

Index

- Aadhaar Enabled Payment System (AePS), 35
- Aadhar, 23–24
 - minimal data-collection approach, 24
 - on women’s lives, 25
- Aarti Aajivika*, 63
- Aayu, 107
- Adaptive Data Lighthouse (ADL), 79
- Adidas flip-flops, 129
- Advanced traffic management systems, 118
- Afforestation, 93–94
- AgNext’s Qualix platform, 171–172
- Agrarian economy, 149
- Agri-Market Infrastructure Fund (AMIF), 130
- Agri-tech company, 137, 192
- AgriBazaar, 54
- Agricultural exports
 - challenges, 171–172
 - export opportunity, 169–171
 - leverage opportunity in, 169
- Agricultural Infrastructure Fund, 6
- Agricultural Produce Export Development Authority (APEDA), 170
- Agricultural Produce Market Committee Act, 53
- Agricultural Produce Market Committees (APMCs), 6, 130
- Agricultural production, 45
- Agricultural Technology Management Agency, 42
- Agriculture, 5–7, 135
 - sector, 13, 142
- Alexa, 77
- Alfaz-e-Mewat* (‘Rural Voices of Mewat’) FM 107. 8, 81
- All India Radio, 100
- Amazon Prime, 75
- Ambitious users, 80
- Amul, 177
- Anaerobic sowing of rice (ASR), 146
- Anandodhara, 95
- Anandpur Jyoti Centre, 17
- Andhra Pradesh, 7, 29, 130, 143, 151, 171, 192
- Android platform store, 137
- Anganwadi, 180
 - workers, 105
- Animal husbandry, 7, 57
- Ankur Capital, 108
- Annual Status of Education Report (ASER), 28
- Annual Survey of Industries (ASI), 61
- Apollo Hospital, 108
- Artificial intelligence (AI), 28, 172
- Assam, 113, 142–143, 191
- Assisted Social Health Activist (ASHA), 105
- Atma Nirbhar Bharat* (Self-sufficient India), 85
- Automated teller machine, 35, 42
- Auxiliary Nursing Midwives (ANM), 105
- Axis Bank, 11
- Ayushman Bharat, 106
- Backyard poultry production, 42
- Balichitri, 38
- Bandav, 38
- Bank Linkage Programme, 43
- Banking, 23
- Banking Correspondent agents (BC agents), 85–86

- Banks, 7
 Barhagenja, 38
 Basmati, 169
 Bayer, 137
 Behaviour change, 149, 181
 Bengaluru-based StellApps, 7
 Bengaluru-based Vokal, 76
 Beyond Capital Fund, 108
 Bharat Financial Inclusion Limited (BFIL), 108
 Bharatiya Janata Party (BJP), 49
 BharatNet Project, 70
 Bharti Airtel, 11
 Bhugudakata, 38
 Big data analysis, 57
Bighas, 95–96
 Bihar, 9, 17, 19, 29, 38, 71, 79, 107, 124, 127, 135, 150
 Block Level Trainers (BLTs), 95
 Bloombuds, 19
 Boondh and workshop bags for 91springboard, 18
 Borewell recharge technique, 143
 Brake liner, 191
 Braking system, 191
 Brick-and-mortar stores, 131
 Britannia, 131
 Budget private schools (BPS), 100
Bundeli Idol, 112
 Butter, 7

 Carrot-cleaning problem, 191
 Cash, 14, 33, 35, 86, 117, 142, 149
 Castrol India Ltd., 120
 Catchment pond, 142
 Cattle ownership, 123
 CCTV cameras, 131
 CEAT, 160
 Cell phones, 135
 Centre for Study of Developing Societies (CSDS), 175
 Changemakers, 1–2
 Cheese, 7
 Chit fund, 35
Chowkidars, 77

 Citi Foundation, 166
 Cleaner process, 190
 Climate change, 130
 Co-create health education materials, 179
 Co-operative, 7
 Coca-Cola, 72, 131
 Cold storage, 49, 125–126, 192
 Comics, 89
 Common Service Centres (CSCs), 67
 services offered by, 68–69
 Community cadre for promoting entrepreneurship (CRP-EP), 151
 Community Empowerment Lab (CEL), 161
 Community Health Centres (CHCs), 105
 Community information resource centres (CIRCs), 41
 Community occasions, 149
 Community radio stations, 100
 Community treatment centre, 190
 plant, 189
 Competitive markets, from subsistence to, 53–59
 Connectivity, 10, 25, 117
 Consideration set, 158
 Construction, 6, 9–10, 39, 88, 117, 119, 151
 Consumer behaviour, 58
 Consumer packaged goods (CPG), 176
 Consumers order products online, 131
 Contract farming, 55
 Conventional method, 191
 Core banking services, 86
 Core Network, 37
 Coronavirus pandemic, 6, 10
 Corporate social responsibility (CSR), 18, 167
 Council for Scientific and Industrial Research (CSIR), 194
 COVID-19 Digital Emergency Relief Programme, 41

- Cowdung as fuel to renewable energy, 123–128
- Credit, 6, 69, 126, 129
- Crop information, 56
- Crop-cutting experiments, 136
- Crops, 5, 17, 57, 76, 124, 137, 143
- CSC e-Governance Services India Ltd., 75, 119
- Customer journey, 157
- Customers, 123, 126
- Dabur Ratanprash, 177
- Dairy, 5
 - farmers, 137
 - products, 170
- Dark on Internet, 80
- Data, 130
- Data collection, 24, 135, 161, 184
- Dealer processes, 160
- Debt, 86, 94, 143
- Decentralization, 179
- Decentralized renewable energy (DRE), 124
 - DRE-powered innovations, 124
- Demand consumer, 45
- Demand food, 45
- Department of Animal Husbandry, 7
- Desert Development Programme (DDP), 141
- DESI Power, 127
- Design Thinking, 180–181
- Development, 63, 118, 167, 194
- Digital Bharat, 34
- Digital divide, 139
- Digital Empowerment Foundation (DEF), 41
- Digital foundational identity, 24
- Digital India, 34
- Digital inequity, 2
- Digital innovation, 135–136
- Digital payments, 34–35
- Digital technologies, 172
- Digital tools, 136
- Digital transactions, 33
- Direct Benefit Transfer (DBT), 85
- Direct-to-Home cable (DTH cable), 131
- Directorate General of Foreign Trade (DGFT), 170
- District Rural Roads Plan (DRP), 37
- Diversity, 14, 41, 46, 76, 172, 180
- Diwali, 13
- Doctors, 27–29, 105–107, 150, 161
- Drama, 82
- Drinking water, 141
- Drought, 9, 64, 72, 93, 167
- Dudhkundi, 38
- E-catalogues, 160
- E-claims, 160
- e-Panchayat MMP, 70
- Earthen matkas, 144
- eBay-like sites, 135
- Ecofrost, 192
- Economic growth, 13–15
- Economic independence, 18
- Economics, 37
- Ecotron, 192–193
- Ecozen, 126
- Education, 27–30
- eHealth Centre (eHC), 194
- Electricity, 32, 38–39, 62, 72, 123–124, 127, 192
- Electrification, 37–39
- Electronic National Agriculture Market (eNAM), 6
- Electronic Point-of-Sale device (e-PoS device), 25
- Email, 25
- Empowerment, 179
- Empty classrooms to engaging learning, 99–103
- Energy, 38, 125
- Energy efficiency (EE), 124
- Ennovent, 108
- Entertainment, 111
- Entrepreneur, 189
- Entrepreneurship, 61–65
 - with difference, 41–43
- Essential Commodities (Amendment) Act, 53

- Ethnography, 181
 European Union (EU), 171
 eVidyaloka, 29–30
 Exports, 53, 171–172 (*see also*
 Agricultural exports)
- Facebook, 1, 75
 Facebook Lead Generation
 advertisements, 76
 Farm distress, 13
 Farm management, 137
 Farm records, 56
 Farmer producer organizations
 (FPOs), 7, 54, 87
 Farmers, 5–6, 118–119
 agricultural operations part-time, 45
 in India, 5
 Farmers' Agreement of Price
 Assurance and Farm
 Services Bill, 53
 Farmers' Produce Trade and
 Commerce Bill, 53
 Farming, 5
 to services, 61–65
 Fatalism to fearless futures, 93–97
 Feedstock, 127
 Fertilizer, 6, 56–58, 94, 193
 Finance, 17, 43, 62
 Financial growth, handouts to, 85–90
 Financial inclusion, 33–36, 85
 Financial self-reliance, 19
 Fintech services, 138
 Fisheries, 62
 Folk media, 111
 Folk music, 111–112
 Folk music forms, 111
 Folk songs, 112
 Food crops, 130
 Food demand, change in composition
 of, 45
 4G, 27, 50
 Fruit farms, 5
- Geographical indications (GI), 170
 Global market, 171
- Goats, 135
 Google, 50
 Google Assistant, 77
 Google Play Store, 41, 137
 Google Start-up's 'Superwomen in
 Business' initiative, 18
 Government (central), 6, 130, 141
 Government (local), 145, 165
 Government (state), 14, 27, 53, 95,
 106, 108, 146, 166
 Government data, 142
 Government of India's Common Service
 Centre Programme, 41
 Government school, 19, 29, 71, 77,
 99–101
 Gram Panchayat Development Plan
 (GPDP), 67
 Gram Panchayats, 119
 Gram pradhans to new age
 influencers, 149–152
Gram Vaani, 78
 Grameen Foundation India (GFI),
 166
 Grameen Learning Programme
 (G-LEAP), 166
 Gramin Agricultural Markets
 (GrAMs), 130
 Gramin Healthcare, 27–28
 Gramophone, 193–194
 Grapenet, 171
 Grassroots innovation, 189
 Grid, 39, 192
 Groundwater, 72, 141–143
- Haats* to technology enabled
 marketplaces, 129–133
 Hamam soap, 176
Har Angan, 149
Har Gaon, 149
 Hatibari, 38
 Health, 27–30
 Healthcare, 2, 27, 29, 105, 155
 Hero Electric, 119
 Hero's rural marketing strategy, 149
 Hewlett Packard, 194

- Hindustan Coca Cola Beverages Pvt Ltd., 55
- Hiware Bazaar, 94
- Honda, 119
- Horticulture, 45, 126, 172
- Households, 38
- Human-centred design (HCD), 181
- Hyundai, 119
- ICICI Bank, 136
- Identity, 23–25
- Identity Documents (IDs), 23
- IKEA Foundation, 165
- Inclusion, 23–25
- India, 3
 - agricultural reforms, 5–6
 - agriculture production, 172
 - farmers in, 5
 - FPOs, 7
 - Gram Panchayats, 67
 - water resources, 141–142
- India Gate Basmati Rice, 169
- India Grant Innovation programme, 166
- ‘*India ka Engine, Andar se Strong*’ campaign, 120
- Indian consumer culture, 130–131
- Indian Council of Agricultural Research, 57
- Indian Farmers Fertilizer Cooperative Limited (IFFCO), 27–28
- Indian government’s electrification plans, 124
- Indian Institute of Technology (IIT), 78
- Indian marketers, 176
- Indian Oil Corporation’s *Kisan Seva Kendras*, 150
- Indian rural economy, 33
- Indian Tobacco Company (ITC), 14
- IndusInd Bank, 108
- Infocold, 126
- Influencer marketing, 149
- Information entrepreneurs, 41
- Infrastructure, 6, 25, 63, 70, 130, 171
- Innovation, 177
 - around water management, 146
- Innovative technology, 166
- Instagram, 75
 - content analysis, 185–186
- Integrated Child Development Scheme (ICDS), 58, 71
- Integrated irrigation project in Karnataka, 135
- Integrated Micro PCR, 194
- Intelligent transport management solutions, 118
- Interactive Voice Response system (IVR system), 78, 136
- Internal engine determines parameters, 193
- International Crops Research Institute for the Semi-Arid Tropics (ICRISAT), 145
- Internet, 1–2
 - banking, 33
 - connectivity, 186
 - users, 157
- Internet of Things (IoT), 27
- Interviews with key influencers/ timeline, 183–184
- Irrigation, 5, 14, 94, 123
- Jain Farm Fresh Foods Ltd., 55
- Jal Jeevan, 142
- Jammu and Kashmir, 100
- Jan Dhan, 25, 82
- Jan Dhan Yojana*, 35, 85
- Jan Sahas Social Development Society, 10
- Jatra*, 111
- Jhangora*, 1
- Jio, 6, 77, 79, 176
- Journey map, 161
- Journey mapping process, 161
- Kaam Waapasi*, 10–11
- Kaan Khajura Tesan* initiative, 77
- Kabasura kudineer*, 65
- Kangaroo Care Project, 161

- Kangaroo Mother Care (KMC), 160
Kanjar caste, 112
Karma, 93
 Karma Healthcare, 108
 Karnataka, 9, 88, 126, 135, 142–143, 190–191
 Karur Moringa and Vegetable Farmers Producer Company Limited, 63–64
 Kharangoi, 37–38
 Kharif, 13
Khatiyani (mutation) document, 95
 Khushi Ram Behari Lal (KRBL), 169
 Kiosk, 27–28
 Kirana, 130–131
Kisan Chachi, 17
 Kisan Credit Cards, 85
 Krishi Mitra app, 193
Krishi Samvaad, 76
 Krishi Vigyan Kendra (KVK), 42
 Kumbh Mela, 175–176
- Labour, 9, 101, 118, 191–192
 Land disputes, 69
 Land grabbing, 95
 Land records, 69, 88, 95
 Land registry, 95
 Late adopters, 80
 Lead development partner (LDP), 167
 Leaders Accelerating Development (LEAD), 191
 ‘Learn Out of the Box’ platform, 99
 Learning outcome, 30, 100
 Legal identity, 24
 Lifebuoy, 79
 Lipstick seeds, 192
 Liquefied petroleum gas (LPG), 123
 Load sharing, 127
 Loan process, 87
 Logistics, 6, 10, 54, 132
 end-to-end, 131
 players, 132
 Long-term economic growth, 189
 Low-cost paddy thresher, 191–192
- M-Pesa, 86
 Machine learning (ML), 28
 Madhya Pradesh (MP), 107
 Maharashtra, 23, 25, 34, 43, 77, 88, 93–94, 100, 107, 143, 166–167, 171
 Mahatma Gandhi, 197
 Mahatma Gandhi National Rural Employment Guarantee Scheme (MNREGS), 13–14
 Mahindra, 13
 Mahindra Group, 88
 Mahindra Rural Housing Finance, 88
 Malwa, 112–113
Mandis, 53–54
 Market, 6–7, 54, 56
 Market regulations, 171
 Market-linkage models, 62
 Marketers, 176
 Mature users, 80
 Mawlyngthoh, 37–38
 McKinsey, 27
 Meat products, 169
 Mechanization, 125
 MedCords, 107
 Media dark, 75–83
 Medical staff shortages to digital healthcare, 105–109
 Meghalaya, 37, 142
 Mela helpline number, 176
Melas to technology enabled marketplaces, 129–133
 MeraApp, 41
 Micro ATM, 166
 Micro Venture Innovation Fund (MVIF), 192
 Micro-enterprise, 38, 125, 151
 Micro-retailers, 160
 Microfinance group, 34
 Microfinance institution (MFI), 166
 Microgrid, 125
 Microsoft, 28
 Midday meals (MDM), 58
 Migration, 9–11
 Minimum support price (MSP), 5, 54

- Ministry of Agriculture, 56
 'Ministry of Agriculture and Farmers' Welfare, 57
 Ministry of Food Processing Industries, 126
 Ministry of Health and Family Welfare, 3, 105
 Mission Antyodaya, 67
 Mission Mode Project (MMP), 70
 Mittal's organization, 145
 Mobile app, 132
 Mobile banking, 33
 Mobile Internet, 157
 Mobile network, 176
 Mobile phones, 27, 183
 Mobile revolution, 135
Mobile Vaani, 78–79
 Mobile wallets, 33, 132
 Mobile-based e-learning Android app, 166
 Mobility, 2, 37, 70, 78, 86, 124–125
 Monsoon, 13, 72, 141
 MooFarm app, 137
Moringa, 63
 Mrida, 18–19
 Murshidabad, 42
 Music, 177
 myUpchar, 28
- Naandi Foundation, 189
 Nandan Nilekani, 24
 National Bank for Agriculture and Rural Development (NABARD), 62, 130
 National Commission on Population (NCP), 3
 National Egg Coordination Committee, 54–55
 National Innovation Foundation (NIF), 192
 National Institute of Open Schooling (NIOS), 18
 National Land Records Modernization Programme, 69–70
- National Rainfed Area Authority, 136
 National Rural Health Mission (NRHM), 105
 National Rural Livelihood Mission (NRLM), 63, 86
 Natural resources, 141, 182
Nautanki, 111
 to Takatak, 111–115
 Neev markets, 150
 Netafim, 76
 Netflix, 75
 New Gram Panchayat, 67–73
 Next Billion, 77
 Next-wave users, 80
 Nilkamal, 190
 Non-farm rural economy, 124
 Non-governmental organization (NGO), 18, 29
 Noni syrup, 64
 Nuamania, 38
 Nutrition choices, 58
- Odisha, 9, 34, 38, 70, 95
 1Crowd, 108
 One District One Product (ODOP), 63
 One-time password (OTP), 25
 Onion prices, 49–50
 Oral folk traditions, 111
 Organic, 45, 94
 Other District Roads (ODR), 117
 OTT, 151
 Oxigen, 86, 166
- Paddy harvesting, 191
 Paddy puddle, 146
 Panchamrit, 177
 Panchayat Enterprise Suite (PES), 70
 Panchayati Raj, 19
 Panchayati Raj Institutions (PRIs), 70
 Panchayats, 33, 75
 Parle-G, 13
 Participant observation, 183
 Participative Learning and Action (PLA), 180

- Participative methods, 180
- Participatory research, practice new approaches in
- Instagram content analysis, 185–186
 - interviews with key influencers/ timeline, 183–184
 - participant observation, 183
 - reflection, 184
 - social mapping, 181–182
 - technology-enabled rural research, 184–185
 - village resource map, 182–183
- Pathshala*, 76
- Paytm, 34
- People's Plan Campaign (PPC), 67
- PepsiCo, 55
- Per pupil expenditure (PPE), 101
- Pesticides, 6, 94, 137, 171, 193
- Phagwara technique, 146
- Photography posts, 185
- Plastic waste, 118
- Plough to technology-enabled farming, 135–138
- PM-KISAN, 85
- Point-of-Sale (PoS), 35
- Policy regimes, 5
- Polymerase chain reaction (PCR), 194
- Post-lead service, 89
- Post-purchase experience, 159
- Potable water, 190
- Poultry farming, 54
- Poultry products, 170
- Poverty, 42, 93, 117–118, 151
- Power irrigation pumps, 124
- Pradhan Mantri Grameen Sadak Yojana (PMGSY), 37, 117–118
- Pradhan Mantri Jan Arogya Yojana (PM-JAY), 106
- Pradhan Mantri Jan Dhan Yojana* (PMJDY), 85
- Pradhan Mantri Kisan Samman Nidhi*, 85
- Pradhan Mantri Ujjwala Yojana (PMUY), 71, 123
- Pradhans, 19
- Pratham Foundation, 99
- Pre-lead service, 89
- Precision agriculture, 56
- Prepaid cards, 33
- Primary agricultural societies, 33
- Primary health, 105
- Primary Health Centres (PHCs), 105, 194
- Private sector, 46
- Product innovations for livelihood applications, 124
- Productivity, 7, 54, 56–57, 125, 171, 189
- Professional Assistance for Development Action (PRADAN), 165
- Project monitoring information system, 118
- Project Neev markets, 150
- Public distribution systems (PDS), 5, 58
- Public Health Foundation of India, 106
- Punjab, 9, 94, 137, 143, 169
- Purchase, 149
- Pure rainwater, 143
- Quality assurance of spices directly corresponds, 171
- Qualix, 171–172
- Quora, 76
- Rabi, 13
- Radio Bundelkhand*, 112
- Radiocity, 11
- Rainfall dependence to participative water management, 141–147
- Rajasthan, 9, 38, 41, 71, 106–107, 151, 190, 194
- Ramkali, 62–63
- Ramshej, 25
- Ration card, 25
- Razorpod, 11
- Reform, 56
- Reinforced cement concrete (RCC), 144
- Religion, 175–178
- Religious gatherings, 175

- Religious leaders, 177
- Religious tourism, 175
- Retail, 35, 62
- Retail giants, 130–131
- Retailer, 131
- Rice exports, 170
- Robert Chambers, 179
- Robots, 7
- RuPay cards, 85
- Rural affluent, 39
- Rural communities, 149
- Rural consumers, 132, 157
 - social milieu, 158
- Rural customer journey, 157
 - advocacy or exit, 159–162
 - awareness, 158
 - consideration, 159
 - need recognition, 158
 - post-purchase experience, 159
 - purchase, 159
 - validation, 159
- Rural economy, 61
- Rural income-generating activities (RIGAs), 125
- Rural India, 2–3, 45, 131, 132, 141
- Rural lives, 125
- Rural lower, 39
- Rural markets, 13, 75, 132
- Rural middle, 39
- Rural migrants, 9
- Rural MSMEs, 61
- Rural poor, 39
- Rural retailers, 132
- Rural roads
 - connectivity, 37–39
 - mud paths to, 117–121
- Rural shop owners, 132
- Rural transformation, forge
 - partnerships for, 165–168
- Rural women, 17–20
- Rural-level institutions, 33

- Salesforce, 160
- Samsara*, 93
- Samunnati, 87–88

- Sankalpa Rural Development Society (SRDS), 142–143
 - Sarpanch pati*, 70
 - Sarpanches*, 70, 78–79
 - Satsangs*, 112
 - Saubhagya* scheme, 38
 - Savdhaan*, 82
 - School teacher, 27
 - Schools, 29, 77, 99, 112, 183
 - Seasonal migrants, 9
 - Seasonal migration, 9
 - Seenthil (Tinospora cordifolia)*, 64
 - Segmented addressable market (SAM), 124
 - Sehat Sathi*, 107
 - SELCO Foundation, 126
 - Self-help groups (SHGs), 17, 34, 43, 62–63, 86, 184
 - Self-service bill payment kiosks, 35
 - Semi-structured interviews, 183
 - SHG led Transformation of Rural communities through Partnerships (STaRTuP), 165
 - Shramdaan*, 94
 - Shramdan, 167
 - SIM card, 25, 99
 - Simple communication, 89
 - Siri/Google assistant, 50
 - Smart highways, 118
 - Smartphone, 1, 6, 10, 49–50, 77–78, 96, 99–102, 107, 132, 138, 166, 183, 185, 193
 - SME, 61
 - Social business venture, 18
 - Social cause or government programme, 149
 - Social mapping, 181–182
 - Social structure, 2, 182
 - Social welfare programmes, 23
 - Software engineers, 151
 - Soil Health Cards, 57–58
 - Soil information, 56
 - Solar, 125
 - Solar water pump system, 193

- Solar-powered irrigation systems, 126
 Solar-powered sewing machines, 126
 Sonalika Tractors, 13
Soochnapreneurs, 41–42
 Spices, 170–171
 Sports, 19, 77
 Start-up Village Entrepreneurship Programme (SVEP), 151
 StoreKing app, 131
 Storytelling, 183
 Sub-centres, 105
 Sub-Divisional Magistrate (SDM), 62
 Suraksha Dhaga, 176
 Sustainable, 17–18
 Svamitva, 197
Swang, 111

 T-Series, 177
Tamasha, 111
 Tamil Nadu, 29, 63, 63, 77, 87
 Tata *Gram Mitras*, 150
 Tata Kisan Mitra, 150
 Tata Motors, 150
 Tech-based crop advisory, 193
 Technological advances, 56
 Technology, 5–7, 132
 Technology-enabled rural research, 184–185
 Tele-diagnosis kit, 27
 Tessol, 126
 Three-inch feeder pipe, 143
 TikTok, 75
 Total addressable market (TAM), 124
 Totapuri mango, 55
 Traceability, 45, 56, 171
 Tractors, 124
 Trade, 54, 124, 171–172
 Traditional hypermarkets of rural India, 129
 Traditional influencer marketing, 149
 Traditional water-harvesting techniques, 142
 Transformative innovations, 189
 Transport infrastructure, 117
 Tribal-dominated villages, 38
 Turmeric, 63
 TVS Motors, 119
 Twitter, 75

 UIDAI, 25
 Ultra-High Density Plantation (UHDP), 55
 Unicef's Seekh programme, 77
 Unilever, 77, 79, 176
 Union territories (UT), 70
 Unique Identity Number (UID), 23
 United Phosphorus Limited (UPL), 137
 Unlock grassroots innovation, 189–195
 Unmanned Aerial Vehicles (UAVs), 137
 'Unnati' Project, 55
 UPI payments, 132
 Urban consumers, 158 (*see also* Rural consumers)
 USAID, 34
 USSD text-messaging services, 57
 Uttar Pradesh (UP), 78–79, 99

 Vakrangee, 131
 Validation, 157
 Value chains, 34
 VilCart, 132
 Village development programme, 18
 Village *haat*, 129–130
 Village Level Entrepreneur (VLE), 131
 Village resource map, 182–183
 Village roads, 117
 Village Social Transformation Foundation (VSTF), 166
 Villagers possessing mobile phones, 183
 Villages in India, 142
 Vimukta Samuday Samarthan Manch (VSSM), 144
 Vodafone, 79, 99
 Vokal, 76
 Volunteers, 182

 Wahnongbah, 37–38
 Wall paintings, 89
 Warrant registration, 160

- Water, 32, 46, 72, 93, 167
 - resources, 141
 - water-intensive crops, 142
- WaterWheel, 190
- Weather, 10, 94
 - information, 56
 - weather-monitoring activity, 146
- WebBox, 99
- Webex, 75
- Welspun, 176
- West Bengal, 9, 42, 55, 95–96, 142, 165
- West Bengal State Rural Livelihoods Mission, 95
- WhatsApp, 1, 135, 193
- Wholesale, 6
- Wi-Fi *Choupal* programme, 75
- Women participation, 19
- Women's Land Literacy programme, 95
- Workshop, 150, 162
- World Trade Organization, 169
- World Wide Foundation (WWF), 63
- YouTube, 1, 75–76
- Zamindari* system, 69
- Zee Network, 11
- Zoom, 75