

Samriddh Gram Phygital Services Pilot Project

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Why in news?

Telecom Centres of Excellence (TCoE) has signed agreements with leading implementation partners to roll out the Samriddh 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 villagelevel 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*;
 - o 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

