



Smartpur is a concept designed for a '*Sampoorna Gaon*' (holistic village) or a digitally integrated ecosystem where people leverage digital tools to bring efficiency in daily lives, transparency in governance, economic prosperity for households, social cohesiveness and ease of access to various kinds of services and information.

## AREAS OF WORK



### HEALTH

Provide tele-medicine services, maintain patient MIS, use health apps for improved health, conduct diagnostic tests via tele-medicine kit



### LIVELIHOOD

Facilitate training for vocational and life skills, provide virtual career counseling and facilitate access to online job portals



### FINANCE

Facilitate access to digital banking tools, enable access to services using public payment digital tools

Stakeholders: Primary Health Centres, Community Health Centres, Doctors, Paramedics, Aanganwadi, ASHA Workers, ANM, Community Members



### EDUCATION

Impart digital literacy, create a repository of learning & teaching e-content, provide counseling sessions, connect students via Web



### GOVERNANCE

Provide information on schemes and entitlements to empower citizens and create exclusive websites for panchayats for improved information dissemination and transparency



### ENTERTAINMENT

Create a repository of recreational online resources, conduct audio-video content screening in the community

Stakeholders: Self-Help Groups, Community Resource Persons, Local NGOs, Community Members

Stakeholders: Panchayati Raj Institutions (PRIs), Local NGOs, Community Members

Stakeholders: Community Members

Stakeholders: Students, Parents, Teachers, Schools, Aanganwadi Workers

## MODEL

The concept of Smartpur emerges from the underlying idea of integrating technology in the existing practices and processes in an effort to enable communities to make their lives better and contribute to the overall well-being of the village. The mere availability of digital tools and Internet connectivity does not make a village smart; instead, it is the integration and optimum utilisation of these resources for social, ecological and economic impact that truly makes a smart village, and digitally strengthens six pillars of development. With these guiding principles, Smartpur has adopted a rural entrepreneurial-based approach under which the project seeks to create a social enterprise model driven by rural youth and supported by community members, government bodies, private institutions and other relevant stakeholders.

Under Smartpur, more than 19 under-developed hubs across seven states – Tamil Nadu, Haryana, Karnataka, Telangana, Andhra Pradesh, Uttar Pradesh and Rajasthan – have been identified, and linked to a total of 83 spoke villages. While rural entrepreneurs at the hub centre provide primary services under the pillars of education, health, governance, livelihood, finance and entertainment; rural entrepreneurs at the spoke centres will further redistribute these services in their respective villages. Together, the hub and spoke entrepreneurs will create a digitally-equipped and information-rich community, setting an example of a model smart village.

## ECOSYSTEM



