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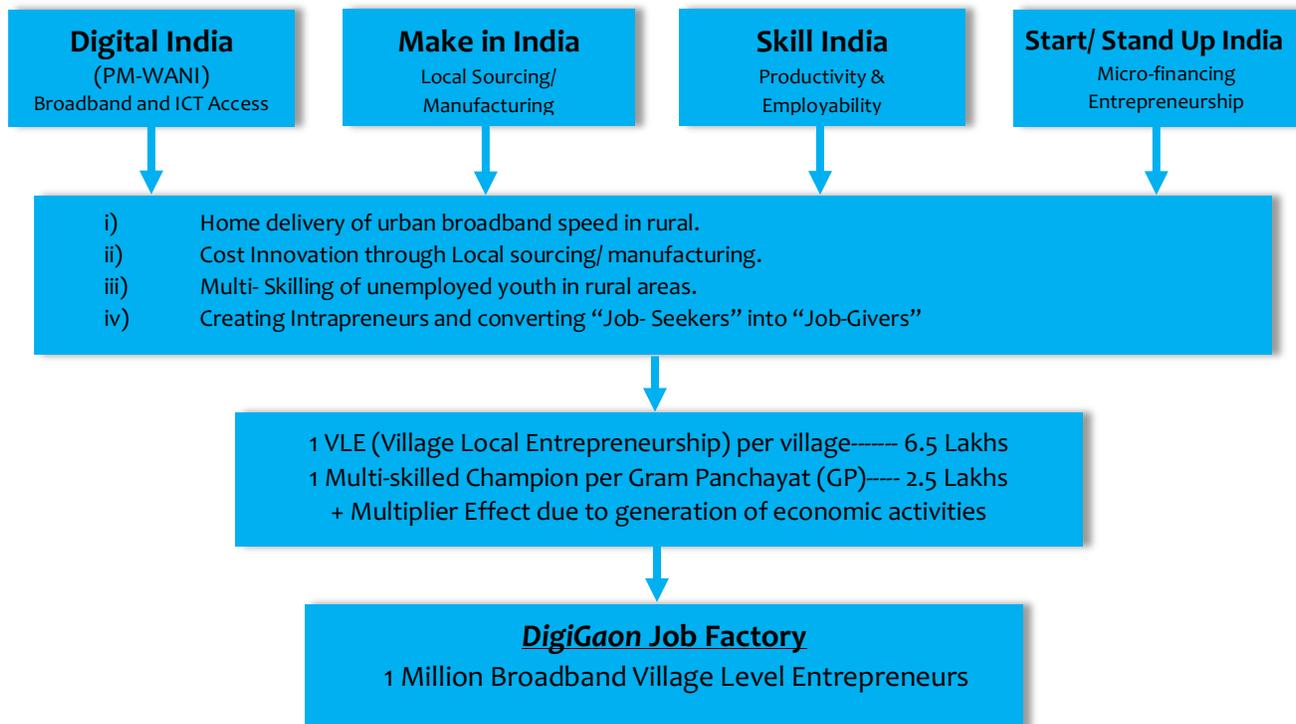
## “DigiGaon Job Factory” – Converting unemployment into Intrapreneurship by creating Public Hotspots and Multi-Skilling

### A. Introduction

The Govt. of India has a great vision and has kick-started many mission-mode projects to improve the economic activities in the country especially 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 to achieve the 5 trillion USD economy dream by 2024. 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 paper brings out an implementable social enterprise project to demonstrate as to how we can use the confluence (*Sangam*) of four interrelated programs to convert rural unemployment into intrapreneurship.

### B. 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 intrapreneurship but will also facilitate in the increase of manufacturing activities which in turn will accelerate the Job creation, further.

### C. 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 6.5 Lakhs Villages under broadband connectivity and delivering urban speed in the rural. To take the broadband access into the hands/homes of rural masses, 20 lakhs of public hotspots based on Wi-Fi are being planned through PM-WANI mission.

**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 hotspot, most of the equipment have the potential to be manufactured/sourced in India, and further exporting these as well. This is further supported through PLI scheme of the government.

**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, SIDBI 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.

### D. Scope & Size of the “DigiGaon Job Factory” Concept:

Out of the total equipment required for converting a village into hotspot, fully 100% can be manufactured/sourced in India today. The potential of this to generate the employment and business is summarized below:

#### Projects Statistics- Next 3 Years (1 USD = 75 INR, 1 Cr. = 10 Mn, 1 Lakh= 0.1 Mn) – 1.5 B USD

	Nos.	UNIT Capex (INR)	Material Cost	Labor Cost
Gram Panchayat (GP)	2.5 Lakhs	2.0 Lakhs	1.5 Lakhs	0.5 Lakhs
Villages	4.0 Lakhs	1.5 Lakhs	1.0 Lakhs	0.5 Lakhs
Total	6.5 Lakhs	11,000 Cr.	7750 Cr.	3250 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 few Social Enterprise at all 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 NGNguru Social PPPPP Enterprise inspired by Prof. Yunus’s “Grameen”, Dr. Kalam’s “PURA” Vision, “RURBAN”, “Cyber Gram Yojana” and “PM-WANI” Mission of Govt. of India.**