



Department of Telecommunications (DoT) aims to implement Samriddh Gram Phygital Services Pilot Project to Bridge the Digital Divide in Rural India

TCoE, India signs Agreement with Implementation Partners for implementation of Samriddh Gram Phygital Services Pilot Project in 3 villages

BharatNet-Powered Pilot Connects Three Villages to Citizen Centric Services

Samriddhi Kendras to Bring Education, Healthcare, Agriculture and e-Governance to Villages

Agreement Focuses on collaboration and strategic partnerships driving the initiative

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Telecom Centres of Excellence (TCoE) has signed Agreements with leading implementation partners - Digital Empowerment Foundation (DEF) in Ari & Umri in Madhya Pradesh, I-Novate Infotech Private Limited in Chaurawala, Uttar Pradesh and Corpus Enterprises Private Limited in Narakoduru, Andhra Pradesh. - to roll out the **Samriddh Gram Phygital Services Pilot**, aimed at transforming rural India through a seamless integration of physical and digital services leveraging BharatNet Infrastructure.



The **Samriddh Gram Phygital Services Pilot** is envisaged as a pioneering phygital (physical + digital) Services model integrating on-ground presence with robust digital infrastructure to empower rural citizens. The initiative leverages BharatNet connectivity to deliver essential services seamlessly and sustainably, ensuring that every rural citizen benefits from digital transformation in daily life.

DoT has identified three villages in which the pilot will be carried out. The identified villages are Ari & Umri in Madhya Pradesh, Narakoduru in Andhra Pradesh, and Chaurawala in Uttar Pradesh. Each village will host a **Samriddhi Kendra** which will serve as an integrated digital service hub.

The Samriddhi Kendras will deliver a comprehensive suite of services:

- **Education & Skilling:** Smart classrooms, AR/VR-based learning, and digital skilling aligned with government schemes/initiatives.
- **Agriculture:** IoT-based soil testing, drone support, and smart irrigation systems.
- **Healthcare:** Teleconsultations, Health ATMs, and emergency care.
- **e-Governance:** Assisted access to citizen services, documentation, and grievance redressal.
- **E-Commerce:** Integration with ONDC and digital marketplaces for local entrepreneurship.
- **Financial Inclusion:** Digital banking and payments
- **Connectivity Backbone:** Strengthened BharatNet FTTH with a Village Area Network and public Wi-Fi hotspots.



The Agreements were formally signed by Sh. Rajesh Sharma, Director & CEO, TCoE India and the Implementation Partners in the presence of Secretary (Telecom), Dr Neeraj Mittal and Mr. Atul Sinha, Head (Business Transformation Unit).

Speaking on the occasion, Secretary (Telecom) emphasized the significance of the initiative and urged the Implementation Partners to ensure that the pilot is executed with excellence and designed for long-term sustainability, so that it emerges as a replicable and scalable model for nationwide rollout—enabling every rural citizen to truly benefit from this transformative endeavour.

This collaborative effort underscores the commitment of DoT, TCoE and its partners to bridge the digital divide and empower rural communities with access to citizen centric services and opportunities, making Digital India a reality at the grassroots level.

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