



Digital Villages 'Gujarat Experience'

April 19, 2022

Milestones

Akodara: First village digitized by ICICI Bank.

- Inaugurated by the Honorable PM Shri Narendra Modi
- Activities like basic banking, digitization of rural value chain taken up through skill training
- Stood out as a model cashless digital village in wake of demonetization (a BBC video went viral of same)

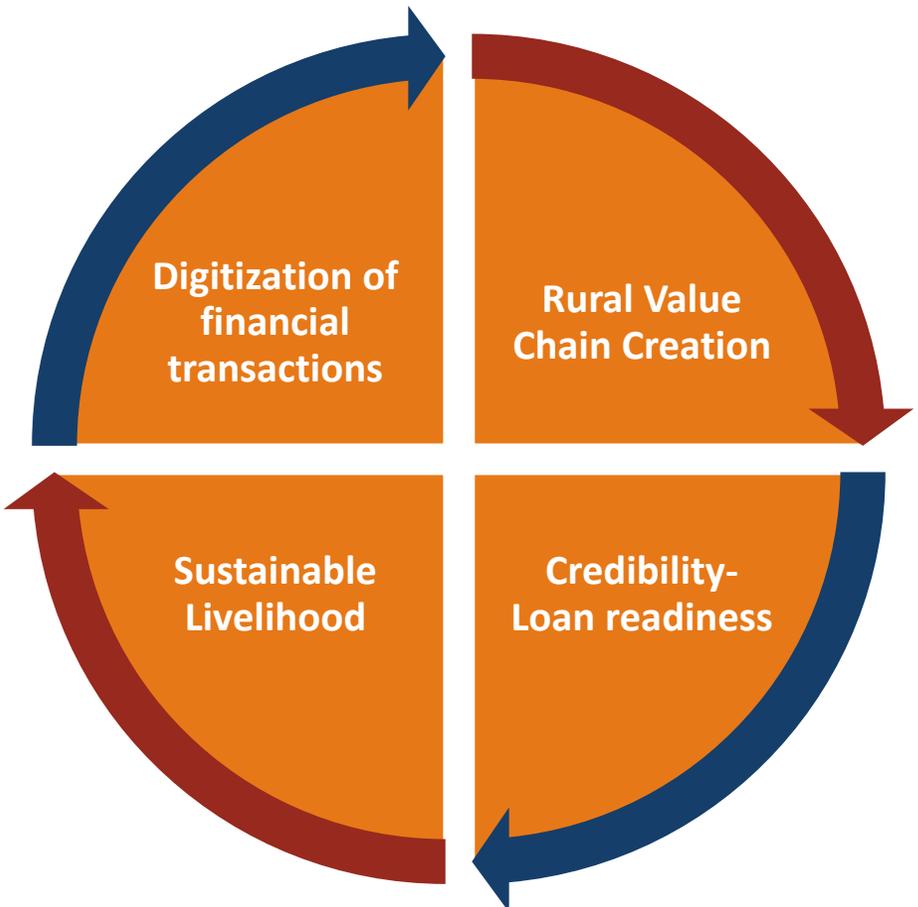


100 Villages converted digital in 100 Days

- Basis learning of Akodara, 100 more villages digitized
- Inaugurated by the Hon'ble FM, Late Shri Arun Jaitley
- Initiative extended to over 650 villages



Digital Villages - Holistic Approach



Empowering Rural India Digitally

Universal Account Opening



- Accounts for Adults
- BC in every village
- Aadhaar seeding
- Rupay Cards
- 'Mera iMobile' App
- Financial Literacy Camps



Promotion of Digital Payments



- Infrastructure creation
 - Wi-Fi- Facility
 - PoS machines to merchants
 - Bhim Aadhaar Pay to merchants
- Digital Transactions
 - SMS banking in 11 languages
 - Mobile banking
 - Rupay Cards
 - AePS Transactions
- Door to Door awareness

Rural Value Chain Intervention & Credibility

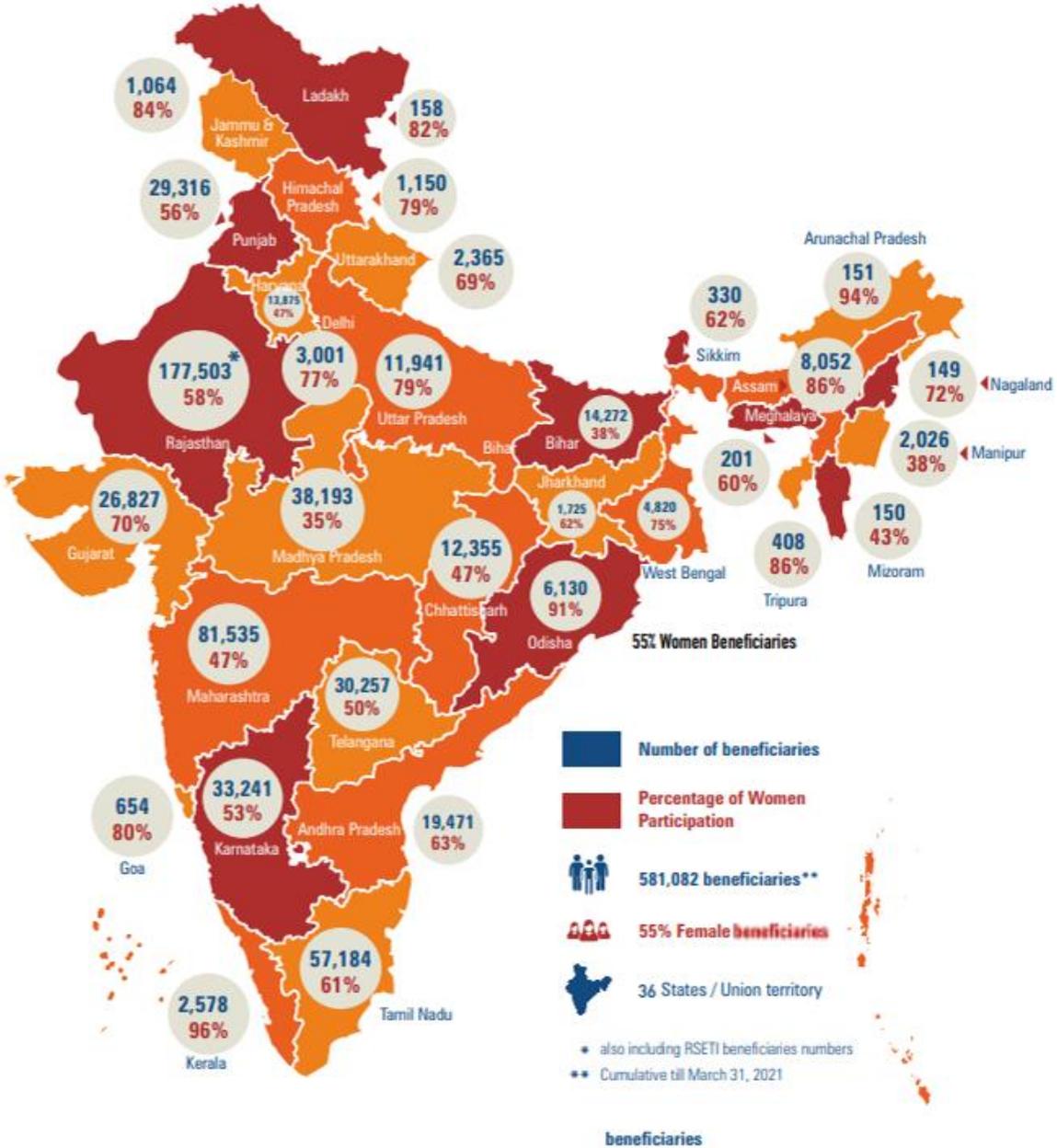


- Rural Value Chain areas Dairying, APMC etc.
- Product availability at right time and right place
- Creation of business opportunities for by-products
- Market linkages to bridge demand & supply gaps
- Connecting with Business Ecosystem
- Monitoring of daily /monthly earnings
- Creation of Credit facilities basis business earnings

Doubling up business revenues by creation of Value Chain & Credibility



Sustainable Rural Livelihood



- Water Management
- Ground Water Recharge
- Backyard Kitchen Garden
- Backyard Poultry
- Comprehensive Agriculture
- Dairy Farming
- Dress Designing
- Goat Farming
- Inland Fisher
- Solar Equipment Servicing
- Mushroom Cultivation
- Vermi Composting



Thank you

