
<tr>
<th>Village</th>
<th>Population</th>
<th>No. of Houses</th>
<th>Males</th>
<th>Females</th>
<th>Literacy rate</th>
<th>Males literacy rate</th>
<th>Female literacy ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>KANDALGAON</td>
<td>10141</td>
<td>1992</td>
<td>5323</td>
<td>4818</td>
<td>62%</td>
<td>67%</td>
<td>56%</td>
</tr>
<tr>
<td>KANDALGAON</td>
<td>10141</td>
<td>1992</td>
<td>581</td>
<td>567</td>
<td>65%</td>
<td>73%</td>
<td>54%</td>
</tr>
</tbody>
</table>
Village: **KACHCHWA**

**OUTCOME**
Coverage: Kachhwa, Pal Nagar and Kumar Kheda
Beneficiaries: 503

- Beneficiaries trained in using Debit cards and Micro-ATM: 325
- Beneficiaries trained in Account Opening: 333
- Beneficiaries trained in using Mobile and Online Banking services: 331
Village: **RASULPUR**

**OUTCOME**
Outreach: Rasulpur, Darbi
Beneficiaries: 507

- Beneficiaries trained in using Debit cards and Micro-ATM: 320
- Beneficiaries trained in Account Opening: 327
- Beneficiaries trained in using Mobile and Online Banking services: 325
Familiarising families in financial tools through door-to-door mobilisations
### ALLOWAL

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>1791</td>
</tr>
<tr>
<td>No. of Houses</td>
<td>345</td>
</tr>
<tr>
<td>Males</td>
<td>965</td>
</tr>
<tr>
<td>Females</td>
<td>826</td>
</tr>
<tr>
<td>Literacy rate</td>
<td>65%</td>
</tr>
<tr>
<td>Males literacy rate</td>
<td>67 %</td>
</tr>
<tr>
<td>Female literacy ratio</td>
<td>63%</td>
</tr>
</tbody>
</table>

### MALAN

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>1078</td>
</tr>
<tr>
<td>No. of Houses</td>
<td>222</td>
</tr>
<tr>
<td>Males</td>
<td>554</td>
</tr>
<tr>
<td>Females</td>
<td>524</td>
</tr>
<tr>
<td>Literacy rate</td>
<td>73%</td>
</tr>
<tr>
<td>Males literacy rate</td>
<td>77 %</td>
</tr>
<tr>
<td>Female literacy ratio</td>
<td>69%</td>
</tr>
</tbody>
</table>
Village: **ALLOWAL**

**OUTCOME**
Coverage: Allowal, Dhundewal
Beneficiaries: 902

- Beneficiaries trained in using Debit cards and Micro-ATM: 390
- Beneficiaries trained in Account Opening: 402
- Beneficiaries trained in using Mobile and Online Banking services: 399
Village: MALAN

OUTCOME
Coverage: Malan
Beneficiaries: 511

- Beneficiaries trained in Account Opening: 326
- Beneficiaries trained in using Debit cards and Micro-ATM: 330
- Beneficiaries trained in using Mobile and Online Banking: 320
Women Laborers watching awareness films on use of ATMs
GUJARAT

**Districts:** Morbi, Bhavanagar, Vadodara

**Villages:** Jodhapar, Thordi, Bhilpur

<table>
<thead>
<tr>
<th>JODHAPAR</th>
<th>THORDI</th>
<th>BHILPUR</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of Houses</td>
<td>: 344</td>
<td>No. of Houses</td>
</tr>
<tr>
<td>Males</td>
<td>: 974</td>
<td>Males</td>
</tr>
<tr>
<td>Females</td>
<td>: 861</td>
<td>Females</td>
</tr>
<tr>
<td>Literacy rate</td>
<td>: 77%</td>
<td>Literacy rate</td>
</tr>
<tr>
<td>Males literacy rate</td>
<td>: 79 %</td>
<td>Males literacy rate</td>
</tr>
<tr>
<td>Female literacy ratio</td>
<td>: 73%</td>
<td>Female literacy ratio</td>
</tr>
</tbody>
</table>
Village: JODHAPAR

OUTCOME
Coverage: Rafeleshwar, Jodhapar
Beneficiaries: 940

- Beneficiaries trained in Account Opening: 510
- Beneficiaries trained in using Debit cards and Micro-ATM: 501
- Beneficiaries trained in using Mobile and Online Banking services: 505
Village: **THORDI**

**OUTCOME**
Coverage: Thordi, Visalpur and Rampura
Beneficiaries: 540

- 440 Beneficiaries trained in using Debit cards and Micro-ATM
- 430 Beneficiaries trained in using Account Opening
- 434 Beneficiaries trained in using Mobile and Online Banking services
Village: **BHILPUR**

**OUTCOME**
Coverage: Bhilpur, Vayadpura and Navapura
Beneficiaries: 517

- 262 Beneficiaries trained in using Debit cards and Micro-ATM
- 267 Beneficiaries trained in Account Opening
- 263 Beneficiaries trained in using Mobile and Online Banking services
Senior citizens being trained in banking services through digital platforms.
### ANDHRA PRADESH

**Districts:** West Godawari, Guntur  
**Villages:** Satyawada, Birrupalem

<table>
<thead>
<tr>
<th>SATYAWADA</th>
<th>BIRRUPALEM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population : 3285</td>
<td>Population : 3306</td>
</tr>
<tr>
<td>No. of Houses : 951</td>
<td>No. of Houses : 954</td>
</tr>
<tr>
<td>Males : 1606</td>
<td>Males : 1639</td>
</tr>
<tr>
<td>Females : 1679</td>
<td>Females : 1667</td>
</tr>
<tr>
<td>Literacy rate : 67%</td>
<td>Literacy rate : 73.78%</td>
</tr>
<tr>
<td>Males literacy rate : 70%</td>
<td>Males literacy rate : 77.78%</td>
</tr>
<tr>
<td>Female literacy ratio : 63%</td>
<td>Female literacy ratio : 69.87%</td>
</tr>
</tbody>
</table>
Village: **SATYAWADA**

**OUTCOME**
Coverage: Satyawada, Velivennu and Kaldhari
Beneficiaries: 501

- **321** Beneficiaries trained in using Debit cards and Micro-ATM
- **310** Beneficiaries trained in Account Opening
- **313** Beneficiaries trained in using Mobile and Online Banking services
Village: **BIRRUPALEM**

**OUTCOME**
Coverage: Birrupalem, Nellapadu, Nandivelugu and Kancherapalem
Beneficiaries: 507
Children watching a video to learn about Swipe Machines.
OVERALL OUTCOME

8625 Total beneficiaries

43125 Household beneficiaries
THANK YOU

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