

DIGITAL RAJASTHAN YATRA II

RAJASTHAN AT THE CUSP OF A DIGITAL REVOLUTION

POWERED BY | **Inc42**

Message



VASUNDHARA RAJE
Chief Minister Rajasthan

In a democracy, the people deserve nothing but the best. It is this very thought that has been our guiding principle in Rajasthan: #PeopleFirst. We have always tried to be ahead of the curve so that we are in a position to react and adapt to public demand and the demands of the future.

It is the support of our people that has enabled us to achieve so much in so little time. Our inclusive approach towards development has seen health insurance cover extend to 70% of the state's population. It is our foresight that led to the creation of India's largest DBT Platform — Bhamashah — which has managed direct transfer of benefits worth over INR 20,000 crore to more than 5.7 crore people. Our e-Sakhi programme is conferring digital literacy on women and empowering them to be the government's messengers; 51,000 e-Mitras provide a host of citizen services in every corner of the state.

Our efforts have been lauded. The applause has been welcome, but there is more to be done and more smiles to be brought on people's faces. That is the future we are working towards. I have faith in Team Rajasthan and am confident that together we will take this great state to greater heights.

Inc42's Digital Rajasthan Yatra has thrown light on how our policies are bringing about change on the ground. It validates our efforts towards ensuring 'maximum governance minimum government'. The Rajasthan of tomorrow will be where dreams come to life.

VASUNDHARA RAJE
Chief Minister Rajasthan



MR. AKHIL ARORA

Principal Secretary,

Department of Information Technology &
Communication

Foreword

Inc42 recently conducted Digital Rajasthan Yatra II — an extensive tour of our state, covering villages, towns, and cities that are undergoing digital transformation. The 10-day, 3,300-Km long trip has given us deep insights into how the Digital Rajasthan mission, spearheaded by the state government, is changing the everyday lives of ordinary people, leading to extraordinary results.

Our Honourable Chief Minister Vasundhara Raje is leading this mission. Thanks to her and Team Rajasthan's efforts, our aim of making 'Digital' synonymous with Rajasthan and ultimately creating a 'Digisthan' may soon become a reality.

From providing free incubation facilities to opening up opportunities for mentorship, the government is going all out to attract innovative startups and nurture local talent.

We have successfully implemented impactful and progressive digital-first schemes such as Bhamashah, eMitra, Service Delivery ATM (eMitra+), Abhay Command Centre, RajNET, iStart, Digifest, IT Day, Rajasthan Hackathon, Rajasthan Stack, Challenge For Change, and eSakhi — a feat few states can boast of.

We are also delighted to learn how people from all walks of life, including farmers, women, and youth, are leveraging our schemes to uplift their lives. Optimum utilisation of our schemes encourages us to undertake more such digital initiatives in times to come.

Our endeavour is to continuously evolve according to the requirements of the people and ensure steady progress for the state.



MR. T. V. MOHANDAS PAI
Chairman, Aarin Capital Partners

Preface

For the second time this year, Inc42 took the initiative of travelling through the length and breadth of Rajasthan to witness Digisthan in the making. Digital Rajasthan Yatra II was a 10-day tour, held ahead of Bikaner Digifest (July 26-27). A team from Inc42 travelled across 10 important cities and districts — Jaipur, Jodhpur, Alwar, Dausa, Udaipur, Nagaur, Rajsamand, Pali, Jhunjhunu, and Bharatpur — to discover and to actively seek out stories of real change happening on the ground, led by the digital drive undertaken by the Rajasthan government.

This report sheds light on how the lives of women, youth, farmers, and others have changed for the better and how sectors such as small businesses, healthcare, education, and agriculture have been impacted by the wave of technology and internet transforming the state.

New programmes such as e-Sakhi, under which young women are being appointed to spread digital literacy among the masses, and schemes such as Bhamashah Yojana continue to empower and deliver multiple benefits to women of the state. Farmers are being increasingly encouraged to transact digitally, resulting in an increase in their income as they can now sell their produce at better prices due to the elimination of agents.

After reading these stories of how initiatives undertaken by the Rajasthan government, under the leadership of Honourable Chief Minister Vasundhara Raje, are benefiting the people of the state, I am hopeful that Rajasthan will break all barriers on its way to becoming a digital unicorn of India. All indications say that a resounding success awaits the state government, as it creates a digital ecosystem that intends to include all.

We are thankful to Inc42 for undertaking Digital Rajasthan Yatra II and for showcasing the state government's efforts towards making Rajasthan a front-runner in the global digital race.

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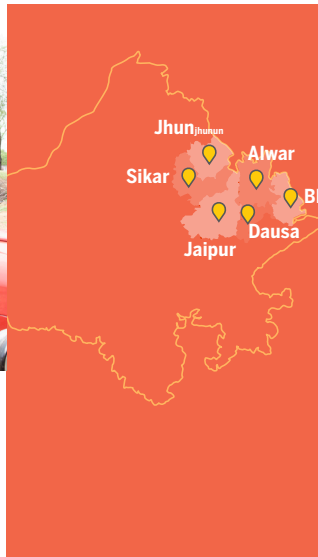
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Way Forward



POOJA SAREEN

Editor-In-Chief, Co-Founder

Inc42 Media

Editor's Note

It was in February 2018 that we first embarked on a five-day Digital Rajasthan Yatra to assess how the state government's Digital Rajasthan Mission was bringing changes at the grassroots. From e-governance initiatives qualitatively changing people's lives to simple online shifts in payments, shopping, the usage of smartphones and the internet — the seeds of digital inclusion were already sown by that time.

Based on our report and insights on the yatra, the state government launched a digital literacy programme called e-Sakhi, which puts women front and centre, empowering them by making them agents of digital literacy in the state.

Six months down the line, we were curious to see how the programme and many others such as e-governance programme e-Mitra and the Bhamashah Card Yojana were progressing. And thus our journey of Digital Rajasthan Yatra II across 10 cities/districts took shape.

We set out to cover 2,000 km but we were so swept up in the digital wave that we ended up travelling 3,300 km. We wanted to dig deeper, follow every lead we got on how technology is changing the lives of women, farmers and the youth, and the face of SMEs, healthcare, and education — important pillars of growth for an economy.

We found that Rajasthan's digital mission has moved to the next level. From enrolling in basic computer courses, children have moved on to smart classes; SMEs are now bringing products online on their own apps or websites. Technology is making healthcare delivery easier and more effective and Krishi Vigyan Kendras and e-NAM are digitally empowering farmers.

The pace at which the Rajasthan government, led by Honourable Chief Minister Vasundhara Raje and DoITC principal secretary Akhil Arora, is going digital is truly exemplary. And I won't be surprised if 'Digisthan' soon becomes the torchbearer of Digital India as well.

Satisfied with the progress we saw and with some insights from the people on what they want, we bring to you the Digital Rajasthan Yatra II Report.

Introduction to the Report

Rajasthan, a state with a population close to 69 Mn (6.89 cr), is one of the leading agents of digital change in India. It is taking incredible strides towards digital transformation across sectors and cross-sections of society.

Smartphones and the internet have become a part of the daily lives of the people here. Digital technology is all-pervasive — from smart classes for children and computer courses for the youth, to the e-Sakhi programme, which looks to appoint 1.5 Lakh women as messengers digital literacy in the state.

Technology is being deployed to facilitate the effective delivery of healthcare, especially mother and child care. There is also e-Mitra, an e-governance initiative that makes public and government services available through kiosks at a hyperlocal level. Bhamashah Card, with its medical insurance cover and food security benefits; iStart, which looks to build a robust startup ecosystem... the list of digital initiatives in the state is virtually endless.

In this report, we assess the adoption of technology and all things digital by the locals, with a major focus on farmers, women, and youth, and also sectors such as agriculture, SMEs, education, and healthcare.

The Inc42 team, in Digital Rajasthan Yatra II, covered 10 districts/cities — Jodhpur, Nagaur, Jodhpur, Pali Udaipur, Rajsamand, Sikar, Jhunjhunu, Alwar, Bharatpur, Dausa.

This report brings to you insights and real-life stories from the ground.●





Executive Summary



Agriculture

The focus is on building an inclusive digital framework through e-NAM mandis that benefits farmers by eliminating middlemen and farmers are now getting subsidies directly and timely in their bank accounts.

Education

Even among low socio-economic groups, it was observed that families believe school education is incomplete without computers. Government and private schools are adopting smart classes and e-learning for enhanced pedagogy.

Healthcare

Rajasthan is adopting a fully connected digital healthcare ecosystem, where every interaction is recorded and monitored centrally and is accessible to stakeholders across the state, making healthcare delivery effective and timely.



Women

From rural areas to new-age entrepreneurs in cities, there has been a significant increase in the participation of women in mainstream professions and services woven together with digital technologies.



Youth

The increasing adoption of smartphones, computers, and the internet has opened up employment avenues for the youth, who are starting businesses in and around these emerging technologies and associated services.



Business

The need to reach out to buyers and sellers online is driving many SMEs in small towns to make their products and services available on digital platforms to stay effective and competitive.

Digital Rajasthan Yatra

An Overview

Team Inc42 traversed along Rajasthan's dry and dusty yet well-made roads through towns and cities in Nagaur, Jodhpur, Pali, Udaipur, Rajsamand, Sikar, Jhunjhunu, Alwar, Bharatpur, and Dausa districts. Through our travels, we interacted with farmers, women, students, youth, healthcare professionals, and SMEs to understand how deeply digital technologies have pervaded the lives of the people.

Team Inc42 spent hours — sometimes days — interviewing people from different walks of life and observing their daily interaction with technology. This report intends to be much more than a showcase of the stories of all these people. It seeks to capture the essence and soul of Rajasthan, a state that bears the epithet of being one of the digitally forward states in India. It is designed to take you deep into the homes and lives of common people, whose lives have been meaningfully impacted with digital technologies●

In the recent Digital Rajasthan Yatra II, **Team Inc42** travelled for 10 days, covering 10 districts across 3,300 km. It is one of the most unique and extensive travel projects ever undertaken by a digital media company to map the reach and impact of a digital revolution in a state as big and diverse as Rajasthan.



756 KM
[FEB-2018, ROUTE - 1]



2050 KM
[ROUTE - 3]



1250 KM
[ROUTE - 2]



MASSEY FER





Location: Belara Kalan Village, Bharatpur



Krishi Vigyan Kendra Sowing Seeds Of Digital Tech

In agriculture-driven India, one-fifth of the farmers live below the poverty line. Spiralling debt burden is driving thousands of farmers to suicide. And climate change is set to further reduce their earnings by 25%.

Digital technology is proving to be a saviour for farmers. The central government's Krishi Vigyan Kendras (KVK) are equipping farmers across districts with the latest agricultural technologies.

Dr Amar Singh, a senior scientist who heads the KVK in Bharatpur, says eNAM or the National Agriculture Market — an online trading platform for agricultural commodities in India — has helped farmers immensely by eliminating middlemen.

With a view to help farmers make the most of a farming season, KVK sends voice and text messages regularly to farmers on best practices for growing crops, use of pesticides, weather information, etc.

The centre conducts short-term training courses (10-90 days) based on servicing agriculture production. Earlier, only farmers showed interest in the courses, but now unemployed youth are also enrolling in them.

Singh, who is also the dean of the Krishi Maha Vidyalaya, is trying to educate students on all aspects of agriculture.

Bharatpur is a flood-prone area and KVK is also working on digital tools to help farmers cope with the floods. It has put an automated mechanism in place to help disseminate information about rain to farmers in different areas.

To motivate farmers to adopt new technology, the centre shared success stories of other farmers.

KVK has been able to reach 1,400 to 1,500 of the 1,600 villages in and around Bharatpur — quite an achievement in rural areas where technology penetration is very low●

Dr Amar Singh, head of KVK in Bharatpur and dean of Krishi Maha Vidyalaya



Location: Nagaur



Rajendra Lora, a farmer's son, got the idea of FreshoKartz when he noticed a disparity in the selling price of onions. He wanted to remove middlemen and ensure farmers get fair prices.

AGRICULTURE

—

Gugarwar farmers feel empowered by digital initiatives such as subsidies being deposited directly in their bank accounts. They believe the entire nexus of middlemen can be removed with digital initiatives.





Location: Gugarwar Village, Nagaur



Ram Singh Sisodia (second from the right), secretary of eNAM mandi in Jodhpur, feels the eNAM (National Agriculture Markets) is a great step as it's creating a wider, transparent market of buyers and sellers and building a financially secure agriculture ecosystem.



Location: Jodhpur

Farmers and agri-businesses in the mandi feel the e-NAM is a boon for them, but there are some operational challenges and awareness needs to be spread about e-transactions in rural areas.



Location: Jodhpur

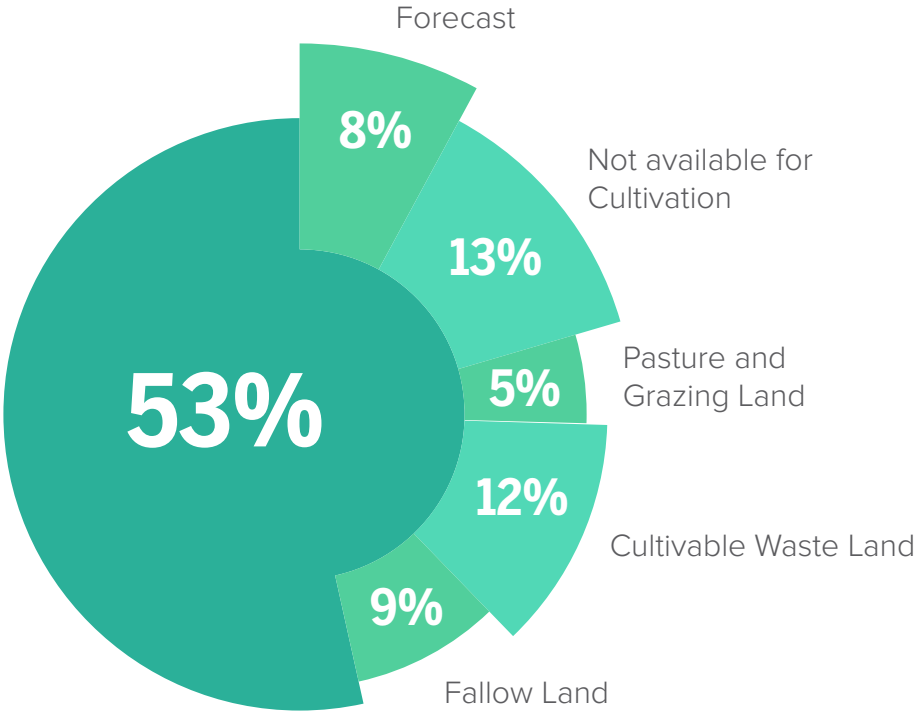


Digital initiatives are safeguarding farmers' interests by eliminating black marketers and middlemen. Farmers use Aadhaar cards to buy compost and fertilisers and the subsidies go directly into their bank accounts.

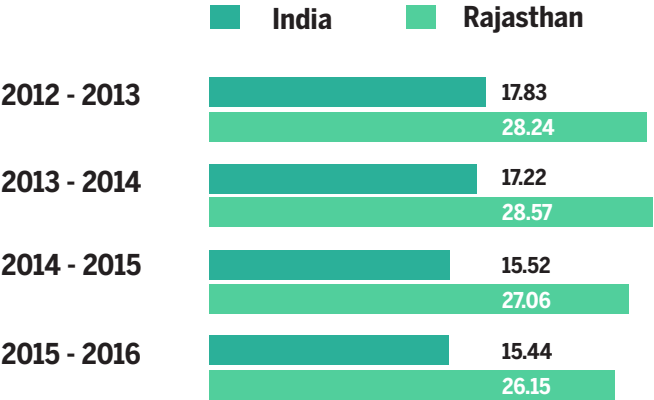
Location: Bharatpur

Composition of land area in Rajasthan

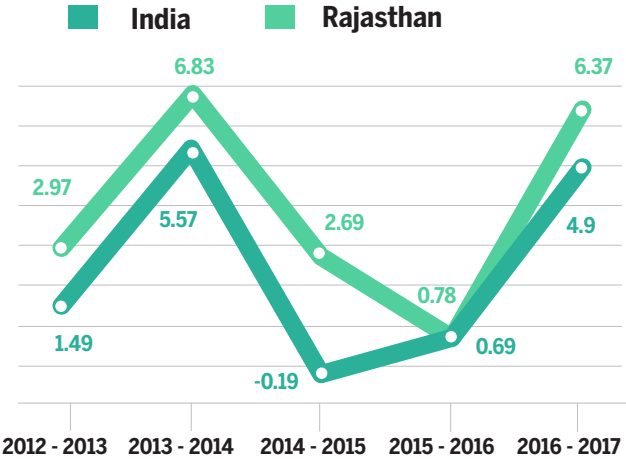
Net Cropped Area



Agriculture's share in state's GSDP higher than all-India average (%)



Rajasthan's Farm GDP growth vs all-India (%)



Proactive Measures by Government of Rajasthan

- Number of Soil Testing Labs in Rajasthan **28**
- Number Smart Kisan Credit Card in Rajasthan **4,97,398**
- Number Kisan Credit Card Rajasthan **61,71,950**
- Number of e-NAM mandis Rajasthan **4,97,398**
- Number Rajasthan count of number of services through call/sms/online **9,833,162**
(2% of the total country)
- Awards to farmers at state and district levels for adoption of modern practices
- Farmer-to-farmer extension approach where specialist farmers demonstrate and train other farmers
- Agreements have been signed with TAFE, Mahindra & Mahindra & EM3 to set up 2,652 custom hiring centres in 295 blocks of Rajasthan by 2022
- State government aims to increase number of FPOs up to 1000 by 2022
- Promotion of mobile app based services such as MKisan, Kisan Suvidha, etc. among the farming community
- eMitra has been helping farmers access Mandi rates for commodities
- Computerisation of Primary Agriculture Cooperative Society (PACS) in Rajasthan for disbursement of payments
- Aadhaar-based e-KYC enabled Direct Benefit Transfer for improving fund utilisation and guaranteed service delivery to farmers





Meet Udaipur's School-Going Techie Who's Built 7 Apps

Daksh Agrawal, a Class X student, is a tech prodigy who has seven apps on the Google Play Store. His journey as a technological entrepreneur (of sorts) traces its steps to the shores of Goa. While in Class VI, Daksh and his family went on a vacation with some friends to Goa where a conundrum on how to split the bills got Daksh thinking of a plausible solution. After the trip, Daksh embarked on a journey of self-learning on the internet, which involved courses like application development and programming.

"I try to solve day-to-day problems by identifying such problems and making applications to solve them," says Daksh.

Daksh failed three or four times to satisfy the standards of Google Play Store before finally making his big launch when he was in Class VIII. His first app, 'My Share', launched on Google Play Store, is an offline app that allows users to add members and split bills in a customisable manner.

His passion for app development is also driven by his desire to build a portfolio that can make him a serious candidate for what is one the most historic and prestigious college for techies in the world. Daksh has his sights set on MIT (Massachusetts Institute of Technology), where the selection criteria is the interest and capability of the student, not the marks obtained.

Daksh believes that he can solve many problems faced by Indians in their day-to-day lives by learning from global trends and working in an international environment.

He dreams of working with Google one day. May the force of technology be with him.

Daksh Agrawal, who has seven apps on Google Play, stands in front of his school

Location: Udaipur





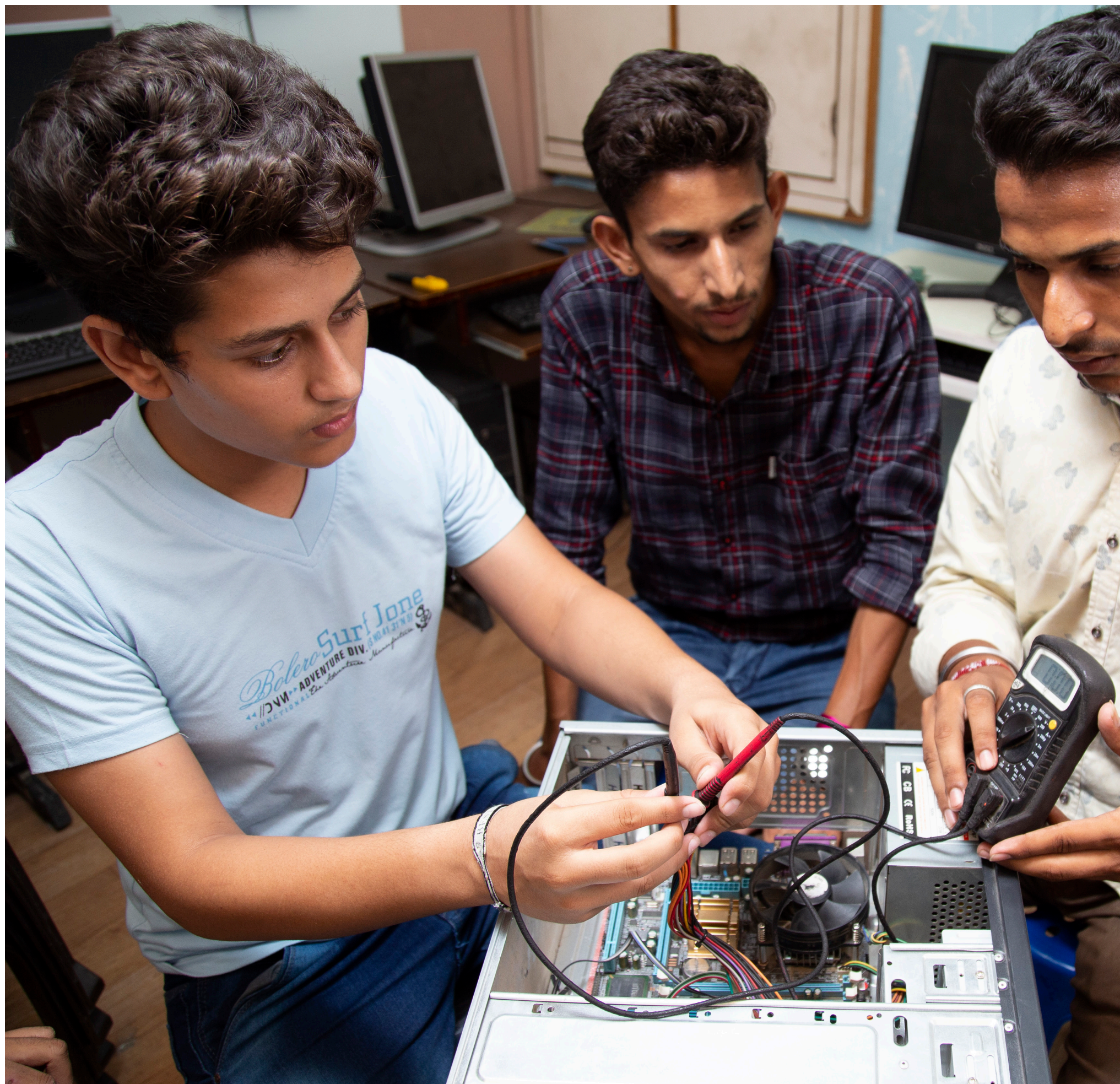


YOUTH



Amit Agrawal says that the youth of Udaipur are preparing to ride the wave of increasing smartphone penetration in semi-urban areas and take up lucrative mobile servicing jobs or even start their own mobile repair centres.

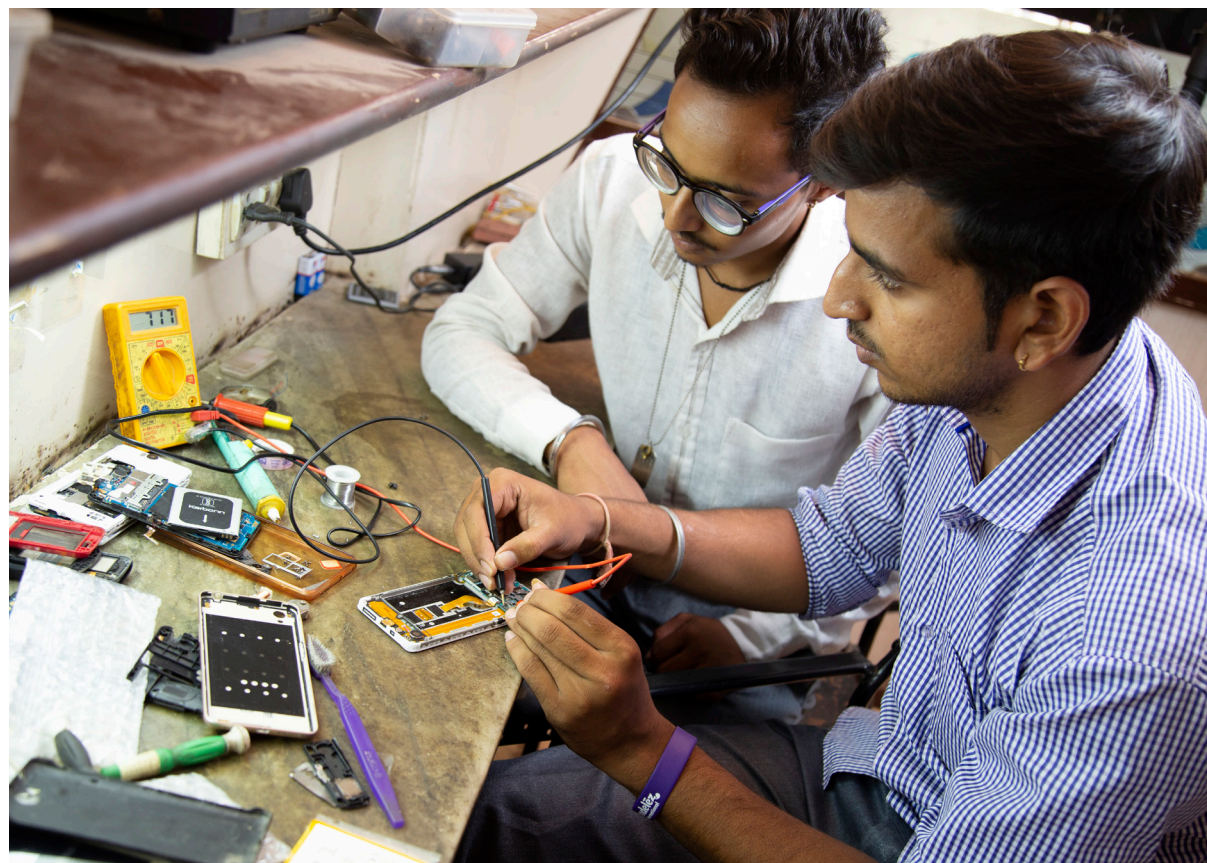
Location: Udaipur





Location: Pali

YOUTH

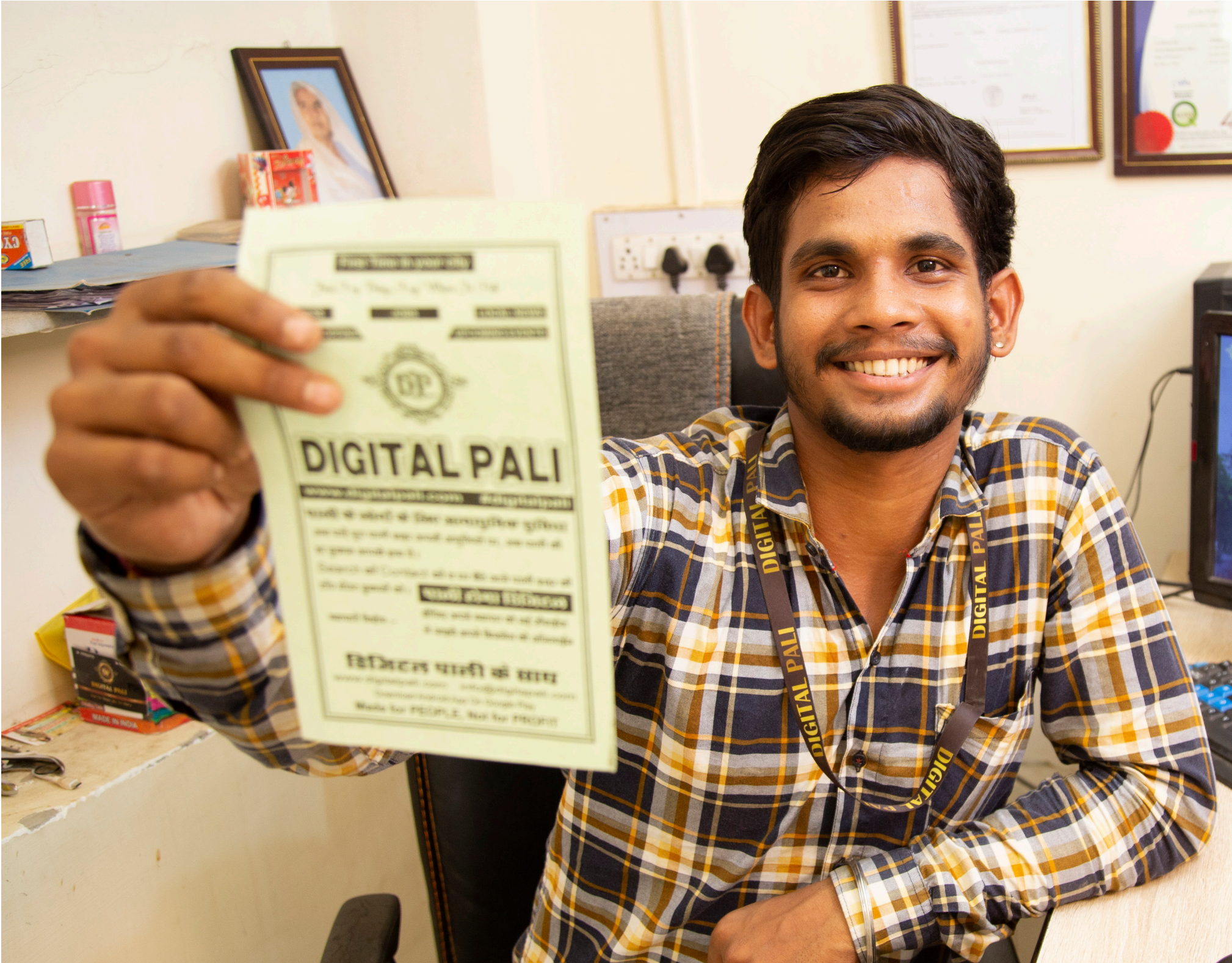


Triggered by the increasing penetration of smartphones and the internet, mobile and computer repair is emerging as a lucrative career or business option for young people in Udaipur and Pali.

Many companies and organisations are coming forward to lead digital literacy initiatives and provide technology and skills training to rural youth, thereby enabling them to start small enterprises.





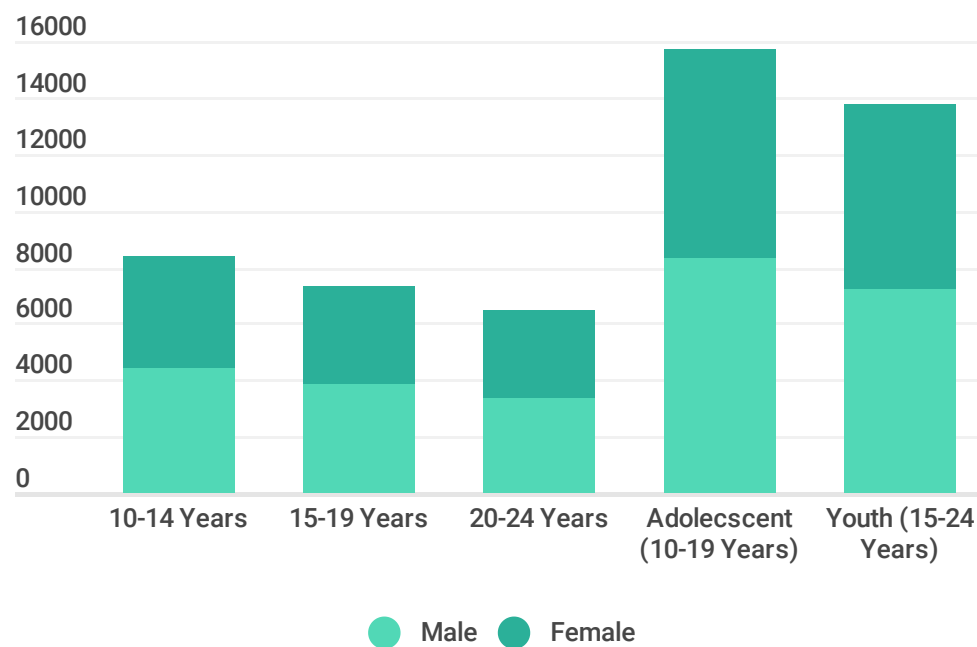




Location: Pali

Mahesh Singh of Pali, along with his friends, learnt coding and website-making to create www.digitalpali.com, which features small businesses for as low as INR 1,000 per year.

Rajasthan Demographics (in thousands)



Overall Population

Population Size (in thousands) **68,548**
Decadal Population growth rate **21.3%**
Sex Ratio (Females per 1,000 males) **928**

Youth (15 - 24 Years)*

Population Size (in thousands) **13,741**
Decadal Population growth rate **34.2%**
Sex Ratio (Females per 1,000 males) **891**

Source Census, 2011; * Special tables on youth and adolescents, Census 2011

India Youth Development Index across Indian States - 2017

Work	0.622
Political Participation	0.585
Civic Participation	0.157
Social Inclusion	0.763
Youth Development Index Rank	0.576
Rank	12

Youth Development Index (YDI) is a composite index of 19 indicators which measure the multidimensional progress of youth development in 20 Major states and 10 Minor states of India. YDI has six domains measuring the levels of education, health and well-being, employment, political participation, civic participation and social inclusion of young people. YDI values range between 0 and 1.









Location: Jodhpur

Bhamashah Card Turns Saviour For Devki's Husband

People often underestimate the role of a homemaker. But running the house efficiently, raising kids, and managing expenses on a tight budget while your husband goes to work is an arduous task. It is also one that needs unflinching hard work, commitment, and shrewd planning — and deserves to be lauded.

Devki of Jodhpur did all this and more for years. But, she found herself at the deep end when her husband, Suraj, was diagnosed with a brain tumour two-three years ago.

Suraj suffered from a headache that refused to go away. Initially, he was diagnosed with high blood pressure, but the pain didn't subside and further investigation revealed a tumor in his brain.

Even as the shock of this revelation was sinking in, the doctors said that Suraj needed an immediate surgery costing about INR 1-1.5 Lakh. They warned that any delay could lead to paralysis or coma.

With their savings spent on Suraj's treatment, no help forthcoming from his employers, and a ticking clock, the family thought they would lose Suraj.

Devki then had a brainwave. She asked the doctors at Goyal Hospital, a private hospital in Jodhpur where Suraj was being treated, whether she could avail healthcare benefits against her Bhamashah card. The doctors checked and confirmed that she could use the card for Suraj's surgery. It provides beneficiaries up to INR 3 Lakh in medical insurance cover annually.

In June, Suraj was operated on successfully and is recuperating now.

Devki can't thank the government enough. "If I didn't have the Bhamashah Card, my husband wouldn't have been alive today," she says●

Devki shows off her Bhamashah card, along with her husband and children at their house in Jodhpur



Location: Jodhpur



Women feel that the Bhamashah card is marking a paradigm and cultural shift by enabling them to become financially independent and have a say in family matters.

Auxiliary nurse midwife Kamlesh Devi is enthused to see women of Nangal Saliya village in Alwar opt for institutional deliveries at health centres, thanks to the financial aid of Bhamashah card.

Location: Nangal Saliya Village, Alwar





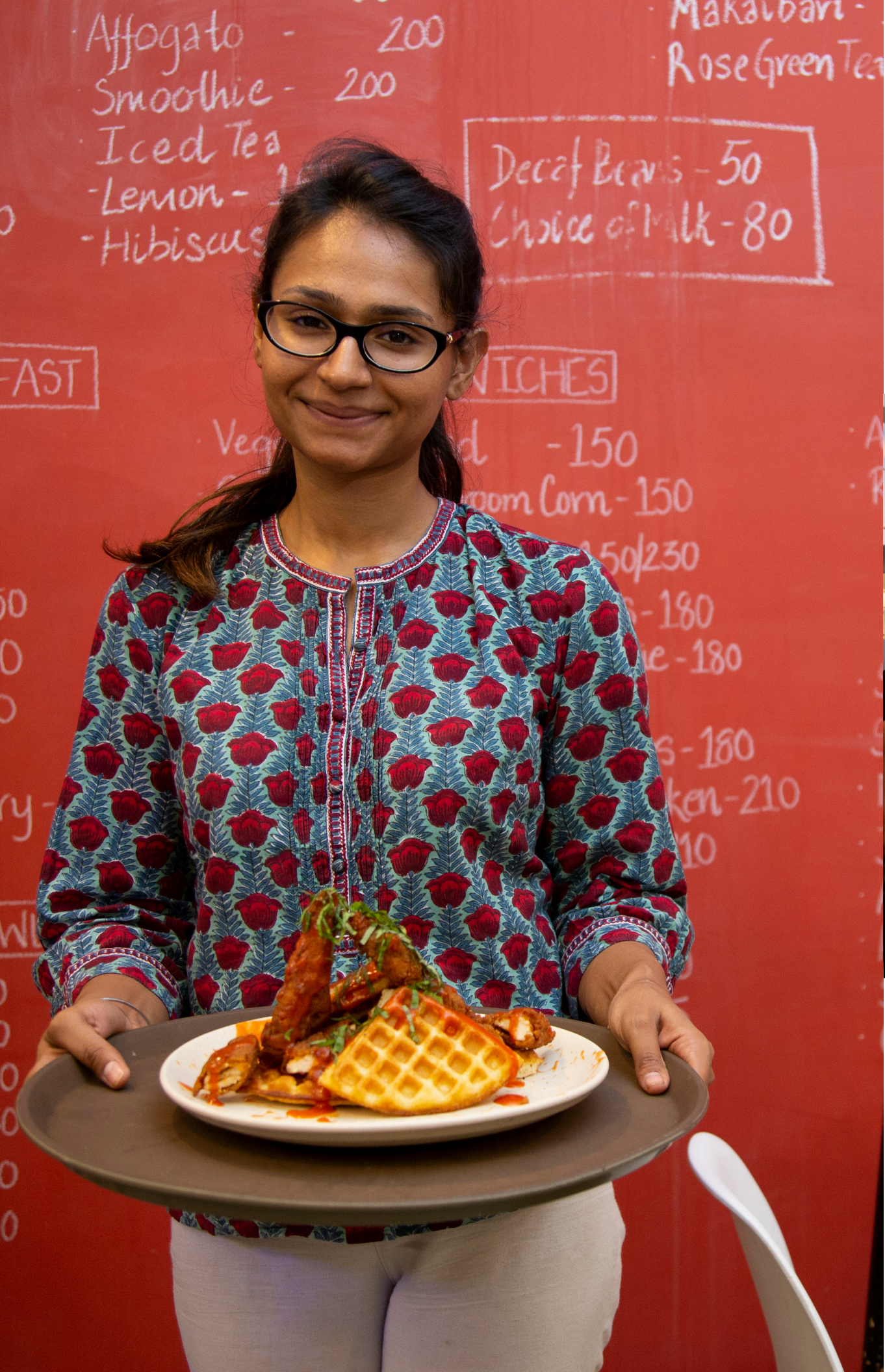
WOMEN



Nineteen-year-old Asha is excited to take on the role of an e-Sakhi. She looks forward to get training from the government so she can help local women become digitally literate.



Location: Dausa

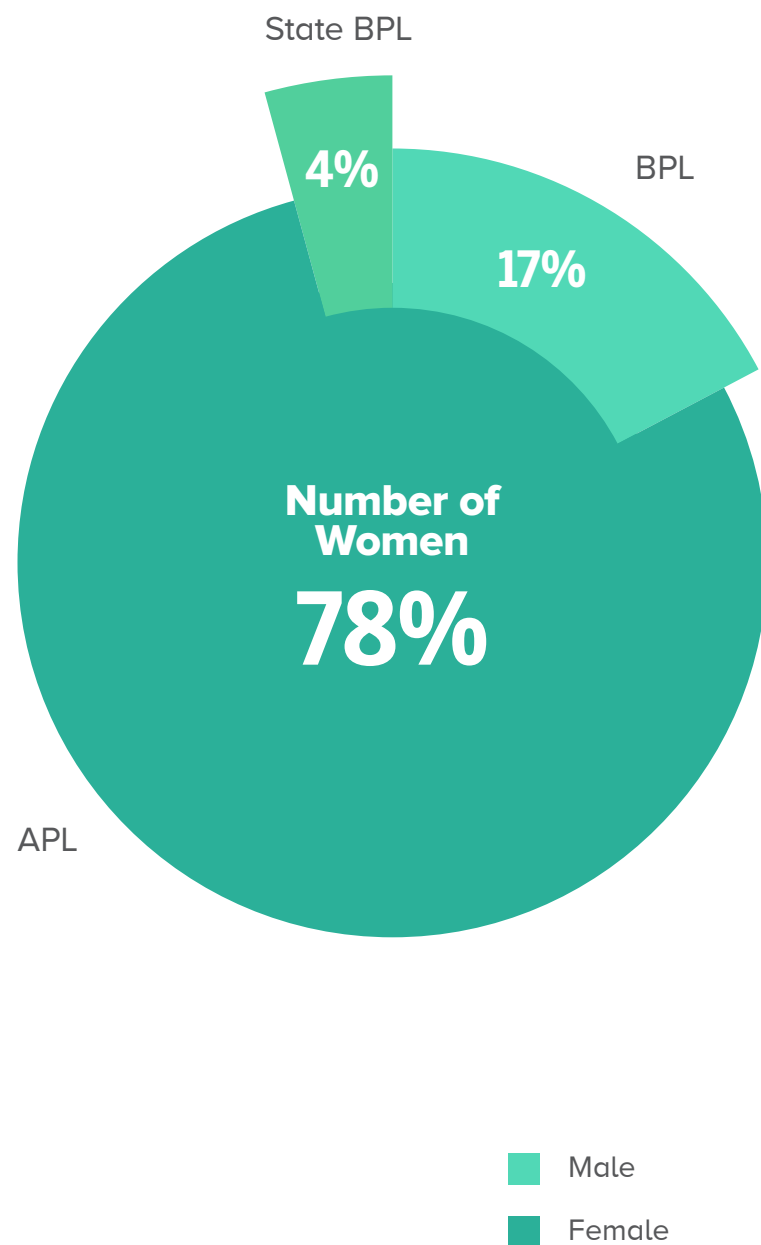




Location: Jaipur

Young entrepreneurs Ayesha and Twinkle are driving the growth and success of their Cafe Quaint in Jaipur through digital marketing, online discovery platforms, and e-transactions.

Socio-economic categories of women in Rajasthan



Category	Total Members
Annapurna	7760
Below Poverty Line (BPL)	4385413
Above Poverty Line (APL)	19924143
State Bpl	1072855
Antyodaya	1055722

All-India Literacy Rate



Rajasthan Literacy Rate



0% 25% 50% 75% 100%

Government Initiatives Benefitting women

- **2,75,86,428** women are enrolled with the Bhamashah Scheme.
- **1,74,81,156** women are enrolled with the Food Security Scheme.
- **INR 100 Crore** is dedicated to Women Entrepreneurs under the Bhamashah Techno Fund
- The state has effectively implemented **Janani Suraksha Yojana** and considerably decreased the maternal and neonatal mortality rate in the state.
- Schemes like **Mukhyamantri Rajshree Yojana** are promoting 'Beti Bachao, Beti Padhao' by providing financial assistance to the girl child's family from day 1
- Newly launched **e-Sakhi** program will provide an opportunity for 1,50,000 girls of the state to understand the digital power.

2



MAX 1,0 bar





Alwar's Famed Kalakand Is Spreading Its Sweetness Online

Stories from India's Partition are intensely bitter. While thousands of stories are of tragic loss of lives and property, there are many tales of hope and survival — of people who crossed the border and built a new life. One such story of Alwar's famed sweetmeat shop — Baba Thakur Das & Sons — started by the late Baba Thakur Das — is now being rewritten in the digital age.

But before that, the backstory: The shop was established by Thakur Das after he came to India in 1947 from Pakistan. When he started selling kalakand, there was a rumour that the sweetmeat, which was partially red in colour, used non-vegetarian ingredients.

So, Das conducted a public demonstration of how the kalakand at his shop is made, after which his sweets gained immense popularity. Today, his grandsons are selling their mithai online through tie-ups with the likes of Amazon, Flavors Of My City and Place Of Origin.

"Our online presence has helped us expand our business. We deliver sweets across India within three days," says Abhishek.

The brothers claim that the online business has increased their total sales by 30% on a year-on-year basis. They sell 60-80 kg sweets online daily.

"We register maximum online sales on Flavors of My City and Place of Origin as they're dedicated food platforms. We don't sell all that much on Amazon because it is a big platform offering various products," says Ashish.

Here's to spreading the sweet legacy of Alwar's kalakand far and wide ●

Ashish Taneja and Abhishek Taneja stand at their grandfather Baba Thakur Das's first sweet shop in Alwar

Location: Alwar





BABA
Thakur Das & Sons

KALAKAND SHOP

सोहन-हलवा
चॉकलेट बरफी
नमकीन मण्ठी

PLACE of ORIGIN
A Craftavilla entity

BABA
Thakur Das & Sons

food memories
bite into nostalgia

TasteBells
Shop from India's best food makers





SMALL & MEDIUM ENTERPRISES



The Bansals quit their jobs to move to Udaipur and started apkamart.com to take local handicrafts to global markets. They feel that opportunities for tech entrepreneurs abound today.

Location: Udaipur





Location: Bharatpur

Hotel Chandra Mahal in Bharatpur takes online bookings in advance during the high season. GM Sujiet Sharma says the internet has made the 170-year-old Chandra Mahal Haveli popular among travellers.

SMALL & MEDIUM ENTERPRISES



Location: Bharatpur

Rajesh Kumar Mittal, manager of Baroda Rajasthan Kshetriya Gramin Bank in Bharatpur, feels it is imperative to build awareness and trust among people, especially women and farmers, in online banking.







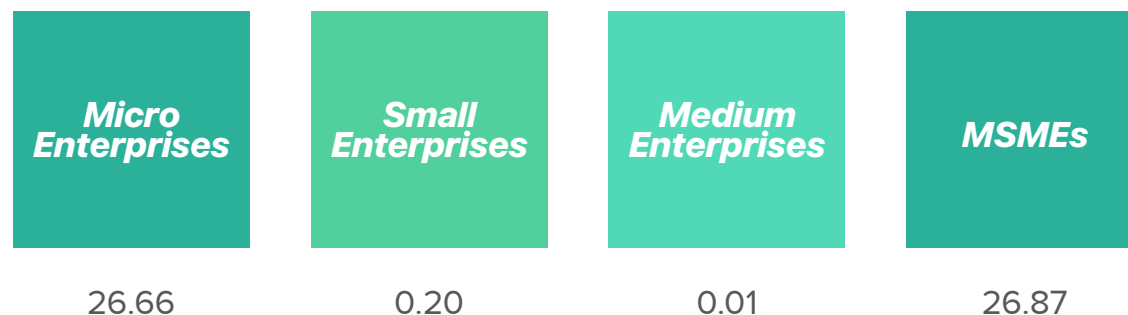
Location: Alwar



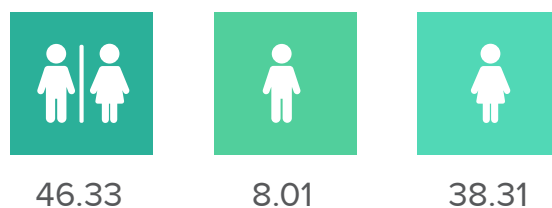
Location: Dausa

Small businesses must adapt fast to the latest digital technologies to stay afloat, reach customers far and wide, and offer ease of online transactions, say shopkeepers in Alwar and Dausa.

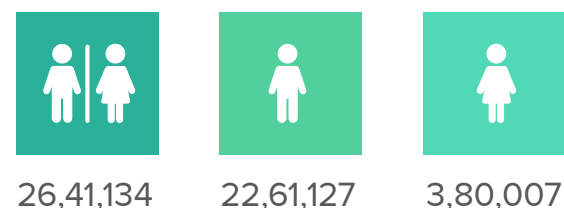
Estimated number of enterprises in Rajasthan (in lakhs)



Number of enterprise employees (in lakhs)



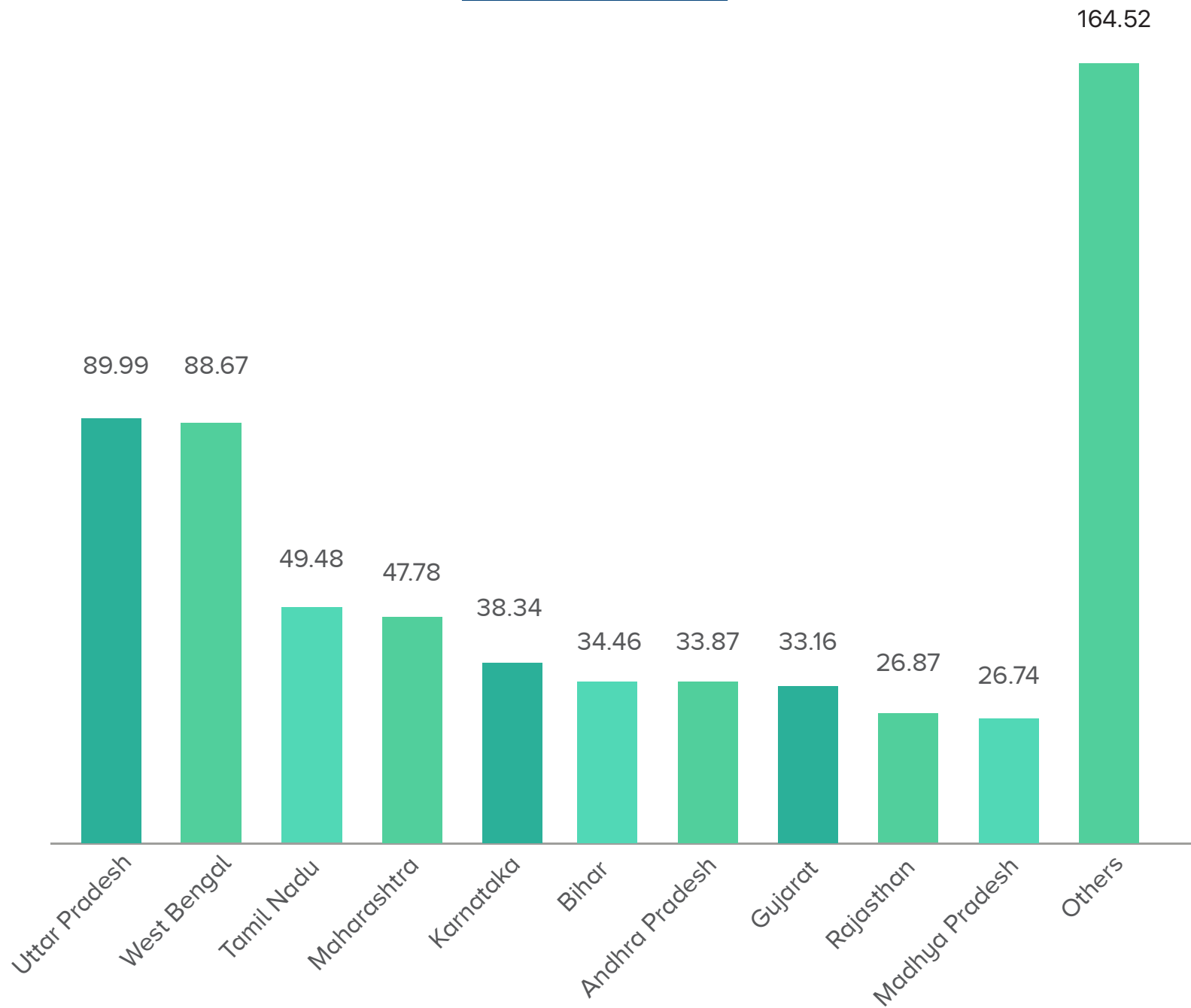
MSME Proprietors by Gender (in lakhs)



Share of State among All MSMEs with Male Owners **4.64%**
 Share of State among All MSMEs with Female Owners **3.07%**

Source: Annual Report 2017-18 by MSME, Govt of India

Number of Estimated MSMEs In Top Ten Indian states (in lakhs)



Source: NSS 73rd round (2015-16)









Location: Rajsamand

Digital System Breathing Life Into Mother & Child Care

More than six lakh children in India die within the first month of their birth annually, according to a study by Unicef. This is a staggering number by any stretch of the imagination. India can do far better for its children by taking effective measures to improve healthcare, mother and child care.

The Rajasthan government is trying to do exactly that. It has introduced an online system called the Pregnancy and Child Tracking System (PCTS) to ensure centralised and smooth healthcare delivery and monitoring of pregnant women, young mothers, and children.

Dr Vikas Purushottam, a medical officer at a Community Health Centre at Delwara in the Rajsamand district, explained to us how the system works.

Asha Sahyogini, auxiliary nurse midwife (ANM), and Anganwadi workers act as the three primary agents of healthcare delivery. They update details of pregnant women — relating to the Bhamashah Card, Aadhaar, bank account details, etc — every month on the PCTS.

A unique ID is generated by the PCTS, which acts as an online record. This ID is valid across Rajasthan and can be used for healthcare services anywhere in the state.

There is a special software called Asha Soft which enables Asha workers to update the details of 42 post-delivery care days under a unique ID generated by the PCTS. Further, high-risk pregnancy females (HRPs) are categorised separately in the PCTS software.

The digital streamlining of the work and access to records online, makes it possible for the agents to foresee future needs, and is slowly but surely improving mother and child care in the state●

A woman buys medicines at the Community Health Centre in Delwara using her Bhamashah card



Location: Delwara, Rajsamand



Dr Vikas Purushottam, a medical officer at a Rajsamand CHC, feels technology is connecting a complex, widespread healthcare system and making the lives of doctors and healthcare workers much easier.



With the aim of reducing the neonatal mortality rate, the Home-Based Neonatal Care (HBNC) programme — which enables effective tracking of mother and child health — is being piloted in Rajsamand district.



Location: Delwara, Rajsamand

Anju Kachwal and Pinky (both ANMs) witnessed 95%-98% efficiency and accuracy in healthcare service delivery in their respective wards in Sikar because of the technology deployed at government healthcare centres.



Location: Sikar





Thanks to smartphones and low-cost Internet, Asha Sahyoginis such as Firdosh Bano can easily keep in touch with women in villages and anganwadis and provide healthcare till the last mile.



Location: Pali

The ASHA Soft software is helping auxiliary nurse midwives such as Jaimala track their work and progress, deliver efficient and timely ante and post-natal healthcare, and earn adequate incentives.

Rajasthan has a three-tier health infrastructure comprising primary health centres, health units, community health centres, and sub-centres.

A number of initiatives such as the Chief Minister’s Jeevan Raksha Scheme and the World Bank-assisted Rajasthan Health System Development Project have been taken up to improve healthcare facilities in the state.

●	Government hospitals	127
●	Community health centres	368
●	Primary health centres	1541
●	Sub-centres	11,478
●	Beds in government medical institutions	43,864

Health indicators as of 2008 survey:

●	Population served per medical institution	127
●	Population served per hospital bed	368
●	Birth rate*	27.5 (per thousand)
●	Death rate*	6.8 (per thousand)
●	Infant mortality rate	63 (per thousand)
●	Life expectancy at birth (years)	Male 62.2 Female 62.8





Crowdsourced Smart Classes Help Students Ace Digitally

Digital is making waves in more ways than you can imagine. In a remote government school in Sikar district, interactive learning and smart classes are the order of the day. The students never miss the smart classes, powered by a projector, a touchscreen, touchscreen pens, sound system, etc. The classes have enhanced their learning on topics and concepts that they couldn't understand well from books.

And the credit for this goes to Vinod Sharma, the principal of Rajkiya Uchch Madhyamik Vidyalaya, a government school, who brought about the digital transformation of the school in an ingenious manner — by crowdsourcing funds from village residents.

The school collected a total of INR 38 Lakh, of which INR 20 Lakh was given by the villagers in kind and INR 18 Lakh came from different government funds.

Initially, the villagers were wary of Sharma's plans for the school, which involved embracing new-age digital technologies, but eventually, he managed to convince them. A school patron donated about INR 2.5 Lakh for the digital classroom infrastructure.

The e-content for the courses — worth about INR 35,000 — was provided by a Jodhpur-based company specialising in Rajasthan state board subjects. The e-content is saved in password-protected pen drives and can't be copied and distributed. Every class has separate pen drives containing study material on different subjects.

Sharma, whose father also studied in the same school, didn't just use crowdsourcing for the e-learning classes but also for school uniforms, playground slides, green boards, and furniture, so that the children don't feel underprivileged as compared to their peers who go to private schools.

This is one school where students never play truant!●

The students of Rajkiya Uchch Madhyamik Vidyalaya are all smiles

Location: Holya Ka Bas Village, Sikar







EDUCATION



A village crowdsourced e-learning and smart classes for students of a government school in Holya Ka Bas, Sikar, all thanks to the efforts of Vinod Sharma, the school principal.

Location: Holya Ka Bas Village, Sikar



Children as young as 10 in Merta town of Nagaur are learning computers and internet at private and government e-learning centres. Parents believe that this will secure their careers and future.



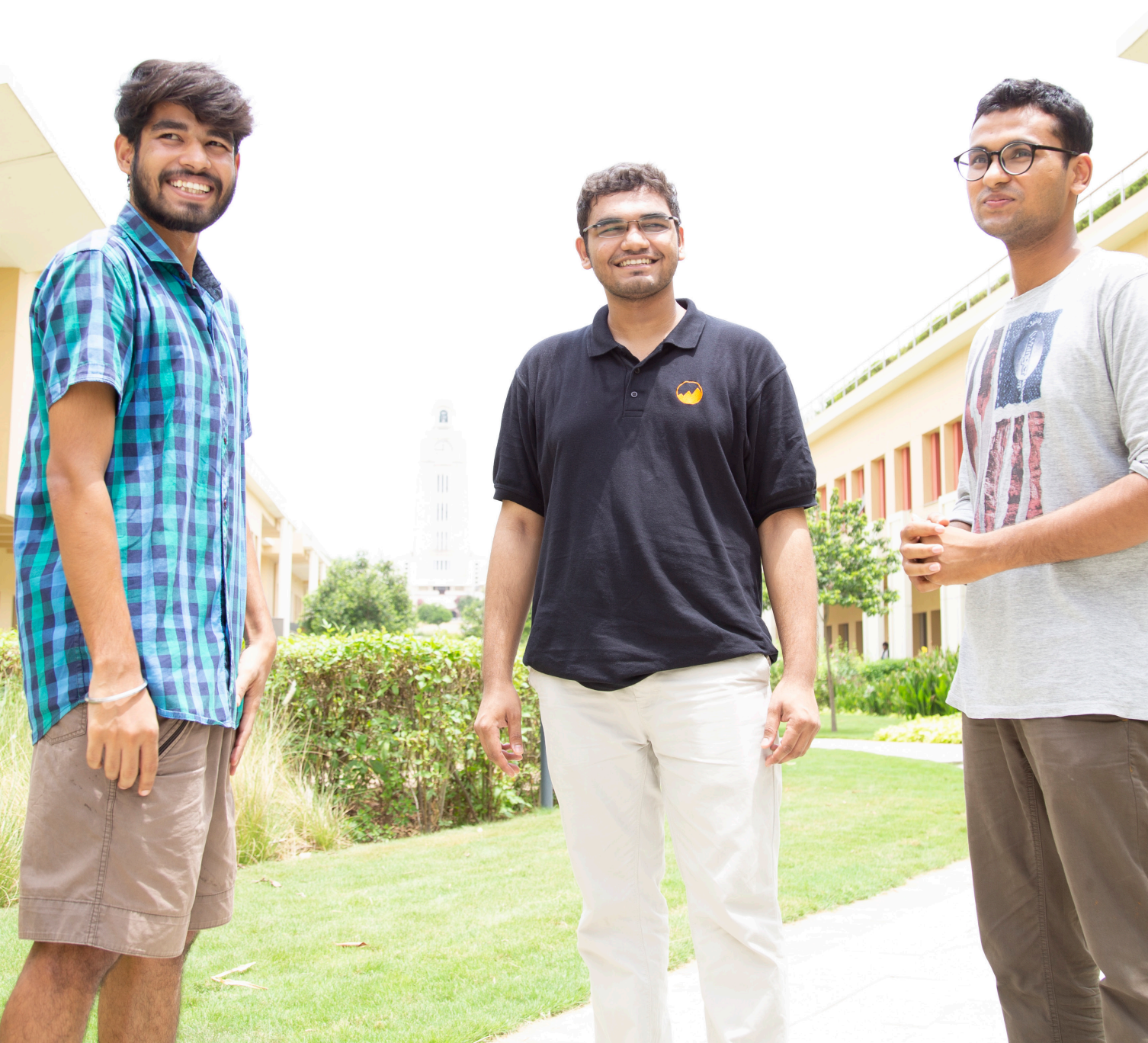


Kumaran Nathan, assistant manager at BITS Pilani's Technology Business Incubator, and his team are providing startups much-needed support in technology, product development, marketing, and overall growth strategies.



Location: Pilani, Jhunjhunu

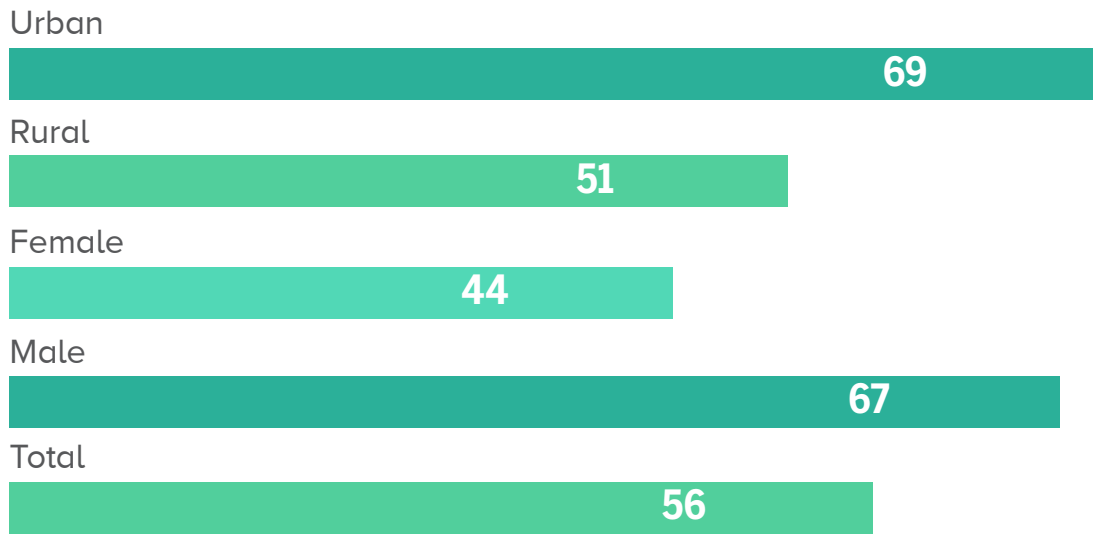
EDUCATION



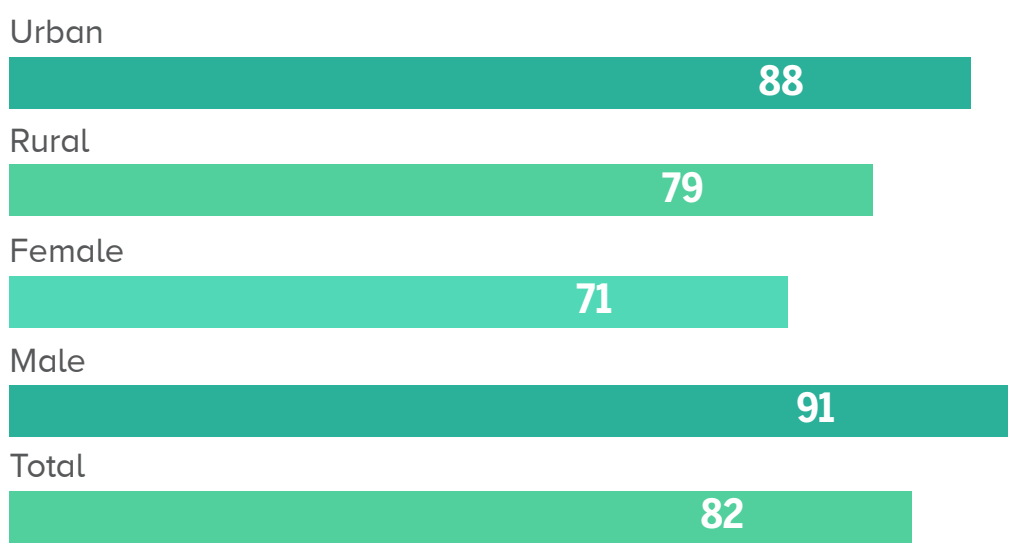
Students of BITS Pilani are driving a digital literacy drive among local vendors and shopkeepers by teaching them how to use digital payments and fostering entrepreneurship in each student.

Literacy rate (%)

Overall



Youth



Elementary Education in India

Elementary Education	Primary Only	Primary w/ Upper Primary	Upper Primary Sec./H.Sec	Upper Primary Only	Upper Primary w/Sec./H.Sec	Total
Schools	49,642	40,322	12,424	280	6,520	109,189
Gov't Schools	43,730	23,579	4,305	249	5,969	77,833
Private Schools	4,513	16,577	8,099	29	548	29,766
Unrecognized Schools	1,399	166	20	2	3	1,590
Gov't Schools Rural	41,673	21,526	4,160	197	5,398	72,954
Private Schools Rural	3,477	11,572	4,712	15	185	19,961

Source: Elementary Education in India State Report Cards 2011 - 2012

- Smart classes in **30+** government schools
- There are more than **265** pdf e-books consisting of 3,200 chapters
- Solution caters to **10,000+** students in tribal areas of Rajasthan
- More than **1,000** videos on different topics
- More than **200** GB content is hosted on device



eMitra

2005

Launch year



400

Number of
Services Delivered



1,70,000

Number of Daily
Service Transactions



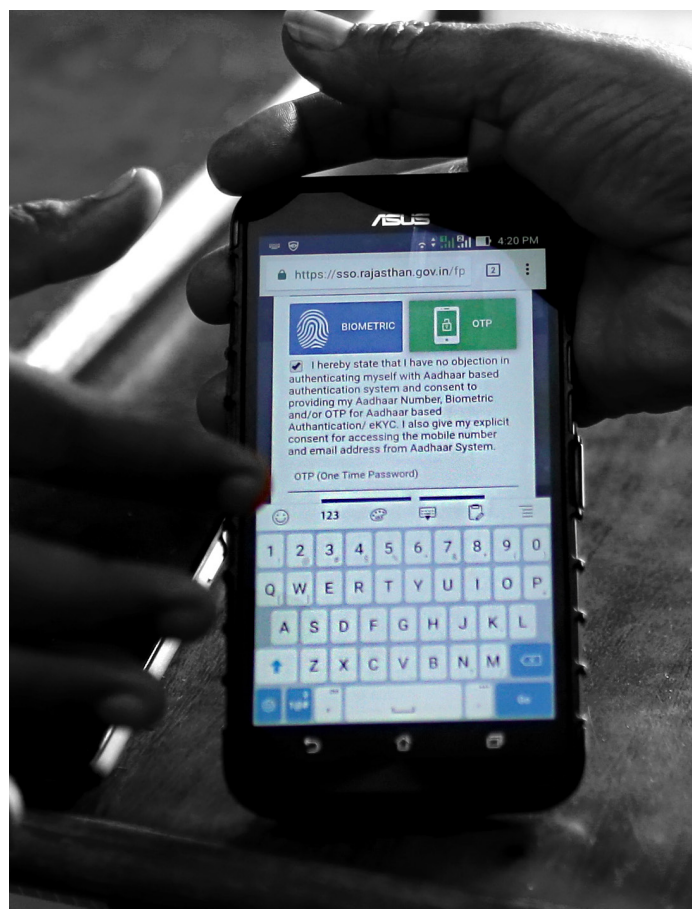
51,000

Number of Kiosks
Across The State



INR 700 CR

Monthly Revenue Generated



राज ई-वॉल्ट
Raj eVault



Raj eSign & eVault

2015

Launch year



5.29 CR+

User Accounts



1.13 CR+

Uploaded Documents



39 LAKH+

E-signed documents



Bhamashah Yojana



2008

Launch year (Relaunched in 2014)



5.7 CR+

Members enrolled



161

Number of schemes integrated



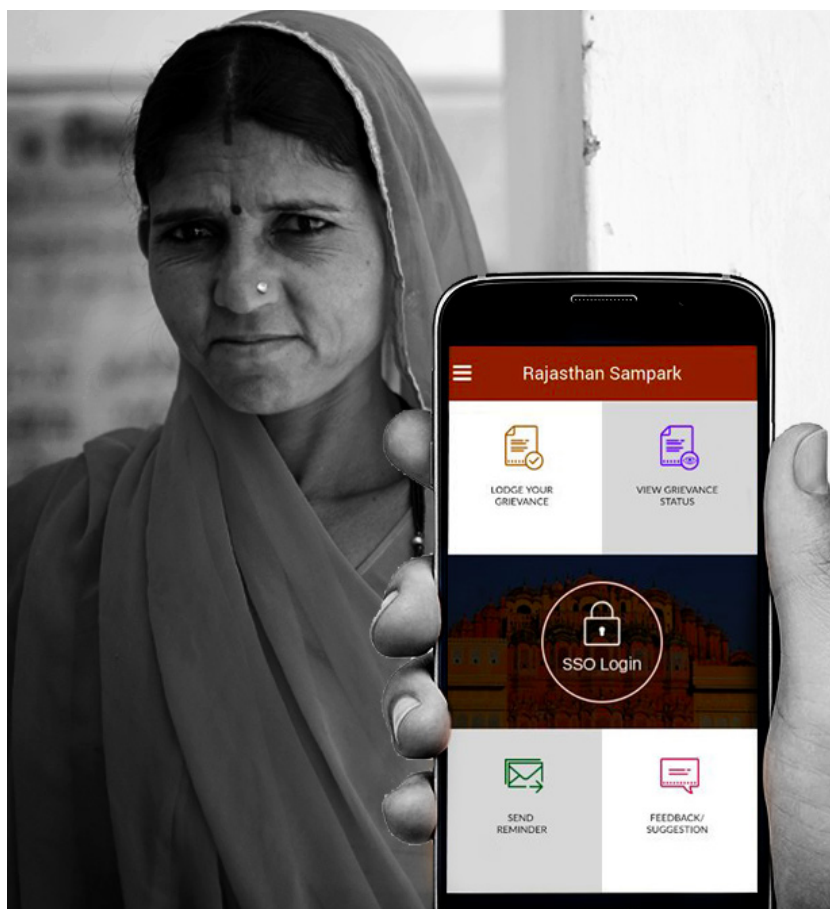
43 CR

Number of transactions



INR 20,000 CR+

DBT amount successfully disbursed



Rajasthan Sampark

Rajasthan Sampark



2014

Launch year



24 LAKH+

Number of queries/ grievances redressed

Building For Rajasthan

For any digital initiative to be successful, the one condition it must fulfill is that it should be accessible to the most vulnerable sections of society — the elderly, women, and children — along with the youth. It must also have the potential to be scaled. There are several ways in which startups can act as key players in bridging the gap and helping solve existing problems.

For instance, government programmes to impart basic computer knowledge or e-learning is a great start and should continue, but edtech companies need to come forward and support this endeavour. They can further the government's initiatives by offering more specialised courses. This will enable a considerable part of the population to learn advanced skills, thereby increasing their employability.

Rajasthan is an agrarian state and the government's online National Agriculture Market (e-NAM) is a crucial step towards making its farmers digital-first, but more awareness needs to be spread on the programme. Also, in the case of e-transactions, cash realisation needs to be made easier. There is an opportunity for e-payments companies to cash in on.

Rajasthan also has a large number of migrants who're involved in producing art and handicrafts and other occupations. Apart from ensuring the digital welfare of its indigenous people, the state government could take digital literacy initiatives for its migrant population.

Extending skill and technology learning opportunities for the masses can make for a progressive policy and also help attract the best talent from across the country. Tech companies and startups can step in to assist the state government in this and, in return, get key learnings from the ground that no other data provider can offer ●



The Way Forward

A digital wave is sweeping through Rajasthan, transforming every demographic and industry. But there are many digital milestones yet to be covered. We believe that a little push in certain areas can further accelerate the journey of Digital Rajasthan.

For instance, while the Bhamashah card has empowered women by bringing them benefits such as food security and medical insurance, the scheme should be extended to education as well. Also, more awareness needs to be spread about it. E-Sakhi, which is a great step towards digital literacy, needs to be scaled further.

Digital literacy of farmers should be of utmost priority. The Krishi Vigyan Centres in the state can lead the way forward through innovation and implementation of new agricultural technologies. This will pave the way for increasing the income of farmers and also bring the youth back to farming. The entire government machinery must come together to create a model that provides on-the-go digital awareness to farmers — from e-payments to Kisan Credit Card to e-NAM.

A lot of emphasis is being put on skill development of youth. Now, the next step is job creation. The iStart programme — aimed at establishing a robust startup ecosystem in the state — should be leveraged to this end. Empowering people to build more startups, in turn, will create more jobs. Similarly, there is a need to amplify technology adoption in healthcare and education.

Lastly, though there are government policies in place for startups and SMEs, awareness is required among banks and other lenders so they can help entrepreneurs derive the maximum benefits.

All in all, while Rajasthan is well on the road to digitalisation, there are still many miles the state has to cover to transform into a 'Digisthan' ●



BIKANER
RESTAURANT
AC
PURE VEGETARIAN

COLLECTIONS AND
JEWELLERY ORNAMENTS

W.M.
Cree
TYPE OF CLEAN
KIDS WEAR
FANCY SUIT
EIGHT WEARS ORN
JEWELLERY.COM
JUDGE SEAGMEN

ROOP SINGH
Jewelry
ALL TYPE OF JEWELLERY
CRAFTS PURCHASE EST 1980

elf
Engine Oils



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DIGITAL RAJASTHAN YATRA II

RAJASTHAN AT THE CUSP OF A DIGITAL REVOLUTION



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