



Bridging Digital Divide

Fostering Relationships for a Smarter World

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Objective - Smart Villages

- ❖ Tele-Medicine
- ❖ Healthcare
- ❖ Financial Inclusion
 - ❖ Benefits of fintech
 - ❖ E-commerce
- ❖ OTT Entertainment
- ❖ Smart Agriculture (drone sprays, IoT etc)



Challenges

- ❖ Rural Areas have Business Viability Issues
- ❖ Skill Level required to operate Telecom Network is not easily available
- ❖ The **affordability problem** further complicates the Customer acquisition , particularly **the one time cost** for connecting the customer on Digital highway



Answer - The Cable Guy

- ❖ He has been the champion of Cable network run in towns and villages, knowing each and every customer in the territory
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- ❖ More importantly He/She knows the local challenges in Laying the cable network and maintaining it to the satisfaction of the customer
 - ❖ **Make him the Business Stakeholder**



The TOAST Strategy

- Train
- Onboard
- Assured Returns
- Simplify Payments
- Train and Re-Train



Bharatnet Udyami Initiative - The Results

- **7000+ Partners**
- **50000+ GP served**
- **Per month per home GB is 200+**
- **600k plus customers**

To reach 15 Million rural homes

In Next 5 Years







RURAL ENTREPRENEURSHIP IN INDIA