

“Blue Dots” as Public Digital Rails:

An ecosystem approach to drive livelihoods, welfare and services

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2010-26: DPIs (Digital Public Infrastructure) have transformed India



DigiLocker
Document Wallet to Empower Citizens



Youth, women, enterprises are digitally dark in the context of livelihoods

BIODATA

Lorem Ipsum

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Name :
Father Name :
Date of Birth :
Gender : Male
Caste :
Marital Status : Unmarried.
Qualification : S.S.L.C.
Other Qualification : ITI
Trade **Language Gap** Fiter
Languages : Kannada and Hindi.
Adhar No. :
Ration Card No. :
Contact No. :

??? Score? Missing

DECLARATION:
 I hereby sincerely declare that all information given above is true to the best of my knowledge...

??? Home Location? Missing

Date:

??? Projects, Apprenticeship? Missing Yours faithfully,

A typical profile of a youth



How small and medium businesses post jobs

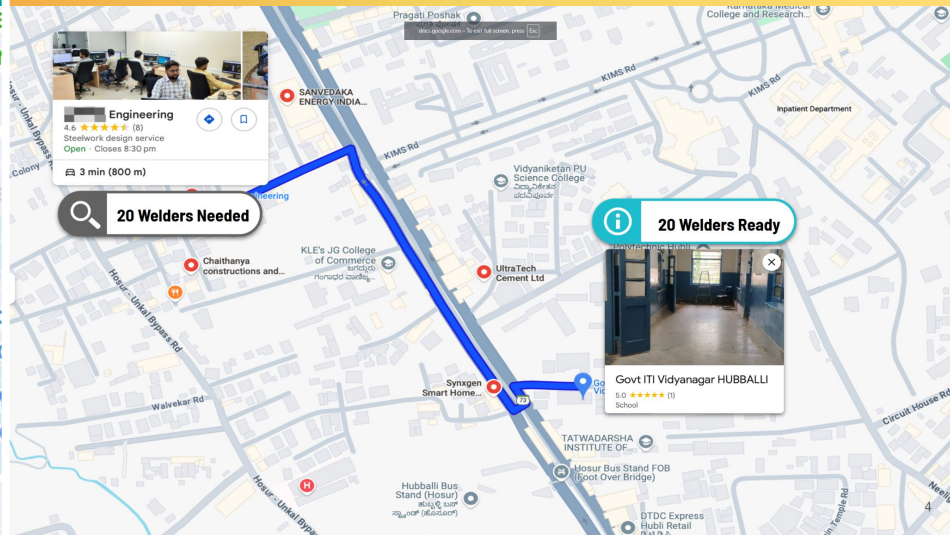
THE DISCOVERY PARADOX

Cabs & riders in the vicinity
can find each other with ease



DIGITALLY LIT UP

Jobs & talent just 800m away
can't find each other



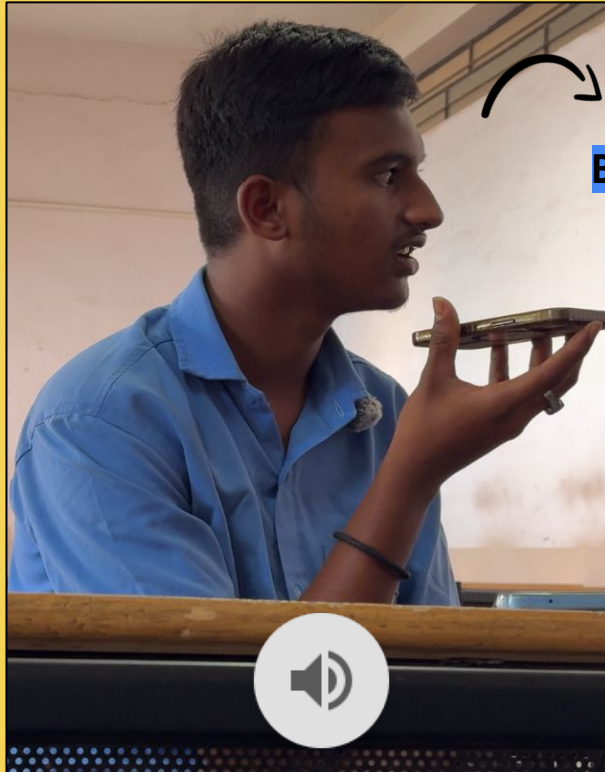
DIGITALLY DARK

The Blue Dot Approach

Enabling local ecosystems to be digitally lit up with timely, credible signals of intent across markets

AI giving voice to youth, women & SMBs

Digitally lighting up local talent & jobs as Blue Dots

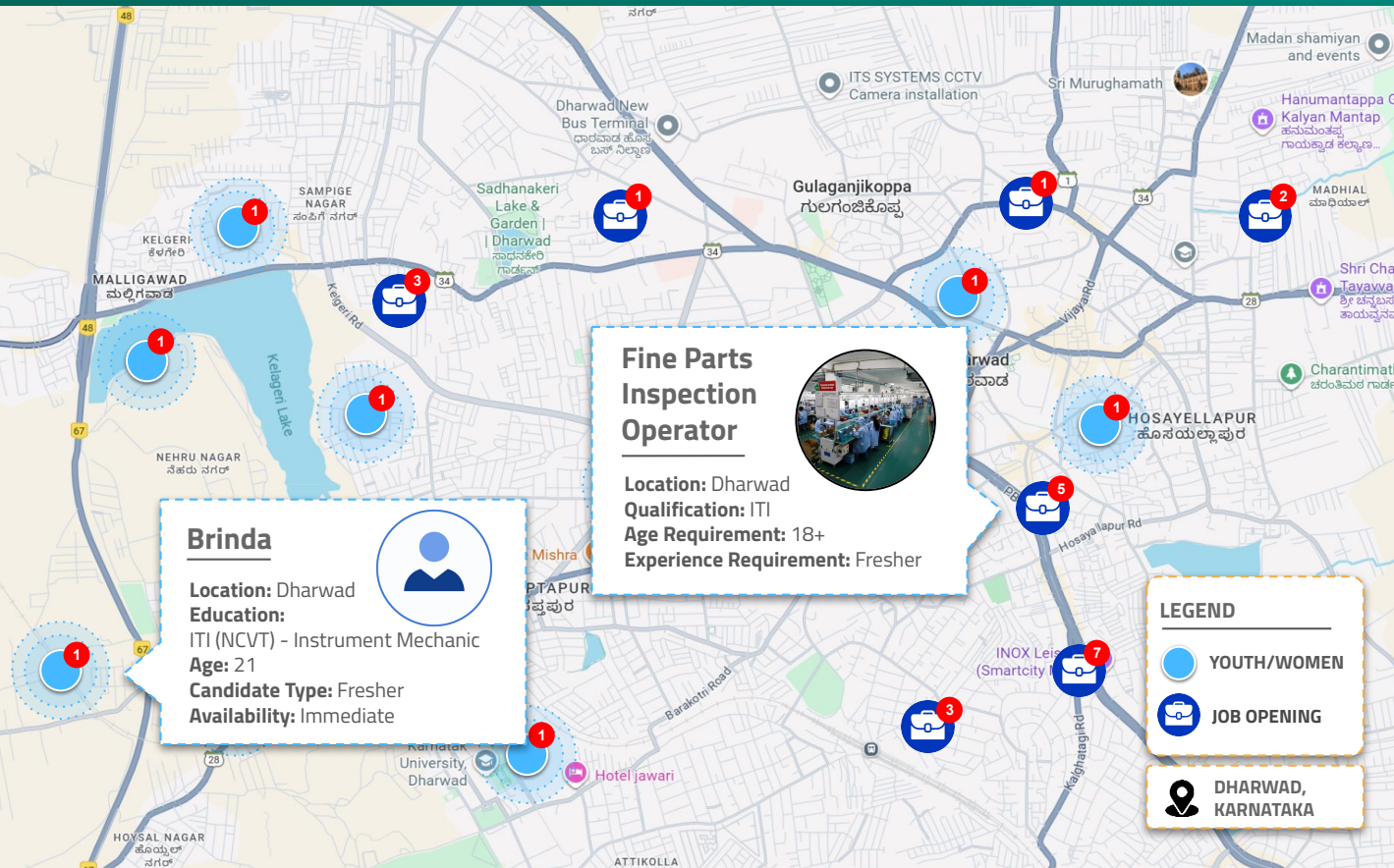


Becoming a Blue Dot!

Youth creating digital profile



SMB creating job posting



With AI, Blue Dots are created in **2 mins**, like making an instant coffee

In a district in India, just 10% of SMBs created 4,000+ Blue Dots for job openings – all job portals put together showed < 100



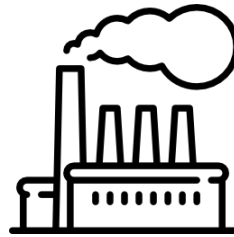
Youth/Women

I never realised there are so many jobs around me. I am also asking my friends to see & apply



Placement Officers

I hadn't even imagined that there are so many jobs in the district



SMBs

We find it hard to discover relevant candidates but now we can see them on a map in a local manner

"So many local jobs & local talent. Wow!"

**Conversion Rate -
Lead to Hire**

From <10% TO >50%

**Time -
Job Posting to Hire**

From 2 Weeks TO 2 Days

**Distance -
Home to Work**

From 20 Kms TO 2 Bus Stops

Bringing about a change in lives of people & businesses



LOCAL PEOPLE

Migration ↓

Anchors families

Savings ↑

More local
spending



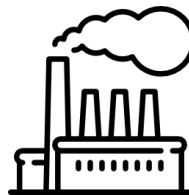
LOCAL SKILLERS

Placement ↑

From < 20%

Enrolment ↑

With better
placements



LOCAL INDUSTRY

Cost to Hire ↓

Drops to 1/10th

Productivity ↑

Unproductive
time drops



ECOSYSTEM

Local GDP ↑

2-3x multiplier
effect

Opportunities ↑

Direct & Ancillary
services

Unlocking significant economic & social value

\$5 Billion

Potential Cost savings in
Hiring

\$1 Billion

Business Gains from credentialing
and related digital services

Billions of \$

Productivity gains by cutting
down time to hire

4-5

Adjacent services unlocked
(skilling, credit, mobility, etc.)

**A diverse,
interconnected
local ecosystem
scaling the effort**



YOUTH



WOMEN

WHO CREATES BLUE DOTS?

Local Entities connected to the youth, women and jobs

**Skilling
Providers**

**Govt
Institutes**

**Pvt./Social
Organisations**

**Employment
Exchange**

**Local Job
Agencies**

**SMB
Associations**

WHO ORCHESTRATES THE ECOSYSTEM?

Joint nodal team of Local Ecosystem Actors

**Govt
Departments**

**Private
Entities**

WHO ENABLES THE ECOSYSTEM?

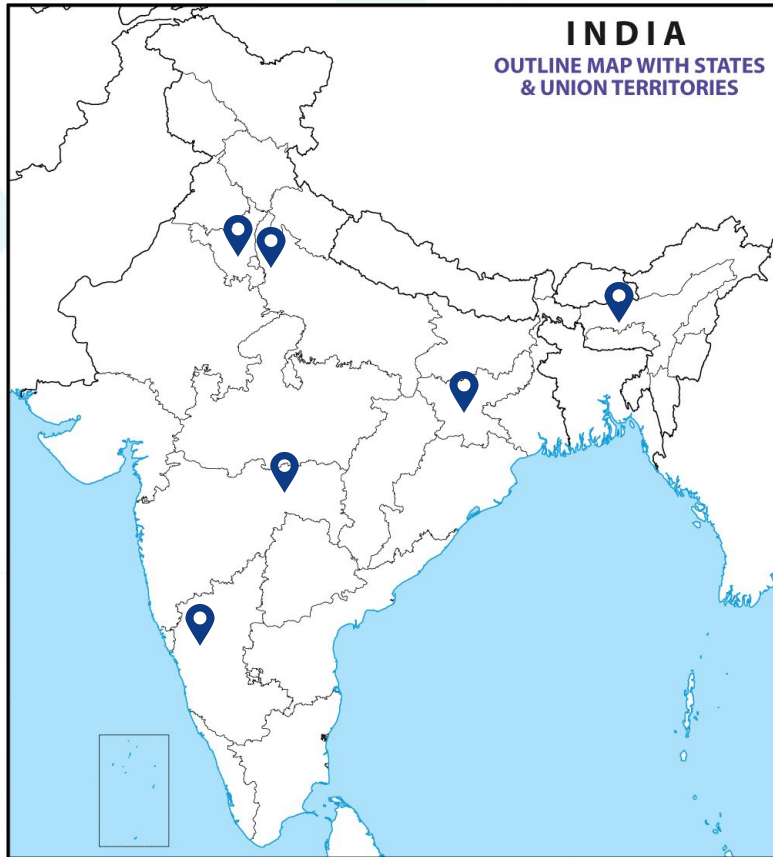
Innovators & tech service providers leveraging Digital Public Goods

**SYSTEM
INTEGRATORS**

AI FIRMS

HYPERSCALERS

DIGITAL PUBLIC GOODS

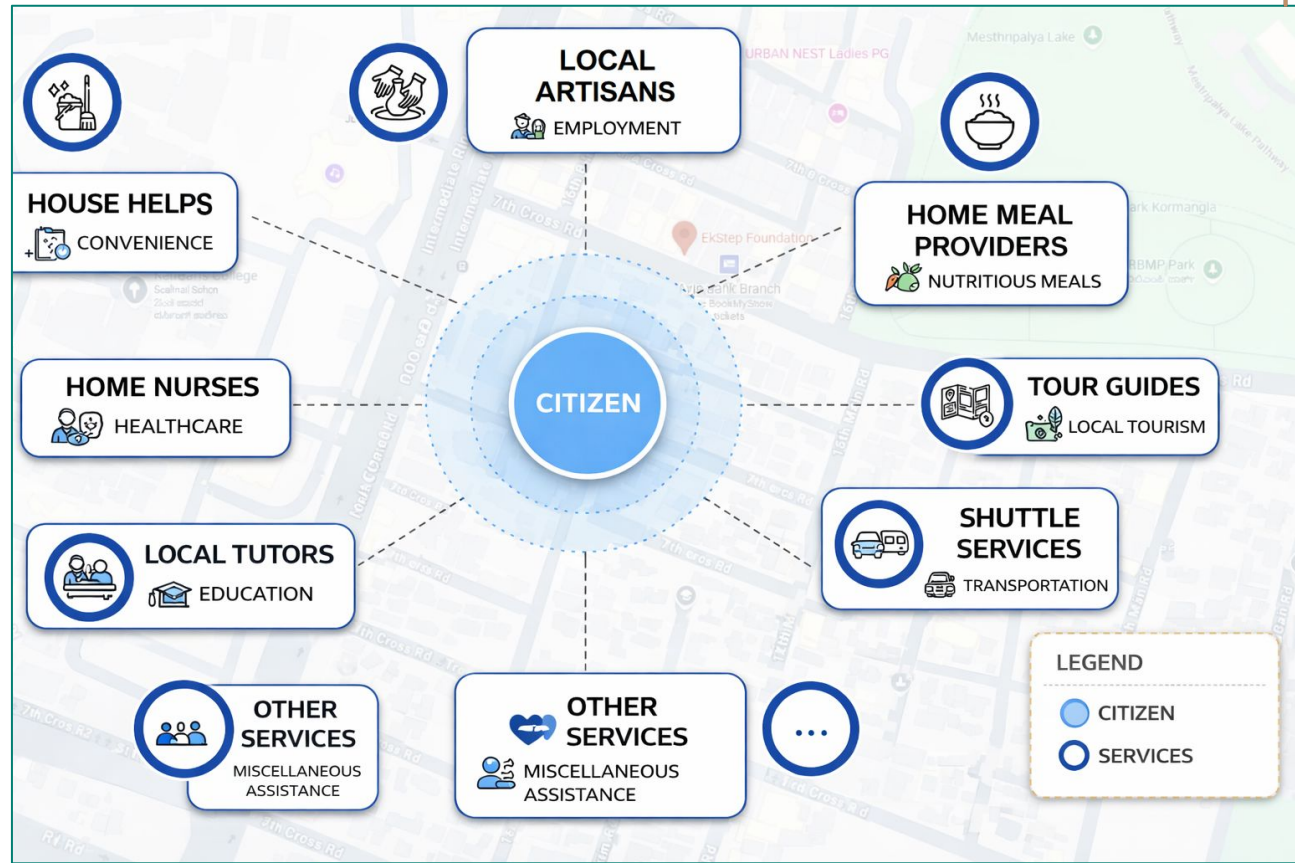


Expanding Footprint

Blue Dots powering discovery in districts

- Karnataka
- Uttar Pradesh
- Haryana
- Assam
- Maharashtra
- Jharkhand

**Diverse use cases
of Blue Dots
under discussion:
to connect people
to services**



People + Possibilities

To enable a range of possibilities

- 1 Reusable building blocks as digital public goods**
For adopters to set up & implement use cases in a sovereign manner
- 2 Share Learnings**
Insights from working with governments, intermediaries, and ecosystem on both the demand and supply sides
- 3 Workshops**
Co-design sessions with implementers, operators, and policy stakeholders
- Triggering Imagination**
Prototypes and brainstorming to identify what problems to solve

Thank you!



Interested? Scan!