Meaningful Access

CONTEXT & NUMBERS

Only 6% of 122 million People of Rural India made online Payment out of 350 million [total]

6% did 45% of all online transactions

out of 445 million Internet users from Rural India

Out of the Population of 910 million rural Indians

Out of 425 million Smartphone users of Rural India

NOT MORE THAN 1 crore [10 million] PEOPLE from rural INDIA do online transactions

OUT of the pop of 91 crore [910 million] living in Rural India

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defindia.org

Indica

Creative Producers of India

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Landscapes of Creative Producers of India

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Handicraft

MKT

64000

crore

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There are

30 million

MSMEs

in INDIA

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200 mil
artisans
in INDIA

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9 mill SHGs

100 mill women

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3.5 million

HANDLOOM WORKERS

72% women

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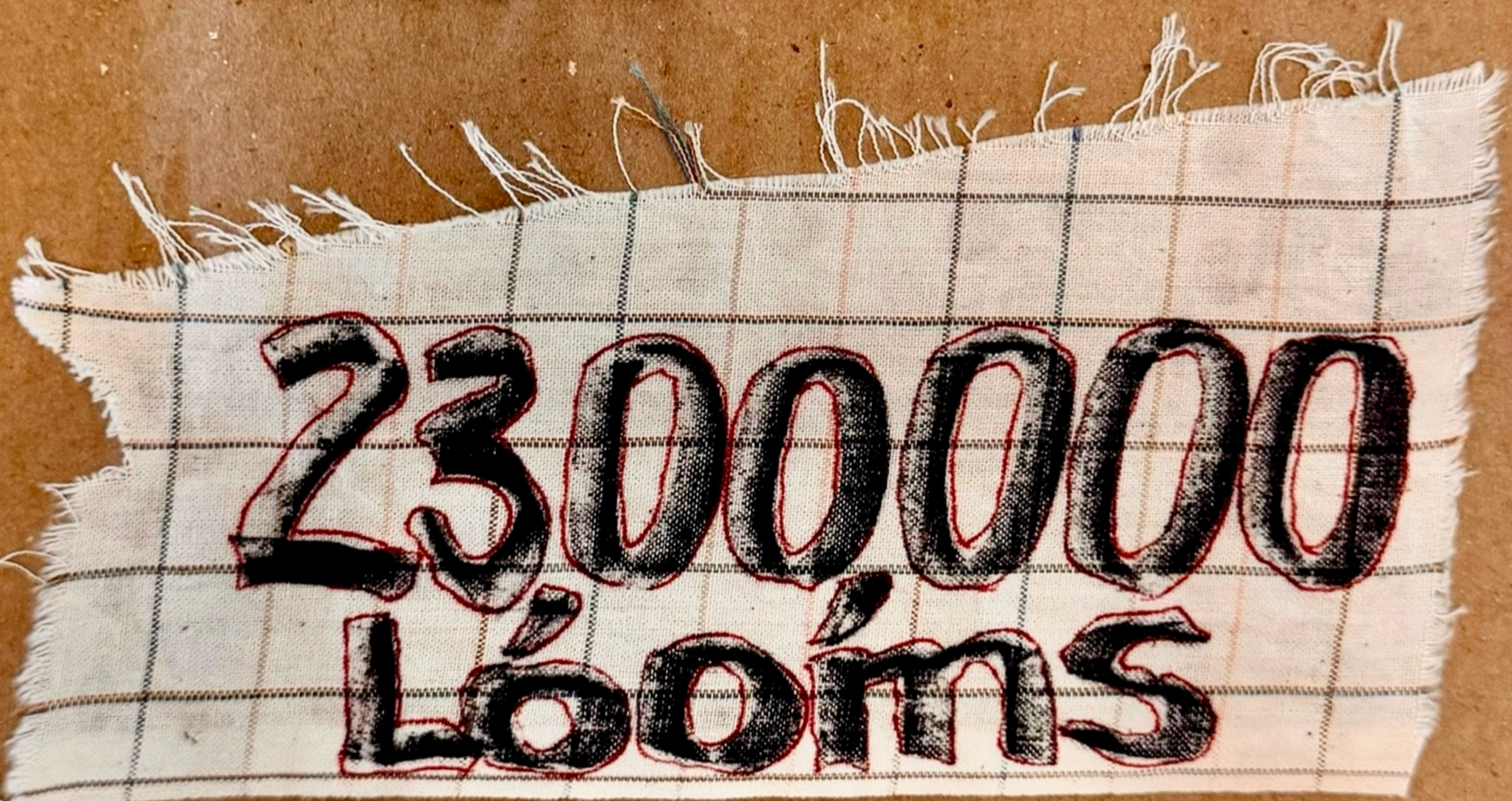

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6.8 million

ARTISANS in Handloom sector

38L Female

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470

HANDLOOM

CLUSTERS

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605 GI tags locations

342 Handicraft 45 food Prod
197 Agri Products 18 manufactured
3 Natural (2)

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78% OF HANDICRAFT MSMEs

10% NO access to FINANCE

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910 million
Rural INDIA
POPULATION
65%

Only 30%
Bank BRANCHES
in Rural India

442 million
INTERNET
USERS in
RURAL INDIA
46% WOMEN

425 million
SMART
PHONE
USERS in
RURAL
INDIA

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350 million
PEOPLE in INDIA
made
ONLINE
payment

only 122 million
People
from RURAL INDIA
made
ONLINE Payment

45%
of all transactions
by 6%
individuals

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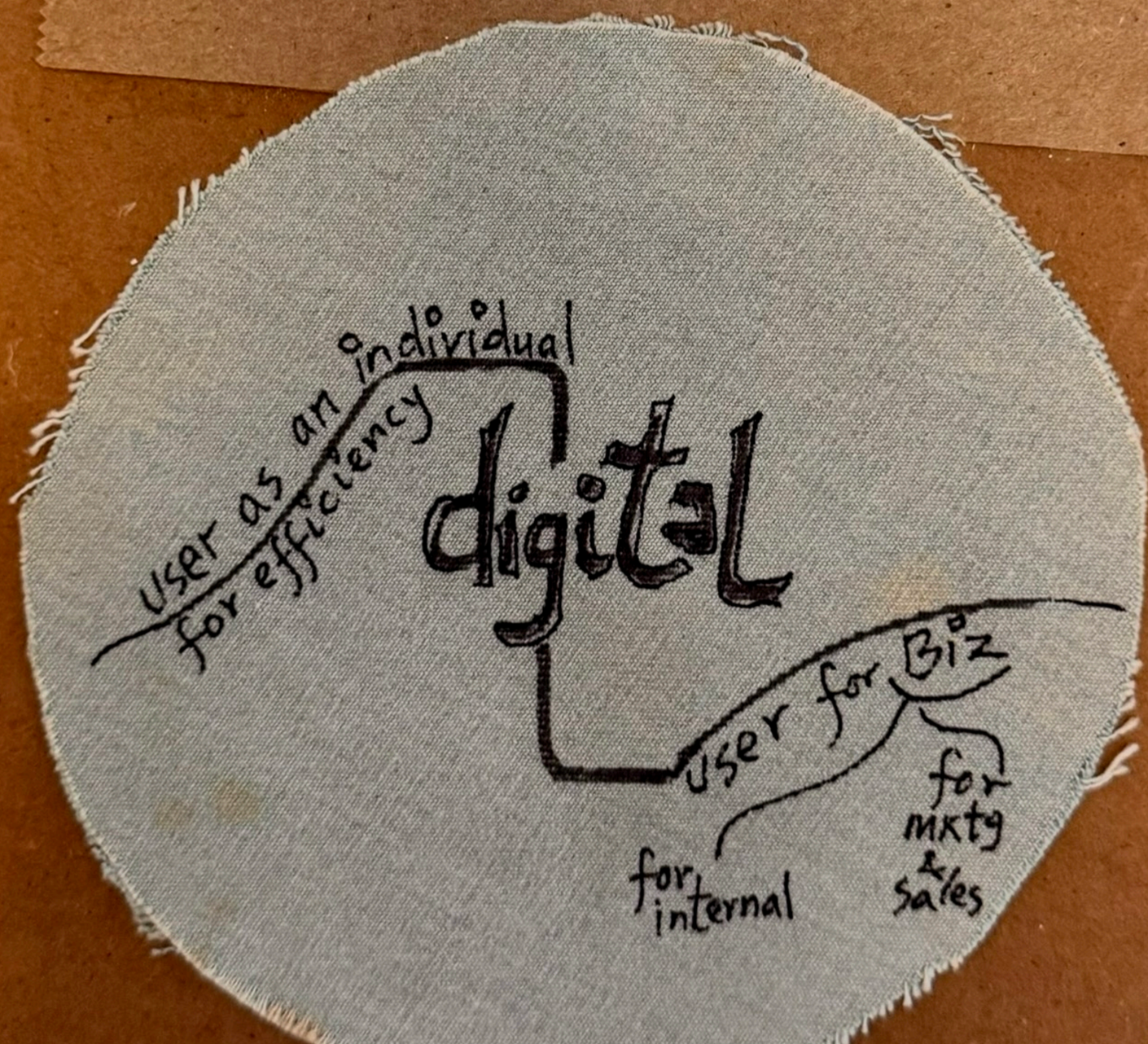

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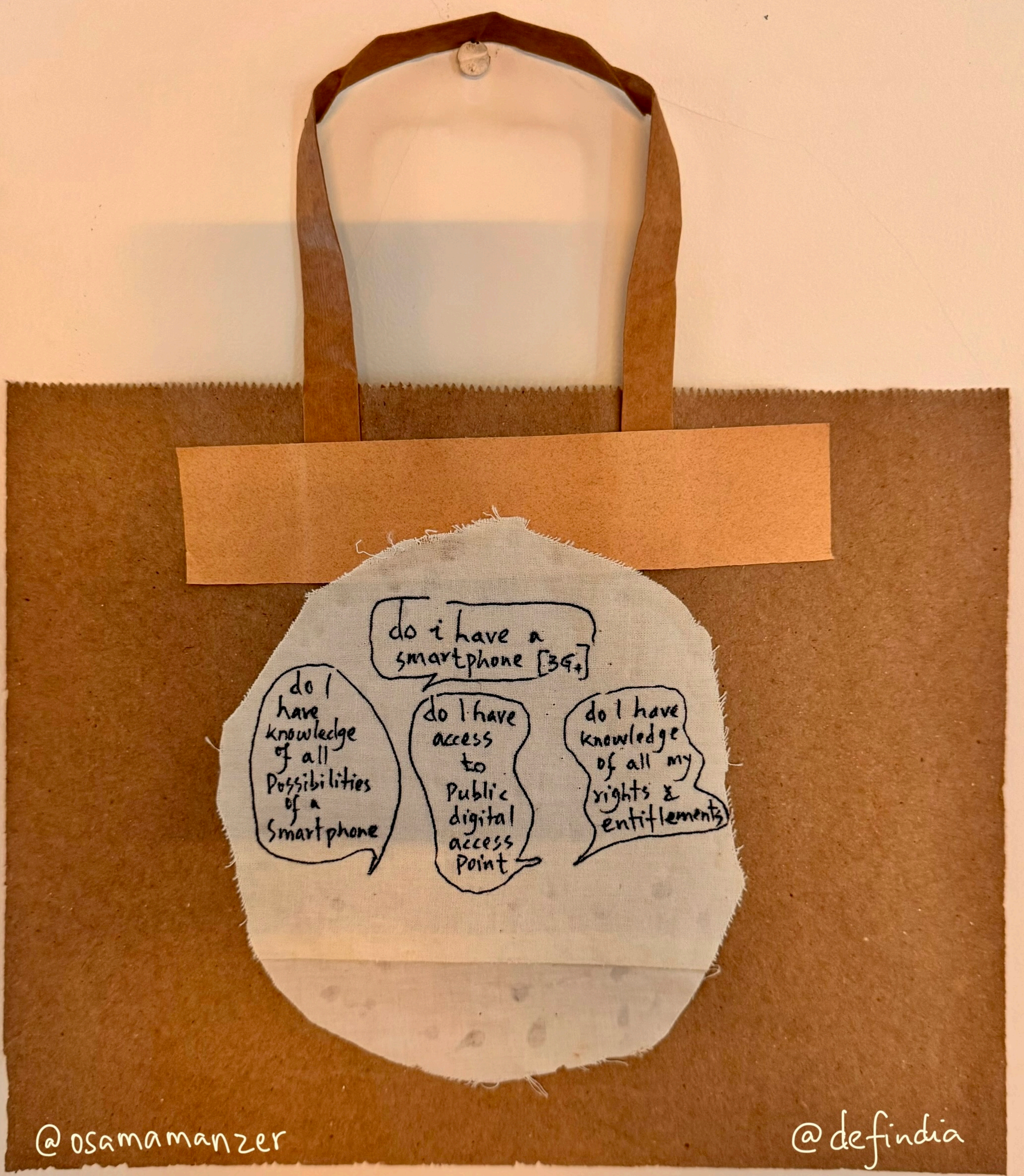
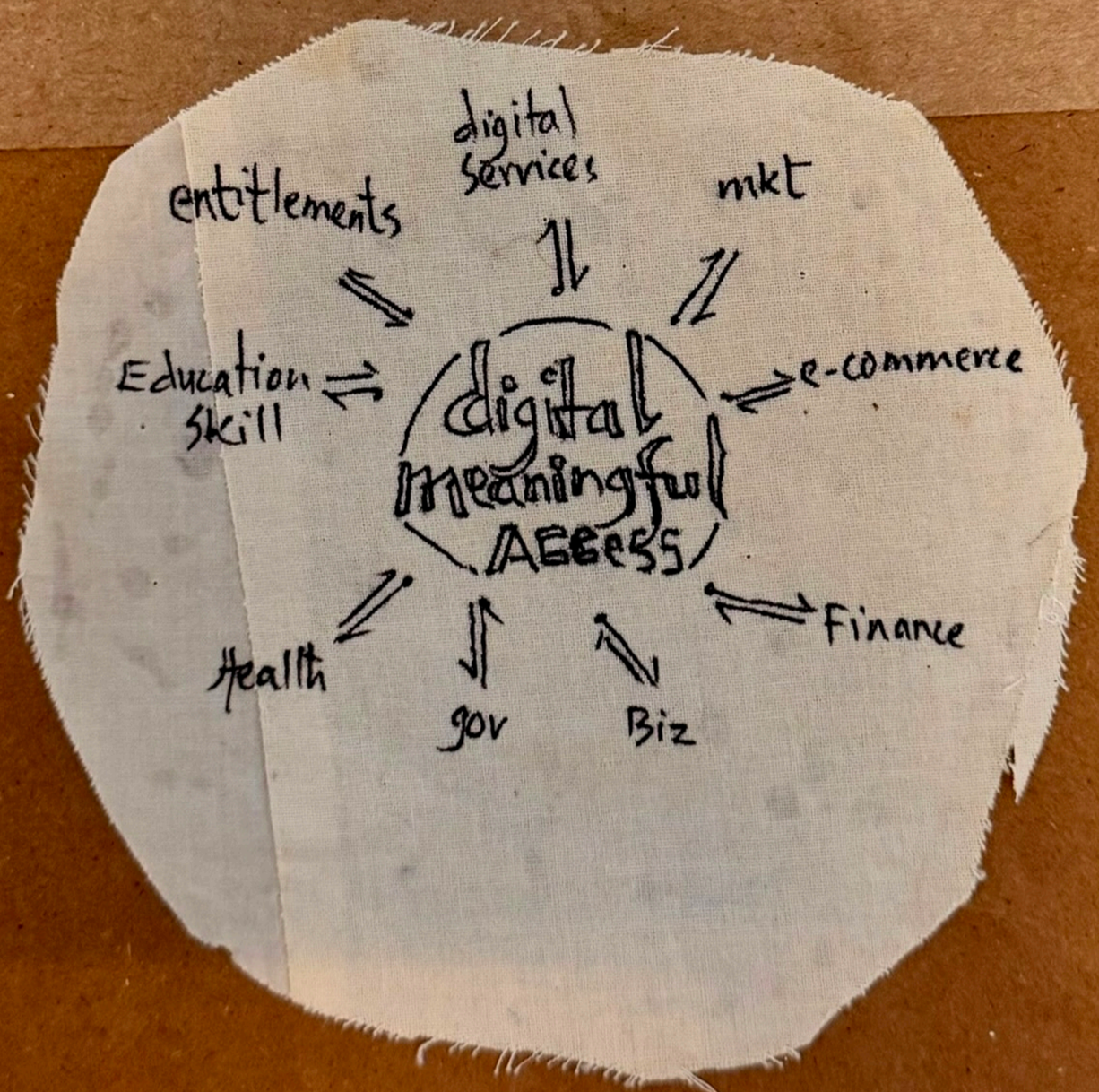

do i have a smartphone [3G+]
do I have knowledge of all Possibilities of a Smartphone
do I have access to Public digital access Point
do I have knowledge of all my rights & entitlements
@osamamanzer
@defindia

@defindia



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