

SOOCHNAPRENEURSHIP 2017



RURAL INFORMATION SOCIETY AND ECONOMY:

LEVERAGING THE CITIZEN NEED
THROUGH INFORMATION ENTERPRISE,
DIGITAL SKILL & ENTREPRENEURSHIP

A Multi-stakeholders Consultation

Date

03 August 2017

Time

2pm to 5pm

Venue

Indian
Habitat Centre
New Delhi



SoochnaPreneurship 2017

- Organised as a multi-stakeholder deliberation that seeks to discuss on the scope and challenges in rural information society and economy needs, market and supply linkages.
- Deliberate on skill and entrepreneurship around rural youths to serve the above.
- To engage multi-stakeholder experts and experiences to formulate synergy and partnership.

Rural Information Society & Economy

- Rural Community need transition from information poverty to information empowerment
- Digital transformation of sectors, departments and services into information commodity
- Importance of digital based information, content, skills and services
- Digitally connected business supply, delivery and networks
- Rural society moving towards digitally inclusive and connected.

Demand & Limited Capacity

- Rising demand for information, content, citizen services, entitlements and general services
- Widening gap between need of information services and provision
- Limited rural last mile access and delivery points
- Major demand supply digital infrastructure gap
- Limited end-to-end solution platforms and outlets for citizens
- Major gap in rural digital skills & entrepreneurship to serve information services.



Leveraging the Next Wave!

- Expanding rural information economy contributing to GDP
- Rising rural connected market base from 120 million in 2015 to 315 million by 2020.
- New digital revolution, digitalisation of sectors and services; scope in rural areas
- Rural information market based to increase by 48% by 2020
- Rising ecommerce / online market base in rural India from 20% to 35% by 2020 in the age group 18-40 years
- Channelling relevant content and services to diverse rural citizen demand groups
- Leveraging needs for contextualized hyper local content
- Leveraging need for digital services, citizen and entitlement based services, Internet driven services, financial services, need for digital skills and training services
- Opportunities for new age rural digital / information entrepreneurs
- Leverage Internet to sell to rural market
- Solve real life problems with digital technology including wireless
- Increasing last mile connectivity enabled by government, telcos and tech providers
- New opportunity for a network of rural micro entrepreneurs – a ecosystem, with the potential to create thousands of livelihood and employment opportunities.

Skilling & Training Rural Information & Digital Entrepreneurs

- Rural population @ 870 million (> 65%)
- Widening rural consumer demand
- Expanding rural information economy and market
- Need to skill ~1.2 million information entrepreneurs by 2020
- Skill and training in – rural information market, demand, content, services, marketing, linkages, e-commerce, business plan, service basket, demand and supply linkages and others.



Objectives

1

Discuss and deliberate scope and challenges around rural information society and market

2

Discuss on need for building and sustaining information enterprises and entrepreneurs;

3

Deliberate and share ideas and examples on strengthening information, content, services basket to serve emerging rural information society and market.

4

Deliberate models and possibilities to strengthen the emerging information society economy ecosystem in India as visualised under the Digital India.

5

identify and explore scope and opportunities to strengthen and contribute information enterprises and entrepreneurs

6

To invite, exchange and share good practices on information, content, entitlement and services entrepreneurship;

Outcome

1

Arrive at a wider understanding on the scope, opportunities and challenges around emerging information, content, services needs in an emerging rural information society, economy and market

2

Arrive at common areas of working together, partnership, collaboration and intervention to strengthen the capacities and success portfolios of rural information service entrepreneurs

3

Share a common vision and commitment on how information entrepreneurs can become agents of social and economic change in rural India through access and delivery of information, entitlements and services.

The Stakeholders



The Transition

- *Rural Information Entrepreneurs, Rural Information and Digital economy will have a much broader influence beyond the direct economic impact*
- *Digital linkages will deliver several citizen-centric social benefits like enhancing ease of doing business*
- *Improving access to services and products and transforming governance*
- *Adapting to change, for instance the impact on employment and livelihood, will be critical to the digital transformation.*

Contact



House No. 44, 2nd Floor
Kalu Sarai, Delhi - 16



8130313910



soochnapreneur@defindia.org



soochnapreneur.in

