CSW Summit Tehran
Transform Your Outlook with Crowdsourcing and the Crowd Economy
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DIGITAL EMPOWERMENT FOUNDATION
https://defindia.org
Eradicating Information Poverty

Empowering 1.2 Billion People of India
Poverty; Frugal; Illiteracy; No Education; Local Language; Folk, Culture; Community; Nature; Animal; Live Stocks; Trust; Secure; Know One Know All; Collective Decision; Oral Communication; Agriculture; Empathy; Love; Care; Barter; Share; Organic; Humility; Grow & Eat; Make & Live; Learn from Experience, Wisdom; Hyper Local; Walk, Cycle; Slow & Healthy; Preventive, Not Curative;
1.2 billion people
650,000 villages
250,000 village councils
6,000 blocks
672 districts
36 provinces
1 country
Rural India: Target as Constituencies

- **GOVERNANCE**
  - Village Councils: 250,000
  - Vill Councilors: ~ 3 million

- **COMMERCE:**
  - MSMEs: 26 million
  - Employing: 60 million
  - MSME Clusters: 2,000

- **SOCIAL UPLIFTMENT:**
  - NGOs: 3.3 million
  - Staff: 10 million

- **Farmers: 250 million**
- **Post Offices: 150,000**
- **HEALTH:**
  - CHCs: 4535
  - PHCs & CHCs: 85,000
  - Anganwadis: 100,000
  - Health Workers: 1.8 million

- **EDUCATION:**
  - Schools: 1.3 million
  - Teachers: 6-7 million
Size of Rural Population

>70 %
Mass Media?

Oral
Oral Media – Interactivity

• Radio [FM Community Radio]
• Cinema [1st Screen]
• Television [2nd Screen]
• Computers [3rd Screen]
• Mobile [4th Screen] [Video, SMS, Web, Voice]
• SMS [Twitter]
• Video [YouTube]
• Web 2.0 [Facebook, Social Media, Responsive]
India – a Oral Society

Population: 1.2 billion

Mobile: > 900 million
[Individual Connections; But unique User Base is < 500 m]

TV: 180 million [Households]

Radio: 120 million [Sets]

Internet: 300 million [Users]
[75% of Indian internet users are 15-34 age-group]

InfoKiosks: 150,000

Community Radio: 180 [300 pending]

Languages: 30 [Spoken by a million each]
122 [Spoken by > 10,000 each]
Rural India: Really Connected Ones?

833 million people living in rural areas;
only 38 million use the Internet.

Out of the 900 million mobile phone SIM sold,
only 323 million are used in rural India;

Only 3.6 million of them [12%] use their devices
to access the Internet.
India’s information poor & Knowledge Rich who are they?
Story of Norti Bai, 65, Village Councilor, No Qualification
There are 250,000 village councils in India with 3 million elected members to govern 650,000 villages. None online and more than 80% without basic education and mostly illiterate.

Digital Panchayat has made more than 1,000 village councils online and trained 5,000 councilors in digital literacy

http://ePanchayat.in
SAFA stories unfold pages from our women's lives
Promises to be a busy, money-churning month for our women...orders from corporates go a long way in promoting our products. Pre-training workshop by Mr. Israr Alam Saleem.

Intro
SAFA - The story unveiled
To create and sell their products
There are 3.3 million NGOs in India, about 1 NGO for each 400 people. Yet their digital adaptability is abysmal.

> 90% are not online

Like Safa, DEF has put more than 5,000 NGOs online across India, south Asia and also in Africa

http://PIReNGO.org
~ 150 Locations across 22 States; 60 Districts
Digitally Enabled Access Points in Rural Areas;
Access; Information Services; Digital Services; Entitlements;
Vocation & Skills; Digital Literacy; Rights & Entertainment;

+ 60 District Public Libraries being Integrated with Digital Resource Center in Bihar & UP with the support from Bill & Melinda Gates Foundation
In an effort to make digital tools and devices available to marginalised and underserved rural population of India, Digital Empowerment Foundation has started a movement to collect and encourage people to donate all kinds of old and used (but functional) mobile phones, tablets, pen drives, SD cards, laptops, cameras, LCD screens, projectors and any other digital devices or accessories. There is a huge demand for these products in rural India, and through our 150 centres across 22 states and 80 districts, we want to enable people in multiplier affect using real-life crowdsourcing. If you want to contribute, please fill the form below.
Learn to map and document heritage in your area;
Create a repository of heritage data for future protection measures;
Register your own website domain;
Build and maintain your own heritage assets;
Connect with heritage experts and NGOs through UNESCO, IHCN network;
Raise global awareness about the wealth of heritage resources in your area;
Shahjahanabad

http://olddelhiheritage.in/
Chanderi

http://chanderiheritage.in/
Initiative of Barefoot College and digitally enabled by DEF, Khamayati.org is a destination of aggregation of folk and folk artists of western Rajasthan to promote, preserve and sustain the century old heritage
Interactive, crowd sourcing enabled Mobile App on Android, for the travellers, visitors and residents of the heritage area.
Micro Business Clusters

There are 26 million MSMEs in India including 2,000 traditional skills based clusters. Yet less than 20% are online.

DEF has brought in more than 300 online and Chanderi cluster has become national example at

http://chanderiyaan.net
Story of 3,500 traditional weavers of Chanderi
ABOUT CHANDERIYAAN

Chanderiyaan is an integrated Handloom Weavers Cluster Development Programme that is enabling the 40000 weavers families in Chaderi Handloom Cluster to adopt digital tools and Internet for better livelihood. This is enabled through enhanced handloom trade and commerce with digital supported designs, new weaving methods, tools, marketing and e-commerce.

Chanderiyaan shares the history, culture, heritage and art of hand weaving through its products. Chanderiyaan.net is a e-commerce portal developed as a platform of the weavers, for the weavers and by the weavers.

Shop with us on Chanderiyaan.net
Plain brilliance! Wishing Chanderiyaan
Access & Connectivity

Last Mile Access – Absent

OPTIONS ?

Unlicensed Band/Free Spectrum Internet through Wireless Broadband

http://wforc.in
Story of Vijay, a nomadic tribe, turned resilient barefoot wireless network engineer
Wireless for Communities™ (W4C) is an initiative of the Internet Society (ISOC) and Digital Empowerment Foundation (DEF) that utilises unlicensed spectrum and low-cost Wi-Fi based equipment to connect and empower rural and underserved communities. Since its inception in 2010, the W4C programme has provided internet connectivity in more than 10 locations bringing the benefits of internet connectivity to over 200,000 people. Since then, the W4C programme has brought to these people e-governance initiatives like community service centres (CSC), automation of birth and death certifications, and single window clearance systems.
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Mehru Nisha is one step closer to her dream college.

by Navkaran Singh

Anwar Ji's youngest daughter Mehru Nisha needs our help for fulfilling her dream of becoming a software engineer.

$1,28,100 RAISED
90 CONTRIBUTORS
106% COMPLETE

Start Your BitGiving Campaign Today ➔
From 1 Aug
We are introducing a misdial facility.
Please call 09015 510 510,
we will call you back
and record your story.
1st Story
Your old material and the ecology of Sunderbans.

2nd Story
Building Bridge over troubled waters.

3rd Story
From Burden to Opportunity.

4th Story
Sujni; a story with many layers.

5th Story
Happy feet and the daily puddles of life !!

6th Story
The flip side of paper.

7th Story

8th Story

9th Story
Crowd-powering India's first Sanskrit Animated Film

Punyakoti is a one of a kind film that brought the entire Sanskrit community together.

A musical web-series showcasing fresh and independent music artists from all over the country.
Experience Social Investing with Rang De.

47,114 Loans disbursed | 9,314 Social Investors joined
Crowdfunding for all

India's largest crowdfunding platform for personal and social projects.
Raise funds for the causes you feel strongly for.
We're Asia's most visited crowdfunding platform for personal, social & creative causes.

Get Started

Trending Now
Meet the fundraisers which are most active right now
Guna: https://www.youtube.com/watch?v=0t0yXhbUYm4&index=1&list=PLxhZ5_fZfXy-MT7LADkYo1bPRCFHczoDX

Guna Case study: https://www.youtube.com/watch?v=HMgNBu2VA8k&index=2&list=PLxhZ5_fZfXy-MT7LADkYo1bPRCFHczoDX

Baran: https://www.youtube.com/watch?v=tIToTIRPolg&index=6&list=PLxhZ5_fZfXy-MT7LADkYo1bPRCFHczoDX

Chanderi: https://www.youtube.com/watch?v=ordpYtbJlu0&index=7&list=PLxhZ5_fZfXy-MT7LADkYo1bPRCFHczoDX

Alwar, Malakhera: https://www.youtube.com/watch?v=ELs--KJqtso&index=23&list=PLxhZ5_fZfXy-MT7LADkYo1bPRCFHczoDX

Nichlagarh: https://www.youtube.com/watch?v=_O1JRIBeDek

CIRC generic video: https://www.youtube.com/watch?v=rIL8JN35abw&index=5&list=PLxhZ5_fZfXy_YsM-wzJAV3IPCiDtad4X
Thank You!!!