

Rural Digital Connectivity Logic Model

Components	Inputs	Activities	Outputs	Outcomes (Short–Medium Term)	Impact (Long-Term)
Infrastructure	Funding, ICT equipment, satellite/broadband systems	Deploy connectivity hubs, install network infrastructure	150+ hubs operational, broadband coverage expanded	Increased internet access, reduced connectivity costs	Digitally connected rural economy
Digital Literacy	Trainers, curriculum, devices	Conduct training sessions, community onboarding	≥70% population trained	Increased digital usage, adoption of mobile tools	Digitally empowered population
Financial Inclusion	Partnerships with mobile money providers	Deploy mobile payment systems, train users	≥50% households using mobile money	Increased financial transactions, savings behavior	Financially inclusive communities
Market Integration	Platforms, partnerships, cooperatives	Link producers to digital marketplaces	Functional digital value chains	Increased sales, improved pricing access	Sustainable income growth
Governance Access	Digital platforms, civic tools	Enable e-services, feedback systems	Increased civic participation tools	Improved access to services and accountability	Inclusive governance systems

6. Monitoring and Evaluation (M&E)

Key Indicators

ORPE HUMAN RIGHTS ADVOCATES

Area	Indicator	Target	Frequency
Connectivity	# of villages connected	150+	Quarterly
Usage	% households using internet/mobile services	≥50% (90 days)	Quarterly
Income	% households generating income via digital tools	≥60% (30 days)	Monthly
Financial Inclusion	# mobile money users	≥50% households	Quarterly
Capacity Building	# individuals trained	≥70% population	Biannual

Methods

- Baseline, midline, endline surveys
- Real-time digital analytics (platform usage, transactions)
- Household income tracking
- Third-party evaluations (Year 2 & Year 3)

7. Sustainability Strategy

1. Community Ownership

- Connectivity hubs managed by local cooperatives and committees.

2. Revenue Generation

- Pay-as-you-go internet services
- Transaction fees from digital marketplaces
- Cooperative membership contributions

3. Capacity Transfer

- Train local technicians and digital facilitators.
- Establish “Digital Champions” within communities.

4. Institutional Integration

- Align with national ICT and rural development policies.
- Build partnerships with telecom providers and financial institutions.

5. Platform Sustainability

- Community-owned data systems and digital platforms.
- Open architecture for scalability and interoperability.

8. Risks and Assumptions

Risks & Mitigation

Risk	Mitigation Strategy
Infrastructure failure	Hybrid systems (satellite + solar backup), local maintenance teams
Low adoption rates	Immediate income-generating use cases; incentives for early adoption
Digital illiteracy	Intensive onboarding and continuous training
Market access constraints	Pre-arranged buyer networks and partnerships
Regulatory barriers	Government engagement and compliance alignment

Key Assumptions

- Communities are willing to adopt digital tools if tied to income generation.
- Telecom and financial partners remain engaged.

- Local governance structures support implementation.
- Market demand exists for rural products.

Conclusion

Rural digital connectivity is not merely an infrastructure intervention—it is a **systemic economic transformation tool**. By linking connectivity directly to income generation, financial inclusion, and cooperative systems, ORPE ensures that digital access translates into **measurable, immediate, and sustainable improvements in human dignity**.