

Samriddh Gram Phygital Services Pilot Project

March 15, 2026 • vajiramandravi.com



Samriddh Gram Phygital Services Pilot Project Latest News

Recently, the Union Minister of Communications inaugurated the Samriddhi Kendra at Umri village in Guna district, Madhya Pradesh under the Samriddh Gram Phygital Services Pilot Initiative.

About Samriddh Gram Phygital Services Pilot Project

- It is **envisaged as a pioneering phygital** (physical + digital) Services model integrating on-ground presence with robust digital infrastructure to empower rural citizens.
- It is aimed at **transforming rural India** through a seamless integration of **physical and digital services**.
- It leverages BharatNet connectivity to deliver essential services seamlessly and sustainably.

Features of Samriddh Gram Phygital Services Pilot Project

- Under this initiative three villages have been identified namely, **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 Samridhi 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.
- **Implemented by:** The Department of Telecommunications (DoT)

Source: PIB

Source: <https://vajiramandravi.com/current-affairs/samriddh-gram-phygital-services-pilot-project/>

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