

STRATEGIC PLAN 2021-2026



WHO WE ARE?

Our Mission

To empower marginalized communities in information dark regions to access, consume and produce information online using digital interventions and ICT (Information Communication Technology) tools.

Our Vision

We envision to create an information rich and digitally uplifted communities through extensive use of ICT and digital media tools.

Who we serve?

Our primary objective is to serve the vulnerable and marginalized communities, i.e., Below poverty line, Women, Artisans, Youth, Differently Abled, Elderly, Tribal communities, Micro and Nano entrepreneurs, Micro and Nano enterprises and Nonprofit Organizations.

Where we Operate?

We currently operate in 24 states of India covering 135 Districts, 700 Blocks, 1000 Panchayats and 3000 Villages. We are creating a network of Community Information Resource centres that will be building information rich and digitally uplifted communities across the country.



OUR CORE VALUES

EMPATHY

We empathize with people and their causes to find solutions that best suits a particular community or region

EQUALITY

We cherish equality as a value when dealing with stakeholders, partners, co-workers and the people we seek to serve

EMPOWERMENT

We create a work environment that empowers people to fearlessly express themselves, innovate and offer creative solutions, irrespective of their designations or positions within the organization.

TRANSPARENCY

We ensure transparency, good governance and participative decision making based on a deep commitment for equality and fairness.

Our Core Programmatic Verticals

DEF's work covers six programmatic verticals under which projects are launched and executed:

- ☐ **Access & Infrastructure:** Providing people access to the Internet and making them digitally literate.
- ☐ **Governance & Entitlements:** Raising awareness about their rights and entitlements and giving them the voice to demand better governance, better delivery of government services and better protection of their basic human rights using digital literacy and digital tools
- ☐ **Education & Empowerment:** Enabling people to access better health, education, skill and livelihood opportunities through digital literacy and digital tools
- ☐ **Markets & Social Enterprise:** Digitally empowering micro-enterprises and communities and grassroots-level civil society organizations with online presence.
- ☐ **Knowledge Hub & Database:** Creating a knowledge network of digital practitioners and database of effective ICTD innovations and interventions in an effort to scale up and forge partnerships for specific socio-economic developmental needs

OUR HISTORY

2002

DEF got registered as a not-for-profit organization under Societies Registration Act, 1860, India

2004

DEF participated in World Summit Awards formed under the (World Summit on the Information Society) framework of the United Nations.

2005

DEF became the first organization to institutionalize awards in South Asia and India by the name of Manthan Award.

2006

Launched www.gyanpaedia.in in partnership with Ministry of Communication & Information Technology, Government of India to aggregate content created by students & teachers from 500 schools across 7 states of India.

2007

Launched first Community Information Resource Centre with support from Intel.

Launched Neerjal, an online drinking water information management system in partnership with Barefoot college and Department of Science and Technology, GOI

DEF commoditized the information & subsequently included affordability to present the abstract as good as a necessity. DEF created a cadre of Entrepreneurs referred to as "Digital Entrepreneurs" or "Soochnpreneurs".

2008

Initiated Digital Panchayat Programme to empower Gram Panchayats across the country

2009

Launched eNGO programme to digitally empower grassroots NGOs.

Launched Chanderiyaan project with support from DEITY for integrated development of the silk weaving cluster at Chanderi, Madhya Pradesh.

2010

Expansion of CIRCs – established 25 CIRCs

Initiated Wireless for Communities programme in partnership with Internet Society to provide access to internet by using unlicensed spectrum.

Launched eMSME project to connect Micro enterprises.

2011

GOI selects DEF founder as a member of Community Radio Screening Committee

DEF founder becomes member of DEITY's working group for Internet Proliferation and Governance

2012

DEF joins the consortium formed by NASSCOM Foundation for National Digital Literacy Mission which in 2014 became a GOI Mission.

Launched Engo challenge awards

2013

DEF expanded its presence in 60 districts across 25 states and 10 countries.

Launched the District Public Libraries Project with support from Bill and Melinda Gates Foundation.

Initiated eHeritage Project with UNESCO support

2014

Conceived and Implemented Minority Cyber Gram Yojana, a Ministry of Minority Affairs initiative at Chandauli.

Launched Soochna Seva Project with EU support

2015

With Support from Indus Towers & Vodafone, DEF reached 150 locations with CIRC's presence

Progressive Institutional Partnership with TATA Trusts, Vodafone Foundation, ISOC, .ORG, BMGF, EU, PRADAN, NASSCOM Foundation and so on.

2016

Digital Empowerment Foundation (DEF) collaborated with the Crowd Sourcing Week (CSW) to host India's first Crowdsourcing Week Summit in Bengaluru to promote organisations and innovators, looking to embed the power of the crowd in their products and services, connect the dots in the global crowd-powered marketplace.

Digital Empowerment Foundation (DEF) collaborated with three designers to showcase a new range of exquisite handloom products under the brand name of DigiKargha at Lakme Fashion Week Autumn/Winter 2018 to promote the #ArtisansOfDigitalAge on the runway.

2017

Developed an android based mobile application "MeraApp" to provide rural India's vulnerable population with a catalogue of welfare schemes, with comprehensive information on entitlements, in an effort to empower them with access to rights and benefits.

DEF partnered with Google and TATA Trusts as an implementation partner for Internet Saathi programme.

2018

Developed and Launched in house mobile application called "MeraApp" with an objective to provide rural India's vulnerable population with a catalogue of welfare schemes, with comprehensive information on entitlements, in an effort to empower them with access to rights and benefits under the areas of health, education, social security, finance and livelihood.

2019

DEF partnered with WhatsApp for a programme "Fighting Against Fake News".

Initiated a mentorship programme "Going Online as Leaders" in partnership with Facebook.

2020

Expansion of CIRC's – Established 850 centres in 600 locations across the country.

Launched COVID 19 Digital Emergency Relief Programme to provide relief aid to the vulnerable groups and migrant workers.

Launched Digital Daan, a programme for crowdsourcing used and functional digital devices from donors and supplying them to marginalized communities.

Documented India's 2nd largest forced long- distance migration in 6 states and 17 villages with 60 migrant families.

2021

Expansion of CIRC's- established 1000 CIRC's across 135 districts and 23 states of India.

SOLUTION & IMPACT

Today, Digital Empowerment Foundation is an integral digital action organisation. DEF's constantly acts into creation of information empowerment, equitable communities by providing digital access to information, knowledge and contextual capacity. The organization's main focus is to relate technology to the masses especially on how technology can empower women, youth differently abled and elderly in functional digital literacy, media literacy, and digital up-skilling across agriculture, micro and nano business, health, education, livelihood, and entrepreneurship.

DEF believes that need of access to information and digital dependency is a necessity and should not lead to exclusion. Therefore, DEF constantly works in contextualizing and economizing and making access to digital tools a first priority.

Over the last 19 years, the organization has been actively engaged in digitally empowering local communities through its 1000 Community Information Resource Centres and with the spread of about 10,000 digital foot soldiers located across 24 states and 135 districts in rural, tribal, marginalized, and unreached areas.

DEF has directly impacted more than 15 million people including people below poverty line, women, artisans, youth, differently abled people, and elderly.



OUR IMPACT

24

States

135

Districts

700

Blocks

1000

Panchayat Digitally
Included

3000

Villages

10000

Digital Foot Soldiers

6000

NGOs Digitally
Enabled

10000

Digital Innovations Documented

50000

Artisans Digitally Empowered

500000

Availed Entitlements

4 million

Women Digitally Included

15 million

Digitally Empowered

MARKET NEED & SITUATION

70%

of rural India do not have access to Internet

50%

of students in India do not have access to the Internet for online studies

8.5%

of women in rural India are able to use the Internet

70%

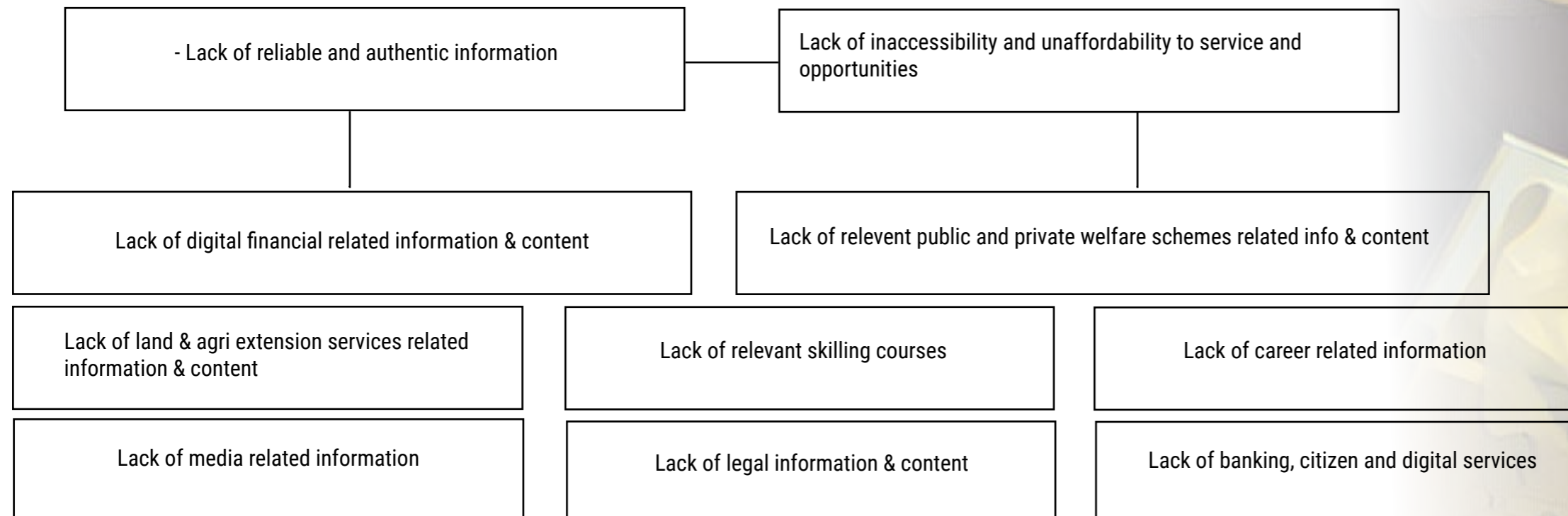
of women in rural India are able to use computer

38%

of households in India are Digitally Literate

24%

of people in India are financially literate



THE NEXT FIVE YEARS

We are expanding our Community Information Resource Centres to provide a range of services -education services, governance services, health services, livelihood services, financial services, infotainment services to allow marginalized communities to access information and entitlement services, where and when they need it. Our focus remains on beneficiaries, and our team will continue to experiment with new ways to deliver our core programs to the communities and begin to explore how we can serve a broader to achieve maximum impact in efficient and innovative ways.

Over the next five years, we will:

Enable ecosystem of bottom-up digital development to facilitate:

1

Digital Entrepreneurship

Digital Health

Digital Education

Digital Livelihood

Digital Entertainment

Digital Financial Inclusion

Access to Government Entitlements

OUR ACTION PRIORITIES

2

Establish 3000+ Community Information Resource Centres in 300+ Backward Districts across 28 states of India

3

Creating cadre of 100,000 Digital Foot soldiers to enable large scale data to influence policy and create information economy.

4

Expand our nonprofit readiness training with new and current programs

5

Strengthen our online marketplace, which will provide a digital platform for beneficiaries to scope and secure services anywhere, anytime.

6

Expand knowledge network, database in the field of ICT for Development across South Asia and Asia Pacific regions.

7

Expanding the combination of research, advocacy and in country engagement to strengthen the Internet human rights.

1

Focus on our communities

Impact Indicators:

- ☐ Number of communities served increases significantly.
- ☐ Our program teams are structured to make sure that community needs are being met.
- ☐ Our programs are achieving our impact goals efficiently.
- ☐ Expansion to new states

2

Improve our organizational and operational capabilities

- ☐ Continue to build our capabilities to reach more communities where and when they need help.
- ☐ Expand and enhance Digital Information Resource Centres around the country
- ☐ Expand our commitment to Roots' professional growth, satisfaction, diversity, and inclusion.
- ☐ Align organizational structure to support implementation of strategic plan.

- ☐ Strengthen our financial position.
- ☐ Improve technological infrastructure to support the strategic plan.
- ☐ Develop and strengthen key partnerships and convenings.
- ☐ We have established strong partnerships across the globe.

Impact Indicators:

- ☐ We stabilize our turnover.
- ☐ Our local and national teams collaborate to achieve our goals.

3

Improve our organizational and operational capabilities

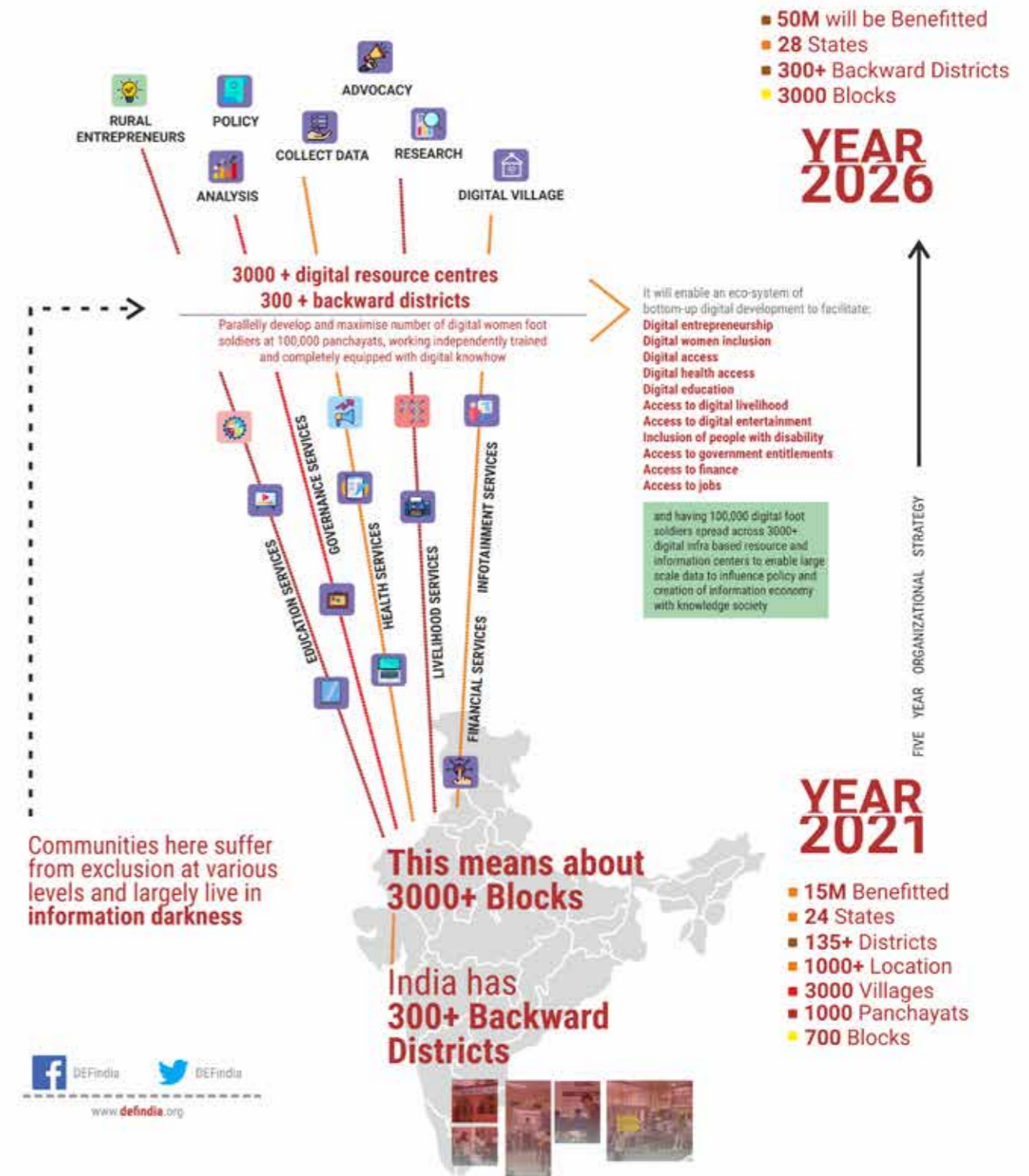
- ☐ Expand use of impact measurements.
- ☐ Develop and communicate internal key performance indicators.
- ☐ Communicate impact externally

Impact Indicators:

- ☐ Dashboard is being used consistently by the board, executive management team to make decisions about operations and programs. Our results and impact are being communicated externally.



**DIGITALLY EMPOWERING COMMUNITIES
MISSION 2026**



Financial Goals for next 5 Years

	2020-2021	2021-2022	2022-2023	2023-2024	2024-2025	2025-2026
FR Target	22 Cr	30 Cr	40 Cr	50 Cr	60 Cr	70 Cr
Impact	5M	Exp. Impact 8M	Exp. Impact 12M	Exp. Impact 16M	Exp. Impact 20M	Exp. Impact 25M
Per ben. cost	44 INR	Per ben. cost 37 INR	Per ben. cost 33 INR	Per ben. cost 31 INR	Per ben. cost 30 INR	Per ben. cost 28 INR



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