

2.42 mill frontline health workers | 118.7 mill Cultivators 30% F | 144.3 mill Agri labour 42% F | Only 24935 PHCs in Rural | CHCs 5480 in Rural | 15 mill Schools | 1.26 mill rural Teachers | 9.5 mill Teachers (E) ← 4.8 mill (Rural) (M) ← 4.6 mill

485 GI locations | 374 Backward dist. | 86 Minority districts | 200 million Dalit | 177 Tribal dist.

Only 30% Bank Branches in Rural whereas 60-65% is rural

9 mill SHGs 100 mill women | 30.6 million MSMEs | 200 mill Artisans | 23 lakh Looms | 3.5 mill handloom WORKERS | 72% women | 470 handloom clusters | 24K Crore Handicraft | 68L artisans | 30 M 38 F

1453973 PRI Reps Women | 3187320 PRI Reps Women | 1.5 mill elected PRIs are women ~ 50% of 2.5L PRIs

191 million (>15yrs) of Indians do not hv Bank A/C

# Rural India

86% [70% mill] internet usage (OTR) | 208 mill on internet only device | only 181 mill user on TV | 76% 621 mill communication users | 70% social media mill users | Online gaming 53%

30-35 ONLINE 5cr PAYMENTS Merchants | 350 mill Individuals

820 mill internet users | 442 mill in Rural India | 54:46 M F | 700 mill smart phones 425 mill > Rural

900 million Rural Population | 1/3rd from rural india | 99% on UPI | 45% of all transaction by 6% of people

only 122 mill from rural india did online transaction | 78% of handicraft MSMEs NO ACCESS TO FINANCE

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Parameters for selecting rural locations to establish contextualised digitally integrated enterprises and expertise to start, sustain, maintain and thrive in hyper local ecosystem

IF WE HAVE DIGITAL ECOSYSTEM AND TREMENDOUS DATA TRAFFIC THEN WE MUST CREATE MASS SCALE DIGITAL EXPERTS TO BE AVAILABLE AS ENTREPRENEURS, AS DATA EXPERTS, AS NETWORK EXPERTS, AS CYBER SECURITY EXPERTS, AS DIGITAL FINANCIAL EXPERTS, AS DIGITAL COUNSELORS, ETC.

# Rural Jobs

Create digital experts

for

700,000 villages

250,000 Panchayats

6000+ Taluks

9 million SHGs [100 million Women]

485 GI Locations

26K Public Health Centers

30.6 million MSMEs

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**DIGI**  
digital Cluster  
development  
Program for  
GI Locations  
3 + 485

**Udyamini**  
RURAL WOMEN  
ENTREPRENEURS  
PROGRAM  
60,000 WOMEN

**Skill Bot**  
MULTIMEDIA ENABLED  
BOT BASED LMS WITH  
PHYGITAL INTEGRATION  
< 2 LAKH + TRAINED >

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.org

**digital didi**  
SHE Health Entrepreneurs  
FOR SMARTDAD AND  
DIGITAL SKILLING  
5000

# The digital models

**GOAL**  
going online as  
Leaders  
MENTOR-MENTEE  
ONLINE LEARNING  
5000 Libal girls

250 dists

26 states

3000 LOCATIONS

**Smartpur**  
THE HUB-SPOKE RURAL  
ENTERPRISE MODEL  
100 LOCATIONS

**Sochnaprenur**  
THE CADRE BASED  
INFORMATION ENTREPRENEURSHIP  
MODEL  
2000 Location  
25,000 Cadre  
3500 Location  
ADDED by 2026

**Krisarlkak**  
Financial counselling  
thru Phygital model  
2,50,000 farmers targeted

osama@defindia.net



THE IMPACT OF  
RECRUITING WOMEN  
ENTREPRENEURS ON  
**REDUCING  
MISSION  
DRIFT**

**CDPP**

CENTRE FOR  
DEVELOPMENT  
POLICY AND  
PRACTICE

*Research & Study  
based on "Soochnapreneur"  
Program of Digital  
Empowerment Foundation,  
a social enterprise in India*

**Aindrila Chatterjee<sup>a</sup>  
and Amit J. Chauradia<sup>b</sup>**

<sup>a</sup>*Indian School of Business, Hyderabad, India*

<sup>b</sup>*Department of Business Administration, Doane  
University, Lincoln, Nebraska, U.S.A.*

DIGITAL EMPOWERMENT FOUNDATION

By 2025  
end there  
will be  
3500  
Soochnapreneurs

They are  
Social  
workers  
Co-ops  
entrepreneurs  
Social  
mobilisers

They are  
teachers,  
mentors,  
counsellors,  
guide,  
and  
digital  
experts

are also  
called  
hey  
digital  
sachis

Some of  
them are  
sanchis  
digital  
members

Some of  
them are  
journalists

Some  
run  
NGOs  
Many  
are  
dedicated  
social  
workers

They  
serve  
at least  
2000  
people  
or HH  
every year

They operate  
like rural BPO  
this  
bring  
people  
to  
work

They are  
OPD for  
those  
suffering  
from  
digital  
exclusion

They are  
surveys  
data  
collectors  
data  
literators

They are  
spread  
across  
2000  
locations

They are  
>60% women  
>20% PWDs

They are  
Banking  
Correspondents

They are  
from community  
They provide hyper local solutions

# The digital Rural Change Entrepreneur(s) maker(s) space

27 States  
150 districts

THEY ARE FACT CHECKERS  
THEY FIGHT MISINFORMATION  
THEY FIGHT DISINFORMATION

They are  
info  
mediaries

They are  
responsible,  
referred,  
and source  
to trusted  
information

They are  
digital  
public  
access  
points

They are  
information  
datekeepers

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They work as  
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