

PROJECT SOOCHNAPRENEUR

A. GUIDELINES AND TERMS:

I. ABOUT SOOCHNAPRENEUR:

- The 'SoochnaPreneur' project has been launched by the Digital Empowerment Foundation (DEF) and Qualcomm in April 2016, to select, train and promote a batch of rural youths and young entrepreneurs who can take up, run and own rural information service business. This project has been launched in 6 districts in 6 States (Alwar and Barmer in Rajasthan; Guna in Madhya Pradesh; Ranchi in Jharkhand; West Champaran in Bihar; and Bargarh in Odisha).
- The idea of a SoochnaPreneur (information entrepreneur) has been promoted to strengthen the poor information scenario in rural communities in India that has deprived people from critical government schemes information and entitlement benefits.
- The objective is to engage rural youth as entrepreneurs who can serve their own communities with relevant and need based information services as well as creating an option of sustainable livelihood for them.
- The SoochnaPreneur project shall be run by rural youths to set up, run and manage Soochna Seva Kendras (Information Service Centres) in above locations as a rural business enterprise.
- The SoochnaPreneurs will act as information change agents or SoochnaPreneurs, while they serve the actual beneficiaries of rural households and individuals who are left out of the public schemes information access and delivery networks.
- The model is every Soochna Kendra will have 2/4 SoochnaPreneurs working together in a social entrepreneurship model and run the centre and services.
- The SoochnaPreneurs will provide information and services including through digital services (forms, print out, photography, consulting, and printing, scanning, uploading, and downloading) with the help of digital tools like laptop; tablet, printer cum scanner and other devices.

- The SoochnaPreneurs will be assisted by 'Mera App' (an android based mobile application consisting of all government schemes information for all types of citizens and beneficiaries).

II. NEED FOR A SOOCHNAPRENEUR AT VILLAGE LEVEL:

- The concept of SoochnaPreneur is directly affecting the need of employment/Rozgar among the unemployed rural youth.
- It promotes new age social entrepreneurship in rural youths, in rural information services among unemployed youths as a social venture using digital tools and applications.
- It seeks to bridge the wide gaps in public schemes information and services access and delivery and benefits of citizen entitlements.
- To serve the increasing demand and need for real time and affordable entitlement based information and services in rural and remote locations.

III. APPLICATION INVITED FOR SOOCHNAPRENEUR REGISTRATION

- Applications are invited from rural youths / young entrepreneurs to apply for SoochnaPreneur registration as a rural information entrepreneur.
- Applications invited from one applicant / group of 2 or 4 applicants who wants to take up SoochnaPreneur registration, set up and run Soochna Seva Kendras (Information Service Centres).

IV. ELIGIBILITY CRITERIA TO BECOME A SOOCHNAPRENEUR:

- Any youth in the age group of 18-35 years can apply to become a SoochnaPreneur.
- An existing youth entrepreneur is an added advantage.
- Youth who is minimum 10th class pass out, and preferably 12th pass.
- He/she should be from the local area/community.
- Should have working knowledge of using computers, android tablets and mobile phones
- Should have good communication skills especially in dealing with the community and understanding their needs.

- Should be adaptable in different conditions and environment.
- Should be willing to take challenges.
- The candidate having experience in similar field will be preferred.
- Young entrepreneurial women will be given preference.
- SCs & STs and SHG members are encouraged to apply.
- CBO/Local level NGOS are eligible to apply.

V. TERMS AND CONDITIONS:

- The application fee is INR. 500/- per candidate (Bank- ICICI, A/c No. 017701009360, Account Holder Name- Digital Empowerment Foundation, IFSC Code- ICIC0000224; Branch Name-Panchsheel Park, New Delhi). This can be submitted in Demand Draft in favour of 'Digital Empowerment Foundation', payable at New Delhi, along with the application form.
- Once selected as SochnaPreneur, an agreement will be signed between the two parties i.e. Digital Empowerment Foundation and the SochnaPreneur.
- The Agreement shall be purely on contractual basis (renewed every year).
- The Agreement shall be valid for one year and will be reviewed after satisfactory performance.
- The agreement shall be based on shared profits partnership model.
- Selected SochnaPreneurs will provide physical space in a suitable location to open and run the Sochna Seva Kendra (this is mandatory).

VI. SOOCHNAPRENEUR PROJECT MANAGEMENT GUIDELINES:

- SochnaPreneurs have to follow the rules of operation and management as provided by the Franchiser (Digital Empowerment Foundation).
- SochnaPreneur is always welcome to introduce innovations but with the prior approval of the organisation.
- Selected youths and entrepreneurs will undergo regular trainings.
- The selected candidates will be solely responsible for the safety and security of assets given by the organisation.

- Each Soochapreneur must maintain its book of accounts well and is expected to be accountable and transparent in maintaining the revenue and expense details.
- He/she will always be a representative of Digital Empowerment Foundation and shall be used the logo in each of its visibility actions.
- The rules and regulations defined by DEF for SoochnaPreneur program would be final and mandatory to follow for each selected soochnapreneur

VII. DOCUMENTS REQUIRED:

- A filled in detailed copy of application form.
- Application copy must be attached with the Proof of payment done in the mentioned bank account.
- Any of the two identity cards (Aadhar Card, Voter ID card, PAN Card, 10th class certificate).
- 2 Passport size photos.
- Proof of residential address.

B. PARTNERSHIP MODEL

I. The Model

The partnership model is based on the agreement signed between the two parties

Duration: 2 years (will be reviewed after one year)

Support from the Franchiser Organisation (DEF):

1. **Assets:** 1 Tablet cum Mobile, 1 Laptop, 1 Printer cum Scanner, 1 Photo Camera and SD Card/Pan Drive
2. **Stipend:** INR 2000/- for first three months only
3. **Others:** This also includes the initial set-up cost to purchase the furniture, internet services, support materials (collaterals) organizing visibility events at village/block/district as well as repairing cost of the equipment's.

Monitoring and Evaluation: Every 3 months by DEF members

Charges for each service: Price list of services as decided by the Franchiser (DEF)

Revenue/Income:

- For first six months, there shall be no sharing of income.

- After the completion of 6 months the SoochnaPreneur will be paying the organization 40 % of the total revenue earned by the SoochnaPreneur.

II. Roles and Responsibilities of a SoochnaPreneur:

- Deliver digital services in his concerned block level Soochna Seva Kendras (info centres), equipped with supporting ICT devices (printer, scanner, photocopier, laminators, binders).
- Deliver information, services and entitlements in 6 sectors including education and health.
- Responsible for maintaining standardisation and uniformity in the business model.
- Communicating needs, concerns and problems with the organisation is essential to fulfilling a role as a social entrepreneur.
- The candidate is required regular profit and expense reporting in the format given by the organisation. It may further implement new rules, such as changes in pricing of final or raw materials.
- The brand should be reflected in every aspect of the program.
- Responsible to take risk and challenges.
- Maintain the list of beneficiaries and services provided to them in an MIS provided by DEF.

III. The Target

- SoochnaPreneur/s running a Soochna Seva Kendra in a block shall serve approx. 10000 families / 20000 individual beneficiaries in 2 years (2016-2018) with government schemes information and entitlements and deliver other digital services.
- SoochnaPreneur/s running a Soochna Seva Kendra in a block shall earn approx. Rs. 7000 – 15000 per month at the end of 1 year as per guidance and supervision of the Block and District Manager.

IV. Reporting

- SoochnaPreneur/s will submit monthly report about their activities in given template to the District / State manager of DEF.
- They shall report to the District / State Manager time to time.

V. Broad List of Services to be offered by SoochnaPreneurs:

Key Services

- Scheme Information Services & Delivery; Application form submission related to agriculture, education, health, livelihood, social security, financial inclusion etc.
- Digital services such as Printing, Scanning, Photocopy, Photographs,
- Generating certificates like Ration card, Aadhar Card, Income certificate, Birth Certificate, Death Certificate etc.
- Cast certificate, Land Records,
- CSC services
- Online grievance submission

Online Services

- Online Recharges and Bookings – Mobile Recharge, Dish TV Recharge, Bill Payment, Online Results, Hotel booking or information, Rail ticket booking or information, Air ticket booking or information
- Creating email ids and profiles on Facebook, twitter, blogs, Instagram and other social media/ other platform along with trainings
- Online Application form filling
- Online passport application or information
- Online shopping
- Net banking solutions
- Internet service through wi-fi/hotspot

Audio visuals and other installation

- Audio recording
- Video recording
- Online video/audio calls
- Music, ringtones and movies for mobile phones
- App installation in mobile
- Mobile updates
- Download and install games on mobile

Trainings Courses

- English Speaking Course
- Basic computer course
- IT trainings for local authorities/panchayat/civil societies/ students/ woman representative/ local entrepreneurs etc.

Technological Supports

- Website/portal development
- Software development/support

Miscellaneous

- Typing work
- Bulk Data entry work
- CVs and Biodata making
- Projector on rent
- Teleconferencing
- Selling of Digital Tools, like laptop, mobile, mouse, keyboards, headphones, Bluetooth, memory card and other equipment's.

VI. Support to be Provided by DEF

DEF will provide the following support to SoochnaPreneurs time to time:

1. One time support for hardware and equipment to start and run Soochna Seva Kendra (SSK);
2. Training and skill development support to SoochnaPreneurs;
3. Increase the information and services basket;
4. Partnership and networking support;
5. Community mobilisation and marketing support;
6. Regular guidance and supervision support;
7. Training courses and programmes.

VII. Monitoring & Evaluation

1. DEF will do timely monitoring and evaluation of activities of the SoochnaPreneurs;
2. It will inspect and review the work and performance of the SoochnaPreneurs time to time;
3. DEF will ask for regular reports and updates from SoochnaPreneurs.

VIII. Partnership Termination

DEF will terminate the partnership agreement with SoचनाPreneurs if they cannot fulfil or meet the following terms:

1. Cannot provide space to run the centres.
2. Centres running loss for more than 6 months.
3. Unprofessional attitude and behaviour of the SoचनाPreneurs.
4. Lack of transparency and accountability and report of bad practices by the SoचनाPreneurs (example, charging extraordinary services from citizens beyond the stated rate as provided by DEF).
5. Any such negative activities by SoचनाPreneurs which are against the terms and conditions of the agreement.