

# Intel launches rural digitisation initiative in Mahabubnagar

**Hyderabad:** Intel India on Wednesday announced the launch of 'Ek Kadam Unnati Ki Aur', an initiative aimed at working with the government to create the blueprint for the digitisation of rural India.

The first such Digital India 'Unnati' Kendra has been set up at a Common Services Center (CSC) in Nadimpalle village of Mahabubnagar district and will be used to create the framework for the Telangana Model Digital Village. Under the program, Intel will work with Central and state governments to create a blueprint to drive technology enabled transformation at the grassroots in 10 states in India. Debjani Ghosh, vice-president of Sales and Marketing Group (managing director, South

Asia, Intel) was speaking at the launch of the Kendra stated that "We are very pleased to start this journey in Telangana in collaboration with Telangana government in their journey to create Digital Telangana."

"The first centre is already up and running in Mahabubnagar. So far the response has been fantastic. Over 800 villagers have been using it and we hope to scale this model and ensure that when Digital India happens it happens the right way," she said.

"We are in discussion with different states, to create more centres and we are working with 10 states to finalise on how many centres we will have...it will depend on the need of the states," she said. Connecting rural India needs a 360 approach with

hardware, broadband connectivity, digital learning skills and locally relevant solutions, she said, adding "effective digitisation of rural India will be key for the success of Digital India." Intel will work with entities like Common Services Centers that provide last mile citizen services across the country. Digital India Unnati Kendras will provide devices, relevant local content and training for citizens thereby creating opportunities for development and empowerment.

Telangana IT secretary Jayesh Ranjan said, "We have always aspired to bring to our state the power of technology to help citizens improve their lives. Our efforts are progressing well with the creation of Digital Villages." PTI