

ATMANIRBHAR BHARAT KI AUR
... ek aur Kadam

Broadband at your fingertips

PM WANi
PM-WANI WII - PDO for everyone

Prime Minister's Wi-Fi Access Network Interface

Entrepreneurship Opportunities for Small and Micro Businesses

Local Manufacturing and Supply Chain for Wi-Fi Equipment

How to become a **PDO**

Govt. of India

How to become a Public Data Office (PDO)

What is a PDO?

- Public Data Office (PDO) is a location where any individual could access internet using Wi-Fi connectivity.

Who can become a PDO?

- Any person like business person, resident, professional, Village level entrepreneur (VLE) etc. could start a PDO.
- Locations like local market shops, booths, Tea stalls, Kirana shops, Vegetable shops, restaurants, road side houses etc. are best suited for starting a PDO and delivering access to internet using Wi-Fi connectivity.

Advantage of becoming a PDO?

- An additional source of income from selling internet connectivity
- Availability of good quality internet connectivity facilitating online transactions for shop owners
- Increase in sales due to upsurge of customers visiting PDO locations

How do I become a PDO?

- Arrange a fixed-line broadband connectivity from any Internet Service Provider in your area
- Contact with a PDOA (PDO Aggregator) to finalize the business model and identify an appropriate type of Wi-Fi Access Point
- Install the Wi-Fi Access Point and start providing internet connectivity to users

How do I connect with a PDOA?

- Option 1: Visit PDO Portal on <https://pmwani.gov.in> and insert necessary details in the available enquiry form. The interested PDOAs may contact you.
- Option 2: Visit <https://pmwani.gov.in> to get the details of PDOAs like office address, e-mail address and telephone number etc. and you may contact them directly.

How much investment is required to become a PDO?

- Depending upon the business model being finalized with a PDOA, at max, a PDO may require to do one-time investment in purchasing and installation of Wi-Fi Access Point.
- Further, a PDO may require to spend monthly for the broadband connection.

Who could be the potential customers?

It will be beneficial to such people who want to use high-speed internet service for their work such as following:

- Village Level entrepreneurs, artisans, professionals like electrician, plumber, carpenter etc. who want to sell their goods and services through e-commerce platforms.
- Students can make use of various online educational platforms and have a much better learning experience.
- Accessing e-Government websites for online job applications, exams, interviews, schemes etc.
- Farmers who can learn about the new agricultural practices and can connect with experts for guidance.
- Everyone as they can get more details w.r.t the Government schemes that are launched for their benefit.

Why will someone buy Wi-Fi coupons when already subscribed to mobile data (3G/4G)?

Parameter	3G/4G network	Wi-Fi
Coverage	Not available everywhere especially inside the buildings and in congested areas	Good quality Wi-Fi signal of a PDO may be available at such locations
Speed	Reliability at a location depends on signal quality and number of simultaneous users connected to the network	Being a localised service, a PDO could offer high quality reliable internet connectivity
User experience	Varies from location to location	Good user experience can be consistently offered

Is the PDO liable for meeting any security or compliance requirements?

The PDO is not liable to meet any security or compliance requirement.

Can I use my home broadband connection as a backhaul for my PDO?

Yes

What is the Business Model for PDO

An access Point can be deployed by the PDO in following two types of models:

- i) Indoor deployment
- ii) Outdoor deployment.

As per the standard costing of Indoor and Outdoor AP, Per Annum Cost analysis table is given in Table 1a (for Indoor AP) and Table 1b (for Outdoor AP).

Table 1a: Typical Cost (Rs.) for Indoor AP Deployment

Item	Indoor PDO Deployment item cost	Depreciation (@25% of Actual Cost)	** Cost of capital 12% per annum	Total per Annum Cost to PDO
Access Point (AP) (One time Investment)	2000	500	240	740
UPS (One Time Investment)	2000	500	240	740
Bandwidth Cost monthly basis (Cost for 1 year)	6000	NA	NA	6000
Power Cost monthly basis (Cost for 1 year)	1200	NA	NA	1200
Miscellaneous/unforeseen cost (Cost for 1 year)	2000	NA	240	2240
Total				10920
Total Annual Cost for Indoor AP deployment			10920	
Cost per Month (In Rs)			10920/12=910	
*Opportunity cost of entrepreneur's skill and time is not included.				
** Cost of capital is rate of interest on the capital employed/invested in the business by the entrepreneur.				
Disclaimer: These costs are indicative and may vary based on market dynamics. Entrepreneurs are requested to use this only as a guidance and C-DOT does not take any responsibility in this regard.				

Table 1b: Typical Cost (Rs.) for Outdoor AP Deployment

Item	Outdoor	Depreciation	** Cost	Total per
------	---------	--------------	---------	-----------

	PDO Deployment (Per annum)	(@25% of Actual Cost)	of capital 12% per annum	annum Cost to PDO
AP (One time Investment)	8000	2000	960	2960
UPS (One Time Investment)	2000	500	240	740
Bandwidth Cost (Cost for 1 year)	6000	NA	NA	6000
Power Cost (Cost for 1 year)	2400	NA	NA	2400
Miscellaneous/unforeseen (Cost for 1 year)	5000	NA	600	5600
Total				17700
Total Annual Cost for Outdoor AP deployment			17700	
Cost per Month for Outdoor AP deployment (in Rs)			17700/12=1475	
*Opportunity cost of entrepreneur's skill and time is not included.				
** Cost of capital is rate of interest on the capital employed/invested in the business by the entrepreneur.				
Disclaimer: These costs are indicative and may vary based on market dynamics. Entrepreneurs are requested to use this only as a guidance and C-DOT does not take any responsibility in this regard.				

What is the income of PDO

Under the PM-WANI framework, PDOA collects revenue by selling coupons to users and then PDOA should share this revenue with its PDOs based on the usage of an access point.

Based upon the type of users coming to the PDO, there can be different type of Wi-Fi internet plans.

- a) Daily Plan** – This type of plan may be preferred by people at such places where they normally do not reside e.g. tourist area, bus stop or railway station

S. No	Parameter	Value
a)	Plan Value	5 to 10 Rupees
b)	Daily customers	30 to 100 users
c)	Daily sale Value	150 to 1000 rupees
d)	Monthly Sale Value	4,500 to 30,000 rupees

e)	Percentage share of PDO*	90%
f)	Monthly earning	4050 to 27000 rupees

Note: Revenue share between PDO and PDOA is assumed to be in the ratio of 90:10

b) Monthly Plan – Such users who are visiting a place (PDO location) on a daily/regular basis then monthly plan could be preferred by such user. The users can be students staying nearby or villagers who want to sell their art and craft items through internet.

S. No	Parameter	Value
a)	Plan Value	100 to 200 Rupees
b)	Regular Customers	30 to 50 users
c)	Monthly Sale Value	3,000 to 10,000 Rupees
d)	Percentage share of PDO	90%
e)	Monthly earning	2,700 to 9,000 Rupees

Note: Revenue share between PDO and PDOA is assumed to be in the ratio of 90:10

Other Booklets of PM-WANI

- **PDOA Booklet** https://pmwani.gov.in/assets/landing-page/booklets/Booklet_PDOA_English.pdf
- **APP Provider Booklet** https://pmwani.gov.in/assets/landing-page/booklets/Booklet_APP_English.pdf

Annex I: List of DOT Field Officers

STATE/UT	Authorized person Name	Designation	Email Id	Telephone No.
Andaman and Nicobar Islands	Sh. Rakesh Kumar Sharma	DDG (Tech.)	ddgt.wb-dgt-dot@gov.in	033-24402027
Andhra Pradesh	Sh. G V Rama Krishna	DDG (Tech.)	ddgt.vjap-dgt-dot@gov.in	0866-2496499
Arunanchal Pradesh	Sh. Rajesh Kumar Maheshwari	DDG (Tech.)	ddgt.shillong-dot@gov.in	9422217211
Assam	Sh. G K Sutar	DDG (Tech.)	ddgt.as-dgt-dot@gov.in	361-2736999
Bihar	Sh. A.K. Sinha	DDG (Tech.)	ddgt.br-dgt-dot@gov.in	612-2506139
Chattisgarh	Sh. R.K. Singh	DDG (Tech.)	ddgt.mp-dgt-dot@gov.in	755-2555854
Dadra and Nagar Haveli and Daman and Diu	Sh. Roshan Lal Meena	DDG (Tech.)	ddgt.gj-dgt-dot@gov.in	9414001115
Delhi (Gurgaon, Ghaziabad, Noida, Faridabad)	Sh. Y.K. Singh	DDG (Tech.)	ddgt.dl-dgt-dot@gov.in	011-26484080
Goa	Sh. Vikram Malviya	DDG (Tech.)	ddgt.mh-dot@gov.in	9425001499
Gujarat	Sh. Roshan Lal Meena	DDG (Tech.)	ddgt.gj-dgt-dot@gov.in	9414001115
Haryana	Sh. O.P. Manhas	DDG (Tech.)	ddgt.hr-dgt-dot@gov.in	1722538060
Himachal Pradesh	Sh. Brij Mohan Setia	DDG (Tech.)	ddgs.hp-dgt-dot@gov.in	0177-2625065
Jammu & Kashmir	Sh. Kailash Chandra Panday	DDG (Tech.)	ddgt.jk-dgt-dot@gov.in	191-2470133
Jharkhand	Sh. A.K. Sinha	DDG (Tech.)	ddgt.br-dgt-dot@gov.in	612-2506139
Karnataka	Smt. Sunita Cherodath	DDG (Tech.)	ddgt.ktk-dgt-dot@gov.in	080-26642626
Kerala	Smt. Sobhana V	DDG (Tech.)	ddgt.krl-dgt-dot@nic.in	484-2207255
Lakshadweep	Smt. Sobhana V	DDG (Tech.)	ddgt.krl-dgt-dot@nic.in	484-2207255
Ladakh	Sh. Kailash Chandra	DDG (Tech.)	ddgt.jk-dgt-dot@gov.in	191-2470133

	Panday			
Madhya Pradesh	Sh. R.K. Singh	DDG (Tech.)	ddgt.mp-dgt-dot@gov.in	755-2555854
Maharashtra	Sh. Vikram Malviya	DDG (Tech.)	ddgt-mh-dot@gov.in	9425001499
Mumbai	Sh. Ajay Kamal	DDG (Tech.)	ddgt.mb-dgt-dot@gov.in	022-28573530
Manipur	Sh. Rajesh Kumar Maheshwari	DDG (Tech.)	ddgt.shillong-dot@gov.in	9422217211
Meghalaya	Sh. Rajesh Kumar Maheshwari	DDG (Tech.)	ddgt.shillong-dot@gov.in	9422217211
Mizoram	Sh. Rajesh Kumar Maheshwari	DDG (Tech.)	ddgt.shillong-dot@gov.in	9422217211
Nagaland	Sh. Rajesh Kumar Maheshwari	DDG (Tech.)	ddgt.shillong-dot@gov.in	9422217211
Odisha	Sh. U.V. Ramana	DDG (Tech.)	ddgt.dot.od@gov.in	9972279970
Puducherry	Sh. Shri S. Sudhakar	DDG (Tech.)	ddgt.tn-dgt-dot@gov.in	044-28251118
Punjab	Smt. Rekha Singh	DDG (Tech.)	ddgt.pb-dgt-dot@gov.in	172-2218094
Rajasthan	Sh. Ram Gopal Yadav	DDG (Tech.)	ddgt.rj-dgt-dot@gov.in	0141-2712620
Sikkim	Sh. Rakesh Kumar Sharma	DDG (Tech.)	ddgt.wb-dgt-dot@gov.in	033-24402027
Tamil Nadu	Sh. Shri S. Sudhakar	DDG (Tech.)	ddgt.tn-dgt-dot@gov.in	044-28251118
Telangana	Sh. K. Raja Sekhar	DDG (Tech.)	ddgt.ap-dgt-dot@gov.in	040-27722713
Tripura	Sh. Rajesh Kumar Maheshwari	DDG (Tech.)	ddgt.shillong-dot@gov.in	9422217211
Uttarakhand	Sh. Arun Kumar Verma	DDG (Tech.)	ddgc.ddnupw-dgt-dot@gov.in	135-2735577
Uttar Pradesh (East)	Sh. Anil Kumar Ranjan	DDG (Tech.)	ddgt.upe-dgt-dot@gov.in	0522-2725501
Uttar Pradesh (West)	Sh. Anupam Varshney	DDG (Tech.)	ddgt.upw-dgt-dot@gov.in	9868130902
West Bengal	Sh. Rakesh Kumar Sharma	DDG (Tech.)	ddgt.wb-dgt-dot@gov.in	033-24402027

