DEMAND & SUPPLY GAP

Rising demand for information, content, entitlements and citizen services

Limited end-to-end points for access, delivery of information, entitlements and services

THE SCENARIO

- Rural India towards Information Society & Economy
- Rural society towards digitally inclusive and connected
- Transition need from information poverty to empowerment
- Rural connected market base from 120 million in 2015 to 315 million by 2025
- Rural information market increase by 48% by 2025
- New digital revolution, digitalisation of sectors and services

ROAD AHEAD

- PAN India reach
- Establish 3000 CIRC in 3000 backward blocks

LEVERAGING THE NEXT WAVE

- Channelising relevant content and services to diverse rural groups
- Leveraging needs for contextualised hyper local content
- Leveraging the Internet to sell in rural market
- Increasing last mile connectivity enabled by government, telcos and tech. providers
- Opportunity for new age rural digital / information entrepreneurs – potential to create thousands of livelihood and employment opportunities
- Solve real life problems with digital technology including wireless

TECHNOLOGY BASED ENTREPRENEURSHIP OPPORTUNITIES FOR RURAL YOUTH

Contact

House No. 44, 2nd Floor
Kalu Sarai, Delhi - 16
8130313910
soochnpreneur@defindia.org
soochnpreneur.in
OBJECTIVES

- Create a pool of rural information and digital entrepreneurs to serve emerging demand and need for information, content, entitlements and services
- Promote rural information and digital entrepreneurship as next alternative livelihood and employment opportunity
- To enable last mile access and delivery of information, entitlements and services for rural citizens
- Bridge the digital and information divide

HOW?

- Select and train wireless Soochnapreneurs using connected digital devices to deliver information and services
- Soochnapreneurs setting up Soochna Seva Kendras (Information Service Centres) at Panchayat level (Village council location)
- Centres equipped digitally with tools, devices, connectivity
- Centres as one stop solution for all types and kinds of information, content, entitlement, services, and training needs
- Soochnapreneurs using dedicated Meraapp (an exclusive mobile app on public welfare schemes and critical entitlement based information)

MERA APP

Mera app is an intelligent mobile interface for access of information on government entitlement programs. The ready made scheme database enables a Soochnapreneur to search and process scheme information and enables him/her to link potential beneficiaries with final entitlement benefits.

- Select and train wireless Soochnapreneurs using connected digital devices to deliver information and services
- Soochnapreneurs setting up Soochna Seva Kendras (Information Service Centres) at Panchayat level (Village council location)
- Centres equipped digitally with tools, devices, connectivity
- Centres as one stop solution for all types and kinds of information, content, entitlement, services, and training needs
- Soochnapreneurs using dedicated Meraapp (an exclusive mobile app on public welfare schemes and critical entitlement based information)

STAKEHOLDERS

- National Agencies like NSDC
- Development agencies, management institutes,
- Service Providers and Skill & Training Providers
- Rural Information Entrepreneurs / Soochnapreneurs
- SOOCHNAPRENEUR (Information Entrepreneurs)

KEY MILESTONES

- Creation of 2000 self-employed Information digital entrepreneurs (Soochnapreneurs) including 1200 women Soochnapreneurs and 600 PWDs
- Establishing 900 Soochna Seva Kendras/Information Service Centres
- 9,000,00 individual beneficiaries
- Each Soochnapreneur equipped with digital devices and online learning management tools

THE IMPACT SO FAR...

- 2000 technology driven rural entrepreneurs
- 2 million rural beneficiaries benefitted through government schemes and digital services
- Connect beneficiaries with 400,000 e-governance, digital and scheme related services
- 900 Soochna Seva Kendras (SSK)/CIRC as last mile access & delivery points for information, content, entitlement & digital services
- Demonstrated the capacity of wireless technology used for social & economic empowerment.
- Demonstrated how dedicated Mobile app can benefit people with government schemes and entitlements

A joint initiative of Digital Empowerment Foundation (DEF) and Qualcomm Wireless Reach since 2016 to promote rural wireless information and digital enterprise and entrepreneurship to serve last mile rural information, content, entitlement and services needs.

135
States
24
States
900
Centres
2000
Soochnapreneur
9,000,00
Individual beneficiaries