

Log into GANGA: Scheme to give net to 20L UP households, create 1L jobs

Will Open Opportunities In Digi Services

TIMES NEWS NETWORK



DIGITAL CONNECTIVITY

Lucknow: Uttar Pradesh govt has launched Project GANGA (Govt Assisted Network for Growth and Advancement) under which it will provide broadband connectivity to around 20 lakh households across the state over the next 2-3 years. Under the scheme, direct and indirect employment will be generated for more than 1 lakh people.

The State Transformation Commission signed an MoU with Hinduja Group's One OTT Entertainment Ltd in the presence of UP cabinet minister Suresh Khanna in Lucknow on Monday.

A govt spokesperson said that 8,000 to 10,000 local

youths at the Nyay Panchayat level will be developed as digital service providers. It will also ensure that around 50% participation is by women.

Khanna said the MoU was an important step towards strengthening digital infrastructure in UP while creating large-scale employment opportunities.

"Earlier, as the country lagged in technology, India was often viewed as a developing country, but the

transformation witnessed over the last decade, especially in UP, has changed the global perception about us," the minister said.

He said the availability of high speed internet in rural areas will open new opportunities in digital services, online business, education and healthcare, and added that the biggest need today is to create more employment opportunities, and when employment is generated through technology it

becomes more effective and sustainable.

He urged the company to ensure that the Hindi language is given an important place on digital platforms so that more people in the state can connect with it. He added that to connect youth with digital entrepreneurship govt has been providing financial assistance under a special scheme launched in Jan 2024. More than one lakh youths have already benefited from this initiative, Khanna said.

State Transformation Commission CEO Manoj Kumar Singh said the initiative will create new opportunities for rural youth to earn through digital services, YouTube and other online platforms. At the same time, sectors such as telemedicine, online education, e-commerce and digital skilling will also develop rapidly. "Broadband internet connectivity in border districts such as Shravasti, Bahraich and Balrampur

will open new economic opportunities for people and accelerate rural development," he added.

Director of Hinduja Global Solutions Ltd, Vinsley Fernandes, said, "Just as the Ganga is not only a symbol of faith but also a lifeline for millions of people supporting agriculture, industry and drinking water, the same spirit inspired the naming of this initiative as Project GANGA."

Chief business officer of One OTT Entertainment Ltd Satya Prakash Singh said the objective of Project GANGA was to extend digital connectivity to remote, underserved and unserved areas so that digital services can expand in rural regions and create new employment opportunities. He added that with the availability of high-speed internet, new possibilities will open in areas such as telemedicine, online education, digital skilling, e-commerce and digital content.