



**ATMANIRBHAR BHARAT KI AUR  
... ek aur Kadam**

Broadband at your fingertips

**PM WANI** PM-WANI Wifi - 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
<b>Coverage</b>	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
<b>Speed</b>	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
<b>User experience</b>	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
<b>Total</b>				<b>10920</b>
<b>Total Annual Cost for Indoor AP deployment</b>			<b>10920</b>	
<b>Cost per Month (In Rs)</b>			<b>10920/12=910</b>	
*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.				
<b>Disclaimer:</b> These costs are indicative and may vary based on market dynamics. Entrepreneurs are requested to use this only as a guidance.				

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

Item	Outdoor PDO Deployment (Per annum)	Depreciation (@25% of Actual Cost)	** Cost of capital 12% per annum	Total per annum Cost to PDO
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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
<b>Total</b>				<b>17700</b>
<b>Total Annual Cost for Outdoor AP deployment</b>			<b>17700</b>	
<b>Cost per Month for Outdoor AP deployment (in Rs)</b>			<b>17700/12=1475</b>	
*Opportunity cost of entrepreneur's skill and time is not included.				
** Cost of capitalis rate of interest on the capital employed/invested in the business by the entrepreneur.				
<b>Disclaimer:</b> These costs are indicative and may vary based on market dynamics. Entrepreneurs are requested to use this only as a guidance.				

## 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*	60%
f)	Monthly earning	2700 to 18000 rupees

**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.

<b>S.No</b>	<b>Parameter</b>	<b>Value</b>
a)	Plan Value	100 to 200Rupees
b)	Regular Customers	30to 50users
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

**For More Information Contact**

**Reisnet Broadband Pvt Ltd.**

PDOA License Number: PMWANI-ORS-760001-PDOA000063

**Contact: 07969-24-8877**

PDO Application form Available Online : [www.reisnet.in/pmwani](http://www.reisnet.in/pmwani)