Rural Consumer 2.0

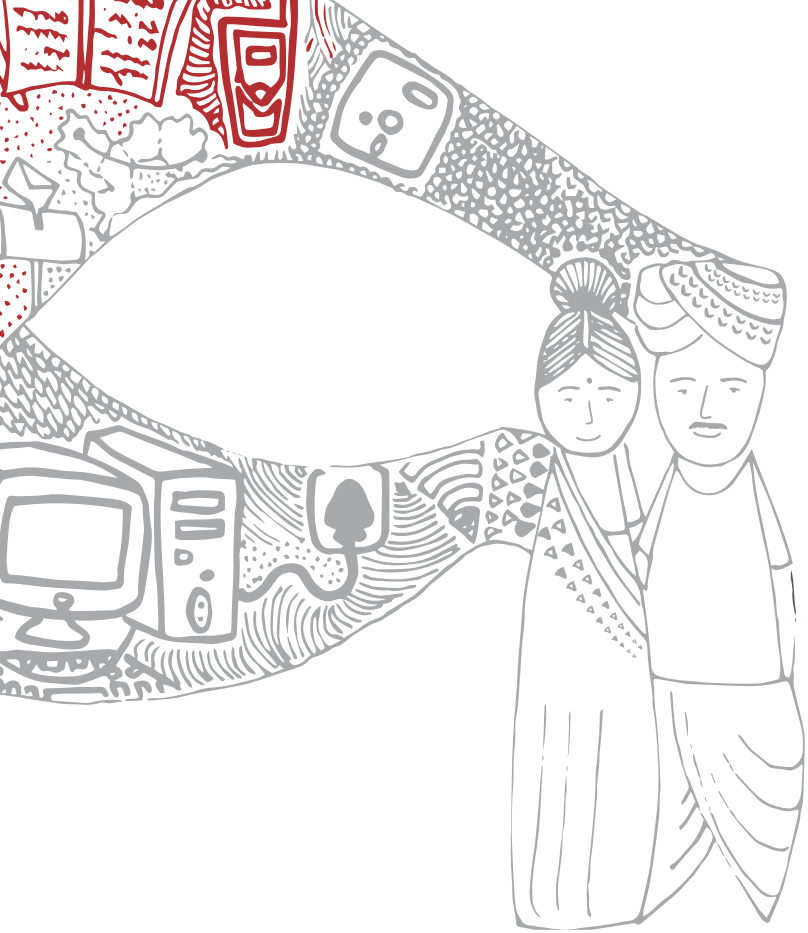
#rural #digital #consumer #connect

DIGITAL EMPOWERMENT *foundation*

Empowering people @ the edge of Information

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

There are **723 districts** in India and **300** of them are backward

More than **300,000,000** identified individuals live below poverty line

There are over **566 million** Internet users in India, **200 million** are in rural India.

25.96% Indians are illiterate but there are **120 million** Indians on Tiktok and over **250 million** on WhatsApp and Facebook

There are over **a billion SIM cards** in India but **41% women** don't even own a feature phone

There are **38.02** Internet subscribers in India per 100 inhabitants. **84.74 per 100** in urban and **16.41 per 100** in rural.

While **36%** Indian men use mobile Internet, only **16% Indian women** are mobile Internet users

67% of India's population lives in rural areas

Source: Census 2011
Souce: TRAI, GSMA Gender Gap 2019

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

154,882
post offices

89.86%
in rural areas

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

WHAT IF

All panchayats went online

All farmers had access to real time market information

All health centres and staff had access to the Internet

All post offices became public Internet access centres

All government schools had access to digital teaching and learning content

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

Empowering people @ the edge of information

Established in 2002
17 years and counting

50,000 artisans digitally empowered

23 states
126 districts

10,000 digital innovations documented

500,000 availed entitlement

Marked presence in **500+** locations

10,000+ people on ground

4,000,000 women digitally included

6,000 NGOs digitally enabled

600 digital resource centres set up

1000 Digital Panchyat

7,500,000 digitally empowered

Digital empowerment @ ₹150

Rural Consumer 2.0

Sope of Community & Digital Opportunity

722
Districts

700+
KVKs

28,000
Mandis

6000+
Blocks

250,000+
(2.7 Million Approx)
Gram Panchayat

150,000
Post Offices

2,000,000
PHCs / CHCs and
Aanganvadi

100+
Community
Radios

700+
Libraries

1,400,000
Schools

2000
Clusters

10,000+
Grassroots NGOs

#rural #digital #consumer #connect

DEF Reach

Network of
5,000+
grassroots NGOs

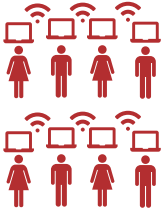
20
Artisan &
Handloom
Clusters

600+
Locations with
Digital Resource
Centres

23
States

Since 2002 DEF has
digitally empowered
7,500,000+
@grassroot level including

50%
of them are women



Network of
10,000+
Digital Foot
Soldiers

126
Districts

How do
we do this?

DEF Models

Access & Infrastructure

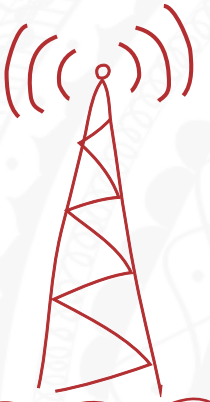
- Community Information Resource Centres
- Wireless for Communities
- Internet in a Box
- Smartpur
- IP Ville
- Minority Cyber Gram Yojana
- Community Radio
- Neerjaal

Education & Empowerment

- 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

Governance & Citizen Services

- Soochna Seva
- SoochnaPreneur
- Digital Panchayat



Markets & Social Enterprises

- Digital Cluster Development Programme
- eHeritage Project
- eNGO Programme
- eMSME
- Facebook Dost
- SHE Hosts

Knowledge Hub & Network

- 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

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

Driving change towards digital inclusion

#FightExclusion

#AccessIsRight

#DigitalLiteracy

#InternetRights

#LastMileConnectivity

#eHeritage

#DigitalArchival

#InformationIsRight

#SmartVillage

#FightMisinformation

#DigitalPanchayat

#DigitalClusters

#ContentConsumers

#DigitalArtisans

#DigitalWeavers

#OnlineSecurity

#WomenEmpowerment

#NoMoreDeprived

#RightToEntitlement

#privacy

#DigitalInclusion

#RuralIndia

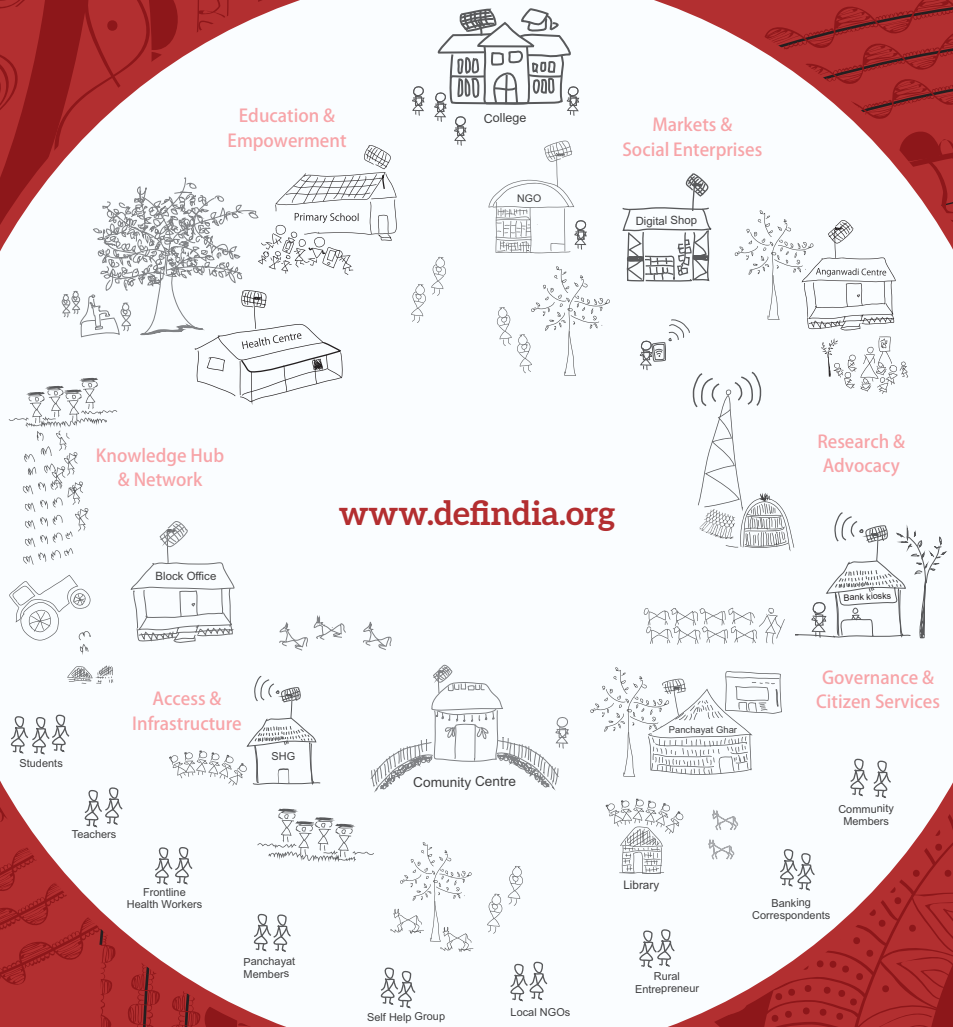
THE TARGETS ARE BIG BUT WE ARE MAKING AN EFFORT

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

Here's a story

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.


College
Education &
Empowerment
Primary School
Health Centre
Markets &
Social Enterprises
NGO
Digital Shop
Anganwadi Centre
Research &
Advocacy
Bank kiosks
Governance &
Citizen Services
Panchayat Ghar
Community Members
Banking
Correspondents
Rural
Entrepreneur
Local NGOs
Self Help Group
Panchayat
Members
Frontline
Health Workers
Teachers
Students
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