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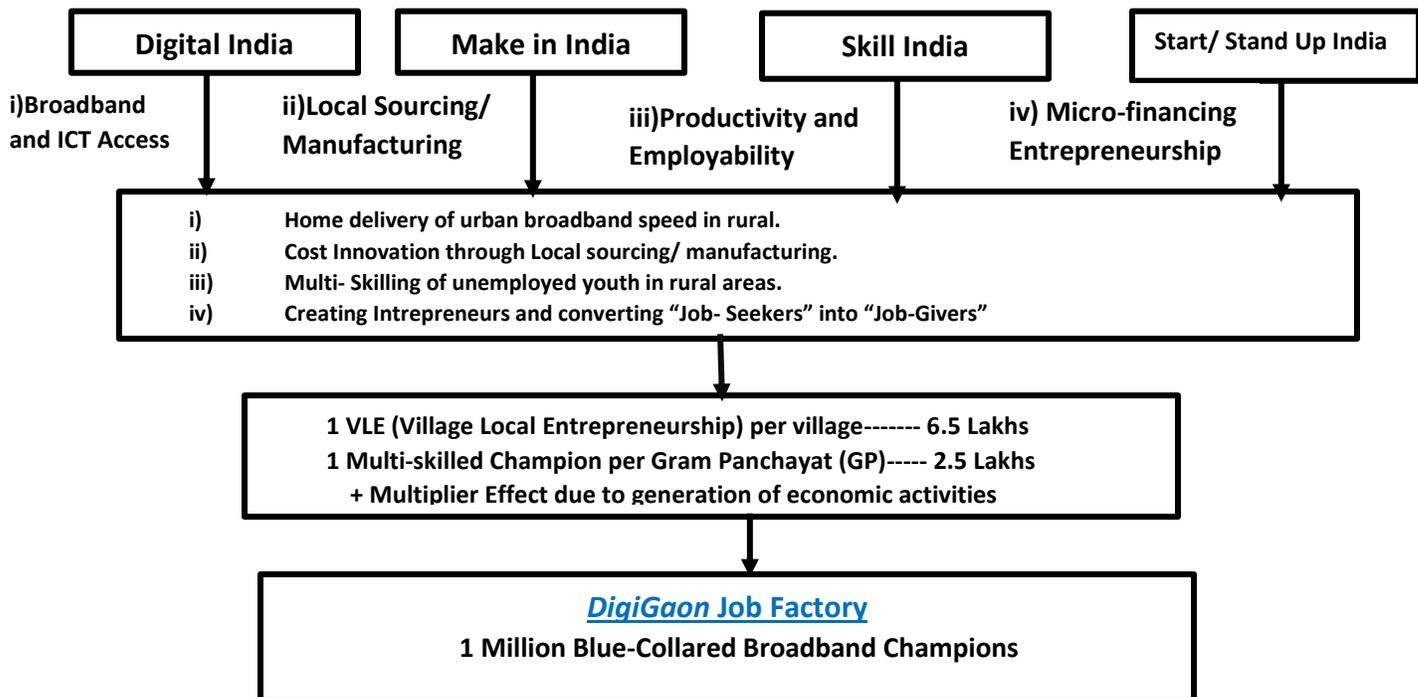
“DigiGaon Job Factory” – Converting unemployment into Intrapreneurship by creating Public Hotspots and Multi-skilling

Introduction

The Central Govt. of India has a great vision and has kick-started many mission mode projects to improve the economic activities in the country specially in rural India (Bharat) to increase the productivity and standard of living of rural masses as well as to accelerate the Gross Domestic Product (GDP) growth of the country as a whole. It is well known fact that 10% increase in Broadband access can add up to 1.4% to the GDP growth of a developing nation. To this effect, the Govt. has announced many projects, few of them are interrelated and can cascade into the growth of economic activities in rural India with an overall objective of eradicating the poverty through generation of employment for the rural youth and to Provide the Urban Amenities in Rural India (PURA), under the ‘RURBAN’ mission of Govt.

This note brings out an implementable social enterprise project to demonstrate as to how we can use the confluence (*Sangam*) of four interrelated projects to convert rural unemployment into entrepreneurship.

A. Confluence and Inter- relation of Mission- Mode Programs of Prime Minister



The confluence of the four mission mode program will not only contribute in employability through entrepreneurship but will also facilitate in the increase of manufacturing activities which in turn will accelerate the Job creation, further.

B. Vision for the Confluence (Sangam):

The Four mission mode programs which the Govt. of India has recently kick-started are:

1. **The Digital India** mission is the dream project of PM aiming at transforming India into digitally empowered knowledge economy and bringing as many as 2.5 Lakhs Gram Panchayat under broadband connectivity and delivering urban speed in the rural. To take the broadband access into the hands/homes of rural masses, public hotspots based on Wi-Fi are being planned through managed service/ system model.

2. **Make in India** mission portrays back to the history before Independence where our freedom fighters solely concentrated on the materials made in India and discarded the import of foreign goods (Swadeshi Movement). Even today, this “Make in India” mission is concentrating in making India a country where goods will be produced in India for local consumption and also export of such products. For a rural hot-spot, most of the equipments have the potential to be manufactured/sourced in India, and further exporting these as well.

3. **Skill India** is concentrating in polishing the talents of India to make it more productive. India is known for its talents, from the famous scientists to the famous doctors, from the famous engineers to the famous business personalities. Prime Minister has also emphasized this fact as how Indian talents can be used to make India a skilled nation and specially increasing their productivity through Multiskilling.

4. **Start/ Stand Up India** mission aims at creating entrepreneurs and converting “Job Seekers” into “Job Givers”. Whereas one village local entrepreneur (VLE) specially among the literate rural women, will be created per village i.e., around 6.5 lakhs and one multi-skilled champion per gram panchayat i.e., around 2.5 lakhs adding some more related activities jobs will ultimately contribute to one million Blue Collared Broadband Champions, in the country. Some of these can be funded by Gram Panchayat, People representatives (MP/MLAs), CSR and financial agencies like Mudra, Bandhan bank under the micro-credit schemes at easier conditions and reduced interest rate. In the end, a small part of USO fund, which was specially created for the purpose can also be tapped

C. Scope & Size of the “ DigiGaon Job Factory”

Out of the total equipment required for converting a village into Hotspot at least 80% can be manufactured/ sourced in India today which can be increased to 100% in coming years. The potential of this to generate the employment and business is summarized below:

Projects Statistics- Next 5 Years (1 USD = 65 INR, 1Cr. = 10 Mn, 1 Lakh= 0.1 Mn)

| | Nos. | UNIT Capex (INR) | Material Cost | Labor Cost | Work Man-Days @ INR 250/day |
|---------------------|-----------|------------------|---------------|------------|-----------------------------|
| Gram Panchayat (GP) | 2.5 Lakhs | 3.0 Lakhs | 2.5 Lakhs | 0.5 Lakhs | 5 Cr. Man-days |
| Villages | 4.0 Lakhs | 2.0 Lakhs | 1.5 Lakhs | 0.5 Lakhs | 8 Cr. Man-days |
| Total | 6.5 Lakhs | 15,500 Cr. | 12,250 Cr. | 3,250 Cr. | 13 Cr. Man-days |

| | Capex | Material Cost | Indian Manufactured (80%) |
|--------------------|------------|---------------|---------------------------|
| Total for GPs | 7,500 Cr. | 6,250 Cr. | 5,000 Cr. |
| Total for Villages | 8,000 Cr. | 6,000 Cr. | 4,800 Cr. |
| Total (INR) | 15,500 Cr. | 12,250 Cr. | 9,800 Cr. |

In summary, the confluence of these four mission mode programs can immensely contribute to the economy of rural India, empower the rural women, alleviate poverty and generate livelihood for rural masses, speedily.

E. Next Step- “Mission”- Establishment of a Social Enterprise at national level consisting of like-minded social entrepreneurs supported by the related agencies of Central, State Govt., PSUs, Corporates, Skill Development agencies and rural development NGOs with a single point mission to enable **“Delivery of Urban Broadband speeds in Rural”** in a cost effective, timely and sustainable manner and creating at least **“One Job per Gaon”**.

“DigiGaon Job Factory” - “Making-it-Happen” together- An NGN guru Social PPPPP Initiative inspired by Prof. Yunus’s “Grameen”, Dr. Kalam’s “PURA” Vision, “RURBAN” , “Cyber Gram Yojna” and “Digi Gaon” Mission of Govt. of India.