Rural Consumer 2.0
#rural #digital #consumer #connect
Established in 2002, Digital Empowerment Foundation (DEF) aims to connect unreached and underserved communities of India in an effort to bring them out of digital darkness and equip them with access to information.

With the belief ‘Inform, Communicate and Empower’, DEF finds sustainable digital interventions to overcome information poverty in rural and remote locations of India, and empower communities with digital literacy, digital tools and last mile connectivity.
There are 7.5 billion people in the world. Only 3.6 billion are online.

3.9 billion people or 53% of the world’s population is not using the internet.

*Source ITU*
### The Great Indian Digital Paradoxes

<table>
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<tr>
<th>Statistic</th>
<th>Details</th>
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<tbody>
<tr>
<td>Identified individuals living below poverty line</td>
<td>More than 300,000,000 identified individuals live below poverty line</td>
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<tr>
<td>67% of India’s population lives in rural areas</td>
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<td>More than 250 million on WhatsApp and Facebook</td>
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<td>200 million in rural India</td>
<td>200 million in rural India</td>
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<td>120 million Indians on Tiktok</td>
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<td>100 million Internet subscribers in India per 100 inhabitants.</td>
<td>84.74 per 100 in urban and 16.41 per 100 in rural.</td>
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<td>38.02 Internet subscribers in India per 100 inhabitants.</td>
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<td>723 districts in India and 300 of them are backward</td>
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<td>566 million Internet users in India, 200 million are in rural India.</td>
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<td>Over a billion SIM cards in India but 41% women don’t even own a feature phone</td>
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<tr>
<td>36% Indian men use mobile Internet, only 16% Indian women are mobile Internet users</td>
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<td>60% of India’s population lives in rural areas</td>
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<td>Source: Census 2011</td>
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<td>Source: TRAI, GSMA Gender Gap 2019</td>
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How can it change?
Leveraging the Institutional approach

- **250,000** Panchayats or village councils
- **2,800,000+** village council members
- **1,000,000+** women members

- **184,359** government health centres
- **860,000** frontline health workers
- **1,800,000** Aanganwadi workers

- **1,400,000** government schools
- **227,000,000+** students enrolled
- **8,000,000** teachers engaged

- **156,400,000** micro, small and medium enterprises
- **930,900,000+** people officially employed in the sector

- **118,700,000** farmers
- **144,300,000** agricultural workers

- **154,882** post offices
- **89.86%** in rural areas
WHAT IF

- All panchayats went online
- All health centres and staff had access to the Internet
- All government schools had access to digital teaching and learning content
- All farmers had access to real time market information
- All post offices became public Internet access centres
- All small medium and micro enterprises went online
WHAT IF

- All 1 million women village council members go online
- More than 29 lakh women teachers go online
- 1 woman in every household of India goes online
- More than 23 lakh self-help groups go online
- India’s 2 million Aanganwadi and ASHA workers go online
- 1 woman in every household of India goes online
Empowering people @ the edge of information

- 50,000 artisans digitally empowered
- 10,000 digital innovations documented
- 500,000 availed entitlement
- 10,000+ people on ground
- 4,000,000 women digitally included
- 6,000 NGOs digitally enabled
- 600 digital resource centres set up
- 7,500,000 digitally empowered
- 500+ locations
- 23 states
- 126 districts
- Marked presence in 500+ locations
- Digital empowerment @ ₹150
Rural Consumer 2.0
Scope of Community & Digital Opportunity

- 722 Districts
- 6000+ Blocks
- 2,000,000 PHCs / CHCs and Aanganvadi
- 250,000+ Gram Panchayat (2.7 Million Approx)
- 700+ KVKs
- 28,000 Mandis
- 150,000 Post Offices
- 100+ Community Radios
- 700+ Libraries
- 1,400,000 Schools
- 2000 Clusters
- 10,000+ Grassroots NGOs

#rural #digital #consumer #connect
DEF Reach

- 600+ Locations with Digital Resource Centres
- Network of 5,000+ grassroots NGOs
- 23 States
- 126 Districts
- 7,500,000+ since 2002 DEF has digitally empowered @grassroot level including 50% of them are women
- 20 Artisan & Handloom Clusters
- Network of 10,000+ Digital Foot Soldiers

Since 2002, DEF has digitally empowered 7,500,000+ at the grassroots level, including 50% of them being women.
How do we do this?
DEF Models

Access & Infrastructure
- Community Information Resource Centres
- Wireless for Communities
- Internet in a Box
- Smartpur
- IP Ville
- Minority Cyber Gram Yojana
- Community Radio
- Neerjaal

START
- Media & Information Literacy
- National Digital Literacy Mission
- English & Digital for Girls Education
- Going Online As Leaders
- Integrated Approach to Technology in Education
- RAISED
- Helping Women Go Online
- Internet Saathi
- Gyanpedia
- Indian Public Library Movement
- Technology Empowering Girls
- Online Safety Initiative
- DigiSupport
- Citizen Media Network
- Soochna Seva
- SoochnaPreneur
- Digital Panchayat

Markets & Social Enterprises
- Digital Cluster Development Programme
- eHeritage Project
- eNGO Programme
- eMSME
- Facebook Dost
- SHE Hosts
- Manthan Awards
- mBillionth Awards
- Mobile for Good Awards
- eNGO Challenge
- Social Media for Empowerment Awards
- CIRC Awards
- eNorth East Awards
- Red Rickshaw Revolution
- District Collector Digital Champion

Knowledge Hub & Network
- Digital Innovation Ecosystem Review
- Fighting Fake News
- Tracking the Troll
- Community Network Exchange
- Women Act Against Trolls

Research & Advocacy
- Internet Rights
- Digital Citizen Summit
- Mobile for Social & Behavioural Change
- Green Prakriya
- Digital Innovation Ecosystem Review
- Fighting Fake News
- Tracking the Troll
- Community Network Exchange
- Women Act Against Trolls

Governance & Citizen Services

www.defindia.org
Driving change towards digital inclusion

#FightExclusion  #AccessIsRight  #DigitalLiteracy
#InternetRights  #LastMileConnectivity  #eHeritage  #DigitalArchival
#DigitalPanchayat  #InformationIsRight  #SmartVillage  #ContentConsumers
#DigitalClusters  #DigitalArtisans  #FightMisinformation  #RightToEntitlement
#DigitalWeavers  #OnlineSecurity  #WomenEmpowerment  #RuralIndia
#NoMoreDeprived  #privacy  #DigitalInclusion
Digital Empowerment Foundation is present across 600 locations in 126 districts of 23 Indian states.

At each of the locations where we are providing digital literacy training, we strive for a gender ratio of 50:50 among our beneficiaries.
One morning, 400 women travelled from their homes to spend several days at a place in Muzaffarpur in Bihar where one lone computer, attached to a printer, had Internet connectivity. Hours after hours, days after days, one man named Sanjay Sahni patiently sat there, addressing the grievances of the women who had not received their rightful wages under MGNREGA. The women had decided to camp in and around this man's one-room makeshift unit to seek his help to tally their MGNREGA attendance and take print-outs of the proof of their attendance to submit it to the panchayat authorities.

Here's a story
www.defindia.org