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In India, out of total population of 1.3 billion, over 800 million live in rural areas. Thus, nearly 70 % of India’s population lives in rural areas.

Yes, rural India is “media dark,” lacks proper infrastructure and healthcare. But contrary to popular belief rural India is not lacking behind in **technology adoption**. TRAI report states **~ 200 Million** [17% of 950 Million] people from rural India as opposed to **~ 275 Million** [60% of 450 Million] from urban India use the Internet on their mobile devices.

Abstract

Intro

Motive

Results

References