

## Samridhh Gram Phygital Services Pilot Project

*Prelims: Current events of national and international importance | Governance | Infrastructure*

### Why in news?

*Telecom Centres of Excellence (TCoE) has signed agreements with leading implementation partners to roll out the Samridhh Gram Phygital Services Pilot.*

- **Aim** - To transforming rural India through a seamless integration of physical and digital services leveraging BharatNet Infrastructure.
- **Under the** - Telecom Technology Development Fund (TTDF), Department of Telecommunications (DoT).
- **Duration** - For 2 years after commissioning of the Samriddhi Kendra in the village (Extensions beyond 2 years - based on performance by DoT).
- **Objectives** -
  - Deliver citizen-focused services in rural areas using phygital model powered by BharatNet broadband.
  - Merge scattered government services into a single, assisted village-level platform to boost access and adoption.
  - Expand broadband use through FTTH and public Wi-Fi in pilot villages to build a scalable model for rural digital empowerment.

### Key features

- **Phygital model** - It is envisaged as a pioneering ***phygital (physical + digital) Services model*** integrating on-ground presence with robust digital infrastructure to empower rural citizens.
- **Leverages BharatNet** - The program leverages the BharatNet broadband infrastructure to deliver integrated services and accelerate the adoption of government schemes in rural areas.
- **Support provided** - DoT will facilitate the pilot by providing necessary support such as suitable building/space, high-speed Internet connectivity, and funding support under TTDF.
- **Samriddhi Kendra (SK)** - A comprehensive suite of services, which will

serve as an integrated digital service hub.

- DoT has identified 3 villages to carry out the pilot project.
- **Implementation partners -**
  - Digital Empowerment Foundation (DEF) - *Ari & Umri, Madhya Pradesh;*
  - I-Novate Infotech Private Limited - *Chaurawala, Uttar Pradesh;*
  - Corpus Enterprises Private Limited - *Narakoduru, Andhra Pradesh.*
- **Multiple services by SK -**
  - **Education & Skilling** - Smart classrooms, AR/VR-based learning, digital skilling aligned with government schemes/initiatives.
  - **Agriculture** - IoT-based soil testing, drone support, smart irrigation systems.
  - **Healthcare** - Teleconsultations, Health ATMs, emergency care.
  - **e-Governance** - Assisted access to citizen services, documentation, grievance redressal.
  - **E-Commerce** - Integration with ONDC and digital marketplaces for local entrepreneurship.
  - **Financial Inclusion** - Digital banking & payments

## References

1. [PIB | Samriddh Gram Phygital Services Pilot Project](#)
2. [TTDF | Samriddh Gram Phygital Services Pilot Project](#)