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Soochna  reneur
Information, Entitlements & Empowerment

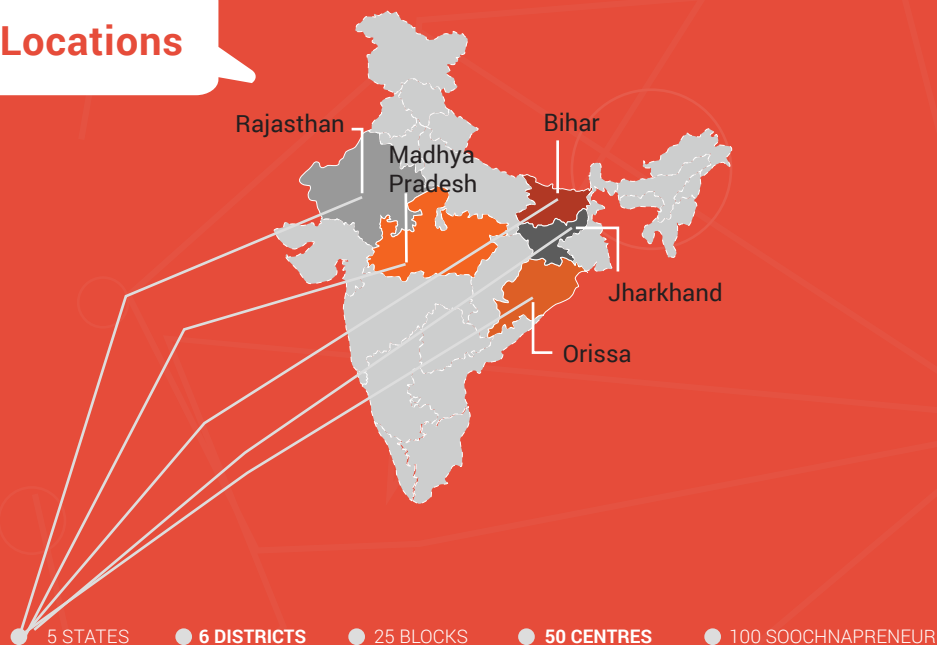


QUALCOMM
Wireless Reach™

SoochnaPreneur project has been launched by 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. The project is designed to serve various information services needs of citizen consumers, especially at village, Panchayat and block levels in 5 states of India.

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 create an option of sustainable livelihood for them.

Locations



Who are SoochnaPreneurs?

• SoochnaPreneurs are youths & young entrepreneurs, took up Social Business Franchisee for the well-being of the community. Acting as local service providers, SoochnaPreneurs will serve various information service needs of citizen consumers, especially at Village, Panchayat and Block levels in six Districts of India.

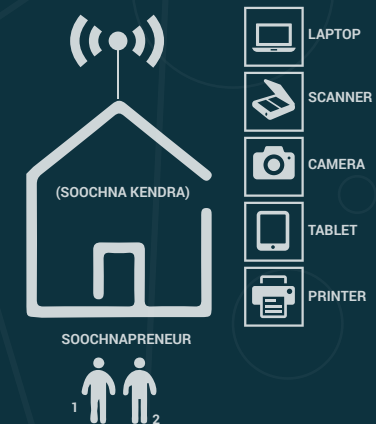
• The SoochnaPreneurs will act as information change agents or SoochnaPreneurs, while they serve the actual beneficiaries of rural households and individuals who are left out of the public schemes information access and delivery networks.

Franchise Model

Every Soochna Kendra will have 2 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).



Services



Need of SoochnaPreneur at Grassroots

