

NOWFLATS™



DIGITAL  
DESH  
DRIVE

#deshruption

# FOREWORD

We used to be a nation of storytellers, rich in oral traditions and respectful of our written texts. Then came the internet. India in the age of globalization grew in leaps and bounds - the buzz of technology took us to great heights and into the depths of our smartphones. Today, as each pair of eyes are transfixed to their phone screens, a storyteller disappears.

Digital Dosh reveals the 'Inside the Internet of India'. It's a story with many intricacies, mysteries, unusual answers to common problems, and everyday heroes. There is a young boy who has lost his father but uses his phone to run their family business and educate himself; and there is an elderly gentleman who runs his clothing business, now on the internet also. And then there is a pan-walla in a remote town of Rajasthan who is on his 88th SmartPhone.

Such fascinations continue to exist while we're stuck in traffic jams, scrutinizing quarterly reports, and worrying about how to "improve our nation". Come take a look at the real Indian entrepreneurs from the gullies and bazaars of India. They're not far - they're on the internet right now.

The Digital Dosh Drive is not about five people taking a road trip across India, it is about putting our great country in touch with itself. This is the superpower we've been looking for.

We have arrived.

**Jasminder Singh Gulati**

# digital desh drive the insights



Photography By Ishaan Gupta



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Pushkar

● **Pushkar, Rajasthan**

**“My camels grew in numbers after a kind tourist listed me on TripAdvisor.”**

**PAWAN**

Safari organizer, Pushkar

Pawan organizes desert safaris in the heart of Rajasthan - Pushkar. He progressed from working for safari operators to owning 400 camels, because of the internet.



**Top 4 apps used**

- WhatsApp
- Facebook
- TripAdvisor
- Google Chrome

● Pushkar, Rajasthan

“When I’m not Skyping with my daughter, I read the Bhagwad Geeta on my phone.”

DR. SITARAM VACHANI, 80 yrs  
Doctor, Pushkar

Sitaram does most of his medical research on Google.

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**Top 4 apps used**

- Bhagwad Geeta
- YouTube
- WhatsApp
- Skype





// Jodhpur

● Jodhpur, Rajasthan

“The internet has helped us cut the middleman and has changed our lives forever.”

**DEEPAK & DHANRAJ**  
Village Guda Bishnoi

This duo buys and sells antique jeeps, pups, Marwari horses on the popular online portal, OLX. They even promote their antique jeep village safaris themselves on TripAdvisor and the Lonely Planet.



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**Top 4 apps used**  
OLX  
TripAdvisor  
Lonely Planet  
Flipkart



● Jodhpur, Rajasthan

This is the evolution of email behaviour - from once in 72 hours to every 10 minutes, from going to a cyber café to owning a Sony Xperia smartphone.

ROOP RAJ, 49 yrs  
Rug weaver, Village Salawas



Top 4 apps used  
WhatsApp  
Google Chrome  
YouTube  
Gmail



Udaipur

● Udaipur, Rajasthan

“Market mein aisa koi bhi phone nahi hai, jo maine own nahi kiya hai.”

(There is no phone in the market that I haven't owned at least once.)

**PRADEEP, 30 yrs**  
Hathipole Market

Presently on his 88th smartphone, tech-savvy Pradeep uses OLX to sell his old phones. He is also film-maker who runs his father's paan shop during the day.

**Top 4 apps used**  
Google Chrome  
OLX  
WhatsApp  
YouTube



● Udaipur, Rajasthan

“I might not be educated but I know how to respond to queries I receive on our website. I call the customers if I don't understand their query.”

**KUSUM MALIK, 33 yrs**  
Perfumed water manufacturer, Haldi Ghati

A talented perfumed water manufacture nestled in the gorgeous Udaipur, Kusum has readily used the internet to grow her business. She started her shop with Rs. 2000, now makes Rs. 20,000 a month just from online queries.

**Top 4 apps used**

She has a smartphone but she doesn't know how to use it properly. Her brother uses it for her. She only deals with the incoming phone calls.



“I don't need a passbook anymore because of the SBI Netbanking App that I use.”

**LAXMAN SINGH, 51 yrs**  
Petrol pump attendant, Haldi Ghati

For Laxman, studying about different cultures on Google is like “travelling without travelling”. He spends Rs. 300 per month on his phone bill, out of which Rs.190 accounts for his data plan. He uses WhatsApp to report problems to his boss, SBI app for netbanking and IMO for video calling.

**Top 4 apps used**  
WhatsApp  
IMO  
SBI app  
Google Chrome



● Distt. Rajsamand, Rajasthan

“Pehle 2G tha, ab 3G hai aur bol rahein hain 4G karwalo. Ek bar mein 100G la ke khatam karo.”

(First there was 2G, now there is 3G and 4G. I say, introduce 100G at once and get done with it.)

**JAMNALAL KUMHAR**

Terracotta artist, Village Molela

For Mr. Kumhar, having WhatsApp helps communicate changes and design ideas with artists as well as clients. This enables him to modify the product at an early stage and reduce wastage of time. He believes that villages do not have the same standard of living as cities; hence there should be variable pricing for data services.

**Top 4 apps used**

WhatsApp  
Gmail  
Facebook





// Akola & Bassi

● **Village Akola, Rajasthan**

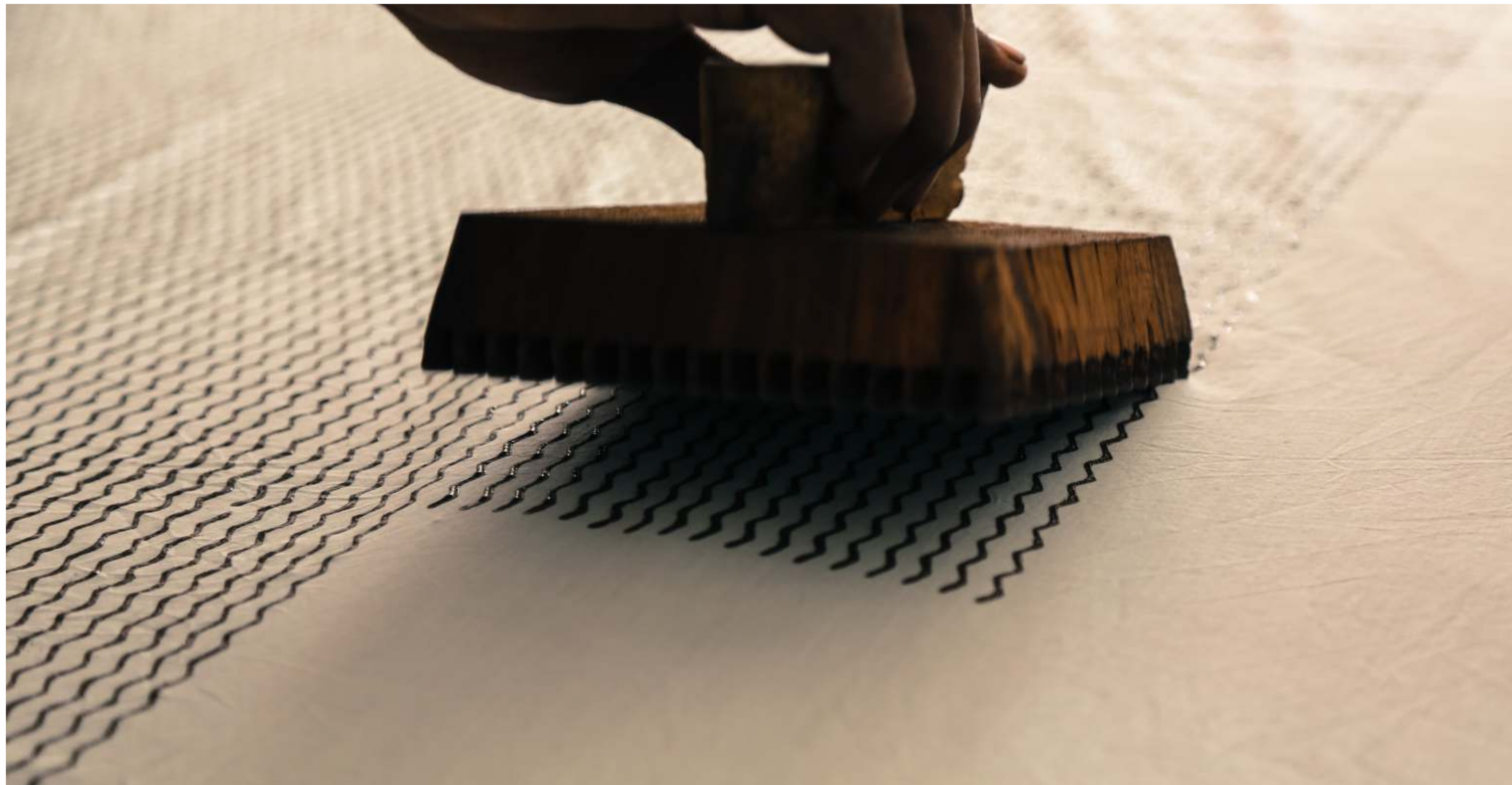
**Dropped out of B.Com. to join the family hand-print and tie-and-dye business. WhatsApp is his mobile postbox. It has cut the order communication time from 15 days through courier, to a matter of a few hours.**

**BHAGWATI LAL CHHIPA, 42 yrs**  
Dabu printer, Village Akola

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**Top 4 apps used**

WhatsApp  
Gmail  
IMO  
Google Chrome





“I had no idea that I could sell my art online, directly to my customers”

**KALLU LAL SUTTAR**  
Kanwar maker, Village Bassi

Artists are seldom aware of the marketing and commercial aspects of their art. Kallu Lal had begun to lose faith in his own creations because of the exploitative attitude of middle men. With the internet, Kallu Lal believes he can bypass them and take over the dealings himself. Thanks to TVCs, he is aware of the apps that can help him do business; he vows to explore them further.

**Top 4 apps used**

Doesn't use anything other than WhatsApp. Bassi village doesn't have good internet connectivity making it difficult for smartphone users to explore them





● Distt. Dhar, Madhya Pradesh

## “3G nahi toh hotspot sahi.”

(If it's not 3G, then it's hotspot for me.)

**YOGESH TIWARI, 36 yrs**  
Teacher, Village Mandu

Pursued a course in hardware before buying a laptop because there was no one to repair them in his village. He is a man who wears many hats. He is an official PE teacher of Mandu Higher Secondary School, an unofficial local internet guru along with being a hardware troubleshooter. He owns a dongle at home but cannot afford 3G on his phone, hence hotspots with friends when need be.

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### Top 4 apps used

WhatsApp  
M Shiksha  
Google Chrome  
Hike



- **Distt. Dhar, Madhya Pradesh**

**“I learnt how to farm soya beans on Google.”**

**SANDEEP SHARMA, 27 yrs**  
Farmer, Village Mandu

Farmer turned netizen, Sandeep worked at Vodafone and knows how to use his smartphone well. He does online search about different seeds and sowing techniques to apply the same to his farming.

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**Top 4 apps used**

YouTube  
Facebook  
WhatsApp  
Google Chrome



● Distt. Dhar, Madhya Pradesh

“I have 70 apps on my phone, and I like 9 Apps better than WhatsApp.”

Sunny Sen, 36 yrs  
Mobile store owner, Mandu Village

Sunny shops extensively on Flipkart and uses mPesa for his recharges. The locals go to guy for anything and everything phone related. He makes a killing installing apps and putting songs on customers phones.

Top 4 apps used  
Mpesa  
Flipkart  
Xender  
UC Browser



● Distt. Dhar, Madhya Pradesh

“Mere school mein 62 teachers hain aur sabke paas Android phones hain.”

(We have 62 teachers in our school and all of them have Android phones.)

**A K JAIN, 52 yrs**  
Principal of the Govt. Higher Secondary School, Village Mandu

Techie and principal at the same time, Mr. Jain is a part of 8 education related WhatsApp groups. He uses the app regularly to share the students' reports with other district principals. Alongside that, he has implied a GPS location based e-attendance system for teachers and monitors pay-slips on the M Shiksha App. He is of the opinion that while government schools are going tech savvy, internet is barely available in Mandu.

**Top 4 apps used**

WhatsApp  
M Shiksha  
Google Chrome  
IRCTC





Indore

● Indore, Madhya Pradesh

“I use YouTube to watch body building videos.”

**RAKESH SAHOO, 31 yrs**  
Bamboo & scaffolding seller, Tilak Nagar

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**Top 4 apps used**  
YouTube  
WhatsApp  
Google Chrome  
Snapdeal





● Indore, Madhya Pradesh

“I don't have to take care of everything. I have apps for that.”

**SAURABH, 35 yrs**  
Hotel & bakery owner, Indore

Businessman Saurabh, has an app for practically everything that is business related. From CCTV surveillance and billing to coordinating with the team, he does everything on his smartphone. He heavily relies on Just Dial and Food Panda for orders and uses WhatsApp broadcast lists instead of groups to protect the privacy of his clients.

**Top 4 apps used**

- WhatsApp
- Facebook
- Just Dial
- Food Panda



● **Indore, Madhya Pradesh**

**Owns a Samsung S3 Phone with a BSNL Connection. Uses Google Maps to head to a crime scene.**

**NAVEEN YADUWANSHI, 26 yrs**  
Police officer, Indore

Naveen is aware of a lot of websites and apps. Apart from buying a TV on OLX he uses Xender and Axis Bank app. In addition to that, he frequents the Citizen First site for updates.

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**Top 4 apps used**  
OLX  
WhatsApp  
Zender  
Axis bank netbanking





Jabalpur

● **Jabalpur, Madhya Pradesh**

## “Google toh sabhi ka baap hai!”

(Google is the daddy of the internet!)

**MOHAMMAD FAAZI, 17 yrs**  
Student, Dhobi Ghat

Mohammad doesn't have a smartphone and his friends remind him of it everyday. He has a wager with his father; one that will get him a smartphone if he scores more than 60% in his examination. But through his friends' phones, he believes AskMeBazaar is the best app to stay updated with the latest trends. He hails Google as the puppet master of the internet. While disagreeing with the opinion that women can be corrupted by smartphones, Mohammad believes they should be free to make their own decisions.

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**Top 4 Favorite apps**

TripAdvisor  
Snap Deal  
YouTube  
Top Marks



● **Jabalpur, Madhya Pradesh**

**“I help out my father with his jewellery business. And I also help all the other shops in the market set up CCTVs that they can monitor on their smartphones.”**

**VAIBHAV JAIN**  
Entrepreneur, Lordjgunj

Before discovering the internet and e-commerce, Vaibhav assisted his father in their jewellery business. But as soon as he found that CCTV cameras can be linked to smartphones, he changed the focus of their business and capitalized on a nascent, undeveloped market in Lordgunj. He uses OLX, to buy and sell his personal belongings. He loves YouTube but only on wi-fi. Vaibhav went on to delete his Instagram as it consumes too much data and prefers Hike Messenger.

**Top 4 apps used**

YouTube  
Hike  
OLX  
IMO



● **Jabalpur, Madhya Pradesh**

**“I repair sound systems, but you can look me up on SoundCloud. I go by DJ Ankit Jabalpur.”**

**ANKIT, 25 years**  
DJ, Dhobi Ghat

Ankit leads a dual life. He repairs sound systems by the day; at night, he becomes the soul of any party as DJ Ankit. 3 years ago, he learnt of the mysterious yet powerful information highway called the internet, when he purchased his first smartphone. He spends 3 hours online everyday. As DJ Ankit, he has his own SoundCloud page and makes music on the lesser-known FL software. An empowered citizen and a musician, it won't be strange to see DJ Ankit spinning his tunes from his smartphone at parties.

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**Top 4 apps used**

UC Browser  
YouTube  
WhatsApp  
SoundCloud



**“Technology is for the youth. I don't need it because my business is working just fine.”**

**B. C. JAIN, 57 yrs**  
Owner of Larex Tailors, Lordganj

Once upon a time, in Lordganj, there were 2 Jains. The first, B.C. Jain, does not believe in technology. He does not use smartphones or the internet. He has heard of Google but does not know what its function is.



**Jabalpur, Madhya Pradesh •**

**“Smartphones might be young, but I am not that old either.”**

**MUKESH JAIN, 59 yrs**  
Owner of Kothari Collections, Lordganj

The second, Mukesh Jain, is the other side of the coin. He has always embraced technology and is comfortable using laptops and desktops. Now, he has moved on to smartphones which he believes are the future. He does not use data plans, only wi-fi at home and at his shop. Search engines, Google and Yahoo keep him abreast of the ever changing world, while YouTube keeps him entertained.



**Top 4 apps used**  
Facebook  
Twitter  
UC Browser  
Google Chrome

**“If internet is made available and affordable for the common man, he will achieve great things!”**

**KRISHNA KUMAR MISHRA, 37 yrs**  
Handicrafts and garments dealer,  
Bhedaghat

Mr. Mishra oversees two businesses - marble handicrafts in Bedaghat and garments in Malaysia. He has observed the progress Malaysia has made in providing 360-degree connectivity. His artists in India have improved their skills through the use of internet. He wants a tourist spot like Bedaghat to become more technologically advanced with better internet connectivity than the existing 2G network. A registered user on Paytm, Snapdeal and MyMalaysia, he agrees that WhatsApp is essential to his business.

**Top 4 apps used**

Skype  
Hike  
WhatsApp  
YouTube





Orchha



**“I use Google Translate to learn Spanish so that I can help Papa's foreign clients who visit our souvenir shop.”**

**RITIK, 14 yrs**  
10th grade student, Orchha

Ritik got his smartphone last year and has already put it to good use. He first learnt English and then Spanish using Google Translate. He doesn't stop at that, he uses a plethora of learning apps to help him at school. He reads books on his phone and sharpens his general knowledge skills using India G.K. App. He recharges for Rs. 20 every time he runs out of data and uses an app called Mcent to get free data top-ups.

His father, Mr Vishkarma who is contesting for the Municipal Elections in Orchha, chose a telephone as his electoral symbol, impressed by his son's achievements using smartphones.

**Top 4 apps used**

Hike  
Google Translate  
Mcent  
India GK



## “Roz dus apps download karta hoon, aur dus apps delete!”

(I download ten apps everyday and delete ten as well.)

**RAMA MUKESH KEWAT, 22 yrs**  
Conservationist / Restaurant owner,  
Orchha

Running a restaurant that serves more than 30 types of coffee (which he learnt to make using an app), teaching people about the internet, vulture conservation and app discovery are just some of the activities that Ram Mukesh optimizes with the help of his InFocus smartphone and 3G internet. He has stopped using Snapdeal because of Aamir Khan's comment about India not being safe. He has a desire to keep on learning new things and wants to understand the meaning of his dreams. And has an app for that too!

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### Top 4 apps used

WhatsApp  
YouTube  
Camera  
Flipkart



**“I don't know who listed me on the Internet but since 2008, I've been getting only foreign customers.”**

**RAJU**

Bike rental service operator, Orchha

Presently, he is a proud owner of 25 bicycles which he gives on rent for a meagre amount. He cannot increase his prices since he doesn't know how to change the price details on the internet.

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**Top 4 apps used**  
Doesn't own a smart phone



● **Orchha, Madhya Pradesh**

**“Who will let women use smartphones if cookies show objectionable ads every time someone looks for information on sexual health?”**

**AJENDRA SINGH RATHORE**  
Film-maker, Orchha

A gender sensitive, politically oriented film -maker, Ajenra believes that the power of modern day apps have the ability to make people safer and more informed but mainstream media does not portray it that way. He uses his phone camera and in-phone editing features when professional equipment is not available.

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**Top 4 apps used**

Facebook  
YouTube  
WhatsApp  
Skype



● Orchha, Madhya Pradesh

“I come from a normal family. 3G is too expensive for me.”

**SHIVAM**

11th grade student, Orchha

Shivam does own a smartphone anymore. He felt it was a waste of time when he spent hours on Hike Messenger, WhatsApp, Facebook and YouTube. Now he has an ordinary phone with normal features, which he bought on Snapdeal. He wants to focus on his studies and help his father with his chaat stall. 3G is too expensive for him; he vows to buy a smartphone after finishing school.

**Top 4 apps used when he had a phone**

- YouTube
- Snapdeal
- WhatsApp
- UC Browser





गाणेश  
राज  
पूरन  
सुरेन्द्र  
अमरा

राज  
पूरन  
अमरा

“My friend borrowed my phone and logged me out of Google PlayStore. Now, I can't restore my account because someone else helped me create the ID and password in the first place.”

**VIR SINGH RAJPUT**  
Restaurant owner, Gwalior

One friend created his Google PlayStore ID and another friend changed it by mistake! Now he can't remember his email ID and password and doesn't know how to retrieve them either. An unhappy Vir doesn't feel like changing it because his IRCTC account is linked to it.

Top 4 apps used  
WhatsApp  
IRCTC  
Flipkart  
Paytm





● Gwalior, Madhya Pradesh

“I love shopping on Paytm, but as a business owner, I can't compete with the deals they have.”

**ABHISHEK BANSAL**  
Mobile store owner, Gwalior

Abhishek loves using the internet and thoroughly enjoys shopping on Paytm. An owner of multiple smartphones, he buys cell phones, which are only available online, for his customers at a premium. Ironically, even though he loves the internet, it will eventually spell the demise of his own business since he's unable to compete with the price offerings on cell phones and recharge options.

**Top 4 apps used**

- Paytm
- WhatsApp
- Flipkart
- Myntra





● Agra, Uttar Pradesh

Uses the Internet to learn new things and tries to incorporate them in his day to day life. He also seeks information regarding his shoe business and researches on how to make Agra a smart city.

ARSHAD AHMAD, 23 yrs  
Shoe trader, Sadar Bazaar

Top 4 apps used  
Google Chrome  
WhatsApp  
Paytm  
YouTube



● **Agra, Uttar Pradesh**

“Because of the floods, we couldn't reach this girl who worked in Chennai. Then the Brotherhood of Bikers India, swung into action. We found her within two hours to give her the unfortunate news of her father's demise.”

**DHEERAJ SOLANKI**

Works with MTS, Co-Founder of the Agra Enfielders, Agra Cantt

A passionate rider, Dheeraj is the founder of the Agra Enfielders and a co-founder of the Brotherhood of Bikers in India. BBI has 250+ members representing different biker clubs across the country, all of whom are connected through WhatsApp groups. He only uses MTS because he is an MTS employee. For him, the phone camera is the least important feature of all.

**Top 4 apps used**

WhatsApp  
Paytm  
Facebook  
Flipkart





# 3800 km

total distance travelled

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# 18 days

travel time

---



# 8

cities covered

---



# 7

villages/towns

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# +40

stories collected

## Interesting insights:

Almost everyone we came across used a dual sim phone. Every dual sim phone owner has two sim cards, as they recharge the sim whose service provider is offering the best rates and packages at that point of time.

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People using internet on their smartphones spend twice the amount on data compared to what they spend on call minutes.

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While Smartphones have become affordable, people find data charges to be high.

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Due to high data charges, people avoid using Youtube, Snapchat and other such heavy data consuming apps.

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Idea is the most preferred data service provider although it is also considered the most expensive.

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In small towns and villages, most of the Smartphone users we came across were men. Families avoid buying smart phones for their daughters fearing 'misuse'.

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Most of the people know about online shopping sites because of TV advertisements; Paytm probably being the only exception.

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People in smaller towns/ villages are wary of online shopping. Trust forms a huge factor in driving them to shop online. One bad delivery from a website and the entire village comes to know about it and they all stay away from that site for a while.

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Most of the smaller towns / villages do not get e-commerce deliveries. They have to order the items to a friend's or relative's address in the nearest city.

# Tweets about Digital Dosh Drive



Check out our journey in tweets.

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## TRAVELLERS



Pratibha Sastri



Jasminder Singh Gulati



Ishaan Gupta



Ryan Dalton



Anuradha Subramaniam



Udit Bahri

ALONG WITH US  
ALL THE WAY

Supported By

Google™



paytm

BLUME  
VENTURES



KNOWLEDGE PARTNER



MEDIA PARTNER



YOUR  
STORY | INSPIRE  
INNOVATE  
IGNITE

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