FOOD CLOTHING SHELTER ROTI KAPDA
INTERNET EMPLOYMENT MAKAN
खाना कपड़ा घर इंटरनेट नौकरी फोन
MOBILE NAUKRI PHONE WIFI JOBS
खाना કपड़ા ઘર ઇન્ટરનેટ નૌકરી ફોન

ROTI KAPDA MAKAN
YA INTERNET?

A NATION WIDE SURVEY OF RURAL INDIA

WHAT IS PREFERENCE?
YOUR PRIORITY

DEF
DIGITAL EMPOWERMENT foundation

Roti, Kapda, Makan Ya Internet

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FOOD CLOTHING SHELTER MOBILE INTERNET EMPLOYMENT

ROTI KAPDA MAKAN YA INTERNET?

A NATION WIDE SURVEY OF RURAL INDIA

खाना कपड़ा घर इनटरनेट नौकरी फोन

Introduction

Roti, Kapda, Makan (trans. Food, Clothing, and Shelter) has been the refrain resonating throughout India's tryst with social and economic development from Independence until the present times. These basic needs characterize the modalities of survival and their acquisition signals a foot out of the threshold of poverty. Today, despite significant progressive steps towards social and economic development India still suffers from pervasive income inequality – currently undergirded by connectivity, access to internet, and digital devices. This is because the architecture of governance and public service delivery has come to depend on digital infrastructures.

While internet has become the indispensable vehicle of public service delivery on one hand, it has also become a source of expanding social and economic opportunities in the hands of the individual. It expands their capacity for self-expression and widens the potential for wider civic participation; it acts as a node for access to information, and diversifying livelihood opportunities. However, despite India having the second largest number of internet users after China its digital dividends are still restricted to the urban areas with a wide urban-rural gulf in internet and smartphone penetration and quality of service. The Digital Empowerment Foundation (DEF) has been working for the last 17 years to bridge this digital divide by bringing marginalised and underserved populations closer to development outcomes through the means of information and communication technologies and access to information. Through this short survey covering 4 states and 51 rural and underserved districts, 16098 respondents were asked to rank Roti, Kapda, Makan, Employment, Mobile, and Internet in the order of their preference.

खाना कपड़ा घर इनटरनेट नौकरी फोन

The results showed that overall Roti, Kapda, and Makan occupied the first, second, and third positions respectively followed by Employment, Mobile and Internet. Despite internet increasingly becoming the medium for facilitating access to social protection and thereby the basic need, the preference ordering potentially indicates the discernment between internet as a medium versus internet as an end use.

The results also indicate the indispensability of physiological needs and the need for progressive meeting of those needs in moving towards mobile and internet as end use that expands social and economic equities for an individual. Interestingly, within only first preference ordering, Internet has wedged its way right after Food, followed by Employment, House, Clothing, and Mobile with nearly 70% of the respondents ranking Internet as their first preference being below 30 years of age. However, with only 15% respondents ranking Internet as their first preference underscores the contextual factors of affordability and access in driving individual ownership and use of internet and mobile phone. This is complemented by DEF's extensive experience and learning in leveraging digital technologies to drive change in and through access to infrastructure, education, governance and citizen services, and markets and social enterprises which have shown how individual ownership and usage have accelerated outcomes in adoption; digital media and information literacy, access to information, entrepreneurship, social protection, and livelihoods.

WHY DIGITAL EMPOWERMENT FOUNDATION CONDUCTED THIS SURVEY?

Because . . .

Information is necessary
Internet in everywhere
Without internet, access to ration is not possible
Without internet, access to pension is not possible
Without internet, there is no acess to entitlement
Internet has become the basic infrastructure of the economy
India has 630 million internet subscribers
India is home to the world's second largest internet user base.
The country's Internet density is 48.4*
66% of the country's population lives in rural areas
India's rural internet density is 25.4 and India's urban internet density is 97.9
Digital adoption is being propelled by rural India
Approximately 97% of users access internet on their mobile device

*Internet subscribers per 100 of the population

WE ASKED **16,098** PEOPLE ACROSS **14** STATES **51** DISTRICTS of RURAL INDIA

TO PRIORITISE & CHOOSE THEIR

PREFERENCE

खाना FOOD	कपड़ा CLOTHING
घर SHELTER	नौकरी EMPLOYMENT
फोन MOBILE	इनटरनेट INTERNET

OVERALL RANKING

WHAT IS YOUR PRIORITY?

1st खाना FOOD

2nd कपड़ा CLOTHING

3rd घर SHELTER

4th नौकरी EMPLOYMENT

5th फोन MOBILE

6th इन्टरनेट INTERNET

FIRST PREFERENCE RANKING

47%
FOOD FOOD FOOD FOOD FOOD FOOD FOOD FOOD FOOD FOOD FOOD FOOD FOOD FOOD FOOD FOOD FOOD FOOD FOOD
1st

15%
INTERNET INTERNET INTERNET INTERNET INTERNET INTERNET INTERNET INTERNET INTERNET
2nd

14%
EMPLOYMENT EMPLOYMENT EMPLOYMENT EMPLOYMENT EMPLOYMENT EMPLOYMENT EMPLOYMENT EMPLOYMENT
3rd

12%
SHELTER SHELTER SHELTER SHELTER SHELTER SHELTER SHELTER
4th

8%
CLOTHING CLOTHING CLOTHING CLOTHING CLOTHING
5th

3%
PHONE
6th

INTERNET
RANKED
2ND
AMONG THE RESPONDENT'
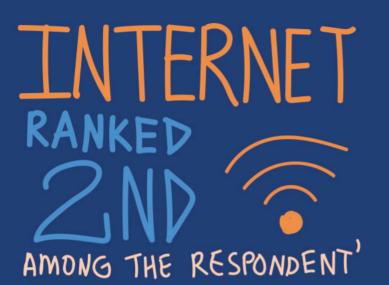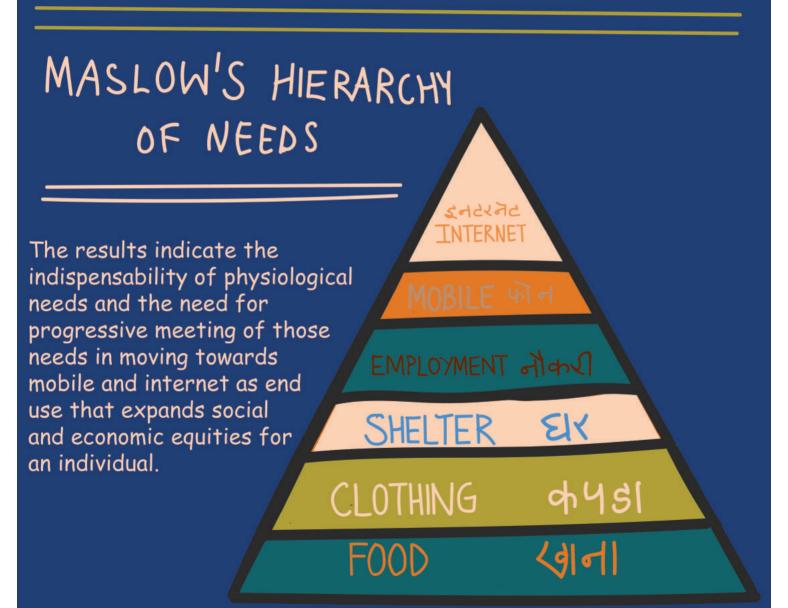## FIRST PREFERENCE

Interestingly, within only first preference ordering, Internet has wedged its way right after Food, followed by Employment, House, Clothing, and Mobile with nearly 70% of the respondents ranking Internet as their first preference being below30 years of age.

70% OF RESPONDENTS WHO SELECTED INTERNET AS THEIR 1st PREFERENCE WERE BELOW 30 YEARS.

The Digital Empowerment Foundation (DEF) has been working for the last 17 years to bridge this digital divide by bringing marginalised and under-served populations closer to development outcomes through the means of information and communication technologies and access to information.

However, with only 15% respondents ranking Internet as their first preference underscores the contextual factors of affordability and access in driving individual ownership and use of internet and mobile phone.

MASLOW'S HIERARCHY OF NEEDS

The results indicate the indispensability of physiological needs and the need for progressive meeting of those needs in moving towards mobile and internet as end use that expands social and economic equities for an individual.

इनटरनेट
INTERNET

MOBILE फोन

EMPLOYMENT नौकरी

SHELTER घर

CLOTHING कपडा

FOOD खाना

Over nearly the past two decades DEF has strived to leverage digital technology as the pathway to social and economic empowerment to enable communities and citizens to take charge of the opportunities and affordances they provide and negotiate the challenges that they present. Its programmes and initiatives which have sought to drive change in and through access to infrastructure, education, governance and citizen services, and markets and social enterprises have shown how individual ownership and usage have accelerated outcomes in adoption; digital media and information literacy, access to information, entrepreneurship, social protection, and livelihoods.

12086210
DIGITALLY
EMPOWERED

500000
AVAILED
ENTITLEMENT

600
DIGITAL CENTRES
SET UP

6000
NGO's DIGITALLY
ENABLED

1000
DIGITAL
PANCHAYAT

4000000
WOMEN DIGITALLY
INCLUDED

10 000
DIGITAL
INNOVATIONS
DOCUMENTED

DEF

DIGITAL EMPOWERMENT *foundation*

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