



At this critical period, the vulnerable communities are under serious threat of being affected by the COVID-19 pandemic. Adversities like this strike the poorer sections of the society in many unimaginable ways. Lack of internet connectivity and access to right and relevant information is one of them. With most of the transactions including education shifting to digital platforms, access to the internet becomes a critical requirement to these affected households. While the government and various other agencies are going all out to ensure the availability of health and emergency services, this program is designed to address the challenge of connectivity through free internet to communities on ground .

Problems we're trying to solve:

- Information asymmetry during pandemic like COVID-19 when awareness about right health measures etc, becomes crucial. #SDG3
- Enable online education for the thousands of students living in these communities to ensure their continued learning. #SDG4
- Support small merchants in their monthly earnings even when their shops are shut, by providing an opportunity to drive digital products like app downloads, surveys, and much more. #SDG8

Execution plan:

- Sponsor free internet at 1000 low-income community locations thereby allowing access to free hi-speed internet to thousands of vulnerable families. As they use Free Internet, we would be able to maintain their database to spread awareness about COVID-19 and take their feedback for further engagement.
- Collaborate with the right set of non-profits to ensure the continued education of the students through the digital medium or online classes.
- Provide digital products to our merchants like app downloads etc, to ensure they keep earning commissions even during current times to support their families.
- Carry out targeted outreach campaigns using our locational intelligence through SMS, Wi-Fi Landing pages, Social Media etc, to marginalized populations about Covid-19.



Target Beneficiaries:

- Students (who can't access online learning sessions) Education of around 200 Mn students from economically weaker sections in India have been impacted due to the Coronavirus pandemic. Free internet will help thousands of these students adopt to online learning apps like BYJU's, or attend online classes by their school teachers.
- Small merchants (who have their shops shut due to lockdown) 119 Mn workers in India lost their jobs alone in March which not only impacts them personally, but their families as well, as they are mostly the sole earners. The joint efforts of i2e1 and SDG Choupal under Connect Bharat initiative will help them earn even during the lockdown by driving digital products in the community & earn commissions.
- Family members in low-income communities While we enjoy Netflix, Hotstar, etc, at home to pass this difficult phase of our lives, families in these communities don't even have internet to access WhatsApp, forget laughing on a joke or a meme on Tiktok, Facebook or Sharechat. There has been a 20% increase in mental illness cases since the lockdown.

Potential Impact (in the present Covid Time):

Over the last 6-7 months, *in collaboration with SDG Choupal*, we have enabled free internet for 1,00,000 low-income families in Delhi slums thus helping them stay connected and informed.

Thousands of students to continue their studies using digital medium. – Also, thousands of small merchants have also benefitted as they will get relief from internet bills for the next few months and get additional income opportunities .

Impacting Lives using the Power of Information

-- Empowering Communities ,Enabling Localisation Of SDGs –
Connecting Rural India “BHARAT”